



The Pizza Trap

An Excerpt from the Introduction:

We live in a fast food, junk food, fake food world.

Quick and easy processed foods are everywhere.

Each day, our little ones are bombarded with the

temptation to eat foods that are instantly

gratifying yet dangerously low in nutritional value.

Junk food has become a national bad habit, one

that is turning our kids into terrifying statistics.

As our children get further away from whole

foods and deeper into the seemingly unending

cycle of sweet and salty processed foods, the

prevalence of childhood food allergies are steadily on the rise(1) and 17 percent of American children are obese (2). Our children are also experiencing significant increases in autism (3), asthma (4), and ADHD (5) – three conditions that have been linked to obesity, poor nutrition, processed foods and food additives.

Eating a balanced diet -- low in saturated fats and sugars and high in whole grains, vegetables and lean meats has been proven to dramatically benefit the long-term health of our kids – yet so few parents feel equipped to guide their children down a path of healthy eating. As a mom of three young kids, I can relate. Instilling healthy eating habits in my kids once seemed like an impossible task – especially because junk food is everywhere.

Junk food is now a category that encompasses more than salty snacks and sweet treats. Severely unhealthy fare has wiggled its way into mainstream eating, masquerading as legitimate options for breakfast, lunch and dinner. Here's an example of a typical American child's daily menu:

Muffins, kolaches or donuts in the morning = baked goods made with simple carbohydrates, sugars and trans-fats.

Peanut butter and jelly for lunch = peanuts harvested with pesticides and/or herbicides, combined with partially hydrogenated oil and excessive salt; jelly made with pesticide coated fruit, processed sugar and artificial color; white bread containing bleached flour, genetically modified soybean oil plus lecithin and corn syrup.

Macaroni and cheese, a hot dog or pizza for dinner = dough and cheese made with processed white flour, yellow dye #5 & #6, high sodium, MSG and artificial flavors; hot dogs loaded with nitrites, high fructose corn syrup, MSG and artificial flavors.

These foods, loaded with sugars, salts and fats are highly addictive – our kids crave them consistently. Yet when we succumb to our children's cravings, when we give into their nagging, their whining – the begging and pleading that happens every time you drive past a fast food restaurant or stroll past the food court in the mall or pause in front of your own refrigerator at night – we are caught in the trap. Anytime we replace whole, real foods with an easier option, we have been snagged in what I call the Pizza Trap.

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