

# Jesus and Whole Foods

By: Bobby McCool

**K**ara and I went to Whole Foods Market yesterday for lunch and in case you don't know, it's so much more than a grocery store. It's an all natural/organic grocery store. It's got a really cool and trendy vibe to it. (They even sold TOMS in there! Sweetness.)

The week before, I walked in because I'd been hearing so much about it, but had never step inside one before. I was just expecting a healthy grocery store, but to my surprise there were two MASSIVE buffets in there with every kind of food you could imagine...from baked chicken and mashed potatoes to blackened tilapia! I didn't know they even had a restaurant!

Long story short, we had one of the best meals we ever had!!! Everything on the buffet was cooked with all natural/organic ingredients. It was amazing...and healthy!

Everything just looked better! The vegetables were more vibrant in color, the bread fresher, and everything full of flavor! It really tasted like a homemade Thanksgiving meal! I believe Jesus Himself would have smacked His mother over it – It was that good!

I got to thinking, why was this so much better than, say, Cracker Barrel? Then it hit me. The foundation of Whole Foods Market, Inc. is based on their product being FRESH.

Pretty simple. What made the meal better than every other sub-par eatery was the fact that there was no overly processed, MSG induced, frozen food offered on their buffet.

I told that story to say this: The only thing that will separate our student gatherings every week from

your average run of the mill rally, convention, or youth service is if we are willing to offer something FRESH.

We can't give in to the temptation of creating an "overly processed" God experience. We can't rely on an artificial hype or our own type of "MSG" to make students crave our environments we produce.

One of my favorite passages of all time is Amos 5:21-24 (The Message):

*"I can't stand your religious meetings.  
I'm fed up with your conferences and  
conventions.*

*I want nothing to do with your religion projects,  
your pretentious slogans and goals.*

*I'm sick of your fund-raising schemes, your  
public relations and image making.*

*I've had all I can take of your noisy ego-music.  
When was the last time you sang to me?*

*Do you know what I want?*

*I want justice—oceans of it.*

*I want fairness—rivers of it.*

*That's what I want. That's all I want."*

Basically, God was saying, "I want something fresh."

So let's be more creative than we've ever been... Let's be more authentic with our relationships with students than ever before... LET'S GIVE A FRESH, ORGANIC experience to the students that is rooted in a foundation of prayer, fasting, and anointing. And when we do this, they will, in a sense, be walking out our doors saying, tweeting, and updating that it was the best "food" they've ever had.

Be Fresh.