

# Read it With a GRAIN OF SALT



## Fall 2011 Newsletter

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**If you find a label that you believe is**



Greetings!

Welcome to the first newsletter for "Read it With a Grain of Salt"! Food labels have never been as top of mind as they are today, and with the increase in prevalence of disease and obesity, as well as, an overall desire to be healthy, it has never been as important to understand the information on food labels.

Along with our upcoming book, our newsletters will help to demystify food labels, keep you up to date on food label news, teach you what the information you find on food labels really means, and most of all will empower you with the knowledge you need to make healthier choices and become a confident shopper.

Please tell your friends and family of our upcoming book and encourage them to also sign up for our newsletter.

Best in Health,

**misleading, email me the details! If you are confused or being misled chances are many other consumers are as well.**  
[info@grainofsalt.ca](mailto:info@grainofsalt.ca)

Ashley Stone

### **Confused About Food Labels? Want the Inside Scoop?**

Join Ashley Stone for an interactive presentation and Q&A on "The Myths, Misconceptions and Truth about Canadian Food Labels from an Insider's Perspective"

Date: November 9/2011

Time: 7:00pm

Location: Richmond Hill Centre for the Performing Arts - Plaza Suite

Address: 10268 Yonge Street, Richmond Hill, L4C 3B7

For more information email: [info@grainofsalt.ca](mailto:info@grainofsalt.ca)

### **Frustrated with Food Additives?**

Did you know that there are upwards of 400 additives permitted in foods in Canada? They make our foods taste better, look better and last longer; they are the price we pay for convenience and innovation. If foods didn't contain preservatives they would spoil much quicker, if they didn't contain emulsifiers it would be virtually impossible to create fat-free versions of the full fat foods we love, and if they didn't contain colours we may not find the foods we eat as appealing (remember what happened when Green Ketchup surfaced on our grocery store shelves?).

Health Canada defines food additives as "any chemical substance that is added to food during preparation or storage and either becomes a part of the food or affects its characteristics for the purpose of achieving a particular technical effect. For example, substances that are used to enhance the appearance, texture, or keeping qualities of a food or serve as essential aids in the processing of food are all considered to be food additives".

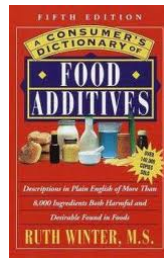
It is virtually impossible to understand what every additive does to our foods and how they will effect our health; some people stay clear of foods that contain additive names they cannot pronounce and some avoid foods with additives altogether. Have you ever considered using a food additive dictionary to help shed some light on food additives?

In addition to our soon-to-be-released book; when grocery shopping you may find the following two books helpful and informative at decoding the

ingredient list for you:

1. A Consumer's Dictionary of Food Additives

Author: Ruth Winter



2. What's in Your Food?

Author: Bill Statham



Did you Know?

In the US, all chemical preservatives added to foods must state a description of their function in brackets after the ingredient name. For example if a food contained the preservative sodium benzoate it may appear as "Sodium Benzoate (Preservative)". In Canada this ingredient would simply appear as "Sodium Benzoate" and it is up to you as a consumer to recognize that it is a preservative.

For a full list of all of the additives permitted in the foods you eat check out [Health Canada's Food Additive Dictionary](#).

## About Ashley

Ashley Stone is a nutritionist and food label specialist who has been working for grocers and food manufactures for over a decade. Over the past ten years, she has reviewed food labels for Canada's leading private label grocery brands, large and small food manufacturers, distributors and a variety of importers. It is this variety of experience in regulatory-compliance label reviews that makes her experience unique and her perspective all the more shocking. As a concerned parent and advocate of leading a healthy lifestyle, Ashley recommends that all responsible consumers empower themselves with the knowledge

needed to make more informed and healthier choices.

"Read it With a Grain of Salt", is a website and soon-to-be released book that will empower you with the knowledge you need to finally understand Canadian food labels.

For more information visit [www.grainofsalt.ca](http://www.grainofsalt.ca)

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