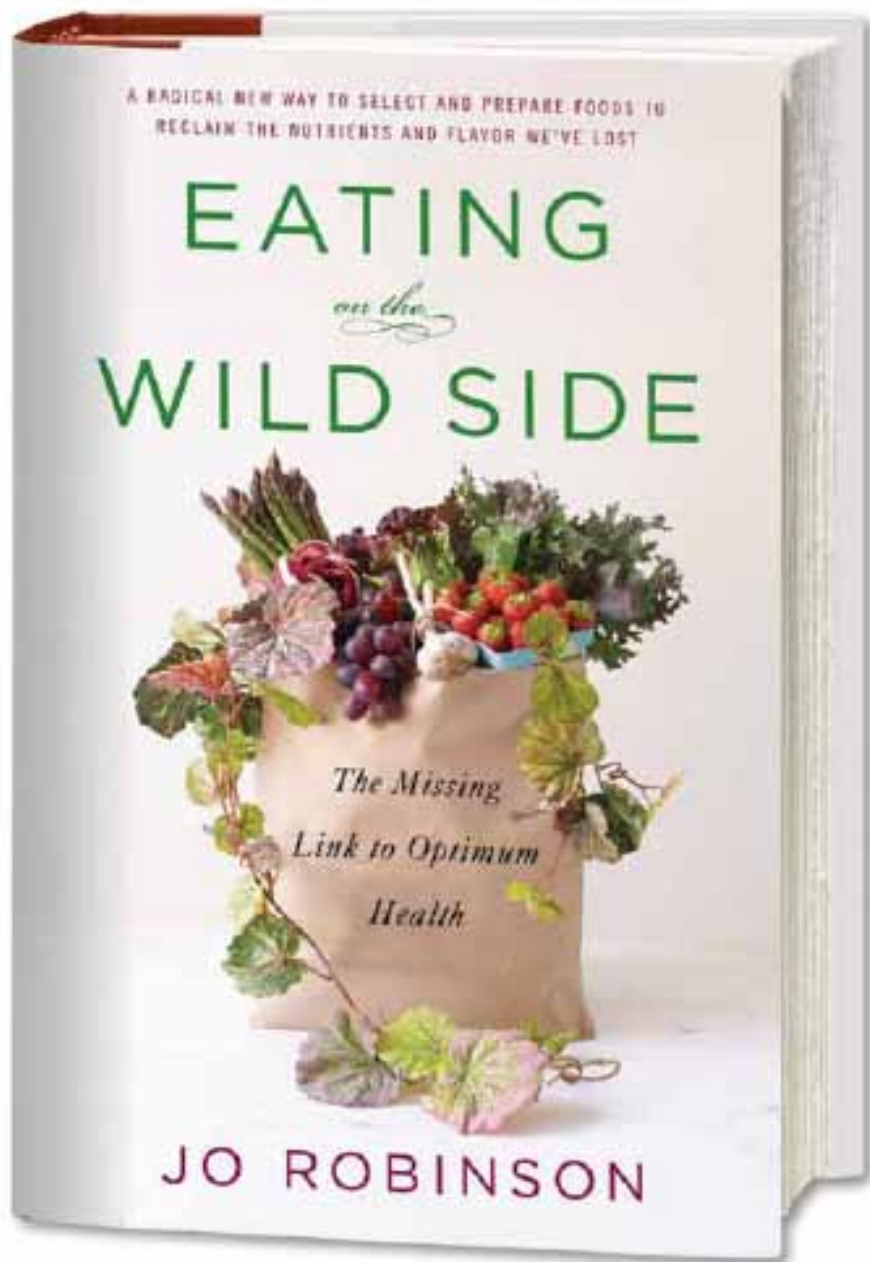


The next stage in the food revolution.



Ever since farmers first planted seeds 100,000 years ago, we've been unwittingly selecting plants that are high in starch and sugar and low in vitamins, minerals, fiber, and antioxidants. EATING ON THE WILD SIDE presents a radical way to select fruits and vegetables—even in your local supermarket—and reclaim the flavor and nutrients we've lost. Based on years of scientific research and filled with food history and practical advice, EATING ON THE WILD SIDE will forever change the way you think about food.



EATING ON THE WILD SIDE *The Missing Link to Optimum Health*

978-0-316-22794-0 • \$26.99/\$29.99 Can.

Nutrition/Health • 6 x 9 1/4 • 304 pgs • 15-25 b/w illustrations • Territories: U.S., Canada, and Open Market

NY Times Best Seller



12 TERRIFIC TIPS

for getting the most flavor and nutrition from the fruits and vegetables you love!

- Tearing Romaine and Iceberg lettuce the day before you eat it quadruples its antioxidant content.
- The healing properties of garlic can be maximized by slicing, chopping, mashing, or pressing it and then letting it rest for a full 10 minutes before cooking.
- The yellowest corn in the store has 35 times more beta-carotene than white corn.
- Cooking potatoes and then chilling them for about 24 hours before you eat them (even if you reheat them) turns a high-glycemic vegetable into a low- or moderate-glycemic vegetable. Paradoxically, combining potatoes with oil (French fry alert!) helps keep them from disrupting your metabolism.
- Carrots are more nutritious cooked than raw. When cooked whole, they have 25 percent more falcarinol, a cancer-fighting compound, than carrots that have been sectioned before cooking.
- Beet greens are more nutritious than the beets themselves.
- The smaller the tomato, the more nutrients it contains. Deep red tomatoes have more antioxidants than yellow, gold, or green tomatoes.
- The most nutritious tomatoes in the supermarket are not in the produce aisles—they are in the canned goods section! Processed tomatoes, whether canned or cooked into a paste or sauce, are the richest known source of lycopene. They also have the most flavor.
- Storing broccoli wrapped in a plastic bag with tiny pin pricks in it will give you up to 125 percent more antioxidants than if you had stored the broccoli loosely wrapped or in a tightly sealed bag.
- Canned or jarred artichokes are just as nutritious as fresh.
- Thawing frozen berries in the microwave preserves twice as many antioxidants and more vitamin C than thawing them on the counter or inside your refrigerator.
- Ounce per ounce, there is more fiber in raspberries than bran cereals.



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EATING ON THE WILD SIDE

The Missing Link to Optimum Health

Advance Praise

"I learned so much from this outstanding book about how to choose, store, and prepare the best varieties of fruits and vegetables available today to compensate for the drastic changes that plant breeding and modern agriculture have wrought on their wild ancestors. Jo Robinson tells you how to shop, cook, and eat to maximize your intake of protective phytonutrients that nature puts in plants. Highly recommended reading for all who are health conscious."

Andrew Weil, MD

"If the organic movement needs a Joan of Arc I would surely nominate Jo Robinson. Her latest book illustrates why she is without a doubt the quiet anchor of the movement. Only Michael Pollan would come close to her superbly researched work."

Bill Kurtis, television journalist and producer.

"What would we do without Jo Robinson? A modern-day Hippocrates, she's written the prescription for good health in her phenomenal new book, *Eating on the Wild Side*. And this is no bitter medicine: Robinson points to wiser choices we can make not only at the farmers' market but also in the aisles of our supermarkets. The cure for what ails us is right here, and it's delicious."

Dan Barber, chef and co-owner of *Blue Hill* and *Blue Hill at Stone Barns*.

"*Eating on the Wild Side* is a wonderful, enlightening book. Jo Robinson has done a magnificent job of bringing together information from so many diverse disciplines – most of it unknown to nutritional scientists, physicians, and lay people alike."

Loren Cordain, Ph.D., author of *The Paleo Diet* and Professor of Health and Exercise Science at Colorado State University.

"Wow. I've just finished reading Jo Robinson's new book, *Eating on the Wild Side*, and it is exceptionally well done. Robinson provides specific recommendations of the most nutrient-dense varieties you'll find in supermarkets, farmers markets and home gardens, covering 27 vegetable crops and over 2 dozen fruits. This information is blended with fascinating history about each crop. Anyone who cares about getting maximum value from fresh produce will want to refer to this book again and again."

Cheryl Long, Editor-in-Chief of *Mother Earth News*.