



“The Slow Medicine Kitchen” Television Segment

Michael Finkelstein, MD, The Slow Medicine Doctor

Overview

Dr. Finkelstein will come with a mostly-prepared, colorful salad, and will finish making it on set – discussing his produce, preparation, and presentation choices, in the context of optimizing our health. Shortly after getting into town, he will visit a local farmer’s market and take pictures of himself interacting with the farmers and community gathered at the market. These photos and/or videos will be available for B-roll.

Why the Farmers Market?

Shopping at a farmer’s market is one of Dr. Finkelstein’s recommendations for optimizing the nourishing aspects of food. A farmer’s market has these distinct advantages:

- receiving fresh, tasty, and nutrient-dense produce
- feeling part of the local community and enjoying the festive aspects of the market
- meeting the farmers who grew the produce, connecting to the food source
- supporting the local economy and ecologically-sustainable farming practices

Connecting the Dots

As Dr. Finkelstein prepares the salad, he also will “connect the dots” of body-mind-spirit nourishment that come from the food we eat:

- ingredients that please our senses and activate our natural healing response mechanism
- the impact of where we get the food and how it arrives at that location
- what’s on our mind as we prepare our meal
- the environment we create while consuming our meal
- the value of sharing a meal with loved ones and/or community
- the chain reaction and ultimate impact these steps have on our overall health



Studio Setup

These items will be supplied by Dr. Finkelstein on the day of the shoot and will be in the foreground on a counter, as he prepares the salad:

- colorful, mostly-prepared salad in a pretty bowl
- cutting board and knife
- colorful vegetables, fruits, nuts, and edible flowers with different tastes and textures
- crystal of Himalayan salt, grater, oil, and spices
- flowers and candles

Suggested Questions and Visuals:

Question #1: What is Slow Medicine?

Answer #1:

1. Physical health exists in context of greater lives.
2. Become mindful of each area and connect the dots.

Visual Options #1:

1. [Slow Medicine book](#)
2. [Wheel of Health graphic](#)
3. [Slow Medicine Building Blocks slide](#)

Question #2: What is the Slow Medicine approach to eating?

Answer #2:

1. **Food** – nourishing for body and soul
2. **Source** – grown in economic/ecological harmony, connected to farmers/land
3. **Preparation** – moving meditation, creative self-expression
4. **Setting** – aesthetically pleasing and soothing environment
5. **Company** – enjoyed with loved ones and community



Visual Options #2:

1. [The Slow Medicine Approach to Eating slide](#)
2. Photos of Dr. Finkelstein at the local farmer's market (photos will be emailed)
3. Live shot of Dr. Finkelstein holding up different ingredients as examples, while putting finishing touches on the salad.
4. [Slow Medicine Approach to Eating photos](#)

Question #3: Many people resist eating vegetables. What are your tips for making a salad people will love to eat?

Answer #3:

1. **Color** – feast your eyes by tossing an array of bright colors into a bed of greens
2. **Texture** – surprise your mouth by mixing up crunchy, juicy, smooth, and chewy foods
3. **Taste** – wow your taste buds with a combination of bitter, sweet, salty, and sour flavors
4. **Arrangement** – approach your salad like a work of art, adding pretty garnishes

Visual Options #3:

1. [Tips for a Yummy Salad slide](#)
2. Live shot of Dr. Finkelstein holding up different produce as examples
3. [Tips for a Yummy Salad photos](#)



Suggested Optional Questions

1. What are the three types of hunger, and how do they typically relate to our dietary choices?
2. What are the “missing ingredients” from most people’s diets?
3. What food choices do you recommend for a healthy diet?
4. You advise people to stop dieting and start dining, for optimal weight management. What do you mean by that?
5. You say that what’s on our mind is as important as what’s on our plate. Why is that?
6. Why do you advise people to grow their own produce in a garden or to shop at a farmer’s market?
7. How can the preparation and presentation of food enhance its nourishment of our bodies?
8. Why is it important to feel connected with the source of our food?