



IMAGE AWARENESS WELLNESS INSTITUTE

Nutrition On the Wild Side

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Quantity has been our criterion of production...quality is not so simply measured, not so instantly recognized, and not so completely cataloged...quality is, after all, the real value. —William Albrecht

INTRODUCTION

In the United States quality nutrition has disappeared from both plant and animal foods. The result is deteriorating health and loss of vitality.

Plant foods have lost their nutritional value because marketers and regulatory authorities value looks over taste and nutritional value. If you think about it, people usually buy with their eyes rather than their taste buds. Marketing research has shown that bruised or marred fruit will be rejected at the point of sale, while unripe produce with poor flavor will not be rejected. With such poor tasting produce it is no surprise that only one in four Americans consumes the recommended amount of fruits and vegetables.

To make matters worse, government regulations ignore flavor and nutritional value. On the other hand, regulations dictate that no more than 10% of a fruit or vegetable can have a blemish if it is to adorn the grocer's shelf. The 20-30% of produce which fails to pass this test winds up as canned food or animal food.

The display counter of your grocery store selects for perfection. Un-

fortunately, tasty volatile substances and phytonutrients are usually produced in plants in response to stressful or damaging influences such as insect attack, drought, high temperatures and intense light, or cold temperatures. The result is often an imperfect fruit or vegetable with an extra boost of antioxidants and a better taste.

Nutrient losses are not recent. Over the ages farmers have selected plants with the least bitterness and astringency even though we know today that some of the most beneficial phytonutrients do not have a particularly pleasant taste. Farmers also selected foods for sugar, starch and oils rather than for fiber content.

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WILD FOODS

In the process of plant selection man has often departed from rich sources of beneficial nutrients. Purslane, a common edible weed, has 6 times more vitamin E and fourteen

times more omega-3 fatty acids than spinach. It has seven times more beta-carotene than carrots.

Dandelion greens contain 14,000 IU of vitamin A (carotenoids) per 100 grams. Wild dandelions have seven times more phytonutrients than spinach, one of our superfoods.

Other wild edibles have very high levels of carotenoids: dock (12,900 IU), lamb's quarters (11,600 IU), violet (8,200 IU), storksbill (7,000 IU), stinging nettle (6,500 IU), mustard greens (5,800 IU), and watercress (4,900 IU). Shosteck observes that 3.5 ounces of amaranth will provide daily requirements for vitamin A, B 1, and vitamin C.

Corn was developed from a plant called teosinte which has kernels that are 30% protein and 2% sugar. Older varieties of corn contain 4% protein and 10% sugar. The most recently developed corn varieties are 40% sugar and can have the same impact on blood sugar as a candy bar.

Wild foods are high in fiber and low in sugars compared to most foods we commonly consume. One need only consume wild plums and compare the sweetness to domesticated varieties.

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PHYTONUTRIENTS: THE REAL GAP

Carotenoids, flavonoids, and compounds in cruciferous and allium vegetables are not recognized as being essential for health by regulatory authorities. Recent research has demonstrated a wide variety of benefits from these substances however.

Alliums

The allium family of vegetables consists of garlic, leeks, shallots, and onions. A study by Boivin conducted in 2009 found that allium and cruciferous vegetables had the greatest inhibitory effects upon 8 different tumor cell lines. The study compared the effectiveness of 34 different vegetables against cancer cells. The study reports, “garlic was by far the strongest inhibitor of tumor cell proliferation, with complete growth inhibition of all tested cell lines.” Other members of the allium family such as leeks and onions were also powerful cancer inhibitors. Cruciferous vegetables were a close second.

Many phytonutrients are substances produced by plants in order to protect themselves. Allicin, the natural antibiotic, antifungal, and anti-cancer compound produced by garlic is released when the plant is wounded.

Heating garlic for 60 seconds in a microwave or 45 minutes in an oven completely negates the anticarcinogenic property of garlic offered by allicin. Mashing garlic and allowing it to sit for at least ten minutes before cooking with it preserves many of its anti-cancer properties. The crushing begins the process of synthesis of all-

cin which is fairly complete after ten minutes.

NeoLife Allium Complex is standardized for allicin content. The product is freeze dried so heat does not destroy the enzyme responsible for allicin formation. The allicin is created when the supplement reaches the stomach. Allicin is responsible for the odor of garlic and most deodorized products are not standardized for allicin content.

Cruciferous Vegetables

Cruciferous vegetables were close runner ups to the allium family in the Boivin study. The primary source of benefits from these vegetables is compounds called glucosinolates. Unfortunately, glucosinolates do not have a pleasant taste. Thus the worse these vegetables taste the better they tend to be for you. Brussels sprouts and kale contain the largest quantities of glucosinolates. Not only do the beneficial compounds have a bad taste, but they lose their potency during shipping, warehousing, supermarket display, refrigeration and cooking. Broccoli begins to lose its cancer fighting properties within 24 hours of harvest.

NeoLife Cruciferous Plus contains stabilized glucosinolates. What a deal. The bad tasting compounds in a tablet one can swallow! A study by the Southern Research Institute found that Cruciferous Plus slowed breast cancer cell growth in culture by 37%.

Flavonoids and Anthocyanins

Flavonoids and anthocyanins are the water soluble coloring pigments found in fruits and vegetables. One of the new food rules if one wishes to obtain optimal nutritional value from one's foods is to shop for colors. These compounds are red, orange, purple, dark green, black, and yellow.

The eastern seaboard was overrun with small but delicious strawberries when the first English settlers arrived. These wild berries were higher in antioxidants and cancer fighting sub-

stances than the larger hybrid strawberries we have today. Berries are usually picked before they are fully ripe. Studies show that these unripe berries have only 60% of the anthocyanins of fully ripe berries. They are also lower in the flavonoid quercetin and vitamin C.

Cranberries retain much of their antioxidant punch when fresh. Unfortunately, these berries are often consumed dried and infused with sugary syrup. Dried berries have lost 80% of their antioxidant potency.

Raspberries have lost a good deal of their antioxidant potency with domestication as well. One variety of wild raspberry was shown to have two and a half times the antioxidants of a modern cultivar.

Modern man does not have the time to head for the hills and search for wild fruits and berries but NeoLife has potent concentrates of flavonoids and anthocyanins in supplement form. Flavonoid Complex was tested by the Southern Research Institute and shown to dramatically inhibit breast cancer cell growth by over 90% in cell culture.

Tre is a pleasant tasting blend of exotic fruits and berries which provides an ideal blend of anthocyanins. The three primary ingredients are green tea, acai, and pomegranate. The beverage also contains a variety of berries including black currant, bilberry, blueberry, cranberry and resveratrol from grapes.

Carotenoids

Carotenoids are the fat soluble coloring pigments in fruits and vegetables. Stressed plants produce flavonoids, anthocyanins and carote-





noids. The stress can be insect attack, drought, or intense sunlight. Carotenoids are one of the most powerful protections a plant will produce in order to be able to tolerate intense sunlight. Most gardeners have had the experience of purchasing a plant at a nursery where it was grown in an environment protected from direct sunlight. When these plants are placed in the sun, they will often burn. They have not been “hardened off” by gradual exposure to the sun. With gradual exposure to the sun, the production of carotenoids is upregulated and plants can tolerate even the most intense sunlight. Carotenoids protect human skin from sunlight damage as well.

The NeoLife Carotenoid Complex is one of the most thoroughly tested phytonutrient products on the market. The product is patented. Testing has shown that the supplement elevates blood levels of a variety of carotenoids.

The Carotenoid Complex was tested by the United States Department of Agriculture. Carotenoid Complex was shown to enhance immune activity as measured by production of new white blood cells by 37% in 20 days. It also enhanced natural killer cell activity by 20% in 20 days. These are the cells that stand guard against cancer development. Carotenoid Complex increased antioxidants in blood cholesterol five-fold and reduced oxidation at the cellular level by 44%. Carotenoids have also been shown to inhibit cancer cell growth of certain types of cancer in a dose related manner.

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ANIMAL PRODUCTS

Animal products have lost nutritional value in the same manner as plant food products. Daphne Miller describes her tour of a chicken facility as follows:

“Before my eyes could adjust to the dim light, the piercing smell of ammonia told me I had arrived....I found myself wishing I had a face mask to go with the rest of my surgical ensemble.”

“Just then I noticed that my feet were buzzing...I realized that the buzz was from dozens of hens picking at my booties...the entire floor was carpeted with hens--fifteen thousand of them.”

She notes that the hens had trimmed beaks so they would not peck each other to death. These hens were only half way through their eighty week egg laying career and the ammonia levels would double before the hen house was “depopulated” and replaced with a new lot of hens.

The far end of the barn contained an opening with a concrete and dirt yard about the size of a basketball court, but few of the chickens were in the yard. The eggs which came from this barn were labelled “USDA ORGANIC, FREE-Range, FARMERS’ MARKET FRESH EGGS. She found the eggs as Walmart’s priciest option for eggs.

Animal products today are not the same as they were 100 years ago. Nutritional values have been altered dramatically.

Fats

While levels of beneficial fats like CLA and omega-3 are increased in

grass-fed animals, the overall levels of fat are reduced dramatically. Meat from a grass-fed cow has lower total fat than the skinless thigh of a grain-fed chicken.

Cordain points out that the meat of grass-fed animals have lower total fat content, a more favorable distribution of specific fatty acids of nutritional importance, a more favorable ratio of polyunsaturated to saturated fats, and a more favorable ratio of omega-3 fatty acids to omega-6 fatty acids. Grain-fed animals have 2-3 times greater saturated fat than grass-fed animals, even when the meat is trimmed of all visible fat. Grain-fed meats also contain less than half the omega-3 fats of grass fed animals.

Cattle fed exclusively on grass have 2-5 times more conjugated linoleic acid (CLA) than animals fed on grains. This newly discovered good fat shows promise for inhibiting cancer growth and prevention of heart disease.

Cattle raised on pasture have a healthy one to one ratio of omega-3 and omega-6 fats. As the percentage of grain in the diets of the animals increases, beneficial omega-3 levels drop while potentially harmful omega-6 levels rise dramatically. These changes are reflected in all dairy products including milk, butter, cheese, yogurt, and ice cream.

Robinson points out that those with a low intake of omega-3 fatty acids are at risk for a variety of health conditions including “cancer, depression, obesity, diabetes, arthritis, allergies, asthma, and dementia.” There is also increased risk of irregular heart-beat, high blood pressure, heart attack

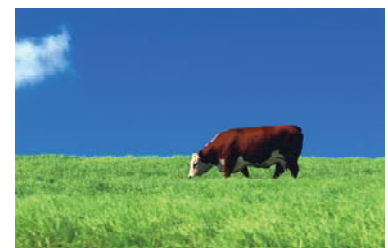




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and stroke.

Carotenoids

Robinson points out that grass-fed meats are much higher in carotenoid content than are grain-fed meats. One study found levels of beta-carotene were four times higher in the grass fed animals. The fat of such animals takes on a creamy almost yellow color which many people reject because they are not used to seeing fat which is not white. In other countries this is not the case. One Argentinian chef said, "Looking at the fat of a USDA Choice steak is like looking at the face of a dead man."

Vitamin E

Animals grazing on pasture consume ten times more vitamin E than animals on the typical feedlot diet. Grass fed beef provides three to six times more vitamin E intake than feedlot beef.

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EATING WILD

The great soil scientist William Albrecht was distressed by "perverted animal husbandry." He believed that the increased shrouding of the circulatory system of animals by fat hindered the absorption of nutrients and led to the accumulation of metabolic wastes in the bodies of these animals. The animals become lazy and become sick if they are not slaughtered at a young age. He also believed that if we eat the flesh of sick animals we in turn will experience a deterioration in our health.

Nutritional requirements do not change with time. Our bodies were designed to do best on foods high in carotenoids, vitamin E, and omega-3 fatty acids which have been stripped out of the diet by alterations in the way we raise fruits, vegetables, and meats. A good diet makes an attempt to restore the nutrients to our dietary intake by altering food choices and by



supplementation.

Good nutrition and good health do not depend on quantity, but on the quality of the products consumed.

—William Albrecht

WEB RESOURCES

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