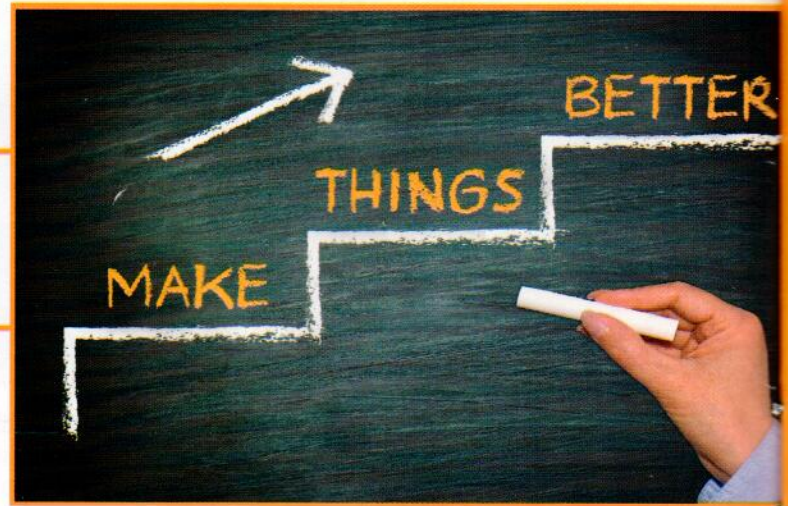


THE POWER OF BETTER

Eat better: two simple words, but not so simple to do. The important goal of eating better has become challenging as new food products continue to make their way onto store shelves, and time becomes increasingly limited for choosing and preparing the food you feed your family. Choosing healthy and convenient foods isn't always easy, but understanding what makes for better choices can help. The first step in doing so doesn't need to be perfect... it just needs to be better.

One of the most pronounced transitions that grocery store shelves have experienced in recent years is from conventional to natural and organic foods. A number of these food products are newer to the market, but are produced using traditional practices. When it comes to food, "better" not only encompasses good for you and your family, but also for the animals and environment that are utilized in their production. Keeping this in mind, these newly introduced traditional products can be a better choice for you to make in the grocery store.

Going back to traditional farming practices, some companies have made their products better by grass feeding and allowing their animals to



graze on pasture. Grass fed companies share many similar values that you have, caring for the quality and nutritional value of their products, respecting animals and their land alike. Higher in omega 3s and lower in saturated fatty acids, grass fed meat and dairy product provide your family with a better nutritional choice.

Alongside the search for newly introduced traditional foods comes the hunt for clean labels. As modern food so often carries numerous additives, chemicals, and preservatives, it is more important now than ever to pay attention to what is actually in your food. As a rule of thumb, the shorter the ingredient list, the better.

Be willing to try new options. Keep an open mind and try something other than the "same old". Have fun with it! This week as you shop for your groceries, try something better.



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