

# what's in THAT PARFAIT?

from DAN'S  
HAND



DAN YOUNG IS THE FOUNDER & PRESIDENT OF SIMPLE AGAIN. HE HAS COMPETED IN BODY BUILDING AS WELL AS ENDURANCE ATHLETIC EVENTS & IS CERTIFIED IN PERSONAL TRAINING & SPORTS NUTRITION.

Recently, I flew to Atlanta to open what turned out to be our 1,000th juice bar — hurray! But that's beside the point. During my trip, I decided to acquire a parfait from a kiosk within the Philadelphia terminal. Each time I fly, I pride myself in bringing with me 6-7 meals so that I do not have to depend on luck to provide quality nourishment and so I can eat every 2.5 hours. On this trip, as I flew out the door at 4:30 a.m. late for a flight, I left my meals in the fridge — ugh!

Too often, we don't plan ahead and our next meal is completely controlled by often uncontrollable outside factors, so we succumb to temptation and hunger. In these "rare" situations I try to make logical healthy choices. And so in this case, I purchased a parfait which was offered by who else? Starbucks.

One of my tricks of controlling what goes in my body is to identify every ingredient that I'm going to swallow; remember, "you are what you eat, but more importantly, you are what your food eats." I picked up the parfait; yup, it had thawed strawberries and blueberries (so far so good), yogurt (vanilla — simple and light), and granola (full of oats and other unidentifiable toasted elements of good health). Awesome! One of my 7 meals was in the bag — literally.

So we think the name alone implies something is healthy. A parfait sounds healthy, right? Granola — healthy. Yogurt — healthy. Strawberries and blueberries — healthy again. Sounds like Bill Murray in Groundhog Day... "What could go wrong?" Now, let me show you precisely what I read on the label: Low Fat Yogurt — Low Fat Milk, Sugar, High Fructose Corn Syrup, Whey Protein Concentrate, Food Starch Modified, Natural Flavor, Non Fat Milk, Citric Acid, Gelatin, Whole Grain Oats — Sugar, Canola, Crisp Rice, Soy Protein, Rice Flour, Soy Protein Concentrate, Sugar Malt, Salt, Honey, Brown Sugar Syrup, Soy Lecithin, Baking Soda.

Hmmm...do those sound like minimally processed whole foods to you? Now let's break those ingredients down and see what this parfait is really made of. I have a system for grading ingredients; I call it the Good, Bad and Ugly. The "Good" are foods minimally processed and as close to whole-foods as possible. The "Bad" are foods that may be processed, but most accepted processes are natural methods. The "Ugly" are foods (correction — consumables) that have no place in our diets.

### **Low Fat Yogurt**

Low Fat Milk, Sugar, High Fructose Corn Syrup, Whey Protein Concentrate, Food-Starch Modified, Natural Flavor, Non Fat Milk, Gelatin, Citric Acid

### **Granola**

Whole Grain Oats, Sugar, Canola, Crisp Rice, Soy Protein, Rice Flour, Soy Protein Concentrate, Sugar Malt, Salt, Honey, Brown Sugar Syrup, Soy Lecithin, Baking Soda

I count 22 ingredients, 8 of which are deemed Good, 5 are Bad and 8 are Ugly. Hmmm...I don't think I like those odds. Now, granted, some of the "Good" ingredients, depending on the processes used to create them, might be okay, but the reality is, all of the ingredients listed on this Parfait have questionable sources, as well as the methods used to process them.

When you're out and about and could possibly face a seemingly uncontrollable food situation, take a deep breath and remember that you have more control than you think. Reading the ingredients on the label leads to making healthier nutrition choices!

Eat Well!

## PROJECT: PFC MISSION STATEMENT

The caring partner displaying this information is a proud member of Project: PFC. Our mission is to provide the simplest, most delicious foods to everybody everywhere. We select natural, whole and minimally-processed foods, drinks and supplements free from all artificial junk, yet rich with nature's goodness. Using current research and educational materials, we're making the world of nutrition "Simple Again".  
**Eat Well. Live Well (and Long).**