

Weston A. Price Foundation

Key Messages for Exhibit Communications

Bullet Points: Use the following bullet points to create your own “elevator speech”. Something quick and easy to remember that highlights key messages.

The Weston A. Price Foundation – a non-profit international nutrition organization which -

- provides accurate information on diet and nutrition;
- is based on Dr. Weston A. Price's research of virtually disease-and dental-decay free societies;
- counters the short-sighted modern lowfat government Food Pyramid diet;
- advocates for return of nutrient-dense foods, especially those containing fat-soluble vitamins A, D, and K2;
- promotes diets containing animal fats such as butter and cream from cows eating green grass, liver, egg yolks from free ranging chickens, shellfish, fish eggs and cod liver oil;
- champions small sustainable farmers and fishermen who provide these foods; and
- publishes the quarterly *Wise Traditions* Journal, a member benefit.

Elevator Speech: If you prefer, you can memorize and use an “elevator speech” provided by Sally Fallon Morell and Sarah Pope.

The Weston A. Price Foundation was founded in 1999 to provide accurate information on diet and nutrition and to counter modern lowfat government nutritional propaganda like the Food Pyramid.

The organization is named after a dentist, Dr. Weston Price, whose studies of isolated, so-called primitive peoples helps us answer the question, "What is a healthy diet?"

He found 14 nonindustrialized groups that were virtually free of dental decay, mental illness and degenerative disease. The common denominator between these groups of people was their focus upon nutrient-dense foods, particularly rich in the fat-soluble vitamins A, D, and K2.

These vital nutrients are found in all the foods our government tells us not to eat-- animal fats such as butter and cream from cows eating green grass, liver, egg yolks from free ranging chickens, shellfish, fish eggs and cod liver oil.

These foods were revered for their ability to maintain good health and fertility and to produce healthy children generation after generation. Plus, they are the foods our taste buds tell us TO eat.