

A woman with long brown hair, wearing a blue sweater, is smiling as she selects a yellow bell pepper from a display of fresh vegetables at a farmers market. The background is slightly blurred, showing other market stalls and people.

**Exclusive Webinar Presentation**

# Food Truths from Farm to Table:

*25 Surprising Strategies to Help  
Clients Shop and Eat Without Guilt*



**Learning Library**

TODAY'S DIETITIAN

**EARN  
1 CEU**

Presented by Michele Payn, CSP, and Leah McGrath, RDN, LDN



# Meet Leah

**Leah McGrath, RDN, LDN**

@LeahMcGrathRD

@BuildupRDNs

@InglesDietitian





# Learning Objectives

After completing this continuing education course, nutrition professionals should be able to:

1. Provide science-based recommendations by evaluating content and context claims about modern farming practices.
2. Discuss commonalities of people who grow food and how they do it – across the spectrum of scale, from CSA to farmer's market to larger family businesses.
3. Educate their peers and consumers on measuring all food claims against their own ethical, health, environmental and social standards to avoid food shaming.
4. Help food buyers reduce time and guilt in the grocery store.





# Meet Michele

- Personal background
- Professional expertise
- Passion to connect farm & food
- Power of connecting communities



“ Food is at the center of so many traditions. Food is essential to our bodies. Food deserves to be celebrated, enjoyed and shared. The same could be said about truth in food. ”

- Michele Payn -

American Soybean Association

Australia PAS

Asgrow/Dekalb Seeds

Apple Processors Association

Bethany Animal Hospital

Dairy Farmers of America

Farm Credit of America

Farm Credit of the Virginias

Farm Credit of Western Oklahoma

FCC Services

Fastline Publications

Hancock County Farm Bureau

Indiana Crop Improvement  
Association

Idaho Ag Summit

Indiana Farm Bureau

Iowa Farm Bureau

Independent Professional Seed  
Association

Macomb County Farm Bureau  
Food & Farm Event

MKC (Mid Kansas Coop)

Montana Nutrition & Livestock

NACTA (National American  
Colleges & Teachers Agriculture)

National FFA Alumni

Nebraska LEAD Alumni

Nutra Blend

Ohio Farm Bureau

Oregon Seed League

Richardson Pioneer Ltd

St. Joseph Farm Bureau

Suidae Health and Production

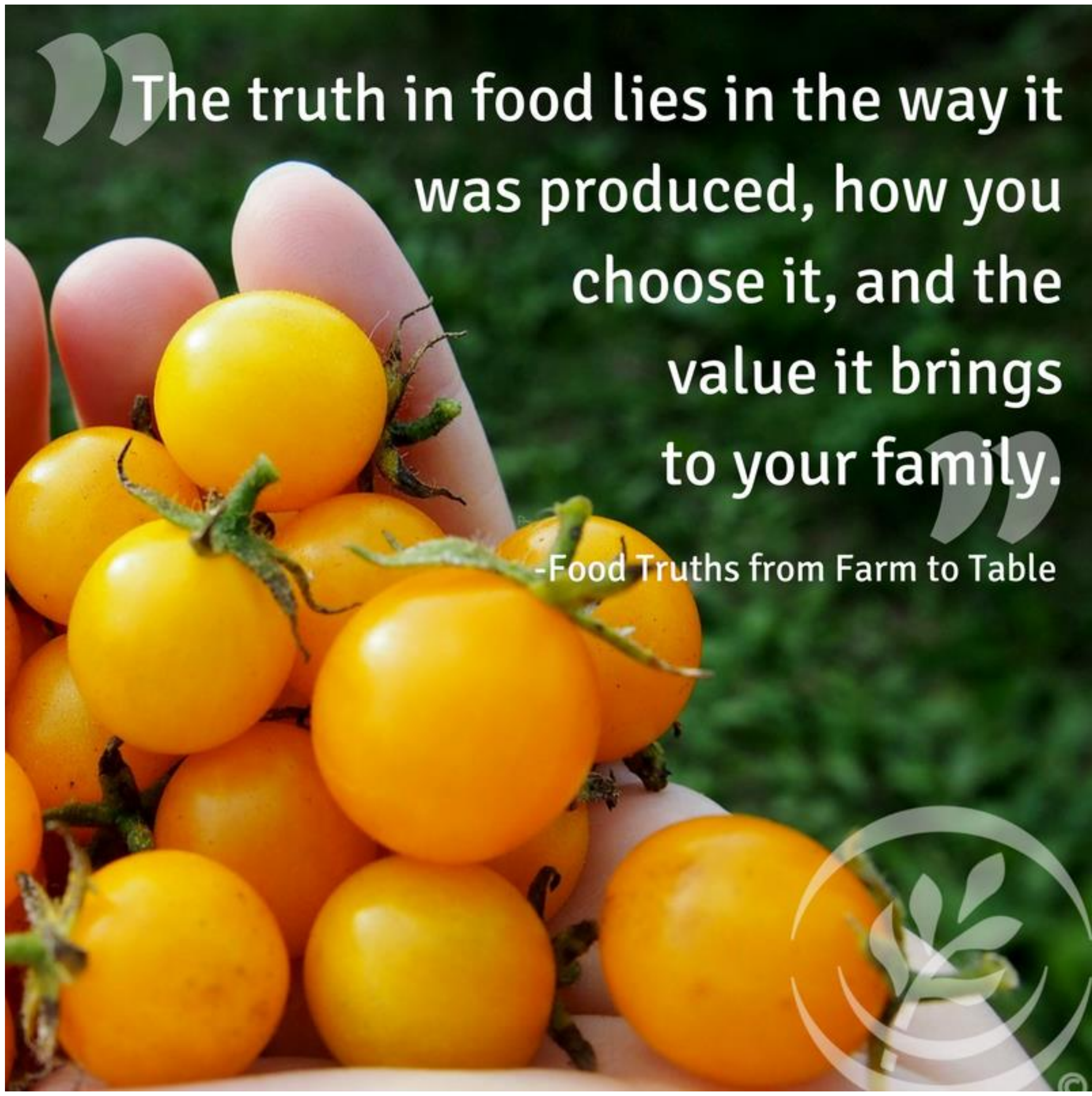
Washington Holstein

Michele has also spoken for the following food and nutrition groups.

CHOICES: Food, Health & Collaboration, Dairy & Nutrition Council of Indiana Dietitians Summit, International Food Information Council, Indiana Dietetic Association, Michigan Academy of Nutrition & Dietetics, Wisconsin Dietetic Association.

Client disclosure policy: Michele Payn's expertise and passion comes from firsthand experience and extensive research; she does not accept payment from any company or organization to support a particular position or product. Cause Matters Corp. chooses consulting projects based on alignment with Michele's goals around connecting the people and science of farm and food. No client payment of any kind was involved in her authorship of *Food Truths from Farm to Table*.

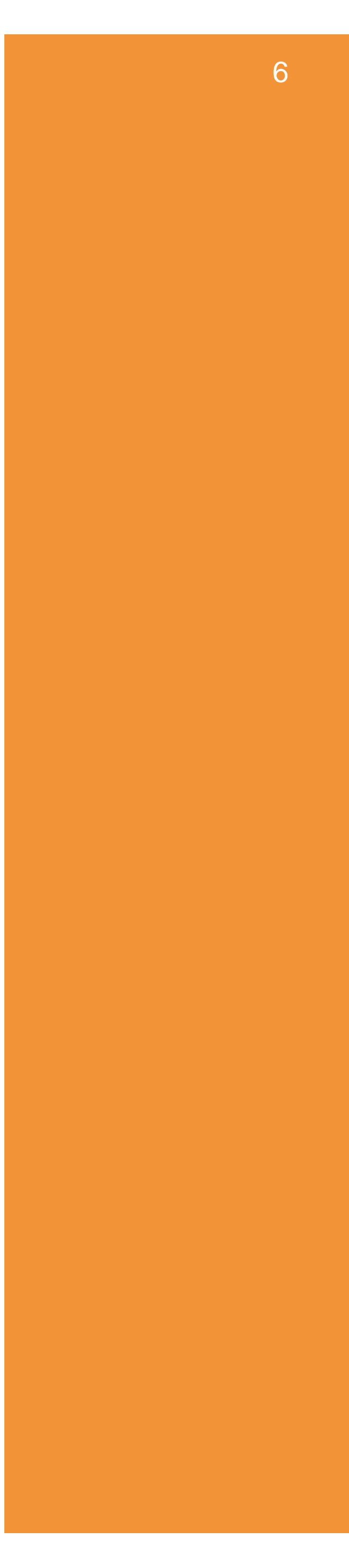




The truth in food lies in the way it was produced, how you choose it, and the value it brings to your family.



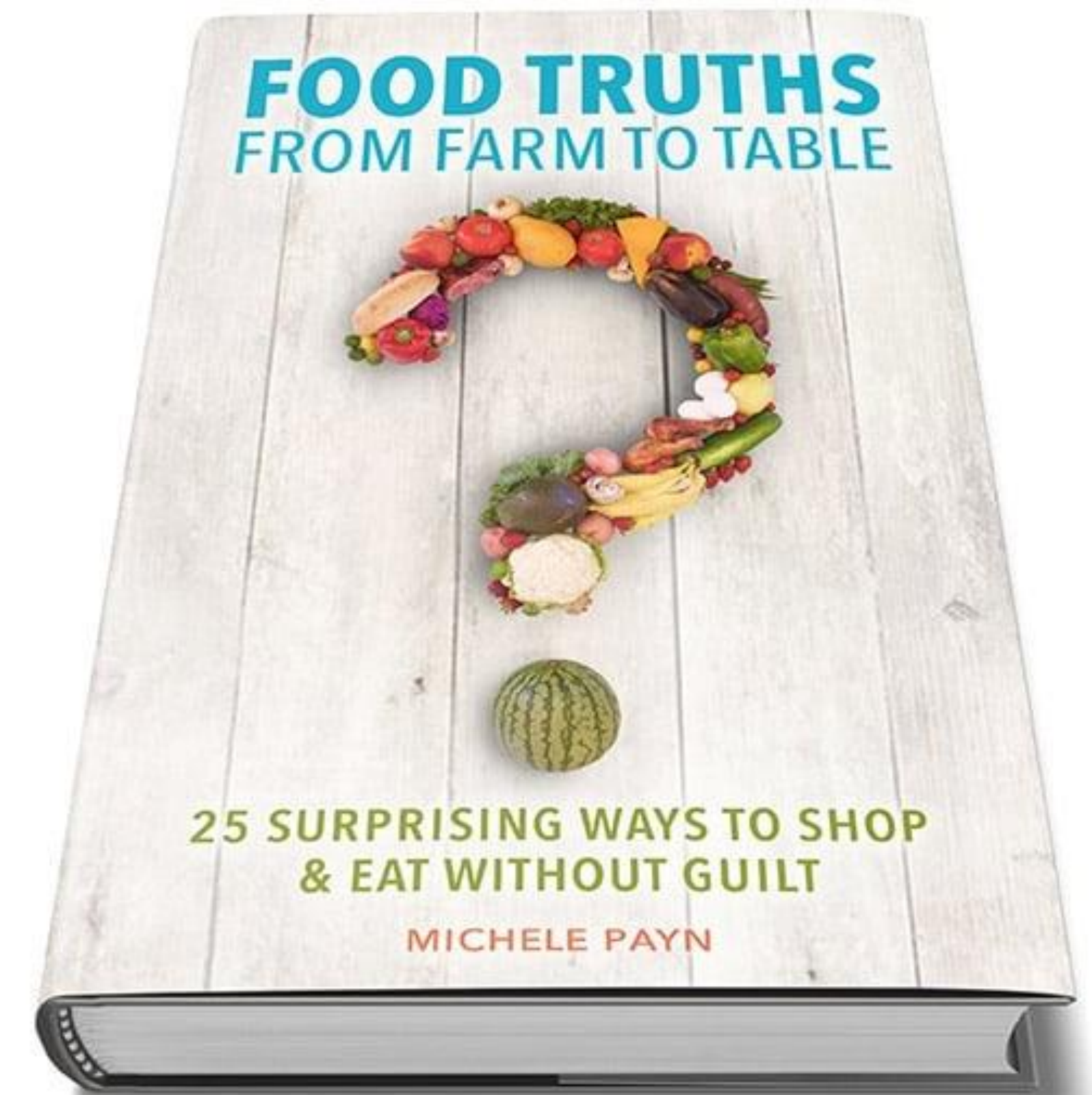
-Food Truths from Farm to Table





# Why Food Truths?

- 55+ farm, dietetic, ranch, food science, and health experts from across North America contributed.
- 25 food truths embedded throughout 45 chapters covering nine parts of the grocery store.
- 119 citations, in combination with personal stories, make it a uniquely well-researched and approachable read.
- Antibiotics, sustainability, animal welfare, chemicals, food safety, hormones, genetics, food waste nutrition fads, and other hot issues addressed.
- #1 New Release on Amazon. Accredited for 8 CEUs.





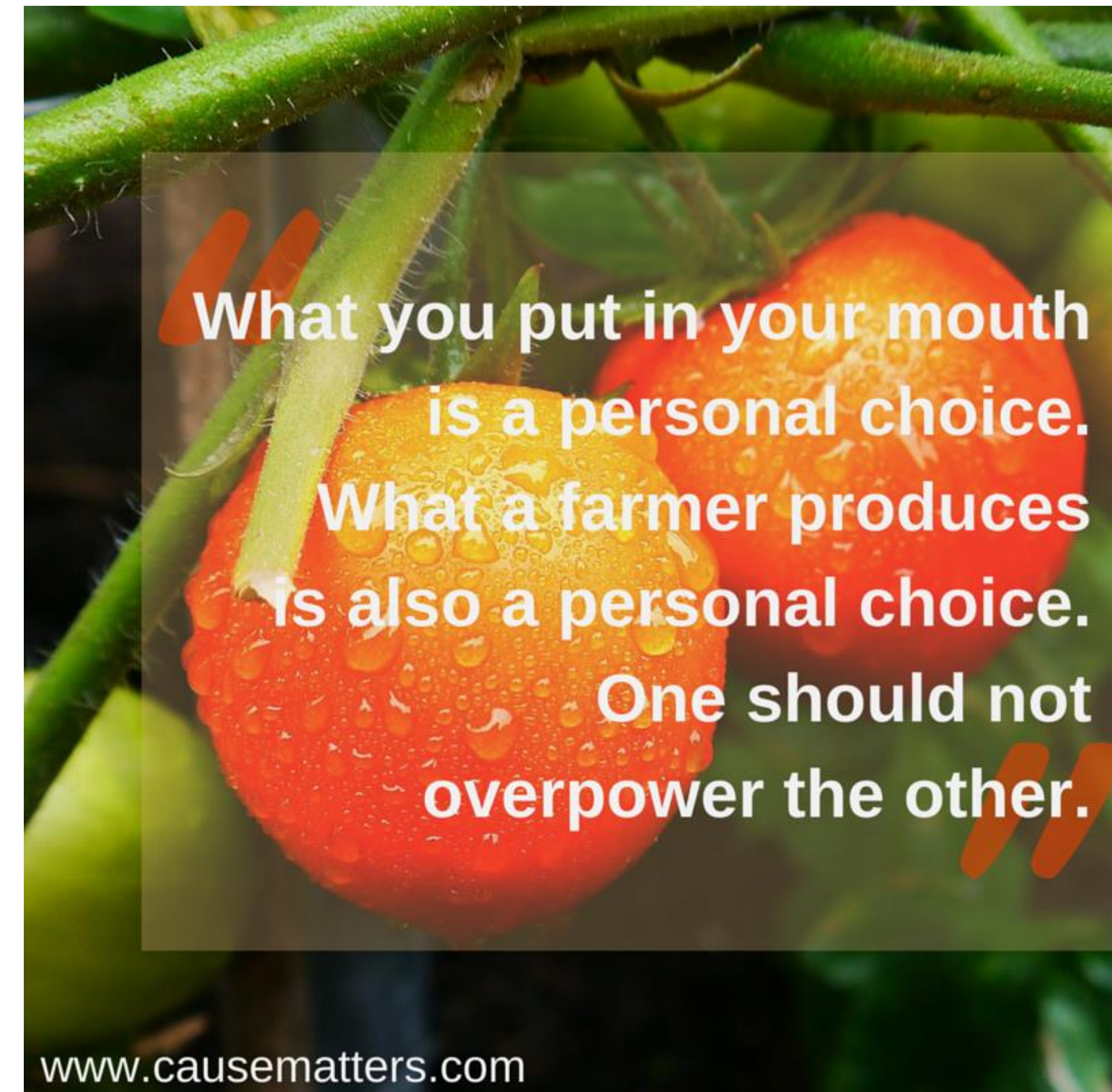
# 25 FOOD TRUTHS TO SHOP & EAT WITHOUT GUILT

1. Hormones are in everything.
2. Antibiotics have benefits.
3. Animal welfare is an hourly concern on farms and ranches.
4. Housing is used to protect animals-and your food-from nature.
5. Organic farming is about production methods, not nutritional value.
6. Marketing on labels is confusing consumers.
7. Food costs are a shared concern.
8. Local is not always better for the environment.
9. Chemicals are naturally in food and are needed to protect it.
10. Genes are the coolest ingredient on your plate.
11. Food safety starts on the farm and ends in your kitchen.
12. Sustainability is complex and essential to family businesses.
13. Food is an amazing science from farm to table.
14. The answer to food waste is hidden in your refrigerator.
15. Soil is a farm's greatest asset.
16. Grains are an important part of your diet.
17. Sugar, salt, and moderation are a natural part of a balanced diet.
18. Fat isn't always bad.
19. Corn is tasty-and healthy-for animals and people.
20. Hypocrisy happens in food, health, and nutrition.
21. Convenience is reality; it's not always wrong or right.
22. Choice on the farm and choice on the plate involve a balancing act.
23. Pay less now, and pay more later in your health.
24. The media isn't the best source of information about food.
25. Buying and eating the right food doesn't have to be time consuming.



# What Brought Us To This Point?

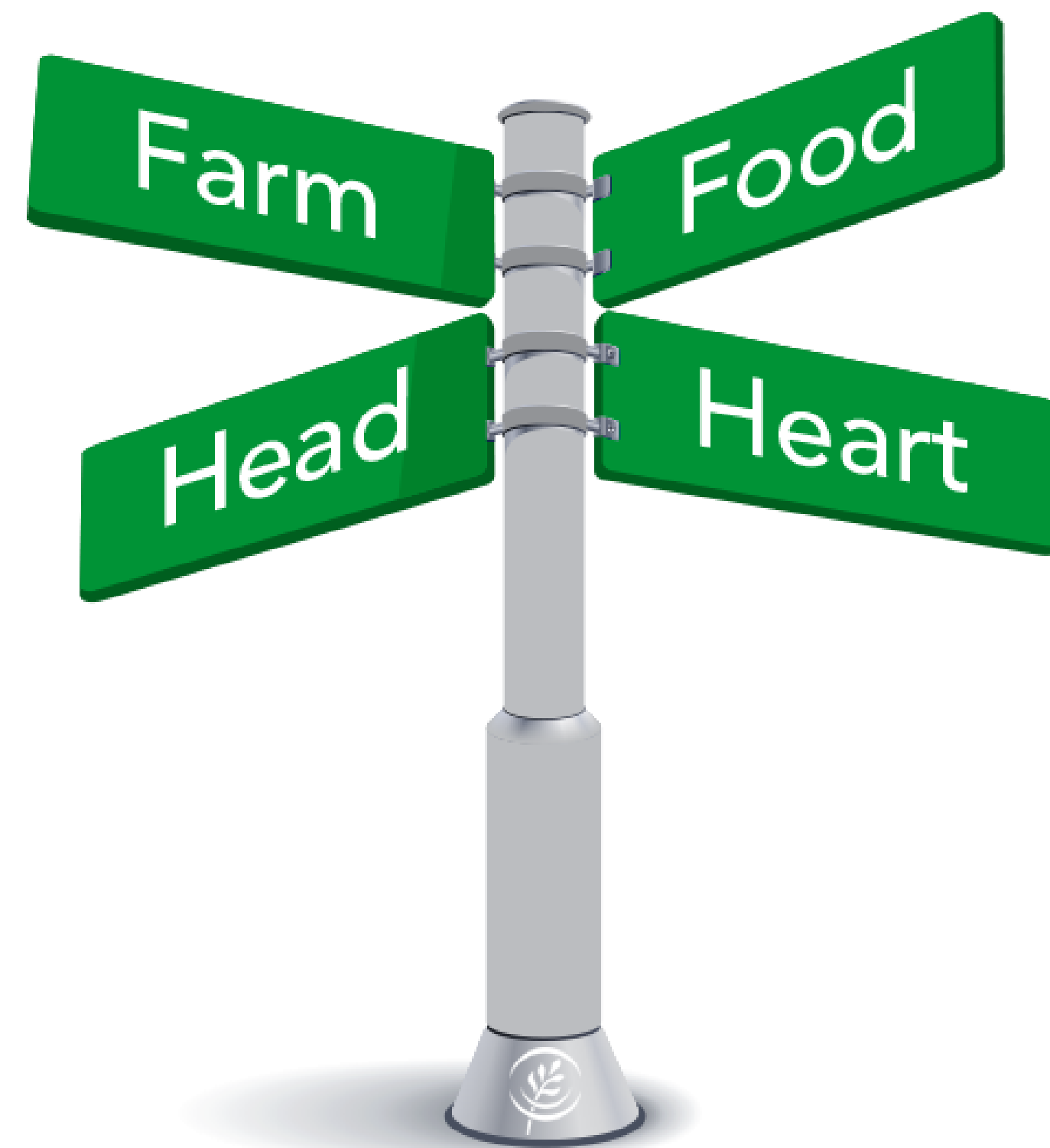
- Decreasing population on a farm or even visiting farms to see food production
- 18,000 fewer farms & one million acres less of farmland 2014 compared to 2011 <sup>B</sup>. 1.5% of population is on a farm or ranch
- Science illiteracy increases distrust in food e.g. chemical names creating fear in food ingredients Chapter 42
- Increasing guilt and confusion around buying the “right” food. Celebrity claims? Food elitists? Food shaming?





# Food.

Raised the right way, by the right people, for the right reasons.





# Why Are We Growing Food This Way?

- Caring for our land and animals drives us.
- Our families live and play where we work.
- Ethics: farmers feel a responsibility to feed the world.
- Production practices vary by size, location, style and specialty. One type of farm is not more superior.
- Food production of all sizes relies on evidence-based science, research and data.
- Food safety is a priority.
- Sustainable businesses grow communities: a farmer spends an average \$960,000 annually in community <sup>100</sup>





# Commonalities Across Farmers & Ranchers

1. Family and way of life are very important.
2. Economics leads to scale or specialization on today's farms.
  - Farmers receive \$0.16 of each food dollar in 2014 compared to \$0.31 in 1980 <sup>C</sup>
  - Farm prices mean farmers lose money. e.g. Average midwestern 2,000 acre corn & soybean farm made \$1.6 million investment & lost \$500K+ last year <sup>Chapter 44</sup>
  - Weather is biggest risk e.g. One apple grower reported \$15,000 cost each time it rains on his farm <sup>Chapter 12</sup>
  - Regulation increases costs e.g. Eggs increased 35% in one year after California's Proposition 2 <sup>23</sup>
3. Independence is high priority: freedom to operate is key.



# Commonalities Across Farmers & Ranchers

4. Producing food is a highly technical business: science and data drives practices and decisions
5. Innovation rules. GPS has been used for more than 30 years, robots milk cows, no-till practices and drones help with crops.
6. Caring for land and animals is a higher priority than “public relations” and farmers/ranchers often feel misunderstood.
7. Efficiency is essential; hours in the day and labor are often in short supply. Today’s farmers & ranchers produce 262% more food with 2% fewer inputs compared to 1950. Chapter 35





# Evaluating Content

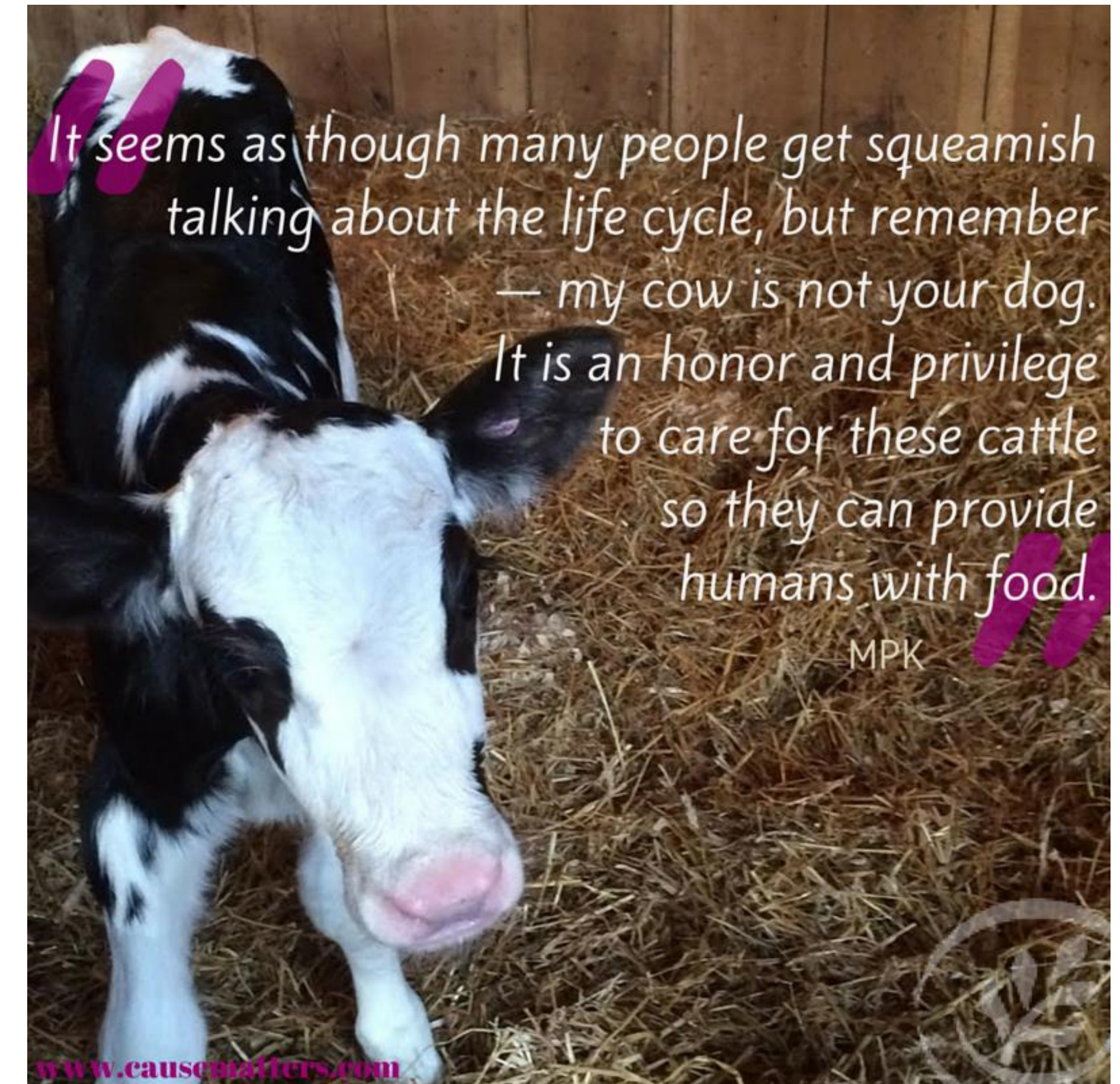
- Hormones in chicken “Federal regulations prohibit the use of hormones in poultry. Chapter 24
- Absence claim labels e.g. All Grade A milk contains no detectable antibiotics (FDA Pasteurized Milk Ordinance dating back to 1924) <sup>A</sup>
- Local e.g. Shipping apples from New Zealand to the United Kingdom was more sustainable than growing locally in the U.K. <sup>27</sup>





# Considering Context

- Animal care
  - dehorning
  - trimming teeth
  - housing
- Chemicals
- Genetics: 80% of Americans believe DNA in food should be labeled <sup>39</sup>





# Measuring Food Claims Against Standards

- Ethical: science, animal welfare, religion
- Health: nutrition, food safety
- Environmental: sustainability, unintended consequences e.g more land mass needed for organic production <sup>99</sup>
- Social: family traditions, affordability e.g. 92% consumers feel affordable food is important <sup>D</sup>





# Reducing Time & Guilt In The Grocery

1. Go back to the basics - help your clients recognize sensationalized claims.
2. Encourage clients to know their family's social, ethical, environmental and nutritional standards - and measure all food claims against those.
3. Help clients know farming, know science or know the food system to stay focused on buying food that is right for their family - and quickly cut through the claims.





# Our challenge...

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

*~Maya Angelou*

*Michele Payn*   
**Cause Matters** corp.<sup>SM</sup>  
*Connecting Gate To Plate*





# 25 FOOD TRUTHS TO SHOP & EAT WITHOUT GUILT

1. Hormones are in everything.
2. Antibiotics have benefits.
3. Animal welfare is an hourly concern on farms and ranches.
4. Housing is used to protect animals-and your food-from nature.
5. Organic farming is about production methods, not nutritional value.
6. Marketing on labels is confusing consumers.
7. Food costs are a shared concern.
8. Local is not always better for the environment.
9. Chemicals are naturally in food and are needed to protect it.
10. Genes are the coolest ingredient on your plate.
11. Food safety starts on the farm and ends in your kitchen.
12. Sustainability is complex and essential to family businesses.
13. Food is an amazing science from farm to table.
14. The answer to food waste is hidden in your refrigerator.
15. Soil is a farm's greatest asset.
16. Grains are an important part of your diet.
17. Sugar, salt, and moderation are a natural part of a balanced diet.
18. Fat isn't always bad.
19. Corn is tasty-and healthy-for animals and people.
20. Hypocrisy happens in food, health, and nutrition.
21. Convenience is reality; it's not always wrong or right.
22. Choice on the farm and choice on the plate involve a balancing act.
23. Pay less now, and pay more later in your health.
24. The media isn't the best source of information about food.
25. Buying and eating the right food doesn't have to be time consuming.





Food deserves to be celebrated...it is essential to your family, and every family who farms. Let's connect on that commonality.

--Michele Payn





# Let's Connect!

[mpayn@caus matters.com](mailto:mpayn@caus matters.com)

<http://facebook.com/caus matters>

<http://twitter.com/mpaynspeaker>

<http://Instagram/mpaynspeaker>

Accredited for 8 CEUs.

Named #1 Amazon new release!

*Michele Payn*   
**Cause Matters corp.**<sup>SM</sup>  
*Connecting Gate To Plate*

