

The True Story About Organic Meat

True Story Teams Up With Registered Dietitians And Food Experts To Help Consumers Make Ethical and Nutritious Choices About Protein

SAN FRANCISCO , CALIFORNIA, UNITED STATES, March 16, 2018 /EINPresswire.com/ -- [True Story](#), makers of [organic](#) and Project Non-GMO Certified sausages, hot dogs, deli meats, and fresh pork have partnered with registered dietitians and food experts Regina Ragone and Elizabeth Fassberg to educate consumers and retailers about the health benefits of organic and non-GMO meats.

Regina Ragone, MS, RD, former food director at Family Circle, food editor of Prevention and author of Meals That Heal and Elizabeth Fassberg, MPH, RD and CDN, the owner of the food and nutrition consultancy Eat Food who has partnered with Dr. Oz's HealthCorps and Jamie Oliver. Ragone and Fassberg have spent years counseling food lovers and food creators to improve lives through making better choices about their food.

"While plant based alternatives are gaining in popularity, the majority of Americans are still eating meat every day." adds Ragone. "If we can guide them to make better choices about the meat they choose to eat, we can have a huge impact on their diet and their lives," says Fassberg.

"Animal protein sources, such as lean meats like True Story, are similar to the protein found in your body. These protein sources are considered to be complete sources of protein because they contain all of the essential amino acids that your body needs to function effectively. Plant protein sources, such as beans, lentils and nuts are considered to be incomplete, since they lack one or more of the essential amino acids that your body needs," says Regina Ragone RD.

"Lean animal protein contains several nutrients lacking in plant based protein. These essential

True Story™



True Story Colorful Chicken Coleslaw is made with True Story Organic Thick Cut Chicken

nutrients include: heme-iron which is much better absorbed in the body than non-heme iron from plant-based protein; vitamin B12 which is only found in animal protein, it is an essential nutrient needed to help your body make red blood cells and keep the brain and nervous system healthy and zinc which is essential for growth and helps the immune system work properly. Zinc is mostly found and better absorbed and used from animal protein sources,” adds Elizabeth Faasberg RD.

The pair have created tips and [recipes](http://www.truestoryfoods.com/recipes) to help consumers find healthy and humanely raised proteins to add to their everyday meals now available at www.truestoryfoods.com/recipes.

Here are some helpful tips when choosing proteins in your diet from Ragone and Faasberg:

- For a satisfying afternoon snack try a slice of True Story Organic Uncured Applewood Smoked Ham or Organic Oven Roasted Turkey Breast, a couple of whole grain crackers and a slice of apple. Protein plays a key role in regulating your hunger hormone so eating a protein-rich snack helps you to feel more satisfied between meals.
- Start your day with a hearty balanced breakfast — to boost the flavor add True Story Organic Apple & Wildflower Honey Chicken Sausage and some greens to your omelet and don't forget a piece of fruit to top it off! People tend to get most of their protein during evening meals and the least at breakfast. Moving some protein from dinner to breakfast can help with weight management by decreasing hunger and cravings throughout the day.
- Choosing organic can make it simpler to know more about how your food is raised. Organic meats are raised without GMOs, pesticides, and chemical fertilizers. The foods cannot contain synthetic preservatives.

Check out the newly created recipes by Ragone and Faasberg such as Homemade Colorful Cole Slaw Made with Thick Cut Oven Roasted Chicken Breast, Banh Mi Vietnamese Sandwich made with Pasture Raised Uncured Beef Hot Dogs; and Wheat Berry, Toasted Walnut, Broccoli and Organic Sweet Italian Chicken Sausage at www.truestoryfoods.com/recipes.

True Story's all-natural line-up offers both Organic and Project Non-GMO Certified varieties. True Story offers a wide range of products such as:

- Organic Thick Cut Oven Roasted Chicken Breast - A 2017 Expo East Nexty Winner
- Organic Apple & Wildflower Honey Chicken Sausage
- Organic Uncured Applewood Smoked Ham
- Organic Grass Fed Beef Hot Dogs

True Story believes in a future of food that is a return to what is real and true and a future that is respectful of the sources of our food – the soil, the animals, and the farmers. True Story is Committed to:

Supporting Farmers with Good Farming Practices



True Story Organic Thick Cut Chicken

True Story practices fair trade with farmers, ensuring that the animals are raised humanely and without antibiotics, and creating a sustainable livelihood for generations of farmers to come. All animals are fed an all-vegetarian diet, never given antibiotics or growth enhancers, and live without undue stress or agitation.

Crafting Real Foods

All of True Story recipes are crafted in our California Kitchens with artisan methods used for three generations: hand seasoning and netting of roasted turkeys and hams, using traditional all-natural casings, and hand tying sausage links. Our foods never contain synthetic nitrates or nitrites.

Provoking Honest Conversation

True Story shares the story of their animals, farmers, and communities to provoke honest conversation about how food is raised and prepared. We believe that informing and educating food lovers helps them to make better choices for them and their families.

About True Story:

All True Story foods are crafted using artisan methods to allow the real ingredients to stand out. Made at family-owned and operated kitchens and farms, the delicious meats include organic and Project Non-GMO Certified varieties. True Story offers a wide range of products such as Organic Chicken Sausages; Organic Uncured Grass Fed Beef Hot Dogs and Organic Sliced Deli Meats.

True Story is available nationally in select natural and traditional grocery retailers and Costco. For more information, visit www.truestoryfoods.com.

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