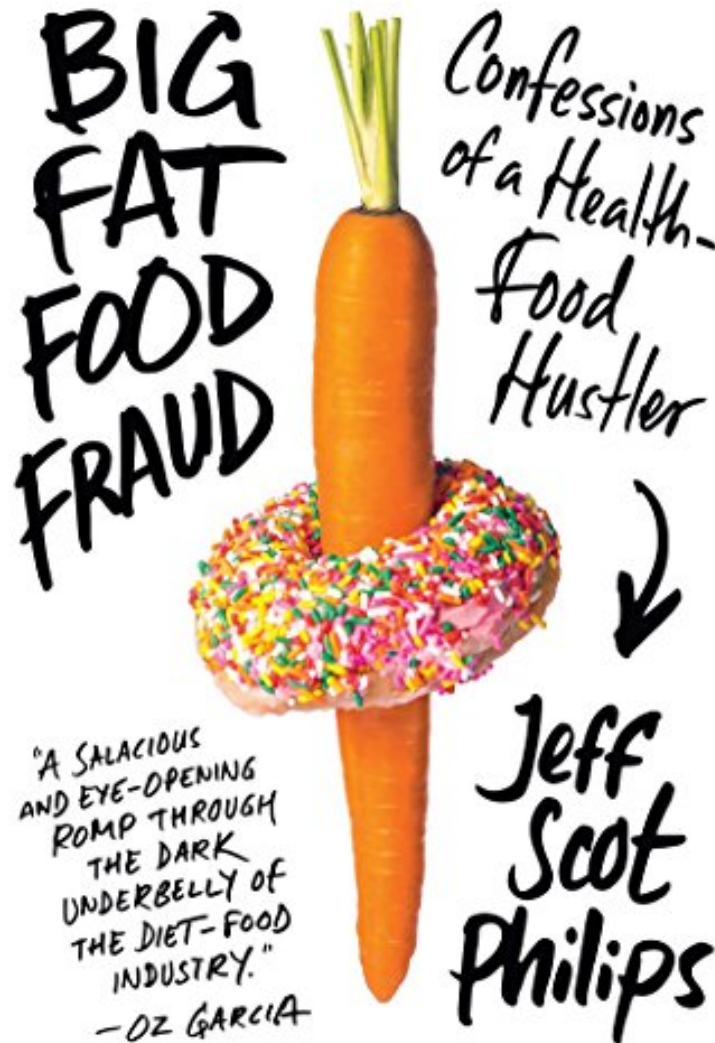


Big Fat Food Fraud: Confessions of a Health-Food Hustler

Jeff Scot Philips

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Jeff Scot Philips : Big Fat Food Fraud: Confessions of a Health-Food Hustler before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Fat Food Fraud: Confessions of a Health-Food Hustler:

2 of 2 people found the following review helpful. Stick with it and you'll learn somethingBy savvy shopperIt first reads like a braggart who decided he needed to add another feather in his cap and uses too much vulgarity in the process. However, after getting through the first half of the book (I stayed with it), it finally began to make sense. I always knew the food industry was responsible for deception, but this confirms that it goes much deeper than initially suspected. The bottom line is to keep it simple when it comes to food. Fresh is best and the fewer ingredients the more

healthy it is. 0 of 0 people found the following review helpful. Not very accurate but revealing. By OF CVT two stars ONLY because helps consumer be aware of misinformation in messages but not accurate on pervasiveness of mislabeling in mainstream food industry; this occurs with small start-ups in nutritional and supplement segment as author describes. I don't want to write a more accurate book here but suspect I will get close. The consumer needs to be aware of the powerful and selfish incentives to create nutritional hype messages. Invariably there are dollar motivators behind EVERYTHING. So be wary of the Messenger and message including this book and others in the same vein. Some is accurate here and a lot is misguided or inaccurate: * Perception is reality and I appreciated the insight of data mining and sending myths or hype through various channels on latest nutritional news based on selling needs. This is predominantly NOT mainstream food industry. * Author acknowledges being a fraud with a crutch of loopholes. In reality he was lying as only a fraction of loopholes are real and those simply a result of legislated complexity. He was just being fraudulent. You can't call MSG "yeast extract" and certainly not sulfites "currants". To be clear, yeast extracts contain free glutamate but so does aged Parmesan cheese (1%) and both naturally occurring and not "added" ...and labeled "yeast extract" and "aged Parmesan" on ingredient declaration. * The author is still food industry ignorant and impugns big food industry - they are far more likely to be accurate and true than his sphere of nutritional scammers. * Nutritional panels are accurate and sincere. Portion size is indeed a small deception in that we all eat the entire container despite having "2 servings" on label. Shame on label reader; many know this and should be made aware rather than being encouraged to ignore the nutritional panel as deceptive or fraudulent. * The government is not a consultant to hold your hand. You do not go to court and expect judge or court clerk to explain everything or interpret. You hire specialists, like a lawyer, that have knowledge of the law and system. The story about calling USDA, FDA, FTC is self-justification for being ignorant, misguided and cheap while justifying fraud. There are many people that could explain the details on the Code of Federal Regulations (CFR). However, these people cost money and surprise, it is NOT the government's job to teach details or interpret the CFR that are readily available for the public to read - try it as you will see complexity. * Dr Oz was called before Congress for advocating green coffee as powerful weight reduction tool when he knew it to be unsubstantiated (also see fraud of supplement company that sold ~\$50 million of pills and paid small penalty for fraud and disappeared). These are the people class that create hype and misinformation...but many still listen to him. Why? * The label claim banter should be helpful for people albeit misleading. "Does not contain" is more of a testament to the limited perspective of consumers and the FDA prohibits some claims for products that never had such negative nutritional content (e.g. Peanut butter can't claim zero cholesterol because it never had it). * The self-indulgent and self aggrandizing details of the inspector's wife/Cougar belies the limited "detail", accuracy or value in the book. EVERY process and system has challenges. There are humans that conduct inspections and enforce laws that they do not write. Some of the banter about USDA versus FDA jurisdiction is accurate; government not easy and poorly funded. There are humans at the front line translating the law. Yes, there could be extortion but suspect such content included to cross the line into romance novel rather than piece of literary insights. Why else mention her alleged attractiveness or spend any time on her at all? It is possible that people break laws. After all, that is an underlying message of the book while not being presented as such. Ironically, the message is that the rules create this opportunity for deceit and misperception. In reality, the primary message should be that people will cheat, manipulate and deceive in all industries - the mainstream food industry is generally not this way. 2 of 2 people found the following review helpful. Once a huckster, always a huckster. By Steve The other one-star reviews about cover it all, so anything I write would be redundant. Except that if ever introduced to him, I'd turn my back and walk away....

“In his rollicking, unabashed, and sometimes shocking book, Jeff Scot Philips offers an unprecedented inside look at how labels can be manipulated, regulators can be fooled, and how consumer gatekeepers—from personal trainers to nutritionists—sell high-margin “health foods” to an unsuspecting public that wants to lose weight. Oz Garcia, bestselling author of *Redesigning 50* and *The Balance*—Why are you eating diet foods and getting fatter? Why do you still have cellulite even though you eat healthy? Why don't you know what you are eating, even when you read the label? Why does the obesity rate in America keep climbing, even though the weight-loss market is a \$300 billion industry? It is because food manufacturers, the media, nutritionists, trainers, medical professionals, health inspectors, and people like Jeff Scot Philips collude for profits and are: big fat food liars.

"A salacious and eye opening romp through the dark underbelly of the diet food industry." —Oz Garcia, author of *The Balance* and *Redesigning 50* "Big Fat Food Fraud" may not shrink your waistline, but it will expand your horizons. Jeff Scott Philips can rival Anthony Bourdain for edifying, sometimes nauseating adventures in the food biz while pursuing his game changing mission: to expose a great American con. If you want to shop and eat smarter, sink your teeth into *Big Fat Food Fraud*. —Kevin Cook, author of *Titanic* Thompson, Kitty Genovese, and *Tommy's Honor* About the Author Jeff Scot Philips is a nutritionist, professional speaker, and entrepreneur. He founded Break The Cycle Inc, a seminar hosting company, before creating Fit Food, which later

became Lean Eats, and then Fit Chefs. He now spends most of his time speaking about the corruption in the food and weight-loss industries, and teaching consumers what they can do to avoid falling victim to it. If you'd like to hear Jeff's take on the latest food trends and to hear him expose the current misleading health information, join his mailing list at www.bigfatfoodfraud.com;