

'OILS AIN'T OILS!'

I have to admit it, I had been lazy and naïve! I believed the marketing because it was easier and more convenient to do so. They told me the fruit and vegetables were fresh and whilst deep down inside I knew that there was no way they could be, I was being lazy...



I was at the supermarket anyway so it was much easier to just get everything there without having to travel all over over the countryside for different products and produce.

I try to eat lots of fruits and vegetables and one thing that I do religiously is eat a small amount of watermelon each morning to help kick start my metabolism and give me a natural early morning energy hit. I really didn't even think about it, I just thought it was natural for the watermelon to go slimy within just a few days. That was until I bought some watermelon from a farmers market!

It was crisper, more moist, tastier and I was able to get through all of it before it went slimy and had to waste half of it! Then it just hit me, what I really already knew; believing that the fruit and vegetables I bought from the supermarket are fresh is like believing in the tooth fairy!! I just fell into that lazy and convenience mindset and and chose to believe what I wanted to believe not what I needed to believe.

The slimy truth



The truth is that looks can be very deceiving. The truth is that as the famous ad says; 'Oils ain't oils Sol'. It is too easy to believe what we are told, particularly when it is all over the TV, billboards, delivery trucks and through all sorts of other multi million dollar marketing. I am going to be controversial and tell you what I really think about supermarket fruit and vegetables - like it or not!

We pay twice as much for the plump and healthy looking fruit and vegetables in a supermarket because of the convenience factor, the lovely clean store and the pleasant background music to shop by! The reality is that the vast majority of money we spend on this so-called fesh produce goes to the profit line and the marketing to keep us believing that it really is fresh! How fresh is it really?

There has been several studies that have shown that the fruit and vegetables that are on the shelves at the major supermarkets are up to 12 months old! They have been kept in cold storage for that time and in the process lose

their freshness, their taste but most importantly most of their nutritional content. What is left when we purchase this produce that has been artificially preserved is significantly altered from what we would hope and expect. We are being conned; not just out of money, but more tragically out of good health!

Convenience or health?

It really does come down to this simple question - what is more important to you; convenience or your long term wellbeing? I have made the decision that I will not buy my fruit and vegetables from a supermarket ever again. This is a real pain in the butt because in the suburb of Melbourne where I live the only place to get fruit and vegetables is at the 'big two' supermarkets! This means for me to live up to my promise to myself it is significantly inconvenient. I have to travel to the outer reaches to find fresh food and farmers markets to get really fresh food.

the bottom line is that supermarkets are in the convenience, real estate and money making business, and as much as they promote it, they really don't care about your long term wellbeing. That is your job and your job only! Is it worth the extra time and effort to find and eat quality fruit and vegetables?



The Good News

The good news is that it is very possible to get good quality fruit and vegetables if you are prepared to do a little research and make the time. In my own life I have found it quite simple to prioritise the time to make the extra effort when I decided that it was important enough to do.

Farmers markets happen regularly and are easy to find online. There is a great fresh food market somewhere near you, maybe not as convenient as the local supermarket but it will be fun excursion and exciting knowing that you are going out of your way to be optimally healthy and enjoy high quality fresh produce.

The best news is that which I tend to labour on over and over again – You are in total control of your wellbeing and if you decide to live a long, happy and healthy life then it shall be. Enjoy it.