NOURISH YOUR FAMILY WITH JUNK FOODS COOKED RIGHT

Corey Dunn
Fornutrientsake.com
What brought you to this way of eating?

Health and healing
Environmental
Animal welfare
Healthy babies and kids
Longevity
Why do folks fall off the wagon?

Lifestyle isn't sustainable
Bored
Too difficult
Food doesn't taste good
Lack of connection
No regard for tradition
Food is...

Fuel

Medicine
Food is...
Fuel
Medicine
Culture
Tradition
Connection
Memories
History
Love
It's not the dish.

It's the ingredients.
Foods to avoid

- Industrial seed oils
- Grains, nuts, and legumes that haven’t been properly prepared
- Industrially refined sweeteners
- Denatured dairy
- Synthetic vitamins
- Food dyes
Guidelines on

- produce
- meat
- eggs
- seafood
- dairy
- grains
- nuts, seeds, legumes
- etc...
An American Classic

The Cheeseburger Meal
The elements of a cheeseburger

- Bun
- Beef pattie
- Lettuce
- Big Mac sauce (or other condiments)
- Cheese
- Pickles
- Onions
Cheeseburger Comparison

McD's bun

Enriched Flour (Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Water, Sugar, Yeast, Soybean Oil, Contains 2% or Less: Salt, Wheat Gluten, Potato Flour, May Contain One or More Dough Conditioners (DATEM, Ascorbic Acid, Mono and Diglycerides, Enzymes), Vinegar.
Cheeseburger Comparison

Homemade bun

Flour, Water, Salt
Cheeseburger Comparison

McD's cheese

Pasteurized Process American Cheese: Milk, Cream, Water, Sodium Citrate, Salt, Cheese Cultures, Citric Acid, Enzymes, Soy Lecithin, Color Added.
Homemade cheese

Raw milk, Cheese culture, Rennet
Cheeseburger Comparison

McD's Big Mac Sauce

Homemade Big Mac Sauce
Mayonnaise (Eggs, Lemon juice, Bacon grease, salt), Pickle relish (Cucumbers, Onion, Salt, Honey, Apple Cider Vinegar, Whey, Mustard Seeds, Tumeric), Onion, BBQ sauce (Kombucha, Coconut Sugar, Salt, Pepper, Cayenne, Paprika, Onion powder, Tomato paste, Red pepper flakes), Mustard (Brown and yellow mustard seeds, Mustard powder, Salt, Water, Culture, Vinegar, Honey), Paprika, Salt, Garlic powder, Onion Powder
Cheeseburger Comparison

McD's beef pattie
100% Pure USDA Inspected Beef, Salt, Pepper

Homemade beef pattie
Beef, Salt, Pepper
The elements of a cheeseburger

- Bun - sourdough or sprouted
- Beef pattie (season well with S&P)
- Lettuce (organic)
- Cheese (raw cheddar)
- Pickles (laco-fermented)
- Onions (organic)
- Big Mac sauce (homemade!)
Don't want to make every single element from scratch?

Check out the WAPF 2023 shopping guide
What about the fries and a coke?
McD's french fries
Potatoes, Vegetable Oil (canola Oil, Corn Oil, Soybean Oil, Hydrogenated Soybean Oil, Natural Beef Flavor [wheat And Milk Derivatives]*), Dextrose, Sodium Acid Pyrophosphate (maintain Color), Salt.

*natural Beef Flavor Contains Hydrolyzed Wheat And Hydrolyzed Milk As Starting Ingredients.
Homemade french fries
Potatoes, Duck Fat, Salt
Sides Comparison

McD's Coke

Carbonated Water, High Fructose Corn Syrup, Caramel Color, Natural Flavors, Caffeine.
Homemade Coke Water Kefir Soda
Water Kefir (Water, Sugar, Kefir Grains), Molasses, Orange Zest, Lemon Zest, Lime Zest, Dried Lavender, Nutmeg, Cardamom, Cinnamon, Ginger, Vanilla Bean
What about dessert?

"McDonald's Baked Apple Pie recipe features 100% American-grown apples, and a lattice crust baked to perfection and topped with sprinkled sugar. There are 230 calories in McDonald's apple pie. Pair it with a Hot Caramel Sundae for your own twist on Apple Pie A-La-Mode!"
Apple Pie Comparison

McD's Baked Apple Pie

Apples (apples, Ascorbic Acid, Salt, Citric Acid), Enriched Flour (bleached Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Sugar, Palm Oil, Water, Apple Juice Concentrate, Modified Food Starch, Invert Syrup, Contains 2% Or Less: Yeast, Salt, Cinnamon, Sunflower Lecithin, L-cysteine (Dough Conditioner), Yeast Extract, Enzyme, Beta-carotene (color).
Apple Pie Comparison

Homemade Apple Pie
Crust (Flour, water, lard/butter, salt) apples, butter, coconut sugar, cinnamon
Roman Dish

1. Ground beef
2. Macaroni noodles
3. Canned, diced tomatoes
4. Cheddar cheese
5. Salt and pepper
Next Level Roman Dish

1. Ground beef - use an organ meat blend
2. Macaroni noodles - properly prepared noodles, boiled in bone broth
3. Tomatoes - organic tomatoes in a glass jar
4. Cheese - raw cheddar, not broiled
5. Salt and pepper
6. Optional - add in some extra veggies to bulk up the meal, and add flavor and nutrients.
Don't forget dessert!
Bluebell, "Homemade Vanilla" Ice Cream

Milk, cream, sugar, skim milk, high fructose corn syrup, natural and artificial vanilla flavor, cellulose gum, vegetable gums (guar, carrageenan, carob bean), salt, annatto color
Actually Homemade Raw Milk Ice Cream

Raw milk, raw cream, egg yolks, maple syrup, vanilla
Butterbeer Comparison

Butterbeer soda with cream
Flying Cauldron butterscotch beer, non-alcoholic (Sparkling filtered water, unbleached cane sugar, vanilla extract, natural caramel, natural flavors, stevia rebaudiana leaf extract), Fluffernutter marshmallow cream (corn syrup, sugar, egg white, vanillin), Smucker's Butterscotch Flavored Syrup (Corn Syrup, High Fructose Corn Syrup, Nonfat Milk, Fructose, Modified Corn Starch, Contains 2% Or Less Of: Salt, Potassium Sorbate (preservative), Polysorbate 60, Sodium Citrate, Sodium Phosphate, Natural Flavor, Yellow 5, Yellow 6)
Butterbeer Comparison

Homemade butterbeer
raw milk, raw cream, egg yolks, maple syrup, cinnamon, vanilla
Nourishing Real Food Butterbeer
Pumpkin Pie Comparison

Costco Pimpkin Pie

Filling: pumpkin, water, sugar, **dry skim milk**, glucose solids, dried whole egg, flour, **whey powder**, modified manioc starch, canola oil, modified cornstarch, salt, agar, **potassium sorbate**, spices, Crust: flour, shortening (palm and soya oils), water, sugar, salt, Glaze: water, sugar, corn syrup, pectin, citric acid, carrageenan, xanthan gum, potassium sorbate, artificial flavor, sodium citrate, calcium chloride, mono and diglycerides, canola oil, sodium phosphate, color.
Homemade Pimpkin Pie
Crust: flour, water, butter/lard, salt,
Filling: pumpkin puree, eggs,
granulated sugar, ginger, cinnamon,
salt, cloves, nutmeg, lemon zest, creme fraiche
Don't forget dessert!
Let's figure it out together!
Cream of Mushroom Soup Comparison

Campbell's Cream of Mushroom Soup
Water, mushrooms, vegetable oil (corn, canola and/or soybean), cream, modified milk ingredients, soy protein, monosodium glutamate, tomato paste, flavor, yeast extract, dehydrated garlic
Cream of Soup Comparison

Homemade Cream of Mushroom Soup
Butter, flour, bone broth, cream/milk, garlic powder, onion powder, mushrooms
Ranch Seasoning Comparison

Hidden Valley Ranch

Maltodextrin, Buttermilk, Salt, Monosodium Glutamate, Garlic*, Onion*, Lactic Acid, Calcium Lactate, Spices, Citric Acid, Less Than 1% Of: Calcium Stearate, Artificial Flavor, Xanthan Gum, Carboxymethylcellulose, Guar Gum, Natural Flavor.
Ranch Seasoning Comparison

Homemade Ranch

Dried buttermilk powder, dried parsley, dried dill, dried chives, garlic powder, onion powder, salt, pepper
Dominoes Cheese Pizza

Crust (Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Water, Soybean Oil, Contains 2% or Less of The Following: Sugar, Salt, Whey, Maltodextrin, Dextrose, Dough Conditioners (Sodium Stearoyl Lactylate, Enzyme with Wheat Starch, Ascorbic Acid, L-Cysteine Monohydrochloride), Yeast.) Sauce (Water, Tomato Paste, Sugar, Salt, Spices, Dehydrated Garlic, Soybean Oil, and Citric Acid) Cheese (Part Skim Mozzarella Cheese (Pasteurized Milk, Cultures, Salt, Enzymes), Modified Food Starch, Cellulose (Added to Prevent Caking), Nonfat Milk, Whey Protein Concentrate, Flavors, Sodium Propionate (Added as A Preservative))
Pizza Comparison

Homemade Cheese Pizza
Crust (flour, water, salt)
Sauce (tomato paste, tomatoes, onions, garlic, oregano, basil, salt, pepper)
Cheese (raw milk, rennet, salt)
Taco Comparison

Old El Paso Simple Ground Beef, Soft Shell, Tacos

Ground Beef, Old El Paso seasoning (Chili Pepper, Corn Starch, Salt, Onion Powder, Maltodextrin, Spice, Sea Salt (potassium magnesium chloride, salt). Contain 2 % or less of: Vegetable Oil (canola oil and/or soybean oil), Silicon Dioxide (anticaking agent), Citric Acid, Sugar**, Natural Flavor. **Adds a trivial amount of sugar)
Old El Paso Simple Ground Beef, Soft Shell, Tacos

Soft tortillas (Bleached Enriched Flour (wheat flour, niacin, iron, thiamin mononitrate, riboflavin, folic acid), Water, Palm Oil, Glycerin. Contains less than 2% of: Baking Powder (sodium aluminum phosphate, baking soda), Mono And Diglycerides, Salt, Potassium Sorbate, Calcium Propionate (preservatives), Fumaric Acid, Hydrogenated Vegetable Oil (soybean, palm, and/or cottonseed oil), Dough Conditioner (salt, wheat starch, enzymes).)
Taco Comparison

Old El Paso Simple Ground Beef, Soft Shell, Tacos

Cheese blend (Monterey Jack Cheese (Pasteurized Milk, Cheese Culture, Salt, Enzymes), Cheddar Cheese (Pasteurized Milk, Cheese Culture, Salt, Enzymes And Annatto [Color]), Queso Quesadilla (Pasteurized Milk, Cheese Culture, Salt, Enzymes), Asadero Cheese (Pasteurized Milk, Cheese Culture, Salt, Enzymes), Potato Starch, Starch And Cellulose Powder To Prevent Caking, Natamycin (Mold Inhibitor).) Lettuce
Taco Comparison

Homemade Simple Ground Beef, Soft Shell, Tacos
Ground beef, bone broth, onion, garlic, chili powder, crushed red pepper flakes, cayenne pepper, oregano, paprika, ground cumin, sea salt, black pepper, Tortillas: flour, water, lard, salt, Cheese: raw milk, cheese culture, rennet, lettuce
Who feels overwhelmed?
Make it work!

- Stock freezer!
- Host food-prepping parties
- Host food swap party
- Vote with your dollar - companies and producers who are doing it right.
- Utilize simple swaps while shopping
Simple Swaps - chicken
Simple Swaps - flour
Simple Swaps - corn
Simple Swaps - milk
Simple Swaps - soda
Simple Swaps - chips
Simple Swaps - cereal
Simple Swaps - bread
Bread Comparison

Nature’s Own Whole Wheat

Homemade Sourdough

Flour, Water, Salt
Keywords:
- “nourishing”
- “nutrient-dense”
- “sourdough”
- “soaked”
- “real-food”
How to adapt recipes:

Vegetable oil (baking) → Melted butter or coconut oil

Vegetable oil (frying) → Tallow or lard

White sugar → Honey, maple syrup, rapadura, etc...
How to adapt recipes:

- Cream of Whatever Soup → Make your own flavor packet
- Flavor packet → Make your own chicken stock or bouillon
- Chicken Stock or Bouillon → Bone broth, homemade bouillon
How to adapt recipes:

Salad dressings/maranaides: Make your own or buy one w/o seed oils

Mayonnaise: Make your own or buy one w/o seed oils

Boxed rice: Soaked rice cooked in bone broth
How to adapt recipes:

Canned beans
Soak and cook your own, or choose brands who do this before canning

Pasta
Make your own, or choose sourdough or sprouted

Breadcrumbs
Homemade with old sourdough, or choose a brand who does this
Most industrial ingredients can be substituted for a real food version.
Final question:

Can donuts with blue frosting and sprinkles be made in a real food way??

If we have time, we can go into this!
Lead by example and with compassion
My hope for you...
Free Mini Cookbook!

Code: WISE2023

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