



STAPH Meal: Society To Always Procure Healthfully Newsletter

OFFICIAL NEWSLETTER OF DR. MIKE: AMERICA'S CULINARY INTERVENTIONALIST

IN THIS ISSUE: SODA TAX

Philadelphia's Snack A Tax



Mark Bittman is a smart fellow.

You only need to read the bio on

markbittman.com

to find yourself drawn into agreeing with his inevitable conclusion.

Mark Bittman is also a very successful fellow; multiple best sellers, television shows and appearances, lectures, and op-eds makes him more money in week than I will in my lifetime. By any measure of fame, fortune or both; he is a very, very successful fellow.

His current information states that while he still continues to write op-eds for his previous employer, The New York Times; he is now a fellow at the Union of Concerned Scientists. This organization is a nonprofit science advocacy group. Now while he may be a fellow there-non

science types may be members- this does not make him a scientist. He is a journalist with no formal post graduate degree training. He writes profitable opinions people seem to like; see smart and successful aforementioned references for details.

But the fact that he has not spent his life, blinded by Science as it were; this makes a difference.

Bittman correctly notes in his recent New York Times op-ed piece (as a journalist he is excellent at reporting facts and information) that the impetus for Philadelphia's recent sugar tax began, "18 months ago, when a penny-per-ounce excise tax on soda and its relatives (heavily sweetened tea, sugar-added juices and so-called energy drinks) was approved by a 3-to-1 margin by voters in Berkeley, Calif."

Bittman again correctly observes (another thing journalists do very well) that, "Conventional wisdom (and the soda industry) immediately labeled Berkeley a wacky anomaly. But in fact that East Bay university town is a harbinger: It was the first, or among the first, to voluntarily and intentionally

desegregate schools, make sidewalks wheelchair accessible, establish a municipal recycling program and limit fast-food packaging and indoor smoking. Each of these was radical in its time, and all are now common — as I believe soda taxes will be five years from now."

But let us now analyze based on the methodology, explore the hypothesis and derive data accrued conclusions- something journalists are not trained to do.

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Don't miss this week's Culinary CPR with Dr. Mike & Chef Luca! Recipes on page 4!

IT'S A CODE DELICIOUS!



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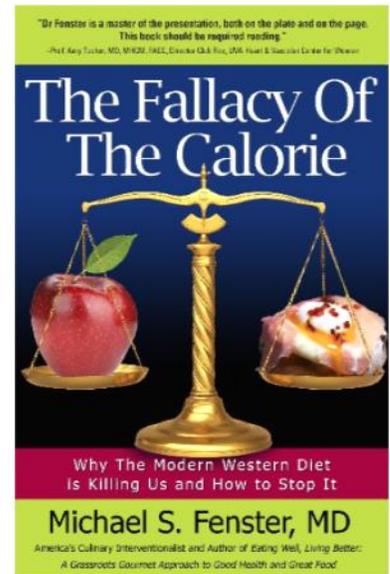
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Call in during Code Delicious with Dr. Mike every Wednesday 2 to 3 pm Eastern with questions or comments. Better yet, Tweet us @WCWD!



The Fallacy of The Calorie

If you don't have a copy of Dr. Mike's latest book, the critically acclaimed *The Fallacy of The Calorie: Why The Modern Western Diet is Killing Us and How to Stop It*, click on this link to head over to Amazon.com and get it! [The Fallacy order link](#)

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HEALTHY BYTES BY THE NUMBERS

> 30%

The percentage in anti-inflammatory, healthful omega-3 polyunsaturated fatty acids when comparing organically raised poultry to conventional

0%

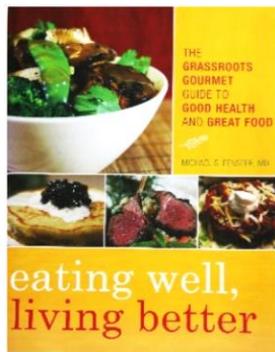
The percentage of GMO feed allowed in the production of organic poultry

PSYCHOLOGY TODAY

Read all of Dr. Mike's monthly columns in Psychology Today; just follow the link below

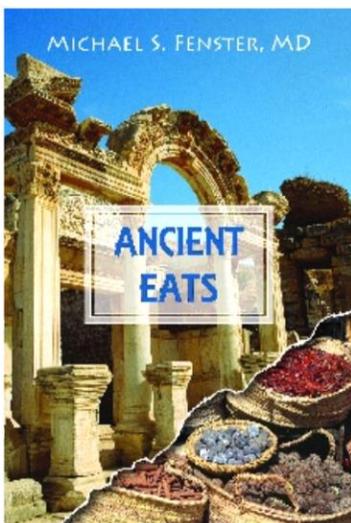
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Ancient Eats

Be the first to know the most! Pre-order Dr. Mike's latest book due Fall 2016, *Ancient Eats Volume I: The Ancient Greeks & The Vikings*, on Amazon.com here: [AE Amazon Link](#) and get special pre-order discount pricing!

Once again Bittman correctly reports that this "ax is being pitched as one that will pay for services for the city's needy, and especially children — community schools, universal prekindergarten (which has overwhelming support), parks, recreation centers, libraries — rather than as one that will discourage people from consuming a damaging product. The health effects, of course, are equally beneficial, but Mayor Kenney and his allies maintain that there is simply no better way to raise this much-needed funding (an estimated \$95 million annually) than to tax sugar-sweetened beverages.

'We are going to a source where there is substantial profit,' Mayor Kenney said ... in a phone interview last week, 'and one that has the ability to take that hit and not skip a beat. They sell more of their product in poor communities than elsewhere, and for generations none of that profit was passed on to those communities. There is no downside to this other than that the three major soda companies may make a little less money.'



Sourcing your poultry makes a huge difference in flavor and function!

Unlike the fat tax enacted by Denmark some years ago under the pretense of promoting a healthier populace; this levy makes no such claim. In other words, the Philadelphia soda and sugary beverage tax is not being enacted for reasons having to do with individual or societal health or well-being. This, by definition, makes it a sin tax.

As I have previously written, "In the United States, the generally recognized sin taxes are applied to tobacco, gambling, and alcohol. The purposes of sin taxes are generally twofold: to raise revenues and to decrease the utilization of a particular product or activity." This perfectly describes the Philadelphia tax on sugary drinks.

And on the surface, arguing against a tax on added sugar is like being in favor of clubbing baby harp seals. Bittman concludes that "The logic of taxing sugar-sweetened beverages has been clear for a decade; every delay in doing so means dooming another percentage of our children to the increased threat of diabetes and other diseases." And while I actually agree with him on this point -I did say he was a smart fellow- the precedent upon which it is based is a logic of false comfort.

(Follow the link to [Psychology Today](#) to read the complete article)

Culinary CPR!

Chicken Capricciosa

By Chef Luca Paris

Ingredients:

- For the Garnish:
 - 2 Cups arugula
 - 1 Cup ripe tomatoes, diced
 - ½ Red onion, diced
 - 3 Tbs. Extra-virgin olive oil
 - Salt & freshly ground black pepper
- For the Chicken:
 - 4 Skinless, boneless chicken breasts
 - ½ Cup Parmesan
 - 1 Cup unseasoned breadcrumbs
 - Grated rind from 1 lemon
 - 2 Eggs, lightly beaten
 - Salt & freshly ground black pepper
 - 2 Tbs. Olive oil
 - 3 Tbs. Unsalted butter
 - 4 Tbs. Flat-leaf Italian parsley, finely chopped
 - Juice of 1 lemon

Directions:

For the Garnish:

Combine the arugula, tomatoes, and onion in a bowl. Add the olive oil, season with salt and pepper, and toss to combine.

For the Chicken:

Pour the Parmesan, breadcrumbs, and lemon rind into a shallow-sided dish and season with salt and pepper. Pour the eggs into another shallow-sided dish and



season them with salt and pepper as well.

Dip the chicken breasts into the egg mixture, then into the breadcrumb mixture. Shake off any excess and reserve on a plate.

Heat a large sauté pan over medium-high heat, then add the olive oil. Add the chicken breasts and sauté until cooked through and golden brown (2 – 3 minutes per side). Add the butter to the sauté pan, and stir with a wooden spoon to loosen any caramelized bits of chicken that may have stuck to the bottom of the pan. Remove from the heat, and stir in the chopped parsley.

To Serve:

Arrange the chicken breasts on a platter, spoon the pan sauce over all, then drizzle with the lemon juice. Garnish each serving with the arugula, tomato, red onion mixture.

The Analysis

Chicken is often viewed as the most healthful protein. But like all our food choices within the modern Western diet; these choices actually run the complete gamut from delicious and nutritious to bland and suspicious.

There are poultry choices on one end that consist of heritage breeds, long valued for their flavor, raised on a natural diet and allowed to free range throughout the course of their lives.

At the other extreme are birds bred for production. These breeds are selected not for nutritional value nor for taste. They are raised because of fast maturity and bulk; usually in the form of Dolly Parton-esque breasts. Crowded into small spaces these stressed pullets become a fowl most foul.

Recent studies have reinforced common sense notions that breeds, method of raising, processing and method of preparation all have a significant impact on both flavor and function.

Heritage breeds, raised organically on a natural (not vegetarian) diet and allowed to free range tend to produce a final product with a substantially different fat profile from their industrial brethren. They tend to be substantially higher in anti-inflammatory omega-3 polyunsaturated fatty acids and lower in omega-6 polyunsaturated fatty acids.

Another oft overlooked important consideration is the final method of preparation. In the United States, chicken is associated with high percentage of the unfavorable saturated fat consumption; not because that is an inherent part of the poultry, but because it is so often consumed (number one by some measures) as a deep fried dish. It serves little purpose to spend the time and effort to source a quality bird, pay the premium price of purchase to simply drown it all in a deep fryer.

A dish such as this one highlights all the natural goody-goodies prime poultry can offer.



Treat yourself to the real thing tonight!!

GRAND ROUNDS



Cheers!

Dr. Mike on Health with Eraldo!



The Set!

The meal includes a little food for thought with The Fallacy of the Calorie!



Squeezing in...

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