

the VOICE



Volume 15, Issue 1

No one can tell you what this year will bring but we at CANNP are very optimistic about where our industry is headed and what the future may hold.

Based on the progress made in the past few years, there is definitely a place for our practitioners. You all just have to be prepared, find a place to land, and to persevere.

It won't all be smooth sailing but it is important to learn from where you find yourself, and to keep on going. You may get discouraged — we all do from time to time — take a moment but then regroup. Reach out to fellow practitioners if you feel the need. Reevaluate where you took a misstep. Revisit your business plan from time to time. In order to succeed, you need to continue. Head down, with laser focus, use all the business building knowledge you have gathered.

We have all heard the story of the emerging butterfly.

It rests in its tidy, cozy, comfortable cocoon, without worry about what is to come. Then one day, sort of out of the blue, it begins the long struggle to emerge. Slowly the cocoon shows cracks and begins to break apart.

It is not recommended to assist the tiny creature in breaking away from its safe habitat. Strength results from the struggle

to emerge and without it, the butterfly would simply not survive.

The butterfly principle can be applied to so many realms of life. Know that you learn by trying; you learn from mistakes; you learn by continuing in the face of discouraging news.

You will not “win them all” and you should not expect too. Where is the growth in that? With every business building experiment you will learn what works for you or your niche client and determine how you can refine or pivot. All you have to do is to continually evaluate. Don't stop, just rethink your parameters and be open to what may come your way.

The opportunities are mounting as the present health care system gets overwhelmed. Many people that will be coming your way have tried it all. They are seeking assistance in places they would not have ventured to before. Use a little creativity to tap into all the hidden spots where your advice will be most readily received.

Remember to offer something of high value — worth paying for — that, linked with superior service will be a winning combination. Decide where to best place your energy and then give it your all!

We believe in you.

Liability Insurance

CANNP offers Members two options. We have updated the website to indicate some clarifications regarding Zensurance.



Though it is recommended to apply for coverage of your services by indicating you are a “nutritional consultant” Zensurance has a place for you as a Holistic Nutritionist.

Also, unless you are the owner of a clinic, please indicate that you are an independent operator. All these nuances will affect the quote that you are given.

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New Power Hour Regs

1. Many of our Members are requesting to attend our amazing Power Hours right before they happen some even day of. We are finding this difficult to manage. On a go forward, we ask that you hold your spot up to the week prior (ie. sign up by Friday for a Tuesday Power Hour.)
 2. If you have signed up, and are missing the zoom link, please let us know by the morning of the event. Often the link is distributed the week before. Be sure to check your junk folder, though that just should not be (lol)!
 3. Please be sure to put your name in the chat box when you arrive so that we can properly process your \$10 refunds.
 4. Please do not share the Power Hour link with others as it is a Member-only benefit.
 5. We do attempt to record the Power Hours, with permission of the presenter, but sometimes technology is not our friend. We cannot count on a recorded session.
- If you have a Power Hour idea or know of someone who would be a wonderful speaker guest, please let us know at info@cannp.ca

CANNP Insurance Reach

Though we are working hard to educate and to entice insurers to cover our services — we are not an insurance company.

We are often challenged with insurance questions from members. For clarity purposes, insurance can be your own errors and omissions coverage, your client's coverage under their company health plan or your own extended health and dental plan through CANNP.

-Please reach out to the insurance providers directly for answers to your questions. This is the most effective and direct way for you to get the answers that you need.

Power Hours

We seem to have a core group of Power Hour followers and if you were to ask them, they would tell you that this is an hour well worth your time.

In November, our guest, Sabra Way, helped attendees to uncover key strategies to transform an ordinary website into a dynamic business hub, finely tuned for Holistic Nutritionists.

December brought Mel Friesen back with her unique take on all things food. Mel shared some fantastic tips on next level blending, taking us into the world beyond smoothie making. She also, very kindly, provided those in attendance with a goodie bag of tips and recipes.

Dr. Chidozie Ojobor joined us in January to explore the world of microbiome testing. This is a topic that we get a great number of questions about so it was wonderful to have an expert at the ready.

Ready, Set, Chat

Over the years Ready, Set, Chat has taken on many forms — a facebook group page, a chat forum, a discussion page — but none have really had the pull that we were looking for.

Now, Ready, Set, Chat has settled into a Whats App group and it is open to professional Members who want to connect. Ask questions, get and offer advice and reach out to fellow NNCPers.

Log into the cannp.ca site and go to Members, Ready Set Chat, you will find your way to the Whats App group. We are having such a great time connecting. Join us!

Upcoming Webinars

February 3, 11 am - The one and only Julie Daniluk will be with us to discuss Meals that Heal Inflammation — can't wait!

March 20, 11:00 am

Please note new time

Cordelia McFadyen will join us to discuss Business Ethics, a very important topic. Open to Student and Professional Members

April 9, noon - Proud Member Joanne Mulhall will be here to speak on Hair Analysis. Everyone is wondering about how this works and if we are able to legally do this kind of testing.

May 13, 11 am - Frequent visitor Marla Samuel will join us to discuss hair loss and how we might combat it as we age.

June 10, 11 am - Kyle James will join us to discuss her program "Reclaim Your Happiness" and the relationship between depression and nutrition.

July 8, 11 am - Sabra Way will return to talk about how to write a blog so that it is impactful and increases visits to your website.

Power Hours Online

We do try to record and post our Power Hours. Mostly we are successful but sometimes technology is not our friend making it impossible. Sometimes our presenters prefer that we do not record.

We encourage you to show up on line for the actual event so that you can partake in getting the answers to your burning questions. Mark the dates!

Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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Renewing Reminders

We all have busy lives and are looking for ways to simplify our days. That's why CANNP sends 4 reminders a month. The first is at the beginning of your renewal month and looks like an eblast, followed by another several weeks later. Then we send you a proper email in case you missed the first two. Finally, when you only have a couple of days left you will hear from us again. But here's the thing — renewing early is beneficial to all involved.

You have the task off of your plate and your renewal month stays the same despite how early you renew. At the beginning of every month we send a list of Members to our insurers, to several of our other discount providers, and others. As a Member, you want your name on that list.

Renewing on a timely basis goes a long way to easing the administrative burden around here and we thank you. It is much easier to renew someone then re-establish them once they have been removed from the system.

November was a record breaking month for us and we are so appreciative to be able to serve this community in a valuable way.

Together we can accomplish so much more.

So please watch for your notices, and act as quickly as you can. We appreciate your effort and please let us know if we can assist with your renewal efforts.

Lurking in the Background

As part of our continued effort to entice insurers to cover our services, we continue to gather 1,000 legitimate reasons why your clients come to see you.

Your only task is to ask each and every client that enters your office why.

Help them to click on the Take Action button at the top of the cannp.ca home page and provide some very basic info — name, email, province and their chosen reason.

You can help the client even more to determine their simple reason for seeing you by accessing the list we have provided in the For Your Use area of the Members only area of the cannp.ca site.

It is easy for you and it is easy for your client. And, if we get enough clients with actual, legitimate reasons — one liners — then that easy task has tremendous potential.

We Have Free Stuff Too!

If you are a Member in good standing and you have not attended a free Power Hour or requested a free giveaway or taken part in the Challenge and Accountability or any of the other great offers and benefits from CANNP — you are definitely missing out. Those who are part of these initiatives tend to be those who are most successful.

Who doesn't want something for free, especially if it's super useful!

A quality product that you can share with your client does more than give them valuable information — it keeps your name around when you can't be. It makes a great marketing tool to remind them of you when they are not in immediate need of your services.

November we brought you 12 Healthy Holiday Eating Tips which was one to share with clients. It was intended to answer many of the questions that you get during that time and provided loads of ways to help clients stay on track during the season of temptation.

December brought a postal strike which curtailed reaching out to clients in the conventional way. We had such a great response to the Spring Colouring for Adults, that we did one for the holiday season. Since cards through the post was impossible, this was the perfect opportunity to connect in a meaningful way.

January brought a short article called Marvels of the Miraculous Body which compared a body to an automobile — intricate, delicate but a marvellous machine. Ideal for clients who need a little push to take good care of their body — like they do their car.

Watch eblasts for all the latest news about upcoming giveaways.

Challenge and Accountability

This highly intensive and popular program takes mentoring to a whole new level and is happening again in March and April.

For a 2 month period, select Members meet to tackle business tasks that you should be pursuing to either start your business on the right track or refresh your existing practice. But that's not all — you will be accountable to complete them! You will be paired with a partner for support and we all meet as a group every two weeks to hone the results. For details about how it works, log into the Members only area and under Members go to Business Tools. There are only a few spots, so we ask that if you sign up you do so with every intent of joining us to take advantage of the expertise available.

More information will follow closer to the date.

To Pay or To Insure

If only we didn't have to concern ourselves with the money aspect of our business. If only we could do what we love for everyone we meet and not worry about compensation. If dollars were not a part of what we were seeking and we could just be impactful. If all our clients were as enthused as our family and friends about what we do, we would be outrageously successful. Our days would be so much fun if we just could help people and not have to seek paying clients.

If that is how it was, it would not be called a business. Simple as that. It is this business aspect of what we do that needs focus after nutritional, practical knowledge has been gained.

It is easy to think of all the reasons why we shouldn't earn a fair wage; why we don't deserve it. These thoughts happen to newly graduated nutritionists and to more seasoned folks when they falter. We start to think that we are not experienced enough; we are imposters; we can offer no value to the industry; and we even believe that potentially, the insurance industry will save us. If people did not have to pay, then everything would be right in the world.

Here is the truth, as outlined by numerous business coaches.

To begin, what you are feeling is perfectly normal and common but it is not based on reality. It is just based on unfounded fear causing you to miss a golden opportunity to see your true self or learn self-value.

One fix is to find a way to offer clients tremendous value as well as excellent service. Think about Western medicine of late. Reaching a professional is difficult; they often don't answer your call on a timely basis; a visit is fast when you do see someone; and very frequently, the root cause is not sought but medications are thrown your way. This approach indicates neither value or service and you have the opportunity to offer something different.

To find evidence of your value just look to the friends and family who have gained from your advice — many of whom do not pay you. They will tell you that you

know what you are talking about and belong in your position.

The second way to look at this is to know that people who refuse to pay, make up excuses not to pay, or ask for discounts are the least dedicated clients. These will undoubtedly, be the clients that miss appointments, that take advantage and that ultimately don't follow through or show positive progress. This will not become your referral base.

Herein lies a valuable lesson for you. When clients are unwilling to pay a fair monetary amount, it is often because they do not want the services. They do not want to do the hard work to change. They can't bother to make the effort. These are generally not the clients that you want.

People who pay out of pocket for what you offer will be clients who are paying for something that they want, not necessarily what they need. Individuals pay for all kinds of things that they want so the key then, is to help them see that what they want is also what they need.

Paying clients are more committed and dedicated. Paying clients will most likely be your best success stories.

The dedicated paying client is more likely to follow what you are asking of them which will lead to positive results. That then will help to build your reputation and the size of your practice.

The dedicated, willing client will, because of your guidance, be successful and thereby enhance your self-confidence and along with that, your feeling of expertise. One aspect follows another and allows the next to grow. With every attempt, you gain a little more expertise and confidence. In turn, you learn that what you have to offer is worth paying for.

There are some clients that will only come to you based on potential insurance coverage. This if/come insurance scenario is not a good enough reason to engage in your services, but it is worth you assisting in securing a positive outcome for the industry.

1. Be abundantly clear up front about who you are and who you are not. We are sometimes mistaken for Naturopaths or Dietitians, and while some corporations cover services provided by these alternative practitioners, they may not include nutrition in their chosen policy.

2. Explain your costs and payment plan up front, without making excuses or seeming apologetic. Be matter of fact about getting payment — this is just the way it is.

3. Always send your client away with a receipt — Nutritional Consulting spelled out and separate from other costs (eg. supplements) as well as an insurance receipt with your NNCP number on it.

4. Encourage all your clients to submit a claim, even if they are confident that they are not covered — that way the demand for your services becomes known to their corporation.

5. If appropriate, present your client with the Letter to Employers which is available on the Members-only section of our site, "For Your Use." In order to enact a change in insurance coverage, we need to get the public involved. If your client lets the HR department of his/her employer know that they want our services covered, then ideally, word gets to the insurance companies and pressure leads to change.

6. Ensure that your client knows that you too are doing your part to encourage change by sending letters to insurance companies (available in the "For Your Use" area) and you are calling companies that you know to let your wishes be known. If the public gets involved to make some noise, insurance companies will take notice. The public speaks volumes with its dollars — and you are the individuals that have access to the public.

The insurance challenge is one that we may win in time, if we work together. In the meantime, build on your expertise and confidence by engaging in clients who see the value in what you are offering and are willing to engage in your protocol thoroughly. These are the paying clients who will build your business.

Paul Fink, BA, MBA, CPA (former), is a graduate from the University of Michigan and worked as a CPA at Peat, Marwick, Mitchell (now KPMG) in Detroit, Michigan, before moving to Toronto and becoming a leader in Commercial Real Estate Brokerage.

Paul shares his extensive experience in business and his expertise in financial matters with the CANNP board.

You Never Know Where

When we have our business hats on, we tend to look for leads and connections in the world of business. Don't get me wrong — that is great and can be highly productive. You should continue to do that. Leave your business card at the local health food store. Talk about nutrition with the folks you meet standing in the grocery aisle.

When you receive kudos for the healthy snack you sent to school, offer to share the recipe with your contact information prominently displayed.

The other credible way to get business is through a referral. We have spoken about the importance of referrals and how best to handle them before. As a quick review ...

1. Always ask when your client is the happiest. That would be when you have proven that they have made some significant progress, either by reviewing their previous scores or some other tangible way that they can relate to. This would be the most productive time to get the name(s) of someone who could use your direction.
2. Ask a powerful and direct question. Don't be "mousey" about it. Try, "Do you know of anyone who you think would want to feel as good as you do right now? Would you be willing to share their contact information with me? Can I use your name when I reach out?"
3. Should your contact result in a connection, be sure to acknowledge that with your original client. Don't mention any names, due to privacy issues, but just thank them for the referral perhaps with a small gift as well as a note, saying you value their business and are pleased that they have experienced such success.

All of the above ideas are well and good. But I am here to tell you that some of the best business leads come from the most unexpected of places. Many are born out of a feeling of familiarity but some are just based on a chance or random connection.

Here are a few real examples that I know of:

1. I was in the hospital getting a routine preventative examination which required sedation. All went well and my wife was at my bedside as I woke. She got talking to the women sitting on the next bed waiting for her daughter to rouse. We were there for some time and were able to broach a number of topics, including what we all did for a living. Turns out that the daughter in the next bed had just opened a business which was of interest to my wife. Almost 2 years after that meeting, my wife was ready to take advantage of what this woman offered and she sought her out and has been using her services ever since. True story of a chance meeting, totally unrelated to business.
2. My son was playing on a local soccer team. He was not the best player in that he did not stand out more than the other kid but it was a small team and we all got to know one another. It came to my attention that one of the boys fathers, who happened to be the coach, owned a window replacement company. Because I had a familiarity with him — I knew and trusted him — he was the fellow who got my business when it came time to replace windows.
3. I was once riding the elevator and was polite, cheery even. I introduced myself to a fellow rider and told him what I did for a living but that I was going to the 8th floor for a meeting. I was presentable and seemed earnest and sincere. He was a businessman as well and perhaps appreciated my candor. In any event, before I stepped off the elevator, the gentleman suggested that once my meeting was over, that I come to his office to find him since he had a need for my services. The connection with him came based on a level of credibility.
4. One of the fathers in a random carpool group let it be known that he was a contractor. Again, this was an issue of familiarity, but when it came time to renovate my home, he got the contract. All because he drove my child from time to time.
5. There are examples too numerous to list here of situations when I got a "yes" just because I asked. But here is the caveat about getting to a "yes." Once you have it — stop! No need for further explanation or clarification. All that does is muddy the waters and potentially put you in a position to lose the affirmative answer. Take the yes, get the relevant contact information and then dazzle them with your abilities at another time.

Opportunities are everywhere, if you look for them with the right mindset.

Though not everyone in the science world would agree, and instead say moderation is the key, the Surgeon General reports that alcohol is a well-known and preventable cause of cancer. It is apparently linked to 100,000 cases and 20,000 cancer deaths annually in the United States. The latest research indicates that consumption can cause DNA damage, hormone disruption, oxidative stress and greater carcinogen absorption. The initial links between alcohol and cancer was established in the late 1980s and though evidence has increased over the years, guidelines have claimed that two drinks a day for men and one for women was acceptable. Might be time to rethink that!

https://www.hhs.gov/sites/default/files/oash-alcohol-cancer-risk.pdf?_kx=LLjYIMaQ8A6RyoSnL3NSLbkag4gxVTpFVPnfOFz6hY.HKMsXE

An observational study, as opposed to experimental, showed an association between a lower risk of premature death from any cause as well as a 31% lower risk of dying from a cardiac event in those who drank their coffee in the mornings as opposed to later in the day. Researchers took into account factors such as age, race, ethnicity, sex, income, education and much more. It still showed that those who drank coffee all day did not show a reduction in risk. Seems the amount of coffee and whether or not it was decaffeinated did not matter.

https://www.cnn.com/2025/01/07/health/coffee-drinking-timing-death-risk-wellness/index.html?utm_source=cnn_01.10.25+Results_are_in&utm_medium=email&bt_ee=8i97bZl2OvOIOjlsf%2FZXidK4e%2FCwROMqrCli94iS8s27gwhBhF6BiAAXwfi4%2FtZ&bt_ts=1736524086538

Published in the journal, *Nature Medicine*, a study looked at the death risk associated with ingesting sugary drinks. The researchers looked at global data on sugary drinks consumed around the world and looked at diabetes and cardiovascular disease. They were able to estimate that sugary drinks “cause more than 330,000 annual deaths” from these two ailments as reported by researcher Mozaffarian. As pointed out in the article, these beverages contain empty calories and are therefore a source of fast acting carbohydrates. There is growing data that indicates both natural and artificial low-calorie sweeteners may cause harm to health and it is recommended that favoured drinks be the unsweetened type — seltzer or just plain water.

<https://www.nature.com/articles/s41591-024-03345-4>

Further to what we should be hydrating with, it seems that there is an association between tea consumption and life expectancy — at least in adults in the United States. Tea is the second most consumed beverage in the world, after water. It has a concentration of flavonoids and antioxidants. Though the study results remain inconclusive, data was compiled from the National Health and Nutrition Examination Survey, conducted over a period of 17 years of adults over the age of 20. They excluded herbal teas and combined those who did not report the type of tea consumed with the small sample of green tea drinkers. For the most part, the study focussed on black tea drinkers. There was a positive association between the 3 to 5 cup a day drinkers and life expectancy, with the need for further investigation pending. The report is quick to point out that the addition of sugar to the beverage is potentially an added health risk.

<https://nutrition.biomedcentral.com/articles/10.1186/s12937-024-01054-9>

www. Wild, Wacky, Wonderful

documentaryheaven.com

Who doesn't love a good documentary — and the choices abound! This site has thousands of free, thought provoking documentaries to choose from in a wide range of categories. You can browse the collection, or check out their category list or see what the top 100 featured docs are for the week including a Health category which features one about obesity, one about what you eat and one all about organic food, plus much more.

cheatography.com

What a wild site this is. It offers over 6,000 cheat sheets, revision aids and quick references — all for free! They have a specific section called Home and Health Cheat Sheets. When you dive in, there is one specific to food. There is a sheet all about Gluten Free. There is a 3 page sheet on Ways to Use Chickpeas. Of course there is one on Food Safety; Weights and Measures; and Kitchen Reminders which highlights everything from oven temperature conversions to the number of minutes to boil an egg. It is clearly a British site but much of the information is universally applicable.

thistothat.com

Who doesn't need this website? Say you want to attach x to y — vinyl to wood or glass to metal — this is the site for you. In seconds it will recommend a brand name and alternatives. It also gives you tips and ideas specific to the combination you plan to adhere. It is kind of a fun and wacky site to know about and to keep a “handy” list.

*CANNP takes no responsibility for any outcomes that present from using any of the information on this page and encourages all readers to investigate further to ensure their best experience.

Confidence: Where It Comes From and How Can I Get It?

In Challenge and Accountability, one of the most common approaches we notice is that attendees want all their P's and Q's lined up and all the i's dotted and t's crossed before they begin the business of nutrition. Why? Why do you want to be totally, completely prepared? Can you be?

The most common reason for over preparedness is lack of self-esteem or confidence. Many do not feel as though they are truly ready or that they have something of value to offer.

Well — these people are just plain wrong.

As you may know from previous newsletters, Mel Robbins is one of our most favourite contributors, who has given us permission to share her insights, and in the realm of confidence, she is right on.

Mel says that people who say they don't feel confident are lacking a fundamental understanding. According to her, confidence is simply not a feeling. Confidence is a skill that can be learned and built. That is amazing news for us — we can build confidence despite what we feel!

Confidence, according to Robbins, lies in action and the willingness to try. By trying, being good or bad at something, you are presented with an opportunity to learn. It follows then, that without trying, you will never become confident. With every success or failure, you learn, grow, experience less resistance and gain just a little bit more confidence.

From the research that Robbins has done she knows that everyone starts at 0. You are not born with confidence; you build it.

Think about a baby learning to crawl or to walk. They aren't born with the ability. They attempt, they fall. They try again and fall. Each time they fail, they learn a little bit more about balance and try again and in short order, they are tooling around the house that they were born to move. It is the willingness to show up again and again and to try over and over that counts.

About imposter syndrome, you know that feeling of never having done this before or feeling as though you are attempting to be someone you have no right or ability to be, Robbins says to embrace imposter syndrome. It is the proof that you are stepping out of the known and trying

something new. That uncomfortable feeling is what you need to know what is possible for you to achieve. Instead of thinking of it as doing something that you are not competent at, think of it as a way to build confidence.

Mel identifies 3 confidence related myths:

Myth 1: Confident people are the ones that are the loudest in the room; the ones that take up a lot of space. In truth, the most confident among us are often the most quiet, with nothing to prove.

Myth 2: Confidence is built when you have wins. Nope — Mel says confidence is built when things are tough; when you feel like an imposter; when you are starting at 0. It is the leaning into curiosity and trying.

Myth 3: People believe in losing confidence. Mel says confidence can't be lost; these folks have just stopped trying.

Emily Jaenson in her Ted Talk about confidence, identifies 6 behaviours which increase confidence.

1. Count yourself in. Much like Mel's 5 second rule, she recommends counting, then starting and once you start, use the momentum to keep going.
2. 20 Seconds. Convince yourself that

you really only have to be brave for 20 seconds. That's a start to build upon.

3. Take a seat at the table, and she means that literally. Don't let everyone else sit and then you take the leftover seat.

4. Cheer for the success of others. At CANNP we encourage this because it is better to celebrate together. There is plenty of work to go around so let's support and learn from one another.

5. Build on what you have already done and achieved. If you have had success with friends and family, then ask them to recommend you to their friends and on it goes.

6. Celebrate your wins. Jaenson says to celebrate constantly and in a meaningful way. She takes celebration seriously in that you should not diminish what you have been able to accomplish.

Like him or not, Steve Jobs was very successful and he said, "You've gotta be willing to fail, you gotta be ready to crash and burn, with people on the phone, with starting a company, with whatever. If you're afraid of failing, you won't get very far."

Be vulnerable and lean into the discomfort or the fear and do it anyway. Step out of your comfort zone and make good things happen.

Mel's 5 Confidence Building Tools

1. Take action. She encourages you to implement the 5 Second Rule, which we have highlighted before. Count to 5 then take action, tapping into courage. Courage comes first she says, then confidence is allowed to build.
2. Be the person you want to become. Doing this helps you to let go of self-doubt. Tap into your alter-ego. When at your job, dress for the job you are seeking, not the one that you have.
3. Prepare and practice. By practicing with family or friends, it allows your mind to relax and because you are trying, confidence gets a boost.
4. Reframe your mindset. If you wonder why you should even try because you know you are just going to fail, then you need to reframe. Think that everything you do is preparing you for something even if you are not sure what that something is at the moment. You would not be who you are without all the trials, successes and failures of your past.
5. Focus on you. No one can give you a pep talk like you can or be as motivating. Picture yourself as a success, perhaps taking that "superperson" pose. Talk to yourself and encourage you to keep on trying and practicing and that you are getting a little bit better. With time, you will feel the competence and the confidence will follow.

Check out the Mel Robbins Podcasts on confidence and her book, "The 5 Second Rule." Her new book is called "Let Them."

Book Review

Intuitive Eating by Evelyn Tribole *A contribution by Melanie Friesen*

I have been interested in learning more about intuitive eating habits and found Sarah Remmer's discussion about this in her online course very helpful when it came to how we can help children grow up with a positive relationship with food and their bodies.

Evelyn's book is an anti-diet book with the basic goal being to make peace with food without the many influences we all face in society, parents who raised us, peers, healthcare professionals and magazines. It discusses how diets not only do not work but can also do harm to your body and metabolism. She gives plenty of examples and presents 10 principles to the process of eating intuitively. The book details how chronic dieting and restrictive

eating behaviours have interfered with internal hunger cues and signals and make it difficult to know how to follow them. She explains how to work towards food neutrality, making no food good or bad, but just foods that we eat.

While there are some really good principles of intuitive eating explored in the book, it may be limiting for some populations and is likely not taking into consideration those who may live with financial constraints, additional medical issues or those living with food insecurity challenges. People who may be limited with time and money and live with health risks are not the audience for this book.

Know Your Stuff — Just for Fun

Red and Green Peppers

No matter what the colour, all peppers are part of the nightshade family. Green peppers are picked before they are fully ripened making them slightly bitter and less expensive than their counterpart. If left longer on the vine, they will first turn yellow then red. The mature red peppers contain more beta-carotene and vitamin C than the green variety — some reports claim 11 times the beta-carotene and half times more vitamin C.

Yam and Sweet Potato

Sweet potatoes are often called yams in error. Sweet potatoes taper to a point and come in a wide variety of skin and flesh colours. Yams come from a tropical vine and are not remotely related to sweet potatoes. Yams have a brown or black skin which looks a little like the bark of a tree. The flesh can appear to be off white, purple or reddish. When compared nutritionally to sweet potatoes, they have more sugar content and are starchier. Confusion abounds in that the US Department of Agriculture requires both "yam" and "sweet potato" to be on the label.

Black or Green Avocado

Packed with good fats, this fruit is a wonderful tool for nutritionists. In addition to essential fatty acids, they contain high levels of vitamin A, calcium, potassium, and B vitamins. The green variety commonly comes from Florida and has a smooth skin as compared to the Californian Hass variety which has a darker and rough appearance. Green avocados are larger, juicier and have less fat content. The Hass black variety is not as perishable when fully ripe but along with the higher fat content comes a slightly higher caloric count. Both have nutritional benefits and in that respect are not much different. Which you buy however, may be more the choice of your local merchant than you.

Rutabaga and Turnip

Another example in which the name gets interchanged regularly. The differences in this instance are easier to identify. A turnip is much smaller than a rutabaga and has white flesh with a purplish exterior. The rutabagas has pale yellow skin and yellow flesh. It originated from a hybridization of a cabbage and a turnip. They have a bit of a rougher texture, are starchier and in some opinions, are sweeter than turnips. Both are low in calories and good sources of the same nutrients, including calcium and vitamin C.

Grape or Cherry

Tomatoes that is. Once thought as exotic, the grape tomato is all the rage with its unique shape and convenient one-bite size. The cherry tomato is rounder, thinner skinned with a higher water content making it more challenging for shipping. The thicker skinned grape is considered to have a longer shelf life with a higher sugar content making its flavour more intense. The grape tomato is said to lack that embarrassing "squirt" factor making it the ideal snack food.

Curly or Flat Leaf

Any way you cut it, parsley is popular herb. The curly variety has a mild taste and is most popular as a garnish. The more aromatic flat leaf parsley is the one chosen to add to dishes for its ability to season a dish, best added near the end of cooking.