



Healthy**Body**Healthy**Life**
with *Melissa Koerner*

Clean Eating Success Guide



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HealthyBodyHealthyLife.com

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SHOPPING GUIDELNES

What to Buy & What Not to Buy

BUY THIS:

Fresh, Organic Produce

Although more expensive than conventional produce, organic produce is much healthier and more nutritious than non-organic produce. Ideally produce should be fresh, ripe, in season and locally grown. Look for local farmers’ markets or food co-ops, or consider mail-ordering organic food if there is none available in your area. Fresh food is more nutritious than frozen, frozen is better than canned. Color counts — bring home an entire rainbow of colorful, low glycemic fruits and vegetables.

Red& Pink	Orange & Yellow	Green	Blue & Purple	White
Pink Grapefruit	Butternut squash	Asparagus	Blackberries	Cauliflower
Raspberries	Carrots	Avocados	Blueberries	Garlic
Red cabbage	Grapefruit	Broccoli		Onions
Red peppers	Orange peppers	Celery		
Strawberries	Sweet potatoes	Cucumbers		
Tomatoes	Yellow peppers	Green apples		
	Yellow squash	Green beans		
		Kale		
		Lettuce		
		Spinach		
		Swiss Chard		
		Zucchini		

100% Grass-fed/Pasture Meat

By nature, cows are grass-grazing animals, but many that are raised on conventional and organic farms are switched from grass to grain when fully grown to fatten them up and increase marbling. Animals raised on conventional farms can be fed genetically modified grains and soy, plastic, cardboard, newspaper, sawdust, cement dust, mix of sewage and oils, road kill (ground up dogs and cats). They’re often unable to roam freely and see daylight.

Beef cattle raised exclusively on grass have more omega-3 fatty acids than grain-finished beef and is higher in CLA than conventional (CLA is an antioxidant that’s been shown to combat diseases like cancer, heart disease, and diabetes.) The U.S. Department of Agriculture (USDA) states that beef labeled “grass-fed” should have at least a partial grass-fed diet and access to pasture year round. But the program is voluntary without third-party verification. Whenever possible buy meats with labels that say “100% grass-fed” or “grass-finished” and preferably verified by a third party to ensure the animal has been fed grass and hay only. If it’s not available buy the leanest meat you can find and then trim off all excess fat on meat cuts before cooking.



To learn more about the benefits of grass-fed beef listen to these interviews with grass-fed beef experts and farmers Joey Jones and Joel Salatin:

Is Grass-Fed Beef Really Healthier? with Joey Jones:
<http://betterbeyond50.com/grassfedmeat>

Toxic Chemicals, Superbugs & Drugs: 3 Staples of the Typical American Dinner with Joel Salatin: <http://betterbeyond50.com/joelsalatin>

Pastured, Local Poultry & Eggs

Healthy eggs are considered the most complete and best form of protein. They're a great source of dietary fats containing an optimal ratio of omega-3 to omega-6 fatty acids. But eggs are only as good as the source they came from. Pastured eggs have been found to have an ideal omega-3 to omega-6 ratio—between 1:1 and 1:4, where commercial eggs range between 1:16 to 1:30. And be sure to eat the whole egg!

Wild Fish & Seafood

Buy smaller varieties of cold water, wild/non-farm-raised fish and seafood. Fish should smell a bit like the sea but fresh – it should not smell bad. Avoid eating fish that contain the highest levels of mercury, and aim to eat the fish that contain the lowest levels of mercury.

*Fish containing the highest levels of mercury:**

- Shark
- Swordfish
- King mackerel
- Tilefish
- Tuna sushi/Bluefin tuna

*Fish containing the lowest levels of mercury:**

- Shrimp
- Sardines
- Tilapia
- Oysters
- Mussels
- Clams
- Scallops
- Salmon
- Crayfish
- Freshwater Trout
- Ocean Perch & Mullet

*Source: MercuryFactsandFish.org, an resource of the Mercury Policy Project.



Raw, Organic Nuts & Seeds

Roasting and salting nuts denatures the naturally occurring fats and proteins.

Organic, Cold-pressed Fats & Oils

See page 17 for a list of healthy fats to include in your diet.

Raw, Grass-Fed, Organic Dairy Products

Most of the issues people have with dairy have to do with the processing not the dairy itself. Many people can consume raw dairy products without any issues. If you choose to eat dairy products, I suggest buying raw (unpasteurized and un-homogenized), full fat, organic products from grass-fed or pasture-raised cows or goats. Otherwise, I don't recommend consuming it.

To learn more about the benefits of raw milk, listen to this interview with raw milk expert and dairy farmer, Mark McAfee:

Is Raw Milk Healthy or Dangerous?: <http://betterbeyond50.com/rawdairy>

Plain, Organic Yogurt and Kefir

Cultured yogurt contains healthy bacteria like acidophilus and bifidus. Consuming plain yogurt and kefir can help you maintain the “friendly bacteria” in your colon. Healthy gut bacteria play many important roles: they help manufacture some B vitamins (B1, B2, B3, B4, B5, & B6), folic acid, vitamins A and K; they help make calcium, copper, iron, magnesium and manganese more available; they help prevent the overgrowth of yeast and unfriendly, disease-causing bacteria. Yogurt is often easier to digest than other dairy foods because the lactose (milk sugar) is predigested by the cultures. Make sure you eat plain, organic yogurt and Kefir; the sweetened ones are like liquid candy. Eating flavored yogurts defeats the whole purpose. You can add stevia, nuts and berry to flavor it yourself.

DON'T BUY THIS:

Processed Foods with Additives

Limit or avoid processed foods as much as possible. They're “nonfoods” that are deficient in live nutrients, they are tough on your digestion and harmful to your health. If you're going to consume a processed food buy something that has no more than five to six ingredients. Avoid purchasing foods with labels listing additives, colors, preservatives, emulsifiers, thickeners, anti-caking agents, bulking agents, flavorings, artificial sweeteners, added seasonings or sauces, or chemical names you don't know—a rule of thumb to follow: If you can't pronounce it and if it wasn't here 1,000 years ago don't eat it! Your meal plans contain only whole foods—fruits, vegetables, meats, eggs, poultry, seafood, nuts, seeds—because our bodies are designed to eat real, whole foods.



Cold Cuts

Cured and fermented meats like bacon, ham, sausages, bologna, and hot dogs contain nitrites and nitrates. They're additives used to change the color and flavor and prevent botulism. They've been linked to cancer and false food allergies. If you can't find an organic brand at least buy a brand that is nitrite and nitrate-free. Otherwise, I suggest not eating cold cuts altogether.

Trans Fats/ Hydrogenated Oils

Trans fats (found in partially hydrogenated vegetable oils) are considered to act like pro-oxidants, which contribute to cellular damage. Pro-oxidants make you age faster and wrinkle your skin. Trans fats clog your arteries, promote heart disease and have been linked to dementia. Many processed foods contain them—avoid anything containing or cooked in partially hydrogenated vegetable oil.

Conventional Dairy Products

These are five reasons to avoid conventional dairy products:

- It's pasteurized: It's heated at high temperatures, which damages the naturally occurring vitamins, enzymes and amino acids in milk. The enzyme, phosphatase, which inhibits calcium absorption, gets destroyed.
- It's homogenized: It's passed through a fine filter under high pressures, which breaks down fat molecules small enough to bypass digestions. Proteins are not properly digested and broken down and are absorbed in the bloodstream intact—this can trigger milk allergy.
- It's "fortified": Damaged vitamins (D2 and D3) are replaced with synthetic vitamins, which are difficult to absorb and linked to heart disease.
- It has chemicals added to "restore" odor and taste.
- It comes from inhumanely treated cows: Cattle are fed plastic, cardboard, newspaper, sawdust, sewage, road kill, GMO and soy. They're unable to roam freely or see daylight, they get sick and their udders become infected, secreting pus into the milk supply. They're injected with hormones, antibiotics and tranquilizers.

Foods with "Natural Flavors" on the Label

The FDA doesn't require food companies to list food additives Generally Regarded as Safe (GRAS). So if an ingredient is on this list, it doesn't have to be listed individually and may be included under the umbrella term "natural flavors." Keep in mind when you see this term "natural flavors" you could very well be eating a list of harmful ingredients that you don't get to see listed on the label because they're GRAS. The word "natural" does not mean healthy or safe. It's a word that food-processing companies use to try and fool us into thinking that what we're buying is good for us. Insect parts, alcohol, cocaine and rodent droppings are also "natural," but they're not exactly good for us.



Irradiated Foods

Food irradiation is like X-Raying your food, but it about 150 million times more radiation. Spent military nuclear fuel is used to irradiate foods. It creates “free radicals” that destroy antioxidants (vitamins) and EFAs, which damage cell membranes making your body more susceptible to disease. It also changes the flavor, odor and texture of meat causing it to smell like “wet dog.” Food companies claim irradiation is used to “sanitize” our food and kill bacteria, but food irradiation doesn’t remove feces, urine, vomit, puss and tumors left on meats from unsanitary and inhumane slaughterhouses. Animal studies show that consuming irradiated foods leads to premature death, rare forms of cancer, tumors, immune and reproductive dysfunction, chromosomal abnormalities, liver and kidney damage, low birth weight, vitamin deficiencies.

Here’s a list of foods that are approved for irradiation in the US:

- Seeds
- Beef, lamb and poultry
- Fruits and vegetables
- Wheat
- Eggs
- Herbs and spices

Here’s a list of foods that are not yet requested for irradiation in the US:

- Dairy
- Dried Legumes/Beans
- Honey
- Coffee

Fruit and Vegetable Juices

Most store-bought juices not only contain a ton of sugar and additives, but they are often pasteurized, which destroys the nutrients. They’re basically sugar water.

Genetically Modified Organisms (GMOs)

GMOs are used in many processed foods, but they’re not labeled. They are made in a lab by injecting genes from one species—like bacteria, viruses, animals, and humans—into the DNA of a crop or animal. The end result is something that is not found in nature. GMOs have been in the food supply since 1996, but their long-term health effects were not determined before being approved. Animal studies have shown infertility, immune problems, accelerated aging, faulty insulin regulation and changes in major organs and gastrointestinal system when GMOs are introduced into the diet.

About 68% of GMOs are herbicide tolerant, which means they’re designed to survive after being sprayed with large amounts of synthetic chemicals like the herbicide Glyphosate (Roundup). Glyphosate has been identified as a probable carcinogen by the World Health Organization’s International Agency for Research on Cancer.

The eight most common GM food crops are corn, soybeans, Canola, cottonseed, sugar beets, Hawaiian papaya, zucchini and yellow squash. I recommend avoiding corn, soybeans, Canola, cottonseed and sugar beets altogether. See page 28 for a list of GMOs that are hiding in most processed foods.

Something to be aware of is that many big food conglomerates are buying “natural” brands and they’re using their financial clout to fight the movement happening right now to label GMO foods. Avoid these “natural” brands whose parent companies oppose GMO labeling:

- Kellogg’s (Organic brands: Kashi, Bear Naked, Morningstar Farms)
- General Mills (Organic brands: Muir Glen, Cascadian Farm, Larabar)
- Dean Foods (Organic brands: Horizon, Silk, White Wave)
- Smucker’s (Organic brands: R.W. Knudsen, Santa Cruz Organic)
- Coca-Cola (Organic brands: Honest Tea, Odwalla)
- Safeway (Organic brands: “O” Organics)
- Kraft (Organic brands: Boca Burgers, Back to Nature)
- Con-Agra (Organic brands: Orville Redenbacher’s Organic, Hunt’s Organic, Lightlife)
- PepsiCo (Organic brands: Naked Juice, Tostito’s Organic, Tropicana Organic)

To learn more about which natural brands are owned by food conglomerates download the “Organic Food Industry Chart” from the Internet. It’s very interesting!

Buy foods with the non-GMO project seal—this means the food has been independently verified and tested to be non-GMO.





Soy Products

Soy consumption is linked to a host of serious health problems such as:

- Malnutrition
- Digestive distress
- Immune-system breakdown
- Thyroid dysfunction
- Cognitive decline
- Cancer
- Heart disease
- Brain damage
- Kidney stones
- Fatal allergies
- Reproductive disorders infertility
- Dangers during pregnancy and nursing

Consumption of soy poses health problems for a number of reasons:

- Most soybeans are genetically modified.
- Soy contains enzyme inhibitors that block the enzymes needed for protein digestion.
- Soy contains phytates, which prevent the absorption of important minerals like calcium, magnesium, iron and zinc.
- Soy contains isoflavones, which are phytoestrogens that mimic and sometimes block the hormone estrogen. This may lead to irregular menstrual cycles, infertility and breast cancer.

There are a few forms of fermented soy that are acceptable to eat like tempeh, miso, natto and soy sauce. These foods have been through long fermentation process, which makes the beneficial nutrients more available during digestion. If you choose to eat them make sure you buy organic.

Sugar

Sugar comes in many different forms. Here's some of the hidden sugars to look out for:

- Fructose (fruit sugar)
- Sucrose (white table sugar)
- Maltose (malt sugar)
- Dextrose (form of glucose)
- Galactose (found in lactose)
- Arabinose (plant sugar)
- Ribose (found in RNA)
- Xylose (plant sugar)
- Cellulose (plant cell walls)
- Lactose (milk sugar)
- Malitol
- Sorbitol
- Erythritol



HIDDEN GMO INGREDIENTS

If a packaged food is *not* labeled organic or non-GMO and it has one of the following ingredients, it may be from GM crops:

- aspartame
- baking powder
- canola oil
- caramel color
- cellulose
- citric acid
- cobalamin (vitamin B12)
- colorose
- condensed milk
- confectioners
- sugar
- corn flour
- corn masa
- corn meal
- corn oil
- corn sugar
- corn syrup
- cornstarch
- cottonseed oil
- cyclodextrin
- cystein
- dextrin
- dextrose
- diacetyl
- diglyceride
- erythritol
- Equal
- food starch
- fructose (any form)
- glucose
- glutamate
- glutamic acid
- gluten
- glycerides
- glycerin
- glycerol
- glycerol monooleate
- glycine
- hemicellulose
- high fructose corn syrup
- hydrogenated starch
- hydrolyzed vegetable protein
- inositol
- inverse syrup
- invert sugar
- inversol
- isoflavones
- lactic acid
- lecithin
- leucine
- lysine
- malitol
- malt
- malt syrup
- malt extract
- maltodextrin
- maltose
- mannitol
- methylcellulose
- milk powder
- milo starch
- modified food starch
- modified starch
- mono and diglyceride
- monosodium glutamate (MSG)
- Nutrasweet
- oleic acid
- Phenylalanine
- phytic acid
- protein isolate
- shoyu
- sorbitol
- soy flour
- soy isolates
- soy lecithin
- soy milk
- soy oil
- soy protein
- soy protein isolate
- soy sauce
- starch
- stearic acid
- sugar (unless cane)
- tamari
- tempeh
- teriyaki marinade
- textured vegetable protein
- threonine
- tocopherols (vitamin E)
- tofu
- trehalose
- triglyceride
- vegetable fat
- vegetable oil
- Vitamin B12
- Vitamin E
- whey
- whey powder
- xanthan gum



WHY BUY ORGANIC?

There's no doubt that healthy food is our best form of fuel and medicine. And to make sure that you're avoiding unnecessary and harmful toxins used to produce most conventional foods, buy local, organic foods as much as possible.

Here's some of the benefits of organic foods:

- Organic produce is grown without toxic pesticides, herbicides, fungicides, fertilizers and other harmful chemicals.
- Organic meats, poultry and eggs are produced without the use of hormones and antibiotics.
- Organic foods cannot intentionally contain GMOs.
- Organic foods are not irradiated.
- Organic foods are produced in ways that support a healthy environment.
- Organic foods have higher levels of cancer-protecting antioxidants.
- Organic foods are superior in protein quality.
- Organic foods are four times more nutritious than non-organic foods—people who eat organically on average eat about $\frac{1}{3}$ less.
- Switching to organic foods has shown to alleviate health problems like rheumatism, dental carries, colds/infection, allergies and heart problems.

Shopping Tips

- Buy foods that have the USDA certified organic label. This label ensures the food producer followed the strict guidelines outlined by the USDA's certification program. Some local farms may be producing foods organically, but they may not be able to afford the certification. Ask your local farmers questions about their practices. Most of them are more than happy to tell you.
- A quick way to identify organic produce is to look at the PLU sticker code. Organic fruits and vegetables start with the number 9.
- You can buy organic foods at local farmers' markets, local food shares, local food coops, local natural food stores and even online.



Remember, You Vote with Your Wallet

Together, we have tremendous influence on improving the quality of the food available—every time we buy food we are voting with our dollars. If we all buy organic foods over conventional foods we are creating the demand needed to make the government, big food manufacturers and chemical companies raise their standards and provide the highest quality foods for us. And when we buy organic, we are not only doing ourselves, and our loved ones a favor, but we're also helping to improve the environment.

HOW TO PRIORITIZE BUYING HEALTHY FOODS

Produce

Best: certified organic, locally farmed, seasonal

Better: organic and locally farmed

Good: locally farmed

Baseline: conventional (not recommended for dirty dozen items)

Look for these produce SKUs:

Start with 9 = organic

Starts with 3 or 4 = conventionally grown

Starts with 8 = genetically modified (GMO) or irradiated (avoid)

Here's a list of the Environmental Working Group's "Dirty Dozen" and "Clean 15":

Dirty Dozen:

- Apples
- Bell Peppers
- Blueberries
- Celery
- Cucumbers
- Grapes
- Lettuce
- Nectarines
- Peaches
- Potatoes
- Spinach
- Strawberries
- Green Beans
- Kale

Clean 15:

- Asparagus
- Avocado
- Cabbage
- Cantaloupe
- Corn
- Eggplant
- Grapefruit
- Kiwi
- Mangoes
- Mushrooms
- Onions
- Pineapples
- Sweet peas
- Sweet potatoes
- Watermelon



Meat

Best: certified organic, 100% grass-fed and finished, pasture-raised, locally raised

Better: grass-fed, pasture-raised, locally raised

Good: hormone & antibiotic-free

Baseline: conventional (not recommended)

A few words about meat:

By nature, cows are grass-grazing animals, but many are raised on conventional and organic farms are switched from grass to grain when fully grown to fatten them up an increase marbling. Animals raised on conventional farms can be fed genetically modified grains and soy, plastic, cardboard, newspaper, sawdust, cement dust, mix of sewage and oils, road kill (ground up dogs and cats). They're often unable to roam freely and see daylight.

Half the beef consumed in the US is considered cancerous and pathogenic (reference: Sally Fallon, *Nourishing Traditions*). The U.S. Department of Agriculture's (USDA) "safe for human consumption" standards include animals with diseases and open sores such as cancer, intestinal worms, infectious arthritis, tumors, glandular swelling and poultry pneumonia.

Beef cattle raised exclusively on grass has more omega-3 fatty acids than grain-finished beef. The U.S. Department of Agriculture (USDA) states that beef labeled "grass-fed" should have at least a partial grass-fed diet and access to pasture year round. Look for labels that say "100% grass-fed" or "grass-finished" and preferably verified by a third party to ensure the animal has been fed grass and hay only.

Pork

Best: certified organic, pasture-raised, locally raised

Better: pasture-raised, locally raised

Good: pasture-raised, hormone & antibiotic-free

Baseline: conventional (not recommended)

A few words about cold cuts:

Cured and fermented meats like bacon, ham, sausages, bologna, and hot dogs contain *nitrites and nitrates*. They're additives used to change the color and flavor and prevent botulism. They've been linked to cancer. False food allergies are linked to preservatives in cold cuts. If you can find an organic brand at least buy a brand that is nitrite and nitrate-free. Otherwise, I suggest not eating cold cuts altogether



Seafood

Best: wild fish*

Better: wild-caught

Good: humanely harvested, non-grain-fed

Baseline: farm-raised (not recommended)

*“Wild fish” indicates the fish was spawned, lived in and was caught in the wild. “Wild-caught fish” may be spawned or lived part of their lives in a fish farm *before* returning to the wild and getting caught.

A few words about seafood:

“Wild fish” indicates the fish was spawned, lived in and was caught in the wild. “Wild-caught fish” may be spawned or lived part of their lives in a fish farm *before* returning to the wild and getting caught. As a result of highly polluted water systems most seafood is contaminated with toxic metals and chemicals. As a “healthy” alternative fish farms have been created. The fish raised in some of these environments are worse for your health—they’re the most contaminated.

Eggs & Poultry

Best: certified organic, pasture-raised, locally raised

Better: pasture-raised, locally raised

Good: pasture-raised, hormone & antibiotic-free

Baseline: conventional (not recommended)

A few words about eggs:

Healthy eggs are considered the most complete and best form of protein. They’re a great source of dietary fats—they contain an optimal omega-3: omega-6 ratio. Eggs are only as good as the source they came from organic, pastured have been found to have an ideal omega-3 to omega-6 ratio—between 1:1 & 1:4. Commercial eggs 1:16-30. Eat the whole egg!

Dairy

Best: certified organic, grass-fed, raw/unpasteurized, full-fat

Better: grass-fed, raw/unpasteurized, full-fat

Good: certified organic, grass-fed, full-fat

Baseline: conventional (not recommended)

A few words about fermented dairy (yogurt and kefir):

Cultured yogurt and kefir contains healthy bacteria like acidophilus and bifidus. Consuming *plain* yogurt and kefir can help you maintain the “friendly bacteria” in your colon. Healthy gut bacteria play many important roles:

- They help manufacture some B vitamins (B1, B2, B3, B4, B5, & B6), folic acid, vitamins A and K
- They help make calcium, copper, iron, magnesium and manganese more available
- They help prevent the overgrowth of yeast and unfriendly, disease-causing bacteria

Yogurt and kefir is often easier to digest than other dairy foods because the lactose (milk sugar) is predigested by the cultures. Make sure you eat *plain, organic* yogurt and kefir; the sweetened ones are like liquid candy. Eating flavored yogurts defeats the purpose. You can add some flavor to the plain yogurt by adding mixed berries, chopped nuts, ground flax seeds, and stevia.

A few words about conventional dairy:

- It’s pasteurized: It’s heated at high temperatures, which damages the nutrients naturally occurring in milk; it damages the enzyme *phosphatase*, which inhibits calcium absorption.
- It’s homogenized: It’s passed through a fine filter under high pressures, which breaks down fat molecules small enough to bypass digestion; proteins are not properly digested and broken down and are absorbed in the bloodstream intact—this can trigger milk allergy intolerance.
- It’s “fortified”: Damaged vitamins (D2 & D3) are replaced with synthetic vitamins (difficult to absorb and linked to heart disease).
- It has chemicals added: To “restore” odor and taste.
- It comes from inhumanely treated cows: Cattle are fed plastic, cardboard, newspaper, sawdust, sewage, road kill, GMO and soy; they’re unable to roam freely or see daylight; they get sick and their udders become infected, secreting pus into the milk supply; they’re injected with hormones, antibiotics and tranquilizers.

The raw alternative:

Most of the issues people have with dairy have to do with the processing not the dairy itself. Many people can consume raw dairy products without issues. If you choose to eat dairy products and you’re not allergic to lactose or casein, I suggest buying raw, full-fat, organic products from grass-fed or pasture-raised cows or goats. Otherwise, I don’t recommend consuming it.



Fats & Oils

Best: organic, cold-pressed, from well-raised animals

Better: organic, cold-pressed

Good: organic

Baseline: conventional (not recommended)

Healthy saturated fats to include in your diet:

These fats are more heat stable and are best for cooking at higher temperatures.

Organic, unrefined:

- Coconut oil
- Palm oil

Organic, pasture-raised, grass-fed:

- Butter and Ghee (clarified butter)
- Lard (bacon grease/pork fat)
- Tallow (beef fat)
- Duck fat
- Schmaltz (chicken fat)
- Lamb fat
- Full-fat dairy
- Eggs, meat and seafood

Healthy unsaturated fats to include in your diet:

These fats are easily damaged/oxidized when exposed to heat.

- Sesame oil
- Walnut oil
- Macadamia nut oil
- Avocado and avocado oil
- Nuts and seeds
- Flaxseed oil (used cold only)



Unhealthy fats:

Margarine, other butter substitutes and shortening (Crisco) are “trans fats;” they’re considered to act like pro-oxidants, which contribute to cellular damage. Pro-oxidants make you age faster and wrinkle your skin. Trans fats clog your arteries, promote heart disease and have been linked to dementia

These oils are highly processed and oxidize very easily by exposure to light, air or heat, and therefore should be avoided:

- Vegetable oil
- Canola oil
- Soybean oil
- Corn oil
- Cottonseed oil
- Sunflower oil
- Safflower oil
- Grapeseed oil
- Rice bran oil

Nuts & Seeds

Best: local, organic, raw

Better: raw, organic

Good: organic

Baseline: conventional/ roasted and salted (not recommended)

*Keep nuts and seeds in the refrigerator.



HOW TO BUY ORGANIC ON A BUDGET

Budget Priority #1: Fats and Oils

When budgeting for food start by making sure you buy the highest quality fats and oils available. Good quality fatty acids are building blocks for cell membranes and they help us absorb fat-soluble vitamins (A, D, K, E). One of our body's full-time jobs is to battle cellular damage, so it's important to eat the right kinds of fats—and avoid the wrong ones—to facilitate this process. It is best to avoid poor quality, oxidized oils, which are damaged by light, heat and/or air. Avoid trans fats or processed vegetable oils.

Budget Priority #2: Protein

Like humans, animals store toxins in their fat cells, so an animal eating poor quality/non-organic food and exposed to antibiotics, pesticides, herbicides, fungicides and growth hormones will have residue from those toxins in its fat, which means you'll be eating those toxins. The fat in a conventional piece of meat is the unhealthiest part of the animal. Eating the fat is not something to be concerned about with organic, 100% grass-fed, pastured meat—in this case, the fat is healthy for you. It's very important to buy good quality meat.

Here's some tips for buying healthy proteins:

- Prioritize your meats and seafood based on the environments the animals were raised in, which includes what they were fed.
- Watch for sales, buy in bulk at lower prices and store up by freezing them.
- A cost effective and healthy option is to buy a whole animal or portion of one from a local farm—if you don't want to buy the whole animal you could do a "meat share."
- Buy bone-in, skin-on chicken—it's less expensive and tastier.
- Buy ground beef over steaks or roasts.
- If your budget allows for high quality meat, you don't need to be concerned about the leanness, but if you budget only allows for lower quality meat, buy leaner cuts or cut the fat off before cooking it.

Budget Priority #3: Fruits & Vegetables (Carbohydrates)

Buying fresh, locally grown, in-season fruits and vegetables through food shares and farmers' markets can be cost effective. When going to farmers' markets sometimes you can negotiate prices especially if you're buying larger amounts and/or it's the end of operating hours and they want to get rid of their remaining supplies.

Tips for prioritizing organic produce:

- If you're removing a peel (banana, pineapple, kiwi, melon, onion, avocado, citrus) it's ok to choose non-organic. If you're not removing a peel (berries, apples, peaches, nectarines, plums, cherries, bell peppers, leafy greens) it's better to choose organic.
- Don't forget to use the "Dirty Dozen" (page 13) to prioritize organic produce.



HOW TO READ FOOD LABELS

The most important part of any food label is the list of ingredients. If you're going to eat processed foods follow these rules:

- If you can't pronounce an ingredient, don't eat it!
- Look for the word "whole" and buy processed foods with the least amount of ingredients.
- Avoid packaged foods containing any additives, preservatives, flavorings, artificial food dyes, unhealthy fats, and sugars—some common ingredients avoid are monosodium glutamate (MSG), Aspartame, partially hydrogenated fats, "caramel color," carrageenan, cellulose, high fructose corn syrup (HFCS), "sodium nitrates," "sodium nitrites"
- Apply the 80/20 Rule (eat processed no more than 20% of the time or less.)

Don't Be Fooled Marketing Tactics

Remember, the FDA doesn't require food companies to list food additives "Generally Regarded as Safe" (GRAS), so you're often eating additives and you don't know it by reading the label. Watch out for umbrella terms like "natural flavors" "artificial flavors" and "artificial colorings." These phrases could represent a laundry list of harmful ingredients that you don't get to see because they're GRAS. And just because it's not listed doesn't mean it's safe. Be cautious of phrases like "sugar-free," "low-fat," "fewer calories," "high fiber," and "enriched." These foods are NOT healthy for you—they're processed garbage. Generally, the longer the shelf life, the worse it is for you.

Here's what the most common food labels mean:

| "ORGANIC"

- Foods labeled "organic" must be raised on a certified organic pasture and fed certified organic feed for its entire life.
- Animals are typically fed organic corn and other grains—they're not necessarily grass-fed.
- The USDA certification for meats prohibits the use of drugs, antibiotics, growth hormones, genetically modified feed or animal by-products.
- Animals must have year-round outdoor access, but their treatment is undefined.
- Certification is costly, so many farms are forced to forgo it.

3 Kinds of Organic Labels:

- "100 organic" means all ingredients are organic.
- "Organic" means at least 95% of ingredients organic; the other 5% still have to be non-GMO.
- "Made with Organic ____ (ingredient name i.e. soy" means at least 70% of ingredients organic; the other 30% still have to be non-GMO.



| **“PASTURED/PASTURE RAISED”**

- The label “pastured” typically applies to poultry (including eggs) and pork.
- It generally means the animals have been raised primarily on a pasture.
- 100% pasture is ideal because the animals can roam freely and they’re able to eat grass, plants and bugs that are a part of their natural diet—they are not fed soy, corn and other grains.

| **“FREE RANGE/FREE ROAMING”**

- Under USDA regulations “free range” means the birds must have access outside at least 51% of the time. What’s required is a door to the outside that gives the chickens access to an outdoor area of unspecified size. To use this term, chickens need only have a small patch of dirt to be on instead of a cage.
- There are no restrictions regarding what the birds can be fed.
- There’s no third-party verification.

| **“CAGE FREE”**

- The label “cage-free” typically applies to poultry (including eggs).
- It means the animals are un-caged and able to move about inside barns or warehouses, but they don’t generally have access to the outdoors. If they do, they may have access to only small patches of soil
- There’s no third party verification.

| **“NATURAL”**

- The USDA defines “natural” and “all-natural” food products as being minimally processed and containing no artificial ingredients.
- “Natural” does not mean organic, GMO-free or raised humanely.
- “Natural” does not mean healthy or safe.
- Insect parts, monkey guts, mercury, tobacco, cocaine, alcohol, rodent feces all natural BUT they’re not good for you.

| **“NATURALLY RAISED”**

- The label “naturally raised” is a USDA verified term.
- It generally means the animals are raised without growth hormones or unnecessary antibiotics.
- It does not specify the animal’s diet or welfare.

| “NO ADDED HORMONES”

- Apparently, it is illegal to use hormones in raising poultry and pork, so this labeling is more a marketing tactic.

| “VEGETARIAN FED”

- The label “vegetarian fed” suggests that the animal feed is free of animal by-products, but it is not federally inspected.
- By nature, chickens are not vegetarians so this label indicates they were not eating by their natural diet.

SWAP THIS FOR THAT

Here's some ideas for replacing healthy foods for some traditional comfort foods:

Pasta → Zucchini spaghetti or steamed broccoli or cauliflower

Rice → Cauliflower rice

Mashed potatoes → Cauliflower "potatoes"

Milk → Almond, cashew or coconut milk

Sugar → Stevia*, Lakanto* or yacon*

Canola oil → Coconut oil or ghee

White or Wheat Flour → Nut flours or coconut flours

Soy sauce → Coconut aminos*

Table Salt → Sea Salt

***Coconut Aminos:** Coconut aminos taste like soy sauce but are a much healthier substitute. Click here for a brand I recommend: <http://amzn.to/2khCjGp>

***Stevia Powder:** Stevia powder is made from a South American herb. It's a lot sweeter than sugar, so you don't need to use a lot. Even those sensitive to other natural sugars can tolerate Stevia. It's not best for baking, but works well for sweetening plain yogurt, smoothies, raw pies, whipped cream, homemade ice cream and salad dressings. Click here for a brand I recommend:

<http://amzn.to/2lG2vYg>

***Lakanto:** Lakanto is a zero glycemic sweetener made from monk fruit that cooks and bakes like sugar but is a much healthier substitute. Click here for a brand I recommend:

<http://amzn.to/2l4YhvY>

***Yacón Syrup:** Yacón syrup is a natural sweetener that is extracted from the tuberous roots of the yacón plant native to the Andes mountains. Yacón is a healthier substitute for sugar because of it's of nutritional properties. Click here for a brand I recommend: <http://amzn.to/2khQGKI>



TIPS FOR EATING OUT

Plan Ahead

Choose restaurants offering grilled, broiled or baked options (non-breaded meals.) Call ahead or review the menu online to make sure healthier options are available. Choose a different restaurant if there are no healthy options.

Eat Beforehand

If you're dining out to be social eat something beforehand. You won't be as hungry and you can order something small like a vegetable appetizer or salad.

Custom Order

Call ahead to ask about custom ordering (i.e. gluten-free, dairy-free, sugar-free options) and food preparation methods. Don't be shy about asking to hold sauces or butter. Order vegetables or a side salad instead of fries, slaw, rice or baked potato. If you eat salad, hold the dressing and use olive oil, fresh lemon and pepper instead.

Say "No Thanks" to Bread or Crackers Beforehand

Before your meal comes tell your server right away that you don't want the bread. Waiting until the bread comes makes it tempting and hard to say "no." Remember, breads and crackers are processed foods that elevate blood sugar—they don't promote optimal health.

Split a Meal

Often one meal is enough for two. By splitting a meal you won't have leftovers to take home and the dining experience stays with that one night.

Skip Dessert

Sweet cravings are a sign that you're not fueling your body properly. As you start eating right your sweet cravings will go away.

When I eat at a restaurant (which is *very* rare), here's what I usually order:

- Wild fish
- Side of non-starchy veggies
- Salad with olive oil and lemon for dressing (I often bring my own sea salt and pepper mix)
- No dessert or bread 😊

TIPS FOR EATING HEALTHY ON THE ROAD

Whenever you travel (by car or plane) *always* have a food plan.

Here's my personal go-to travel pack for airplanes:

- Fruit & Veggies: Apples, cherry tomatoes, sliced peppers
- Nuts/trail mix
- Nut butter packets
- Berries with sliced avocado
- Hard boiled eggs
- Homemade chicken salad (celery, cucumbers, onions, carrots, broccoli with olive oil and lemon pepper), raw cheese & raw crackers,
- Hail Merry macarons

When I travel by car I add these items:

- Homemade smoothies
- Nut butter jars
- Water (in my stainless steel Kleen Kanteen containers)

Here's a few pictures of my go-to travel pack:





COOKING DO'S AND DON'TS

Clean Your Food

Thoroughly rinse all fruits and vegetables before using. The use of a non-toxic produce wash is recommended for removing pesticide residues. You can also use water and apple cider vinegar to create your own natural produce wash.

Cooking Vegetables

The best way to cook vegetables is to lightly steam them, as boiling destroys their nutrient content. But be careful not to over cook them. Vegetables should be a little crunchy and maintain their bright color—they should not be soggy.

Avoid Frying Your Foods

Braising, broiling, baking, grilling, roasting, and sautéing are preferable cooking methods. Cook with water in a wok and add butter, ghee, coconut oil or olive oil after cooking to add flavor and nutrients.

Avoid Microwaving Your Food

Not enough is known about the long-term safety of eating micro-waved foods, and there are many more arguments against it than for it. It changes the molecular structure of foods to something other than what the body has recognized as food on this planet for millions of years. In fact, the micro-wave changes your food so much so that when you eat the food your digestive system no longer recognizes it as food any more. Eating micro-waved foods has been known to cause digestive problems for people.

Avoid Cooking with Aluminum and Teflon

Aluminum is a highly toxic metal. Large numbers of aluminum molecules enter food that is cooked, covered by or stored in aluminum pots, pans, cans and foil. Teflon coatings do not prevent aluminum from leaching into foods. It's best to cook with cast iron, stainless steel and glass.

Avoid Storing Food in Plastic Products

Plastic containers contain an array of toxic chemicals that can leach into your foods. Always store your foods in glass containers.



FOODS THAT FEED YOUR BONES

A common misconception is that a high intake of calcium by itself is the main element to maintain strong bones. (Too much supplemental calcium can actually cause health problems (increased risk of stroke and cardiovascular disease.) Focusing on just one element causes imbalances—all elements work together. Beyond calcium there are other nutrients and factors that impact your bone health: fat soluble vitamins A, D, K2, phosphorus, protein, healthy fats, and the right movement.

Here's a list of foods that contain the other nutrients your bones need to stay strong:

- Cod liver oil, parsley, leafy greens (vitamin D)
- Animal proteins, sunflower seeds, almonds (phosphorus)
- Liver, fish liver oils, wild ocean fatty fish, pasture butter (vitamin A)
- Meat, poultry, eggs, nuts, seeds (protein)
- Low-glycemic fruits and vegetables (vitamin C and magnesium)
- Lettuce, dark leafy greens, egg yolks, fish liver oils (vitamin K)
- Extra-virgin olive oil, unrefined sesame oil, cold-pressed flax oil, unrefined coconut and palm oil, pasture butter (fats)

Reference: *The Whole-Food Guide to Strong Bones*, by Annemarie Colbin



WHY YOU SHOULD AVOID OR LIMIT CAFFEINE

4 reasons to avoid caffeine:

- It's an addictive stimulant—it increases cortisol and blood sugar and depletes serotonin levels; this leads to cravings, fatigue, anxiety,, insomnia, restlessness, dizziness, depression (sometimes extreme).
- It's an irritant—it irritates the intestinal tract and may cause loose stools.
- It's a diuretic, which can contribute to dehydration.
- It's acidic—it pulls calcium from the bones and causes the body to produce fat cells to prevent acid from getting to the organs.

What's so bad about coffee?

- Coffee beans are roasted then ground, causing the oils to become rancid.
- Coffee is a strong pro-oxidant—it increases oxidation in our cells, which makes us age faster and creates wrinkles.
- Coffee may “wake you up,” but it only makes you more tired over time. You shouldn't need to rely on stimulant to wake up. If you do, it could be that you're: sleep deprived, addicted to caffeine, not eating right, over-exercising or you have hormonal imbalances. If you have adrenal fatigue it's important to stop drinking coffee and make the necessary diet, supplement and lifestyle changes to recover. Decaf isn't any better—it's still highly acidic

Tips for drinking coffee:

If you choose to drink coffee as part of your “20%,” here's a few tips:

- Buy organic (conventional has loads of pesticides).
- Never drink coffee by itself—eat a little good quality food.
- Drink it with raw cream or coconut oil to mitigate the negative effects of caffeine on the digestive tract.
- Don't drink it later than noon—it interferes with sleep!
- Better yet, switch to Teeccino or Capomo! They taste like coffee, but they're caffeine free.

Click here to check it Teeccino: <http://amzn.to/2kGNLYr>.

Click here to check out Capomo: <https://amzn.to/2lFtZZU>



4-STEP PLAN TO KICK CAFFEINE (WITHOUT WITHDRAWAL SYMPTOMS)

If you try to cut caffeine “cold turkey” and you experience strong withdrawal symptoms you can progressively decrease your intake over a few weeks.

Follow this plan:

- First, how much coffee/soda do you drink each day?
- Week #1: Drink $\frac{3}{4}$ of current amount
- Week #2: Drink $\frac{1}{2}$ of initial amount
- Week #3: Drink $\frac{1}{4}$ of initial amount
- Week #4: By now you should be able to completely eliminate coffee or soda from diet



WHY YOU SHOULD AVOID OR LIMIT ALCOHOL

A few reasons to avoid alcohol:

- It's a neurotoxin—it's poisonous to your brain.
- It's damaging to the stomach and small intestine—it can lead to leaky gut.
- It's a depressant—the liver breaks it down into “acetaldehyde, causing a “hangover,” depression and chronic fatigue.
- It's a stimulant—it elevates blood sugar, insulin, cortisol and depletes serotonin levels.
- It displaces and blocks nutrients—the means you don't fully benefit from the vitamins and minerals from the water, fruits, veggies, fats and proteins you're eating.
- It contains pesticides and *mycotoxins*—hops and grapes are grown with pesticides and other chemicals; beer is often made with moldy grains that carry fungus and its waste product.

Tips for drinking alcohol:

If you choose to drink alcohol as part of your “20%,” here's a few tips:

- **Always** consume alcohol with high-quality fats and proteins like raw cheese, nuts, salmon, meat—it protects the gut wall and minimizes blood sugar fluctuations
- Follow the alcohol to water ratio—1:3
- Adjust your meal proportions for your MT by including alcohol as part of your carb ratio
- Choose organic whenever possible—pesticide-free



WHY YOU SHOULD BE CAUTIOUS OF PROTEIN POWDERS

A few considerations for protein powders:

- Many protein powders contain *protein isolates* from soy, whey, casein and egg whites. These protein isolates are obtained under a high-temperature process that completely destroys the proteins and increases carcinogens.
- Powdered proteins from eggs, milk and soy are linked to calcium loss and osteoporosis.
- Soy protein isolates contain the following harmful ingredients:
 - Phytates (which are mineral-blocking)
 - Phytoestrogens (which are thyroid-suppressing)
 - Enzyme-inhibitors (which are associated with depressed growth and cancer)
- Many brands contain traces of the heavy metals arsenic, cadmium, lead and mercury; heavy metals can have toxic effect on body.