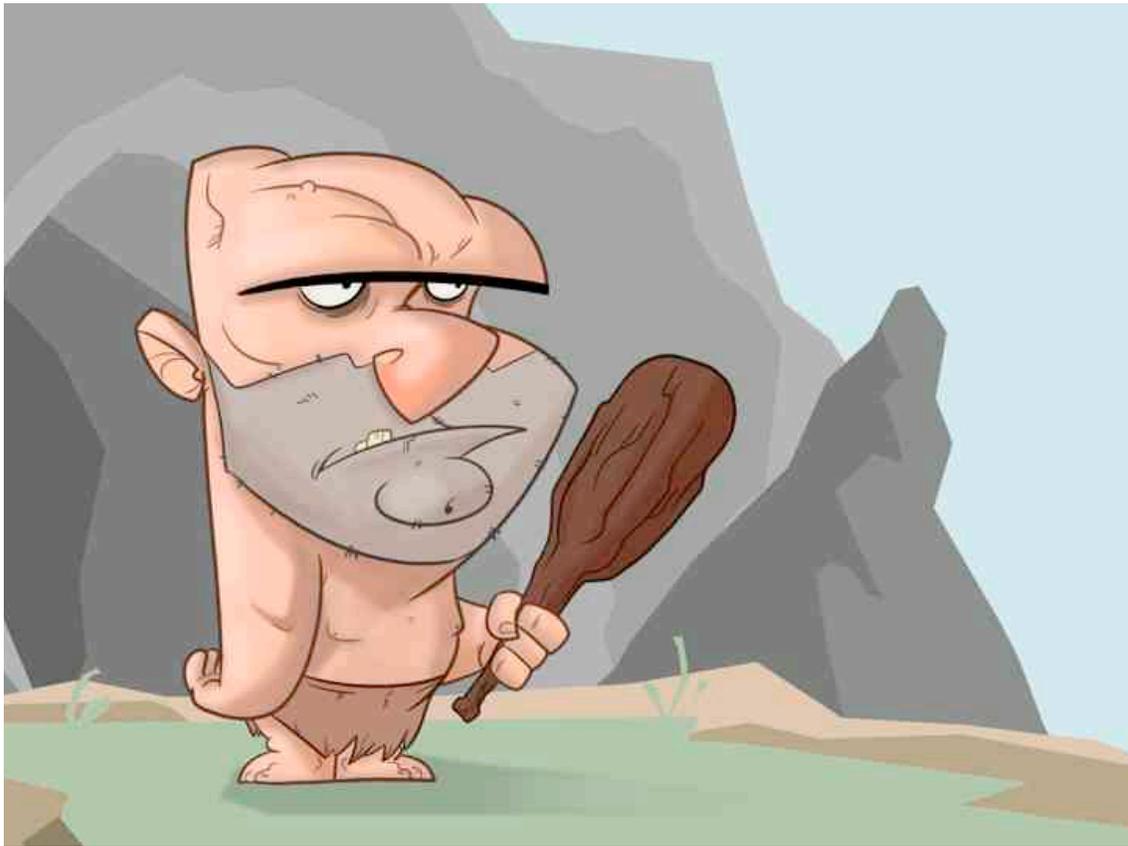


# 30 Day Paleo Challenge

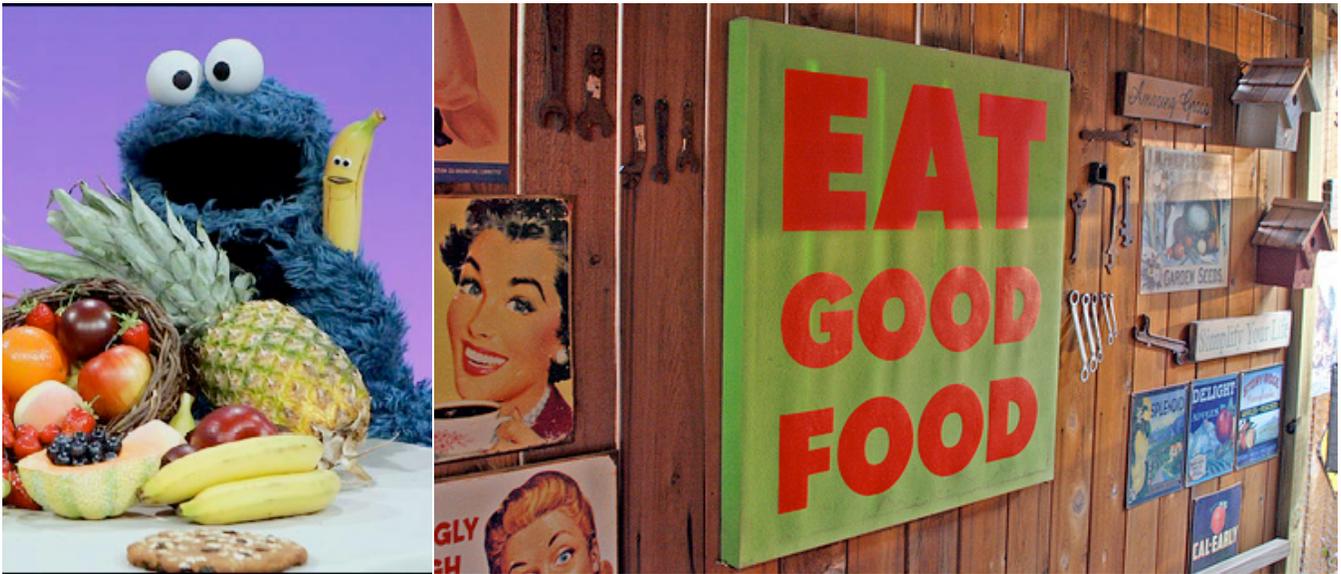
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# What is Paleo?

The Paleo Diet is a lifestyle. It is an approach to diet that is based on the quality of foods you eat. It mimics the diets of our hunter-gatherer ancestors - consisting of lean meats, seafood, vegetables, fruits, nuts and seeds. It excludes foods that came from agriculture or processing - dairy, grains, refined sugars, etc.

The basic concept is that these foods are the foods that we are genetically adapted to - after all, our diets have evolved and “modernized,” our bodies haven’t. There are many benefits to eating this way, including a naturally lean body, acne-free skin, improved athletic performance and recovery, and relief from numerous metabolic-related and autoimmune diseases.

## SUMMARY

There is a specific food guide provided on page 6, and some recipe ideas on page 8, but here are the general rules:

- You can eat all lean meat, fish, seafood & eggs
- You can eat all non-starchy seasonal vegetables
- Plenty of seasonal fruit
- Moderate healthy fats
- Moderate nuts and seeds
- No grains or cereals at all
- No legumes
- No dairy products (eggs are not dairy)
- No processed foods - make it yourself!
- No sugars. Agave, organic honey, molasses, pure spun golden sunshine....it doesn't matter. They are all out.
- No artificial sweeteners. These are not food! They are out too.

## Protein

Protein should be the first thing making up your meal or snack. Depending on your individual needs, this can range between 3-9 ounces, but when all else fails, you can follow the general rule of having a serving of protein the size of your palm. When it comes to what kind of protein you should eat, remember that free range animals are healthier than commercially raised animals. Keeping that in mind, here are the general rules to follow:

- Buy your meat local, grass-fed and USDA organic
- Buy eggs from free roaming chickens



## What is Paleo? (cont.)

- Buy your fish wild
- Wild game (buffalo, venison.. etc.) is always a good option

### Carbs: Veggies

You want to focus most of your meal with non-starchy carbs. Make sure you get variation, and eat a lot of them! Here are some things to keep in mind with vegetables:

- Buy local, in season, organic veggies
- Avoid starchy vegetables (i.e. potatoes).
- Avoid legumes (i.e. peanuts, beans, peas, soybeans etc.)

### Carbs: Fruit

Fruit is good for you in moderation. There is a hierarchy of fruit based on the fruits nutrient value and glycemic load. You should also consider how the fruit was grown. Think about the following in regards to fruit:

- Try to grow your own if possible
- Buy local, seasonal, organic fruit
- Avoid genetically modified organism fruit
- Avoid fruit juices
- Make sure to wash any fruit thoroughly to minimize pesticides

### Fats

Despite what modern society has taught us to believe, fats are good for you. It is important to have the right balance of fats and the right kind of fats in your diet. On the paleo diet, your body is trained to burn fat instead of carbs for energy (this will make your energy levels more stable), so don't skip the fat in your meals!

- Buy oils (coconut, olive) organic and cold pressed so they remain chemically unchanged
- Buy organic and local avocados
- Buy coconut in all forms
- Nuts are good in moderation (walnuts, pecans and macadamia nuts are your best choice). Buy them raw and unsalted, and be wary of the packaging
- Avoid canola (the oil is genetically modified, partially hydrogenated and highly refined), peanut, cottonseed, soybean, and wheat germ oils
- Avoid trans fats (fats damaged by heat - can be made at home) and hydrogenated or partially hydrogenated oils

### Hydrating: Water

Drink water, coffee, and tea. If you drink coffee, drink it black or with unsweetened almond milk.



# Rules of the Game

*The first rule of Fight Club is you do not talk about Fight Club...*

**Duration:** The challenge will take place between \_\_\_\_\_ and \_\_\_\_\_.

## How to Enter:

All participants must:

- Weigh-in at the beginning and end of the challenge between designated dates
- Take before and after photos on designated dates
- Log all food for 30 days (see "Journaling" below)
- Attend Paleo food lecture or discuss participation with a coach

## Date of Weigh-Ins:

"Before" weigh-ins and photos must be taken between \_\_\_\_\_ and \_\_\_\_\_.

"After" weigh-ins and photos must be taken between \_\_\_\_\_ and \_\_\_\_\_.

## Journaling:

Keeping a good log keeps you accountable. It also helps you correlate what you are putting in your body and how you feel throughout the day and during workouts. It will help you hone in on the foods your body responds best to. It also allows us to be able to watch your diet and help you fix any initial glitches you might be experiencing with the diet. For the challenge, we require you to:

- Log all your food on the UB online forum. This includes
  - What you ate
  - How much
  - What time of day
- We know you don't live attached to a computer - you do not need to log everyday, but you need to have a log for every day.

## Who Wins:

One week from the end of the paleo challenge final weigh-ins, the coaches will announce the three finalists, and the winner will be decided by you!



# What Can I Eat?

## **DO EAT:**

### **Protein**

Eggs (omega3 enhanced)

### **Fish**

- bass - bluefish
- cod - drum
- eel - flatfish
- grouper - haddock
- halibut - herring
- mackerel - monkfish
- mullet - N. pike
- orange roughy
- perch - red snapper
- rockfish - salmon
- scrod - striped bass
- sunfish - tilapia
- tuna - turbot
- walleye
- *any other wild fish*

### **Lean Beef**

- chuck steak
- flank steak
- extra lean hamburger
- lean veal
- london broil
- top sirloin
- *any other lean cut*

### **Lean Pork**

- lean cuts - pork chops
- pork loin

### **Lean Poultry**

- chicken breast
- hen breasts
- turkey breasts

### **Organ Meat**

- liver (beef, lamb, pork, chicken)
- marrow (beef, lamb, pork)
- "sweetbreads" (beef, lamb, pork)
- tongue (beef, lamb, pork)

### **Other Meat**

- alligator - bear
- bison - caribou
- elk - emu
- goat - goose
- kangaroo - ostrich
- pheasant - quail
- rabbit - rattlesnake
- reindeer - squab
- turtle - venison
- wild boar - wild turkey

### **Shellfish**

- abalone - clams
- crab - crayfish
- lobster - mussels
- oysters - scallops
- shrimp

### **Fats**

- avocado - almonds
- brazil nuts
- cashews - chestnuts
- coconut - coconut oil
- flaxseed oil (refrigerated)
- macadamia nuts
- olive oil (extra virgin, cold pressed)
- pecans - pine nuts
- pistachios
- pumpkin seeds
- sesame seeds
- sunflower seeds
- walnuts

### **Carbohydrates**

#### **Vegetables**

- artichoke - asparagus
- beet greens
- beets - bell pepper
- broccoli
- brussels sprouts
- cabbage - carrots
- cauliflower - celery
- collards - cucumber
- dandelion - eggplant
- endive - green onion
- kale - kohlrab
- lettuce - mushroom

- mustard greens

- onions - parsley
- parsnip - peppers
- pumpkin - purslane
- radish - rutabaga
- seaweed - seaweed
- spinach - squash
- swiss chard - tomatillos
- tomato - turnips
- turnip greens
- watercress

### **Fruits**

- apple - apricot
- banana - blackberry
- boysenberry
- cantaloupe - carambola
- cassava melon
- cherimoya - cherries
- cranberry - figs
- gooseberry - grapefruit
- grapes - guava
- honeydew - kiwi
- lemon - lime
- lychee - mango
- nectarine - orange
- papaya
- passion fruit
- peaches - pears
- persimmon - pineapple
- plums
- pomegranate
- raspberry - rhubarb
- star fruit - star fruit
- strawberry - tangerine
- watermelon

## **EAT IN MODERATION:**

### **Beverages**

- Diet sodas (if you must)
- Dry Wine
- Spirits (tequilla, gin)

### **Carbohydrates**

- Dried fruits

## **DON'T EAT:**

### **Dairy**

- butter - cheese
- creamer - ice cream
- milk - yogurt

### **Grains**

- barley - corn
- maize - millet
- oats - rye
- rice - sorghum
- wheat - wild rice

### **Grain-like Seeds**

- amaranth
- buckwheat
- quinoa

### **High Glycemic Vegetables**

- cassava root
- manioc - potatoes
- tapioca

### **Legumes**

- all beans
- black-eyed peas
- cashews - chickpeas
- lentils - miso
- peas
- peanuts/peanut butter
- soybean and soy products

### **Sugar**

- candy - fruit drinks
- honey - soft drink



# What To Expect

## The Hardest Part of Any Journey is the First Step. A New Diet is No Different.

Making the paleo switch comes with challenges. Depending on how heavy your diet is with grains and sugar before you switch, you will experience an adjustment period of varying degrees of intensity. You will experience a dip in your athletic performance and have times when feel lethargic, cranky, This period usually lasts about two weeks. Keep in mind that your body is going through withdrawals and there is a light at the end of the adjustment tunnel.

## It's Only 30 Days - No Cheating!

People often ask about a cheat meal or a cheat day. During the 30-day challenge, stay focused and strong. Try not to cheat. Instead of going for a cookie when you are having cravings, reach for a sweet, in season apple. If you do fall off the wagon - own up to it in your food log, and no - one time off the wagon doesn't kick you out of the challenge. But try to keep with it for all 30 days. Tell your friends your mean old coaches are making you do it.

Once you have completed your 30 day challenge, the occasional cheat meal is fine. If you can let it be something that happens organically (i.e. you are out with friends and everyone really wants pizza and margaritas) once in a while rather than a scheduled meal or day, you will probably feel the need to cheat less. Scheduling it out can turn your mind, once open and free for thinking about other things, into an obsessive "heroin addict" cheat meal obsessed mentality. When you do have the occasional non-paleo moment, don't gorge yourself either.



## Plan Ahead

Part of the difficulty of starting paleo is the amount of preparation involved. Make sure you plan ahead so you aren't stuck in a situation where you are left with no options. A lot of people like to use Sunday to prep for the week. Other people make lunch for the next day at the same time as they are making dinner, so they don't feel like they are spending too much time in the kitchen. Find a system that works and stick to it.

There will be places or situations where you know you have difficulty staying on diet (i.e. at the office working late, where there is an endless supply of bagels, donuts and nothing else) - make sure you have options ready available to you. Talk to your family so they know what you are doing and you don't come home to a meal filled with food you aren't supposed to be eating.



# Sample Menus

provided by [robbwolf.com](http://robbwolf.com)

## Sample Meal Plan: *Weight Loss*

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<b>Breakfast</b>	Shrimp scramble with basil and steamed spinach. ¼ cup blueberries. Espresso.
<b>Lunch</b>	Chicken salad with red onions, romaine lettuce, artichoke hearts and mixed bell peppers. Dressing: Lemon/Olive Oil with a hint of garlic. Green tea with lemon.
<b>Snack</b>	Grilled shrimp & veggies with a handful of macadamias
<b>Dinner</b>	Baked pork loin with ginger cabbage and olive oil. Desert: shaved almonds over 1/4 cup mixed berries.

## Sample Meal Plan: *The Endurance Athlete*

Let's assume an early run, bike or swim interval session. Depending upon your preferences you may opt to train on an empty stomach. If you prefer a small snack before training here is a good way to start your day:

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<b>Pre-training snack</b>	2 oz chicken OR 2 scrambled eggs. 1/2 to 1/4 honey dew melon OR 1 cup of blueberries.
<b>Post-Training breakfast</b>	<i>Best if consumed within 30 min of training</i> Salmon scramble, 1/2 honey dew or rock melon+1 cup of blueberries. OR Grilled salmon, sweet potato hash browns with olive oil and cinnamon.
<b>Lunch</b>	Grass fed ground beef marinara over baked spaghetti squash.
<b>Snack</b>	Can of sardines, medium orange, hand full of almonds.
<b>Dinner</b>	Baked Halibut, large Artichoke. Garlic-pistachio "pesto" for the halibut and as a dipping sauce for the artichoke.

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## Sample Meal Plan: *The Power Athlete*

<b>Breakfast</b>	4-6 egg omelet with 1 whole avocado. 1/2 cup blue berries.
<b>Pre-workout snack</b>	2-4 oz grilled chicken, handful of almonds or macadamias
<b>Post-workout meal</b>	6-8 oz grilled salmon, asparagus, mushroom, bamboo shoot, coconut milk curry.
<b>Snack</b>	Canned salmon salad with olive oil, avocado, tomatoes and red onion.
<b>Dinner</b>	Grilled grass fed Rib eye with grilled shrimp. Large mixed salad with greens, red onions and ginger sesame dressing.



# Resources

## Online

<http://robbwolf.com>

Robb Wolf has dedicated himself to all things Paleo. This site is an endless resource. You can also find information on his podcast here.

<http://thepaleodiet.com>

Loren Cordain, Ph.D.'s site on paleo. It provides links to published research and nutritional tools, as well as addressing common paleo questions.

<http://paleodiet.com>

This site is all business. A thorough paleo database with links to blogs, books, cookbooks, media reports, dehydrators, etc. It also links to a well researched paleo recipe collection, and a "paleo food mall."

<http://marksdailyapple.com>

Mark Sisson's life according to grok (his embodiment of exemplar primitive lifestyle behaviors as they pertain to diet, exercise, sleep, stress, etc).

<http://whole9life.com>

A website started by two people dedicated to clean paleo eating, and fitness. The website has a lot of good articles and recipes.

<http://meetup.com/San-Francisco-Paleo-Diet-and-Lifestyle/>

A San Francisco based Paleo Meetup Group for extra support.

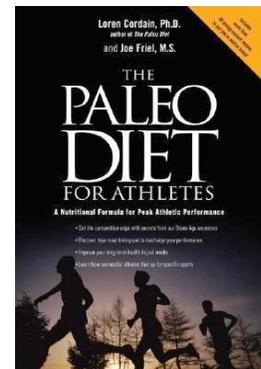
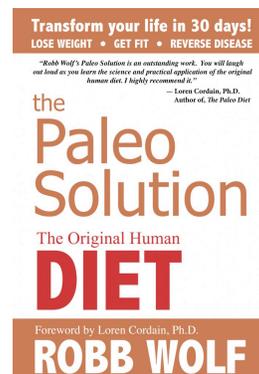
## Books

[The Paleo Solution](#), Robb Wolf

[The Primal Blueprint](#), Mark Sisson

[The Paleo Diet for Athletes](#), Loren Cordain, Ph.D.

[Lights Out: Sleep, Sugar, and Survival](#), T.S. Wiley



## Recipes & Food Plans

<http://paleofood.com/>

A compilation of paleo cookbooks, recipes, and kitchen equipment for making paleo foods.

<http://paleofoodmall.com/>

A very thorough list of paleo foods, including dairy substitutes, paleo flours, and all other foods paleo.

<http://grasslandbeef.com/>

An online store selling grass-fed beef, lamb, chicken, pork, bison, wild seafood, rabbit, and other paleo goodies.

<http://paleobrand.com/>

An online store providing Paleo friendly meals and snacks.

<http://paleoplan.com/>

The paleo plan is a paid online paleo food planing service, providing shopping lists, recipes, and explicit meal plans.

