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INTERVIEW SERIES

**Does What You Eat Really
Have An Impact On Your
Wallet, Your Waistline, and
The World?**



Michael Senoff's

HardToFind Seminars.com

Expert Interviews On Mind Body & Spirit

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business and health related interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently.

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers.

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

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Does What You Eat Really Have An Impact On Your Wallet, Your Waistline, And The World?

Dr. Susan Rubin, nutritionist and health food author, says many dieticians become too concerned with calories and fat grams, and lose sight of the big picture. What she tells her patients to do not only helps them lead healthier lives, but it also helps them save money and the environment too because what you eat has a connection to all of those things. And in this audio, you'll hear her top 10 ways to do that.

Dr. Rubin says it all starts by building what she calls "a Food IQ." In other words, there are big-picture costs involved in processing foods – from what it takes in fertilizer and pesticides to grow the food, to what it takes to truck it over to your local supermarket. And in this interview you'll hear how being mindful can make a big difference in your life.

You'll Also Hear...

- The truth about household cleaning products and your health – and why you won't hear any of that from the media or the big chemical industry (and the only two ingredients you really need to get everything clean)
- The environmental (and health) difference you can make just by switching to local tap water
- What Dr. Rubin means when she says you should "pay your farmer not your doctor" – and a website that will help you find farmers markets in your area no matter where you live
- Exactly what a "victory garden" is and the benefits to your pocket and your health that growing one will bring you
- Strategies for making healthy eating fun for the whole family, especially if you have a picky eater or two

From what you choose to clean with to what you put in your mouth, being healthy can help you save a ton of money (and not just in doctor bills) while also helping you save the earth. And in this audio, you'll hear how to do it.

Hi this is Kris Costello and I teamed up with Michael Senoff, to bring can bring you the world best health-related interviews. So if you know anyone struggling with their weight with cancer, diabetes, ADHD, autism, heart disease or other health issues send them over to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Kris Our guest today is Dr. Susan Rubin a nutritionist, better school food advocate and mother of 3 who specializes in supporting people to create better help for themselves and their families. Welcome Dr. Rubin. Can you tell us a little about what you do with your nutrition practice?

Dr. Rubin I have an interesting background. I practiced as a dentist for over 14 years before I went back to school for nutrition. And when I went back I went and studied a very eclectic collection of course. I studied integrated nutrition in New York City and I also did a 1 year program on Chinese herbal medicine. So I really tend to work with people around food, not necessarily nutrition. And I do believe there is a difference.

Kris How do those things differ?

Dr. Rubin Well, when you've got a dietician or a nutritionist that's really that's really looking at macro nutrients and micro nutrients and they're counting calories and they're counting fat grams and a lot of the times they lose track of the big picture. And the big picture is food. Food really nourishes us on a different level. I'm talking whole food. And also lifestyle, it's not just what we're eating but how we're eating that can really optimize our health.

Kris So what do you recommend for people when they come and talk with you?

Dr. Rubin Well, first of all I have them give me food and lifestyle diary for at least 3 or 4 days. So I kind of have an idea of what they're life looks like. When are they're getting up, what are they having for breakfast, where are they eating, how are they eating? And from there we work to make some adjustments. Because small changes can really result in big results down the road. So that's rally how I work with people. Utilizing food and lifestyle. And I really do get people to get back into the kitchen and cook.

Kris Great. So you do classes with people and show them how to cook and all that kinda thing?

- Dr. Rubin Exactly yeah. I do hands on cooking classes. I have amazing kitchen, garden, and office space.
- Kris “Your Wallet, Your Waistline and the World”. Can you tell us a little bit about that?
- Dr. Rubin Yeah. Well that has just kinda come up in the past year. You know as gas reached \$4 a gallon for a while. And we were looking at all of these things that were going on with climate change. And so it made me realize that a lot of what I’d been telling my clients to do doesn’t just help with your health it also can save you money. So I kinda came up with a top 10 list of things you can do to help your wallet, to help your waist line, and to help the world. So I thought maybe we’d talk about some of those today.
- Kris Great, what do we start with on that?
- Dr. Rubin Well, we could start with cleaning products. Because once again this isn’t just about eating, it’s about our lives. A lot of the things in our home could be another source of toxins that can impact our health. And one really simple, easy, cheap way to change this is to just change what we’re using to clean. And 2 really great ingredients that you can use that are non-toxic are baking soda and just plain old white vinegar.
- Kris Okay. And will that take care of all the germs and things? I know a lot of people are concerned about that kind of thing in the kitchen.
- Dr. Rubin Yeah. Then me the media and our chemical companies have really brainwashed us into believing that typhoid fever is lurking in every corner of our house. But generally the place that has really got the bacteria in our kitchens are things like sponges and dish rags, things like that. Cutting boards, pop and in the dishwasher, microwave your sponge if you wish for throwing out every so often. But you don't really need toxic poisons to keep germs in check. Vinegar and baking soda will really work. Next on my list is we've got to get back to drinking good old tap water. Because it's almost insane that we think about all of the

bottled water that has come around, why are we paying Coke and Pepsi good money to drink filtered water when we could probably get just as good water out of our tap. The thing we have to remember it is those plastic water bottles are made from petroleum. And it also consumes water to make those bottles. And then it takes a lot of oil to transport all these bottles of water from beautiful springs from all over the world. You know the bottle of Fiji water really does come from Fiji, it didn't walk here. There's a lot we can do even if you invested in a great water filter for your home and got yourself a nice reusable bottle, like a clean canteen or a (inaudible) bottle, and you'll end up saving thousands of dollars a year. So it's really a simple thing to do. The other wacky thing that happens of water is we've got all these drinks that are calling themselves water but they're really not. They're sports drinks, they're drinks of vitamins not to name any names but these drinks really aren't water they're flavored liquid with sugar and colors and a lot of silly health claims. So the other thing is just to go back to drinking water, it can really impact our help and a positive way.

Kris So avoid all those additives and colorings and stick to tap water.

Dr. Rubin Exactly. Pretty simple, huh?

Kris And less expensive too. Alright, what else do you have?

Dr. Rubin Try not to eat food ingredients that you can't pronounce. Because what's happened is we end up eating a lot of packaged processed food. It actually costs a lot more than real food. So if you can shop at the bulk bins and buy whole grains and beans and nuts you're going to save loads of money. Whole grains are we cheaper than all those boxed cereals. You could just get yourself some rolled oats or some steel cut oats cook that up for breakfast you're gonna save loads of money. The other issue with all these package processed foods is there made with loads of corn and soy. And corn and soy our countries top two crops and more than 80% of the corn and soy that we are genetically

modified. And we all really know that that's been proven safe. There's evidence that links some of this to increased allergies that we're seeing in our kids to some of these genetically modified corn and soy ingredients. So the other piece is how we're growing all that corn and soy, basically utilizes a lot of fertilizer and pesticides. And the runoff from these two chemicals contributes to dead zones in the Gulf of Mexico and Chesapeake Bay and out in the west this impacts of fishing industry. So this is the big picture cost of eating this cheap, processed, packaged food. So we've really need to get back to eating real foods. I always jokingly say food that you can pronounce with a third grade reading level. So none of these wacky ingredients

Kris How do you get the kids to buy into that? Do you have any tips for that?

Dr. Rubin Well you take your kids to the farmers market, that would be a great way to do it. Because there's really nothing at the farmers market that kids shouldn't be able to eat. So it's really a question of making it fun, making it a game. My youngest daughter is 11, she knows when she's in the super market with me and she wants to get a box of cereal she knows if she can't pronounce everything that's on the label I'm not gonna let her get it. So is just kind of our rule in our house. You know she guess to a couple were day she stumbles on she puts the box back on the shelf, she knows because I've taught her basically you don't wanna be eating those chemicals. So kids can buy in, but basically we've got to get moms and dads to kind of walk the talk first. And then is not that hard.

Kris So it's an education process and getting them involved in the whole experience?

Dr. Rubin Yeah, I like to college building your food IQ.

Kris That's a great term. Alright, and then how about supporting local farmers?

Dr. Rubin Well, we're really all need to do that. No matter where we are in this country because it really, the healthiest food is closer to home. I have a saying pay your farmer or not you doctor. And there's a great website, www.localharvest.org and if you put in your zip code in the [localharvest.org](http://www.localharvest.org) website they will set you up with all of the nearby farmers markets and also CSA programs.

Kris Great in what is a CSA program?

Dr. Rubin CSA stands for community supported agriculture. And the way that works is you pay a farmer one fee, and generally at the beginning of the year in you get food every week, you get a share of the food every week. So will you don't really get to choose what you are getting you get what the farm is harvesting that week it's really kinda fun and exciting way to play with food. And it causes you to be very creative and also support you in eating seasonally.

Kris Wonderful and those around the country pretty easy to get to?

Dr. Rubin They're growing everywhere. As I said the [localharvest.org](http://www.localharvest.org) website will set you up. Wherever you're living you'll find CSA programs.

For more interviews on health, mind, body and spirit, go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Kris Now another tip I see here is to slow down when you're eating. What is that all about?

Dr. Rubin Part of this is not just not worrying but how were eating. And one of the pieces and we need to remember his rest and digest. Rest and digest is the opposite of fight and flight syndrome which you probably heard of, right? Stress causes us to respond with fight or flight and that changes our entire metabolism. The opposite of that his rest and digest. So when we're eating we should really be mindful and slow. We should eat sitting down, we should be at the table. One of the things I love to do with kids is counting the number of chews. Try to get up to 30 chews

per mouthful, and really slowing it down. It changes your food for one and it really optimizes is your nutrients absorption of that food. Another fun thing to do is eat with chopsticks if. It changes the entire adventure of eating when you're picking up food mindfully, piece by piece with chopsticks. So by slowing down you really eat less but enjoy more. So I always encourage people to take a look of that. Like how are we eating? Not just what we are eating.

Kris Were talking to Dr. Susan Rubin today and you can find out more about Dr. Rubin and www.drSusanRubin.com. That's www.drSusanRubin.com. Alright so slow down and mindful eating. What about the concept of growing your own food?

Dr. Rubin And growing your own food has loads of benefits. Even it's as small as just the windowsill box or a container garden. There's lots are reasons why we want to start growing their own food. Number one, it's the cure for the nature deficit disorder that many of us suffer from. Because the technology we're in front of screens much of the day. We're indoors under fluorescent or artificial lighting. So getting outside and fiddling with some plants, weeding and watching them grow is a great stress reducer. It also causes us to slow down and re-connect with the cycles of nature. Because you know what, you can't force a green bean to grow. It's gonna grow at its own rate. Food that you grow yourself is going to be much fresher than anything you could buy at a store and fresher food is gonna have higher nutrients content. The other thing is you're gonna save money, because a pack of seeds is only \$2. And even if you were to buy a flat of plants that's only \$3 or \$4. You really get a huge return on your investment. You know we just had a big event called Slow Food Nation out in the San Francisco area and they did a lot of victory gardens and set those things up. And were really looking at that piece of maybe growing food as a patriotic way to work our way towards independence from foreign oil. Our grandparents and parents back in the 40's, they grew victory gardens. Maybe we could recreate that now. Because if you

think about it are fitting uses a lot of oil. Our industrial Food System, when our food is traveling 1 to 2000 miles between the farm and our plates we're burning a lot of oil to get it there. So by growing own food and by supporting local farmers and farmers markets and CSA's a week and cut back on our use of petroleum. And therefore not have to say it's all these wacky high prices for fuel. So growing your own food is a huge, huge priority in my opinion. You know it's kind of funny I kinda started out as a dentist and then I kinda got into cooking and now I'm into growing food. Who knew?

Kris Now you mentioned victory garden. What does that mean exactly?

Dr. Rubin Well a victory garden is what they used to call gardens in the 1940s during WWII. Everybody would grow their own garden so therefore we would be supporting the soldiers who were overseas. It was thrifty, it was a patriotic thing to do. And I think perhaps right now we need to look at that as where wars across the world, someone connected to oil, I think that by growing our own food and starting that concept of a victory garden again I think we can reclaim some energy independence and some food independents. A lot of countries in the world right now are not totally secure on their food, food security is an issue. So it's kind of another way to go off the grid. You know you could have a solar panel on your roof or you could have a garden in your yard. Both ways will help create the sustainability that we all need. Another idea is going meatless at least one day of the week. The Johns Hopkins school of public health they have a great website about it. And they can't meatless Mondays. And well I'm not suggesting that everybody become a vegetarian I am saying that as a nation we're really eating way too much meat and growing meat really has a huge carbon footprint. Because animal food requires more grain and more water than plant based foods. So it's really not hard to take just one day a week and go meatless. I mean there's lots of great recipes out there for beans and grains and lots of ways

to do this. So once again that can be another way that we can create a little bit of sustainability. Just to go meatless one day a week. Meatless Mondays. Another thing, remember I'm not just about through them about lifestyle here. Another really important thing that we should all be doing as looking at our screen time and thinking about how we might be able to turn off some of those screens. You know it's not just with TV anymore we got computers, would that cell phones and all of these things take us out of connection to the present moment. I'm amazed how many people I see walking in texting, I mean we're worried about people driving and texting.

Kris Every teenager.

Dr. Rubin I'm seeing adults doing it too, with Blackberries. We jokingly call those crack berries. When you're connected with your phone like that you're not in the moment. You know it eats a good time without you realizing it. It can also be kind of addictive. I believe cell phones and teens is a real phenomenon. Guidance counselors tell me that this is interfering with a student's ability to pay attention in class. So we're really need to kind of set limits and once again it's not just our kids it's us. So turning on our screens will really help.

Kris It's odd when it's become normal for people to walk around talking to themselves on their phone. Isn't it?

Dr. Rubin Yeah, they're not fully present if they're doing that. And their missing out. Part of what's creating this epidemic of ADD in our kids is the multitasking, multiples stimulations. So many of us don't realize that a lot of us aren't being in front of the tube or that speed before the computer screen. We've got to just break these habits. The other thing is as we're powering it all down at night, you know putting this all on a power strip in turning it off you'll save on your electric bill because they call this phantom power. We leave all these things on and we're just paying electric company for that.

Kris Stress reduction kind of ties into that a bit.

Dr. Rubin Yeah stress reduction. One of my favorite, favorite you'll the moves is a really simple one, called legs up the wall. And anybody can do this, it's really simple. You just lay on the floor get close to a wall and swing your legs up. This is called restorative yoga. And restorative yoga is just as powerful as all that hot yoga that you hear about, you know Bikram yoga and Shrishti is just as important to do these restorative poses. But put your legs up the wall could really shift your body to lower your blood pressure, can undo a stressful day, I recommend to busy moms to do this with their kids after school. Just line up on the wall get your legs up on the wall, imagine that you've got water flowing down your legs into your belly, into your power center. And this is a great, great thing. This can also help you drop weight. Because what we're finding now is some of the weight gain we've got is connected to stress. Back to that fight for flight syndrome vs. rest and digest. So this is a really simple thing that anybody can do. The other piece that eye thing we all need to do more of is walking, because walking really low was your stress in many, many ways. It's really a moving meditation. By walking your left arm and your right leg are doing kind of this cross crawl that balances out the left and the right side of your brain. So walking is a really, really wonderful extremely inexpensive exercise that we can all do, most of us can do. So those are the two things I feel are really important. This is food for your spirit. Just like we've got food for body we need to consider what we are doing every day to reduce our stress.

For more interviews with the world's top health and medical experts go to Michael Senoff's [hardtfindseminars.com](http://www.hardtfindseminars.com).

Kris Dr. Rubin you been called a troublemaker. Why are people calling you that?

Dr. Rubin There's a movie out there called Two Angry Moms. And I'm one of the angry moms. But I'm not the filmmaker, the other angry mom is Amy Califa and she's the filmmaker. So I've explain to people that I'm the troublemaker. So basically I started an organization called Better School Food. Which is a not for profit that supports people in advocating for a better food environment for their kids in school. And Amy Califa came in approached me and wanted to see if she could follow me around for a year and make this movie. So the movie is done as I said the title is Two Angry Moms, you can visit the website which is www.angrymoms.org.

Kris So you practice what you preach?

Dr. Rubin I try to walk the talk. It's not always easy and I'm not always perfect at it but I just want to inspire others to try to do what they can as well.

Kris You also have said the books that with very interesting. You want to tell us a little bit about that?

Dr. Rubin Sure, on the dr.susanrubin.com website I have a number of downloadable e-books. And the first one which is the most popular is my picky eater book. Because picky eating behavior can be one of the most challenging things in our day to day lives as parents. So I put together a pamphlet filled with strategies and recipes to win the picking eater war with your child. Because they can be done. And my youngest was a picky eater and I've worked with many, many picky eaters over the years. So I kinda put together this booklet to help parents who are dealing with that.

Kris And what kind of recommendations do you give for dealing with picky eaters?

Dr. Rubin One of the things that we have to do is that we have to stop fighting and we have to just start leading. And really kind of seduce kids with the fun of food and make this not so much of

battle. Not having a fight at the dinner table and said enough incentive programs. You know there's a couple of best-selling books out right now that recommend sneaking healthy food into the junk food and you know I'm just not a proponent of being sneaky or deceptive. Because I really feel what goes around comes around and if you're sneaky with your kids in your kids are going to be sneaky with you. And it really does matter, I mean it's doable. It's just gonna take a little more time than you might think. Rome wasn't built in a day and picky eaters weren't created overnight if fear. So this book really supports parents in finding ways out of the picky eater syndrome.

Kris You also have Winning the Junk Food Wars. I'm having that problem myself right now with my little ones. Perhaps you have some advice.

Dr. Rubin Yeah well a part of the problem in living in American here is we were basically faced with the toxic food environment wherever we go. So once again Winning the Junk Food Wars is a book full of strategies and ways to undue junk food the starts to take over your house. I gotten kids off of French fries that, off of the white diet in gotten them really into food. Because food is such a wonderful thing. So these books are there to support parents in shifting that junk food environment.

Kris What's one thing that's easy that you can do with young kids to kind of get them to shift their eating behavior?

Dr. Rubin First off you gotta to make it fun, so creating a taste test is just a foolproof way to get kids to try new things. They don't seem to have any problem trying a new flavor of gummy worms, this same holds true for other foods. But you gotta kinda turning into a game and make sure that the whole family of hops on board. One of the things that I have found is that sometimes fathers can be just like kids as far as a little picky eater, or the junk food behavior. So as parents we have to walk the talk first and foremost. The best advertising we can make for healthy

food is to eat it and enjoy our self, because that's what we're modeling. You know our kids they listen to us but they really follow what we do. So it's essential that we walk the talk, really enjoy the food.

Kris So setting an example. And I've heard also just giving them time.

Dr. Rubin Absolutely. With my daughter for that a story about her. She finally made a stir fry from scratch for me and this is a kid that what originally only ate carrots, it took half of the year to get her to that point. But she did and now she owns that. Not only that, she can make part of the dinner. So it's doable. I'm here to just be a cheerleader on the sidelines, saying, "You can do this."

Kris And the last book Dump Your Diet. What's that all about?

Dr. Rubin This is about diet mythology because they're so many diets out there and the sad fact is 80 to 90% of all weight lost during dieting is retained again. So how do we drop the weight, how do we lose the weight without finding it again? And that's what this Dump Your Diet book is all about. It's really putting to rest a lot of that diet mentality and diet mythology. Once again like I said in the beginning, my approach is very eclectic and very unique. It works so the Dump Your Diet book helps you to create a different relationship with food in your life. And allows you to just let go of the whole diet insanity.

Kris Well I just want to thank you Dr. Rubin for joining us today. And you gave it's just a wealth of all kinds of ideas for moving towards a healthy lifestyle both for ourselves and our children. Thanks so much for joining us today.

Dr. Ruben Hey thanks Kris it's been a pleasure.

That's the end of our interview, and I hope you've enjoyed it. For more great health related interviews go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).