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THE NUTRITION HERETIC'S
\$#it LIST

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HEALTH FOODS TO AVOID LIKE THE PLAGUE

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WHO IS THE NUTRITION HERETIC?

- ❖ *Certified Nutritionist*
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- ❖ *Advanced Certificate, Emotional Freedom Technique*
- ❖ *Author*
- ❖ *Speaker of the truth*

Eat \$#!† and Die



Over the past 20 years, I have had clients with cancer, autoimmune disease, depression, arthritis and many other disorder consider themselves to be “perfectly healthy” – they are often parroting the words of their doctors. I’m sure you have also heard people say, “I don’t understand how he died of [insert disease here]. He was so healthy!” Seriously? Do we really believe this? Have we really become that blind to the fact that we are not healthy as a society and that disease – especially life-threatening disease – does not equate to good health?

“Healthy” is a word with little meaning anymore. We often make food choices because they are “healthy” regardless of the consequences. We beg “food” manufacturers to provide us with healthy choices and they comply by labeling their products as fat-free, a good source of fiber and low in sugar. In truth the ingredients in these items are likely to wreak far more havoc on our bodies than the real foods they are intended to replace.

For that reason, in the pages that follow, when I use the term “healthy”, I will be referring to the dictionary definition which is: the absence of mental, physical and emotional disease. Likewise, when I refer to “food”, I generally mean real food – the stuff our great grandparents would’ve recognized as food. With little exception, what some people call junk food, I will often call “anti-foods” as these items bear little resemblance to the food that nurtures us.

Genesis of a Heretic



In the beginning, some 25 years ago I began shopping in health food stores as part of a quest to improve my health. Like so many, perhaps like you, I was eager to taste just about anything that my local health food store in my neighborhood on the upper west side of Manhattan promoted as healthy.

I remember looking at the unusual packaging that seemed so wholesome and innocent when compared to the flashy colors adorning their conventional counterparts. The experience was bit like staring at animals in the zoo. I found their innocence exotic and alluring. This drove me to buy a wide variety of items that would bust my budget on a weekly basis.

Along the way, I found a few new favorites, but quite frankly, most of what I ate was pretty nasty. Not only were the flavor and texture appalling, but in many cases, the actual ingredients were even more baffling and toxic than what I could have bought at the regular supermarket for 1/5 the price.

I fell for the slick buzz words on the boxes, bags and cans promising me that these new foods could replace everything from dreaded fat to sinful animal products. As time went on, my already fragile health declined. What started as a fairly typical case of eczema limited to the areas behind my knees and inside my elbows became bleeding scales all over my face and body. Migraines plagued me for days at a time. And no matter how much exercise I did, no matter how much fat and meat I cut from my diet, my weight kept creeping up the scale.

Unfortunately, I remained blind to fact that what I was eating was having the exact opposite effect on my health than what I wanted. It always felt as if perfect health were just slightly out of reach -- as if I only needed to find that “one last piece” of the puzzle and then all my troubles would disappear. Little did I know that there were a great many pieces of the puzzle that needed to be put into place before I would understand what true health felt like. However, none of those other pieces would fall into place until I got rid of the unhealthy health anti-foods we will discuss later in this guide.

Like most people, once I woke up to the fact that most food in the supermarket is far less healthy than the packaging suggests, the health food store became the next logical stop. However, I was woefully unaware that health food stores are a business like any other business. For better or for worse, they cater to a wide variety of beliefs about natural health — often simply following the trends of what is hot at the moment. It is a mistake to believe that they are particularly ethical or do research to ensure that only the best and healthiest products line their shelves. I do believe that at least as far as smaller independently owned health food stores go, they mean well, but all too often they simply don't have the clinical experience to make sound recommendations.

To boot, health food store owners are often no more educated about healthy eating than the general public. More often than not, they know little to nothing about nutrition beyond popular dogma and the half-baked information contained in the free magazines by the cash register. Looking back, some of the worst health advice I have ever received came from people in health food stores. In more recent years, I still see many store owners making up health facts on the fly often resulting in customers cursing the ineffectiveness of natural healing.

In many ways the health food industry could be considered the younger cousin of big pharma and big agriculture. Why? Because most every organic brand sold in health food stores from Kashi® to Silk® are owned by the biggest of profit-driven food processors such as Kellogg, Kraft or General Mills[i].

The following pages will peel back the layers of this toxic onion that is the health food industry. Note that in order to fully appreciate the content of the following pages, we need to put a few mantras to rest.

First, we are not living longer. You probably hear the refrain all the time that doctors' wisdom and their medicines are keeping us alive longer than ever, but it simply is not true. Besides not taking quality of life into consideration, longevity rates are determined by averages. This means that ages for an entire population are added together and then divided by the number of people involved. Prior to improved sanitation – as in running water in homes – many children died before reaching age 5.

Suffice it to say, our ancestors did not routinely die of cancer, heart disease or any of the other diseases that plague even young people today. If they died before the age of 80 or 90, it was more likely that they died of famine, fire, childbirth, war or infection.[ii] According to fellow nutritionist, Bruce Fife, combining available data of the past few hundred years, we are living at least four years shorter than our forebears.[iii]

Second, it's not all in your genes. This is a lazy way that some practitioners get out of saying "I don't know." or even possibly "I f*cked up." while discouraging their patients from seeking counsel that may save their lives.

Just because your great grandmother lived to be 102 with a cigarette hanging out of her mouth and drinking martinis at breakfast does not mean that you can eat and do whatever you want and expect the same outcome.

Grandma was born in a time when many factors that impact health were different. From the quality of slowly raised foods virtually free of harsh pesticides to electromagnetic fields given off by computers, lights and electric cars, and perhaps most importantly a far cleaner water supply, it was a very different world. Furthermore, Grandma would have been conceived and raised on real foods – pretty much the only kind that existed back then. It was a time when sugar was a luxury, not the main ingredient in everything. Back then, foods actually expired and didn't sit on shelves for months still giving the appearance of being fresh. In short, she had a better foundation at birth than most of us born in the last 60 years have been afforded.

Likewise, if your granny died at the age of 40, as did your mom (in our little scenario), that doesn't mean that you are sentenced to die at 40 no matter what you do. Grandma could have been conceived during a famine or her mom could have received thalidomide or some equally horrendous drug during pregnancy leading to less-than-optimal life expectancy. Either one of these would have weakened her ability to produce healthy offspring, but that does not signify that consuming a robust diet of nourishing foods and certain lifestyle changes could not reverse the trend.

I have seen numerous miracles in healing since I began on this journey over 20 years ago, so I do not say this lightly. Good health is a continuous journey, where bits and pieces are revealed at the appropriate time. Achieving and maintaining good health takes work.

It needn't be tedious, but it does require some input at some point. If you didn't have the benefit of growing up on a farm in the 1800s, then chances are you need to take charge to beat the odds of being clipped by cancer, heart disease or some newcomer disease just waiting to be identified.

This guide does not pretend to provide all the answers to improving your health. I do believe, however, that it will provide you with a sound foundation for finding your way through all the conflicting messages and false promises of the guys with big marketing machines behind them. What the conventional system (that includes 90% of what is parroted in health food stores) calls health foods and healthy eating nearly killed me and so many of my friends, family and clients. Yet there are still more who continue to feed me lines like "I feel fine! It's just this cancer that makes me feel sleepy." To think that a disease like cancer is as harmless as acne in teenagers[i] is alarming! Disease in all its forms is a body's cry for help. Answer the call by eliminating or limiting the cause of the symptoms and you will be rewarded with good health.

I urge you not to dismiss the information in these pages as being separate from your situation. Don't be so educated that you cannot take in new information. All too often, I have seen people ignore or even get angry at the information they do not want to deal with, when it is exactly what will help them. In fact, those who do not succumb to their illness, typically come back to me for coaching. As in business, there are no hacks to success. Yes, there are ways of being more efficient with the process, but chances are you are not going to wish your health problems away without some fundamental changes to the food choices you make.

The very fact that you have downloaded this guide shows that you are not only ready for, but that you NEED, a change. If you find yourself overwhelmed or unable to accept what is contained in these pages, then stop, take a deep breath, and analyze where what you have done until this point has done for you. If it hasn't work then NOW is the time to get results. Nobody said that you have to make all these changes in one day (although I'm the type of person who needs to or else I stall out before I get anywhere near my goal). You are also not expected to accept what I am saying hook, line and sinker.

Start by removing just one of these deadly health foods for a month and see what happens. Over the past 20 years, I have seen everything from dramatic weight loss to the elimination of decades-long cases of depression simply by adhering to even one of these recommendations. Results have been even more impressive and quicker by following two or more.

You can head over to the Nutrition Heretic Substack to download a copy of my [**Daily Food-Mood Check-In**](#), a food-mood-exercise chart that is part of a larger workbook for tracking how our overall health is influenced by our food and lifestyle habits. Print out several copies and start tracking what you eat as well as how you feel (tired, irritable, focused, dizzy, achy, hyper-alert etc) and whether or not you've done any exercise and if so, what kind. It is preferable to start your tracking prior to changing your diet to see how your experience after making some changes compares. This chart is a simple way to keep tabs on how your body interacts with what you eat and a first step that I use with all my clients.

Note that if you have food/chemical sensitivities, it may take up to 4 days to manifest. So, if you feel tired one day after eating pizza, but not another, it may be something else you ate, like an egg or even a salad, that could have been the culprit. In fact, it could even be your exercise routine or lack thereof that caused you to feel out of sorts.

Be as detailed as possible in writing down your food – make sure to include ingredients. Use the most precise vocabulary you can muster to describe how you feel. And finally be honest with yourself about your exercise. Don't overinflate, if you didn't do what you think you should have done. Don't underreport because you didn't work out at a high rate of intensity.

With that, let's enter the world of the Nutrition Heretic to find out which health foods to avoid like the Plague and why.



#1. Whole \$#!t



Ever wonder why people with the highest longevity rates living in China, Japan, Cuba, France and Italy, for example, eat grains without the bran? It's because whole grains are incredibly difficult to digest and actually damage the intestines and cause disturbances such as constipation and diverticulitis.

Seriously, to your gut, eating whole grains is like trying to digest steel wool. Until recent milling techniques, it also had horrible mouthfeel, making them the most unpleasant experience.

That doesn't mean that people in other countries eat the "enriched", bleached flours and grains that we eat in the U.S. They simply remove the bran, which is then fed to animals who in turn convert it into vitamins that humans can absorb through their meat, eggs or milk.

In societies where whole grains are eaten, they have learned that soaking them for several hours significantly reduces the gut-damaging qualities in whole grains. Sourdoughs are a perfect example of this.

These days, I eat a combo of unbleached white and soaked whole grains (which I grind fresh myself), but typically as a condiment, not as the main meal.

#2. Blue Skim



Fear tactics and ignorance abound in the so-called health food industry. And instead of directing us toward food choices that mirror what our healthy ancestors ate, we've become obsessed with lowering fat believing that somehow it will make us slim to the point that we now drink this slimy blue skim -- skim milk.

What? The skim milk you get is white? Trust me. It didn't start out that way. The white color in skim milk comes from expired and/or disease-infested milk that has been dried at high temperatures (think free radicals) and then mixed in to the blueish substance to give the appearance and mouthfeel of real, whole milk.

Skim milk is the tasteless blue sugar water that is left over after the velvety cream has been lifted off. Because it is mainly sugar, it contributes to obesity, contributes to diabetes and feeds cancerous cells. It is also the most allergenic portion of the milk -- think lactose intolerance.

If you have been drinking this swill in hopes of losing weight, think again. Skim milk is the fastest way to gain weight -- ask any pig farmer. It is traditionally the primary way to make pigs gain weight. Dairy is one of the foods that humans and pigs digest very similarly, so if you want to lose weight, leave it to the pigs and drink real, whole milk for yourself.

#3. Canadian #it



Vegetables are good, but that doesn't mean that everything derived from vegetables are good for us. Such is the case with the vegetable oils. And at the bottom of that barrel is canola oil.

First and foremost, it is important to realize that there is no canola plant. No, there isn't. Canola is a GENETICALLY MODIFIED rapeseed plant and the name canola is a hybrid of the words Can(ada) + O(il) + L(ow) + A(cid).

Since the seed itself is genetically modified in order to even exist, there is no such thing as organic canola oil. Claiming that there is organic canola is one of the most egregious lies of the health food industry.

Amongst other things, canola and the vegetables oils (such as soy and corn) in their many forms have been shown to cause a failure to thrive in animals including mental retardation, muscle weakness, lowered immunity and cancer. It's no wonder that behavioral problems, degenerative disorders, and cancers are at an all-time high. And does anyone over the age of 20 recall being sick every week as a child the way that children are today?

Worst of all is that canola appears in just about everything in today's health food stores -- even olives! Read labels and boycott this veritable poison.

#4. Low Glycemic



Besides playing no role in human health, sugar (including fruit) has a high glycemic load, which we all know today is the main reason why it causes many people to gain weight. Glycemic load refers to the speed at which the sugar is taken into cells.

Instead of removing sugar from the diet (the best way to lower your body's glycemic load), we have been convinced that there are ways to “have our cake and eat it too” by relying on new products that taste sweet, but are slower to enter the body's cells. Enter agave syrup.

For the past decade, agave syrup swooped in as the savior of a sugar hungry planet. In the United States, it now appears in more than half of the new products that I investigate every week on my trips to the health food store.

Little do people realize that this is even more highly processed than high fructose corn syrup! And yes, it is fructose which is widely known to be the worst sugar for your health.

Just like other forms of fructose, it will make you fat, diabetic, susceptible to disease, age quickly and feed cancers. Additionally, agave is fractionated and high in pesticide residues. And besides all that, agave tastes like sugar, so really there is no good excuse for eating it.

#5. White \$#!†



Thank God that eggs are finally back on the menu again. After a 30 year campaign by the government to make us stop eating them, they finally have conceded that eggs are a whole food that can be enjoyed by most people without aggravating any particular health condition.

Unfortunately old habits die hard and many fitness enthusiasts are trying hard to get everyone back on the bandwagon of eliminating fat and cholesterol from their diets. This means lean, dry, tough meats and egg yolks are off the menu for people who decide to follow their philosophy.

It is first important to recognize that cholesterol is an important food for humans. It is particularly instrumental in brain and spinal cord health as well as the production of sex hormones and vitamin D. It is also a crucial component maintaining the structural integrity of each and every cell in the body.

The problem with egg yolks is that they are the most allergenic portion of the egg. And many scientists believe that the egg yolk deactivates the allergenic potential of eggs for most people. By eliminating yolks, not only are you depriving your body of necessary cholesterol, you are increasing your vulnerability to egg white allergies. And where one allergy exists, more will follow. So avoid those egg white omelets.

#6. Protein \$#!†



After several decades of bashing protein consumption, experts are finally admitting that protein plays a vital role in human health. Sadly, wishful thinking by special interest groups has people confused about what constitutes a protein. Simply put. What humans require for protein are the animal-derived foods that our great grandparents relied on: meat (including chicken and fish), dairy and eggs. On no planet will soybeans, chick peas, goji berries, kale, peas, wheat, rice or any other plant magically become protein in the human body. What about combinations like peanut butter on bread or rice and beans? Nope! They won't do it either.

Protein is a loose term referring to a combination of 22 amino acids -- 12 of which need to be eaten in the diet. Not all of the 12 are sufficiently contained in plants. Combine all you want, even in traditional societies where people are generally considered vegetarian, these plants are always consumed with dairy, bugs, bone broths, and bits of animal fats and meats. Just like with low cholesterol diets, diets low in whole protein have higher incidence of premature aging, new diseases and autism in children. This is an experiment with disastrous results.

So why not stop trying to reinvent 6 million years of human evolution and embrace our human need for real protein?

#7. Vegetarian-Fed \$#!t



When mad cow disease swept across the United Kingdom in the 1980s a new kind of food panic set in. Analysts theorized that the disease came from feeding dead cows to cows.

I'm not exactly going to defend the practice, but it is unlikely to have been the real cause since the feeding practice was over 150 years old and never until then had caused any such problems. According to an organic farmer I had the pleasure of hearing speak at a conference, it was a government-mandated pesticide program that required farmers to slather their cows with a pesticide to kill warble fly, which was instituted only weeks before the outbreak occurred.

Nonetheless, today, so-called organic meat growers proudly label their meat as being “vegetarian-fed”. More often than not, this means that animals are fed copious amounts of hormone-altering substances such as soybeans, corn and grains that make them sick. Even worse, it typically means that the animals live in confinement, never seeing the light of day. This includes vegetarian-fed fish. If your food is sick, how can it make you healthy?

The truth is that animals eat animals -- even cows eat insects as part of their diet. For meat to be healthy, animals should be raised “on pasture” or in the case of fish, “wild caught” whenever possible. So be sure to ask.

Don't be an @\$\$hole!

So now that I've shown you the "foods" that top my \$#!+ list, I have one more important thing to mention.

Don't turn this into a religion!

Food has sadly become divisive and even weaponized in modern society. What was once about nourishment, community and enjoyment has turned into a source of anxiety, guilt and moral superiority.

While I do believe you will want to take the advice in this guide seriously, unless you are suffering from health issues like infertility, obesity, allergies or cancer, becoming an evangelist for your new way of eating may turn into a form of mental illness. Do your best to follow this advice as much as possible without being a pain in the ass every time you are invited to a dinner party. Find a balance that works. Respect others' choices without looking down your nose at them. Don't proselytize.

If you want a good place to start on your personal quest to implementing these suggestions, I'd suggest getting your fats right. Of the foods discussed in this report, it is, perhaps, the most powerful nutrient with the ability to pull together all the other foods you eat while minimizing the negative effects of foods that may not be so good for your body. Coincidentally, this is also one of the hardest to adhere to as a great majority of prepackaged foods – especially from health food stores – are laden with canola, soybean and other industrial oils. It is still worth the effort because without the fats sending the right signals to the various parts of your body, getting all the other areas "right" will yield limited results.

With the other recommendations, you may want to take a more casual approach. I realize, for example, that not everyone will have access to or can afford pastured meats, but even eating vegetarian-fed meat or regular supermarket meat is better than trying to get protein from beans and fruits. And at least where meat is concerned, you'd be surprised how inexpensively you can buy direct from a farmer, particularly if you buy cuts intended for stews and soups like shanks, necks, backs and shoulders or invest in a whole, half or quarter animal with some friends.

In my case, I aim for at least 90% of my diet to be nourishing. Well, technically I aim for 100%, but if I am able to adhere to my goals close to 90% of the time, I don't stress. And honestly, I don't stress if I go below this because eating well has become such a way of life for us that I know good food is as close as the next meal.

Due to my hectic schedule, I know there will be times where I cannot eat what I would prefer to because I haven't prepared ahead of time – sometimes that means preparing several days ahead – or simply because I choose to be social and enjoy the company of good people over dietary perfection. Since I no longer have any serious food sensitivities, that works. And the choice to enjoy good company or avoid a starvation headache can far outweigh any shortcomings in the diet. Eating in a happy and relaxed state is extremely important to the digestive process and avoiding the onset of new allergies, so I simply suck it up and deal.

That brings up another point. If the foundation of your diet is truly nourishing, you can have these small peccadillos without experiencing any serious health risks. Foods rich in saturated fats and cholesterol protect against the damaging effects of refined sugar and vegetable oils.

As alluded to before, this is one reason why many of the centenarians of today, who were conceived on butter fat and cod liver oil, are able to eat cake and pasta whenever they want without experiencing the digestive distress or other health repercussions of their grandchildren, who were conceived on margarine and corn syrup.

Don't delude yourself into thinking you can't afford this or that it's too much work. This is the biggest lie that you have likely been fed by fad diet commercials, pharmaceutical companies and perhaps even your doctor. And it makes them billions of dollars every year.

This is what expensive looks like:

- Trying to add these suggestions on top of whatever it is you currently eat.
- Spending money on medication, doctor visits and yet another fad diet or gadget to manage conditions for the rest of your life.
- Pre-made, processed "convenience" foods.
- Gum, smoking, perfume, eating out, going to the movies, cable TV, high speed internet and a host of other things you probably don't think twice about spending money on. They add up and many are completely unnecessary.
- The list of time-wasting habits looks somewhat similar:
- Spending time at the doctor and drugstore to manage conditions that could have been easily rectified by a better diet.
- Watching TV, going out for meals and spending every waking hour taking selfies and posting them on social media.
- Recovering from food poisoning after eating mass-processed anti-foods.
- Having to take a day off from work because of sick kids.
- Missing vacation due to illness.

So how do you improve your diet and not cramp your style or break the budget?

1. Don't bite off more than you can chew. Go slow with changes, but be steady and don't stop until you reach your destination. This course has been very effective in helping people to stay on task with that.
2. Swap \$#!† for food. Give up a bag of processed chips in exchange for a satisfying piece of wholemilk (preferably raw milk) cheese. Drop the agave syrup and other artificial sweeteners and buy some raw honey from your local beekeeper instead. The real food choice is not only more delicious and better for you, it is more satisfying and may save you money as well.

The bottom line is: Nobody gives a \$#!† about your choices, if you try to push them down their throat. Let them ask instead. Let them observe your progress. Let them envy how well you eat (they really will) and how great you look and feel. It's much more effective.

Ready to get started? Join the conversation on the
Nutrition Heretic Substack!!



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