



## ***"FOOD IS A DRUG, EAT RESPONSIBLY"***

This packet has been designed to help assist CFHSV members on their path to a healthier diet and lifestyle. The packet includes the following documents:

### **1- Diet and nutrition Primer**

This is a brief lesson on the how, why, and what of eating. How we got to where we are and why most of us eat so poorly. This document also briefly summarizes our approach to fixing your diet, how to go about it, and how to get your kids on the same page.

### **2- Zone Diet introduction**

This packet, lifted from the CFJ, will help you to understand how to follow the zone diet. It also offers you a comprehensive list of pre-made meals that make sticking to the diet a breeze. Stop by our office after your next class and we will hand you a hard-copy of this packet that you can keep in your kitchen, purse, or office.

### **3- Supplements**

There is only one supplement we suggest you take. Read this document to learn more!

### **4- Grocery store shopping list**

This list is comprised of the "quality" foods we want you to eat. Just replacing the lower-quality foods in your house with these is half the battle.

### **5- Survival guide**

Eating in the airport, on the road, or a fast food court? Don't lose all hope. This guide gives easy tips and fall-back options for most of the situations you might encounter.

### **6- Food log**

There is nothing like data. We can't stress enough how important it is for you to keep a food log. This daily guide will help you make progress by recording your daily eating habits and allowing you and your coaches to make adjustments and corrections as needed.

**The goal of this short packet is to educate you on the basic concepts behind our diet and nutrition recommendations. We encourage all of you to educate yourselves as much as possible on this subject, but for those of you who simply aren't interested in geeking-out on history, politics, and biochemistry, you don't need to worry- Skip down to the section titled " The Fix".**

## **The Problem**

Most people who claim to be experts in nutrition will quickly tell you that the problem with the American diet is that we eat too many calories, too many calories from fat, and too much meat. We all know that fat is evil and causes heart attacks, whole-grains and fiber promote health, and the lowering cholesterol is they key to preventing heart attacks.

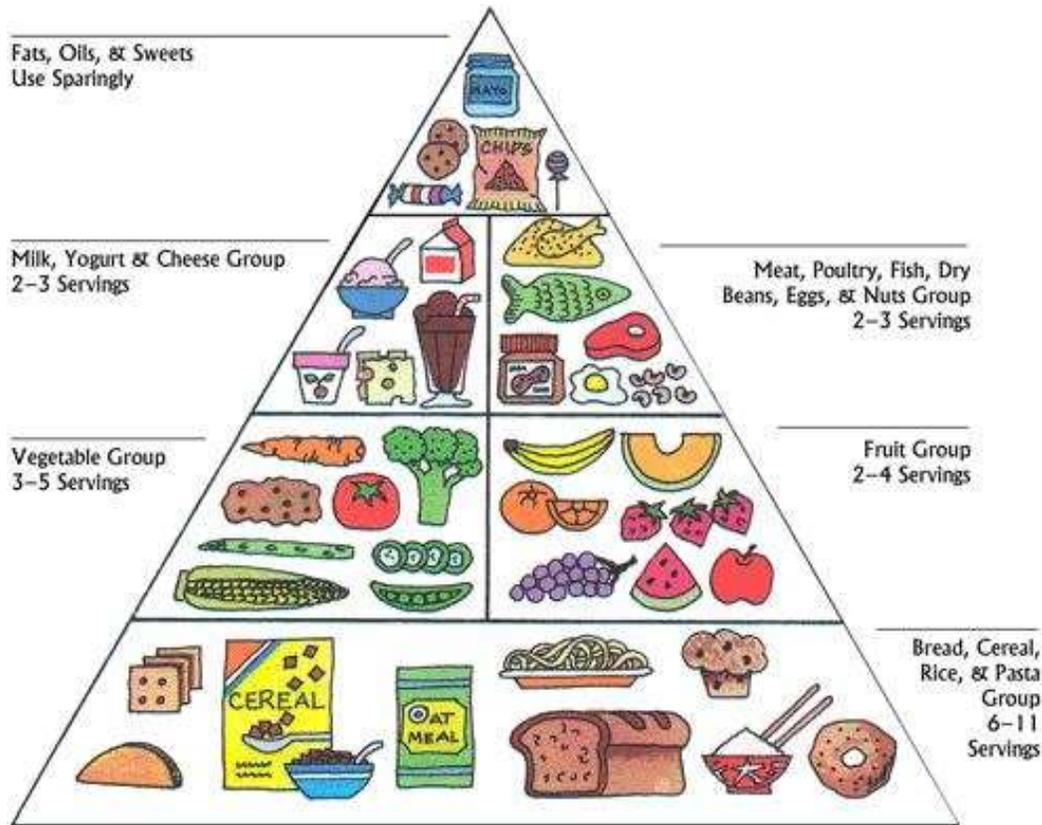
So what's the problem? The problem is that Americans have been told this information since the late 50's, and after spending decades reducing fat from our diets, eating more grains and carbohydrates and less animal protein, we are worse off than we have ever been. How could this be?

It's simple: Junk Science.

This information, which we teach our children from grade-school on, is based completely on an un-proven hypothesis. You don't need to know the history of how we got into this mess, and I don't need to give you a lesson in how the scientific method works. The bottom line is this- we have been sold a load of BS for the last few decades, and our healthier, leaner, stronger ancestors who ate far more meat, eggs, and cheese are laughing at us. They were smart enough to realize that not all calories do the same thing to your body, and that physical activity has only a marginal role in weight control. What's the real culprit?

## **Too much Carbohydrate**

Every time you eat your body has a hormonal response to the types of macronutrients it receives. This response is on par with taking drugs. I'm not joking. Your body goes through enormous hormonal swings based on the type and balance of foods you eat. Every time you eat Carbohydrate (sugar), your body releases Insulin. This is a good thing, because Insulin in our bloodstream is the ONLY way our body can store fat, and without it, we would die. But what happens when you eat a lot of carbohydrate, every day, every week, every year of your life? After a certain point, your body sees Insulin in your bloodstream so often, it becomes desensitized to it. Your little Insulin receptors actually shrivel up and go away after a while, this leads to a condition called hyperinsulinism- or "too much insulin in the blood".



*This is what is killing us. Carbohydrate makes up the majority of our diet, and we are told that that the key to improving our health is to simply eat MORE carbohydrate in the form of fruits and veggies, ignoring the massive hormonal effect of constantly elevated blood-sugar and hyperinsulinemia.*

**Hyperinsulinemia** is the root cause of Obesity and type II Diabetes. It is the main culprit behind Heart Disease, Alzheimer's (which many scientists now call type III Diabetes) Dementia, infertility, and is linked to the growth of Cancer cells. In the short term, constant intake of Carbohydrate (sugar) leads to mood swings, fatigue, mental foginess, and more.

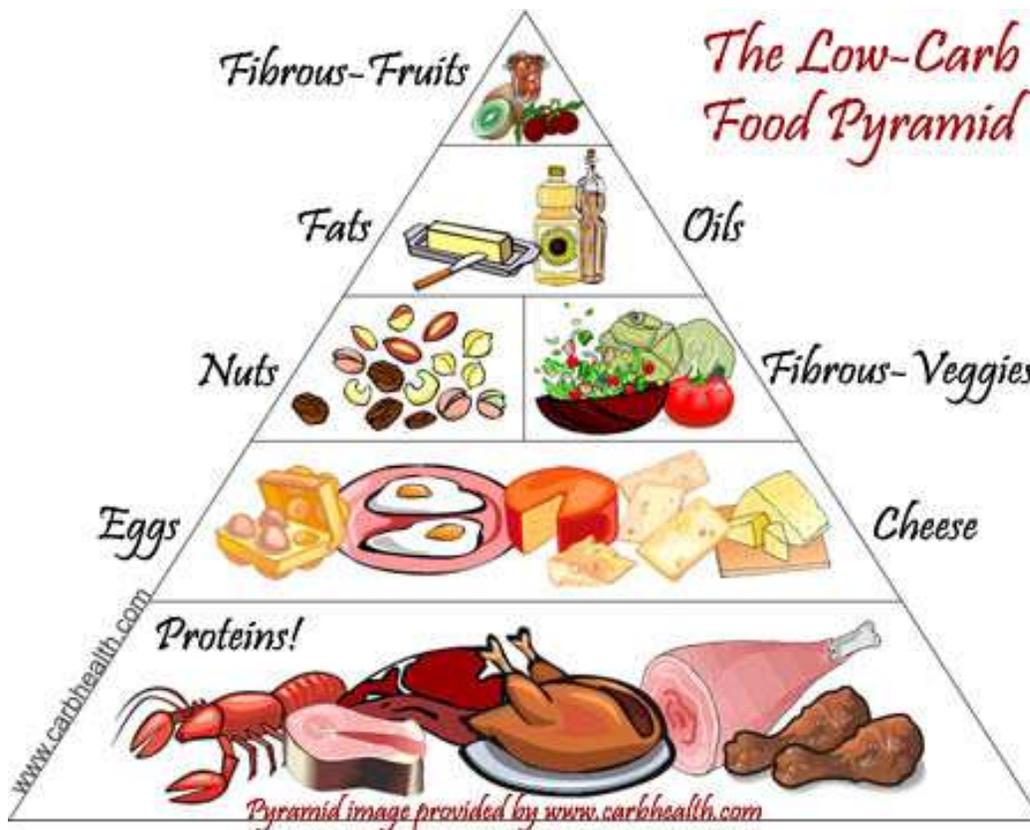
*But that's just sugar right? I eat whole grains, healthy granolas, and brown rice. Isn't that stuff better because it has a lower glycemic index?*

Unfortunately your stomach is an indiscriminate vat of acid. When you digest a "Healthy" bowl of oatmeal and orange juice for breakfast, you might as well be eating a cupcake and washing it down with a Dr. Pepper. The Hormonal effect on your body is the MOST important factor to your immediate and long term health, and sugar is sugar to your endocrine system.

**The Fix**  
part 1- Eating Quality foods

So how do you eat to prevent this? It's very very easy. Follow CrossFit's most basic recommendation for diet.

*“ In plain language, base your diet on garden vegetables, especially greens, lean meats, nuts and seeds, little starch, and no sugar. That's about as simple as we can get. Many have observed that keeping your grocery cart to the perimeter of the grocery store while avoiding the aisles is a great way to protect your health. Food is perishable. The stuff with long shelf life is all suspect. If you follow these simple guidelines you will benefit from nearly all that can be achieved through nutrition.”*



*This diagram is*

*an example of what our food Pyramid might look like if the USDA was concerned with observable, repeatable scientific data- One that prevents disease and promotes wellness.*

In other words, eat Quality foods. We ask you to make the outer-loop at the grocery store, passing the deli, the fresh meats, the fruits and veggies, and staying out of the center where almost everything you can find is a carbohydrate with a 7 year shelf life. This simple, effective method of eating produces great physical and mental results, and helps to prevent every diet-related disease and disorder we face in our lives.

## **The Fix**

### part-2 Creating Hormonal Balance

Simplifying your diet down to “quality” foods can make a tremendous difference in moving you from sickness to wellness, but it won’t take you to the land of fitness. It won’t give you a fast 5k time or a better Deadlift, and it won’t *consistently* give you the energy and mental clarity of a hormonally balanced diet. When you eat a meal that gives you a balanced response of Insulin from Carbohydrate, Glucagon from Protein, and contains enough Fat to buffer the absorption of that Carbohydrate, you create an environment ideal for weight loss, performance, and health. We can’t get there without measuring and weighing our food.

to do this we use the Zone diet. More information on the specifics of the Zone diet can be found in another section of this packet, but for now, just understand that this diet is designed to give you precision in quantifying your carbohydrate, protein, and fat requirements during the day. It’s really not as hard as it might sound. The food that normally goes from the skillet to your plate, now goes from the skillet, to a scale, to your plate. That one little step gets us such good results that we can’t stress enough how important it is.

### **Getting started**

Step one is to throw away all the crap in your house that doesn’t count as quality food. Don’t just hide it somewhere or tell yourself you are going to wait until you are done eating it so as not to be wasteful. That is a quick path to buying more crap. Most of us have a physiological addiction to Carbohydrates and sugars that rivals addictions to drugs like crack. Get rid of it.

Step two is to buy only quality foods. Start eating eggs and fruit for breakfast instead of cereal and orange juice. Drop the bread from you sandwich and replace it with some veggies. At dinner, order a steak instead of pasta. Remember, if you couldn’t find it or kill it in the woods, IT ISN’T REAL FOOD.

Step three is where we see the most dramatic results. We ask that you measure and weigh your quality foods in Zone portions for at least 30 days without cheating. If you can do this, you will be impressed if not amazed with your results.

### **Kids**

*But what will my kids eat? They don’t like veggies and they love chicken fingers...*

1. Too bad. No kid ever starved with food on his or her plate. Be a parent. feed your kids quality foods and set them up for long, healthy lives. Don't buy the stuff that they aren't allowed to have or you will give in and feed it to them.

2. Teach your kids to make their own food choices. Educate them about food, and teach them to recognize protein, carbs, and fats, and educate them on the importance of eating them together. Don't ever mention "the Zone" diet to your kids. They don't need to get confused about measuring and weighing food, and they certainly don't need any sort of caloric restriction while trying to grow, but they do need to understand what they are eating. The most important decisions your kids ever make will be without you around, set them up for success.

3. Lie. Tell your children complete lies on a regular basis. My daughter thinks Macadamia nuts are cookies.

Remember, this isn't a diet, it's a lifestyle, and once you have reached a point that makes you feel good about your health, fitness, and weight, go out and drink beer and eat pizza every once and a while! Cheating on your diet from time to time actually helps you stick with it. That being said, you and only you can follow through with this simple, effective lifestyle of eating. You have to make a decision to do it or not, now.

## **Supplements?**

Most health supplements aren't worth the money. Even plain protein powder isn't as good as just eating real food. To put it simply, if you don't know what's in it, just assume it wasn't intended for human consumption. The only supplement we recommend is Fish oil, and we HIGHLY

recommend you take at least 3-5 grams per day. A better prescription, which we frequently rely on for Athletes suffering from any type of inflammation or injury, is .5 grams for every 10 pounds of bodyweight, meaning me, at a measly 150 pounds of bodyweight, needs to be taking 7.5 grams of fish oil per day.

### *Really, Why?*

For one, the Omega 3 fatty acids found in fish oil are absolutely necessary for your body to function. Diets high in Omega 3 reduce the risk for every one of those diet-related diseases we have learned about, and have even been found to very effectively treat bi-polar disorder and mood problems. We don't suggest you take it just as a form of prevention however, in fact, we mostly like it because it is an amazingly potent anti-inflammatory. Your ability to recover from stressful workouts, injury, or even to lose weight is greatly improved by taking fish-oil supplements.

### *But why not just eat fish?*

Fish is great food, but the amount you would need to eat to get your daily dose of Omega-3 fatty acids would quickly leave you hating all seafood. The reason we can't get a reasonable amount of omega-3 from just eating real, "Quality" food, is that our food doesn't eat what it should. Cows, pigs, chickens, Turkeys, and even farmed fish, eat a diet comprised mostly of corn and soy. None of these animals are designed to eat grains, and in response, their fat composition changes. A cow raised on grass for instance, has an Omega-3/ Omega-6 ration of roughly 4:1, where as a corn-fed slab of meat from your local grocery store typically has a ratio of 1:14 or worse. The bottom line is, you won't get the proper amount of Omega-3 from you diet alone.

### *How do I choose the right Omega-3 supplement?*

For starters, don't buy anything that also claims to have other "important" Omega fatty acids like Flax oil. The only type you need is Omega-3, as Omega-6 and 9 are already hugely prevalent in our diets. When you choose your fish oil supplement, the most important factor is the amount of EPA/DHA oil contained in a serving. The problem is, most people just read the "fish oil" quantity, and don't actually look to see how much Omega-3 that happens to be. Let's look at a sample label and I'll show you what I'm talking about.

# Supplement Facts

Serving Size 1 Softgel

Amount Per Serving		% Daily Value*
Calories	10	
Calories from Fat	10	
Total Fat	1 g	2%*
Polyunsaturated Fat	0.5 g	**
Cholesterol	0 mg	0%*
Fish Oil	1,000 mg	**
EPA (Eicosapentaenoic Acid)	180 mg	**
DHA (Docosahexaenoic Acid)	120 mg	**

\* Percent Daily Values are based on 2,000 calorie diet.

\*\* Daily Value not established.

**Other Ingredients:** Gelatin, Glycerin.

notice in the image above that the total amount of “Fish Oil” is at 1,000mg per one pill. “Wow” you might think, “Only one pill is equal to 1 gram of fish oil!”

Not so fast. The Eicosapentaenoic Acid, and Docosahexaenic Acid are what we are actually after. “EPA” and “DHA” are the only real Omega-3 fatty acids the human body can utilize. So when we total those up we get a whopping 300mg, meaning we would need to swallow at least 4 of these to get a single gram of Omega-3. If I’m going to get my 7.5 grams per day from this bottle, it’s going to require me to swallow close to 30 pills. That’s more Gelatin and Glycerin than I’d like in my system.

So what brands are good? Basically anything that gets you close to a gram per pill. Most of these brands will say something like “Pharmaceutical grade” on the label. Another option is the liquid form, something like Barlean’s or Carlson’s Fish oil, which can be found at [www.barleans.com](http://www.barleans.com), and [www.carlsonlabs.com](http://www.carlsonlabs.com). My daughter gets a teaspoon of the orange-flavored fish oil every night before bed and loves it.

# Grocery store shopping list

This Shopping list is a guideline for buying Quality food. Many of the recipes you find on our Diet and Nutrition blog will require you to have the spices and condiments found on this list. Feel free to shop at any grocery store you want, but picking from ONLY these foods will greatly help your success. Don't feel pressured to spend extra money buying Organic or "natural" brands unless that is important to you. We just want you eating real food.

## Carbohydrates

### **Veggies:**

Radishes  
Carrots  
Yams  
Frozen Stir Fry vegetables  
Coleslaw Mix  
Salad Mixes  
Spinach  
Broccoli  
Kale  
Okra  
Swiss Chard  
Mixed Greens  
Onions  
Zucchini  
Squash  
Eggplant  
Brussel Sprouts  
Bok Choy  
Snap Peas  
Green Beans  
Asparagus  
Artichoke  
Lettuce (Iceberg, Romaine, Red, Green)  
Mushrooms Peppers (Red, Green, Orange)  
Tomato  
Cucumber  
Celery  
Cabbage  
Cauliflower  
Bean Sprouts

### **Fruit:**

Apples  
Oranges  
Blueberries  
Blackberries  
Strawberries  
Grapes  
Lemon (or juice)  
Lime (or juice)  
Pear  
Pineapple  
Plum  
Raspberries  
Tangerines  
Apricots  
Cherries  
Cantaloupe  
Honeydew  
Watermelon  
Kiwi Frozen  
Unsweetened  
Fruits (Berries, cherries, peaches)

**Proteins:**

Lean Beef (ground or cuts)  
Lean Pork (ground or cuts)  
Fish (Fresh or Frozen)  
Turkey (ground /patty)  
Eggs  
Chicken Breast  
Ground Chicken  
Turkey Bacon  
Chicken Sausage  
Shrimp  
Crabmeat  
Canned Tuna  
Deli Meat  
Cottage Cheese  
String Cheese  
Feta Cheese  
Greek Yogurt (no added fruit or sugar!)

**Fats:**

Almonds  
Walnuts  
Cashews  
Peanuts  
Macadamia Nuts  
Pecans  
Avocado (guacamole)  
Olives  
Olive Oil  
Butter  
Sunflower seeds  
Half and Half  
Nut Butter (peanut, almond, etc.)  
Hazelnuts  
Pine nuts  
Coconut

**Condiments and Spices**

(Remember, these don't contain substantial sugar, fat, or protein so they don't need to be quantified!)

**Condiments**

Sea salt  
Black pepper  
Capers  
Stone ground mustard  
Vinegars (balsamic, red wine, apple cider)  
Horseradish  
Soy Sauce  
Tamarind

**Herbs/Spices**

Basil, Parsley, Cilantro, Thyme,  
Oregano Tarragon, Rosemary, Sage  
Dry Mustard  
Coriander  
Curry Powder  
Nutmeg

## **Eating-out Survival guide**

Let's face it. Things don't always go perfectly. You might be stuck in an airport, eating out with friends, or in the middle of nowhere without a Zone-friendly snack. Don't give up hope! This document includes some helpful tips for making the best out of a number of bad situations.

**Step-1** Divide your plate into three equal parts. On one-third of your plate, put some low-fat protein that is no bigger or thicker than the palm of your hand. That's about 3 ounces of low-fat protein for women and 4 ounces of low-fat protein for men.

**Step-2** Fill the remaining two-thirds of the plate with color coming mostly from non-starchy vegetables, especially those from the Mediterranean region.

**Step-3** Add a dash of monounsaturated fat such as olive oil, slivered almonds, walnuts or guacamole.

### **Italian**

Pass on the pasta and bread and ask for extra grilled vegetables.

### **Mexican**

Have fajitas with only one corn tortilla.

### **American**

Pass on the starches and ask for extra vegetables.

### **French**

Pass on the bread and potatoes and ask for extra vegetables.

### **Chinese**

Pass on the rice and ask for extra steamed vegetables.

### **Dessert**

The best dessert at any restaurant is mixed berries with a little whipped cream on the side.

# Fast Food Survival guide

## McDonalds

- Egg McMuffin or McMuffin with egg.
- 2 orders of scrambled eggs with cheese, english muffin
- 1 regular hamburger with double meat, garden salad with low-fat balsamic dressing
- Chicken McGrill sandwich, garden salad with low-fat balsamic dressing, discard top portion of bread
- Grilled chicken and bacon ranch salad, low-fat balsamic dressing, fruit and yogurt parfait with granola
- Grilled chicken California Cobb, low-fat balsamic dressing, fruit and yogurt parfait with granola

## Pizza Hut

Large slice of hand-tossed style pizza or a medium slice of pan pizza topped with cheese and any one of the following ingredients: chicken, ham, supreme, and a garden salad with light ranch dressing.

Or,

2 Large slice of hand-tossed style pizza or a medium slice of pan pizza topped with cheese and any one of the following ingredients: chicken, ham, supreme, and a garden salad with light ranch. Remove the toppings from one of the slices and add it to the other, discard the crust from the first slice.

## Quiznos

- Sierra smoked turkey(small). Discard the top portion of the bread and eat it open-faced.
- Honey Bourbon chicken (small) on wheat bread. Discard the top portion of the bread and eat it open-faced.
- Bowl of chili, garden salad with light dressing

## Subway

- Chicken bacon ranch wrap
- Turkey breast and bacon melt wrap
- Mediterranean chicken salad
- Classic club salad
- Grilled chicken and baby spinach salad

## Taco Bell

- 2 Soft chicken tacos
- Taco salad without the shell, extra order of guacamole.
- Chicken or steak enchirito
- 2 soft tacos supreme with chicken

## Wendy's

1 junior cheeseburger, no bun, side order of mandarin oranges

Homestyle chicken strips salad  
Chili, small for women and large for men  
Junior cheeseburger, spring mix salad.

**Food Log** (Week \_\_\_\_\_)

<b>Date</b>	<b>Day1</b>	<b>Day2</b>	<b>Day3</b>	<b>Day4</b>	<b>Day5</b>
<b>Breakfast</b> <b>Blocks:</b>					
<b>Lunch</b> <b>Blocks:</b>					
<b>Dinner</b> <b>Blocks:</b>					
<b>Snacks:</b> <b>Blocks:</b>					
<b>notes:</b>					