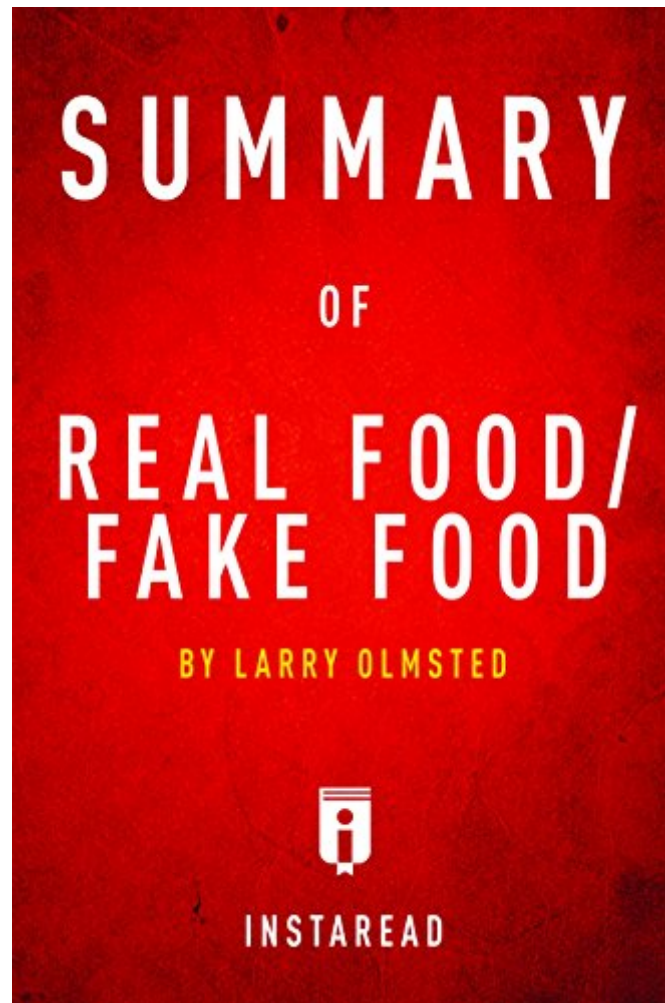


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Summary Of Real Food/Fake Food: By Larry Olmsted | Includes Analysis



Synopsis

Summary of Real Food/Fake Food by Larry Olmsted | Includes Analysis Preview: Real Food/Fake Food: Why You Don't Know What You're Eating and What You Can Do About It is an investigative overview of the food industry's often intentional efforts to mislead consumers about the origin and identity of the products that they eat. Author Larry Olmsted highlights the most outrageous examples of food frauds perpetrated upon the American people and offers recommendations for ways that consumers can reclaim their grocery bags and fill their dinner plates with foods they can trust. Fake foods are ubiquitous, but most Americans fail to realize that they are being duped. While it may seem harmless to consume a type of cheese that is not, in fact, from a specific region in Italy, as often occurs with the consumption of ersatz Parmesan cheese, the implications of this fraud are far-reaching. First, consumers are paying a premium for products that purport to be more luxurious or exclusive.

PLEASE NOTE: This is a key takeaways and analysis of the book and NOT the original book.

Inside this Instaread Summary of Real Food/Fake Food by Larry Olmsted | Includes Analysis Overview of the Book Important People Key Takeaways About the Author

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Book Information

File Size: 3438 KB

Print Length: 27 pages

Simultaneous Device Usage: Unlimited

Publisher: Instaread (August 29, 2016)

Publication Date: August 29, 2016

Language: English

ASIN: B01L9W8CCU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #175,058 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #27

in Kindle Store > Kindle eBooks > Business & Money > Industries > Restaurant & Food #100

in Books > Business & Money > Industries > Restaurant & Food #223 in Kindle Store > Kindle

Short Reads > 45 minutes (22-32 pages) > Business & Money

Customer Reviews

I love to find out the thing we have been believing all along is actual not true at all. No idea why I enjoy a good expose, but I do. This is one such book in that the expose is aimed at the food industry that claims to have certain things in their food, but does not. Some of the examples used in this book were a food claiming to be natural when it wasn't or claiming to be Tuna when it isn't. Crazy right? Well, I guess there is no regulation on some words like "nutritious" but there is regulation on such words as "healthy." So food manufacturers can make just about any claim as long as they use the right combination of words that are not regulated. So sneaky! Though I think the author gets a little too uptight about his anger over the use of some silly words, I think there is a definite problem here. One I hope our country can get a handle on. All in all this was an interesting book with a very good summary here! This summary and a free book were sent to me in exchange for an honest review.

Thanks to often misleading efforts of the food industry, few of us know what we're really eating when we consume processed or prepackaged foods. Real Food/Fake Food by Larry Olmsted is an investigative overview of the food industry's efforts to entice us to buy their products, often perpetrating massive frauds on consumers, such as the crabmeat products that are actually made from crayfish, or wasabi that's actually green-dyed horseradish. Not only does such practices impact our pocketbooks, but misleading food advertising can have negative health consequences for the unwary or unaware. Summary of Real Food/Fake Food by Larry Olmsted from Instaread is a comprehensive analysis of Olmsted's book. Short enough to be read in 15 minutes, it gives an excellent overview of the book and enables a reader to decide if it's worth buying. I received a complimentary copy of this book in exchange for an unbiased review.

"Real Food/Fake Food: Why You Don't Know What You're Eating and What You Can Do About It" is an investigative overview of the food industry's often intentional efforts to mislead consumers about

the origin and identity of the products that they eat. Author Larry Olmsted highlights the most outrageous examples of food frauds perpetrated upon the American people and offers recommendations for ways that consumers can reclaim their grocery bags and fill their dinner plates with foods they can trust. This Instaread summary of "Real Food/Fake Food" extrapolates upon the concept of artificial versus real. It takes the original expose by Olmsted and condenses it into the core elements while also exploring the depths of this message. The 9 key takeaways were on track, helping me better understand what I can do about food fraud. It's a saddening that such marketing gimmicks exist, but I'm grateful this summary made me aware of them. I was given a copy of this book to review.

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