

Savvy tips and tricks for surviving and thriving with your food storage.

Learn the secrets food storage companies don't want you to know.



Store this and save more than \$500 per person!



Store it to eat it! Get our full food storage menu.



STORE THIS, NOT THAT!

The quick and easy food storage guide



Know when meal buckets are a bargain and when they aren't.

Don't make these common 72-hour kit mistakes.



BONUS!
Do-it-yourself guide to save you even more.

Find hidden supermarket savings for stocking up.

What you REALLY need to know about storing desserts.



CRYSTAL GODFREY AND DEBBIE KENT

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This book is dedicated to all those who find the world of food storage to be complex and even a little scary. May this book be an essential tool for safe-guarding your family against the storms of life.

Also, to our wonderful and brave families who are our number-one fans. We love you! Thank you for your listening ears, your continual support, and especially your willingness to taste-test recipes and products—even those that were so bad the dog wouldn't eat them.

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A GRAIN OF TRUTH

Basic grains, ancient grains, grain mills

BEANS

Dry, instant, canned, cooking; bean butter

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EXPERTS

to the rescue!



Introduction

Hi, friends!

We love food storage and the feeling of security it brings. Let us empower you with the secrets of successful food storage.

—Crystal & Debbie



Let's face it, food storage can be confusing, frustrating, and downright daunting. If you've ever felt confused about what you should actually be buying and storing, you're not alone—and we're here to help! We help people all over the United States decipher this crazy world of food storage and we can do it for YOU! We promise this book will be simple and straightforward, and in just a few hours it will teach you everything you need to know to be your own food storage pro.

YOU DESERVE THE PEACE OF PREPAREDNESS

Somewhere, somehow, over the last few years, something happened to the economy and the world. We all know it. We've felt the effects of it, and let's be honest, it's got everyone pretty concerned.

Let's break it down for you:



Couple that with a struggling economy and with rising food and gas prices and you have a real problem. The point of these facts and figures is not to depress or scare you. It's to reassure you that if you don't have all the food storage you want or need, that this is a cause worth fighting, scrimping, sacrificing, and saving for. It's to reassure you that you have made the right choice to be prepared! In fact, we think you and your family deserve it! You deserve the peace preparedness brings, the comfort of knowing you have food for your family, and the tools you'll need to make a preemptive strike on rising food prices. It's never too late to begin or finish what you have started—and that is where we come in ...

BETWEEN FRIENDS

If you know us, you know we have a fun, lighthearted, no-nonsense approach to food storage. We've been successful at helping people get motivated to actually obtain and use their food storage. We decided to write this book because after all our classes, TV appearances, seminars and speeches, people still ask us, "What's the secret to getting your food storage?" Even our own friends ask us this. They say things like "We don't have time to learn everything we need to know, read a long book, or take a class. Just tell me what to do—can't you just do it for me? What's the secret?"

And since we're all friends now, we'll let you in on all of our secrets and show you how we can do it all for you! Between us we've been in the food storage business for over 18 years and have worked with or for most of the big food storage companies—which makes us the perfect team to give you the inside scoop on the best available products.



Crystal is the author of the popular food storage book *I Can't Believe It's Food Storage* and is a food storage blogger, where her job is to test out the latest food storage products, discover new ways to use them, and compile the newest, smartest, most authoritative

information on food storage available. She has had several television appearances on Salt Lake's *Studio 5* and BYUtv and has taught many people how to simplify cooking with food storage.



Debbie has been involved in food storage since she was a teen. For the past 14 years she has taught cooking with food storage and preparedness seminars in Southern California, Idaho, and Utah, where she shares her knowledge of the good, the bad and the sometimes funny truths in the world of preparedness and delights her audiences with her easy going and enthusiastic “can do” approach.

That is why we're so excited about this book! You deserve to be able to make the best choices for your family—you are the only one that can do that. You need to be empowered with unbiased information in food storage options from REAL experts. It can tangle your brain when deciding if you should store canned chicken versus freeze-dried or if it's really worth it to have freeze-dried ice cream sandwiches on hand for when everything hits the fan and your family is screaming for ice cream. We'll give you all the information you need to know if you should be storing this, not that.

So let's get started! We'll coach you through every step of successfully obtaining your food storage. In just a few hours, we believe you'll be surprised by how much your thinking can change. And as your thinking changes, you'll begin to see—as thousands of people already have—that you can have the peace of preparedness and provide for your family, no matter what!



Follow us on Pinterest

Find our favorite food storage recipes and emergency preparedness ideas.
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STORE THIS NOT THAT



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Join us every month for our classes on food storage and emergency preparedness!

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HOW
THIS BOOK
WILL HELP
YOU SAVE \$
EAT BETTER

*and never go
hungry again!*



Here's the dirty little secret the food storage industry doesn't want you to know:

FOOD STORAGE IS MUCH EASIER AND CHEAPER THAN YOU THINK!

We know, we know: if you've seen the guys donned in camo gear waving a gun around while canning wheat, visited a food storage store, sat through a boring class, listened to your grandmother, or attended a party full of lame games and food storage samples, then you've received a bunch of different messages about what your family should have as its food storage. Some tell you only freeze-dried food, or that it's only for when the world ends, or that storing enough MREs to feed a village is the easiest way to go.

While preparedness is great in any form, food storage primarily is a matter of knowing what to store and how to turn it into meals your family would actually eat. And, theoretically, that ought to be easy. So what's with all the craziness? Why are 95% of Americans not prepared? Why do so many people have nightmares about actually needing to eat their food storage? Why are so many people spending outrageous amounts on the food they are storing (like spending \$10,000 for a three-month supply of food!)? It's because no one looks at food storage as regular food, in terms of cost or use. That is why this book is truly revolutionary. It offers real answers to questions of what to store and what not to store.

The Real

WAY TO STORE FOOD

When it comes time to assess the most popular food storage items, don't just look at the cute labels. Take a deeper dive into the cost, health benefits, storability, and usability. Keep in mind that foods with seemingly unbelievable storage claims often don't live up to their promises.

FOOD STORAGE DEEP DARK SECRET #1: EMERGENCY FOOD BUCKETS



Think about this phrase: “Emergency Food Bucket.” We’ve all been tempted at the possibility of purchasing a cheap bucket of food that promises to be everything we would need during an emergency. But is it really? In 2006, Costco was sued because they claimed the food was a 3-month supply of food for one person, yet the caloric intake was just 455 calories per day. The average adult should consume roughly 2,000 calories per day. Unfortunately, even those claiming to be 2,000 calories are usually filled with empty sugar drink calories or meals full of mashed potatoes and rice. So how is anyone to know when or if these buckets are ever a good idea to buy? (Hint: We do!)

FOOD STORAGE DEEP DARK SECRET #2: FREEZE-DRIED FOOD



Consider all the hype about freeze-dried foods. You know, how freeze-dried fruits and vegetables are more nutritious than their dehydrated or canned counterparts. But did you

know that according to a study done by the University of Illinois, canned fruits and vegetables provide as much dietary fiber and vitamins as the same corresponding fresh foods, and in some cases, even more? And with the price of freeze-dried foods up to 10 times the price of canned, it's important to know which freeze-dried foods will give you the biggest bang for your buck—and which won't!

FOOD STORAGE DEEP DARK SECRET #3: POWDERED MILK



What about milk? Everybody knows that milk is an essential part of any diet offering numerous health benefits. But you're drinking something more than just milk if you're drinking a "Milk Alternative Drink" with your breakfast. The technical list of ingredients is this: sweet whey, creamer (coconut oil, corn syrup solids, sodium caseinate [a milk derivative], dipotassium phosphate, sugar, mono- and diglycerides, polysorbate 80, sodium silicoaluminate, tetrasodium pyrophosphate, soy lecithin), nonfat milk, sugar, guar gum, vitamin A, and vitamin D. Yeesh! Definitely not the same ingredients listed for real powdered milk, which is simply non-fat milk and vitamin D. This popular milk alternative should not appear as a frequent guest in your food storage lineup.

If that all sounds a bit complicated ... well, it is. Which is why we've done all the work for you. Not just showing you the "store this, not that" of food storage but also how normal food storage meals can be. We're not talking about lentil meatloaf or clumpy powdered milk here. We're going to show you how to eat all your favorite foods—and we mean bread and dairy, burritos and macaroni and cheese, ice cream and cookies—and all with your food storage.

And it's going to be much easier than you thought!



Your Simple

AND EFFECTIVE FOOD STORAGE GUIDE

To help you navigate this food storage maze, we'll be explaining which foods you should be storing and which you shouldn't. It's simple; we've created easy-to-decipher charts, stunningly blunt "Store This, Not That!" recommendations, and information you never knew. We'll explain the evidence that demonstrates the nutritional value, cost per serving, and usability, so you can make the right choices and be more prepared than you knew possible. We'll also show you how to avoid the common mistakes that can undermine your food storage preparations.

From now on, you're never going to have to wonder about what food storage to buy or how to use it. We've done the research for you. We've compared thousands of food storage items, checked each category to make

sure that you get the most for your money, considered the health benefits, and organized it in a way that's easy to understand and without any of the ridiculous claims that are meant to mislead and confuse you. With this simple guide, you'll learn how to ...

STORE THIS, NOT THAT! TO SAVE MONEY



We love saving money, how about you? That's why it's great to know that if you make the switch to making bread at home (it's much easier than you think and much better tasting—we promise!) it could save you \$8 a week or up to \$416 a year with this swap alone. Or let's say you make your own delicious and healthy granola cereal instead of buying those expensive sugar-laced cereals from the store. You'd save \$6 a week, saving you \$312 a year. Or if you're feeling really brave, you can replace one meal a week with a meal made with beans and rice (hey—Dave Ramsey agrees with us!) and you could save over \$520 a year! That's more than \$1,250 dollars a year if you choose to do all three, and we've only scratched the surface.

But wait—there's more! With *Store This, Not That!* you will also make better decisions of which food storage products to buy with your money. You won't make the mistake of buying that can of brownie mix because you'll know that it's like buying a box of brownies for \$7. (And no one in their right mind would do that.) You'll also know that if you buy non-instant powdered milk instead of instant milk you could save \$665. You'll also know that buying freeze-dried isn't cost effective to use every day because you're paying over \$10 a pound for that meat.

STORE THIS, NOT THAT! TO EAT BETTER



If you've been thinking about eating better—and by better we mean healthier and tastier meals—you've come to the right place. Did you know that when you are cooking at home with food storage you save money and calories? Plus, you gain control over your ingredients. The fact is, almost none of us have any idea what's really going into our food. Big wig corporate food companies have made a science out of making their food addicting and you hungrier with every bite. Additives and preservatives derived from duck feathers, petroleum products, wood chips, and even human hair make our food what it is today. Yummy, right? When you cook at home you can take out the MSG, high fructose corn syrup, fat, food dyes, and every other impure ingredient and instead add in whole grains, more protein and fiber, and REAL ingredients.

Food storage staples such as whole grains and beans have numerous health benefits. Benefits like reducing your chance of heart disease, keeping you full longer, reducing tooth decay and gum disease, reducing your risk of colon cancer, helping you fight against type 2 diabetes, reducing your stress levels, helping you lower cholesterol levels, and most importantly, adding a lot of fiber, minerals, and vitamins to your diet.

STORE THIS, NOT THAT! TO NEVER GO HUNGRY AGAIN!



When you combine a well-planned food supply with practical skills, you are prepared for any situation. In fact, we've both had times when we were living off our food storage and garden. It was a life saver! Preparing for your family in a time of need isn't wacky, it's brilliant. Knowing you can feed and provide for your family is one of the greatest feelings of peace you will ever have.

An almost forgotten means of economic self-reliance is the home production and storage of food. In this day and age, we are far too accustomed to taking multiple trips to the store and purchasing what we need. By producing some of our food we reduce, to a great extent, the impact of inflation on our money and our ability to eat some of our favorite foods when circumstances go awry.

Take, for example, the worst bird flu outbreak to ever hit the United States, which occurred in 2015. Dubbed the poultry apocalypse, this outbreak caused the death of over 38 million chickens and turkeys and sent egg prices through the roof. If you had your food storage stocked with the correct egg product, you could still enjoy your favorite baked goods, omelets, and egg breakfasts without falling prey to the \$4-\$5-a-dozen egg prices at the store.

LET'S DO THIS THING!

The food storage items have been studied, the nutrition labels analyzed, and the latest research checked and collated. On the following pages, you're going to discover the simplest, easiest food storage guide ever created!

YOUR
FAMILY'S
FIRST LINE
OF DEFENSE
emergency food



“Any state, any community, or for that matter, any citizen that fails to prepare, assuming the federal government can take care of them, will be tragically wrong.”

MIKE O. LEAVITT, FORMER SECRETARY OF HEALTH AND HUMAN SERVICES

your family’s first line of defense