



— PURE —  
Whole-Food & Plant-Based Support



# Disclaimer

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- This program cannot be construed as a recommendation of medical treatment or medication. It is not professed to be physical or medical treatment nor is any such claim made.
- There are no medical recommendations or claims for the PURE program or for any of the vitamin or mineral regimens described in this program.
- No individual should undertake the PURE program or any of its regimens without first consulting and obtaining the informed approval of a licensed medical practitioner. The author makes no warranties or representation as to the effectiveness of the PURE program.





# Module 7 Guide

## Food Safety

- Hormones
- Antibiotics
- Pesticides

## Taking Stock

- How to adjust for gain or loss



# Food Safety

What is organic?

Organic has become a huge marketing term these days. It's everywhere and on everything. The USDA has specific guidelines that must be verified by a USDA-approved independent agency.

All organic agricultural farms and products must:

Abstain from the application of prohibited materials which include synthetic fertilizers, pesticides and sewage sludge for 3 years prior to certification and then continually throughout their organic license.

Prohibit the use of genetically modified organisms and irradiation.

Employ positive soil building, conservation, manure management and crop rotation practices.





# Food Safety

- Provide outdoor access and pasture for livestock.
- Refrain from antibiotic and hormone use in animals.
- Sustain animals on 100% organic feed.
- Avoid contamination during the processing of organic products.
- Keep records of all operations.



# Food Safety

Because the USDA currently has very clear and publicly stated guidelines on the use of the word 'organic' in food descriptions, you can purchase products labeled organic with the expectation of a better, cleaner product.

Organic bore-ganic, why should I care?

Well, not to be a smart aleck, but take another look at the bullet points on the previous slide. To qualify for organic the land must be free of synthetic fertilizers AND sewage sludge...for 3 years! Yikes! Fertilizer from sewage sludge, human waste material, is used in conventional agriculture. It happens so often in conventional farming that it's a distinguishing and clearly stated guideline to becoming USDA certified organic.

While gray water, storm run off and un-potable water is used in many municipal irrigation systems, knowing about sewage sludge helps us understand why we have viral outbreaks of E-coli and salmonella through contaminated produce.

There are many reasons to choose organic when it is both available and affordable, but human waste-based fertilizer, is a real turn off. Always wash your produce, conventional and organic, before storing in your pantry or refrigerator.



# Food Safety

Is organic food better than conventional food?

Stanford University made big food news when they released the results of their meta-analysis comparing the nutritional value of organic food compared to conventionally grown food. They concluded that there was little nutritional difference between organic and conventional foods.

They did not address the real differences between organic and conventional foods which revolve around chemicals, pesticides (reproductive disruptors), synthetic fertilizers (environmental toxins), sewage sludge (virus and disease breeding grounds), antibiotics, hormones and GMOs.

Now guess what, one year earlier Newcastle University in England completed a similar decade long study and found the opposite to be true, that organic is the preferred choice for health and wellness. How confusing is that?





# Food Safety

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So, is organic better?

That's up to you. If organic food is better for the environment because of the way it is produced, isn't loaded with chemicals, bacteria, foreign DNA (GMO) and has the same or slightly better nutritional properties, do you think it is better for your health and longevity?

Organic food can be more affordable when you join a CSA. Check out Local Harvest to find a CSA near you now so you can get in on the Spring Garden and sometimes Winter Goodies!



# Assessment

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	Weight	Sleep	Constipation/ Diarrhea	Energy	Mood
Sunday					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					

# Assessment

Five positive changes this week?

- 1.
- 2.
- 3.
- 4.
- 5.

What are your main concerns?

What can you do in the next week to bring you closer to your goals?

How did you feel?