

REAL FOOD/FAKE FOOD:

Why You Don't Know What You're Eating & What You Can Do About It

BY LARRY OLMSTED

THE BIG SEAFOOD SCAM:

Fish is the most frequently faked food Americans buy.

- In large-scale national tests, stores and restaurants selling red snapper swapped in cheaper and often dangerous fish more than 94 percent of the time.
- Fast food lobster rolls, lobster tacos, and lobster quesadillas can legally contain no lobster at all.
- Salmon labeled “wild caught” and sold at higher prices is routinely (and illegally) farmed and full of chemicals and drugs, some of which are banned in this country for health reasons.
- Sushi is one of the worst Real Food choices you can make in America. For example, the claimed authenticity of the fish used in New York City sushi restaurants has been tested several times, and in most cases every single restaurant has failed.

READERS WILL LEARN:

- Which types of seafood have the worst issues and should be avoided.
- Where and how to buy the real thing.
- What items sushi lovers can safely order.

WHERE'S THE KOBE BEEF?:

99.9 percent of Kobe beef sold in the United States is fake.

- When Kobe beef began gaining popularity as an expensive menu item, it was illegal to import.
- Today there are only three restaurants in the United States reliably serving real Kobe beef from Japan, but because the term is not trademark protected, anyone can sell anything as Kobe beef, and they do.
- Many labels for beef, from Wagyu to grass-fed to organic, are lies.

READERS WILL LEARN:

- Restaurant menus are not regulated like food labels; they can claim almost anything—and do.
- Celebrity chefs are among the worst offenders when it comes to faked expensive beef.
- How to recognize and buy real Japanese Wagyu and other specialty meats.

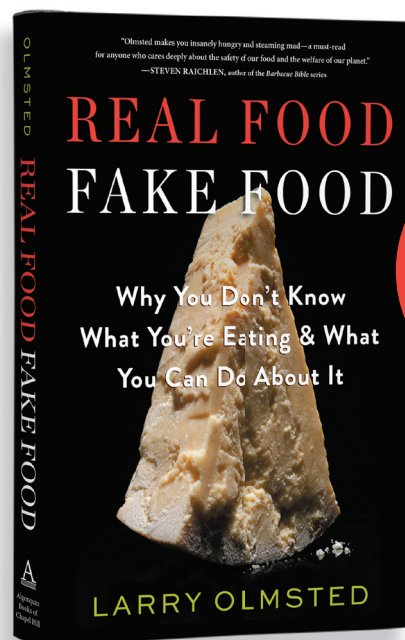
THE (PSEUDO) TASTES OF ITALY:

Italian delicacies are especially likely to be faked.

- In 2016 it was reported that much of the “100 percent Parmesan” sold in the United States is cut with everything from cheaper cheeses to wood pulp.
- Recent studies have shown that 75-80 percent of the extra virgin olive oil sold in the United States is not extra virgin and often not even olive oil.
- While real olive oil is one of the healthiest fats, fake olive oil lacks these health benefits.
- Real Parmigiano-Reggiano and balsamic vinegar made in Modena have rich histories and rigorous production processes that are as fascinating as these products are delicious.

READERS WILL LEARN:

- How to identify and where to buy real Parmigiano-Reggiano.
- How to shop for real extra-virgin olive oil and how to store it.
- What labels to look for when buying balsamic vinegar.
- How and where Real Foods are made and why they cannot be made anywhere else.



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OUR FOOD POLICE KNOW— AND DON'T CARE:

- The FDA tested olive oil for more than half a century, finding widespread fraud every year, then gave up altogether for budget reasons.
- Federal regulations require the FDA to inspect a tiny amount of all imported seafood—less than two percent—yet they fail to do this every year.
- The job of the USDA is to promote food producers (not to protect consumers), and for that reason it has long allowed legal but bogus meat labels, such as grass-fed, natural, Kobe, Wagyu, etc.

READERS WILL LEARN:

- How our own government is complicit in the Fake Food racket.
- How some state governments are bypassing the Feds to make food safer.
- Which are the most common food labeling scams and how to avoid them.
- Which third-party labels are better than government standards.
- What terms like organic, natural, free-range, and extra-virgin actually mean.

PRAISE FOR REAL FOOD / FAKE FOOD:

“Olmsted makes you insanely hungry and steaming mad in this provocative account . . . A must-read for anyone who cares deeply about the safety of our food and the welfare of our planet.” —STEVEN RAICHLEN, author of the *Barbecue Bible* series

“A striking look at the food industry.” —MING TSAI, author, chef, and host of PBS's *Simply Ming*

“A must-read for anyone with an interest in, well, eating.” —DAN DUNN, author of *American Wino*

“Do not take another bite or swallow another sip of anything, for your sake and the sake of your children, before reading *Real Food/Fake Food*. The content blows the doors off the kitchens.” —MICHAEL PATRICK SHIELDS, author of *Invite Yourself to the Party*

“In this entertaining and important book, Olmsted helps us fall in love with the real stuff and steer clear of the fraudsters. I'll never look at a menu the same way again.” —KIRK KARDASHIAN, author of *Milk Money*

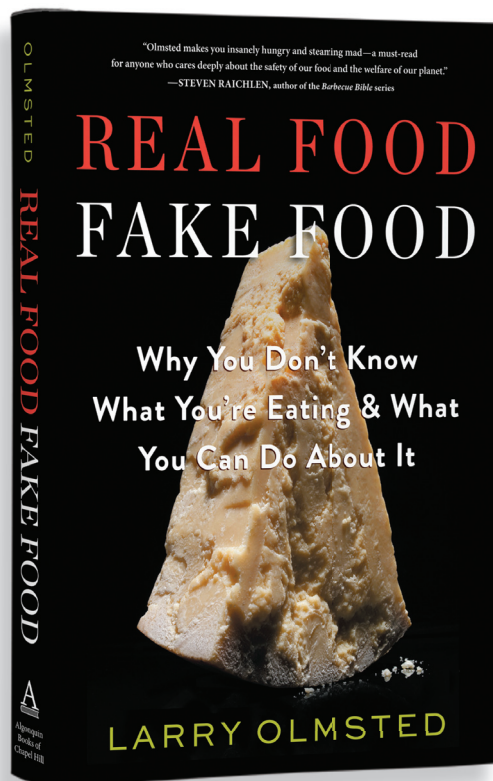
WHY REAL FOOD MATTERS:

Many Americans have never tasted Real Foods like Kobe beef, many fish species, Champagne, Parmigiano-Reggiano, balsamic vinegar, and dozens of others. And that's a shame.

Foods that have been made the same way for hundreds of years under the strictest conditions taste nothing like the imitation products called by the same names in the United States.

When we are duped, we are not getting what we pay for, and what we are getting is often less healthful (and in some cases more expensive than the real thing).

No less importantly, Real Food tastes absolutely delicious and should be protected—and celebrated!



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