

Exclusive Webinar Presentation
Food Truths from Farm to Table:
25 Surprising Strategies to Help Clients Shop and Eat Without Guilt



LearningLibrary
 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

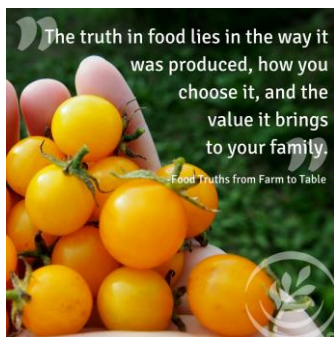


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| American Soybean Association | Indiana Crop Improvement Association | National FFA Alumni |
| Australia PAS | Idaho Ag Summit | Nebraska LEAD Alumni |
| Agrow/Dekalb Seeds | Indiana Farm Bureau | Nutra Blend |
| Apple Processors Association | Iowa Farm Bureau | Ohio Farm Bureau |
| Bethany Animal Hospital | Independent Professional Seed Association | Oregon Seed League |
| Dairy Farmers of America | Macomb County Farm Bureau Food & Farm Event | Richardson Pioneer Ltd |
| Farm Credit of America | MKC (Mid Kansas Coop) | St. Joseph Farm Bureau |
| Farm Credit of the Virginias | Montana Nutrition & Livestock | Suidae Health and Production |
| Farm Credit of Western Oklahoma | NACTA (National American Colleges & Teachers Agriculture) | Washington Holstein |
| FCC Services | | |
| Fastline Publications | | |
| Hancock County Farm Bureau | | |



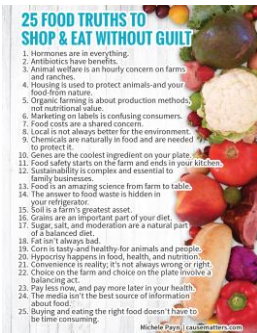
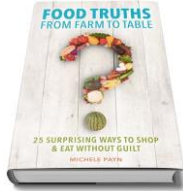
Michele has also spoken for the following food and nutrition groups: CHOICES: Food, Health & Collaboration, Dairy & Nutrition Council of Indiana Dietitians Summit, International Food Information Council, Indiana Dietetic Association, Michigan Academy of Nutrition & Dietetics, Wisconsin Dietetic Association.

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*.



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.



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^B. 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 community¹⁰⁰



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^c
 - 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^{Chapter 44}
 - Weather is biggest risk e.g. One apple grower reported \$15,000 cost each time it rains on his farm^{Chapter 12}
 - Regulation increases costs e.g. Eggs increased 35% in one year after California's Proposition 2²³
3. Independence is high priority: freedom to operate is key.

Commonalities Across Farmers & Ranchers 13

- 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



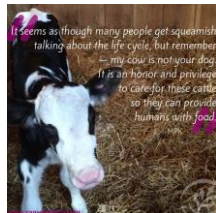
Evaluating Content 14

- 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) ^A
- Local e.g. Shipping apples from New Zealand to the United Kingdom was more sustainable than growing locally in the U.K. ²⁷



Considering Context 15

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



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 production⁹⁹
- Social: family traditions, affordability e.g. 92% consumers feel affordable food is important^D



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







Let's Connect!

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 Named #1 Amazon new release!

