

ETHICAL EATER'S POCKET SHOPPING GUIDE

*Your guide to shopping for better health,
a better environment, and a better world.*



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MARK HYMAN, MD

INTRODUCTION

Thank you so much for checking out my newest book, *Food Fix*. I hope you find the solution-based content as interesting and inspiring as I do. I know when we look at the grand scheme of things, the problems surrounding our environment, climate, politics, health, and economy can seem pretty daunting—but there’s so much hope. I wrote *Food Fix* with the intention to provide solutions, to show you there are a multitude of ways we can take action and create positive change that goes far beyond our forks. This approach has helped me maneuver my own health challenges, become a more empowered environmentalist and food activist, better treat my patients, and even become a smarter shopper. I believe that we can change the planet with the choices we make. Every purchase of sustainably supplied food is a vote to support regenerative agriculture, healthier food manufacturing, reduced environmental strain, and exactly what we need to secure a better tomorrow. I hope you find my *Ethical Eater’s Pocket Guide* a useful tool for becoming a well-informed consumer and advocate for improving the food system, one bite at a time.

Wishing you health and happiness,

-Mark Hyman, MD

HOW TO USE THIS GUIDE:

This *Ethical Eater’s Pocket Guide* is your new go-to resource for becoming a conscious consumer.

It will teach you which labels and claims to look for as you maneuver the grocery store, along with important details on how to read nutrition labels and look for problem ingredients. Most importantly, it will show you how to shop in a way that supports lifelong health, improves our food system, and saves the environment.

For quick reference, you can flip to page xx for a Guide on Food Labels, page xx for a “Dr. Hyman Approved” food list, page xx for your Pantry Staples, or page xx for Nutrition Label Break Down.

INDEX

- WHAT SHOULD I EAT? PG. 4
- PANTRY STAPLES PG. 0
- CERTIFICATIONS GUIDE PG. 0
 - NATURAL AND ORGANIC
 - ANIMAL WELFARE PG. 0
 - CATTLE
 - POULTRY
 - FISH AND SEAFOOD
 - ENVIRONMENTAL AND ECO-FRIENDLY
 - FAIR TRADE
- YOUR GROCERY STORE GUIDE
 - PRODUCE PG. 0
 - MEAT
 - DAIRY PG. 0
 - OILS
 - PACKAGED PG. 0
 - BULK
- UNDERSTANDING THE NUTRITION LABEL PG. 0
- OTHER NAMES FOR SUGAR
- DIVING FURTHER INTO ETHICAL SHOPPING PG. 0
- CONCLUSION

WHAT SHOULD I EAT?

Though I happened upon the name “Pegan” accidentally, I realized that the concept of eating in a part Paleo part vegan fashion is the best path for a balanced diet and great health. Throughout all my years of scientific research, helping patients, and even tackling my own healing journey, Pegan is the diet and lifestyle that I’ve seen have the most healing power. It’s nutrient-dense, plant-heavy, medicine-on-a-fork.

It comes down to this: 75% of your diet should be non-starchy plant foods—eat the rainbow, as colorful and varied as you can, bonus points if you can buy local, organic, and in-season foods. Include a small (palm-sized) portion of pasture-raised/wild-caught protein, a serving or two of healthy fats (pasture-raised butter, avocados, coconut oil, nut butter, etc.), and possibly a small serving of starchy vegetables or low-glycemic fruits.

NOTE: These recommendations are based on my thorough scientific research and years of treating patients—I consider the Pegan way of eating a lifestyle and not a diet. If you are wanting to radically overhaul your health, check out my *10-Day Food Fix Reset*.

WHAT MY PLATE LOOKS LIKE:



EAT 75%
VEGGIES

THINK OF
MEAT AS A
"CONDI-MEAT"

INCORPORATE
HEALTHY FATS

MORE SPECIFICALLY, PEGAN IS THIS:

1. EAT MOSTLY PLANTS.



2. GO EASY ON FRUIT, FOCUS ON LOW-GLYCEMIC OPTIONS LIKE BERRIES.



3. EAT LOTS OF HEALTHY FATS.



4. ENJOY RAW OR SPROUTED NUTS AND SEEDS.

7. EAT SUSTAINABLY RAISED OR HARVESTED
LOW-MERCURY, HIGH OMEGA-3 FISH.



5. THINK OF MEAT AND ANIMAL PRODUCTS
AS CONDIMENTS.

8. CHOOSE GLUTEN-FREE WHOLE GRAINS (BUT
AVOID WHOLE GRAIN FLOURS).



6. CHOOSE REGENERATIVELY RAISED ANIMAL
PRODUCTS WHENEVER POPULAR; LOOK
FOR GRASS-FED BEEF AND PASTURE-RAISED
CHICKEN AND EGGS. (MARIPOSARANCHMEATS.COM)

9. ENJOY BEANS AND LENTILS.



10. STAY AWAY FROM SUGAR.



13. STAY AWAY FROM PESTICIDES, HERBICIDES, ANTIBIOTICS, HORMONES, AND GENETICALLY MODIFIED FOODS

11. AVOID VEGETABLE, BEAN, AND SEED OILS.



12. AVOID OR LIMIT DAIRY (GRASS-FED BUTTER AND GHEE ARE OKAY).



ENJOY

- **An abundance of non-starchy, colorful, organic/local vegetables**
 - Broccoli, kale, cabbage, brussels sprouts, and the other members of the cruciferous family
 - Dark leafy greens like arugula, spinach, Swiss chard, collard greens, sorrel, watercress, dandelion greens, and mustard greens
 - Alliums such as garlic, shallots, and onions
 - High-fiber veggies like celery, asparagus, jicama, and kohlrabi
 - Shiitake, oyster, and cremini mushrooms
 - Radishes, turnip greens, and beet greens
 - Cucumbers, escarole, and watercress
 - Broccoli sprouts (they have much more nutrition than even broccoli)
 - Kabocha or pumpkin squash
 - Sea vegetables such as seaweed
 - Eggplants, cushaw squash, zucchini, tomatoes, and summer squash
 - Artichokes, bok choy, cabbage
- **Healthy fats**
 - Coconut oil
 - Olive oil
 - Avocados
 - Grass-fed butter
 - Ghee
- Fatty fishes
- Nuts/seeds
- **Quality protein**
 - 100% grass-fed beef (local is best)
 - Pasture-raised chicken/eggs
 - Wild-caught, low-mercury fish (like salmon, sardines, anchovies, mackerel, and herring)
 - Organic gluten-free tempeh
 - Other vegan proteins like gluten-free grains and legumes
- **Organic, low-glycemic fruits**
 - Berries
 - Green apples
 - Grapefruit
 - Melon
- **In-season, local, organic starchy vegetables (Consider limiting these to a 1/2-cup serving per day or less.)**
 - Sweet potatoes
 - Yams
 - Winter Squash (all varieties)
 - Pumpkin
 - Peas
 - Parsnips
 - Carrots

LIMIT

NOTE: THE FOODS IN THE “LIMIT” SECTION ARE NOT RIGHT FOR EVERYONE. I RECOMMEND AVOIDING THESE ENTIRELY IF YOU HAVE TYPE II DIABETES, BLOOD GLUCOSE OR INSULIN ISSUES, TROUBLES WITH WEIGHT OR CRAVINGS, SUFFER FROM FOOD SENSITIVITIES OR ALLERGIES, DIGESTIVE ISSUES SUCH AS IBS OR ACID REFLUX, AUTOIMMUNE CONDITIONS, HIGH INFLAMMATORY MARKERS, OR EVEN IF YOU FEEL BLOATED AFTER EATING.

- **Organic, pasture-raised, minimally processed dairy**
 - Goat milk/unsweetened yogurt
 - Sheep milk/unsweetened yogurt
- **Non-GMO, Organic Legumes**
 - Tempeh
 - Natto
 - Tofu
 - Miso
 - Gluten-free soy sauce/tamari
 - Peas
 - Lentils
 - Black, garbanzo, or adzuki beans
 - Green beans
 - Snow peas
 - Cowpea varieties
 - Mung beans

- **Gluten-free grains**
 - Quinoa
 - Buckwheat
 - Amaranth
 - Teff
 - Millet
 - Sorghum
 - Wild, brown, black, and red rice
 - Organic whole corn
- **Dessert as a rare treat**
 - Stick with organic, natural sweeteners:
 - Fairtrade Honey
 - Molasses
 - Organic palm sugar
 - Pure maple syrup
 - Coconut sugar
 - Date sugar
 - Monk fruit
 - Stevia sparingly (only brands certified by the Rainforest Alliance)

AVOID

- Processed foods
- Fried food
- Artificial ingredients (including artificial sweeteners and flavors)
- Dyes (for example, Red Dye No.40)
- Artificial preservatives

- Gluten
- Conventionally raised meats/dairy
- GMOs (Organic is always GMO-free)
- Anything you can't pronounce
- Food additives (anything you wouldn't normally find in your pantry)
- Long lists of ingredients—those usually host the most number of additives

PANTRY STAPLES

I RECOMMEND ALWAYS HAVE THESE STAPLE ITEMS AVAILABLE IN YOUR PANTRY OR FRIDGE—THEY ARE ITEMS I USE DAILY AND IT'S GREAT TO HAVE THEM READILY AVAILABLE. TRY TO FIND THESE PRODUCTS CERTIFIED ORGANIC AND SUSTAINABLY SOURCED, WHEN POSSIBLE:

- Extra-virgin olive oil
- Extra-virgin, sustainably sourced coconut oil
- Organic, unfiltered Apple cider vinegar
- Balsamic, red wine, and white wine vinegars
- Unseasoned wild rice
- Reduced-sodium, gluten-free tamari
- Reduced-sodium broth (vegetable, beef, or chicken)
- Dijon mustard (look for pure mustard without sugar or chemicals)
- Sea salt
- Freshly ground black pepper

- Detoxifying and anti-inflammatory herbs and spices (ginger, turmeric, cinnamon, cayenne pepper, thyme, rosemary, cumin, sage, oregano, onion powder, coriander, cilantro, paprika, parsley)
- Raw nuts (walnuts, pecans, almonds, macadamia nuts, Brazil, but no peanuts)
- Nut butters (raw if possible), such as almond, cashew, macadamia, or walnut
- Raw seeds (hemp, chia, flax, pumpkin, sesame)
- Grass-fed butter, clarified butter, or ghee
- Canned (BPA-free) full-fat coconut milk, unsweetened
- Canned or jarred olives
- Almond meal, almond flour, and coconut flour
- Unsweetened hemp, almond, or coconut milk
- Frozen blueberries, raspberries, blackberries, and unsweetened açai purée
- Frozen organic vegetables (make sure nothing has been added)
- Frozen grass-fed meats (beef, bison, lamb, elk)
- Frozen organic and free-range chicken and turkey
- Clean fish (wild-caught salmon, sardines, local fish to your region www.localcatch.org)

CERTIFICATIONS GUIDE

IF YOU'VE EVER PAID ATTENTION TO THE PLETHORA OF CERTIFICATIONS AND CLAIMS FOUND ON FOOD PRODUCTS AND HAVE BEEN CONFUSED AND UNSURE OF WHAT THEY ALL MEAN, JOIN THE CLUB! THIS SECTION OF THE ETHICAL EATER'S POCKET GUIDE WILL HELP DECODE THE VARIOUS CERTIFICATIONS AND CLAIMS YOU MIGHT SEE ON YOUR FOOD.

NATURAL AND ORGANIC



USDA Certified Organic: The gold standard for organic products. If a product has this label, by law it must contain at least 95% organic ingredients, no pesticides, fertilizers, hormones, antibiotics, radiation, or genetic engineering were used, and it must also be produced per the National List of Allowed and Prohibited Substances.

100% Organic: Product must contain 100% certified organic ingredients.

Organic: Product must contain at least 95% certified organic ingredients.

Made With Organic Ingredients: Product must contain at least 70% certified organic ingredients.



Verified Non-GMO Project: Product must be made with non-genetically engineered ingredients. The Project's current action threshold for testing is 0.9%. The final product is not tested for GM ingredients, but containing the verification ensures that the product has met very high standards including ingredient testing, tracing, and segregating.

Natural or All-Natural: Product cannot contain artificial ingredients or preservatives. The ingredients can only be minimally processed. Foods labeled as natural can contain antibiotics and growth hormones. An application must be submitted for foods labeled as natural, however no inspections occur and producers do not have to be certified. Be wary of this claim—try to find products labeled or certified as organic when possible.

No Hormones (pork or poultry): **Using hormones on pork or poultry is currently prohibited, so this claim must also contain the disclaimer:** "Federal regulations prohibit the use of hormones." (This is often used to trick consumers into thinking the product falls into the more naturally/organically-raised category. However, if this product does not contain other labels mentioned above, buyer beware.)

ANIMAL WELFARE



Animal Welfare Approved: This third-party verified label is the gold standard for humanely raised animals. The AWA only certifies family farms and states that animals must be raised on pasture or range and be able to behave naturally.



Certified Humane: This third-party verified label meets the standards of the American Humane Association and states that animals must be raised in a way that minimizes stress, has adequate shelter, comfortable resting areas, sufficient space, access to wholesome feed, appropriate environmental design, responsible management, conscientious animal care, and considerate handling and slaughter. This third-party verified label meets the standards of the American Humane Association and states that animals must be raised in a way that minimizes stress, has adequate shelter, comfortable resting areas, sufficient space, access to wholesome feed, appropriate environmental design, responsible management, conscientious animal care, and considerate handling and slaughter.



American Humane Certified: This third-party audited label indicates that the animal is raised with adequate space to air, water, heating, lighting, shade, and the ability to engage in natural behaviors.



Animal Welfare Certified: This third-party verified label has 6 levels of certification, the higher the number given, the more naturally raised the animal. For all levels, the animals must be raised without the use of hormones, antibiotics, or animal by-products, have access to pasture or weather protection when on a feedlot, and follow regulations regarding treatment and transport.



Bird Friendly: This label may be found on some coffees that were organically and shade-grown under a rainforest canopy, important for migratory birds.

CATTLE



American Grassfed: This third-party verified label indicates that the animal was raised (after weaning) consuming only grass and forage (never grain), had continuous access to pasture, and no growth hormones or antibiotics were used.

Hormone-Free/ rBGH-Free: This claim means the cow was not given injections of artificial growth hormones like rBGH.

Raised Without Antibiotics: This claim means the cow was not given non-medical antibiotics during the course of its life.

All Natural: There are no standards set in place for this claim.

Grain-Fed/ Grain-Finished: This claim indicates that the cow was fed or finished with grains. Generally, grain-fed or finished beef should be avoided.

POULTRY

Pasture-Raised: The gold-standard when paired with a certified humane certification for poultry. While this claim is not regulated by the USDA, it indicates that the animal was allowed to roam freely outdoors and was given at least 108 square feet of space per animal, with access to shelter.

Free-Range: This claim is regulated by the USDA. Animals raised with the free-range claim are given continuous access to the outdoors but does not guarantee that the animal actually steps foot outside (often, this means an over-crowded barn with a couple of doors that access the outside.) When this claim is paired with the certified humane label, each animal is given approximately 2 square feet of outdoor space per bird. (If not, the space allotted is not specified and can be much less.)

Cage-Free: This claim is also regulated by the USDA. Animals raised with the cage-free claim simply means that the birds do not live in cages. It does not specify if the bird is given access to the outdoors. Typically these birds are cramped and living inside a barn. If this label

is paired with the certified humane label, each animal is allotted 1.5 square feet of space. (If not, the space allotted is not specified and can be much less.)

100% Vegetarian-Fed: This claim indicates that the animal was not fed animal byproducts, supplements, or additives. However, chickens are not vegetarian. They graze and eat things like insects, so I don't recommend vegetarian-fed chicken, as this usually means grain-fed.

FISH AND SEAFOOD



Salmon Safe: This third-party verified label indicates that the product was made in a way to keep native salmon rivers in the Pacific Northwest clean and healthy.



Certified Sustainable Seafood: This third-party certification from the Marine Stewardship Council indicates that the fish comes from a fishery that practices sustainability and environmental integrity.



Dolphin Safe: This label indicates that the product was caught in a way that doesn't harm dolphins.

Wild Caught: This claim indicates that the fish was caught in its natural habitat.

Farm Raised: This claim indicates that the fish was raised in a fish farm or net pen in the ocean. Generally, farmed fish should be avoided.

ENVIRONMENTALLY AND ECO-FRIENDLY



Food Alliance Certified: This third-party certification indicates food was sustainably produced using environmentally and socially responsible practices. Products with this label indicate that workers were provided fair and safe working conditions, animals were raised humanely, and no hormones, non-therapeutic antibiotics, and genetic engineering were used. It also means reduced pesticide use and that conservation efforts were made for soil, water, and wildlife habitats.



Rainforest Alliance Certified: This third-party verified label indicates that products (coffee, tea, chocolate) are grown with wildlife conservation efforts, worker welfare, and community benefits. Pesticides are allowed, but are limited and controlled.

FAIR TRADE



Fair Trade Certified: This label certifies that farm workers are protected and receive safe working conditions, living wages, fair prices for their crops, and also indicates that crops are pesticide and GMO-free.



Fair Trade Federation: This label verifies that the product was made with safe working conditions and fair wages, eco-friendly/environmentally friendly, and socially responsible.

YOUR GROCERY STORE GUIDE

WHAT TO LOOK FOR:

Most grocery stores follow a similar pattern: Produce on one far side, dairy/chilled items and meat counter towards the back, and frozen items on the other far side. The center aisles of most grocery stores are primarily processed, packaged foods. One great general rule of thumb is to “shop the exterior”—which means you essentially hit the sides and back for the fresher foods (frozen, chilled, meat, and produce) and ignore the center (packaged foods). Beyond “shopping the exterior,” I explain here some specific things you can look for in each section of the grocery store.

PRODUCE SECTION

- **Gold standard:** Local, in season, organic fruits and vegetables. Farmers’ markets tend to have the freshest and most local produce.
- **Next best:** USDA Certified Organic.
- If it’s not possible to buy all of your produce as Certified Organic, the Environmental Working Group outlines the cleanest 15 produce items (those with the least amount of pesticides and other chemicals) which can be purchased non-organic, as well as the “Dirty Dozen” (the 12 most chemical-laden produce items that should be purchased organic).

MEAT COUNTER

BEEF

- **Gold standard:** 100% grass-fed beef. To find a ranch near you, search www.eatwild.com, <https://www.americangrassfed.org/>, or <http://eatlocalgrown.com/>.
- Look for Animal Welfare Approved, Certified Humane, Global Animal Partnership, Food Alliance Certified, American Grassfed Association certifications.
- **Next best:** Certified Organic beef.
- **Avoid:**
 - Conventionally-raised beef
 - Fed cheap, mass-produced, GMO grains
 - Pumped full of hormones and antibiotics
 - Evidence of superbugs and antibiotic resistance
 - Fed animal by-products, candy, artificial ingredients, toxic chemicals, fillers, and other nasty substances
 - Substances used to fatten livestock can often fatten humans too
 - Processed meats
 - Often have artificial preservatives, additives, fillers, gluten, high-fructose corn syrup, nitrates, and nitrites (all should be avoided)
 - Hot dogs (unless 100% beef or pork, following the “gold standard” guidelines listed above)
 - Deli ham
 - Conventionally made/cured sausage, bacon, salami

CHICKEN AND EGGS

- **Gold standard:** Pasture-raised, certified humanely raised. Best if found at a local farmers' market or pasture-raised ranch near you: www.localharvest.org, www.eatwild.com, www.eatlocalgrown.com
- **Next best:** Certified Organic
- **Avoid:** Conventionally raised chickens, “caged,” “cage-free,” and even “free-range”
 - Fed unnatural diets
 - Poor living conditions
 - Fed animal by-products or grains
 - Inhumanely treated
 - Contain nasty bacteria
 - Chicken McNuggets (do I even have to explain?)

FISH

- **Gold Standard:** Wild-caught, certified through Marine Stewardship Council or Gulf Wild, low-mercury/small fish: salmon, sardines, herring, anchovies, and mackerel (www.localcatch.org), also clams, scallops, mussels, oysters, and shrimp (from Gulf of Mexico)
- **Next Best:** Sustainably farmed (www.cleanfish.com)
- **Avoid:** Farm-raised
 - Higher in mercury
 - Higher levels of persistent organic pollutants, polychlorinated biphenyls (PCBs), and other toxins
 - Found to have dioxins
 - Linked to type 2 diabetes and metabolic syndrome

- **Avoid:** Large fish, fish higher in mercury or toxins
 - Shark, swordfish, Chilean sea bass, king mackerel, marlin, grouper, halibut, tilefish, orange roughy
 - Tuna
 - Imported shrimp

DAIRY

I have found after decades of clinical practice and research that dairy is something most people should avoid in general. There are some exceptions, so I'm including a section on what to look for in the dairy section, but please reference the “What Should I Eat?” section in this guide for more information on who should eat or avoid dairy products.

- **Gold standard:** Pasture-raised, Certified Humane, raw and tested local goat or sheep products (whole milk, unsweetened yogurt, butter/ghee, cheese)
- **Next best:** Certified Organic goat or sheep products
- **Runner-up:** Certified Organic cow's products
- **Avoid:**
 - Processed (“ultra-filtered,” “high-protein,” etc.) milk or cheese with added preservatives, additives, flavorings
 - Skim, low-fat, 1 or 2 percent milk, yogurt, or cheese
 - Sweetened yogurts
 - Products that come from conventionally raised cows

OILS

Oils like olive oil and coconut oil are single-ingredient items that are usually found in the “packaged food” section of the grocery store, but should definitely not be skipped over. Keep reading to help decipher which oils to stock your pantry with.

- **Gold standard for liquid oils:** Certified Organic, sustainably sourced (when applicable)
 - Olive oils (www.truthinoliveoil.com)
 - California Olive Ranch
 - McEvoy Ranch Organic
 - Corto Olive
 - Kirkland Organic
 - Cobram Estate
 - Bariani Olive Oil
 - Avocado oil
 - Walnut oil
 - Macadamia oil
 - Almond oil
- **Gold standard for coconut oil:** Certified Organic, certified Fair Trade, minimally processed (virgin/unrefined)
- **Avoid:** Processed vegetable oils
 - Soybean oil
 - Canola oil
 - Corn oil
 - Safflower oil
 - Sunflower oil
 - Palm oil
 - Peanut oil

- Vegetable oil or shortening
- Margarine or other butter substitutes

PACKAGED

Generally, packaged food is highly processed and most of it should be avoided. This is what you find in the center aisles of the grocery store. However, not all packaged food is created equal, so there are some things you can look for to help choose the best items and know which should be avoided.

- **Gold standard:** Certified Organic, Fair Trade Certified (for items like coffee, tea, chocolate), less than 5 ingredients
- **Next best:** Certified Organic, all recognizable ingredients (can be found in your pantry)
- **Avoid:** Anything containing artificial ingredients, additives, preservatives, products with long ingredient lists (> 10 or any unrecognizable), non-organic, or added colors

BULK

If your grocery store has a bulk section, this is a great place to find what you need. Buying in bulk helps to reduce the amount of packaging that is used to prepare and store food and can be a more environmentally friendly way of purchasing some staple goods.

- Gold standard: Certified Organic
- Next best: The bulk version of whatever packaged food you're shopping for

OTHER NAMES FOR SUGAR

There are over 200 different names for sugar; it's a ploy companies use to hide added sugars in their products. I won't list all here, but I'll give a large list of some of the most common. It's a good idea to familiarize yourself with these names and identify them as sugar:

- Agave nectar
- Barley malt
- Barley malt syrup
- Cane juice crystals
- Caramel
- Carob syrup
- Castor sugar
- Coconut palm sugar
- Confectioner's sugar
- Corn sweetener
- Corn syrup
- Corn syrup solids
- Dehydrated cane juice
- Demerara sugar
- Dextrin
- Dextrose
- Evaporated cane juice
- Fructose
- Fruit juice concentrate
- Glucose
- HFCS (High-Fructose Corn Syrup)
- Malt syrup
- Maltodextrin
- Maltol
- Maltose
- Mannose
- Muscovado
- Palm sugar
- Rice syrup
- Saccharose
- Sorghum Syrup
- Sucrose

DIVING FURTHER INTO ETHICAL SHOPPING

With *Food Fix* and my *Ethical Eaters Pocket Guide*, you are now equipped with all the tools to make conscious choices for your diet and lifestyle. However, if you want to take it a step further, investigate the brands that you commonly purchase and support. Make sure they are focused on being part of the solution for fixing our food system, treating all workers fairly, increasing their environmental awareness, and decreasing their environmental impact. You can learn all this and more through this amazing resource:

<https://www.behindthebrands.org/brands/>

The products, goods, and food available on the market are all based on demand and supply. The more you demand ethically sourced, renewable, sustainable, humanely raised, and socially responsible products, the more companies will need to respond by changing their ways. You vote with your money—make sure you're supporting ethical brands.

CONCLUSION

Moving towards a more wholesome and ethical diet might seem daunting, but I hope you know that even small steps can have a big impact—on your health, the environment, the climate, and even the people growing your food. We all have to start somewhere; I recommend focusing on one thing that you can work towards changing and take one step at a time. Each time you pick up a fork, you are voting for either ethical and sustainable markets, or you are helping fund those corporations that currently have a monopoly over our food system. Following my *Ethical Eaters Pocket Guide* can help you make the right changes today to produce local and global benefits tomorrow. When you follow this guide, you'll be voting for a healthier and more sustainable world every time you pick up your fork. Happy eating!

-Mark Hyman, MD