

Eight Week Paleo Challenge

September 20th – November 15th

"THE FOOD YOU EAT
CAN BE EITHER
THE SAFEST
&
MOST POWERFUL
FORM OF MEDICINE
or
THE SLOWEST
FORM OF POISON."

Ann Wigmore

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“People are fed by the Food Industry,
which pays no attention to health,



and are treated by the Health Industry,
which pays no attention to food.”

Wendell Berry

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What is Paleo?

The Paleo diet is the healthiest way you can eat because it is the ONLY nutritional approach that works **with** your genetics to help you stay lean, strong and energetic! Research in biology, biochemistry, Ophthalmology, Dermatology and many other disciplines indicate it is our modern diet, full of refined foods, trans fats and sugar, that is at the root of degenerative diseases such as obesity, cancer, diabetes, heart disease, Parkinson's, Alzheimer's, depression and infertility. Our Paleolithic ancestors were largely free of these diseases, you can be too!

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 later, but here are the general rules:

- **Eat real food.** Meat, eggs, vegetables, nuts, seeds, fruit, oils (like avocado, EVOO or coconut). Eat foods with very few ingredients, all pronounceable ingredients, or better yet, no ingredients listed at all because they're fresh and natural.
- **No to processed foods.** Pretty much anything in the middle of the grocery store. This includes protein shakes, processed bars (like protein bars), dairy-free creamers, etc. Can't recognize it growing or running around in the wild? Don't eat it.
- **No to sugar.** Agave, organic honey, molasses, pure spun golden sunshine....it doesn't matter. They are all out – need we say more?
- **No artificial sweeteners.** These are not food! They are out too.
- **No grains.** This includes bread, rice, pasta, cereal, oatmeal, corn and all of those gluten-free pseudo-grains like quinoa and sprouted grains
- **No to dairy.** Eggs are not dairy. Milk, cheese, yogurt, butter, etc
- **Less alcohol.** No sugary mixers, no beer or alcohols containing gluten.
- **Fewer sweet fruits and starchy vegetables.** Bananas, eating a bunch of apples, dried fruit, or white potatoes. (If you have serious inflammation issues like arthritis, you may want to consider avoiding all nightshades – bell peppers, eggplant, etc. – for 30 days.)

What is Paleo? (cont.)

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:

- Lean unprocessed meat: grass-fed, wild and free range animals
- Beef, chicken, poultry, lamb, pork, venison, rabbit etc, including organ meats (ideally organic)
- Seafood and shellfish: all types, your fish should be wild, not farm raised
- Eggs



Carbohydrate foods: 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 if possible
- Vegetables, colorful and green, non starch – eat lots
- Starchy and root vegetables (not potatoes) – in moderation, depends on body type, metabolic issues like diabetes and exercise load. If you are working out 6 times per week, you will need more of these carbohydrates than if you work out 3 times per week.
- No to legumes. Peanuts, peanut-butter, beans, peas, lentils.

Carbohydrate foods: 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:

- Buy local, seasonal, organic fruit
- Fruit, fresh especially berries, in moderation
- No fruit juices – these are empty carbohydrates with no additional fiber content.

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
- Avocados
- Coconut in all forms
- Bacon (yes, bacon is a fat! 7 gm fat/serving vs 5 gm protein. Count bacon as fat for your meals)
- Nuts, fresh unsalted (not peanuts), best nuts- lower in omega 6 – almonds, macadamia and cashews, limit if wanting to lose weight. Nuts are best soaked and oven dried to decrease phytic acid
- Avoid canola (this 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 (shortening, etc).

Hydrating: Water

Drink water, coffee, and tea. If you drink coffee, drink it black or with an unsweetened almond milk or coconut milk. Almond milk (unsweetened), Coconut water (no added sugar),

It's Science! (AKA give me some good reasons to do this...)

Heart disease, diabetes, metabolic syndrome – WHY is this out of control?

- We have advanced as a society, our DNA has not.
- We consume large amounts of preservatives while having sedentary lifestyles.
- On a time continuum, for thousands of years we ate and functioned the same way. In the grand scheme of things, our 'advancements' have been over a relatively short time and our bodies have not been able to keep up.

The way your body reacts with your food matters!

- Protein is satiating – it keeps you full. When your body digests it, it creates a thermogenic effect – it burns calories to process it! Because it has to burn energy to use it, it boosts metabolism. It also breaks down into amino acids, which builds muscle.
- Fat is the most energy (calories) per gram, and it slows digestion, so it keeps you full. It is also the building blocks for your brain, nerves, and reproductive hormones. We need fat to function!
- Carbohydrate is the most easily broken down by the body. It is utilized by the brain and muscle for quick fuel. Carbohydrates are *necessary* – they are not evil! It is our overindulgence in carbohydrates that creates our ill health and weight gain. Our carbs should be consumed in the form of healthy starches – sweet potatoes, fruits, and vegetables in moderation.
- We need each component of food to be able to function at our peak. Each meal should be composed of protein, carbohydrates, and fat.

It's all about BALANCE.

- Did you know that your body functions at a pH level of 7.35-7.45? Your body works hard to maintain this pH level so that it runs optimally, and what you eat has an impact.
- Acid forming: Meats, grains, dairy. Alkaline forming: Fruits, vegetables, baked starches (fried starches like French fries are heavily acidic!)
- Long term consumption of acid forming foods can create a low-grade metabolic acidosis, because the body has a limited daily capacity for the buffering and removal of acids.
- The American diet is heavy in the acid forming foods – meat, grains, and dairy – and low in fruits and vegetables, which can help naturally balance that acid load. This creates a metabolic acidosis, which sets the stage for numerous conditions and diseases, including cancer, chronic fatigue and inflammation.
- The paleo diet cuts out processed foods as well as grains and dairy, which are heavily acid forming, while encouraging fruits and vegetables, which are alkaline forming.
- Since the body functions optimally at a slightly alkaline level (remember that pH?), it would make sense that a diet that encourages more alkaline foods and a decrease in acidic foods would make your body function at a more optimal level, right?

What is the deal with legumes?

- Grains and legumes have evolved a defense mechanism over time to ward off predators called lectins.

- Lectins cling to the lining of your gut, making it 'leaky.' This means that the bacteria inside your colon are exposed to your bloodstream, breaching a barrier that was never meant to be crossed.
- This is dangerous because many gut bacteria mimic cells found in our own immune system. Our body mounts an inflammatory response against these foreign bacteria, confusing these bacteria with cells found in our immune system, causing autoimmune disease like lupus, Chrons disease, and ulcerative colitis.
- Leaky gut also causes malabsorption problems, so we can't get the nutrients that are offered to us in our food.

Don't we need dairy for calcium?

- Remember, dairy has a high acidic load. This chronic metabolic acidosis can actually cause calcium excretion.
- For the American diet, this means that the large amount of dairy consumed can actually cause enough acidity that the kidneys rid the body of calcium in an attempt to resume balance. This is why we have rampant osteoporosis and osteoarthritis.
- In the paleo diet, those who eat 'primal' occasionally consume dairy, but not to the quantity that the average American consumes every day, avoiding this calcium excretion.
- Vegetables (kale, collard greens, sun dried tomatoes, oranges and prunes to name a few) also contain calcium, which can be easily absorbed in a gut that is not inflamed or leaky, setting the stage for strong bones.

And what's the deal with sugar?

- Sugar promotes inflammation at a cellular level, and causes cellular breakdown. Remember that pH thing? Yep – sugar is highly acidic.
- Sugar is also highly addictive. It stimulates the brain the same way cocaine does. White refined sugar can be considered a drug. Your body will miss it when you remove it, because your body is detoxing from it. Expect lethargy, crankiness and headaches.
- If this substance causes such pain and misery when removed from your body, do you really think it was good to have it there in the first place?
- Large amounts of sugar consumption leads to insulin resistance and type 2 diabetes.

In Summation:

- Your body has a balance – it is happiest with a slightly alkaline environment.
- Meats, dairy and grains have an acidic load, vegetables, fruit and some starches have an alkaline load. What you eat matters!
- Legumes and grains have lectins, which cause leaky gut and can have inflammatory and malabsorptive results when consumed.
- Calcium can be found in sources other than dairy, and the amount of dairy that America consumes can actually be stripping calcium from our bones.
- Sugar is addictive and acidic causing, and long term intake can cause diabetes and insulin resistance.

Now that you know – is it any wonder Americans are obese, and that heart disease, diabetes, metabolic syndrome and autoimmune diseases are rampant?

Rules of the Game

Dates:

- Challenge: **September 20th – November 15th**
- Fat testing and packet handout, **September 20th** at CrossFit Everett
- Baseline workout: **September 22nd**, at CrossFit Everett. If you miss this day, you will need to complete Monday's WOD in the first week.

There will be one male and one female winner who scores the highest overall in three categories: percentage of fat lost (determined by the pre and post hydrostatic fat testing), food, and performance.

CATEGORY ONE: FOOD

In this category you will begin each day with 10 points. Throughout the day, you will subtract points if you consume food that is on the "no" list:

-2 points for each serving of dairy (yogurt, milk, cheese), non dairy creamer (unsweetened), refined oils (canola, grapeseed, corn, etc), and red wine.

-3 points for each serving of cereal grains (barley, wheat, corn, millet, oats, rice, rye), cereal grain-like seeds (quinoa, buckwheat, amaranth), legumes (all beans, peas, soy products and derivatives, lentils, peanuts) and all white potato products.

-4 points for each serving of sweetened beverages (Starbucks, sports drinks, juice, soda, alcohol), anything sweet (candy, cake, cookies, ice cream, sugar added dried fruit, artificial sweeteners), bottled sauces (BBQ, ketchup, dressing, marinades), anything fried, battered, dipped or dunked and any other highly processed item that comes in a crinkly, shiny, colorful package.

You can EARN points by integrating healthy lifestyle habits into your routine. These include: taking a fish oil supplement, getting adequate sleep, working out (CrossFit, hiking, biking, running, etc.), stretching (coming in early and stretching for 30 minutes or participating in weekly yoga) and keeping/turning in your food logs.

Every Friday you will turn in your food logs and point sheets. There will be a, 'in' and 'out' file folder in the front of the gym for you to place your logs in and pick your logs up.

Food logs should include what you ate, what time you ate, approximate amounts, and general notes about how you are feeling or connections you are making between what you eat and how you feel. **Please total up your points for the week. Food logs will be considered incomplete if points are not totaled.**

Due Dates for paperwork are:

- September 26th
- October 3rd
- October 10th
- October 17th
- October 24th
- October 31st
- November 7th

**YOUR BODY KEEPS AN
ACCURATE JOURNAL
REGARDLESS OF WHAT
YOU WRITE DOWN.**

- November 14th

The goal in this category is to have the most points.

CATEGORY TWO: PERFORMANCE

To kick off the challenge, all participants will complete a baseline, specifically for the challenge. Record your time and keep it safe. At the end of the challenge, the baseline workout will be repeated.

It is expected that your skill and strength will improve over the course of the six weeks. However, to accurately gauge your improvement, all scales will be kept the same for your final baseline. For example: if you used a green and red band for pull ups on the first baseline, you will use the same bands for your re-test, even if you are now able to do pull ups with just the red band)

The goal with this category is to show the highest percentage of improvement in your time.

CATEGORY THREE: BODY COMPOSITION

Prior to the baseline workout, each participant will be weighed and 'dunked'.

These measurements will be taken again after eight weeks. The goal in this category will be to have the highest percentage of weight and inches lost.

THE WINNERS

- There will be an overall male winner and female winner.
- In each category the winner will be determined by the combined improvement over the three categories.
 - If you didn't lose a lot of fat (were fairly lean to start with) but completed your food logs weekly and had a large improvement in performance, you may do better than someone who did lose a lot of fat but had poor performance or incomplete food logs.
- There will also be the option to participate in weekly challenges, weeks 2, 4, and 6
- These challenges will be posted on Monday, to be completed by Friday of the same week.
- Winners of the weekly challenges will win prizes as well!

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 you feel lethargic and cranky. *Your body is learning to use the fuel it is being given.* The first week or two will be tough, as your body heals and adjusts to this new way of eating and your brain wraps itself around going without all those sweet tastes and sugar-driven energy spikes. And while you may start to feel better after a week or two... the healing process takes significantly longer. In addition, the mental addiction and emotional connections to sugary foods, large amounts of carbohydrates and over-the-top, chemically-altered flavors are going to take a lot longer to overcome. Keep in mind that your body is going through withdrawals and there is a light at the end of the adjustment tunnel.

Stick with it, and be patient with yourself. You cannot reasonably expect to completely reverse decades of poor eating habits in just two months. The good news, however, is that improvements are front-loaded, and you will start to see significant benefits within the first month.

At some point, we promise you... the magic will happen. You'll go to sleep easier, and sleep more soundly through the night. Your energy levels will increase and stabilize, and you'll feel just as good first thing in the morning as you do at the peak of your day. Your body composition will start to change – your clothes will fit differently, and you'll feel less bloated at the end of your day. Your performance, whether it's in the gym, while playing sports or during a hike, will improve. Your recovery after exercise, a game or a hard day's work will feel easier and more complete. Conditions, ailments, aches and pains will miraculously start to improve. And through all of it, you'll be eating delicious, fresh, natural, real food... food that tastes good, and is physically satiating and mentally satisfying.

It's Only Eight Weeks - No Cheating!

People often ask about a cheat meal or a cheat day. During the 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 the whole time. **Once you have completed your challenge**, the occasional cheat meal is fine. Cheating during the challenge prevents you from overcoming the cravings you have been fighting with, making it harder overall. Afterward, 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 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. Learn to love leftovers. 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.

The hard reality is that eating REAL food is much more work than most of us are used to, because corporate America doesn't make money on providing real food. Just as your body will adjust to new foods, your schedule and ability to plan will develop over time. Try new things, talk to people who are making it work. Don't let "it's too much work" be an excuse to keep you from being healthy.

What are YOU playing for?

Each of us comes to a challenge like this with a different history, perspective and hope for what can be accomplished.

Within the boundaries of the “yes” and “no” food lists, there are many small adjustments that can add up to big changes in our bodies.

Most likely, you won’t find your perfect balance in just eight weeks. However, this will be a fantastic way to begin trying new things, thinking critically about your food habits, and making steps toward your own personal goals.

Before you start on this eight week adventure, take a few minutes and consider what you are looking for though this process. Are you hoping to kick your sugar addiction? Are you looking to improve your performance in the gym? Are you struggling with on-going health concerns that you want to see change?

Whatever your focus, make sure that you believe in your goal. Make it a priority for the next six weeks to stick to the program and see what your body is capable of!

There are three general reasons that people are interested in trying the Paleo Lifestyle: to lose weight or change body fat, to improve their performance in a athletics or to address a more serious health concern.

While the “rules” of paleo stay the same, each of these end goals requires paying attention to different aspects of the diet. Below are some of the general ways to focus in each of the three main goal areas.



Fat/Weight Loss

If your primary goal is to lose weight or change your body fat percentage, you will have to be more careful with your choices of things that taste sweet.

- Reduce or eliminate your use of honey, syrup or molasses.
- Limit fruit to one serving per meal.
- Limit dried fruit – it is really easy to overindulge on dried fruit as it is sweet and there is no water within the fruit to provide that feeling of fullness in your stomach.
- Limit starchy vegetables (sweet potatoes, plantains) to days that involve strenuous workouts (ie. CrossFit days).
- Be careful of “paleo treats.” Paleo treats are still *treats*. Don’t try and recreate all the things you used to be addicted to. Take a break from familiar food and see how good you might feel without it!
- Use nuts wisely. Rotate your snack options. Keeping nuts in the rotation is okay, but be careful not to munch on them all throughout the day – whole foods still have calories. Mindless consumption of nuts and nut butters throughout the day can add a large caloric and fat intake that can hinder weight loss.

Performance

If your primary goal is to start RXing WODS and hit new PRs, awesome! Here are a few things you will need to keep in mind:

- Don’t panic about the transition period. If you notice a decrease in energy and strength the first few weeks of the challenge, *this is normal*. Keep training hard, showing up for your classes and sticking with it.
- Your body is re-learning how to use the fuel you are giving it. It is learning to use protein and fat as fuel sources instead of only carbohydrates. This is good! Just give it time.
- Eat protein. Often. A good rule of thumb is to eat as many grams of protein as you have lean muscle mass. For example – 115 lbs of lean mass (you will know this after your dunk test) = 115 gm of protein/day.
- Consider what you eat before and after each WOD. Try eating your carbs or fruit before a workout, and going heavy on the protein immediately following the workout, or vice versa. Find what works better for you!
- Protein powders are not allowed on the six-week challenge unless you choose one that is egg or beef based.

Resolving health concerns or long-term health

I think most of us understand that major health concerns most likely won’t be resolved in a few weeks. However, a huge shift in momentum can take place in that amount of time, as well as some important problem-solving skills.

When working to resolve a health crisis or set your body up for long-term vibrant living, there are a few things to keep in mind:

- Choose high-quality foods in their most natural state.
 - Choose grass-fed and free-range meat products.
 - Choose local, organic and in-season produce.
- Become an expert at making small changes and noticing how your body reacts.
- Be committed to a long-term approach to finding the best way to feed YOUR body.
- Regularly take an inventory of your health and if something is not as it should be, do the work to fix it. As a start, ask yourself these kinds of questions:
 - Am I sleeping soundly 7.5-9 hours a night?
 - Does my energy level stay consistent throughout the day?
 - How are your moods?
 - How does my skin look?
 - Are my bowel movements regular?
 - How do I feel most of the time?

Recipes

SCRAMBLED EGGS ON THE GO – A GOOD WAY TO USE FRIDGE ORPHANS!

1 oz cooked lean meat, cut into small chunks
¼ - ½ Cup vegetables, cooked or raw
Pinch pepper
1/8 tsp onion powder
1/8 tsp chili powder
2 eggs

1. Place your meat, vegetables, and spices into a microwaveable Tupperware container.
2. Place your two raw eggs (whole) in a plastic baggie and place in the Tupperware container and pack away in your lunch bag or fridge until ready to use.
3. When ready to eat, crack your eggs into the Tupperware and mix into the meat and vegetables.
4. Cook in the microwave on high for 30 second intervals, stirring between each, until the eggs are fluffy.

PLANTAIN PANCAKES

1 large plantain
1 egg
½ tsp cinnamon
½ tsp baking soda
½ tsp vanilla

1. In a blender or food processor, combine all ingredients and blend until combined, scraping sides down as necessary.
2. Grease a hot skillet or griddle with coconut oil and pour batter by the ¼ cup onto griddle.
3. Cook until bubbles form and pop, or until the top appears set and slightly less shiny.
4. Flip and cook on remaining side for 2-3 minutes until the middle springs back.
5. Top with almond butter, maple syrup, applesauce, or coconut butter. Can also add blueberries into the batter before cooking.

Egg Coffee (breakfast on the go – SO GOOD)

1 tbsp gelatin
1 tbsp coconut oil
1 tbsp maple syrup
¼ tsp cinnamon, pumpkin pie spice *optional
8 oz coffee
2 eggs

1. Place 1 tbsp water in a large coffee cup or Ninja/Magic Bullet cup. Add in first 4 ingredients, allowing gelatin to bloom in the water. Warm whole eggs in warm water.
2. Pour 8 oz hot coffee into cup and crack warmed eggs into coffee mix.
3. Blend with immersion blender or Ninja/Magic Bullet until foamy.

BREAKFAST CAKE

2 Tbsp ground flaxseed (or 1 Tbsp ground flax, 1 Tbsp ground hempseed)

1 egg

1 Tbsp maple syrup

½ tsp baking powder

½ tsp cinnamon

½ tsp vanilla

1. Mix all ingredients in a mug, bowl, or ramekin and microwave for 60 seconds-90seconds, depending on your microwave. Top with coconut oil and maple syrup, sunflower seed butter or sautéed apples.
2. This recipe does not need to be exact. After you have made it a few times, you can just start tossing the ingredients into your mug and be one your way.
3. You can also mix in a Tbsp of raisins or some fresh berries.
4. If cooked in a ramekin, this can be sliced in half and used as a sandwich bread!

GREEN BREAKFAST SMOOTHIE

1 handful spinach

1 banana

½ cup frozen berries

1 cup coconut water

1 scoop protein powder (can use chocolate or plain)

1. Add all ingredients to blender and blend until smooth.
2. This isn't a particularly sweet smoothie, but it is a great way to get veggies and protein in for breakfast – can also be prepared before a trip to the gym without the protein and consumed post WOD after adding powder and shaking it up (my favorite thing to do)

CHOCOLATE GREEN SMOOTHIE

1 large frozen banana (or one fresh banana and 4-6 ice cubes)

1 handful of kale or spinach

1 cup full fat coconut milk

1/4 cup cocoa powder

Drizzle of honey (optional, if you need some added sweetness)

1. Blend in a high-power blender and enjoy!
2. Add 1/4 cup sunflower seed butter or almond butter if you want to make it chocolate-"peanut" butter!

TRAVEL EGGS

9 eggs

1 cup vegetable of choice (try broccoli, asparagus, spinach) chopped into small pieces and sautéed until soft.

1 cup of meat, cooked and in small pieces (try sausage, bacon, leftover chicken or steak...)

Salt and pepper to taste

1. Heat oven to 375.
2. Mix all ingredients together in a large bowl.
3. Fill each section of a regular sized muffin tin. Silicone muffin cups come in really handy for this project.
4. Bake for 15 minutes. Check. Bake in five minute increments until the eggs are cooked through. Remove from the muffin tins and store in the fridge. Grab one or two in the morning and breakfast is fast and easy!

I JUST NEED TO EAT... NOW

Frozen burger patty

Frozen mixed vegetables

Avocado

Cook the burger, microwave the vegetables and top with half an avocado... Maybe some salt and pepper if you are feeling feisty. *There are times that food is just fuel. It doesn't need to be gourmet all the time.*

BROCCOLI CAULIFLOWER SOUP

1 head cauliflower, chopped

2 big bunches broccoli, chopped

2 cups chicken stock (plus extra)

2 cloves garlic, minced

3 TBSP grassfed butter* (bacon fat, or coconut oil)

1. In a soup pot, melt butter. Toss in minced garlic and cook until garlic has softened. Add chopped veggies and chicken stock. Cover the pot and allow veggies to steam until soft (about 10 minutes).
2. When veggies are soft, remove from heat. Using a stick blender, a traditional blender, or a food processor puree the mixture. If you are using a traditional blender, let the mixture cool so that you do not face an explosion.
3. Add more chicken stock to reach desired consistency. Salt, pepper, or garlic powder as desired.
*true grassfed butter can be utilized during the challenge as a pure fat. It can be purchased at Trader Joe's

DINO SMASH (PALEO CROCKPOT CHILI)

3 lb extra lean ground beef
1 medium onion, diced
4-5 stalks celery, chopped, including leaves.
1 green bell pepper, diced.
3-4 cloves garlic, minced
1 can tomato paste 12 oz
1 can tomato sauce 15 oz
1 can diced tomatoes 28 oz
1/2 Tbsp chili powder
1 Tbsp dried parsley
1/2 Tbsp dried basil
1/2 Tbsp dried oregano
1/4 Tsp ground black pepper
1/2 Tsp salt
1/8-1/2 tsp Franks Red Hot (the more, the hotter...)

1. Brown the beef in a skillet over medium heat until meat is browned. Drain excess grease.
2. Place the beef in a slow cooker, add in all other ingredients.
3. Cook 6-8 hours.

BRAISED COCONUT SPINACH WITH LEMON

2 teaspoons oil
1 small yellow onion
4 large cloves garlic, peeled and minced
1 tablespoon grated ginger, from a 3-inch piece
1/2 cup sun-dried tomatoes, chopped
2 tablespoons lemon juice
1/4 – 1/2 tsp red pepper flakes
1 pound baby spinach (yes, 1 pound)
14-ounce can coconut milk
1 teaspoon salt
1 teaspoon ground ginger
2 C cubed or shredded cooked chicken

1. Heat the oil in a large, deep heavy pot over medium-high heat.
2. Add the onion and cook for about 5 minutes, or until the onion is beginning to brown.
3. Add the garlic, ginger, sun-dried tomatoes, lemon zest and red pepper, if using. Cook for 3 minutes, stirring frequently.
4. Toss in the spinach, one handful at a time. This will take about 5 minutes; stir in a handful or two and wait for it to wilt down and make room in the pot before adding the next handful.
5. When all the spinach has been stirred in, pour in the coconut milk and stir in the salt, ground ginger, and lemon juice.
6. Add in cooked chicken, bring to a simmer then turn down the heat and cook for 10 minutes or until the chicken is warm through. Taste and add more salt and lemon juice, if necessary.
7. Serve hot over roasted sweet potatoes, with cilantro leaves and toasted unsweetened coconut to garnish.

ORANGE CHICKEN

Sauce:

1 C 100% orange juice
1 tbsp Szechuan sauce (San-J has a gluten-free sauce)
2 tbsp honey
1 tbsp coconut flour

Whisk all ingredients together in a saucepan and allow to come to a boil. Lower temperature and simmer uncovered, whisking occasionally, for 20 minutes, or until reduced by half.

Chicken:

3 chicken breasts, thawed
1/4 C almond flour
1/4 C flaxseed meal
1/2 tsp chili powder
1/2 tsp garlic
1/2 tsp oregano
1/4 tsp sea salt

1. Preheat oven to 350 degrees.
2. Pat chicken breasts dry, cut into bite sized pieces.
3. Combine last 6 ingredients together in a large gallon sized Ziploc bag.
4. Place chicken pieces into bag and toss to coat.
5. Remove and place on foil lined baking sheet so no pieces are touching.
6. Bake at 350 degrees for 15-20 minutes.
7. When done, transfer to plates and drizzle with orange sauce to your liking!

LAZY SUNDAY ROASTED SAUSAGE & VEGGIES

1 package Hormel naturals beef sausage – cut into two-inch chunks
1 turnip, peeled and cut into chunks (can sub sweet potato or yam)
1 lb Brussels sprouts, trimmed and quartered
1 medium onion, cut into chunks
10-15 baby carrots, sliced in half lengthwise
1 head garlic – separate, crush and peel cloves
3-4 sprigs fresh rosemary – strip leaves and coarsely chop
4-5 sprigs fresh thyme – strip leaves
olive oil 2 – 3 Tbsp
salt & pepper to taste

1. Preheat oven to 425 degrees.
2. Dump all ingredients onto a jelly roll pan (cookie sheet with elevated sides), mix with your hands until all veggies are evenly coated with olive oil, herbs, salt and pepper and the sausage is distributed throughout.
3. Cook at 425 degrees for 30 minutes.

GREEN CHICKEN CHILI

2 lb boneless skinless chicken breasts, cut into chunks
1 Tbsp coconut flour
1 1/2 Tbsp coconut oil
1/2 large onion
2 cloves garlic, minced
1 Tbsp ground cumin
1 1/2 tsp dried oregano
1 tsp chipotle chile powder
1/2 lb spinach leaves
1 cup chicken broth
1 sweet potato, roasted and mashed
6 tomatillos, cut into chunks
1 14oz can diced green chiles

1. Place chunked chicken breasts into a bowl with 1 Tbsp coconut flour and salt and pepper to taste. Mix until well distributed and it appears absorbed.
2. Heat the oil in a dutch oven over medium heat. Add onion and saute until onion is softened.
3. Add garlic and saute for about 30 seconds.
4. Turn heat to medium high and add chicken and spices. Cook until chicken has no more pink showing.
5. Add the tomatillos and the green chiles, then add the broth and spinach and bring to a simmer.
6. Reduce heat and allow to simmer about 30 minutes, stirring occasionally, to give spinach time to cook down and liquid time to reduce.
7. Add mashed sweet potato and mix well. Return to a simmer, serve!

To easily roast sweet potatoes, clean and poke with a fork several times. Heat your oven to 425 and roast for 30-45 minutes directly on the oven rack until easily pierced with a fork.

-OR-

Clean, pierce with a fork several times, wrap in saran wrap and microwave on high for 6-12 minutes depending on the size/amount of the sweet potatoes.

IT'S OKAY TO USE A CAN (ONCE IN A WHILE)

4-6 large zucchini
4 chicken breasts
1 jar "clean" pasta sauce (no sugar added, no canola oil, no weird chemical ingredients)

1. Preheat oven to 350.
2. Slice zucchini into "noodles." You can use a spiralizer, or a vegetable peeler to make strips. You could also slice them into thin strips with a knife.
3. Grill or bake the chicken breasts with salt, pepper and garlic powder.
4. Fill the bottom of a baking dish with zucchini noodles. Rest the chicken on top of the zucchini. Pour the whole jar of pasta sauce over the chicken and zucchini.
5. Bake for 30 minutes. Serve hot. Makes GREAT leftovers.

ASIAN GREEN BEANS WITH COCONUT FLAKES

2 cups frozen green beans (could use fresh too)

2 tbsp coconut oil

1 tsp garlic powder

1/4-1/2 cup coconut aminos

1/4 cup coconut flakes (no sugar added)

Salt and pepper to taste

1. In a large sauce pan, melt coconut oil over medium heat. Throw in the green beans and cook until they become soft.
2. As they are softening, sprinkle on garlic powder and continue to cook. When they are almost soft, drizzle with coconut aminos. Let them sit in the pan until the coconut liquid begins to reduce/absorb into the beans. At the last minute, toss in coconut flakes and salt/pepper to taste. Serve hot.

Sample Menus

provided by robbwolf.com

Sample Meal Plan: *Weight Loss*

Breakfast	Shrimp scramble with basil and steamed spinach. ¼ cup blueberries. Espresso.
Lunch	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.
Snack	Grilled shrimp & veggies with a handful of macadamias
Dinner	Baked pork loin with ginger cabbage and olive oil. Desert: shaved almonds over ¼ 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:

Pre-training snack	2 oz chicken OR 2 scrambled eggs. 1/2 to 1/4 honey dew melon OR 1 cup of blueberries
Post-Training Breakfast	Best if consumed within 30 min of training 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.
Lunch	Grass fed ground beef marinara over baked spaghetti squash.
Snack	Can of sardines, medium orange, hand full of almonds.
Dinner	Baked Halibut, large Artichoke. Garlic-pistachio "pesto" for the halibut and as a dipping sauce for the artichoke.

Sample Meal Plan: *The Power Athlete*

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

Resources

Online

www.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.

www.thepaleodiet.com

Loren Cordain, Ph.D.'s site on paleo. This site is all business, it provides links to published research and nutritional tools, as well as addressing common paleo questions. Thorough 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."

www.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.).

www.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.

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

www.paleofood.com

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

www.paleofoodmall.com

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

www.grasslandbeef.com

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

www.paleobrand.com

An online store providing Paleo friendly meals and snacks.

www.paleoplan.com

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

www.fastpaleo.com/category/all-recipes/

A paleo recipe sharing site, chock full of ideas (salad dressings, chocolate balls, bacon wrapped chicken, yeah ...)

www.everydaypaleo.com/

Sarah also has a cook book that is oh so pretty and does a great take on updating the 'classics' (like meatloaf with almond meal instead of bread crumbs or oatmeal!) and she also has a free podcast on iTunes that focuses on raising a family in the Paleo lifestyle

www.primal-palate.com/

Hands down the most beautiful cookbook I've seen yet (and I've had mine a couple of months) – the authors have a number of recipes on their web site & blog.

www.beta.primal-palate.com/category/recipes/

You can **filter all of the recipes by special dietary needs**. Do you have an Egg Allergy? How about a FODMAP aversion? Dairy or Nut allergy? Or are you trying to cut out sugar? This filter is located in the left column.

http://eat2beehealthy.blogspot.com/2012_01_01_archive.html

Eat to be Healthy – a pile of recipes from a Paleo nutritionist plus other Paleo eating tips and coaching.

<http://cavegirlleats.com/>

Recipes, facebook presence, info on Weston A. Price

<http://thewayfoodshouldbe.wordpress.com/> An easy to understand information site regarding food, and a healthy lifestyle. Recipes, photos, ideas, articles.

<http://www.paleomg.com> A site by Juli, a CrossFitter and food obsessed by her own admission. Some great paleo recipes!

www.Health-bent.com Paleo recipes that don't look or taste like dog food ...

Last Minute Thoughts:

- Don't be afraid to have dinner for breakfast. There is no rule that says you have to have pancakes for breakfast. I have had salads, leftover spaghetti squash pasta, tuna fish, etc. for breakfast. Whatever works!
- Feel free to email me with any questions at robyn@crossfiteverett.com, I will get back to you. Just know that this is a learning process. And, if you have to send me an email about whether or not a food is 'legal', there is a good chance that it isn't!
- I will leave comments on your food logs weekly as to how to tweak your diet. Know that a big part of this challenge is finding a way to eat clean that works for you and can become a part of your lifestyle.
- Food is expensive, grassfed beef and organic produce are definitely so. This is about a food plan that works for life. If you've lived on packaged foods for the majority of your life, eating whole foods is going to be your 'baby step.' Shop smart, but within your budget. Buy the best quality of food that you can with the money you have. Don't break the bank.
- As I've said before, it is okay to use food as fuel. Sometimes eating tuna fish or a hamburger patty isn't glamorous, but it's FOOD. Be okay with not eating gourmet meals all the time.
- Use the internet! Pinterest and the internet are a wealth of good paleo foods! There are hundreds of food blogs that are written by people who do life on the paleo diet every day! Don't be afraid to experiment, and have fun with your food!
- The body composition form is at the end of the packet. If you would like, you can have a family member or friend measure you at the beginning and the end of the challenge. The body fat testing will be the ultimate determinate of the winner for this paleo challenge, but the body composition is an additional pat on the back for your hard work!
- The food log will be found on the CFE website, and can be utilized to automatically total up your points if you wish! There is also a blank copy included in your packet if you would like to use a new hard copy every week.

Date: / /

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
BREAKFAST	Time: ___							
SNACK	Time: ___							
LUNCH	Time: ___							
SNACK	Time: ___							
DINNER	Time: ___							
SNACK	Time: ___							

