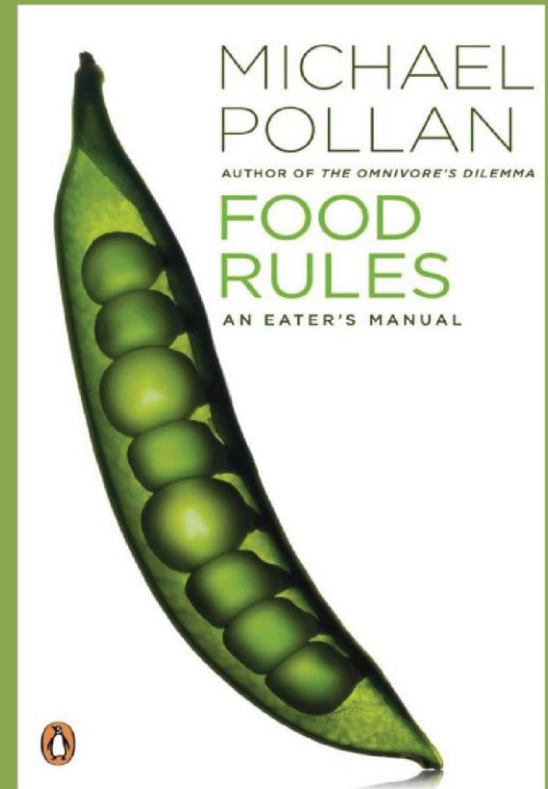
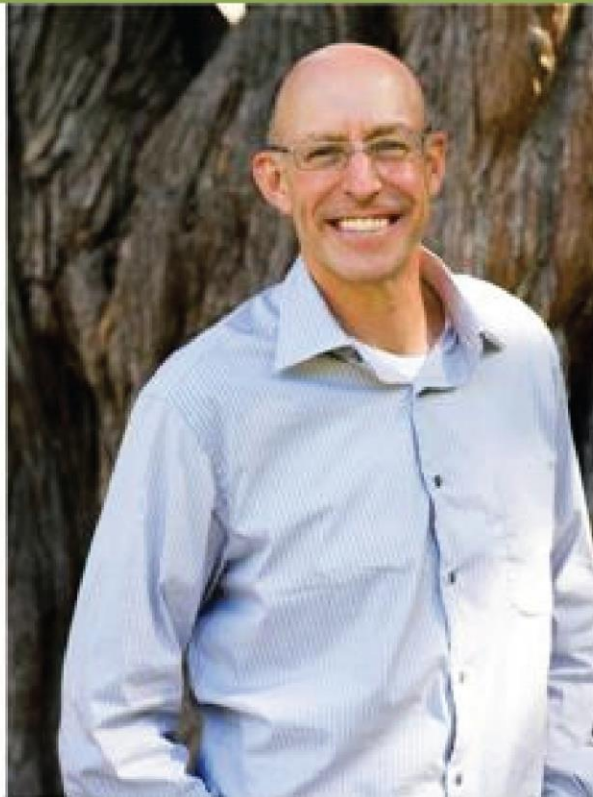
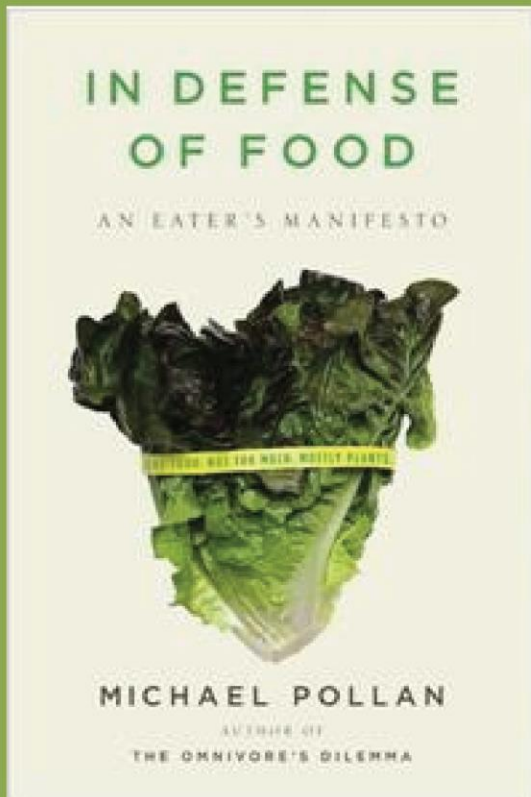


# FOOD RULES

AN EATER'S MANUAL

BY:  
MICHAEL POLLAN



1

**EAT FOOD.**



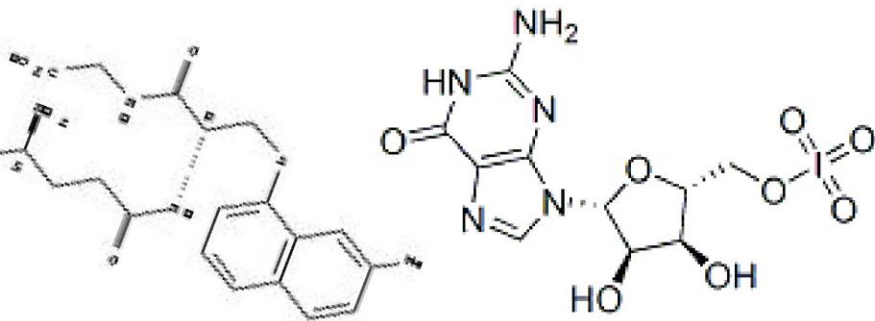
2

**DON'T EAT ANYTHING  
YOUR GREAT-GRANDMA  
WOULDN'T RECOGNIZE  
AS FOOD.**



3

**AVOID FOOD PRODUCTS  
CONTAINING INGREDIENTS  
THAT NO ORDINARY HUMAN  
WOULD KEEP IN THE PANTRY.**





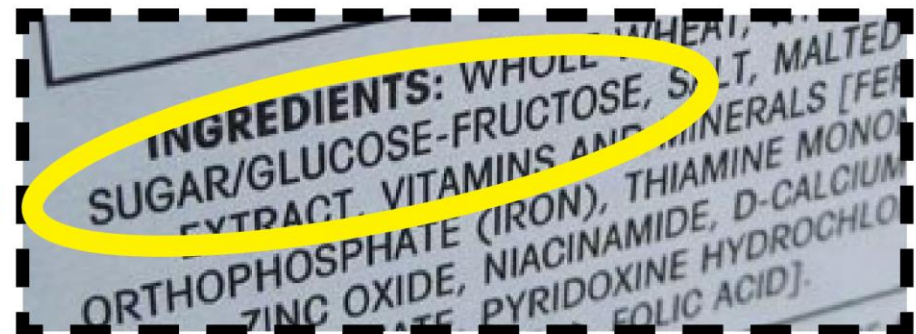
4

**AVOID FOOD PRODUCTS  
THAT CONTAIN HIGH-  
FRUCTOSE CORN SYRUP.**



5

**AVOID FOODS THAT HAVE SOME FORM OF SUGAR (OR SWEET-ENER) LISTED AMONG THE TOP THREE INGREDIENTS.**



6

# AVOID FOOD PRODUCTS THAT CONTAIN MORE THAN FIVE INGREDIENTS.

NO

INGREDIENTS: WATER, CHICKEN STOCK, ENRICHED PASTA (SEMOLIN, EGG WHITE SOLIDS, NIACIN, IRON, THIAMINE {VITAMIN B1}, RIBOFLAVIN {VITAMIN B2} AND FOLIC ACID {VITAMIN B9}), CHICKEN, CONTAINS LESS THAN 2% OF: GRANULAR, PARMESAN AND ROMANO PASTE (PASTEURIZED, CULTURES, SALT, ENZYMES), WATER, SALT, LACTIC ACID, AND DISODIUM PHOSPHATE), BUTTER (PASTEURIZED SOLIDS FROM MILK) AND SALT), MODIFIED CORN STARCH, SUGAR, DATEM, RICE STARCH, GARLIC, SKIM MILK, CHEESE FLAVOR (PARTIALLY HYDROGENATED SOY LECITHIN AND SMOKE FLAVORING), MUSTARD FLOUR, ISOLATED SOY PROTEIN AND SODIUM PHOSPHATE.

**INGREDIENTS:** Water, Sugar, Milk Part Skim, Whey Protein Concentrate, Maltodextrin, Whey, Sodium Phosphate, Contains less than 22% of Milk Fat, Lactic Acid, Soybean(s) Oil Partially Hydrogenated, Salt, Sodium Alginate, Worcestershire Sauce (Vinegar, Water, Molasses, Corn Syrup, Salt, Caramel Color, Garlic Dried, Sugar, Spice(s), Fish Anchovies, Tamarind, Flavor(s) Natural), Spice(s), Sorbic Acid As Preservatives, Milk Protein Concentrate, Oleoresin Paprika, Annatto Color, Vitamin A Palmitate, Enzyme(s), Cheese Culture

**INGREDIENTS:** Ketchup ((tomato puree), high fructose corn syrup, vinegar, spices), mustard (vinegar and water, mustard seed, mustard bran, sale turmeric, and FD&C yellow #5), margarine (**partially hydrogenated and liquid soybean oil**, water, butter (cream)), dry-milk solids ((potassium sorbate and sodium benzoate (as preservatives), soy lecithin, citric acid, artificial flavor, vitamin A, Beta Carotene (color))), water, sugar, vinegar, Worcestershire sauce (water, corn syrup, molasses, salt vinegar, caramel color, hydrolyzed soy protein), flour ((niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), natural flavor, guar gum, and sodium benzoate)), seasonings, liquid smoke, and lemon.

**Ingredients:** SUGAR, ENRICHED FLOUR (FLOUR, NIACIN, REDUCED IRON, MONONITRATE {VITAMIN B1}, RIBOFLAVIN {VITAMIN B2}, FOLIC ACID), HIGH OLEIC OIL AND/OR PALM OIL AND/OR CANOLA OIL AND/OR SOYBEAN OIL, COCOA (PASTEURIZED WITH ALKALI), HIGH FRUCTOSE CORN SYRUP, CORNSTARCH, LEAVENING (BAKING SODA AND/OR CALCIUM PHOSPHATE), SALT, VANILLIN (EMULSIFIER), VANILLIN - AN ARTIFICIAL FLAVOR, CHOCOLATE. CONTAINS: W

YES

INGREDIENTS: SKIM MILK, CREAM, SUGAR, EGG YOLKS, VANILLA EXTRACT, BEAN FLAKES, VANILLA EXTRACT).

**Ingredients:** Pure Filtered Water, Organic Sugar, Organic Lemon Juice From Concentrate, Organic Lemon Juice, Organic Lemon Oil.

**Ingredients:** Organic Tomato Puree (Water, Organic Tomato Paste, Citric Acid), Organic Tomatoes, Organic Soybean Oil, Organic Sugar, Sea Salt, Organic Onion\*, Organic

7

**AVOID FOOD PRODUCTS CONTAINING  
INGREDIENTS THAT A THIRD-GRADER  
CANNOT PRONOUNCE.**

phenalalanine...

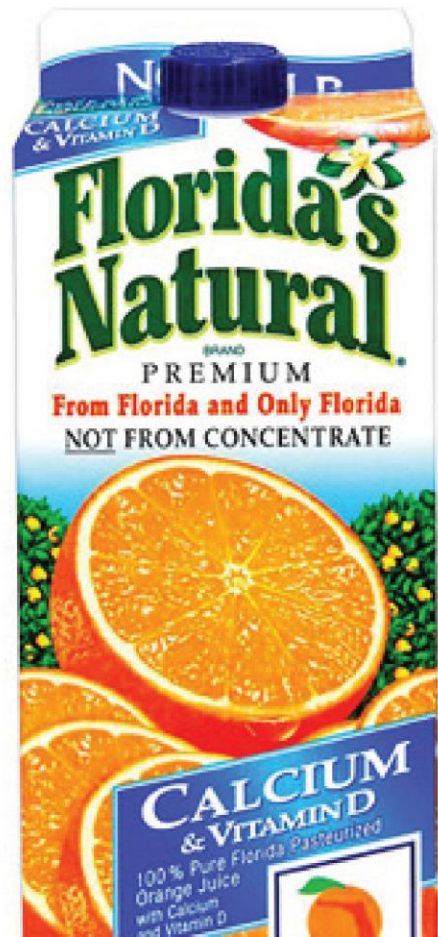
 phenalawhat?



8

# AVOID FOOD PRODUCTS THAT MAKE HEALTH CLAIMS.

THEY ARE PROBABLY PROCESSED AND PACKAGED...  
ALWAYS GO FOR FRESH PRODUCE!



9

**AVOID FOOD PRODUCTS WITH THE WORD "LITE" OR THE TERMS "LOW-FAT" OR NONFAT IN THEIR NAMES.**



**EAT  
THE REAL THING  
IN MODERATION**



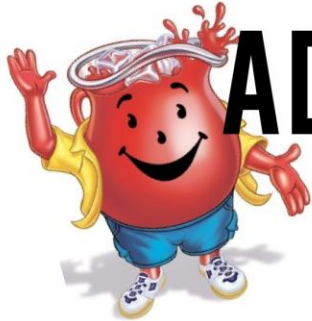
10

**AVOID FOODS THAT ARE PRETENDING  
TO BE SOMETHING THEY'RE NOT.**



11

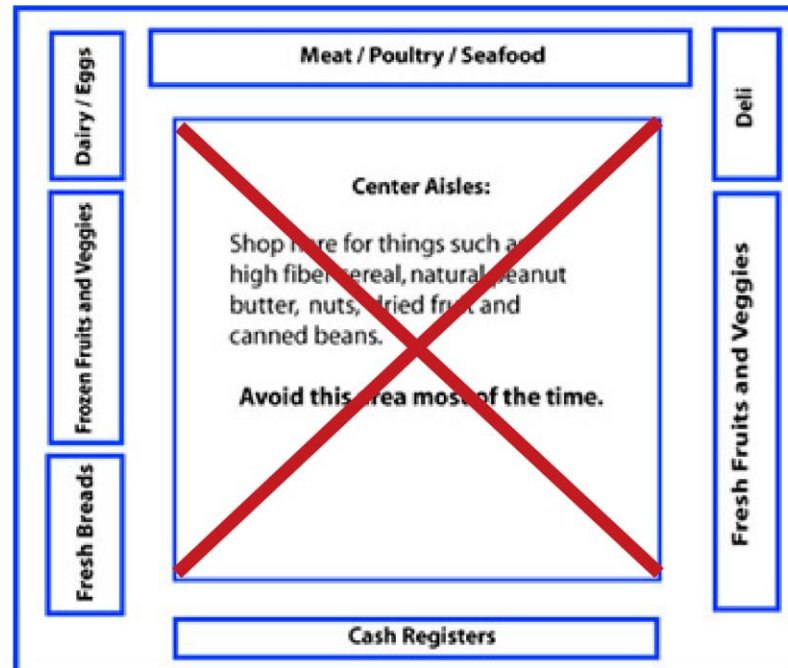
**AVOID FOODS THAT YOU SEE  
ADVERTISED ON TELEVISION.**





12

# SHOP AT THE PERIPHERIES OF A SUPERMARKET AND STAY OUT OF THE MIDDLE.



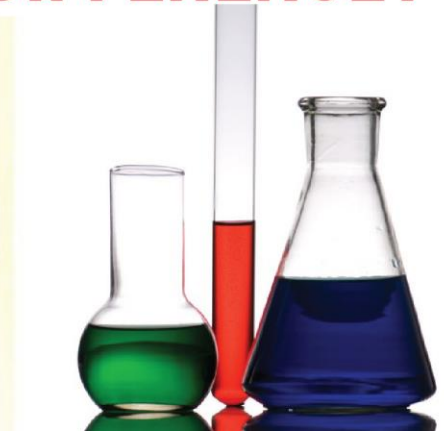
**EAT FOODS THAT  
EVENTUALLY  
WILL ROT.**



14

**EAT FOODS MADE FROM  
INGREDIENTS THAT YOU  
CAN PICTURE IN THEIR RAW  
STATE OR GROWING IN NATURE.**

**...SEE THE DIFFERENCE?**





15

**GET OUT OF THE SUPERMARKET  
WHENEVER YOU CAN.**





16

# BUY YOUR SNACKS AT A FARMERS MARKET.



17

**EAT ONLY FOODS THAT HAVE  
BEEN COOKED BY HUMANS.**





18

**DON'T INGEST FOOD WHERE  
EVERYONE IS REQUIRED TO WEAR  
A SURGICAL CAP.**



19



IF IT CAME FROM  
A PLANT, EAT IT; IF  
IT WAS MADE IN A  
PLANT DON'T EAT IT.



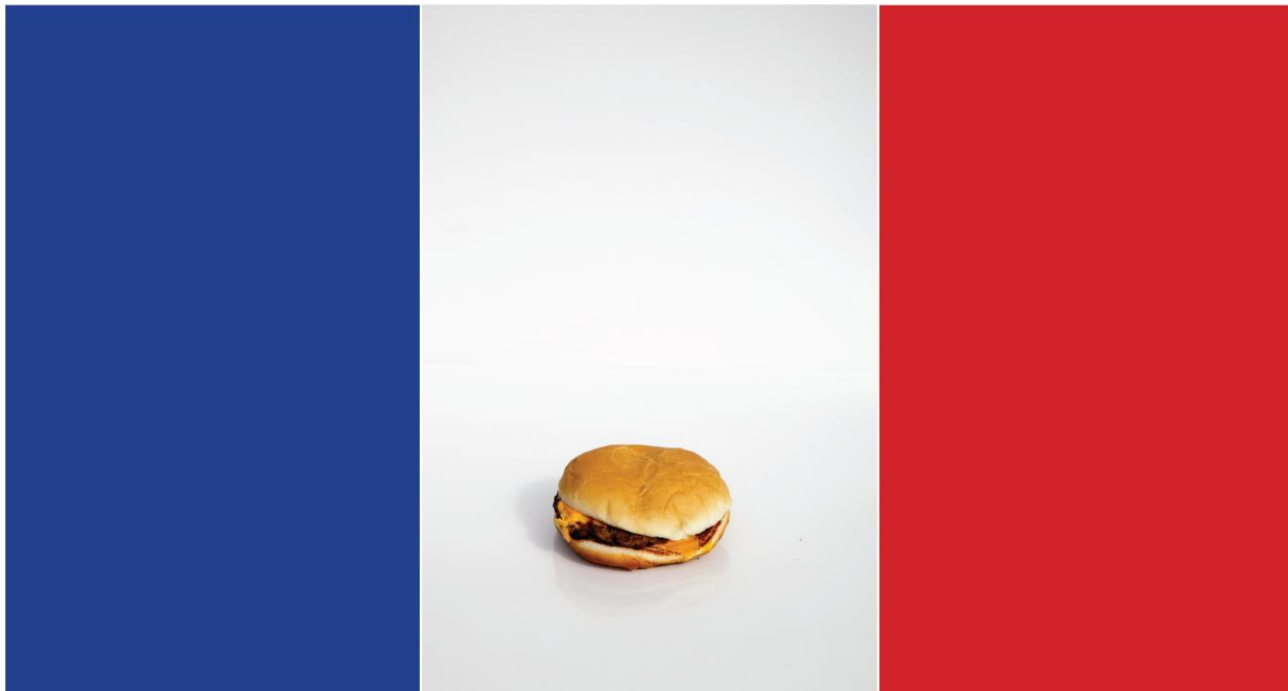
20

**IT'S NOT FOOD  
IF IT ARRIVED  
THROUGH THE  
WINDOW OF  
YOUR CAR.**



21

**IT'S NOT FOOD IF IT'S CALLED THE  
SAME THING IN EVERY  
LANGUAGE...BIG MAC, CHEETOS, PRINGLES...**



22

**EAT MOSTLY PLANTS,  
ESPECIALLY LEAVES.**

A close-up photograph of green leaves with prominent red veins. The leaves are slightly wrinkled and have some small brown spots. A solid red vertical stripe runs down the right side of the image, partially overlapping the leaves.



**TREAT MEAT AS  
A FLAVORING  
OR SPECIAL  
OCCASION  
FOOD.**



24

**EATING WHAT STANDS ON ONE  
LEG ...[MUSHROOMS, PLANT FOODS]**



**IS BETTER THAN EATING WHAT  
STANDSON TWO LEGS ...[FOWL]**



**WHICH IS BETTER THAN EAT-  
ING WHAT STANDS ON FOUR LEGS  
...[COWS, PIGS, AND OTHER MAMMALS]**



25

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26

**DRINK THE SPINACH  
WATER... ADD IT TO  
SOUPS OR SAUCES.**

A close-up photograph of a white bowl filled with fresh, vibrant green spinach leaves. The leaves are slightly wet, with some water droplets visible on their surfaces. The background is dark and out of focus, showing what appears to be a kitchen counter and a sink.

28

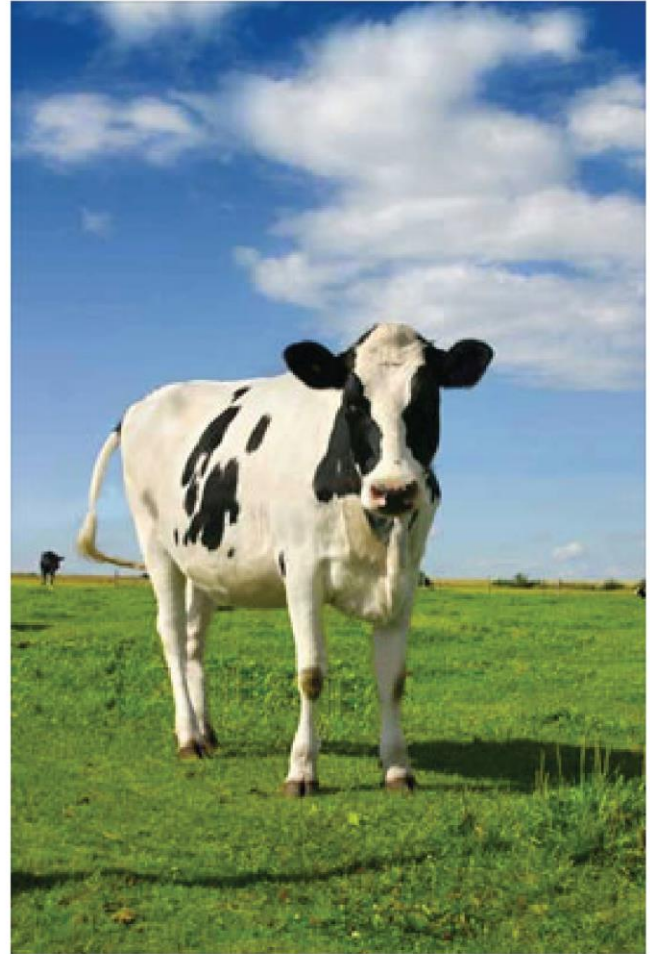
# IF YOU HAVE THE SPACE, BUY A FREEZER.

- ★ BUY IN BULK AT THE HEIGHT OF A SEASON
- ★ IF YOU FIND A GOOD SOURCE OF PASTURED MEAT BUY IT IN QUANTITY
- ★ FREEZING DOES NOT DIMINISH NUTRITIONAL VALUE OF PRODUCE



27

**EAT ANIMALS THAT  
HAVE THEMSELVES  
EATEN WELL.**





29

A collage of various food items including smoothies, appetizers, soups, and desserts, with the text "EAT LIKE AN OMNIVORE." overlaid in the center. The collage features a variety of dishes such as a smoothie, a small appetizer with a blackberry, a bowl of soup, a skewer of food, a plate of food with a sausage, a glass of green smoothie, a piece of meat, a bowl of fruit, a bowl of soup, a piece of chocolate cake, a bowl of soup, a bowl of food with a green garnish, and a bowl of food with a green garnish.

30





31

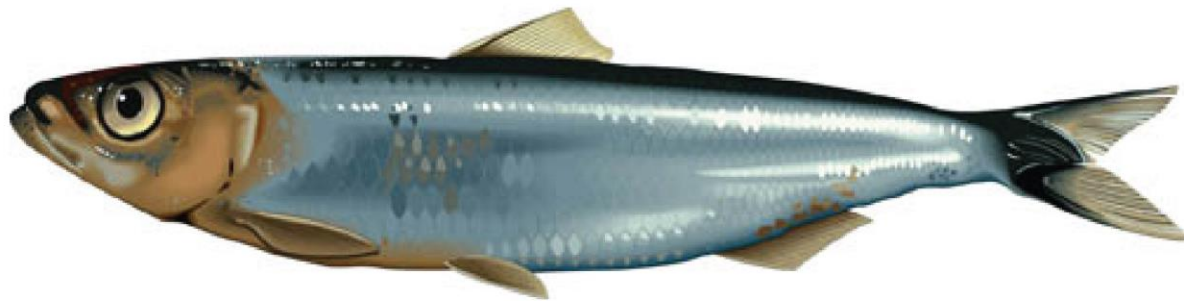
**EAT WILD FOODS WHEN YOU CAN.**





32

**DON'T OVERLOOK THE OILY LITTLE FISHES.**



# EAT SOME FOODS THAT HAVE BEEN PREDIGESTED BY BACTERIA OR FUNGI.

## YOGURT



## SAUERKRAUT



## SOY SAUCE



**SWEETEN AND SALT YOUR FOOD  
YOURSELF.**





35

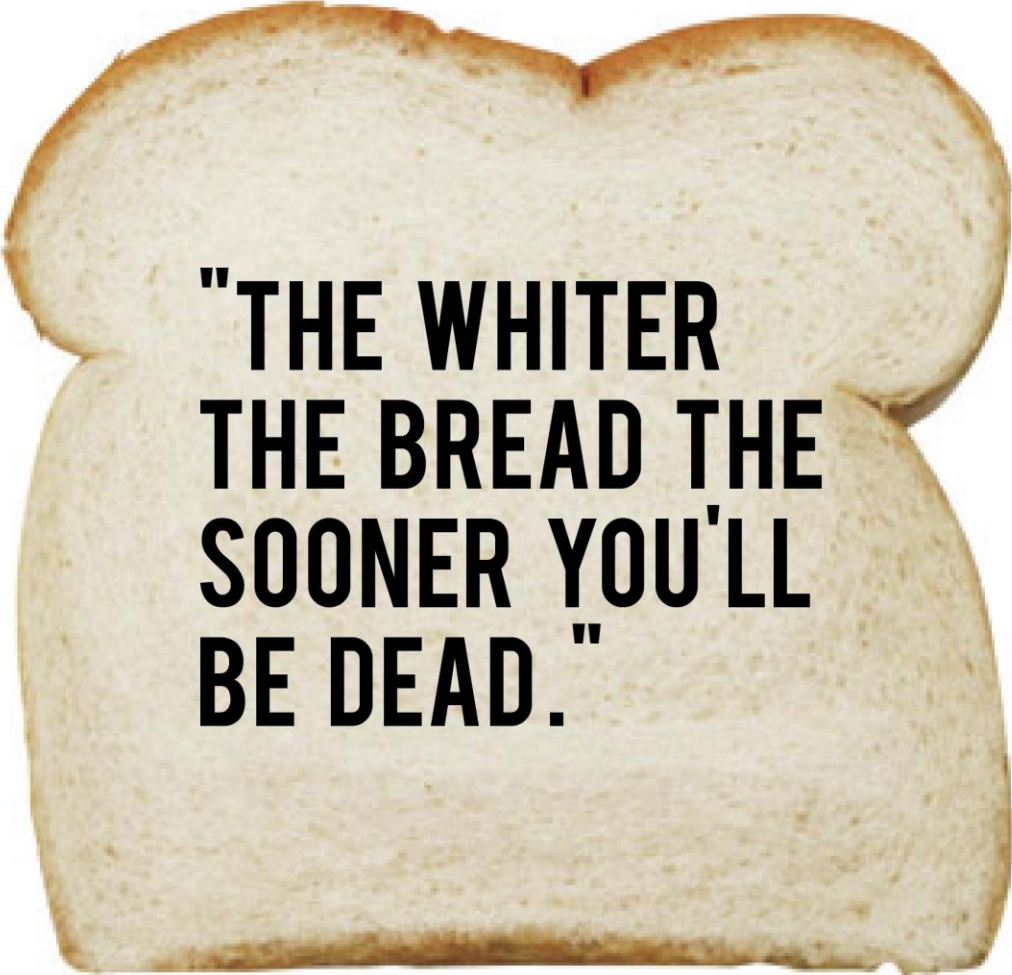
**EAT SWEET  
FOODS AS YOU  
FIND THEM IN  
NATURE.**



**DON'T EAT  
BREAKFAST  
CEREALS THAT  
CHANGE THE  
COLOR OF THE  
MILK.**



37



**"THE WHITER  
THE BREAD THE  
SOONER YOU'LL  
BE DEAD."**



**FAVOR THE KINDS OF OILS AND  
GRAINS THAT HAVE BEEN  
TRADITIONALLY  
STONE-GROUND.**



39

**EAT ALL THE  
JUNK FOOD  
YOU WANT  
AS LONG AS  
YOU COOK IT  
YOURSELF.**



40

**BE THE KIND OF PERSON WHO  
TAKES SUPPLEMENTS—  
THEN SKIPS THE SUPPLEMENTS.**



=





41

**EAT MORE LIKE THE FRENCH,  
OR THE JAPANESE. OR THE  
ITALIANS. OR THE GREEKS.**



42

**REGARD NONTRADITIONAL  
FOODS WITH SKEPTICISM.**



43



**HAVE A  
GLASS OF  
WINE WITH  
DINNER.**

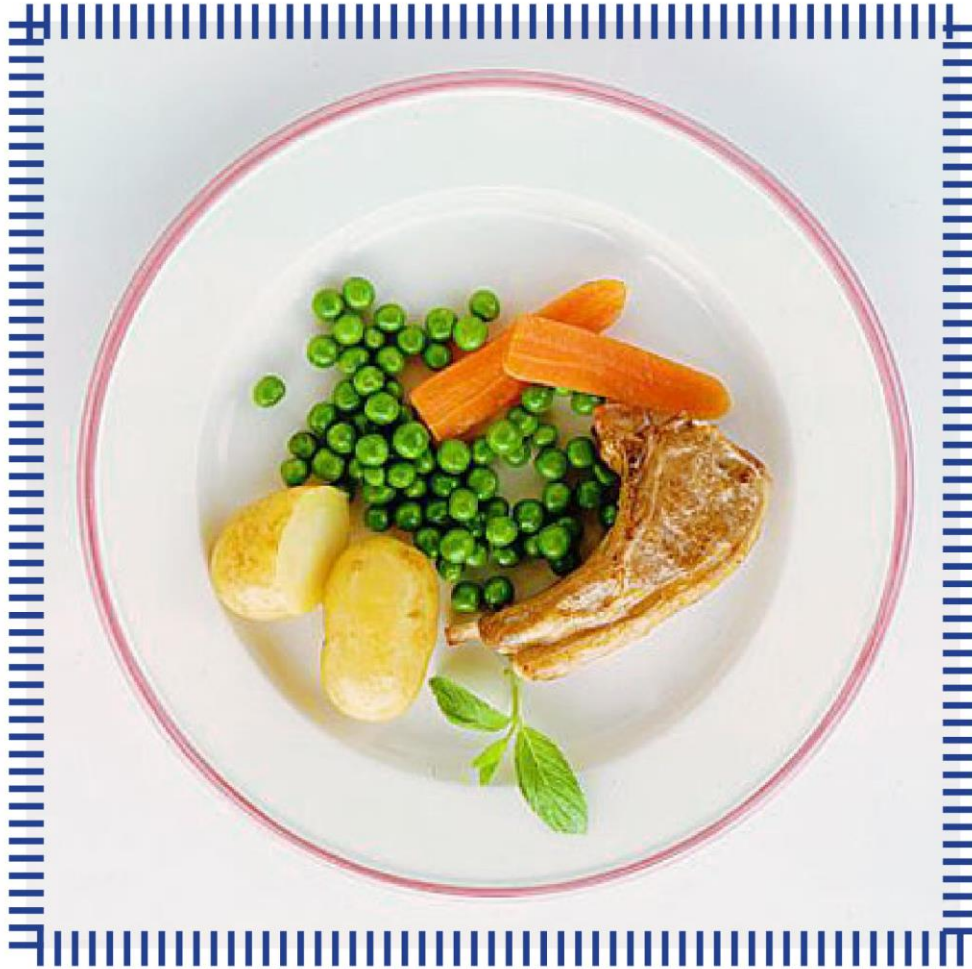


44



**PAY MORE,  
EAT LESS.**

45



...EAT LESS.

46



**STOP EATING  
BEFORE  
YOU'RE FULL.**

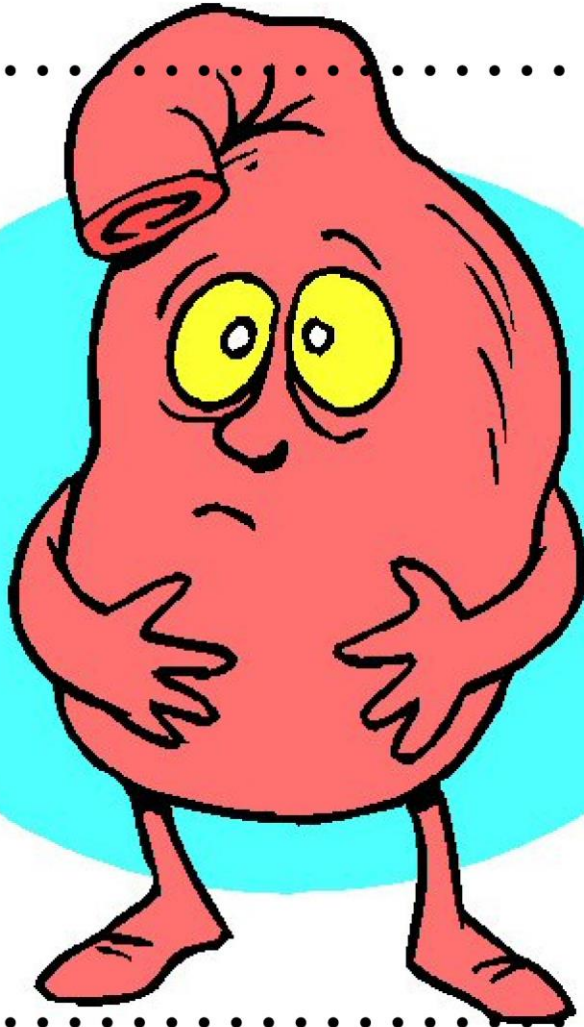


47

EAT WHEN  
YOU'RE  
HUNGRY,  
NOT WHEN  
YOU'RE  
BORED.



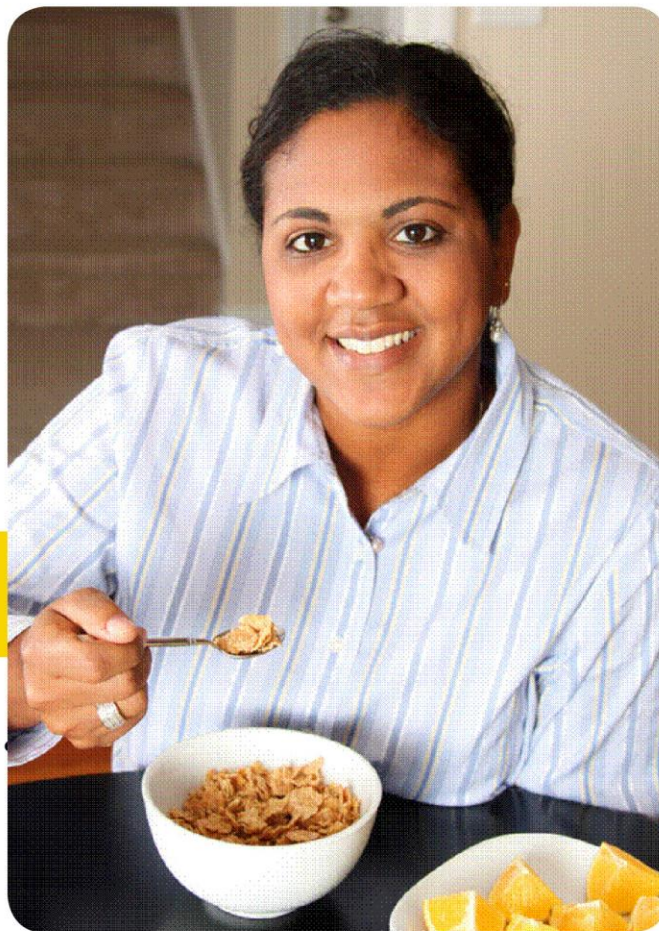
48



**CONSULT  
YOUR GUT.**

49

EAT  
SLOWLY.





50

# THE BANQUET IS IN THE FIRST BITE.



51

**SPEND AS  
MUCH TIME  
ENJOYING  
A MEAL AS  
IT TOOK TO  
PREPARE IT.**



52



**BUY SMALLER  
PLATES AND  
GLASSES.**



53

**SERVE A PROPER PORTION AND  
DON'T GO BACK FOR SECONDS.**

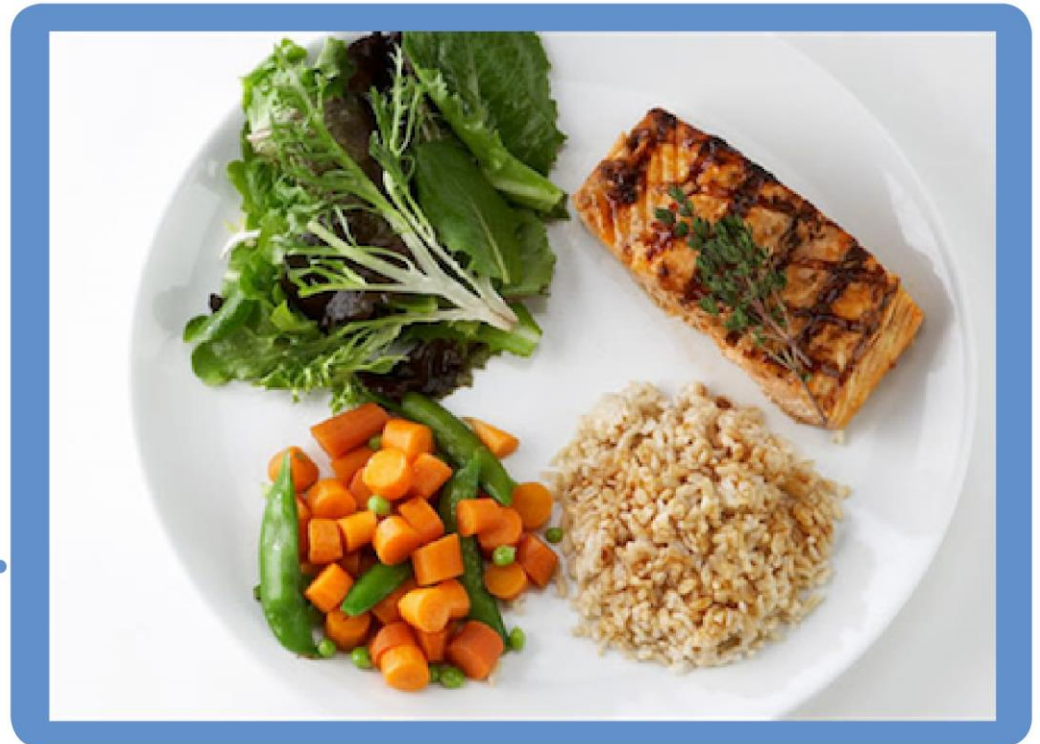
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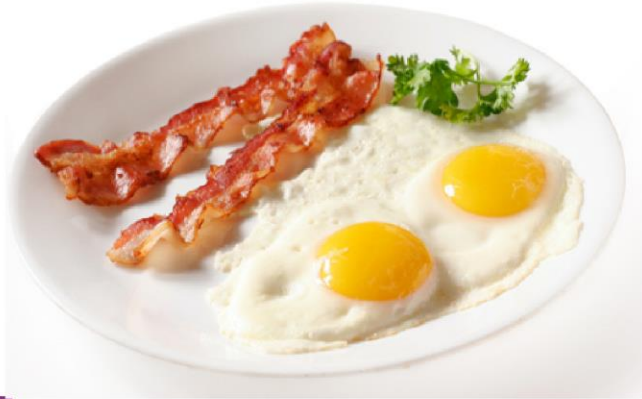
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54



**"BREAKFAST  
LIKE A KING."**



**"LUNCH LIKE A  
PRINCE."**



**"DINNER LIKE A  
PAUPER."**



55

EAT MEALS.





56

**LIMIT YOUR  
SNACKS TO  
UNPROCESSED  
PLANT FOODS.**



57

**DON'T GET YOUR FUEL FROM THE  
SAME PLACE YOUR CAR DOES.**



58

**DO ALL YOUR EATING AT A TABLE.**





59



**TRY NOT TO  
EAT ALONE.**

60



TREAT  
TREATS AS  
TREATS





61





**COOK!**



**PLANT A VEGETABLE  
GARDEN IF YOU HAVE THE  
SPACE. USE A WINDOW BOX  
IF YOU DON'T.**





64

**BREAK THE RULES ONCE IN  
A WHILE.**

