



# THE NUTRITION





# WHY PALEO?



The main reason why we chose a Paleo Diet to follow throughout this challenge was not because it promised rapid weight loss results but because it pushes people to eat healthier by consuming real foods including veggies, meats, fruits, nuts, and seeds.

One of our main goals for this challenge was to encourage all of you to really become aware of what's going into your body and how it's making you feel.

Too often, we get caught up in what's the easiest meal to eat, what am I craving, and then what's going to help me lose the most amount of weight in the least amount of time. Most of the time, these all lead to unhealthy and nutrient poor options that completely fail to fuel our body properly.

Paleo was a unique and challenging nutrition protocol that offered to help us achieve many of our challenge goals.

The different restrictions will require challengers to be very mindful of all food choices and stay aware of how it's fueling their body.

The restrictions will also help eliminate a lot of extra and empty calories in current diets that can lead to fat loss.

After really spending some time researching and analyzing Paleo, and as much as I hated to choose a "popular" diet... I realized that this would be a great option for our challenge.

Paleo offered a nutritional focus on eating whole, nutrient dense, unprocessed foods that your body would be able to digest and utilize for performance.

These are all similar principles we utilize in our very own Reign Fitness Nutrition Coaching Program.

So one of my biggest hopes and goals for all of you with the nutrition aspect of this challenge, beyond the body composition goals, is to learn about food and it's impact on your health/fitness, to be actively aware of what's going into your body and how it's making you feel, and to really give a damn about your nutrition because it shows that you really care about you!



# | QUICK BREAKDOWN OF PALEO

The easy definition: Meat, vegetables, nuts and seeds, some fruits, little starch, and no sugar.

1. All lean meats, fish, and seafood.
2. Fruits, nuts, seeds, and all the non starchy vegetables.
3. No cereals or grains.
4. No legumes.
5. No Dairy Products.
6. No Processed foods.

\*Refer to Paleo Food List for more.



Meat, seafood, and protein is going to play an important role in your nutrition for the next 30 days.

Proteins play a vital role in building lean muscle mass and the recovery process after training. Make sure you pay attention to your protein intake as it is common for us to find clients lacking and below ideal intake numbers.

We are not asking you to count calories in this challenge but by paying attention to your protein intake, you can really impact your results. Also, protein can be a great way to start building and planning meals around.

## But how much protein?

For women we suggest a daily intake of .5g-1g per pound of bodyweight.

For men we suggest a daily intake of .75g - 1.5g per pound of bodyweight.

We also would recommend consuming a variety of different proteins to not only fight boredom but also because different types of meats and seafoods provide other micro and macronutrients. Consuming a variety of proteins will help you satisfy all of these different requirements.

\* See Paleo food list for examples.



# I VEGETABLES

If weight loss is a goal, limit and be cautious of root/starchy vegetables.

Although vegetables are good for you, too much of a good thing can be bad and in this case it's true as excess carbs can cause weight gain. The foods (root/starchy vegetables) listed below are high in carbohydrates so make sure you are monitoring the frequency of consumption.

A good rule of thumb is to consume starchy carbs only after a really tough training session. Warning, this does not mean after every training session. Try to limit eating these starchy carbs to no more than a few times a week.

- Cassava (Tapioca)
- Potatoes
- Yams
- Sweet Potatoes
- Taro
- Plantain



# | FRUITS

Fruits are a great source of micronutrients and are not restricted on this diet. However, if you're trying to lose weight, limit fruit intake to 1-2 servings a day and limit dried fruit to only 1 small serving a day.

Fruit can also be a high carbohydrate food that when consumed in excess can lead to weight gain.

Good/healthy fats can be a great source of energy!

However, if your goal is Fat Loss - watch your intake of all fats. Fats are calorically dense. 1g = 9 calories.

- Extra virgin olive oil
- Macadamia oil
- Coconut oil/milk
- Flax oil
- Avocado
- Nuts and Seeds



# | FATS



# | QUICK START NUTRITION GUIDE |

GET RID OF NON-COMPLIANT FOODS

GO SHOPPING

GET COOKING



## 1. GET RID OF NON-COMPLIANT FOODS

I know this first step may be hard for many of you but the reality is your self-control can not be trusted. Instead, we coach clients to utilize strategies and plan ahead.

And in this case...

The strategy is to remove all non-compliant foods in the house. Plan for success and don't have tempting foods. Get rid of the: Bread, pasta, ice cream, chips, cereals, artificial sweeteners, sodas, pastries, cookies, teriyaki sauce, soy sauce, yogurt, milk, noodles, etc.

\*You don't have to throw it away - donate it or offer to someone that may need it.



## 2. GO SHOPPING

Now that you've made room in your pantry and fridge, it's time to go fill it up with foods worth eating.

### PROTEIN

Review Protein list for options but remember that these are preferably organic, grass fed, or wild caught. (if you can't it's okay)

- Land: Beef, pork, lamb
- Sea: Salmon, shrimp, crab, trout, tilapia, etc.
- Air: Chicken, duck, turkey, etc.

### Veggies

Veggies don't have to be boring! Shop with the season, incorporate your taste profile, and mix up the colors.

These should also ideally be local and organic but if you can't don't let that discourage. Local grocery stores offer great quality and at amazing prices as well.

### Fruit

Again, fruit offer a ton of nutritional value to your daily diet but if your goal is fat loss - it is ideal to limit intake to 1 serving per day. Fruit can be high in sugar/carbs and these can lead to weight gain.

In order of preference:

- Berries
- Melons
- Citrus
- Apples
- Pears

Be cautious of high carb fruits such as Bananas, Papayas, and Mangoes.





## 3. GET COOKING

When you cook and put together meals, majority of them should look something like...

- 4-8 oz of lean protein such as chicken, turkey, lean beef,, pork loin or seafood
- Several servings of vegetables, either raw,lightly cooked, or steamed.
- Finally, round out the meal with good fats from olive oil, avocado, or a handful of unsalted nuts such as almonds, pecans, macadamias or walnuts.

### Overview

- Protein with each meal
- 3-5 meals per day
- Limit fruit to 1-2 servings (less for fat loss goal)
- Limit nuts to 1-2 oz. (less for fat loss goal)
- Beverages are coffee, tea, water. Unsweetened. No artificial sweeteners. (NONE)

Remember cooking does not have to mean flavorless and boring. Cook with foods that fit your flavor profile. Experiment, research recipes, and take the time to give a damn about what goes into your body.

# | SAMPLE PALEO MEAL PLAN

	BREAKFAST	LUNCH	SNACK	DINNER
<b>SUNDAY</b>	scrambled eggs with bacon and vegetables <b>1</b>	taco salad <b>2</b>	jerky & fruit <b>3</b>	baked sea bass with capers and lemon, with steamed broccoli <b>4</b>
<b>MONDAY</b>	sausage stir fry breakfast <b>5</b>	leftover taco salad <b>6</b>	pb&j Paleo style <b>7</b>	chicken & sweet potatoes with shallots, with sautéed kale <b>8</b>
<b>TUESDAY</b>	breakfast smoothie OPT PREP: make simple salad dressing <b>9</b>	leftover chicken & sweet potatoes with shallots, with mixed greens and simple salad dressing <b>10</b>	deli meat & vegetables <b>11</b>	gingery broccoli and beef <b>12</b>
<b>WEDNESDAY</b>	western omelet <b>13</b>	leftover gingery broccoli and beef <b>14</b>	Paleo trail mix <b>15</b>	spicy breaded pork chops with roasted asparagus <b>16</b>
<b>THURSDAY</b>	almost oatmeal with 4 chicken sausage links (2 per person) <b>17</b>	leftover spicy breaded pork chops with roasted asparagus <b>18</b>	leftover Paleo trail mix & jerky <b>19</b>	chicken cutlets with olives and tomatoes, with spicy spaghetti squash with almonds <b>20</b>
<b>FRIDAY FLEX</b>	eggs with avocado and salsa <b>21</b>	leftover chicken cutlets with olives and tomatoes, with mixed greens and simple salad dressing <b>22</b>	jerky & fruit <b>23</b>	cilantro turkey burgers with roasted green beans <b>24</b>
<b>SATURDAY</b>	savory zucchini fritters with 4 slices bacon (2 per person) <b>25</b>	graze leftovers from fridge <b>26</b>	graze leftovers from fridge <b>27</b>	beef and vegetable chili (freeze leftovers in meal-size portions for use throughout the challenge plan) <b>28</b>

# I THE FOOD SOLUTION

This is a method that will show you how easy it can be to put together Paleo friendly meals, not get bored with eating healthy, and how you too can make great tasting meals. Most of these items you should be able to find at your local supermarket, if you can't don't trip. Make do with what you have.

PROTEINS (27)	VEGETABLES (24)	FATS (5)	HERBS & SPICES (25)
Chicken breast	Asparagus	Coconut oil	Allspice
Chicken thigh	Avocado	Olive oil	Basil
Flounder	Artichoke hearts	Macadamia oil	Cardamom
Snapper	Brussels sprouts	Avocado oil	Cinnamon
Trout	Beets*	Lard	Celery seed
Halibut	Carrots		Dill
Mackerel	Celery		Fenugreek
Bass	Daikon		Garlic
Salmon steak	Zucchini		Ginger
Salmon fillet	Fennel Root		Curry-Red
Shrimp	Kale		Curry-Green
New York steak	Chard		Curry-Yellow
Rib eye steak	Dandelion greens		Oregano
Round steak	Spinach		Cillantro
Ground beef	Acorn Squash*		Nutmeg
Beef ribs	Butternut Squash*		Rosemary
Rump roast	Yam*		Thyme
Beef stew meat	Sweet Potato*		Garam Masala
Pork loin	Red pepper		Bay Leaf
Pork chop	Yellow pepper		Salt
Pork ribs	Green pepper		Herbs de Provance
Baby back ribs	Red cabbage		Chili powder
Bacon	Green cabbage		Paprika
Pork roast	Napa cabbage		Cumin
Lamb chops			Black pepper
Lamb rack			
Venison steaks	*dense carbohydrate – eat in moderation until leanness goals are reached		

# THE FOOD SOLUTION

The Food Solution List gives us, 27-proteins, 24-veggies, 5-fats and 25-herbs & spices. If we take one item from each column we get  $27 \times 24 \times 5 \times 25 = 81,000$  DIFFERENT meals. Divide that by 365 (1 different meal per day) and you will not see the same meal for 221 YEARS.

Most of these meals can be prepared in the following manner:

1. Put some oil in a pan.
2. Brown some meat in that oil for a minute
3. If you are using a hearty herb/spice like ginger, add it before the meat, if it's delicate like basil, add it when the dish is almost done.
4. Add veggies.
5. Stir it a time or two, cover and set a timer for 5-10 min.
6. If it's done, eat! If not, set a timer again.

This process is how you cook up to 90% of my meals, and they turn out GREAT.

