

# WHOLE FOODS

*for health & fitness*

## EATING A WHOLE FOOD DIET:

Building meals using foods from the following list will ensure you are eating *nutrient-dense* foods that aren't engineered to cause you to overeat (like processed foods are). There are other whole foods not included (such as nuts or beef organs) that are great but, the following are the most commonly used and accessible.

It doesn't matter what your health or fitness goals are, you'll highly unlikely to get there without first establishing the foundation of a whole food diet.

Learning to listen to your body is the most important thing when building your diet. "How much" of each food will be informed by how you feel and your health & fitness goals. (Discussed later)

Keep in mind that less food isn't inherently better or "healthier" when you are eating nutrient-dense foods.

Beware of food products that are "made from" these foods. These food products are likely processed and shouldn't make up a significant portion of your diet.

Eating 80%-100% of your total calories from the foods listed here is the prerequisite to great health & fitness. Keep in mind, 80% of calories and 80% of volume is not the same.

Take your time learning to cook with these foods and enjoy the health and fitness benefits of fueling your body with the foods it was meant to run on! If you need recipe ideas, head to our website and click the recipes tab under "member resources" or scan the QR code on the final page.



# WHOLE FOODS

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## ANIMAL

Ground Beef (85/15 to 96/4)  
Ground Turkey  
Sirloin Steak  
Chicken Thigh, Breast, Drumstick  
Whole Egg  
Egg White  
Greek Yogurt  
Cottage Cheese

## SEAFOOD

Salmon  
Mackerel  
Tuna  
Sardines  
Shrimp

## FATS

Avocado  
Olives  
Olive Oil

## CARB SOURCES

Sweet Potato  
Rice  
Beans  
Oats

## PLANT FOODS

Spinach	Brussel Sprouts	Onion	Berries
Mushrooms	Green Beans	Cucumber	Any Spices
Asparagus	Carrots	Apple	Any Herbs
Broccoli	Arugula	Orange	Squash
Peppers	Garlic	Banana	Sauerkraut

# FOOD MYTHS

*to avoid for optimal health*

## • MYTH: RED MEAT & SATURATED FAT IS UNHEALTHY •

It has been proven that when you eat a high sugar, high refined carbohydrate diet, saturated fat can have negative effects on your heart health. When processed calories are removed, however, those negative effects dissipate. Having a health condition that causes large amounts of inflammation in one's body can create an unfavorable environment for saturated fats long term.

Red meats, in particular, are incredibly nutrient-dense and high in anti-inflammatory healthy fats when grass-fed & grass finished. Cattle raised on regenerative farms are also carbon negative (aka great for the environment!)

## • MYTH: CHOLESTEROL IS BAD FOR YOUR HEART •

Cholesterol is the foundation of your hormones; without it, our health will suffer. Dietary cholesterol and the cholesterol that clogs arteries are not the same. When you eat a high sugar, high refined carbohydrate diet, damage is dealt to our heart which needs a bandaid. That bandaid is cholesterol. Without the need for said bandaid, there will be no blocking of arteries. So, the bad actor isn't the necessary dietary cholesterol, it's the processed foods!

If you eat a whole food diet and exercise, don't avoid dietary cholesterol!



# FOOD MYTHS

*to avoid for optimal health*

## • MYTH: SALT RAISES YOUR BLOOD PRESSURE •

Without sodium, our muscles can't contract, we get fatigued, and our health suffers. The negative effects of too low sodium are worse than too high of sodium. Additionally, if you aren't eating large amounts of processed foods, your body will find too much salt unsavory. If you sweat often, adding more salt to your diet is essential.

Chronic hyponatremia can cause a myriad of negative health effects. Don't be afraid to salt your food if you are eating a whole food diet and exercising.

## • MYTH: FRUIT SUGAR IS DANGEROUS TO YOUR HEALTH •

Fructose is incredibly unhealthy when it isn't delivered via the fruit itself. Fruit juices, foods sweetened with fructose, and other unnatural forms of fruit sugar cause major issues. Conversely, when consumed in the small amount contained in real fruit, in combination with the fibers you will consume when eating that fruit, fructose is not an issue for healthy individuals.



# FOOD MYTHS

*to avoid for optimal health*

## MYTH: GLUTEN FREE = HEALTHY

While it's true that the amount of gluten in modern wheat plants far exceeds natural levels and thus causes issues, that doesn't mean that when a food product is gluten-free, that it becomes a health food.

Conversely, gluten is a known irritant to many individuals, even if they aren't allergic to it. Listen to your body when eating gluten-containing foods. None of the foods on this list contain gluten.

## MYTH: ORGANIC AUTOMATICALLY = HEALTHY

Organic foods are always better but, eating organic processed foods is still unhealthy. Processed foods are processed foods no matter if they're organic or not.

That said, organic whole foods are better for our health than their non-organic counterparts. Don't confuse healthy with "will cause weight loss" however. Eating organic will improve your health but, it is only one piece of the puzzle.



# FOOD MYTHS

*to avoid for optimal health*

## • MYTH: EATING HEALTHY IS MORE EXPENSIVE •

The cost of purchasing whole foods and cooking them yourself is far cheaper than the cost of paying someone else to prepare processed foods for you. People often mistake a larger grocery bill for paying more overall but, when subtracting fast food costs, your total food bill will actually be lower.

Buying pre-made pre-packaged whole foods does substantially drive up the cost. A piece of fruit may cost \$1 while that same fruit cut up and put into a container will cost \$3.

Calorie for calorie, processed food is cheaper but, we don't need calories to survive, we need the nutrients those calories provide. Those nutrients are stripped from processed foods. Nutrient for nutrient, whole foods are much much cheaper.

Finally, the health costs of a processed food diet are extreme. If you were offered a pill with zero side effects and guaranteed to make you sleep better, lose weight, have more energy, and have less joint pain, how much would you pay? That pill is a whole food diet (and exercise!).



# PLANNING YOUR MEALS

## HOW MANY MEALS PER DAY?

Eating more meals per day does not influence your metabolism or fat loss. Your metabolism is based on your body composition (how much muscle you have), your daily activity, your exercise, and your food choices.

How often you eat is up to you! Do what's best for you and helps you reach your goals the easiest.

That said, many people find that when they eat 3-4 times per day, they don't experience extreme hunger that causes cravings. Most individuals make better food choices when they don't allow themselves to become extremely hungry.

Conversely, individuals who attempt to eat 6-7 small meals, never experience fullness because their meals are too small and thus experience urges to binge eat. Do what is easiest for you and what makes you feel the best!

Planning your meals also means you're more likely to eat what you've prepared. Start by preparing one meal for each weekday. Once you've built the habit of preparing your foods, begin adding more prepped meals to your week.

Meal preparation is the foundation of success with your diet!



# PLANNING YOUR MEALS

## HOW MUCH TO PREPARE?

How much you should be eating is heavily dependant upon your goals, your activity level, your body composition, and your current calorie intake and food choices.

Since much of that is likely to change as you begin exercising and eating differently, it's best at first to simply begin eating to satiety. Remember, eating to satiety when eating processed foods will result in weight gain because our body cannot accurately tell us when to stop eating when we eat processed foods.

This is why having a mostly whole food diet is so important (apart from needing the nutrients they provide).

As you begin changing your food choices, be sure to sit down while you eat, avoid using technology, and pay attention to the signals your body gives you. This will give you a good picture of how much you should be eating. Weighing your food helps you stay consistent with portions. Don't eyeball it!

The only exact measurement every individual should use is to include 4-8oz (cooked weight) of an animal protein at each meal. Protein ingestion improves digestion, metabolism, is required for all fitness goals, and supports your overall health.





# PLANNING YOUR MEALS

## ENJOYING YOUR FOOD

Healthy food shouldn't suck. There is a learning curve for most people as they learn to cook with whole foods but, eating foods that don't taste good is a recipe for failure.

It's also incredibly unnecessary. Say it with us "I will not eat plain chicken and rice. That is very unhealthy." Good.

Learn to make food you enjoy!

## "CHEAT MEALS"

Cheat meals imply you're being bad. That produces the mentality that if you eat some foods you're good and if you eat others you're bad. This sets the stage for eating disorders, poor mental health, and failure.

That said, planning to enjoy food you normally wouldn't allow you to account for said food and not let it take control of your diet. Put your foods in their place and you have control. You don't have to "earn" your treats. You are not a dog (:



## YOUR CHECKLIST

- Begin adding more of the foods from the list
- Plan to prepare 1 meal for each day of the week
- Begin paying attention to fullness signals
- Consume 4-8oz cooked weight of animal protein at each meal
- Reduce snacking unless very necessary (eat a meal if you're hungry!)
- Enjoy your food and plan to eat tasty things!
- Be consistent, not extreme.

# RECIPES

Scan the code below to access our recipe blog:

