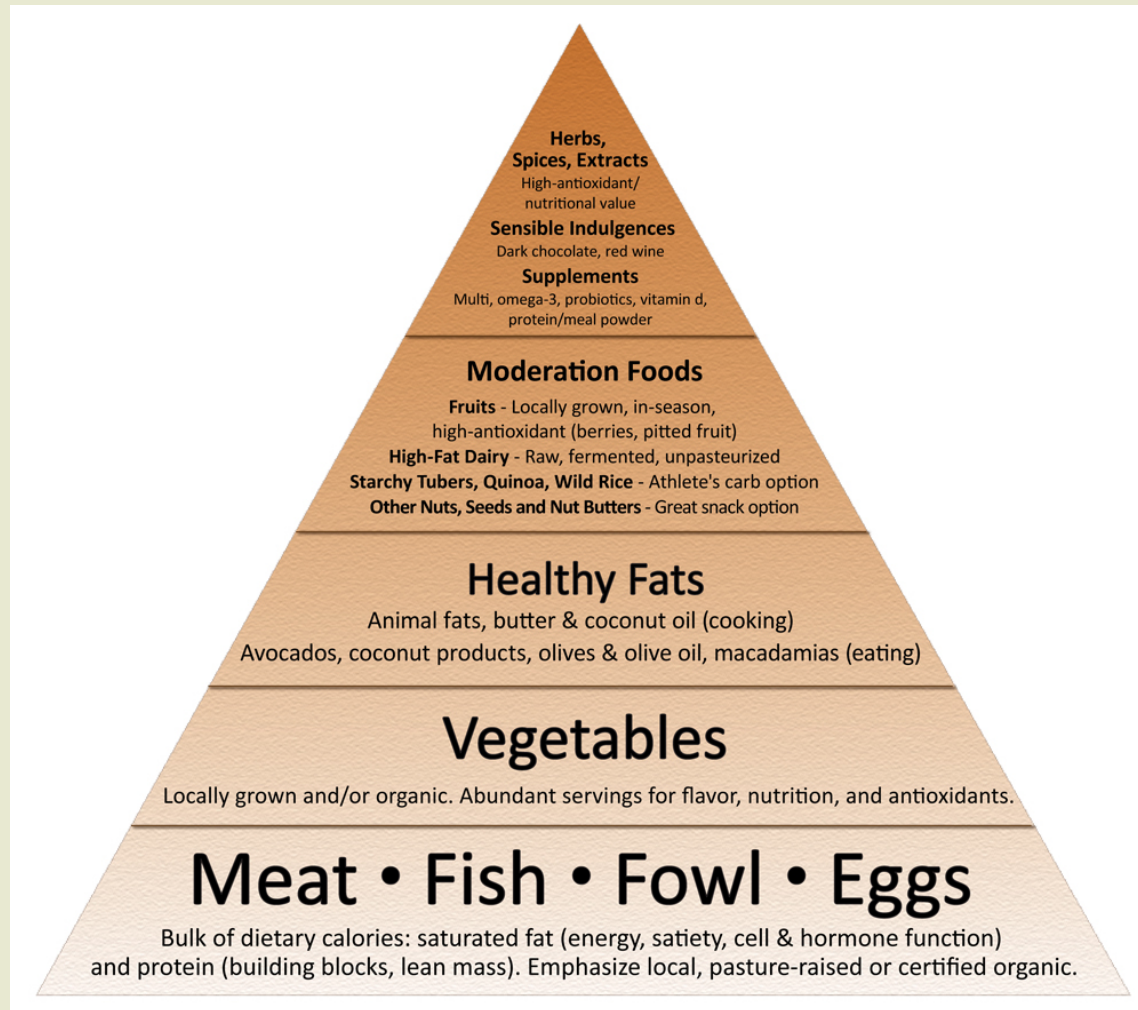


The “Real Food” Lifestyle

(a.k.a. Primal, Paleo)



Revised food guide pyramid for vital body-rebuilding nutrition leaving
you more energized and satisfied

Disclaimer

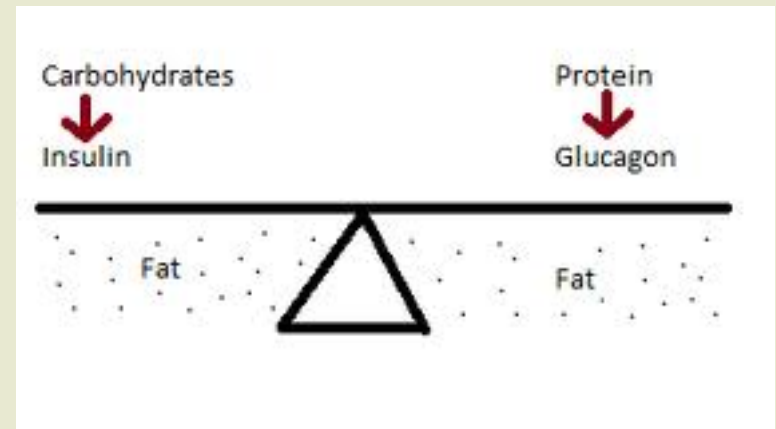
- You have been eating longer than you've been walking
 - Not here to criticize
 - Here to present facts
 - Here to show what has worked for us, our family, and our performance
 - Take what you sounds interesting or what might work for you and your family, and leave the rest behind

Diet and your fitness

- Diet lays the molecular foundation to your fitness
 - Without a solid diet, the pyramid can't build
- 80% of your body composition is determined by diet
- Lean body mass is key
 - Strive to lose fat and build muscle
 - Do not strive to lose “weight”

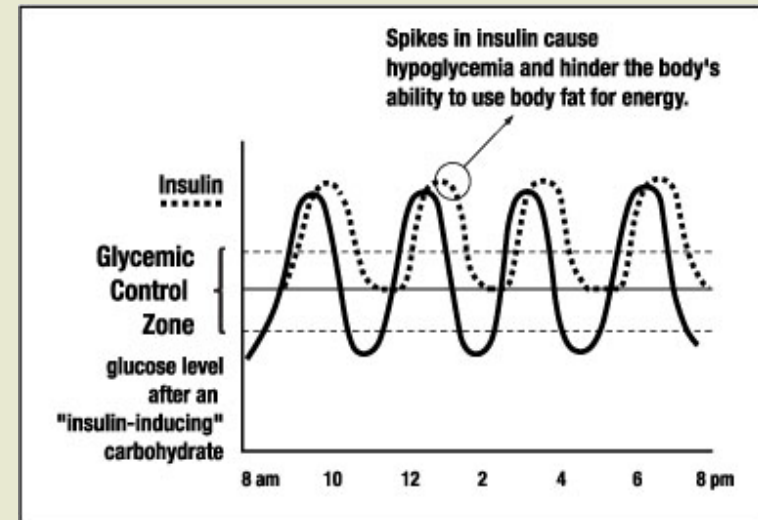
Glucagon and Insulin

- Insulin
 - Hormone stimulated by carbohydrate consumption
 - Tells body to store glucose for later
 - Glycogen in muscles and liver
 - Excess in fat storage
- Glucagon
 - Hormone stimulated by protein consumption
 - Tells liver to release stored glycogen and fat
 - Inhibits release of insulin
- Keep your teeter-totter in check
 - Eat protein at every meal
 - Eat fat at every meal for stabilization of both hormones



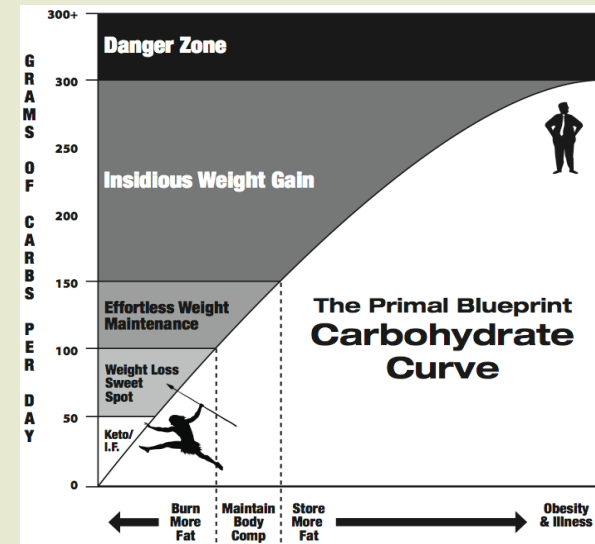
Manic Depressive Nutrition

- The blood sugar rollercoaster
 - Eat too many high glycemic carbohydrates
 - Body makes blood glucose
 - Insulin produced in pancreas
 - Fat storage increases
 - Fat burning stops
 - Insulin spikes and leads to chronic elevation



It's all about insulin!

- Carbohydrates control insulin; insulin controls fat storage
 - Consumption of slow burning foods → normal insulin response → nutrients delivered to cells for use and storage → effective fat metabolism and stabilized energy
 - Consumption of processed carbohydrates → spike in blood glucose → elevated insulin response by pancreas → “sugar crash” → cycle repeats → eventual insulin resistance
- Insulin resistance
 - Fat cells cannot release stored energy → weight gain
 - Excess glucose stays in your bloodstream → inflammation
 - Pancreatic beta cells become exhausted → Type II diabetes
- Hyperinsulinemia (chronically high levels of insulin) is root cause of:
 - Obesity
 - Platelet adhesiveness and macrophages to foam cells → accumulation of cholesterol in arterial walls
 - Reduced blood levels of nitric oxide → high blood pressure
 - Glucose intolerance
 - Immune disorders
 - Mood dysfunction
 - Cancer
 - Arthritis
 - Stroke
 - Alzheimer's disease



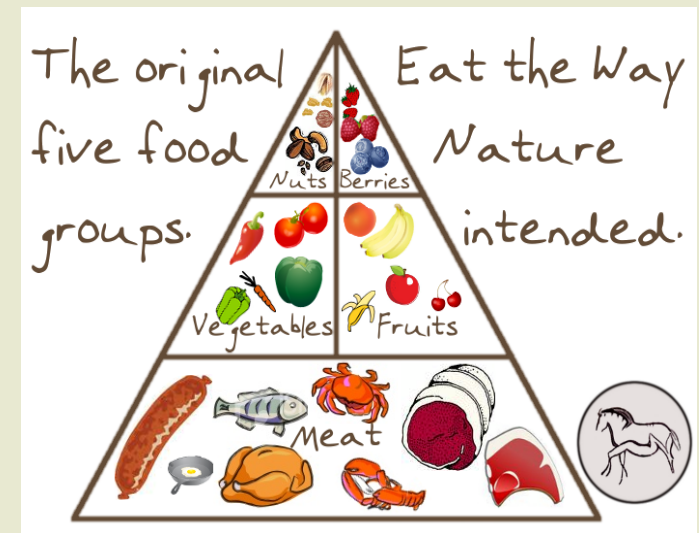


It's not about cholesterol

- Cholesterol is critical to healthy cell structure and metabolic function
- High cholesterol is a symptom, **NOT** a cause
- Body produces 3-4x more cholesterol than you eat
 - Acts as bandaid at inflammation site
 - If inflammation remains, risks of clots arise
- No evidence that too much animal fat and cholesterol promote heart disease
- Inflammation and oxidation driven by excessive insulin levels and stress are risk factors for heart disease
- Cholesterol is only trying to help
 - Solution: reduce inflammation created/exacerbated by a carbohydrate centered diet and unhealthy fats

What you can do: Eat to fit your “genes”

- Eat LOTS of plants and animals
 - Quality sources of animal protein
 - Assortment of colorful vegetables and fruit
 - Healthy sources of fat
 - Nuts, seeds, their derivative butters, certain oils, avocados)
- Avoid these top things:
 - Chemically altered fats (trans, partially hydrogenated)
 - Processed/packaged/preserved food
 - Processed grains (esp. wheat and gluten)
 - Processed sugar
 - Artificial sweeteners
 - Legumes
 - Low fat dairy
- Shop the perimeter of the grocery store
- Forget about tracking calories and eat all approved foods in abundance
 - Make meat and vegetables priority



Going against the grains...

- Offer minimal nutritional value
- Generate high insulin response
- Phytates (found in whole grains) inhibit absorption of minerals
 - Bind to Magnesium, Calcium, Zinc, and Iron and renders them useless to our bodies
- Gluten disturbs healthy immune function and promotes inflammation, leaky gut, and can lead to auto-immune disorders
- Lectins (found in whole grains) inhibit healthy GI function
- Excessive fiber causes malabsorption of nutrients



Why Animal Protein

- Complete protein with **ALL** essential Amino Acids
 - Build, repair and maintain lean muscle mass
 - Nervous and immune system function
 - Build, repair and maintain bones, skin, hair, other tissues
- Vitamins A, D, and Bs, iron and zinc
- 3oz of lean beef provides all amino acids your body needs in 180 calories
 - Compare to 680 calories worth of nut butter or 1.5 cups of beans
- Americans are overfed but undernourished

Inflammation and Auto-Immune Disorders

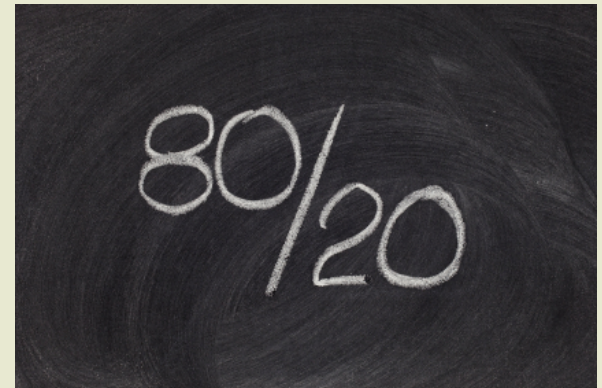
- Can show up anywhere as anything
 - Allergies, arthritis, asthma, celiac disease, Crohns disease, leaky gut, malabsorption, lupus, chronic fatigue, fibromyalgia, ulcerative colitis, psoriasis, eczema, rosacea, endometriosis, rheumatoid arthritis
 - Inflammatory messengers in the brain: depression, anxiety, bipolar disorder, schizophrenia, Multiple Sclerosis, Parkinsons, Alzheimers,
- Diet can help and/or alleviate symptoms
 - You owe it to yourself to rule out bad diet as a trigger or exacerbation for any of these conditions

The proof

- Similar diets prescribed by naturalist doctors to help symptoms of:
 - Malabsorption
 - Celiac disease
 - Crohn's disease
 - Rheumatoid Arthritis
 - Multiple Sclerosis
 - Autism
 - ADHD/ADD
- Some examples:
 - <http://www.roostblog.com/roost/the-core-of-it-all-our-story.html>
 - <http://www.roostblog.com/roost/harvest-cake-with-vanilla-cream.html>
 - <http://comfybelly.com/2011/11/vegetarian-and-chicken-dumplings-and-our-crohns-timeline/#more-7050>
 - <http://articles.mercola.com/sites/articles/archive/2011/12/23/overcoming-multiple-sclerosis-through-diet.aspx>

Because no one is perfect...

- The 80/20 principle
(or 90/10 for all of you Type-A's out there :)
 - Make well-intentioned but practical choices
 - Eat “real” foods 80% of the time
 - Other 20% rationed off for the inevitable:
 - Sensible vices
 - dark chocolate, ice cream, wine
 - Family get-togethers
 - Impromptu lunch out
 - Quick workout recovery
 - protein powders



Steps to transition



- Clean out your pantry
 - Junk food extermination
- Load up on nuts, seeds and their derivative flours and butters
 - Almonds and their flour/butter, unsweetened coconut /coconut flour, macadamia nuts, etc.
- Stock up on healthy oils
 - Olive, coconut, various nut oils
- Sweet tooth suppression
 - Semi-sweet or dark chocolate
 - Raw honey, dates, or fruit for baking
- Explore spices
- Try varieties of herbal tea
- Stock up on healthier quick snacks
 - Larabars, unsweetened dried fruit, nitrate free beef jerky, trail mix
- Stock up on certain canned goods
 - Tomatoes, pumpkin, artichokes, coconut milk
- Start with one meal a day
- Eat protein and fat with every meal or snack

Favorite no-prep “primal” snacks

- Seeds and nuts (not bathed in oil)
- Hardboiled eggs
- Fresh fruit
- Dried fruit (preferably no sugar added)
- Beef Jerky (preferably nitrate-free)
- Canned salmon or tuna
- Cold, sliced nitrate free deli meat
- High quality cheese (if digestively tolerable)
 - Full fat and organic
- Veggies – cucumbers, peppers, cherry tomatoes, etc
- Larabars
- Unsweetened Coconut

Typical Day

- Breakfast
 - 3 eggs, bunch of kale or spinach, 1/2 apple or celery with nut butter
- Lunch
 - “Big Salad”: 4 cups raw greens, chopped veggies, leftover protein from dinner (at least 3oz of animal protein), oil and vinegar, garnish with nuts
- Snacks
 - Celery with nut butter
 - Rolled up nitrate free deli meat in romaine lettuce leaves
- Dinner
 - Pick a protein, fill rest of plate with veggies or some fruit
 - Pick a recipe from blog

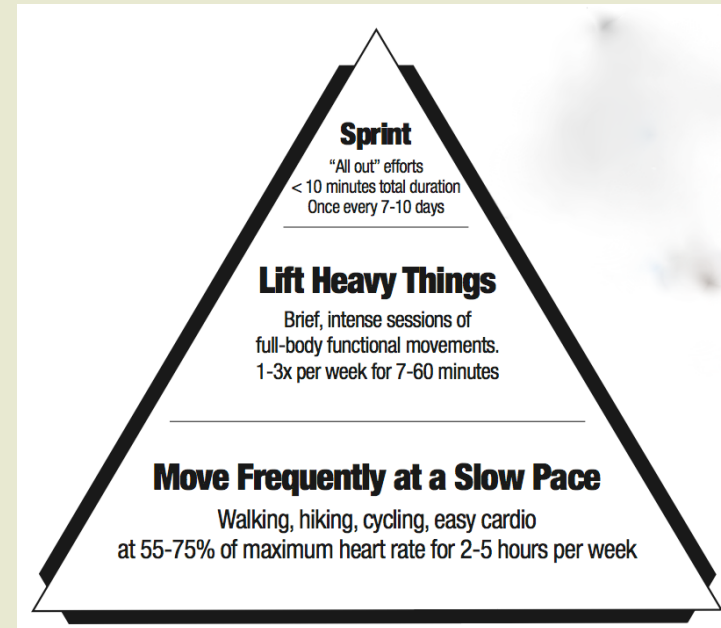


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- <http://www.theclothesmakethegirl.com>
- <http://www.elanaspantry.com/>
- <http://everydaypaleo.com/>
- <http://paleomg.com>
- <http://wellnessmama.com>
- *It Starts with Food* by Melissa and Dallas Hartwig
- *The Paleo Solution* by Robb Wolf
- *The Primal Blueprint* by Mark Sisson
- *Nourishing Traditions* by Sally Fallon

Getting the most from your fitness routine

- Move frequently
 - Walk, hike, easy cardio (55-75% max HR)
 - Builds a strong blood vessel network
 - Provides O₂ and fuel to muscle cells
 - Converts stored fat into energy
- Lift heavy things
 - Using natural, total-body movements
 - Pull-ups, pushups, squats, lunges
 - Short duration, high intensity
 - Develops/maintains lean muscle mass
 - Increases metabolism and bone density
 - Prevents injuries
- Sprint once in a while
 - Hill sprints, plyometric drills, bike/swim/run intervals
 - Increases energy levels and improve performance
 - Minimizes aging by promoting release of testosterone and HGH
- Know when to rest
 - Align workouts with energy levels
 - Get enough sleep
 - Optimal immune function
 - Promotes release of hormones that enhance brain and endocrine function



The risks of chronic cardio

- Overtaxes stress response
 - Overproduction of cortisol
 - Fatigue
 - Loss of lean muscle tissue
 - Suppressed immune system
 - Systemic inflammation
- Creates a pattern of stressful exercise and overeating
 - Burning more sugar drives eating more sugar
- Compromises development of power, speed, strength and lean muscle mass
 - Muscle imbalances and inflexibility
 - Aerobic endurance alone is narrow and minimally functional
- On the contrary, increased anaerobic efforts (i.e. Crossfit WODs, heavy lifting, sprinting) will actually improve your aerobic endurance

