

August 30, 2018



The post this week will discuss the differences between processed convenience food and whole foods in hopes of emphasizing the importance of knowing what you are using to fuel your body to perform at your best. Knowledge of what we are eating can motivate us to focus on a more whole-foods-based diet versus a processed one, and the results can be astounding!



Processed foods are any foods that have been changed from their natural state before we consume them. This could mean chopping, freezing, canning, drying, or creating any food ([WebMD](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2821221/)). Therefore, canned veggies can be classified as processed food while Cheetos are also considered processed. The difference between the two is their compositions, and this is evident in the ingredients list on food labels.

Marketing departments for companies do a great job creating labels for products to make consumers think they are eating a healthy food option, but it can be surprising to see what is actually in your food! They highlight the good (10g protein, 5g fiber, whole-grain, locally grown, organic, etc.), but what most people don't realize is what's on the front of a food package may not correlate with what's on the back. What this means is that the food may seem healthy by how it's marketed, but when you try and read the ingredient label, you can only identify some of the many ingredients in the food. The video on the next page does a really good job demonstrating this concept.

Often processed foods contain added sodium, sugar, fat, and chemical agents to help with flavoring, texture, and appeal. While these foods in moderation are not a problem, consuming them too often and as a main source of fuel can lead to adverse health effects.

Some of these are weight gain, elevated blood pressure/sugar, fluctuations in energy (rush of energy followed by a crash), vitamin and mineral deficiencies, and these short-term problems can lead to longer more chronic conditions down the road. This isn't to say not to have these foods you enjoy on occasion but try and focus your diet primarily on whole foods.

Whole foods are foods that have been minimally or not processed from their original form. Examples would be produce (fruits & veggies), raw nuts and seeds, legumes, some grains, and some forms of meat. While these foods serve to nourish and fuel your body, they may not always be as portable or available when traveling. This is when reading and understanding nutrition labels and ingredient lists can be beneficial.

When choosing processed foods there are a number of things you will notice on the back of a package: serving size, servings per package/container, calorie count, the amount and types of fat, sodium, sugars (added sugars), protein, fiber, etc. As an athlete looking to fuel your body not only calorically, but nutritionally as well, my best advice is to focus in on the ingredient list more so than the nutrition label. For example, a package of mixed nuts will have more calories and fat than would a sports bar, but the nuts consist of things like vitamins, minerals, and fiber while the sports bar is made up of a multitude of ingredients, not all beneficial to one's health. To the right and on part of the next page are examples of nutrition labels and ingredient lists for different foods to demonstrate the concept of more than what meets the eye when consuming processed foods.

INGREDIENTS: Protein Blend (Milk Protein Isolate, Whey Protein Isolate), Soluble Corn Fiber (Prebiotic Fiber), Almonds, Water, Erythritol, Dried Coconut, Natural Flavors, Cashews, Palm Oil, Sea Salt, Steviol Glycosides (Stevia).

CONTAINS: Almonds, Cashews, Coconut, and Milk-Derived Ingredients.

Quest Bar

Amount/Serving	% Daily Value*	Amount/Serving	% Daily Value*
Total Fat 8g	12%	Total Carbohydrate 22g	7%
Saturated Fat 2g	10%	Dietary Fiber 14g	56%
Trans Fat 0g		Sugars 1g	
Cholesterol 5mg	2%	Erythritol 4g	
Sodium 180mg	8%	Protein 20g	40%
Potassium 35mg	1%		
Calories from Fat: 80		Vitamin A 0%	Vitamin C 0%
*Percent Daily Values are based on a 2,000 calorie diet.		Calcium 15%	Iron 2%
		Phosphorus 6%	Magnesium 2%

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KEEP REFRIGERATED

Nutrition Facts
Serving Size 1 Cup (227g)
Servings Per 32 oz Container about 4

Amount Per Serving	% Daily Value*
Calories 130	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 95mg	4%
Potassium 310mg	8%
Total Carbohydrate 10g	3%
Dietary Fiber 1g	4%
Sugars 7g	
Protein 23g	46%
Vitamin A 0% • Vitamin C 0%	
Calcium 25% • Iron 0%	
Vitamin D 0%	
*Percent Daily Values are based on a 2,000 calorie diet.	

INGREDIENTS: Cultured pasteurized Grade A nonfat milk. **CONTAINS THE FOLLOWING LIVE CULTURES:** Lactobacillus bulgaricus, Streptococcus thermophilus, Lactobacillus acidophilus, Bifidus, Lactobacillus casei. **CONTAINS:** Milk.

Dist. By: Costco Wholesale Corp.
P.O. Box 34535, Seattle, WA
98124-1535 U.S.A.
1-800-774-2678 • www.costco.com
MADE IN THE USA

* No significant difference has been shown between milk derived from rBST-treated and non rBST-treated cows.

Produced at Plant printed on cup:
Plant 50-162
or
Plant 04-161

Nutrition Facts
Serving Size 1/4 Cup (28g)
Servings Per Container 16

Amount Per Serving	% Daily Value*	
Calories 160	Calories from Fat 120	
	% Daily Value*	
Total Fat 14g	21%	
Saturated Fat 1g	5%	
Trans Fat 0g		
Polyunsaturated Fat 3.5g		
Monounsaturated Fat 9g		
Cholesterol 0mg	0%	
Sodium 0mg	0%	
Total Carbohydrate 6g	2%	
Dietary Fiber 3g	14%	
Sugars 1g		
Protein 6g	12%	
Vitamin A 0% • Vitamin C 0%		
Calcium 8% • Iron 6%		
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
Calories	2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Protein	50g	65g
Calories per gram: Fat 9 • Carbohydrates 4 • Protein 4		

INGREDIENTS: ALMONDS.
Made in a facility that processes other tree nuts.
DIST. & SOLD EXCLUSIVELY BY: TRADER JOE'S, MONROVIA, CA 91016

Above: Nonfat Plain Greek Yogurt

Above: Almonds

INGREDIENTS: PEANUTS, CORN SYRUP SOLIDS, SUGAR, SOY PROTEIN, CONTAINS 2% OR LESS OF SALT, FULLY HYDROGENATED VEGETABLE OIL (RAPESEED AND SOYBEAN) MONO AND DIGLYCERIDES, MOLASSES, MAGNESIUM OXIDE, NIACINAMIDE, FERROUS FOSPHOPHOSPHATE, ZINC OXIDE, COPPER SULFATE, FOLIC ACID, PYRIDOXINE HYDROCHLORIDE.

INGREDIENTS: ORGANIC ROASTED PEANUTS, CONTAINS 1% OR LESS OF SALT.

Above: Ingredient labels for reduced fat peanut butter vs. natural peanut butter

Calories 300		Calories from Fat 90	
		% Daily Value*	
Total Fat 6g		9%	
Saturated Fat 2.5g		13%	
Trans Fat 0g			
Polyunsaturated Fat 1g			
Monounsaturated Fat 2g			
Cholesterol 55mg		18%	
Sodium 560mg		25%	
Potassium 600mg		17%	
Total Carbohydrate 40g		13%	
Dietary Fiber 5g		20%	
Sugars 5g			
Protein 20g		24%	
Vitamin A 45%	• Vitamin C 4%		
Calcium 6%	• Iron 10%		
Thiamine 25%	• Riboflavin 20%		
Niacin 25%	• Folic Acid 35%		
Pantothenic Acid 35%	• Phosphorus 25%		
Magnesium 10%	• Zinc 10%		
Selenium 80%	• Manganese 20%		

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:
Calories: 2,000 2,500

INGREDIENTS: POT PIE SAUCE (CHICKEN BROTH [WATER, CHICKEN BROTH POWDER (MALTO-DEXTRIN, CHICKEN BROTH, SALT, FLAVORS)], ONIONS, HALF AND HALF [CREAM, MILK], MODIFIED CORN STARCH, BUTTER [CREAM, SALT], CONTAINS 2% OR LESS OF: ROASTED GARLIC [GARLIC, SOYBEAN OIL], CHICKEN SEASONING [CHICKEN MEAT AND NATURAL JUICES, SALT, CHICKEN FAT, SUGAR, HYDROLYZED (CORN AND WHEAT GLUTEN, SOY) PROTEIN, DRIED WHEY, MALTODextrin, NATURAL FLAVORING, YEAST EXTRACT, DISODIUM INOSINATE AND GUANYLATE, NATURAL EXTRACTIVES OF TURMERIC AND ANNATTO], LOCUST BEAN GUM, SPICE, SALT), CHICKEN (CHICKEN TENDERLOIN, WATER, OLIVE OIL, CONTAINS 2% OR LESS OF: ISOLATED SOY PROTEIN PRODUCT [ISOLATED SOY PROTEIN, MODIFIED POTATO STARCH, CORN STARCH, CARRAGEENAN, SOY LECITHIN], DEXTROSE, POTASSIUM CHLORIDE, SALT, SODIUM PHOSPHATE, PAPRIKA, CARAMEL COLOR, FLAVORING), DUMPLINGS (WATER, WHEAT FLOUR, MALTED BARLEY FLOUR, EGGS, DURUM WHEAT FLOUR, SALT, SPICES, NATURAL FLAVOR, OLEORESIN TURMERIC), CARROTS, CORN, PEAS.
CONTAINS: EGG, MILK, SOY, WHEAT.

ConAgra Foods

Above: Healthy Choice chicken pot pie frozen dinner

Nutrition Facts

Serving Size 1 cup (246g)
Servings Per Container about 2

Amount Per Serving	
Calories	100
Calories from Fat	20
% Daily Value*	
Total Fat 2g	3%
Saturated Fat 0.5g	2%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 25mg	8%
Sodium 690mg	29%
Potassium 310mg	9%
Total Carbohydrate 14g	5%
Dietary Fiber less than 1g	4%
Sugars 2g	
Protein 7g	
Vitamin A 20%	• Vitamin C 0%
Calcium 0%	• Iron 2%

* Percent Daily Values are based on a 2,000 calorie diet.

Ingredients: Chicken Broth, Cooked White Chicken Meat, Carrots, Egg Noodle (semolina wheat, egg*), Celery. Contains less than 2% of: Water, Modified Food Starch, Salt, Chicken Fat, Maltodextrin, Carrot Puree, Egg White*, Potassium Chloride, Sugar, Soy Protein Isolate, Sodium Phosphate, Tomato Extract, Onion Powder, Spice, Parsley*, Chives*, Flavoring, Beta Carotene (color). *Dried

CONTAINS WHEAT, EGG AND SOY INGREDIENTS.

DISTRIBUTED BY GENERAL MILLS SALES, INC., MINNEAPOLIS, MN 55440 USA
Exchanges: 1 Starch, 1/2 Lean Meat
Based on Academy of Nutrition and Dietetics and American Diabetes Association criteria
Visit our website at www.Progresso.com 3325355520

Above: Progresso's chicken noodle soup



The purpose of this week's post is not to scare you away or deter you from purchasing and consuming processed foods, rather it was made in hopes of making you more aware of the content in food choices available to you. That said, part of a healthy diet is balance, so treating yourself every once and a while is a good thing but do your best to try and center your eating habits around whole, unprocessed or minimally processed foods. A tip to make this easier for you, especially when new to reading ingredient and nutrition labels is to try and shop for the majority of your food on the perimeter of the supermarket. The perimeter is where produce, meats, dairy, eggs, and frozen fruits/veggies are typically found, the inner isles is usually where the more processed foods are located. If you do buy processed foods, try and limit your purchases to foods with ingredient lists where you can identify the majority, if not all of the ingredients listed. Now that you have a basic understanding between whole and processed foods, hopefully you feel at least slightly more informed and confident during your next trip to the supermarket! Grocery shopping can be a fun way to discover and incorporate new, whole foods into your diet, so don't skimp on the perimeter of the store and get creative and resourceful with your recipes, the internet is an amazing thing when it comes to food!