

Your Chance to Find Out . . .

- ... why animal fats are good for you
- ... why cholesterol is your best friend
- ... the dangers of soy foods
- ... about foods that give limitless energy and vibrant health

PRESENTED BY
THE GAINESVILLE
CHAPTER OF THE
WESTON A. PRICE FOUNDATION

Seminar on Healthy Traditional Diets

WITH

SALLY FALLON MORELL

AUTHOR OF *NOURISHING TRADITIONS* AND
PRESIDENT, THE WESTON A. PRICE FOUNDATION



FRIDAY EVENING, SEPTEMBER 23
ALL-DAY SATURDAY, SEPTEMBER 24

HELD AT
LIGHTHOUSE CHRISTIAN CENTER
772 SR 51 N
MAYO, FL 32066

Conference Schedule

FRIDAY, SEPTEMBER 23, 2011

6:00 - 7:00 Registration

Bring your books written by Sally Fallon or purchase books for her to autograph!

7:00 - 9:00 The Oiling of America

The incredible story of the phony cholesterol hypothesis. Find out how Americans have been manipulated to believe that imitation foods are good for them and real foods are bad. Learn to recognize fraud in health research and the hidden agendas behind the push for lowfat foods. Find out why our bodies are literally starving for butter and other high-quality fats. Discover the true causes of heart disease and the dangers of cholesterol-lowering drugs.

9:00 - 10:00 Questions and Answers

SATURDAY, SEPTEMBER 24, 2011

8:00 - 9:00 Registration

9:00 - 11:30 The Basics of Healthy Diets

Learn about the pioneering work of Weston A. Price and his studies of healthy nonindustrialized peoples. Dr. Price's photographs graphically illustrate the effects of processed foods on human health. Topics include the importance of fat-soluble vitamins, problems with a vegan diet, myths and truths about dairy products and the dangers of modern soy foods.

11:30 - 12:30 Lunch & Time to Visit Exhibits

Delicious lunch based on *Nourishing Traditions* principles available for purchase from local farmers/exhibitors.

12:30 - 2:00 All About Fats & Oils

Confused about fats and oils? Learn about the basics of fats and oils—saturated versus polyunsaturated, trans fats, omega-6 and omega-3—and how to recognize misinformation about fats in the popular press. Find out about the dangers of lowfat diets and how good fats can slow down the aging process and help us deal with stress.

2:00 - 2:30 Break - Meet Locals

2:30 - 4:00 How to Change Your Diet for the Better

Learn how to prepare your food for maximum digestibility, nutritional value and taste! Apply the wisdom of the ancients in your own kitchen. Easy ways to prepare breakfast cereals, soups and broths, high-enzyme condiments, thirst-quenching beverages and delicious snack foods. . . delicious, nourishing foods that kids will actually eat.

4:00 - 5:30 Breakfast, Lunch & Dinner

Learn basic kitchen and meal planning techniques along with three weeks of meal plans—recipes provided.

5:30 - 6:00 Questions & Answers

Registration Information

Registration by Aug. 1, 2011	\$50
After Aug. 1, 2011	\$60
At the door, if available	\$70

Send money order, check or credit card information to

Cypress Consultants
20997 174th Street
Live Oak, FL 32060

For more information, call (386) 776-2770
or email thisisdennis@windstream.net
Day of event only: cell (813) 468-9166

Sally Fallon Morell

Journalist, nutrition researcher, chef, homemaker and community activist, Sally Fallon Morell is the author of *Nourishing Traditions: The Cookbook That Challenges Politically Correct Nutrition and the Diet Dictocrats*, with Mary Enig, PhD, a world-renowned expert in the field of lipids and human nutrition. This well-researched, thought-provoking guide contains a startling message: animal fats and cholesterol are not villains but vital factors in the diet, necessary for normal growth, proper functioning of the brain and nervous system, protection from disease and optimum energy levels.

Fallon's interest in the subject of nutrition began in the early 1970s when she read a life-changing book called *Nutrition and Physical Degeneration*. The author, Dr. Weston A. Price, was a dentist who was dismayed by the increasing incidence of tooth decay, dental deformities and numerous health problems in his patients. During the 1930s and 1940s, Dr. Price traveled to isolated parts of the world to study the health of so-called primitive populations and to analyze their diets. He found fourteen groups that enjoyed vibrant health and a virtual absence of dental problems. He took photographs to document the striking facial structure and superb physiques of isolated groups consuming only whole, natural foods, rich in animal factors. Price noted that the diets of all of these groups contained an abundance of vitamins A and D, found only in animal fats. In fact, foods rich in these "fat-soluble activators" were considered sacred foods and very important for pregnant women and growing children.

Fallon's book, *Nourishing Traditions*, puts the findings of Dr. Price into practical form. It has stimulated the public health and medical communities to revisit the importance of traditional foods and proper preparation techniques in human diets and to reexamine the many myths about saturated fats and cholesterol. This comprehensive cookbook combines accurate information on nutrition with delicious, practical recipes, placing special emphasis on the feeding of babies and children to ensure optimal development during their crucial growing years.

Other themes in *Nourishing Traditions* include the importance of traditional broths as a source of minerals and as an aid to digestion; proper preparation of whole grains, nuts and legumes to neutralize enzyme inhibitors and mineral-blocking substances found in all seed foods; and ancient techniques for food preservation that enhance nutrient content while supplying beneficial digestive flora on a daily basis.

Fallon explains the importance of returning to organic farming and pasture-feeding of livestock. Only by returning to mixed-use farming can important nutrients be restored to our vegetables, grains and animal foods. She encourages farm-based, value-added and artisan food processing techniques that support local communities and family farms.

In 1999, Fallon helped found the Weston A. Price Foundation, a nonprofit, tax-exempt charity dedicated to restoring nutrient-dense foods to the American diet through education, research and activism. The Foundation supports a number of movements that contribute to this objective including accurate nutrition instruction, organic and biodynamic farming, pasture-feeding of livestock, community supported farms, honest and informative labeling, prepared parenting and nurturing therapies.

Fallon is also founder of A Campaign for Real Milk, dedicated to restoring consumer access to unprocessed milk products from pasture-fed cows. She is a frequent contributor to holistic health publications and serves as editor of *Wise Traditions*, the quarterly magazine of the Weston A. Price Foundation.

She is noted for sorting out fact from fiction in the complicated subject of human nutrition, and for making difficult concepts easy to understand. Her seminars are both inspiring and practical.

Don't miss this rare opportunity
to learn about the principles of healthy diets
for all members of the family!

Full Circle Farm tour and dinner, Friday, September 23, 2-6 pm. \$25. RSVP required. Pay at the door.

Directions

The conference will be held at
Lighthouse Christian Center
772 SR 51 N
Mayo, FL 32066

From Gainesville, Orlando or Tampa: I-75 north to Exit 399. North on 441 for 5 miles until 20/27 west suddenly goes off to the left. Follow 27 north 41 miles into Mayo. Take 51 north 5 miles thru blinking yellow light. Half mile more, take left on 174th St. Go 1½ miles (straight, don't turn left) to red roof house/black board fence on right. See (*) below.

From Tallahassee: I-10 east to Exit 258. Go south on 53 about 12 miles. Turn left on 250 east. Go about 8 miles to 193rd Rd. (just past a white board fence). Turn right and go 5 miles to a T, which is Rt. 51. Turn right (south) on 51 and go 2 miles to just past another white board fence. Turn right on 174th St. Go 1½ miles to the red roof house/black board fence on right. See (*) below.

From Atlanta: I-75 south to 129 south (Exit 451) into Live Oak. 3 miles, catch 51 south in Live Oak. Go 15 miles to just past the white board fence and turn right on 174th St. Go 1½ miles to the red roof house/black board fence on right. See (*) below.

From Jacksonville: I-10 west to 129 south (Exit 283) into Live Oak. 3 miles, catch 51 south in Live Oak. Go 15 miles to just past the white board fence and turn right on 174th St. Go 1½ miles to the red roof house/black board fence on right. See (*) below.

(*) The above directions are to Full Circle Farm. To get to Lighthouse Christian Center, go south on 51 about 2 more miles past 174th St. The church is on the left. If coming from the south, the church is on 51, 2 miles out of Mayo on the right.

Accommodations

Holiday Inn Express, Live Oak • (386) 362-2600
Best Western Suwannee River Inn • (386) 362-6000
Camping at Full Circle Farm • \$10 per night

Lecture Notes

A bound copy of Sally's Saturday Powerpoint presentation will be available on site for \$10; or download for free from newtrendsPublishing.com/NTDVD/index.php. Recipes for presentation will be available at no charge.

Registration Form

Name(s) _____

Address _____

City _____ State _____

Zip Code _____ Email _____

Home Phone _____ Work Phone _____

Registration by Aug. 1, 2011
____ Full Registration @ \$50 _____

After Aug. 1, 2011
____ Full Registration @ \$60 _____

Total Enclosed \$ _____

At the door, if available: \$70

Note: Friday evening and Saturday sold separately if available after Sept. 10th. Contact Dennis.

Note: Saturday breakfast and lunch available for purchase at the event.

Payment by _____ Check _____ Money Order
_____ Visa _____ MC

Credit Card Number _____

Expiration _____

Name on Card _____

Phone _____

Signature _____

Note: Credit cards will be charged to NewTrends Publishing
Please send registration form and payment to

Cypress Consultants
20997 174th Street
Live Oak, FL 32060

For more information, call (386) 776-2770
or email thisisdennis@windstream.net
Sorry, no refunds.

For continuing updates on this and other Farm events, send an email to the above address and request our Farm ELetter.

Detach and mail in