

# Paleo Solution - 266

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Howdy folks. Robb Wolf here, another edition of the Paleo Solution podcast. Have some very interesting guest today, Pam Schoenfeld and Adele Hite. These folks are incredibly well versed in the areas of Dietetics, Dietetics Policy. They have founded an initiative called For a Healthy Nation and we just have a lot of interesting stuff to talk about particularly related to the recent dietary guidelines that have been issued by or proposed by the United States government, but how are you both doing?

Pam: Doing well.

Adele: Really good, really good. Glad to be on your podcast today.

Robb Wolf: It's an honor to have you both on. Adele, let's start with you. Can you give folks some of your background?

Adele: Well I am a registered dietician like Pam. I have a Master's in Public Health as well. I was working on a PhD in Nutrition Epidemiology and found that I was running into some serious institutional roadblocks with regards to the questions that I was asking about the impact that the dietary guidelines have had on our health as a nation.

There is this really fascinating curve where obesity rates start to climb right after we start to focus on trying to prevent chronic disease through the application of a relatively high carbohydrate or relatively low-fat diet. I just thought that this was an interesting phenomenon that I wanted to ask questions about, but I was really stymied in that effort by some institutional forces that really weren't interested in me asking that question.

So I have moved on to a PhD program in Communication Rhetoric and Digital Media at NC State. They love my questions there and that's what I'm working on right now. I'm working on putting together my dissertation, which is about looking at these questions.

Robb Wolf: Fascinating, so good. The folks that we would assume should be very, very interested in asking that topic particularly because of the epidemiological implications.

Adele: Absolutely.

Robb Wolf: Really just weren't -- that wasn't spinning their propellers at all.

Adele: It's a classic problem for epidemiology. You see something that happens across a population and there is an inflection point and what an epidemiologist would do is say did something happen at that inflection point that may have influence or may have contributed to or may have some effect on what happened afterwards, that's the very nature of epidemiology and yes, it's sort of been interesting to me simply that this question is not asked academically within nutrition circles.

Robb Wolf: So Adele, why do you think that somebody, a branch of university as far as far as field from epidemiology getting out into communications, a very different section of the campus. Why are these folks interested in that question?

**(00:05:02)**

Adele: Well because first of all, their funding stream doesn't rely on the NIH. I think that's -- I think we have to be upfront about that and I think a lot of talk in nutrition points to the food industry as having an inordinate

amount of influence on what we think and talk about in Nutrition, but I think that there was a considerable amount of pressure from funding sources such as the NIH as well because they are very invested in the dietary guidelines. They have thousands of programs and practices and regulations that are within the Department of Health and Human Services that relate back to the guidelines.

So it makes sense that folks who are relying on that kind of funding would not want to question those institutional practices. In Communication and Rhetoric, it's sort of our job to question institutions, critical cultural studies, take cultural and historical artifacts and events and we look them over and try and figure out what made them work, what made them happen. So it's a perfect site for investigations from that perspective.

Robb Wolf: Oh, it sounds much more interesting than what you we're doing before actually and the latitude to actually ask the questions without being stymied constantly, clearly, that's a plus. Pam, let folks know about your background.

Pam: Yeah, hi. I'm actually a registered dietician with a Masters in Science and Nutrition and I actually came upon becoming a dietician because I was misled I believe when I was raising my children and even though I had a background in Nutrition, a degree in Nutrition, I believed a lot of the things that were being taught when I went to college which is 30 years ago whatever and when I found out that a lot of the stuff was just not true or there was really no evidence for it. I got angry and I started changing my diet and my family's diet using Weston Price Foundation principles. I became very active in that organization, very supportive of it and I decided I wanted to do something with that knowledge professionally so I went back to school, became and RD at 50 and started with the main goal to work with family. That's always been my main goal.

I'm not so much interested in the older people, not that they don't need help too, but I really feel the families that are getting the short end of the stick when it comes to dietary guidelines because the children are going through their formative years. We're seeing women that are pregnant or forming epigenetic changes in their children that are probably in many cases not reversible and it's a tragedy and I see this every day now in my private practice.

I work with a lot of adolescents, children, teenagers and sometimes pregnant women. I haven't really marketed myself a lot to pregnant women. It's kind of a tough deal to be in working with pregnant women because the obstetricians are so poorly educated on what the real truth

on nutrition in pregnancy is that I almost would have to go up against what they say and as you know, you're working with a pregnant woman, you always risk the fact of a fetal malformation and being potentially attributed to your recommendations.

So I have an idea to that how to handle that in the future, but that's really my main goal and working with Adele has been a real joy because she's got such a handle on what's been happening in the past 30 to 40 years in this country and as she said, it's just people are not looking at the situation honestly at all. It's a big, in my opinion, it's a big cover up and I don't know if that's too strong with words, but I really think that has been going on.

Robb Wolf:

I love tin foil hats personally and part of my take on this stuff, which ends up driving people towards the exit in droves is actually looking at when we started the intensification of our food system in the subsidies kind of program. That's really when we started seeing a need for highly processed long shelf life foods because we started producing all these food surpluses that would either rot or we needed to figure out something to do with them. So the way that we dealt with them was making them highly processed and long shelf stable and then we needed to modify our recommended dietary guidelines so that folks were encouraged to eat more that stuff and like I believe Adele mentioned we've created a vast systems network that disseminates this food and disseminates the information that kind of gets people into this process of looking at a Twinkie the same way that they do when apple.

Pam:

Uh-hum.

Adele:

Or perhaps even more legitimate and what I see because people are generally coming to nutrition as they have some degree of knowledge to believe that canola or corn oil is better for you than butter. I mean, to me, that's one of the bottom lines we're seeing nowadays.

**[0:10:11]**

Robb Wolf:

Right, right. So Adele, where did this idea about -- I mean the dietary guidelines that were viewed and updated every few years, we shifted from a four food group model to the food pyramid model and now we have my plate model. Usually these recommendations are somewhat tied to changes in the dietary guidelines and right now, we have a dietary guidelines advisory committee that is reviewing what the next round of recommendations will be. Where are we at in that story?

Adele:

So the way that the process works is every five years, dietary guidelines advisory committees put together, they "review the evidence" and I used

scare quotes around that because from probably early on in the history of the guidelines, the guidelines were mostly beholden to previous guidelines. So there is a review of the science that takes place, but they are very much sort of in -- it's an effort to retain this consistent public health message. So how much real review takes place is sort of a matter that means to be studied I think and that's what we're looking at.

So the advisory committee has just released the report. The report is sent out for public comments and reviewed by the public, but those comments and that review that takes place within the public arena, we're not really sure what happens to those comments because after this point, the guidelines report goes into the agencies themselves, Department of Health and Human Services and USDA and the staff members of those departments write the final guidelines and that final guidelines is not reviewed by the public. The public doesn't get to comment on them.

There's, as far as we're aware, no scientific advisory committee that looks at the final guidelines that are created by the two departments. We focused a lot of attention on what these scientists who are volunteers too when they come in and write the report, but the real power lies within the agencies themselves and there is a very little leverage or intervention that can be done on the part of the public or for that matter on the part of policy maker short of changing the actual mandate.

Robb Wolf:

There are a lot of folks out there that -- raising any type of a question pertaining to the ethics, intent, validity of this dietary guidelines immediately we're thrown into Area 51 alien abduction land. This is a governmental conspiracy theory par excellence. Aren't these folks just out to protect us and take care of us and steward us through cradle-to-grave healthy way of eating, I mean, what's wrong with these guidelines?

Adele:

Well that's the fun of looking at them from a cultural studies angle because I get to see them. They have sort of a unique quality in that they emerged. I mean you can put your finger on when they happened and it was 1977 with the McGovern Committee and everyone is pretty familiar with the story. What's interesting about it is that there was an intent and I think that the members of that committee and they've been working on this topic for a long time. They would actually working towards this global notion of a national nutrition policy that would encompass agricultural economics, all of the federal policies and programs, but also help poor families get better access to healthy food. This was a very comprehensive notion that they had.

Unfortunately, when they started, they started with these goals, that we're telling Americans how to eat, that was radically different from how Americans had eaten in the past and it was covered by just the very thinnest veneer of Science and they got a lot of pushback. Unfortunately, a lot of their other issues, which are the ones that you've raised already this idea of commodification and industrialization of food. They were very concerned about that stuff, but none of that got any traction because the first things out the door were these goals that were not based in science.

**(00:15:10)**

Robb Wolf:

Interesting and so Pam, how have you seen that influence your work trying to help families better educate themselves and eat better? I mean, clearly, we have -- especially depending on the situation economically from year to year, decade to decade, we have people living on the margin. We're trying to find ways of helping these folks, but we have an interesting phenomenon, the United States where the poor seemed to be becoming obese and so overfed on the one hand, but yet showing clear signs of nutrient deficiency diseases at the same time, which I don't think we've ever had historical precedent to that. You're either starving or you're overfed. You're not both overfed and starving for vital nutrients.

Pam:

Yeah. It's a really sad situation. Because I participate with several major insurance companies, I get to see a really broad spectrum of the American population and particularly, we live in an area where's a Hispanic population not far away and what we're finding is that a lot of times, the belief systems have been sort of changed. If a grandmother happens to still be living in the household, she will have brought -- especially in Hispanic populations, I'm using this just as an example because I had a young lady this week. She will have brought all those traditional food ways with her as far as the extended family that lived together. But the parents, they don't realize that all that information is extremely important and they unfortunately bought in to the governmental guidelines and may be they are actually getting food assistance. I don't ask that kind of questions off and I don't think it's relevant necessarily because truthfully, most of the food that we're recommending and I'm recommending really don't cause war.

Of course we're not doing pastured meat, pastured eggs, you know, grass-fed dairy, that's often out of their reach but I do see really incredible results when they just go back to eat their native food even if they are raised conventionally, but the educational -- the hurdles to educate people are pretty great.

Oftentimes, there are almost in a shock when I tell them things like, why don't you eat eggs at least 5 mornings a week, really, really, I can do that. They are also a little afraid because their doctors, often their pediatricians, are telling them the exact opposite. On one hand, I have to be honest with you, the dietary guidelines has created a great financial opportunity for dieticians, which is actually not really -- I think it's incredible to see other way around. We didn't really have to do this, but on the other hand, to give accurate information to people that are up on the Paleo diet or the Ancestral Health Movement, it can be a little bit, oh are you sure.

I like working with children because children aren't going to get the heart attack in five years and so they can't go and say, what dietician told me to eat the eggs. So also, I also feel that the epigenetic opportunities of changes that can happen over their young lives is so significant. It's really the best population to work with, but on the other hand, the kids have to accept the foods and unless their families have been eating that for a while quite often that's hard. I mean Every child starts the morning with cereal and milk. It's almost across the board and it's just so sad to watch because we see so much obesity and misinformation leading to the obesity and I do think also the Omega-6 special oil is contributing to that because they are supposed to be healthier and they're certainly a lot cheaper in many cases so.

Robb Wolf: Right. There is a fascinating cultural element to this when folks regardless of where you transplant to, you often want to acculturate to the place that you're in. So there is a tendency to really undervalue or jettison the cultural and cooking traditions that have gone with folks that moved particularly to the United States. One of the signs of affluence and status is actually not eating the traditional foods and eating -- you know, it's a sign of affluence and kind of making it that you're able to provide stuff in a can, stuff in a box.

Pam: Take your kids to McDonalds, have all that American experience and be really an American, which is kind of a sad thing because America is a melting pot and we should embrace all these different cultural traditions, food traditions.

**(00:20:05)**

Robb Wolf: Yeah, yeah.

Adele: Excluded even within the dietary guidelines reports itself has this sort of bizarre rhetorical move where it says, we know longer -- we don't believe in one-size-fits-all diet. This dietary pattern can be met by people from all different cultural backgrounds and food ways and yet they only present

essentially three ways of eating a healthy dietary pattern and that's the USDA pattern, the vegetarian pattern, and the Mediterranean pattern and so what about the Latino pattern, what about the African pattern, what about the Indonesian pattern, what about the Russian pattern? These are excluded and traditional foods like sausages and cheese as Pam would point out schmaltz and Pâté. These are just simply -- they're excluded. You simply are not allowed to have them as part of a healthy dietary pattern under the rules of the dietary guidelines.

Pam:

And they're excluded from their children too, which means oftentimes, the children not only miss the benefits of them when they're young, but they'll never accept the food. I was speaking with a grandmother yesterday. She is a Jewish woman and she was telling me, oh yes, my son and his wife, they're doing this baby-led weaning. They put a carrot on the tray. I said, oh, you should try this, you should try some chicken livers. She is looking at me, chicken livers, what? Why would we give that to a baby?

So it's almost – as if these foods were - because they are not good for adults, they naturally believe that they are not appropriate for children. Well, I don't think that they are not good for adults, but there is this common belief that those foods high in cholesterol saturated fat, organ meats, for those who eat dairy or different foods like that are not good for anybody. We are missing the boat especially in pregnancy and I would like to just take a second because I reviewed a number of things yesterday on pregnancy in the dietary guidelines advisory committee report and one of the pervasive nutrient, under consumed nutrients in the American public is vitamin A and it gets very, very, very little attention. In fact, in a later place in the document, it says that "the nutrients for which solid fats and oils have different nutrient profiles. Where they differ the most were the following: sodium, choline, cholesterol, vitamin D and vitamin A with oil having smaller amounts of this than solid fats."

So we're being told basically we shouldn't be eating this so called solid fat and those are the ones that contain the vitamin A and I have this very strong belief, if you don't –I'm going to be on my soapbox one more moment that there is a real vitamin A deficiency problem in pregnancy in this country because the obstetricians have all bought into the idea that we need more vitamin D. You should see what their giving pregnant women and none of the prenats that I have seen even have any preformed vitamin A. If they have vitamin A, it's about 1000 international units of beta-carotene and at the same time, the vitamin D levels are being shut up by because everybody believes vitamin D is so necessary. I



know, you know, everybody knows Chris Masterjohn, his amazing work on the synergy between those nutrients and it's a scary thing that's going on here.

Rob Wolf: Clearly folks I think we could argue are deficient in vitamin D, but we're missing the bigger picture that A and D historically have come as a package deal. It's baked in the cake. We didn't get one without the other rather than may be De novo synthesis from sunlight, but then we also had rich sources of vitamin A from the diet. So it's another swing and a miss on the dietary guidelines. It is ironic that they will state that there is clear deficiency in these areas, but then we are to limit those foods, which are the richest sources.

Pam: Yeah. It is really ironic.

Robb Wolf: That is just nuts...

Pam: It's a tragedy. It's basically a tragedy because I believe the children -- we're hearing about a lot more birth defects in children and it's almost commonplace now. What Chris Masterjohn had written about vitamin A, its importance for preventing birth defects, I mean, there's a wonderful article on the Weston Price News Foundation journal. There is nobody talking about this in the mainstream and I'm just so afraid that there is going to be so many children that are going to be born with things that may be you don't even know what happened to them, but it will be many years before this problem is addressed.

**(00:25:07)**

Robb Wolf: Right, right. So how did you guys put the [forahealthynation.org](http://forahealthynation.org) program together and I've got to ask, is this thing a snowball into hell? I mean considering what we're facing at and I say that doing a podcast talking about this all the time and I don't actually believe that, but we're facing a lot. So tell folks about this For a Healthy Nation program and then also how are we going to change the world using something like this?

Adele: I just wanted to clear right off the bat that it was all Pam's idea.

Pam: Oh no, no, no, no. It just happened on a sort of a whim five years ago or maybe six now. We all kind of went down to voice our views in front of the USDA panel and I have to be honest, I didn't say anything because I was scared, a little scared chicken. But there was some very interesting statements made by Adele and others and Sally Fallon who is also a part of this whole thing. She wanted to do a press release about this and I forgot who composed it. I guess, Adele, you did a lot of this I remember. But it was a joint effort and once the press release was out, we got

contacted for an opportunity to write an article and that went it in October of 2011? 2010? 2010 and Adele was the lead author, a phenomenal article critiquing the last version of the dietary guidelines. At that time, we just felt there was some momentum building that it would worthwhile developing an organization. But you're kind of right about the snowball, although maybe--this winter hasn't been good.

Robb Wolf: [Laughs].

Adele: [Laughs].

Pam: It's so cold. I'm like, I'm ready to get out of here. But the thing is, Adele and I, and I can speak for Adele. I don't think we think about that because we believe that we just have to keep plugging away, getting this information out there, doing the best we can on say shoestring, no budget that we have and hoping that this documentation will be, to me, and almost at the paper trail but this has been something that we've known about for a while and I think things will be picking up. It's one of those things, I don't know if we've hit tipping out or when we're going to tip it but at this point, I'm going to hand it over to Adele because she'd be able to give you perspective on that.

Adele: I think we have to be very clear about the fact about the last thing that will change will be dietary guidelines.

Robb Wolf: Right, right.

Adele: But the rest of world--

Robb Wolf: You would've won the war and then they will change the story.

Adele: That's what's will happen and I'm okay with but our calling attention to the flaws in the dietary guidelines and the harmful effects that have occurred is a way of not--I mean we would love for the guidelines to just go ahead and change but to call attention to the fact that there are unintended consequences and deep ethical issues associated with creating a set of dietary guidance, dietary recommendations that the research was based on primarily white populations, middle-aged adults born before the invention of the atomic bomb.

We take these recommendations and we extrapolate them to everyone in America and we know that the demographics that we're looking at don't match these and Pam's right, there's some serious epigenetic repercussions but then we turn around and we look at this people who

we have undernourished in utero, we've undernourished them during pregnancies and we go, What's your problem? You're fat. You're sick. You need to take better care of yourself. You need to eat less and move more. The blame gets pushed back on them. It's a very neoliberalist idea that you are responsible for your own health and yet we're going to give you dietary information that doesn't relate to you at all.

Pam: And doesn't help you either. It's hurts you.

Robb Wolf: As far as I can tell, it guarantees failure which is from a business standpoint, if you've got people lining up at your door and they can only go to you and what you tell them doesn't work and doesn't liberate them, that's a fantastic closed-loop model of a business.

Adele: Yup, yup and then this--

Pam: Then they send them to dieticians who largely are trained in those same belief systems, although that is changing. It's quite interesting. It's just perpetuating the whole thing. It's like--especially somebody who is not as savvy, maybe speaks English as their second language, doesn't have access to the resources, doesn't have time, they're stuck in that loop as you said. You can't get out it.

Robb Wolf: Yeah. I was paying a professional translator for about four years to translate as much of the material on my website as possible into Spanish because when you look at a population within the United States, the Hispanic population when you look it all on morbidity, mortality, insulin resistance related, very high in general, catastrophic within this Hispanic population.

**[0:30:27]**

So it generated no bandwidth, I made no money off of it but there's kind of an archive of material there that I think, Adele, you mentioned about hitting a tipping point. I'm hoping someday there's enough people that start asking these questions and they use the Spanish language material that I've got on my website to help them tackle that.

Something popped into my head. Back in 2011 the publication, New Scientist, had an article and it was talking about kind of the failure of the dietary guidelines, the epidemic, seeming epidemic of obesity, type 2 diabetes, insulin resistant issues and that the governmental guidelines were very likely wrong and that the government was in a bit of a tough spot because for them to change gears on this topic not only were there the institutional issues that would be faced but there was the potential of

a class action lawsuit similar to big tobacco that could be meted out with this because the recommendations were made with really poor science and clearly with a lot of money and special interest behind it. So there's some interesting stuff there.

So tell people again what is ForAHealthyNation.org? What's really the intent here? To create a paper trail about this story so that there's some living documentation about this whole process?

Adele: That's a large part of it. The policymakers hear a lot from vegetarian and vegan groups so at the oral comments session, they were well represented because, ideologically, they have a significant investment in moving us in the direction of eating no animal products whatsoever. So they show up in numbers and they've been invested in the dietary guidelines from the very beginning. I mean the dietary guidelines, the dietary goals in '77 are very much influenced by a vegetarian, meatless sort of way of eating. So those facts have been there all along and they have pushed their agenda forward. What we have--Go ahead.

Pam: But to their credit, I do think many of them, and maybe I'm being naïve here, are doing it for so called health of the planet and benefit of everyone. Maybe not--

Adele: Well--

Pam: - Maybe I'm mislead there.

Adele: I think these things are well-intentioned in general. I do think that that's the case. I don't think that, for the most part, a lot these ideological pushes are--I'm the evil guy. I don't think that's it. I think people are very well-intentioned but the reality of the matter is that your intentions don't necessarily fit my body and that's part of the paper trail that we're trying to leave is that there are people whose voiced had been left out of this conversation. I think to a certain extent we've been complacent. We think, oh well they're never take my ground beef away from me. Well you know they took all the low fat milk. I mean all the full fat milk out of school lunches. My son who only drinks whole milk, every day he goes to school and he complains about this. So, yeah, there are real material changes that are associated with these agendas being pushed forward and another voice needs to be raised.

I think of what Pam and I do to a large extent sort of holding a place for a foundation or some other larger group with more money and more time and we all have full time jobs to come in and go. These are voices that

really need to be heard. But right now, the people pushing back against the guidelines are, for the most part, special interest groups and they tend to get sidelined in terms of whether or not they're saying something valid. So we need a group that is not financed by industry that doesn't have a particular special interest to promote. Our interest, Pam and mine together, I think are those people that we see in our practices, that we've seen, that we've treated, that have come to us having followed the dietary guidelines. So these are not people who have been guzzling soda and swilling mocha lattes from Starbucks with their pizzas. They've been actually trying to eat healthy diets and the healthy diet according to the dietary guidelines has simply not worked for them and those are the voices that are not being heard. They're not being recognized. They're not being given any validity in this conversation and those voices need to be put forward.

**[0:35:21]**

Robb Wolf:

Absolutely. It's been a very unpopular thing for my bandwidth and I guess kind of present in the ancestral health scene really pushing the sustainability story and I really think that there's some deep truths to be had from some people like Joel Salatin and the Savory Institute and renitrifying the soil. It ends up just looking a heck of a lot like the story that we're talking about gut health and gut biome and the complexity with regards to the food production and health of our soil. The vegetarian and vegan camp has been able to kind of sexify the no meat eating will save the world kind of meme and everybody kind of woven that together. The ancestral health movement, I think, has seen remarkable growth and I think that that's part of the reason why we see some entrenching and some battle lines being drawn on the sustainability story because that's really where things go next.

If we get somebody eating traditional foods and we start getting hundreds of thousands and millions of people eating this way which we have then we start seeing some change but the only to block that is really shift the story which this is always kind of the process when you're arguing with this folks. The idea goes out to the animal products are bad. Well we do our usual Chris Masterjohn debunking Denise Minger debunking and then we arrived at this next spot which is the morality and sustainability piece and the Savory Institute folks and Joel Salatin I think are really kind of our beacons of hope there. This story is still early but I've been hamstrung at figuring out how to make sustainability a sexy interesting idea. The best thing I've come up with who is talking to Diana Rogers and thinking about doing like a dirty farm girls calendar or

something with the Savory Institute, you know burlesque, risqué, hot farm chicks working out in the back forty. What do you think about that?

Adele: I actually think that the hot farm chicks calendar is a great idea because what I believe and I've learned a great deal of this from my communications and rhetoric program is that the powerless fight power in ways that are different from the way that powerful groups engage each other. Sure, burlesque, humor, parity. I went up to the dietary guidelines and I gave my oral comments as a performance piece. I turn to the camera and I said this is how your dietary guidelines report sounds to the rest of America. Hi America, we think you're stupid. Because that's how it sounds. So as Pam said that paper trail, that moment that captures me speaking to the American people is if I'm the dietary guidelines advisory committee and calling them out on the condescending elitist attitude that they have is there and it provides a way of speaking to this powerful group by saying, you know I don't have the kind of power that you have but I want my voice to be heard and its going to be heard in this funny interesting periodic way.

I think that's what we need to start thinking about. We got to fight these folks on the ways that we can get some traction and they may seemed kind of silly or lighthearted or whatever but that's the way that the message gets out. I can tell you and you probably know this, Rob, is that young people out in the world of social media where they're evaluating what sources they're going to trust and what sources they're going to believe, they're much more inclined to engage with the group that presents themselves as warm and funny and witty and human than they are to engage with sort of these institutional storefronts--

Robb Wolf: Right.

Adele: That are just wall of words.

Pam: Yeah. They like the personalities, right?

**[0:40:00]**

Adele: Yeah.

Pam: That's the kind of person I want to be. But I--

Robb Wolf: Well that's been my--

Pam: Can I say something?

Robb Wolf: Oh, yeah.

Pam: About sustainability. I understand the concerns about sustainability and we don't want--Is my voice coming through? I hear an echo.

Robb Wolf: I think I maybe forgot to tell you guys to wear headphones so that's my fault so. If you turn your, both of you, if you turn your volumes down a bit then will probably a little better.

Adele Okay.

Pam: Okay. I have a headphone but I don't know how--it's a good one, I don't know. Anyway I'll talk a little softer. We like to say people shouldn't buy conventionally raised meat and eggs and I would agree with that personally. I don't do that as often as I can avoid it but I think that's a bit of an elitist position when we look at some of the families that are barely able to put real food on the table and, yes, I know that these feed lots, etc. are not really sustainable agriculture. It's a hard thing because the last thing I like to see is somebody to be malnourished because they want to save the earth.

Robb Wolf: Right.

Pam: So we have to figure out how to do the best we can in any given situation and not judge people for making choices that maybe we don't think are the best ones.

Robb Wolf: You know that's where I've always tried to have a big tent approach to this and have layers of the onion to be peeled and that way there was a landing place for anybody when they want to interface with a more ancestral way of eating and part of what we need to do to is to build the decentralized food production networks so that we can compete on the dollar for dollar basis with the current model. I think the next time--2008 financial crisis, beef became very, very expensive. Pork became very, very expensive because it's tied directly to oil inputs. If we see oil go to say like \$300 a barrel or something like that, grass-fed meat is going to become an economic boom because you won't be able to do it otherwise. So I think that we've got a couple of interesting convergent elements. We have the social media presence where we can educate people about this stuff, hopefully be as engaging and supportive as possible and like you said not creating an elitist attitude that forces people on to a directional way. I think that conventionally produced animal products are far better than breakfast cereal, for example. So clarifying that point and then

working like crazy to produce the systems that will support people if and when this current model doesn't really work the way that we had hoped it would work.

Adele: I would agree.

Pam: That's really a great approach. Yeah.

Robb Wolf: It's kind of been working so far but again we need to get the dirty farm girl calendar going--

Pam: [Laughs].

Adele: [Laughs].

Robb Wolf: And really sex this thing. We need somebody better looking than myself stewarding this thing. We need like Chris Kresser or Mark Sisson, some good looking to steward this thing so.

Adele: Oh yeah, that Rob, come on. Actually I'll be on the dirty farm grandmother calendar.

Pam: [Laughs].

Adele: [Laughs].

Robb Wolf: Perfect. Okay, okay. I will buy that one. I will buy that one so. Adele, what else, where can folks track down information and perhaps most importantly how can they help?

Adele: So right now, something that they can do right now until March 8th and I would suggest that--

Pam: May 8th, May 8th, May 8th, May 8th.

Adele: I'm sorry, May 8th. Thank you, Pam. Is to go to the Department Of Health and Human Services website, locate the dietary guidelines advisory committee report comment section and leave a comment. If every single person listening to your podcast did that, that would be a very powerful representation of the other side of this story and say whatever it is that you need to say. You can complain about the report. You can just say I've tried the USDA Health and Human Services approach and it didn't work for me, whatever it is that is your story to have that story again in writing in these comments, they're as part public record. Yes, we know its act of



utility. We know it's going to change the guidelines. That's fine but we need to make sure that those things are recorded for posterity so when people like who are archivist go back and say, why didn't this change or when did this change? We can see that input. We can see that momentum building.

Robb Wolf: Fantastic.

**[0:45:00]**

Pam: Also maybe it will change. Who knows? I mean...

Adele: [Laughs].

Pam: No, they made a reversal on cholesterol. I don't think they followed it through to the ultimate natural conclusion which is to say it's okay to eggs and you should but they basically said cholesterol is a nonissue.

Robb Wolf: I didn't think I'd live to see that day honestly so.

Pam: That's right so see some changes. Unfortunately, they're too slow for our preferences. I'd like to see the Colleen issue addressed. They ignored that again. But I do think we will see change and we are going to build to some sort of tipping point at some point in the future. I know the ancestral health people feel they've already reached that but even if you feel that you've got everything you need to know for you, you and yours, let's think about the people that maybe aren't as sophisticated as we are, don't have the access or maybe are duly influenced by doctors although well meaning and are poorly educated and almost it's an act of compassion and philanthropy to do this.

Robb Wolf: I completely agree.

Adele: Yes and I can assure everyone that if we don't put input that contradicts the status quo, if we don't give that input, then it won't change and there--as Pam said there is the possibility that we can actually affect real change. There's a large portion of our population who have many fewer food choices that we have. We're privileged to have the options that we do for many of us and this idea that you can vote with your fork and change the food system. You know some people have a lot more votes than other people under than particular lens so we need to make sure that when we voice our concerns that we are also thinking about those people who have to get their food from the women's, infants, and children's program and who are getting their food through the national

school lunch and breakfast programs that their choices are really, really limiting and they're not the best choices for all of those people who are involved in those programs that some of them are as we've seen across populations aren't going to have different needs than the ones provided by the dietary guidelines.

Robb Wolf: Right. I cannot agree more. So I really appreciate having both of you on the show. Folks can try--and we will have this in the show notes ForAHealthyNation.org. Where else can folks track you both down?

Adele: I'm on Eathropology which is like anthropology only with eating. That's my blog. That's where I vent. So I have my professional hat on, my public health advocate hat on at Healthy Nation Coalition and then I put my sarcastic, sardonic, I'm just as pissed as I can be about this stuff hat on at Eathropology.

Robb Wolf: Fantastic.

Pam: It's a great entertaining blog.

Robb Wolf: It is indeed.

Pam: It is really funny but true. My blog, my website for families is EatRightGrowRight.com. I also like to mention that the Healthy Nation For A Healthy Nation website is kind of a work in progress and if we have any people out there and I'm going to leave this up to Adele to--But we are always looking for more participation. I'm actually--Adele is a lot, the mind behind this and I'm more the method if you will.

Adele: [Laughs].

Pam: I'm more of the person well I don't know. We can change a little bit. But she comes up with the big ideas and I'm kind of fill in the gaps that she leaves but not that many. [Laughs] Of course, I always want to--

Robb Wolf: You're being too modest about this.

Pam: I can't even tell you what's like working with Adele. I can't even tell you. She's the greatest person and her heart is so, she's so into this and even when I say, oh I got too much to do. I'm like, I have to do this with Adele better because it feels so good to say something that needs to be said. It needs to be said and the other thing is the Weston Price foundation. It's a great organization to support. Sally has been behind this.

Adele: Yup.

Pam: This movement way before was really a big thing and I'm not saying to you, I don't know when you came into the picture, Rob. I'm not going to speak. I don't know your background as far as your history. I just been following the work of Weston Price Foundation for 20 years, for 20 years? No, maybe not quite, 16, 17 years and it's really been a great resource for people and they do also have a Spanish site. Rob, I'd like to commend you on making those documents in Spanish.

Adele: Yeah. Absolutely.

Pam: That's fantastic. That's really showed your big heart. I mean we know you have big heart anyway but.

Robb Wolf: Well it's bore very little fruit so far but it's there for the taking when folks are ready for it so I appreciate that. I just have to say as a side note. Both Schoenfelds that I know are personal heroes of mine. So I just want to throw that out.

**[0:50:09]**

Adele: Amazing women, aren't they?

Robb Wolf: Absolutely.

Pam: Well, thank you. I'll let Laura know. I'll have her listed as Laura is working hard for Chris Kresser and she's, as always, done such a great thing. We hope to see you guys again. Unfortunately, the ancestral health symposium was canceled this year so I guess we'll have to wait.

Robb Wolf: Yeah I think Paleo f(x) is it unless we're going to all head down New Zealand. I tell you if I go to New Zealand for a trip, I'm probably not coming back so I can't do that yet so, yeah.

Pam: Yeah.

Robb Wolf: Pamela Schoenfeld, Adele Hite, it's been amazing having you on. So impressed with the work your doing. It's incredibly important. We all have good pitching arms so let's just keep pitching those snowballs into hell and maybe we'll do something good here.

Pam: Yeah.

Adele: Yeah. Thank you so much for having us.

Pam: Yeah. Our pleasure.

Robb Wolf: Alright. You take care. I'm looking forward to seeing you both soon.

Pam: Okay. Bye, Rob.

Adele: Okay. Thanks. Bye.

Robb Wolf: Bye, bye.

**[0:51:01] End of Audio**