

**Real Facts. Real Stats. Real Food For Thought.  
It's time to Eat Clean, Eat Simple.**

*Food Knowledge & National Statistics Brought to you by  
Good Food Made Simple*

To celebrate the new campaign – Eat Clean, Eat Simple – Good Food Made Simple surveyed Americans on what they know about ingredients and label reading. Here's what they had to say.

**Reading Ingredient Lists is As Important as Caring for Your Body**

**REAL FACT:** Ingredient lists can sometimes look like something you'd find in a chemistry lab – and not something you want eat.

- **REAL STAT:** Only 35% of people surveyed reported that they always look at the ingredients label. This suggests that nearly two-thirds of Americans are unknowingly ingesting additives and preservatives into their bodies that could be harmful.
- **REAL FOOD FOR THOUGHT:** In order to feel good about what you feed yourself and your family, you need to first know what's in the food. Always read the ingredient label. If you can't recognize something, research it before you eat it. At Good Food Made Simple, we strive to make it as easy as possible for you. We vetted our ingredients to meet our strict criteria of no artificial preservatives, no hydrogenated oils (a source of trans fat), and no artificial ingredients (including colors, flavors and sweeteners).

**REAL FACT:** Consumers should always look for "clean" ingredients – meaning no artificial preservatives, no additives, no hydrogenated oils (a source of trans fat), no artificial colors, flavors or sweeteners.

- **REAL STAT:** Of people who look at the ingredient list on packaged foods, only half do so to make sure that all of the ingredients are clean.
- **REAL FOOD FOR THOUGHT:** Finding foods with clean ingredients may be tough, unless you know which brands to trust. Good Food Made Simple ALWAYS uses clean ingredients in their wide variety of foods - including oatmeal, burritos, egg patties, breakfast bowls and macaroni and cheese.

**REAL FACT:** Words like Potassium Bromate and Monosodium Glutamate are hard to pronounce and understand.

- **REAL STAT:** Forty-one percent of people say they only sometimes read ingredient lists because they don't have time and just over one in five say it's because they don't understand most of the ingredients.
- **REAL FOOD FOR THOUGHT:** You might be rushed or you might lack the appropriate food knowledge base, however, when it comes to your overall health, there's no good reason to purchase products without understanding the ingredients. A simple solution? Look for foods like Good Food Made Simple that only have ingredients you can pronounce and trust. Also, visit [goodfoodmadesimple.com/eatclean](http://goodfoodmadesimple.com/eatclean) for a dictionary of ingredients and some food myths to consider when food shopping.

**REAL FACT:** There are hundreds of ingredients in packaged foods – artificial preservatives, additives, hydrogenated oils, artificial colors – that can lead to health issues at any age.

- **REAL STAT:** Over 50% of respondents state that most of the time they are more likely to read an ingredient list if they are buying the food for their children.
- **REAL FOOD FOR THOUGHT:** While it's wonderful that Americans are concerned about the ingredients in their children's foods, they also need to be concerned about their own health. Looking for clean ingredients – no artificial preservatives, no additives, no hydrogenated fats, no artificial colors – is important regardless of who is eating the food.

**Understand What's Bad, Eat What's Good**

**REAL FACT:** People don't always understand what's in their food.

- **REAL STAT:** Despite 87% of respondents stating that clean food products are important to them, 57% of these same respondents report having purchased a leading macaroni and cheese product in the past 2 years, which is filled with preservatives and additives.
- **REAL FOOD FOR THOUGHT:** While you may think you're eating clean ingredients, if you turn the box over and read the ingredient list – not just the nutrition label – you may be disappointed and confused. Carry a cheat sheet, which can be found on [www.goodfoodmadesimple.com/eatclean](http://www.goodfoodmadesimple.com/eatclean), in your wallet to further educate yourself on unacceptable ingredients.

**REAL FACT:** FDA and Canadian government scientists showed carcinogenic contaminants in at least Yellow 5 and Yellow 6 dyes that far exceeded levels of free dyes.

- **REAL STAT:** Almost half of consumers believe that artificial colors have been linked to cancer.
- **REAL FOOD FOR THOUGHT:** Research shows that scientists are showing that there are links between artificial food coloring and cancer, and consumers believe that artificial food colorings have been linked to cancer. Since 1990, the per-capita usage of artificial coloring has increased by about 50 percent. Even though the evidence has been inconclusive - why take the risk? Don't risk it – simply avoid artificial coloring.

**REAL FACT:** Calcium Carbonate, Guar Gum, Caramel Color and Vitamin A Palmitate are additives and/or preservatives.

- **REAL STAT:** Almost 50% of respondents say they would expect to find these ingredients in instant oatmeal.
- **REAL FOOD FOR THOUGHT:** It's sad that Americans have come to expect that something as simple as oatmeal is made with ingredients they can't even pronounce. Next time you purchase this common breakfast food, look for options that only contain recognizable ingredients, such as Good Food Made Simple's 100% Steel Cut Oats frozen oatmeal (ingredients: filtered water, 100% whole grain steel cut oats, sea salt).

**People Are Simply Not Listening**

**REAL FACT:** Artificial coloring (specifically Yellow #5) is currently undergoing testing for links to hyperactivity, anxiety, migraines and cancer. In fact, the color has already been banned in many European Countries.

- **REAL STAT:** Unfortunately, widely reported health scares are not affecting purchasing behaviors. Over 40% of Americans believe that artificial colors can be linked to cancer, yet almost 60% of respondents are buying the leading brand of macaroni and cheese – which has artificial coloring #5 – in the past two years.
- **REAL FOOD FOR THOUGHT:** Not enough is known about the long-term effects of artificial coloring in our foods, and many times we find out too late. For example, after Halloween 1950, the government banned Orange #1 when many children became ill after consumption. In the seventies, testing showed Red #2's carcinogenic properties and it was banned. Since then, Yellow #1, #2, #3 and #4 are also now illegal. If you aren't sure about the effects of an artificial coloring, it's best you stay away from consuming it.

**Frozen Can be Fresh**

**REAL FACT:** The freezer section of the grocery store has gotten a bad reputation – and for good reason with all of the processed and artificial foods that have taken over the aisles.

- **REAL STAT:** The 22% of Americans that agree frozen vegetables are as healthy as fresh are correct.
- **REAL FOOD FOR THOUGHT:** It's time to re-enter the freezer section. Frozen can be fresher than fresh. Fruits and vegetables chosen for freezing tend to be frozen at their peak ripeness, a time when generally they are most nutrient-packed. Put these together with other wholesome ingredients, and you have a wholesome meal. Or simply try one of Good Food Made Simple's frozen products, made with 100% all-natural, clean ingredients with no preservatives and nothing artificial.

**KNOW YOUR FATS**

**REAL FACT:** Not all fats are created equal. For example, fat found in avocados is good – it's heart-healthy unsaturated fat. However, fats from hydrogenated oils, made in laboratories and found in many processed foods, are not good. In fact, they have been found to elevate blood cholesterol levels and interfere with the body's ability to metabolize good-for-you fats.

- **REAL STAT:** When asked if they would buy a product with trans-fats, only eleven percent of survey respondents said never and thirty-four percent said sometimes.
- **REAL FOOD FOR THOUGHT:** Know your fats! Even if you are making foods at home you could be adding ingredients that include trans fats. Over time, trans fats clog your arteries and can harm your health. Avoid trans fats at all cost!