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Healthy Food Isn't Expensive

We're measuring the wrong thing.

The Nourished Roots

GOODNESS WITHIN

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You would never buy a phone by asking only “which one is the cheapest?” You'd ask what it does, how long it lasts, and what you get back for what you spend.

You do the same with a car, a home, or an investment. Yet food, the one purchase we make three times a day, for our entire lives, is often reduced to a single question.

*“How much does this cost?
That question isn't wrong.
It's incomplete.”*

The Belief We Rarely Question

“Healthy food is too expensive.” Most of us have said it, or at least heard it. A packet of biscuits may cost less than a bag of nuts. A sugary drink may cost less than fresh fruit.

But that's a price comparison, not a value comparison. We just find “it's expensive” easier to say than “I didn't think about how I'd feel four hours later.”



*“
Cheap and valuable
were never the same thing.”*

Same ₹50. Different Return.

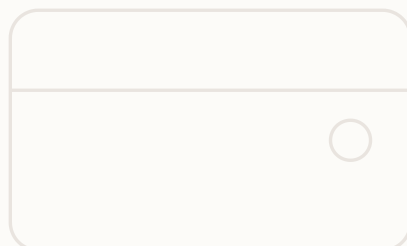
Two people spend ₹50. One buys chips and a sugary drink. The other buys bananas and roasted chana. The spending is identical. The return isn't.

This isn't about judging choices. Budgets, time and convenience are real. But cheap and valuable were never the same thing.

“

*Every food choice has a price.
Not every food choice
has the same return.*

THE PRICE TELLS US WHAT LEAVES OUR WALLET. IT DOESN'T TELL US WHAT ENTERS OUR
BODY.



Looking Beyond the Price Tag

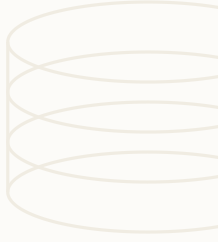
Take paneer and tofu. Instead of asking which is cheaper, ask what you're trying to achieve.

Paneer provides protein and calcium. Tofu also provides protein while generally being lower in saturated fat. Neither is automatically better — the better choice depends on the person, their needs and their overall diet.

The Cost We Don't See

The price on a label is only one part of the story. The Food and Agriculture Organization has been exploring True Cost Accounting — an approach that looks beyond the sticker price of food to understand its wider health, environmental and social impact.

“



*The hidden costs of global
agrifood systems exceed
US\$10 trillion a year.*

FAO, 2023 — HEALTH-RELATED COSTS FROM UNHEALTHY DIETARY PATTERNS ARE THE
LARGEST QUANTIFIED COMPONENT



20 V.

A Deferred Payment Plan

Ten trillion dollars a year that never shows up on a single receipt.

We didn't get a discount on those meals. We got a deferred payment plan, and most of us didn't read the terms.

Never About Expensive Ingredients

Perhaps the biggest misconception about healthy eating is that it requires premium products. It doesn't. Some of the most nourishing foods have always been simple:

- Lentils
- Beans
- Millets
- Peanuts
- Seasonal vegetables
- A plain home-cooked meal

“

We often compare a snack and a
meal,
a filler and a fuel —
and call them equal
because they share a price.

The Question, Not Perfection

Nobody changes their whole diet overnight, and this was never an argument that they should. It's smaller than that: the next time you're standing between two options, don't just ask what's cheaper. Ask what it gives you back.

Because food was never just something we consume. It's something we experience — in our energy, our mood, our focus, and in the way we move through life.

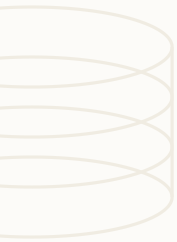
*“Perhaps healthy food was never
the expensive choice.
Perhaps we've known it all along.
We just hadn't said it out loud.”*

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Thank you for reading.

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