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## WHY DO I CRAVE UNHEALTHY FOODS?

By Dr. Kerry Graff

Are you craving fatty or sweet foods? Don't beat yourself up! You are just being human. For almost all of the 200,000 years of human existence, eating calorically dense sweet and fatty foods was actually a healthy and necessary thing to do.

Eating these foods when they were available (which was rare) and storing them as fat helped our ancestors survive during the times when food was not plentiful. Those who didn't have such a strong drive to eat these foods were less likely to live long enough to reproduce. So this "craving" for sweet and fatty foods is hardwired into our DNA.

Our environment has changed, however. Instead of sweet and fatty foods being a rare find as in our ancestors' day, they are now EVERYWHERE--and often they are even cheap to boot! And, at least in the western world, few people experience periods of famine.

## 4LEAF GUIDE TO VIBRANT HEALTH

Hopefully, this information will help you see how this biologic trait that helped us survive in the past is now killing us, by making us obese and riddling us with chronic disease! The bad news is that you aren't going to be able to change thousands of years of genetic selection. The good news is that humans have a cerebral cortex, which means we are smart enough to figure out why we do what we do and to CHOOSE differently.

In addition, most people who adopt a 4Leaf diet feel great very quickly. This is positive reinforcement for doing the right things that bring them good health. When they fall off the wagon and eat things they crave, they often feel really lousy (physically and mentally) afterwards. And that is negative reinforcement to help us resist those cravings.

Finally, as more people realize what is happening, we will hopefully change our environment as well. Instead of golden arches on every corner, we may find 4Leaf Cafes. I'd love to see that day!