"Whether it’s a product, menu, recipe, or gadget, the AKA stamp confirms that it has been evaluated and approved by me, as a better quality and healthy choice. More specifically, it means that the product does not contain any nutrition "no, no's," (artificial stuff, too much of something, not enough of another...), its marketing message is truthful and it fits into a nutrition plan for optimal health. What it does not mean is that anyone paid me to evaluate or influence my decision, and it also does not mean that a product stays either approved or not approved forever – I am always re-evaluating products to follow updated marketing messages, ingredients, learning about sourcing methods, and focusing on truths in nutrition, not trends and fads.

- Ashley Koff, R.D. and frequent guest of Dr Oz, The Today Show, Good Morning America and The Doctors