

Jay Robb on Having a Conscious Halloween

Post by Jay Robb

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We are just around the corner from Halloween, the most decadent holiday of the year. In my mind, it is not decadent because people dress up like dead people or have blood dripping from their lips. The reason Halloween is decadent is because every year Americans purchase obscene amounts of candy and dole it out to innocent little children who dress up in costumes and ring their doorbells. Have you ever asked yourself WHY we give trainloads of tooth-rotting pancreas-pounding diabetes-inducing candy to our precious children and call it a “treat”?

According to U.S. Department of Commerce figures, in the year 2000, Americans consumed a staggering 7.1 BILLION POUNDS of candy. I guess that answers the questions, “Why is diabetes now an epidemic and why are two-thirds of Americans overweight and one-third clinically obese?” And of that 7.1 billion pounds consumed, approximately one-third of that candy was consumed at Halloween. This means that in the year 2000, each sugar-craving child and adult in America gorged themselves on over 25 pounds of candy and over EIGHT POUNDS of that candy was consumed around October 31st. It is now ten years later, and I am sure these numbers have gone up perhaps significantly.

What infuriates me about Halloween is the fact that children, little children, are being used as pawns in a money-making game that earns the candy makers huge profits all in the name of fun. You would be hard pressed to find even one pediatrician on this planet that recommends candy to children as a healthy part of a balanced diet. We should all know better, right? But the sad part is that millions of parents don’t bat an eye when their children round up buckets of candy on Halloween and proceed to eat themselves sick (literally). And not only is candy laced with sugar and decadent fats, it is also often loaded with artificial colors, flavors, and sweeteners. It seems to me that at Halloween the TREATS ARE THE TRICK and our children are suffering because of it.

WHAT CAN YOU DO?

Boycott the distribution of sugared, artificially enhanced junk at Halloween by simply not buying, eating, or giving out candy. Instead, give out one or more of the following “treats” for a healthy and happy Halloween:

- Bags of organic microwave popcorn
- Small boxes of organic sun-dried raisins
- Mini pumpkins
- Kid-sized bottled water
- Bags of pretzels
- Pennies, nickels, dimes, quarters or dollars
- Decorative pencils, pens and erasers
- Playdough
- Glow sticks

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Silly bands
Decorative pencils, pens and erasers
Playdough
Glow sticks
Silly bands
Crazy straws
Toothbrushes
Colorful Post-It notes
Stickers

May the tricks or traditional treats NOT be with you,

About Jay Robb

Jay Robb is a clinical nutritionist with over three decades of experience as a professional in his field. He is the CEO of Jay Robb Enterprises Inc.—a Southern California corporation founded in 1988 and known for producing the best-tasting protein powders on the planet. Jay Robb products and books are sold in over 10,000 health food stores, grocery stores, doctors' offices, nutrition centers, and gyms across the nation.

Jay Robb is the best-selling author of over a dozen health and fitness books—which include his renowned Fruit Flush™ 3-Day Detox, The Fat-Burning Diet (classic version), The 6-Pack Diet, The Fat-Burning Diet Made Easy, Be Still—Be Slim, and The Shake Down Diet. For over 20 years, he was a feature columnist for the magazine Natural Bodybuilding as well as a contributing writer for Men's Exercise.

Jay Robb teaches sports nutrition in the San Diego area, has owned two fitness clubs, and was a personal trainer for over 10 years. He also holds a lifetime personal training certificate with the National Gym Association for his contributions in the creation of their personal training certification program.

Jay Robb loves surfing, meditating, spending time at the beach, and working out at the gym. He has one son and lives in La Costa, California—on San Diego's beautiful North County coastline. Jay is dedicated to teaching others how to be fit, healthy, and happy for a lifetime.

Learn more about Jay and his products at JayRobb.com