



New Year Challenge 2021

Why healthy eating should always be a top priority in your life.

Food is the most powerful contributor to your health & performance.



Food Influences

- Recovery
- General mood / feeling
- Energy levels
- Mental acuity
- Body composition (muscle growth / fat loss)
- Bone Density
- Complexion
- Disease risk (long term preventable & communicable)
- Healthspan / Longevity

Challenge Goals

- Break the vicious cycle
- Get your body “humming”
- Engrain new behaviors
- Reset your gut biome
- Promote metabolic health
- Improve brain chemistry
- Body composition
- Not harder → Different
- Demystify Food / Nutritional Choices

Metabolic Health & LBM

Only 12% of Americans are Metabolically Healthy

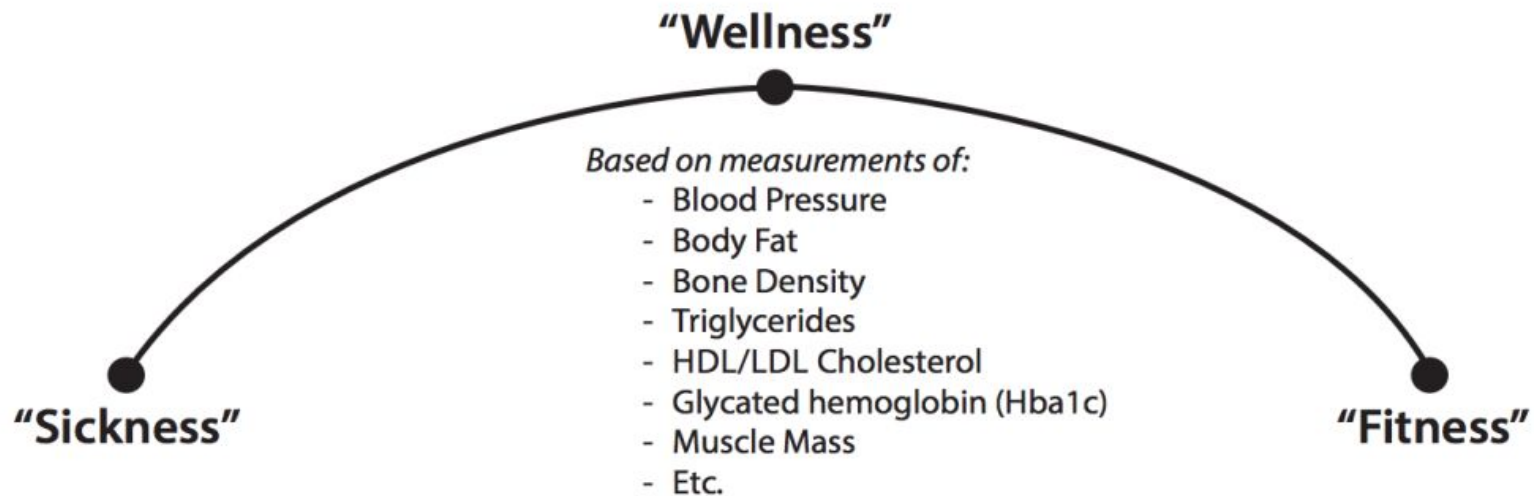
From the National Institutes of Health

Metabolic health is defined as having optimal levels of waist circumference (WC <102/88 cm for men/women), glucose (fasting glucose <100 mg/dL and hemoglobin A1c <5.7%), blood pressure (systolic <120 and diastolic <80 mmHg), triglycerides (<150 mg/dL), and high-density lipoprotein cholesterol (\geq 40/50 mg/dL for men/women), and not taking any related medication.

Lean Body Mass (LBM)

Lean body mass (LBM) is the total weight of your body, minus your fat mass. LBM includes the weight of your organs, skin, bones, body water, and muscle mass.

- More LBM increases your base metabolic rate & helps prevent accumulation of body fat
- It supports the immune system & helps the body recover from serious illness
- Higher muscle mass is associated with higher bone density
- LBM protects against insulin sensitivity
- Greater LBM in earlier decades, correlates to greater LBM in later decades



Our assumption is that if everything we can measure about health will conform to this continuum then it seems that sickness, wellness, and fitness are different measures of a single quality: health.

Important Factors In Optimizing Your Nutrition

- It takes 10 years to “master” your nutrition
- Everyone ebbs & flows
- Different strokes for different folks
- Create a lifestyle / environment that promotes healthy eating
- It will take work / discipline
- Habit change

Important Habits

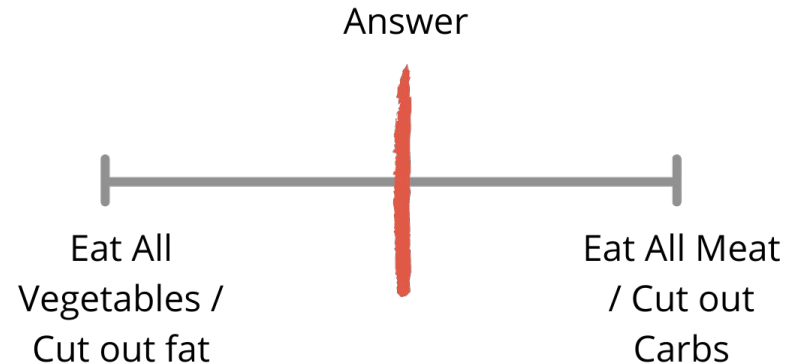
- Make cooking a “practice”
- Balanced grocery lists (simply don't buy junk / processed food)
- 1-2 hours weekly prepping
- Take a water bottle everywhere you go
- Look for red flags
- Always identifying protein, carbs, & fat

Popular Diet Questions

- Fasting / TRE (12 hours & 3 days)
- Keto (cycling)
- Carnivore
- Vegetarian / Vegan
- Fruit / Veggie Supplements
- Calories in v. Calories Out (1 part of the equation)

Nutrition “Science”

- Heavily influenced by companies & interest groups
- Most studies are epidemiological
- Correlation \neq Causation
- Framework: How is your body “wired”?
- Everyone’s fighting over the wrong thing

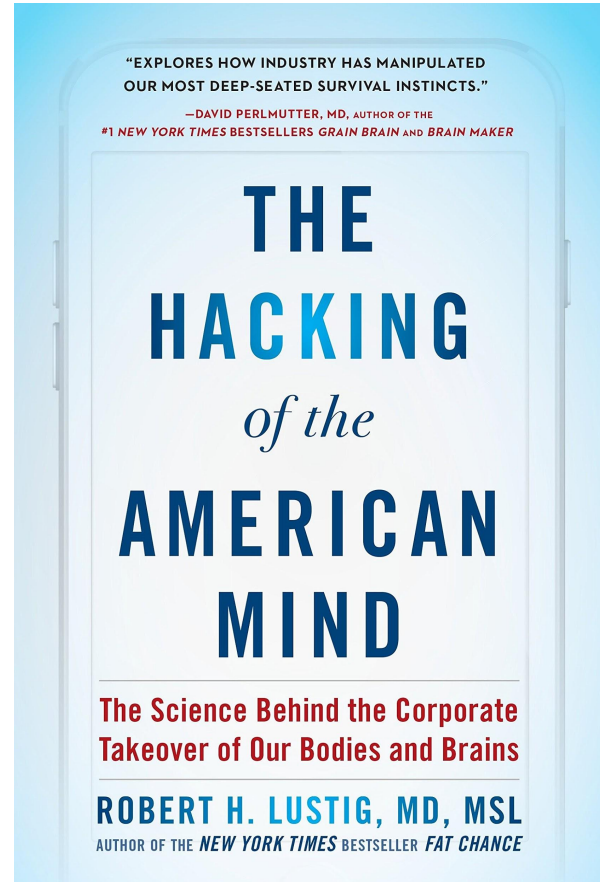


Serotonin vs Dopamine

The 4 C's

- Connect (face-to-face interaction)
- Contribute (friends, family, volunteer, work)
- Cope (sleep & exercise)
- **Cook**
 - Processed Fructose
 - Omega 3
 - Tryptophan

“33 percent of Americans don't know how to cook, and if you don't know how to cook, you're hostage to the food industry your entire life.”



Sustainable
Nutrition
Framework

Quality
Quantity
Timing
Hydration
Sleep

Quality

What Should I Eat?

Meat, vegetables, nuts/seeds, some fruit, little starch, and no sugar.

**A more extensive list will be provided in the challenge presentation*

What Should I Avoid?

Processed Foods

Added Sugar (look for added sugar on label)

Artificial Sweeteners (saccharin, acesulfame, aspartame, neotame, sucralose)

Alcohol

Grains

Vegetable & Seed Oils

"Healthy" Junk Food / Treats

What Should I Limit?

Keep the following foods to 1 serving or less per day.

Dairy (milk, yogurt, cheese, whey)

Legumes (beans, peas, peanuts, etc)

Nonnutritive sweeteners (stevia, monkfruit, allulose)

Eat Whole Food



Cut Out the Processed Stuff

Protein

- Amino Acids - Building blocks
- Produce enzymes, hormones, neurotransmitters, & antibodies
- Aids in growth & repair
- Helps control or reduce bodyfat (glucagon)
- Need a small amount to survive, but a lot to thrive
- **We recommend:** Lean meat, fish, fowl, & pasture raised red meat, pork, eggs, & dairy

Fat

- Saturated, Monounsaturated, Polyunsaturated
- Need balance
- Metabolism, tissue health, immunity, hormone production (muscle gain / fat loss), nutrient absorption, satiety, brain health, disease prevention
- **We recommend:** Fish oil, marine animals, unrefined coconut, olive, & avocado oil, pasture raised meat, eggs & dairy, & nuts / seeds

Carbohydrate

- Simple v. Complex
- Source of **immediate** energy
- Releases blood sugar / insulin - Beneficial sometimes
- People differ in tolerance
- Complex - Vit / Min, fiber, satiety, thermic effect
- Simple - Post workout
- **We recommend:** Fruits, Veggies, & Legumes

Macronutrient Pitfalls

Protein

- Animals fed “non-species specific diets” have an unhealthy **fat balance** (most factory farmed meat).
- Vegetarian - Most “plant proteins” are highly processed, lack some essential amino acids

Fat

- Calorically Dense
- Unhealthy Balance of Omega 6
- Chemically altered fats are in most processed foods (heating creates oxidation >> free radicals >> cell damage).
- Vegetarians - Omega 6, ALA, processed seed / vegetable oils
- Trans fats

Carbohydrate

- Processed carbs - Cheap, shelf stable, tasty, & EVERYWHERE
- Frequent spikes in blood sugar
- Get your carbs from fruits & veggies & you're fine
- Grains - Most are processed and are a slippery slope

Macronutrient Examples



Food Ideas / Grocery Items - 2021				
Protein	Fat	Veggies (low carb)	Carbohydrate	Hydration
<i>Fowl</i>	Walnuts	Kale	<i>Fruit</i>	Water
Chicken	Almonds	Arugula	Raspberries	Coffee
Turkey	Pecans	Spinach	Blueberries	Tea
Duck	Pistachios	Chard	Blackberries	Coconut Water
Eggs	Cashews	Lettuce	Strawberries	Sparkling Water
	Macadamia Nuts	Mixed Greens	Apples	
Red Meat	Chia Seeds	Peppers	Grapefruit	Pantry Staples
Beef	Avocado / Avocado Oil	Broccoli	Oranges	Almond Flour
Pork	Olives / Olive Oil	Cauliflower	Bananas	Coconut Flour
Bison	Coconut Oil	Celery	Grapes	Avocado Oil
Venison	Nut Butters	Zucchini	Melons	Coconut Oil
Lamb	Ghee	Onions	Peaches	Olive Oil
	Grass Fed Butter	Asparagus	Pears	Grass Fed Butter
Seafood		Brussel Sprouts	Pineapple	Balsamic Vinegar
Salmon	Fat + Protein	Leeks	Plantains	Chicken / Beef Stock
Trout	Cheese	Cucumber	Dates	Coconut Milk
Catfish	Cottage Cheese	Cabbage	Figs	Cocoa Powder
Tuna	Sausage	Green Beans		
Sardines	Bacon	Tomatoes	Starch	Herbs & Spices
Cod	Hemp Seeds	Garlic	White Potatoes	Salt
Mahi Mahi		Mushrooms	Sweet Potatoes	Black Pepper
Halibut	Vegetarian Protein		Yams	Turmeric
Tilapia	<i>Protein + Carbs</i>	Legumes	Beets	Cinnamon
Grouper	Lentils	<i>Carb + Protein or Fat</i>	Carrots	Nutmeg
Crab	Chickpeas	Lentils	Parsnips	Cumin
Shrimp	Beans	Chickpeas	Butternut Squash	Ginger
Oysters	Hemp Products	Peas	Acom Squash	Rosemary
Scallops	Pea Products	Kidney Beans	Spaghetti Squash	Thyme
Mussels	Oats	Black Beans	Pumpkin	Basil
	Quinoa	Pinto Beans		Chili Powder
Dairy	Spirulina / Algae	Peanuts		Cayenne
Whey Protein Powder	Tofu / Soy Products			Garlic Powder
Casein Protein Powder				Onion Powder
Yogurt				

Quantity

Keep intake to levels that will support exercise but not (excess) body fat.

Plate Method

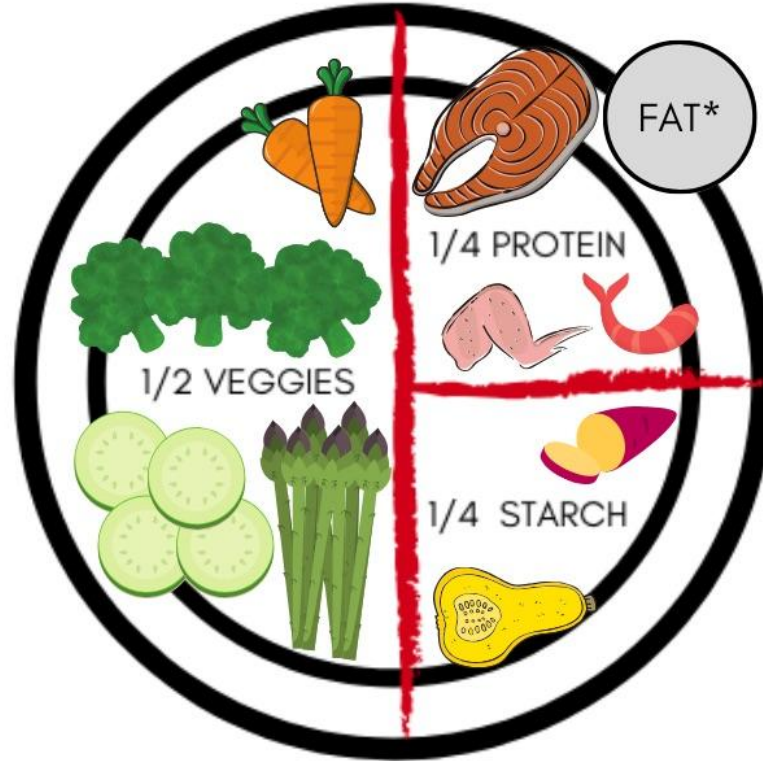


Hand Method



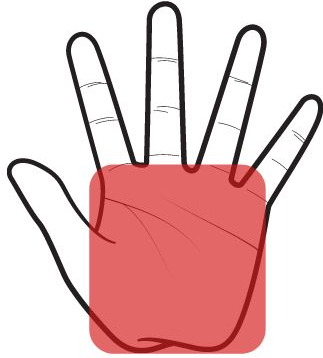
Weighing / Measuring

THE PLATE METHOD

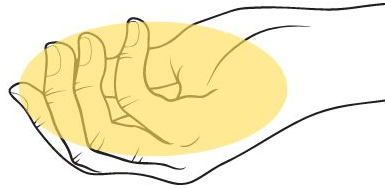


*Fat recommendation varies based on fat from protein/meat

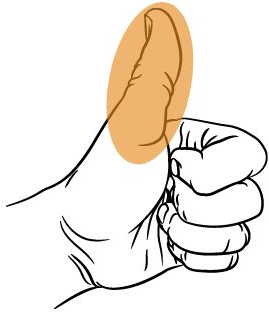
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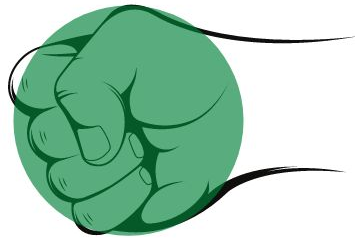
Protein



Carbs



Fat



Veggies

How to Use the Hand Method

- Follow the outlined amount for 2 weeks
- Aim for protein, carbs, fat, & veggies at each meal. Split or combine meals to fit your schedule, but get the total recommended daily servings in.
- After 2 weeks, make adjustments (up or down by 1/2 meal) based on body composition trend, goals, and feeling
- *This is often more food than what many are already eating. That's okay. Give your body the fuel it needs for a couple weeks and see how things are going.

Why Use the Hand Method?

- It adjusts for body size
- You can measure your food anytime / anywhere
- Helps achieve macronutrient balance - daily and at each meal
- More realistic for many (versus weighing and measuring food)

How Much Should I Eat? (Women)

Meal 1

Meal 2

Meal 3

Meal 4



Protein: 1 palm per meal, 4 per day



Carbs: 1 cupped hand per meal, 4 per day



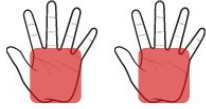
Fat: 1 thumb per meal, 4 per day



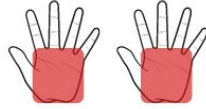
Veggies: 1 fist per meal, 4 per day

How Much Should I Eat? (Men)

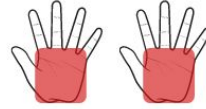
Meal 1



Meal 2



Meal 3



Meal 4



Protein: 2 palms per meal, 8 per day



Carbs: 2 cupped hands per meal, 8 per day



Fat: 2 thumbs per meal, 8 per day



Veggies: 2 fists per meal, 8 per day

Weighing / Measuring

- Base Metabolic Rate + 500cal ~ Daily Cal' Intake
 - Grams of Protein = $x \cdot 0.3 / 4$ (159)
 - Grams of Carbs $x \cdot 0.4 / 4$ (212)
 - Grams of Fat $x \cdot 0.3 / 9$ (71)
- My Fitness Pal
- Not exact → Creates a record for evaluation
- Can be a good reality check



Timing

Timing

When Should I Eat?

Eat 3-5 times a day (this includes snacks and workout shakes).

Stop eating 2 hours before bed.

Have at least a 12 hour window (no eating) between dinner & breakfast.

Early Bird	Midday	Evening
6am Workout	7am Breakfast	8am Breakfast
7am Shake + Fruit	10am Snack	12pm Lunch
8am Breakfast	12pm Workout	3pm Snack
12pm Lunch	1pm Shake + Fruit	5pm Workout
3pm Snack	2pm Lunch	6pm Shake + Fruit
6pm Dinner	6pm Dinner	7pm Dinner

Hydration

What Should I Drink?

Water

Coffee

Tea

Sparkling Water (Perrier, La Croix, etc)

Nut Milk (almond, coconut, cashew)

Women - 80oz or more of water daily

Men - 100oz or more of water daily

Water

- Transports nutrients, oxygen, hormones & waste products
- Flushes filtering organs like the kidneys and liver
- Lubricates joints, digestive tract, and lungs
- Acts as a padding in joints
- Regulates body temp'
- Improves Energy
- Helps with Satiety

Women - 80 oz a day

Men - 100 oz a day

Tips:

Drink 16oz first thing upon waking

Have a system of measurement

Hit daily goal by end of dinner

*Review Challenge Rules

Variety

Why Variety is so Important

- Increases the likelihood of balanced macronutrients
- Aids in cooking skills
- Prevents nutritional deficiencies
- Prevents health risks associated with overconsumption of nutrients or anti-nutrients



3 Per Shopping List

Go to the store with a plan. The likelihood of coming away with food you DONT need, and failing to pick-up the things you DO need, increases when we fail to make a list. Balance is key. Keeping the macro and micronutrient categories top of mind helps engrave a behavior pattern that makes this the "normal" way you begin to shop and eat. We've all got plenty of other things going on in our lives. Make balanced and healthy eating automatic.

Protein	Carb	Fat	Veggies
1 _____	1 _____	1 _____	1 _____
2 _____	2 _____	2 _____	2 _____
3 _____	3 _____	3 _____	3 _____

List Additional Items Here:

Sleep

Sleep

- Sleep deprivation affects your hormones
 - Leptin decreased (makes you full / satisfied)
 - Ghrelin increased (makes you hungry)
 - Cortisol increased (stress hormone)
- Less satisfied with what you eat & more stressed during the day. More likely to have cravings, & less likely to feel when you're full.
- Affects metabolism, body composition, recovery, & willpower

How Much Sleep Do I Need?

Adequate sleep is a huge factor in your health, recovery, and body composition. Get 7-8 hours each night.

Eating Out

- “Sit-Down” Restaurants: Meat & Veggie Option
- Core Life
- Qdoba
- Panera
- *Still have to order smart
- *Not perfect but they’re better than nothing

Resources

- [Ready Set Prep'd](#)
- [Healthy Meal Prep Recipes](#)

Search Terms
"Paleo _____ Recipe"
"Whole30 _____ Recipe"
"Precision Nutrition _____"
"Healthy Bulk Meals"
"Healthy Crockpot Meals"

*Evaluate through the lens of protein, carb, fat, veggies

Last 2 Weeks of Challenge

Reintroduce

- Treats
- Cheat meals
- *Grains*
- Alcohol
- Honey / Maple Syrup / Agave

Things I'll be reintroducing:

- Zevia
- 85% Dark Chocolate
- Quest / Perfect Bars
- Grains
- Alcohol

Eat Whole Food

Cook More

Keep coming back to it until it becomes
your lifestyle