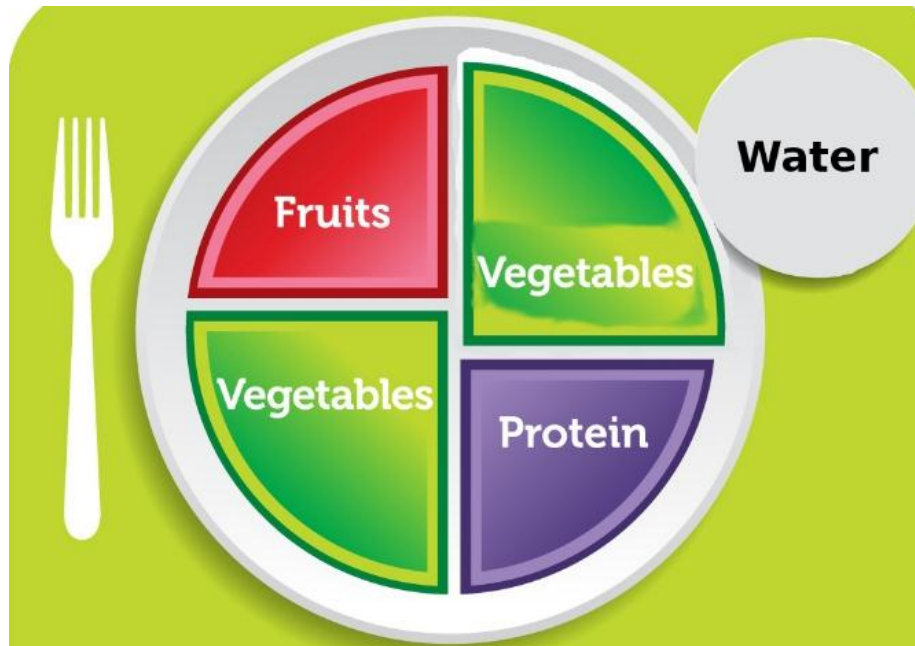




Paleo Shopping List and Tips and Tricks!



The following are recommended daily serving sizes and suggestions for food sources:

Lean Meats (3-4 oz) trimmed of all visible fat (3-4oz) Try to choose grass fed beef over organic. Choose free-range chicken, preferably white meat, skinless. To enhance flavor, and moisten while cooking, rub meats prior to cooking with olive oil (see links below for online sites to order grass fed/free range meat sources – many Farmers Markets will carry these items as well).

- Poultry
- Cooked Turkey Breast
- Free Range Chicken.
- Bison
- Flank Steak
- Top Sirloin Steak
- Extra Lean Hamburger
- Lean Pork loin
- Nitrate free deli meats (Applegate Farms can be found at Donlan's and Columbus Brand can be found at Trader Joes).

You need to have protein in EVERY MEAL!! This is especially critical if you are trying to lose body fat. Another frequently confused point is the topic of “protein”. If you are a vegetarian and do not eat any meats, fish or eggs please come discuss with us separately.

Seafood (3-4oz)

All types of seafood and shellfish is permitted. Try to avoid farm raised and freshwater fish taken from lakes and rivers. Choose wild fish if possible. If you have to choose canned tuna, go for the tuna packed in water and rinse before eating.

Eggs –(limit 6 to 12 per week)

Choose Omega 3, free-range or chicken eggs. They are available at most supermarkets or local farms.

Fats/Oils (1-2 tbsp)

½ Avocado, avocado oil, olive oil, coconut oil, walnut oil, flaxseed oil, nut butters, nut oils, coconut milk, clarified butter (ghee)

Newsflash 2- Fat does not make you fat! Sugar makes you fat! We recommend you add those healthy fats to meals to help your metabolism and help you lose fat!! It's whole, natural food and you will thrive on it.

Nuts and Seeds-Most all are acceptable. Choose raw or lightly roasted and unsalted (try to limit to 4oz per day). Walnuts (best choice due to the high omega 3 to omega 6 ratio), almonds, cashews, pecans, pine nuts, unsalted pistachios, macadamia nuts, sesame seeds, sunflower seeds, pumpkin seeds.

Peanuts are actually considered a “legume” and therefore are considered a “bean” and are not permitted on The Paleo Diet. Swap peanut butters (natural only) for Cashew or Almond Butter.

Fruit – Best eaten with protein. Fresh is always preferred. Frozen is acceptable. Avoid canned and dried. Best choices are berries, melons, oranges, grapefruits, tangerines, apples. Try to limit bananas, grapes, cherries, mangoes due to high glycemic content. Avoid dried fruits for the first month if possible.

Be careful of dried fruits which are loaded with sugar. Go for freeze dried varieties in recipes or fresh sources of fruits.

Vegetables- All varieties and unlimited amounts. Try to get as many green leafy vegetables as they are a great source of absorbable calcium. Broccoli, spinach, kale, cabbage, asparagus, onions, tomatoes. Be sure to check out the entire list of vegetables in the Paleo Diet Book. Avoid starchy tubers such as potatoes and corn. Sweet Potatoes can be eaten as part of a post-recovery meal after a high intensity a.m. workout.

YOU MUST HAVE VEGETABLES WITH EVERY MEAL....this is essential to success. Get creative here! You can easily add spinach to your post workout protein smoothie – you won't taste it! Make sure to have fresh cut up sources available for you to add to your meal on the fly. Make large portions of salad ahead of time so that you can grab and go. Preparation is the key here!

Remember green beans and peas are legumes. THEY ARE NOT ON THIS PALEO CHALLENGE.

Coffee/Tea – Any green tea is acceptable (great sources of antioxidants and helps you lose weight!). Coffee - fine as long as you eliminate the dairy and sugar.

Spices, snacks & more...

- All salt-free spices are acceptable. Check labels and avoid mixes that may contain cornstarch, hydrolyzed wheat proteins, or other grain and legume products.
- Coconut & Almond Milk are acceptable sweeteners.
- Organic beef & turkey jerky <http://primalpacs.com/order.php>
- Paleo Crunch www.stevesoriginal.com
- Paleo Protein Bars
 - <http://katevsfood.blogspot.com/2011/07/paleo-protein-bars.html>
 - <http://crossfitfenrir.com/2011/02/03/paleo-protein-bars/>
- Tomato paste/marinara sauce (be careful of added sugar here)

FOODS TO AVOID:



Legumes (all beans), dairy foods, cereal grains, all processed and flour products (except nut flours) fatty meats, soft drinks and fruit juices, sugar and artificial sweeteners.

Be careful of hidden sources of sugar and gluten such as in yeasts, soy sauces, dressings, some store bought jerky. Just read ingredients on all labels!!



Shopping Tips:

Get Friendly with Trader Joes! Trader Joes has a good selection of food to help you on this diet!

- Grass Fed or Free Range Chicken – TJ has great sources
- Wild frozen fish and shellfish
- Wild Alaskan Salmon (great stuff for salads)
- Sardine called “Bella Olhao” (just pour in the olive oil they are packed in)
- Eggs – TJ has Omega 3 enriched sources at a good price
- Olive Oil - Trader Joes has a good base model that is ~\$7.99/liter. This is a good day-to-day olive oil. Pacific Sun or one of the other top shelf brands will lighten your pocketbook a bunch but they are amazing. You get what you pay for with olive oils.
- Tomato paste/sauce - Trader Joes has a canned marinara called “Sugo di Pomodoro”. You can pour this over any meat/veggie dish, it is very good!
- Nuts, Nut Butters – Trader Joes has great prices and a large selection here.
- Vitamins – good sources of Fish Oil can be found here as well.
- unsweetened coconut flakes
- nut flours (almond, pecan, and chestnut)

Tips for success!!!

1. Start by raiding your pantry. Go through the pantry and get rid of every single processed food you have. Rice, beans, bread, cereals, pasta, potato chips, candy, sodas, cake mixes, sugar. If the product is unopened and still usable, donate it to the local food bank or at the very least put it in a box and put it where you will not have access to it. You will find if you don't have the offending foods IN your house you simply will find other more nutritious options.
2. Prepare for meals ahead of time... don't wait till the last minute when you are starving! "Fail to plan, plan to fail"
3. Have a default meal that is easy to prepare (10 min). Think chicken breast on the Panini press or George Foreman Grill with a bell pepper and an apple.
4. Pre-cook food. Spend a few hours at the beginning of the week and cook big batches of food. This will allow you to minimize the amount of time that you have to spend cooking during the week.
5. Cook more than you need. This is similar to the previous tip, the idea being that if you cook more than you need for one meal then you can eat it later, or the next day.
6. Do not keep junk/unhealthy food that you know you shouldn't eat, in the house. For most people, if it is in the house they will eventually eat it.
7. Do not run out of food.
8. Try planning out your meals for a week. This comes easily to type one personality, for the rest of us it can be a nuisance. This has the benefit of ensuring that you know what you need in the house for the week, and eliminates that time wasting period during which you try and figure out what you should cook for dinner.
9. Learn to use spices; this will do wonders for you and will offer variety and different flavors to your meals.
10. Try new things

WHAT TO EXPECT:

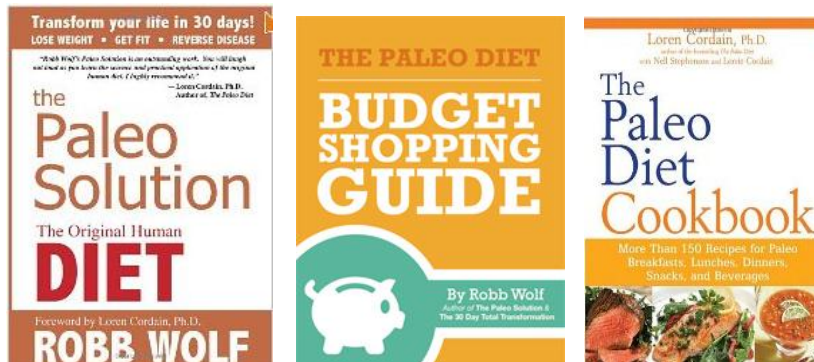
For many of you starting this diet for the first time you may experience what most every convert goes through. Call it the detox period, the slump, withdrawal symptoms, the energy loss, or whatever, but for a period of 1-2 weeks following your switch to the Paleo diet, you may feel tired, weak, and not very productive. Your body has come to rely on sugars and starches for energy, and you've just taken all that away. All of sudden, your body has to re-learn how to use nature's most efficient energy source: fat. Stay strong during these tough times. Fight the urge for sweets and caffeine. Do not be tempted when someone brings in donuts to work, or you go to lunch with coworkers and they all order sandwiches with tasty looking bread. Try to avoid eating out.

After this period, you should notice something really cool begin to happen. Your energy returns, and not only that, it stays more constant throughout the day. You don't feel as hungry or as often as you used to. Hopefully, your cravings for processed foods diminish and, after realizing what you have been missing out on all this time, you only want to eat higher quality foods. You only want to eat REAL FOODS. Welcome to the new you. Welcome to embracing your inner caveman!



HELPFUL RESOURCES:

I highly recommend buying the Paleo Diet Solution by Robb Wolf, it is a great resource and has great recipes in the back!



WEBSITES:

What you'll notice is that different sites (including the two books above and websites below) promote slightly different versions of Paleo Diet. They all support the same basic principles of basing your diet on meat, vegetables, some fruit, nuts/seeds, no added sugar etc. But they may differ from each other on smaller issues, for example whether full fat dairy is okay. In my opinion, the "right" version of Paleo is the one that makes you feel the best and that you will stick with. Some people recommend starting off with the most restrictive version and then adding some of the seemingly less offensive items back in your diet to see how you feel.

For Information:

www.robbwolf.com

www.marksdailyapple.com

www.everydaypaleo.com

Online Food Sources for Paleo Snacks and Grass Fed Meats:

<http://www.grasslandbeef.com/StoreFront.bok>

<http://www.diestelturkey.com/>

<http://store.paleobrand.com/store/pc/home.asp>

<http://primalpacs.com/>

<http://www.eatwild.com/>

For Recipes:

The Foodee Project: <http://www.thefoodee.co/>

Live Primal Recipe Book: <http://liveprimal.com/LPrecipes.pdf>

Everyday Paleo: <http://everydaypaleo.com/category/food/>

Supplementation/Protein:

<http://primalblueprint.com/products/Primal-Fuel.html>

<http://primalblueprint.com/products/Vital-Omegas.html>

