



Monthly Newsletter

Issue #1

The 23 Most Critical Items To Your Survival

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Disaster. The very word conjures up images of earthquakes, bombings, landslides, riots, fires, civil unrest, or natural cataclysm. Surviving disasters of any kind involves but two things: *skills* and *supplies*.

The skills you possess are far and away the most important tool you have to surviving a disaster; these are the how-to abilities, the training you have had, the books you have read, or the videos you have watched. Skills are part knowledge, part doing, and there is no replacement for a good skill set. When disaster is afoot, there is no substitute for knowing how to start a fire, how to fix a car, how to treat an injury, or how to shoot a weapon in self defense. We are going to go so far as to state that if you know *how* to do something, you can often get by without certain supplies, but with one important proviso: *Not having the proper supplies makes the skill in question much harder to perform.*

Let's look at the example of starting a fire. An earthquake has just levelled your neighborhood. It's freezing cold out, and your first thoughts as you wait for help to arrive is to start a small fire to keep your family warm. Unfortunately, you do not have anything with which to start a fire easily. No matches, lighters, or fluid. So instead, you grab some tinder, and fashion a bow drill. You furiously rub some sticks together, and an hour later, the makings of a fire have begun.

Let's use that same example, with a twist. You gather kindling to start a fire, and reach into a small fanny pack, extracting a butane lighter. Within minutes and with very little skill, you have a blazing fire started!

Both of these examples rely on the skill necessary to light a small fire, but one of them requires a heck of a lot more skill than the other! The basic construction of a combustible fire – mainly the tinder, kindling, and the shape of the fire require skill to make, but the ignition source – the lighter or hand drill, spell the difference between easy and very, very hard.

Therefore, proper supplies are critical to augmenting your skillset so that you can effectively survive whatever the world throws at you.

A DARK SECRET

If you grew up in America, you most likely view this as the land of plenty. You probably do not recall a time when anything you needed was just a trip to the store away. We are blessed to have one of the most abundant societies on the planet; we live in a country where you can obtain most anything you want, whenever you want it.



But it is all an illusion. Within the last 30 years, fundamental shifts in the way we sell things have taken place in this country. To the average person, these changes will be almost invisible, but they have occurred while most of us have been blissfully ignorant. Most of these changes have been motivated by

profits and streamlined business models, and when they work, they work well, but when they don't – watch out. There are two main things that have changed within the last half century that are critical for you, the prepper, to understand:

1. **We don't make anything anymore:** America is no longer a nation of manufacturers. Most everything we use in this country is imported from somewhere else (mostly Asia, sometimes Europe). While the fact that we don't manufacture much anymore has broad implications, realize that most of the things you might need as a prepper are no longer made in the USA, and thus they do not exist on this continent *until someone ships them here*. Think about batteries, bandages and medical supplies, HAM and two way radios, solar panels, inverters, tools, and many types of lubricants. These are all things you might need during a disaster, and guess what – *they are not made here!*
2. **We don't stock anything anymore:** So for all the critical survival supplies we listed in the last paragraph – do you think there is some giant warehouse somewhere in the United States that stocks all of this stuff? We have some shocking news for you – warehouses have gone the way of the dinosaur. Nobody wants to pay for a warehouse, utilities, workers, and property tax. Motivated by financial reasons, new business models have emerged; the new buzzword is *fulfillment*. Fulfillment is a fancy way of saying that no one actually stocks anything themselves; they drop ship something to you that comes from an international source, making you think it actually came from a US vendor. Normally, the process happens so seamlessly that you don't even notice. But when a disaster is afoot, the game changes, and all those slick international air freight jets stop running, as do the legions of semitrailers and delivery trucks. What then?

JUST IN TIME

Not only are survival supplies affected by this business model, *so is food*. This is a result of the Just In Time (JIT) model that originated with automotive manufacturing and has trickled down to food distribution (i.e. grocery stores)

JIT is basically a Japanese creation that was created to impart high levels of efficiency in automotive manufacturing. The way car building used to work was that if the manufacturer needed to build, say, a thousand cars, the manufacturer would have to first build a thousand fenders, a thousand engines, a thousand seats, and so on. Then, the manufacturer would start assembling all these parts, and eventually, a thousand cars would emerge. The problem with this scenario was warehousing all of these parts while the cars were being built. If the manufacturer wanted to make a thousand cars, but could only build ten

per week, that meant that most of the parts it made would sit around for weeks – even months before they got used. These parts would get lost or damaged, and required warehouses and staff to manage them. This meant that the factory's footprint would also need to be larger, because it would need millions of square feet of warehouse space to store parts for unbuilt cars.

JIT fixed all of this by using laser like targeting for parts delivery. Under JIT, the manufacturer would build only what they needed for the upcoming week, and then these parts would get shipped to the builder *just in time* for the cars to be assembled. The builder was only given enough parts for the week's production, so nothing was stocked on site anymore. There was no need for warehouse space, or personnel to manage the parts. Nothing went missing because all they had was what they needed *right now*.

JIT is an excellent method of automotive or manufacturing efficiency, but it is a major problem for you as a prepper because of the implications thereof. So what exactly is the problem with JIT and why do you care? Because it has been adopted by the *food industry*!

Several decades ago, grocery stores *made* much more of the food on site than they do today. For example, the grocery store would have a bakery, and that bakery would make all of the bread sold in the store. As such, the store would have huge storage areas for flour, yeast, and the other components that made bread. Local farmers would bring their butchered cattle to the store for sale as well. Back in the day, a grocery store would have had substantial warehouse space on site to store food and ingredients, sometimes for weeks. Now, everything has changed!

NINE MEALS TO ANARCHY

Did you know that a modern grocery store today holds, on average, *three days worth of food* on its shelves? Think about that for a minute. Three days worth, or around nine meals worth. That's it – what you see on the shelves is what they have. There is very little back room space and no warehouse. This is because the JIT model has been adopted wholesale by grocery stores, to your detriment. Here is how it works:

1. Food manufacturers create food products and sell them directly to grocery chains.
2. Individual food products are created and then shipped to a distribution center, which is a large warehouse facility that is not open to the public.
3. From the distribution center, a fleet of trucks delivers food directly to the public grocery store. Sometimes, the distance between the store and the distribution center can be hundreds of miles.

4. The grocery store stocks only what their previous purchasing models tell them they will use within three days. Items that sell in average quantities, like water, bread, and batteries, for example, are only stocked in average numbers.

The problem is that average numbers do not work well in disaster situations! The store manager will reorder supplies based upon the previous month's sales history, nothing more, nothing less. Let's use water as an example of how things can go wrong.

- The grocery store has one aisle that is devoted to water. Within this aisle, you will find all kinds of specialty waters – coconut water, energy and vitamin waters, and all manner of sparkling waters. At the end of the aisle, you will find a ten foot section stacked floor to ceiling with regular, bottled water in cases and jugs.
- The store has about 150 cases of water on the shelf. There is no more water in the back or anywhere else in the store.
- The store manager knows that if he orders 150 cases on Monday, that by Wednesday, based on normal consumption, he will have 50 cases left. Therefore, on Thursday, he schedules a delivery to replenish the water. To you, there is always water on the shelf.
- A disaster occurs on Monday at 9:00 am, prompting concerned people to stockpile water. As shoppers flood the store, there are 150 cases of water on the shelf. People bypass the chic sparkling waters like Perrier and Pellegrino; they walk right past all the exotic vitamin waters and head straight for the plain old cases of ordinary flat water.
- By 10 am, there is a lineup at the register. Everyone has at least three or four cases of water in their shopping cart. It's flying off the shelves, but everyone seems to have enough.
- By 2:00 pm, all the bottled water is gone. People have now resorted to purchasing expensive fancy sparkling waters, vitamin drinks, and water-like products like Gatorade and juices.
- By 5:00 pm, everything in the store that was a liquid is gone. Coke, Pepsi, Sprite, chocolate milk, fruit drinks, and tomato juice are now gone.
- The store manager reckons that he has gone through three normal days in sales in just a few hours. He phones the distribution center before he leaves work for the day, and he is assured that the normal Thursday shipment will still happen. He will not have any water for a couple of days, but it is no big deal because he orders extra.
- He comes into work the next day, receiving a frantic call from his contact at the distribution center. The trucks are down for lack of fuel, and the road is out because of the disaster. *He will not be resupplied for two weeks* – at least.

And that's where the wheels come off, ladies and gentlemen. That's when people become frantic, because they cannot get something that they need to live, something that was usually abundant and plentiful. Now, there are only empty shelves greeting them in stores....

WHAT WILL SELL OUT FIRST

Imagine, however, that you knew which items would sell out first. Imagine that you had a list of life saving items that people would flock to before, during, and after a disaster, items that would be most in demand because they could save your life.

Stockpiling goods is a great idea, but not everyone can do it. Not everyone can afford to do it. What we have done, however, is compiled a list of the items that will sell out first during a crisis, so that the second you become aware of some looming danger, you can immediately pick up the top 23 selling items on this list before they sell out. Be advised, sometimes these items can sell out in *hours*, not days. Be ready, be vigilant, and rejoice in the fact that you now possess a secret, insider list of the 23 items that will sell out first!

SOME NOTES, FIRST

Before we get into the actual items that will sell out first, and therefore, the ones that you need to buy, there are some notes we want to share with you first:

- The items are ranked in order of importance. If you find yourself short of money or time, take this list with you and purchase the items with the lowest numbers first. If you can, purchase the whole list; if you can't – at least strive for the top five or even top ten.
- You will note that some of the items are marked as FOREVER ITEMS. This means that the items will never expire or go bad. This applies only to food items, and yes, there actually are some food items that will last *forever*!
- While not all of these items are necessarily food items, all of them can be purchased at your average grocery store. Keep in mind, however, that grocery stores are not the only places where these items can be found. Think outside the box during a crisis; some of these items can be found in department stores like K-Mart, Target, or Wal Mart. Others can be found at big box stores like Sam's Club and Costco. Yet others can even be found at hardware and home improvement centers like Lowe's or Home Depot.
- This list contains items that have been statistically proven to sell out during a crisis situation, in the initial hours of an emerging situation. Keep in mind that some crises unfold with plenty of

warnings (such as approaching storms and hurricanes), while some crises strike suddenly, and without warning (acts of terrorism, natural disasters). What this means to you is that *you should never actually wait for a crisis to purchase these items!* Waiting until the disaster actually happens means you will face competition from desperate people, and you will probably pay more for everything at the hands of unscrupulous people who want to cash in on a disaster.

23 ITEMS THAT WILL SELL OUT DURING A CRISIS

Without further ado, here is the list:

#23 – Honey **FOREVER FOOD**

Most people associate ordinary honey with novelty foods that are seldom if ever used before. Occasionally, some people use honey with tea, or sometimes in baking. The reason honey has fallen by the wayside a little bit within the last hundred years or so is because of the prevalence of easy access to refined sugar. Nature made sugar fairly hard to get, but mankind made it easy to get, and now you can purchase sugar in 50 pound sacks if you wish. Honey was the “original” sugar, if you will.



Why then is honey important to you, the prepper, and why does it fly off store shelves during a disaster? There are two important reasons why honey is vital to your stockpile. First of all, honey, being a form of sugar, is excellent for a quick energy hit without the undesirable side effects of refined sugar. Unlike sugars, a teaspoon of honey will give you a quick shot of energy without the crash associated with sugars. Additionally, honey is a powerful antiseptic, one that most people do not know about. If you have a cut, for example, and you cannot get access to rubbing alcohol or betadine, you can use ordinary honey to smear over the cut. Honey is an ultra powerful antibacterial agent and no bacteria can survive within it.

Lastly, honey is a forever food. A jar of honey has no expiration date. That's right – because it is so antiseptic, bacteria that cause decay cannot survive within it. Therefore, honey can be a hundred years old and still be edible. In fact, honey pots were found within certain pharaoh's tombs, and contained perfectly edible honey. It really is a superfood.

Suggested purchase: one 8 ounce container per person.

#22 – Butane Lighters

Butane lighters are so ubiquitous that it is hard to believe people do not stockpile them by the case. They are available at gas stations, grocery stores, hardware stores, and basically any place that sells tobacco. Foodservice stores also sell restaurant style long necked butane lighters that are used for lighting burners and fireplaces.



Let's make a shocking and revelatory statement here: there is no easier way to light a fire than with a butane lighter. Matches are not easier, as they can often become waterlogged and the flint paper ruined. Gasoline and other accelerants border on dangerous, and magnesium fire starters and their like require much skill to use.

The beauty of butane lighters is that they are sealed, meaning the butane within (which exists as a liquid until it makes contact with the atmosphere) can keep for a very, very long time. Plus, they are so cheap that when they are consumed, you just grab another one and keep going.

Butane lighters have a tendency to fly off shelves during a crisis because they are so cheap and so useful, and you only really notice they are missing when you need on the most. A lighter should be carried in every go bag, in every car, and in every personal survival kit with several dozen at home. Note: don't store them all in one place. Your stockpile of butane lighters needs to be separate and decentralized because they are after all flammable, and if a fire should start, you don't want your cache of lighters going up like the Fourth of July.

Suggested purchase: one butane lighter per person.

#21 – Fire Logs

Once upon a time, firewood was gathered by either chopping a live tree down, or gathering up dead wood from the forest floor. This wood would then be brought home, where it was split into manageable pieces, then left to dry somewhere off the ground, sometimes for a year or two to get the moisture out of it. In short, gathering and processing wood was a major chore and backbreaking endeavor, and all this was basically just to heat your home.



Modern homes rarely depend on firewood for heating anymore, yet most homes and even condominiums still have fireplaces. During a disaster, power and gas are often the first victims, and many people die from exposure even within their own homes, since the modern home is more or less dependent on forced air heating.

A great way to heat at least one room is by using commercially available fire logs like those made by Duraflame. These logs are marketed under many different brand names, and are made from ground wood and other combustible products that are held together by a wax-like substance roughly in the shape of a log. These logs are ridiculously easy to light. You simply light the combustible wrapper, which ignites the whole log. Most of them are marketed as two or even three hour duration logs, and they provide a good amount of heat if you are sitting fairly close to the fire place. Unlike wood logs, it is impossible to get wax fire logs waterlogged such that they do not light, and they store practically forever. These sell out very fast during a crisis, especially when the weather is cold. Even if you do not have a fireplace, you can burn them in a metal fire pit or simply dig a hole in your yard and burn them there.

Suggested Purchase: 3@ 3 hour logs per family, per day.

#20 - Cigarettes

Most people associate cigarettes with lung cancer and other diseases, and there has been a massive push as of late to get people to quit smoking. Still, it is estimated that in the United States alone, there are over *42 million smokers*. That is certainly a lot of people. So why are we recommending that you stock up on cigarettes – even if you don't smoke?



Pretty simple, really. The people that *do* smoke need to smoke regularly, or they succumb to nicotine cravings that can really ruin their day. These people may possess things that you might need, and what better barter currency than cigarettes? Considering the built in marketplace of 42 million American smokers, there will always be people that will trade a carton or two of smokes for something that might be far more valuable to you.

Cigarettes have a long history of being valuable barter items in places like prisons and concentration camps, where historically, they have been more valuable of a commodity than food. There is no reason to think that they will be any less valuable during a major disaster, which is why cigarettes sell out insanely fast when disaster is afoot.

Lastly, although smoking is an inherently unhealthy habit, tobacco actually has some medicinal uses as well. Inflamed skin, rashes, and boils can be treated by making a poultice out of tobacco. Unwrap a cigarette, take out the tobacco, mix it up in a little water, and smear it over the infection or rash. It will heal it up in no time.

Suggested Purchase: Two cartons of regular cigarettes per household

#19 – Band Aids

Disasters are clearly times when we are more likely to be injured, and also, times in which medical help is less likely to be present. Most grocery stores have developed fairly well stocked first aid sections, and unsurprisingly, these sections sell out very fast during disasters.



The problem with grocery store first aid sections is that they are fairly basic, and the bandages that are sold here are often small, meant for minor cuts and abrasions. However, they are absolutely better than nothing, since larger bandages can often be improvised from household stuffs like tablecloths, t-shirts, and towels. The risk of getting a small cut and not bandaging it is not merely cosmetic, or even the fact that you might bleed all over the carpet; the risk you need to be aware of is that of infection, and even a small cut can open the door for an infection that might require a limb to be amputated should it fester long enough. During a disaster, your hygiene needs to be impeccable, not merely decent, and a little 25 cent band aid goes a long way towards keeping foreign contaminants out of your body.

You should seek to purchase an array of bandages in the largest range of sizes possible. Band aids pack fairly flat and compact, so even a lunch box full of band aids can contain hundreds of them within a small footprint. Remember to store band aids in a dry place or sealed Ziploc style bag, since they are packed in paper and thus susceptible to mold if they become damp.

Suggested Purchase: As many as you can buy with \$50

#18 – Baby Wipes

Baby wipes used to just be for babies because of their unique ability to stay damp and wipe away even the most serious stains while using absolutely no water whatsoever. Nowadays, baby wipes aren't only for babies anymore. There is a whole range of personal wipes marketed these days, but they all kind of fit the same pattern: a container that houses a stack of nested wipes that are presoaked from the factory with some kind of aqueous solution. As long as the seal remains intact, the wipes stay damp for a long time.



Most people who plan for disasters fail to take hygiene into account, and coincidentally, most disasters affect water sources and supplies almost immediately. As mentioned in the band aid write up, even the tiniest cut could fester into a gangrenous lesion that could result in an amputation. Sure, this is a worst case scenario, but consider some of the other consequences of having poor hygiene. Even helping someone else who is injured while you have dirty hands raises the risk of infection, and this is all totally

unnecessary when a packet of moist baby wipes is capable of wiping the bulk of the grime off your hands, even without water. Then, you could simply rinse your hands with some alcohol and be totally cleaned up to do whatever first aid needed to be performed.

Baby wipes also help keep the rest of your body clean, even when no showers are available. They keep preventable ailments like athlete's foot at bay, and they do it cheaply, effectively, and without you having to waste an ounce of your water supply. When purchasing the wipes, note that they come in two types of containers. One type comes in a hard plastic container that is meant to be refillable, and the other type has a soft plastic container. Get the soft plastic kind, because it fits into a pack better and compresses when empty.

Suggested Purchase: One box per person.

#17 - Nuts

It's no mystery why nuts are some of the first things to disappear from store shelves during a disaster. Nuts usually come packaged hermetically sealed from the elements; if not vacuum packed in a can, they are usually sealed inside of a jar. This fact alone makes them an excellent survival food since they cannot be hurt by elements such as dampness and humidity.



Even if the packaging was all they had going for them, nuts would be a winner. Consider, however, that nuts are energy and protein packed super foods which can sustain you through the worst disaster. They are also highly nutritious and contain many vitamins and minerals. Lastly, unless you are purchasing an exotic variety, nuts are also fairly inexpensive, all things considered.

When purchasing nuts, basically any kind is open season – almonds, peanuts, macadamias, cashews and pistachios are all okay. *What is not okay, however, is buying salted nuts.* Never purchase nuts that are salted for a survival situation. Leave those types on the shelf for other, less savvy people. The reason for this is simple – salt makes you thirsty, and water will not be plentiful during a disaster. Also, nuts are usually *heavily* salted making them a bad choice for survival, even if they do taste great. Stick with unsalted nuts!

Suggested purchase: Two cans or jars of nuts for per person.

#16 - Batteries

Every grocery checkout has that one spot. You know it – it's the rack that is filled from floor to waist height in disposable batteries, right there at the checkout. The reason why batteries are featured so prominently is because people buy them. In fact, people buy *a lot* of batteries, which means that people have lots of gadgets that take batteries!



From a novelty standpoint, you have game controllers, remote controls, and other non-essential gadgets that take batteries. Then, you have critical survival devices such as smoke detectors, portable medical equipment, two way radios, and GPS receivers that also take batteries, and, depending on your situation, some of these items might just save your life during a disaster.

Batteries are critical commodity items, and are one of the first items to go in a disaster, with the most common sizes being 9v, AA, and AAA. Most all gadgets now operate exclusively on these, with the C and D sizes of years past being much less common. Make a list of your critical devices, and find out what batteries they take *right now*, before a disaster!

Suggested Purchase: Four (4) full sets of backup batteries for each device.

#15 – Pet Food

The overwhelming majority of Americans own at least one pet, and of these pets, by far the most common are dogs and cats. Surprisingly, actually planning for the feeding needs of these pets falls by the wayside oftentimes. Consider that in a dire survival situation, you may not have enough food to share with your pet! Since most pets are considered family members that



are loved by their owners, it would be a shame to have your pet starve to death if you could have prevented it. Most pet owners will flood grocery stores at the eleventh hour looking for pet food, at the very height of a crisis, and it's no surprise that pet food is one of the first things to be sold out during an emerging situation.

The good news is that pet food has a very, very long shelf life because of the way it is manufactured. Canned pet foods are good practically forever, so there is no excuse not to keep a bunch of it on hand. Remember, if your pet eats canned food, plan to have a can opener on hand and at least one spare. Keep dry kibble off the floor so it doesn't get damp or spoil.

Suggested Purchase: One 50 pound bag of dry food per adult dog. One 10 pound dry food bag per adult cat.

#14 – Ramen Noodles

Ramen noodles have been the staple food of broke college kids since they were invented, and for good reason. They remain an inexpensive yet filling and flavorful meal replacement, and to top it off, they are sealed within their own impermeable bag and do not require any special storage consideration.

The concept of Ramen noodles began with the brick-like noodles everyone is familiar with the world over, and has since migrated into cup-a-soup versions that contain more toppings, vegetables, and seasonings. Regardless of which type you choose, they are inexpensive eating and also easily stored. The reason why Ramen noodles are number 14 on our list is because when disaster strikes, these noodles are among the first things to go. They do not even require boiling water to cook; simply microwave a cup of water for a minute and that will be plenty hot to melt the noodle.



The downside with Ramen noodles is their sodium content, of which most is contained within the flavor packet. Too much sodium makes you thirsty, which is a problem when water is at a premium. Also, unlike a college student, you should not plan to eat these noodles exclusively because they lack nutrients. All this said, however, Ramen noodles are a quick, filling meal that requires very little skill and equipment to cook, and during a survival situation, a quick, hot meal can be a massive morale booster. For that reason, we heartily recommend the humble Ramen noodle, of course, in moderation.

Suggested Purchase: Ten conventional Ramen noodle bricks per person.

#13 – Twinkies

The venerable Twinkie and other products like it have been around for decades, almost unchanged in form or shape. Hostess as well as a few other companies make similar products such as Ho-Hos, Dingbats, and other such pastries. Twinkies and their derivatives are practically (but not quite) a forever food, and they are capable of lasting for years without any special storage considerations.



If you were hoping we were going to provide you with some sort of revelation as to the health benefits of these pastries, we have bad news for you – they have no nutrition so to speak, and eating too many of them is most certainly very bad for you.

Why then is something like a Twinkie on a survival list? First of all, we promised you we would reveal to you the top 23 items that sell out during a crisis, and Twinkies have earned the 13th spot on that list.

They are in very high demand during a crisis, and sell out extremely fast. Secondly, not all survival foods need to necessarily be good for you in order to help you survive. The humble Twinkie is a massive morale booster in a survival situation, keeps practically forever, and gives you a quick hit of sugar when you need it most. Tactically speaking, the Twinkie also has the power to quiet a screaming child when you might require silence the most. It also plain makes you feel good, which is why things like chocolate and Skittles have long been included in military rations even though they have questionable health benefits. Minimize the power of morale at your own peril!

Suggested Purchase: Five Twinkies per person.

#12 – Baby Food

At the announcement of an impending crisis and shortly thereafter, baby food has a tendency to disappear from store shelves. There are several reasons for this; for starters, babies and infants cannot usually eat adult foods, meaning that if you have such a child, and you do not have baby food, you are facing the prospect of your child starving. Baby food is particularly critical in infants who have been weaned from breast milk and are now onto semi-solid foods. Once the mother stops producing milk after weaning, it is nearly impossible to restart that flow, so plan accordingly, right now.



There are two critical foods that you need to stock up on if you have infants; baby formula (breast milk replacement) and baby food for the older kids. Both formula and baby food keep for very long periods of time, since formula is usually powdered, and baby food comes in jars. The danger area to watch for, however, is with formula, which is often sold in paper cans which can get wet, ruining the formula inside.

Hygiene is ultra-important with babies, even more so than with adults. Make sure the water used to make baby formula is brought to a full boil during a disaster. Then, let it cool, mixing the formula in when it is cool enough to drink. Babies cannot tolerate intestinal parasites and pathogens; consider that contaminated water can be *lethal* to babies.

Suggested Purchase: 5X the amount of the normal weekly baby food or formula consumption.

#11 – Peanut Butter

Few food contain as much protein as a single spoonful of peanut butter. We covered nuts already as a natural survival superfood, but peanut butter has some advantages even over nuts. For one thing, peanut butter keeps longer than raw nuts do, assuming the lid is kept tightly on the container, and it is also a far more compact food than raw nuts. Even in a tightly packed jar of peanuts, there is airspace between each

nut. In peanut butter, all of that space is gone, meaning the food is far more dense. The short version is that a table spoon of peanut butter contains a ton more food than a table spoon full of nuts, and denseness and compactness is what you want in a survival food.

Peanut butter is also dirt cheap and packed with protein, which is why it is among the first foods to sell out during a crisis. It can be smeared on practically anything and still provide a decent flavor as well as much needed nutrients. As mentioned above, make sure that lids are kept on tightly, because peanut butter that is exposed to the air for too long goes rancid pretty fast.

Suggested Purchase: One jar per person.

#10 – Alcohol

Who would have thought that of the top ten things to sell out during a disaster, booze would have placed number ten on the list, ahead of food items even? Well, it's absolutely true – in the midst of a disaster, common alcohol like whiskey, rum, vodka, wine, tequila and gin will all sell out in a lightning fast manner.

There is a very good reason for why this is so: Americans love their alcohol. We aren't going to debate the merits of whether you should be drinking during a disaster (bad idea), but we are committed to giving you the raw facts on what sells out when disaster strikes, whether you should be consuming it or not.

Here is the deal – health risks aside – we believe that you need to stock up on alcohol, even though you may not drink. There are two excellent reasons to keep alcohol:



1. **Alcohol is a powerful antiseptic:** Vodka, gin, and whiskey are excellent antibacterial agents. If you have nothing else on hand with which to clean or disinfect a wound, a squirt of whiskey or gin will do the trick. Booze kills bacteria on contact!
2. **Alcohol is a powerful barter currency:** Like cigarettes, there are legions of people who are hooked on booze, and not having it makes them irritable and non-functional. Alcohol makes a fantastic barter currency, and thus having it on hand gives you something to trade for a thing you might need.

Lastly, booze stores forever and can even be used to light fires in a pinch. Avoid alcohols that require refrigeration (like beer), and those that degrade over time (like wine). Stick to the hard stuff.

Suggested Purchase: one case of whiskey per family.

#9 – Coffee

Coffee is an age old stimulant that has been essential to favorable mornings since it was invented. More people depend on coffee than depend on cigarettes and alcohol *combined*, whether it's to wake up in the morning or to stay alert throughout the day. Coffee is one of the things you only really notice when it's gone, and when it is, grogginess and irritability ensues.

There has been a revolution in coffee making within the last five years, mainly due to the Keurig brand of individual serving coffee cups. Called K-Cups, these individual servings are a survivalist's dream, and should be purchased accordingly. If you currently possess conventional coffee machine, one that requires a filter, a pot of water, and ground coffee, you should consider ponying up to a Keurig style machine. There are two major benefits to the K-Cup system if you are a coffee drinker: First, a K-Cup only makes one cup of coffee at a time, meaning that it only uses *one cup of water per cup of coffee*! When water is at a premium, like it is in a survival situation, there is no waste with a K-Cup system, no forgotten pot of coffee burning over and wasting water. Secondly, K-Cups are individually sealed meaning they keep forever and require no special storage, and in a pinch, even if you lost your Keurig machine to disaster, you can still pop a hole in a K-Cup container, pour hot water into it, and make a coffee.



Either way, make sure you have coffee on hand. It makes those all-nighters that are extremely common during disasters much more tolerable.

Suggested Purchase: One box of K-Cups per person.

#8 – Vinegar

Besides being a popular ingredient for salads and cooking, vinegar is an excellent antiseptic agent. There are two kinds of vinegar; red wine vinegar and white vinegar. We are most interested in white vinegar, because it is sold in one gallon sizes and, when diluted with water, makes a really inexpensive yet super effective antiseptic solution for cleaning just about anything.



As stated several times previously, hygiene during a disaster is critical, even more important than under normal circumstances. White vinegar is absolutely essential in disasters like pandemics, where cleanliness and antibacterial warfare is of utmost importance.

White vinegar also stores for extended periods of time, although it does require a cool, dark space to last the longest.

Suggested Purchase: one gallon of white vinegar per person.

#7 – Sugar **Forever Food**

Sugar, as mentioned previously, is a recent invention. The past two centuries have seen the advent of sugar plantations, and now fifty pound sacks of refined sugar are common and inexpensive. Sugar fulfills several key needs for the prepper, and it sells out in no time during a disaster for many good reasons.



Sugar is a super carbohydrate capable of giving you a quick energy boost when you need it the most. It is also a forever food because of its antiseptic nature; no bacteria can live within sugar, and therefore it has an indefinite shelf life. Because of its antibacterial properties, sugar can be mixed into a syrupy poultice that can be directly applied to wounds so as to ease infection.

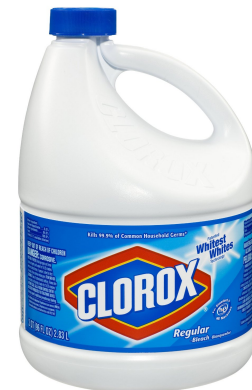
The biggest challenge you will find with sugar is storing it properly; normally, sugar is sold in paper sacks, and it should be transferred to a food grade pail with a sealing lid so that it can keep practically forever.

Suggested Purchase: One fifty pound sack per family.

#6– Bleach

Bleach really is a miracle - it only does one trick, but man, is it a good trick – *disinfection*. There is literally no other substance that can be found within your average grocery store that can do as much disinfecting as ordinary household bleach, and with recent government bulletins pumping the benefits of bleach, it is now a massive hot seller during a crisis.

Bleach has two core areas where it really shines. The first area is disinfecting water that is suspected of being contaminated. Simply take four eye dropper sized drops of ordinary household bleach per quart of water, and drop them in questionable water. Stir the water, and let the water sit for 30 minutes. Smell the water; it should smell faintly of bleach. If it does, it is good to drink. If it still smells earthy or dirty, repeat the process and test it again. Bleach kills most pathogens on contact and can render water from creeks, rivers, and lakes drinkable.



Bleach is also a miracle product for fighting disease; some African villages have fought off deadly diseases like Ebola with nothing more than ordinary bleach that has been diluted. Take 9 parts water, one part bleach, put it in a spray bottle, and spray it wherever you suspect contamination. It kills on contact! There is one caveat for bleach: make sure you buy unscented bleach if you plan to use it for disinfecting water.

Suggested Purchase: One gallon of unscented bleach per household member.

#5 – Sports Drinks

Sports drinks are massive sellers during normal times; during disasters, drinks like Gatorade and PowerAde sell faster than just about anything. We highly recommend stocking up on sports drinks, especially those with low sugar content. Sports drinks are basically water that is mixed with important electrolytes like potassium as well as sugars and salts. The net effect of drinking a sports drink versus water is that they replenish vital electrolytes which your brain needs to function.



Drinking too much water on an empty stomach or when doing too much strenuous activity strips the salts from your brain, which can result in hyponatremia, which is a lethal condition. Basically, in layman's terms, it's referred to as water poisoning because your body needs salts to survive, and salts get stripped away when there is too much water and too little food, like in some survival situations.

Sports drinks also help to cure the dehydration inherent in situations where someone has chronic diarrhea from drinking contaminated water. While sports drinks are not a replacement for water, they are a specialized rehydration tool that no one should be without.

Suggested Purchase: one gallon of sports drinks per person.

#4 – Salt **Forever food**

Salt is a bona fide forever food, meaning it will never spoil, rot, or go rancid. It lasts, as the name implies, forever. So what do people know about salt that causes it to sell so rapidly during a disaster? Salt has so much going for it that it's hard to list all the reasons to have it on hand during a disaster, but here are the top ones:



- Salt seasons your food. Remember, morale is more important than you think in a survival situation. Tasteless food contributes to low morale, while lightly salted food elevates even a questionable meal to tolerable status.

- Salt is a powerful antiseptic, and while it should not directly be stuffed into a wound, it can be mixed with clean water to make a saline rinse solution that is excellent as an eye wash or wound irrigation wash.
- A pinch of salt is excellent to take when you don't have a lot to eat, but you have plenty of water to drink. Taking small quantities of salt throughout the day replaces the salt that the water strips away.
- Salt can be used to preserve all kinds of foods, especially meats.

As with sugar, salt is normally sold in paper containers and should be transferred to food grade pails with sealing lids for maximum life.

Suggested purchase: one pound of salt per person.

#3 – Rice **Forever Food**

Rice is an ancient food that is also a forever food, although only *white* rice is a forever food, meaning that if stored correctly, it can last hundreds of years if need be. White rice, therefore, needs to be tops on your list of survival foods, also because it tends to disappear really fast during a crisis.



White rice can be had in the "minute" variety, which is what we recommend purchasing. It can rapidly be whipped into a satisfying meal that is rich in carbohydrates, meaning that it can sustain you and give you a burst of energy when you might need it the most. It is also extremely inexpensive to purchase and mixes well with all kinds of other foods.

The downside to rice is that it is a forever food only when stored correctly. Most rice comes either in a burlap or plastic sack, or a paper box in smaller sizes. Both of these containers are extremely susceptible to attack by rodents, which can smell the rice and attempt to burrow into it, which of course contaminates the whole lot. For this purpose, store rice in food grade pails with sealing lids.

Suggested Purchase: One fifty pound sack per family member.

#2 – Canned Goods

Want to know the second most popular item that sells out during a crisis? The item that is the second most purchased item in the store, and the one which anxious shoppers run



to right after they get the first most popular item? *Canned goods!*

Canned goods encompass a huge range of products; there are canned vegetables, canned meats, canned fruits, and canned soups just to start. The very nature of canned goods – the can – is what makes them so awesome. Consider that canned goods, assuming the integrity of the seal remains intact, can be edible for *decades*, regardless of what the expiry date shows. This alone makes them a survival superfood.

Besides that, canned goods often contain more protein, more vitamins, and more nutrients than almost any other food, simply because of the diverse nature of the types of foods that are canned. Canned meats, for example, are 100% protein packed meals in and of themselves. Canned foods are almost always precooked and safe to eat right from the can without extra heating.

The most important part of maintaining canned goods is the can itself. Make sure the cans are stored in a cool, dark place, and also remain free from being dented. Lastly, without a can opener, you won't be enjoying any delicious canned foods, so keep a couple spares.

Suggested Purchase: One can of food per person, per meal.

#1 – Water

This is it, the number one position, and it should really be no surprise to you that water is the item most purchased during a disaster. Wherever disaster strikes, water, the most abundant substance on planet earth becomes scarce, rare, and coveted.

Why is such an abundant substance so rare? It's pretty simple actually. Most water in its natural state is undrinkable: Sea water is obviously not drinkable without filtration, but most people do not realize that surface water such as lakes, rivers, creeks and ponds is almost always contaminated with pathogens. These bodies of water contain nasties like giardia and cryptosporidium, which can sicken you for weeks and even kill you if you are immune compromised, and pathogens exist in 90% of water on the surface of the earth. Additionally, you can't just look at the water and tell it is contaminated.

Normally, tap water is drinkable right from the faucet, but during a disaster, tap water can become contaminated with pathogens that enter the water supply, which is why bottled water is always at such a premium during a disaster. Bottled water comes in all shapes and sizes and degrees of fanciness with prices to suit, but you really only need to stock up on plain old flat bottled water. 8 ounce bottles and smaller are the best; avoid large jugs, because they are hard to transport and very easy to contaminate. Additionally, flats or cases of bottled water stack nicely until such time as you need to use them.



Most people do not stockpile water at home because they have always been able to buy it, except when a disaster strikes. Grocery stores do not stockpile much water simply because it is big, heavy, and takes up lots of space, but this is also the reason why it is the number one item that sells out during a disaster.

Stockpile water by all means, but remember to rotate your stocks.

Suggested purchase: One gallon per person per day for hydration only.

CONCLUSION

People that clean out store shelves are people that fail to prepare. There should really be no reason to have to rush to the store at the last minute to get these 23 items, because they are items that you should already have at home. Now that you are armed with this information, start purchasing the 23 items we listed, slowly, a little at a time. Start with the top five, then go on to the top ten, so on and so forth, accumulating your supply. Remember one key fact: not being in that store with those frantic people will be a life saver in and of itself. Plan now!

Until next month – Frank Mitchell signing off...