

## INTRODUCTION

*THIS IS YOUR INTRODUCTION AND GUIDE TO NUTRITION. THE PURPOSE OF THIS DOCUMENT IS TO PROVIDE YOU WITH THE INFORMATION YOU NEED TO MAKE GOOD QUALITY FOOD CHOICES. THIS IS A SIMPLE REAL-LIFE APPROACH GEARED TOWARD LONG TERM HEALTH. WE RECOMMEND THAT YOU START WITH THESE GUIDELINES AND STICK TO THEM FOR 30 DAYS. LET US KNOW HOW YOU ARE DOING AND ONCE THE 30 DAYS ARE UP WE CAN MAKE ADJUSTMENTS AND START TAILORING YOUR DIET TO YOUR SPECIFIC NEEDS.*

*A WISE MAN/WOMAN ONCE SAID: "YOU CAN'T OUT-TRAIN BAD NUTRITION". YOU CAN'T EXPECT TO SEE BIG CHANGES UNLESS YOU COMMIT TO MAKING THIS A LIFESTYLE CHANGE. YOU ARE 100% RESPONSIBLE FOR YOUR ACTIONS, SO USE THIS GUIDE AS MEANS TO CONTROL YOUR OWN DESTINY AND START RIGHT NOW.*

*LET'S ADDRESS ALL THE USUAL OBJECTIONS:*

*1-"I DON'T KNOW HOW TO COOK." THIS IS TRUE; MANY PEOPLE DO NOT KNOW HOW TO COOK IN GENERAL. MICROWAVE MEALS AND FAST FOOD SEEM TO PREDOMINATE. SANDWICHES AND OTHER GRAB-N-GO CRAP ARE THE NORM. FOOD QUALITY MATTERS. YOU NEED TO LEARN SOME BASIC COOKING SKILLS. ACKNOWLEDGE, ACCEPT, MOVE ON.*

*2-"I AM TOO BUSY." IF YOU ARE "TOO BUSY TO COOK", YOU MIGHT WANT TO REEVALUATE YOUR LIFE AND YOUR PRIORITIES. HOW MUCH TIME DO YOU SPEND WATCHING TV? BE HONEST AND REALISTIC BECAUSE IF YOU LEGITIMATELY DO NOT HAVE TIME TO FEED YOURSELF CORRECTLY YOU ARE HEADING TOWARDS SERIOUS HEALTH PROBLEMS.*

*3-"I **DESERVE/WANT/NEED** MY COMFORT FOOD". YOU **DESERVE** RESULTS, AND IF YOU **WANT** THEM, YOU **NEED** TO ALTER WHAT YOU ARE DOING. YOU CANNOT EXPECT TO SEE CHANGES IN RESULTS IF YOU KEEP DOING AND EATING THE SAME OLD THINGS.*

*4-"I DON'T KNOW WHAT TO BUY/EAT." IN ORDER TO EAT, YOU MUST SHOP. YOU CANNOT AND LIKELY SHOULD NOT EAT OUT ALL THE TIME. THAT MEANS YOU NEED TO STOCK YOUR PANTRY AND HAVE THE INGREDIENTS ON HAND TO COOK NUTRITIOUS, POSSIBLY EVEN TASTY MEALS. THIS IS WHERE THIS GUIDE COMES IN. YOU CAN DO THIS. WE HAVE SEEN MANY CLIENTS DO THIS. THEY ARE COMMITTED AND WILL NOT ACCEPT FAILURE. IT DOESN'T MEAN THEY ARE PERFECT, BUT WHEN THEY SLIP UP, THEY ACCEPT IT AND MOVE ON. YOU NEED TO KNOW THAT THE POWER OF THIS PROGRAM IS IN ITS HOLISM AND IF YOU DO NOT COMMIT TO IT AS A WHOLE, YOU WILL NOT REAP ITS REWARDS.*

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## SHOPPING GUIDE

### FRUIT & VEGGIES

*SUPERMARKETS LIKE SUPERSTORE, SAFEWAY AND SOBEY'S HAVE A GOOD SELECTION OF FROZEN VEGETABLES AND BERRIES. THEY ALSO HAVE ORGANIC OPTIONS. BUY LOCAL WHENEVER YOU CAN. HIT THE FARMERS MARKET AND BUY FRESH IN SEASON. EAT IT, ORGANZA AND VITA HEALTH HAVE A GOOD SELECTION OF ORGANIC PRODUCE AND NATURAL PRODUCTS, BUT OFTEN MORE EXPENSIVE THAN THE REGULAR SUPERMARKETS. THESE SPECIALTY STORES ARE GOOD FOR HARD TO FIND SPECIALTY ITEMS, PERSONAL CARE AND HOUSEHOLD PRODUCTS. WHEN TRYING TO LOSE FAT, AVOID BANANAS, PINEAPPLES, AND OTHER TROPICAL FRUIT BECAUSE OF THEIR PARTICULARLY HIGH SUGAR CONTENT. TRY BUYING SOME VEGGIES YOU'VE NEVER TRIED BEFORE, YOU'LL EASILY BE ABLE TO FIND GOOD WAYS TO PREPARE IT ONLINE. HOWEVER, YOU SHOULD ALWAYS HAVE THE FOLLOWING IN THE FREEZER: BLUEBERRIES, BROCCOLI, SPINACH, AND A MIXED VEGETABLE COMBO THAT DOESN'T INCLUDE CORN. YOU CAN EASILY THROW TOGETHER A MEAL WITH SOME MEAT OR CHICKEN AND A HALF BAG OF THESE VEGGIES. REMEMBER THE EXCUSES ABOVE OF NOT HAVING ENOUGH TIME? KEEP THIS STUFF ON HAND AND YOU WILL HAVE NO PROBLEMS.*

### MEAT

*GRASS FED MEAT IS YOUR FIRST CHOICE WITH ALL VARIETIES OF MEAT. GRASS FED IS PREFERRED OVER ORGANIC. FREE RANGE CHICKEN, WILD MEAT, AND LESS TRADITIONAL MEATS LIKE ELK, BISON AND EMU ARE GREAT OPTIONS IF AVAILABLE. CONVENTIONAL CUTS FOR BEEF AND PORK LOIN ARE GOOD OPTIONS IF THE ORGANIC AND OR GRASS FED OPTIONS ARE NOT AVAILABLE. STOCK UP! PEOPLE TEND TO MAKE BAD FOOD CHOICES WHEN THEY RUN OUT. DON'T BE ONE OF THOSE PEOPLE. LOCAL SOURCES OF GRASS-FED, HORMONE FREE AND ORGANIC MEATS INCLUDE: POPS FARM, HARBORSIDE FARMS, EATIT, ORGANZA, MILLER'S, ETC... CHECK OUT THE [100MILE PROJECT GUIDE TO LOCAL ORGANIC MEATS](#).*

### FISH

*THIS IS A TOUGH IN THE PRAIRIES, YOU WILL BE LIMITED TO FRESH WATER FISH, SUCH AS THAT FROM FROM GIMLI FISH OR FROZEN FISH FROM SUPERMARKETS. EITHER ONE IS FINE, BUT WILD IS ALWAYS BETTER THAN FARMED. SUPERMARKETS PERIODICALLY HAVE SALES ON WILD CANNED SALMON AND TUNA SO STOCK UP WHEN THEY DO. THEY ARE GREAT FOR SALADS. WHEN YOU BUY ANY TYPE OF SALMON MAKE SURE IT IS WILD. YOU CAN ALSO FIND SARDINES AND OTHER SMALL FISH IN CANS, JUST LOOK FOR THE ONES PACKED IN OLIVE OIL RATHER THAN THE SUGARY SAUCES. AGAIN GREAT FOR SALADS, JUST POUR IN THE OLIVE OIL THEY ARE PACKED IN.*

### EGGS

*LOOK FOR OMEGA-3 ENRICHED EGGS THAT HAVE VIBRANT COLOUR. VITA EGGS FROM EAT-IT, ORGANZA OR VITA HEALTH ARE A GOOD OPTION. YOU CAN ALSO GO WITH THE SAFEWAY EATING RIGHT OMEGA-3 ENRICHED EGGS.*

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## **STORE INTERIOR**

GENERALLY WE WANT TO SHOP THE STORE EXTERIOR BECAUSE THAT'S WHERE THE MEATS AND VEGGIES ARE, HOWEVER, HERE ARE A FEW STAPLES YOU'LL NEED TO STOCK UP ON IN THE STORE INTERIOR:

**COCONUT MILK-** IF YOU LIKE CURRIES THIS IS A GREAT CARRIER. THE FULL FAT VERSION IS NICE FOR SAUCES OR SERVED CHILLED OVER BERRIES, BUT THE LOW FAT VERSION WORKS BETTER WHEN USED AS A LIQUID TO DRINK OR IN RECIPES.

**OILS- OLIVE OIL, COCONUT OIL, GRAPE SEED OIL.** THESE THREE OILS CAN SUSTAIN ENOUGH HEAT THAT YOU CAN USE THEM FOR COOKING OR BAKING. FOR THE MOST PART, YOU TEND TO GET WHAT YOU PAY FOR WITH OILS. FIND UNPROCESSED, COLD PRESSED OIL WITH A TASTE YOU LOVE, ORGANIC IF YOU CAN AFFORD IT.

**TOMATO PASTE/SAUCE.** LOOK FOR A BRAND WITH NO SUGAR. YOU CAN POUR THIS OVER ANY MEAT/VEGGIE DISH AND LOVE IT.

**NUTS AND SEEDS** CAN BE FOUND AT BULK BARN, ORGANZA, EATIT, VITA HEALTH AND IN SOME SUPERMARKETS: SEEDS, NUTS (RAW, BUT NOT CASHEWS OR PEANUTS), NUT BUTTERS (LOOK FOR BRANDS WITH NO ADDITIONAL INGREDIENTS), UNSWEETENED COCONUT FLAKES, NUT FLOURS (ALMOND, PECAN, AND CHESTNUT)

**SPICES-** THE MORE THE BETTER. AVOID SUGAR AND SALT.

## NUTRITION GUIDE

BASED ON THE SHOPPING LIST YOU COULD PROBABLY FIGURE OUT WHAT YOU ARE SUPPOSED TO EAT...HERE IS A HINT: IT'S NOT BREAD, RICE, PASTA OR POTATOES. WHAT IS ON THE MENU?

### EVERY MEAL:

**PROTEIN:** CHICKEN – 3-4OZ, BEEF – 3-4 OZ, FISH – 3-4 OZ, EGGS – 2-3 WHOLE EGGS

\* WHEN WE SAY "EVERY MEAL" WE IN FACT MEAN **EVERY SINGLE MEAL**. THIS IS ESPECIALLY CRITICAL IF YOU ARE TRYING TO LOSE BODY FAT. ANOTHER FREQUENTLY CONFUSED POINT IS THE TOPIC OF "PROTEIN". BEANS AND RICE DON'T COUNT (THEY'RE NOT ON THE LIST). YOU NEED CHICKEN, BEEF, FISH, PORK LAMB, TURKEY, EGGS...

**VEGETABLES:** ALL VARIETIES...AS MUCH AS YOU WANT, ESPECIALLY BROCCOLI, SPINACH, KALE, COLLARD GREENS, CHARD, CABBAGE, ASPARAGUS, ONIONS...

\* MORE VEGETABLES EXIST THAN THOSE LISTED ABOVE, YOU MAY EAT THOSE...UNLESS THEY APPEAR ON THE "NO-NO" LIST BELOW.

**FAT:** RAW OR LIGHTLY ROASTED AND PREFERABLY UNSALTED NUTS SUCH AS: ALMONDS, PECANS, WALNUTS, BRAZIL NUTS, HAZELNUTS, BUT **NO PEANUTS**. LIMIT YOURSELF TO A SMALL HANDFUL. IF YOU WANT TO LOSE FAT, YOU WILL NEED TO LIMIT THIS TO 6 TO 12 NUTS PER MEAL. IF YOU CAN'T STOP YOURSELF FROM EATING MORE THAN THIS, THEN DON'T KEEP THEM IN THE HOUSE AND STICK TO THE OTHER FATS SUCH AS AVOCADO – ½ OF MEDIUM SIZED ONE, OLIVE OIL – USE AS SALAD DRESSING – 1-2 TBS., COCONUT OIL – 1-2 TBS.

### OCCASIONALLY:

**FRUIT – ALWAYS WITH PROTEIN:** IN ORDER OF PREFERENCE: BERRIES, MELONS, APPLES, GRAPEFRUIT, ORANGES, PEARS, TANGERINES, GRAPES, TROPICAL FRUITS...

\* EAT WHAT IS IN SEASON AND LOCAL. IF YOU ARE TRYING TO LOSE FAT, STICK WITH BERRIES AND LIMIT YOUR OVERALL FRUIT INTAKE.

### WHAT TO DRINK:

WATER – AIM FOR 3 TO 4 LITRES PER DAY, DEPENDING ON BODYWEIGHT, CLIMATE, LEVEL OF ACTIVITY AND FLUID CONTENT OF FOODS. YOU CAN ADD LEMON, LIME OR STRAWBERRY SLICES FOR FLAVOUR.

IF YOU ABSOLUTELY NEED YOUR MORNING CAFFEINE DOSE:

GREEN TEA – NO HONEY OR ARTIFICIAL SWEETENERS!

COFFEE – PREFERABLY BLACK – NO SUGAR OR ARTIFICIAL SWEETENERS!

## **ABSOLUTELY NOT!**

### **No FLOUR PRODUCTS**

**(BREAD/CAKE/COOKIES/SCONES/TORTILLAS/PASTRIES ETC.)**

### **No SUGARS**

### **No ARTIFICIAL SWEETENERS**

### **No RICE, OATMEAL, BRAN, BARLEY**

### **No BOOSTER JUICE! – TOO MUCH SUGAR!**

### **No DAIRY**

**(CHEESE/MILK/BUTTER/COTTAGE CHEESE, ETC)**

### **No MOCHAS, No LATTES, No FRAPPACCINOS**

### **No BEANS, LENTILS OR LEGUMES**

### **No POTATOES, CORN, BEANS OR OTHER STARCHY VEGETABLES**

THIS PLAN IS ABOUT CHOOSING QUALITY FOODS. EAT WHEN YOU ARE HUNGRY, BUT EAT QUALITY FOODS. MAKE SURE YOU DRINK PLENTY OF WATER AND DON'T MISTAKE THIRST FOR HUNGER. WE ASK THAT YOU TRY THIS OUT FOR JUST **ONE MONTH**. NOTE THE LACK OF SUGAR, PROCESSED FOODS, AND TRANS FATS. IT'S REAL, WHOLE, NATURAL FOOD AND YOU WILL THRIVE ON IT. THIS MONTH OF INTRODUCTION WILL HELP YOU GET YOUR INSULIN LEVELS NORMALIZED, CLEAN UP YOUR DIGESTIVE HEALTH ALL WHILE LOSING FAT AND FEELING BETTER. SO IF YOU WANT THIS TO HAPPEN, YOU NEED TO BE SERIOUS ABOUT AVOIDING THESE "FOODS". AFTER A MONTH WE CAN TINKER WITH RE-INTRODUCING SOME OF THE BANNED FOODS, BUT YOU NEED TO KNOW THAT YOU ARE JUST SABOTAGING YOURSELF IF YOU START MAKING EXCUSES AND EXCEPTIONS RIGHT AWAY. WORLD CLASS TRAINER CHARLES POLIQUIN SUGGESTS THAT THERE IS NO SUCH THING AS DISCIPLINE; THAT THERE IS ONLY LOVE. HE CHALLENGES YOU TO "ACCEPT THAT ALL YOUR CHOICES ARE REFLECTIONS OF WHAT YOU TRULY LOVE." IT IS UP TO YOU TO DECIDE WHETHER YOU LOVE YOURSELF ENOUGH TO MAKE THIS CHANGE. WHEN YOU GO SHOPPING OR OPEN THE FRIDGE, ASK YOURSELF WHICH OF THESE FOOD ITEMS IS THE BEST AVAILABLE CHOICE. YOU WILL FEEL BETTER AND LOOK BETTER AND IT WILL BE BECAUSE YOU WORKED HARD, FOLLOWED THESE GUIDELINES AND REAPED THE BENEFITS OF SOUND TRAINING AND NUTRITION.

## **A NOTE ON SUPPLEMENTS**

WE PREFER TO SEE YOU GETTING ALL YOUR NUTRIENTS FROM REAL FOOD, BUT THERE ARE A FEW SUPPLEMENTS THAT TEND TO HELP MOST OF OUR MEMBERS:

**FISH OIL** – A GOOD QUALITY EPA/DHA SUPPLEMENT. THEY ARE AVAILABLE EVERYWHERE, BUT WE SELL CARLSON OILS, A GOOD BRAND AT A REASONABLE PRICE AT THE GYM.

**VITAMIN D** – IN WINNIPEG DURING WINTER, YOU'RE PROBABLY NOT GETTING ENOUGH VITAMIN D FROM THE SUN, SO IT'S A GOOD IDEA TO SUPPLEMENT WITH AT 1000IU PER DAY.

**WHEY PROTEIN** – REAL FOOD IS ALWAYS BETTER THAN SOMETHING FROM A JAR, BUT WE REALIZE THAT THERE ARE TIMES WHEN WE NEED PROTEIN AND JUST CAN'T GET TO MEAT OR EGGS. FOR THOSE TIMES, WE BELIEVE THAT A WHEY PROTEIN SUPPLEMENT IS AN ACCEPTABLE SUBSTITUTE FOR MEAT. JUST MAKE SURE THAT IT IS UNSWEETENED AND HAS NO SUPERFLUOUS INGREDIENTS I.E. THE ONLY INGREDIENT IS WHEY PROTEIN CONCENTRATE OR WHEY PROTEIN ISOLATE.

## MEAL PLANNING IDEAS

### **BREAKFAST:**

*SPINACH OR BROCCOLI OMELET WITH AVOCADO*

*EGGS, BACON AND FRIED TOMATOES OR SPINACH*

*COLD PORK CHOP/CHICKEN BREAST AND CELERY WITH ALMOND BUTTER*

*PRE-MADE EGG "MUFFIN" (NO-CRUST MINI-QUICHE)*

*BERRY, WHEY AND AVOCADO SMOOTHIE*

*CAN OF TUNA WITH MAYONNAISE AND LEMON AND CELERY AND ONION*

*HARDBOILED EGGS WITH BERRIES AND NUTS*

*BERRIES WITH WHEY PROTEIN AND SHREDDED COCONUT*

*LEFTOVERS!*

### **LUNCH:**

*A PIECE OF MEAT (ANY MEAT WILL DO) AND A LARGE SALAD WITH OIL*

*MACKEREL OR SARDINES (CANNED), EGGS, AND CARROTS*

*SALMON STEAK AND STEAMED VEGGIES*

*CHICKEN/TUNA SALAD WITH MAYO, GREEN ONION, & CELERY*

*COLD OMELET OR NO-CRUST QUICHE WITH FRESH TOMATOES ON TOP*

*WRAPS MADE WITH MEAT, VEGGIES AND WRAPPED IN LARGE LETTUCE LEAVES*

*PEPPERS STUFFED WITH GROUND TURKEY, ONIONS AND GARLIC*

*BOILED, BLENDED VEGETABLE SOUP WITH CHICKEN STOCK AND COCONUT CREAM*

### **DINNER:**

*STEAK, OVEN BAKED VEGGIES AND STEAMED BROCCOLI*

*PORK ROAST, STEAMED CAULIFLOWER, BROCCOLI AND TOMATO SALAD.*

*LARGE SALAD WITH MEAT AND VEGETABLES AND OIL OR AVOCADO FOR DRESSING*

*STEAMED SALMON STEAK, ASPARAGUS AND LEEKS*

*CROCKPOT BEEF/ELK/BISON STEW SERVED OVER MASHED CAULIFLOWER*

*CHICKEN BREAST WITH A LARGE SALAD WITH OLIVE OIL AND TOMATOES*

*SPAGHETTI SQUASH WITH TOMATO MEAT SAUCE*

*WHOLE CHICKEN STUFFED WITH HERBS UNDER THE SKIN, TOMATO SALAD AND STEAMED BROCCOLI*

### **SNACKS:**

*HARDBOILED EGG WITH CHERRY TOMATOES AND A FEW ALMONDS*

*COLD ROAST PORK, BEEF OR CHICKEN WITH CARROT STICKS AND BRAZIL NUTS*

*BERRY, WHEY AND ALMOND SMOOTHIE*

*CHICKEN SALAD MADE WITH LEFTOVER CHICKEN, CELERY AND ONIONS AND HOMEMADE MAYO*

*CELERY WRAPPED IN SLICED BEEF, HAM OR TURKEY WITH ALMOND BUTTER*

*BEEF JERKY WITH SOME BERRIES*

*SAUSAGE WITH PEPPERS AND ONIONS*

*LEFTOVERS*