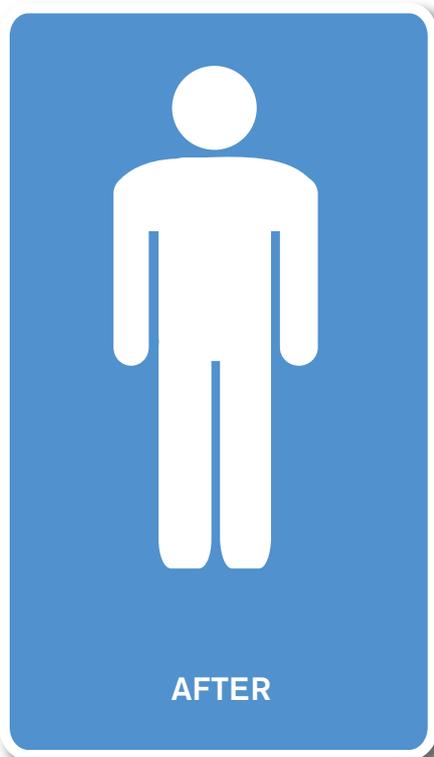
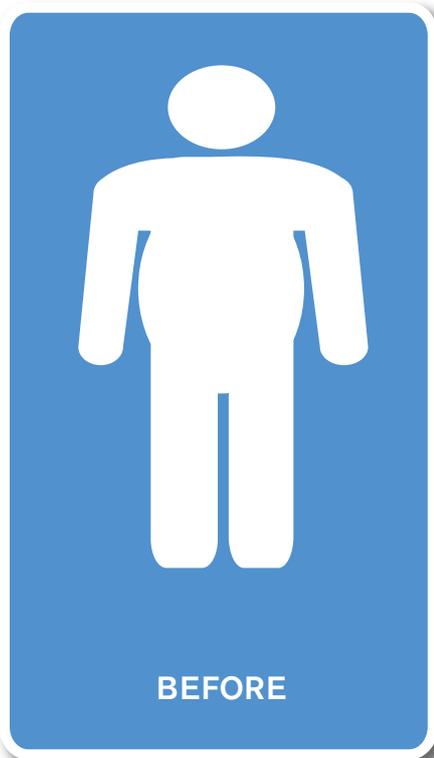


MAD CROSSFIT, NUTRITION INFORMATION



INTRO TO PRIMAL EATING

The next few weeks will be a time for you to dial in your nutrition and train harder than ever before. Please keep in mind though, that while even a short period of CrossFit and primal eating can provide some massive changes in both your physique and performance, it takes a lot longer to affect a complete transformation, so use this challenge to create habits that will last forever.

If eating primal is completely new to you, start slow. Make changes one at a time; cement them as habits and then change something else. As you build upon each habit, you'll wake up one day and be a fully fledged caveman/woman!

Don't stress if you fall off the wagon – take a breath, reset your brain, and get back into it. Talk with your fellow challenge participants and coach, use them for support, advice and to keep you on track.

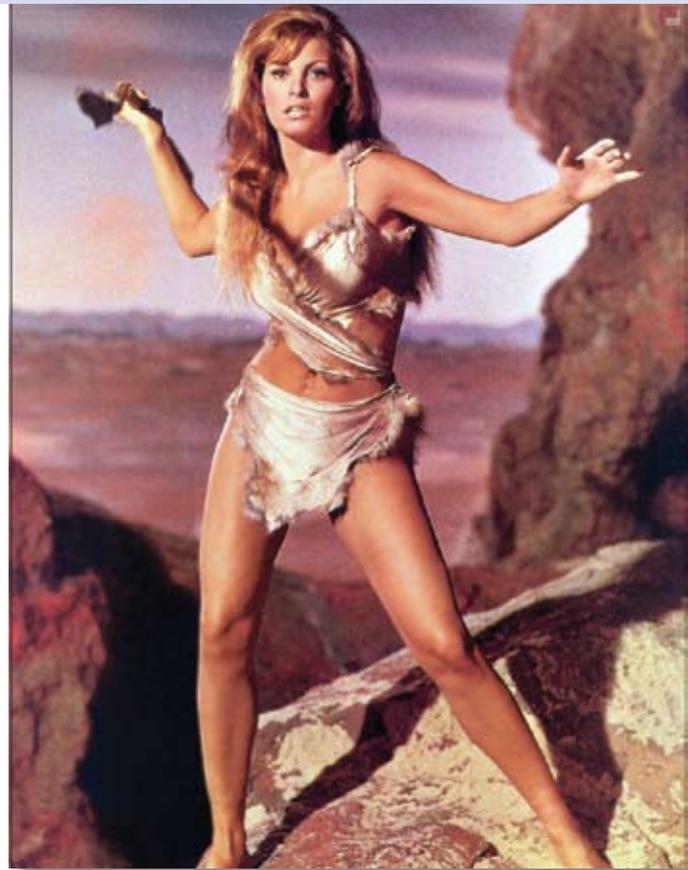


RESOURCES

Eat like a cave man, man....and woman.

Why are we telling you to eat this way? To start with, we don't consider this a diet – let's get that clear first. This is simply the way we 'evolved' to eat.

It's a fact that our ancestors had a lot less sugar and grain based food in their diet than we do now. A heavy reliance on these foods has led to a plague of modern problems, including heart disease, arthritis, diabetes, cancer, bowel disorders and premature death.



Getting a little bit caveman will not only drastically reduce the risk of these disorders, but you will notice a ton of benefits.

- Loss of body fat (abs are 80% nutrition)
- Satisfaction after meals (no hunger pangs!)
- Increased energy levels and mental focus (no more 3pm crashes and emergency chocolate bars)
- Better blood sugar control (better energy, more endurance, and reduced risk of diabetes long term)
- Better sleep (equals reduced stress, more energy and lower body fat – yes it is proven that more sleep burns more fat!)
- Improvement in digestion (no cramps, indigestion or bloating)
- Decrease in joint pain, reduced PMS symptoms, control depression, reduction in asthma symptoms.

All this just from giving up sugar and grains? YES! Make a commitment to try this; give yourself a couple of weeks to adjust and you will reap the benefits.

First thing to do is check out the video below for a nice simple intro to paleolithic/primal/caveman styled nutrition.

Primal Eating Video: <http://www.youtube.com/watch?v=uCFZoqmKf5M>

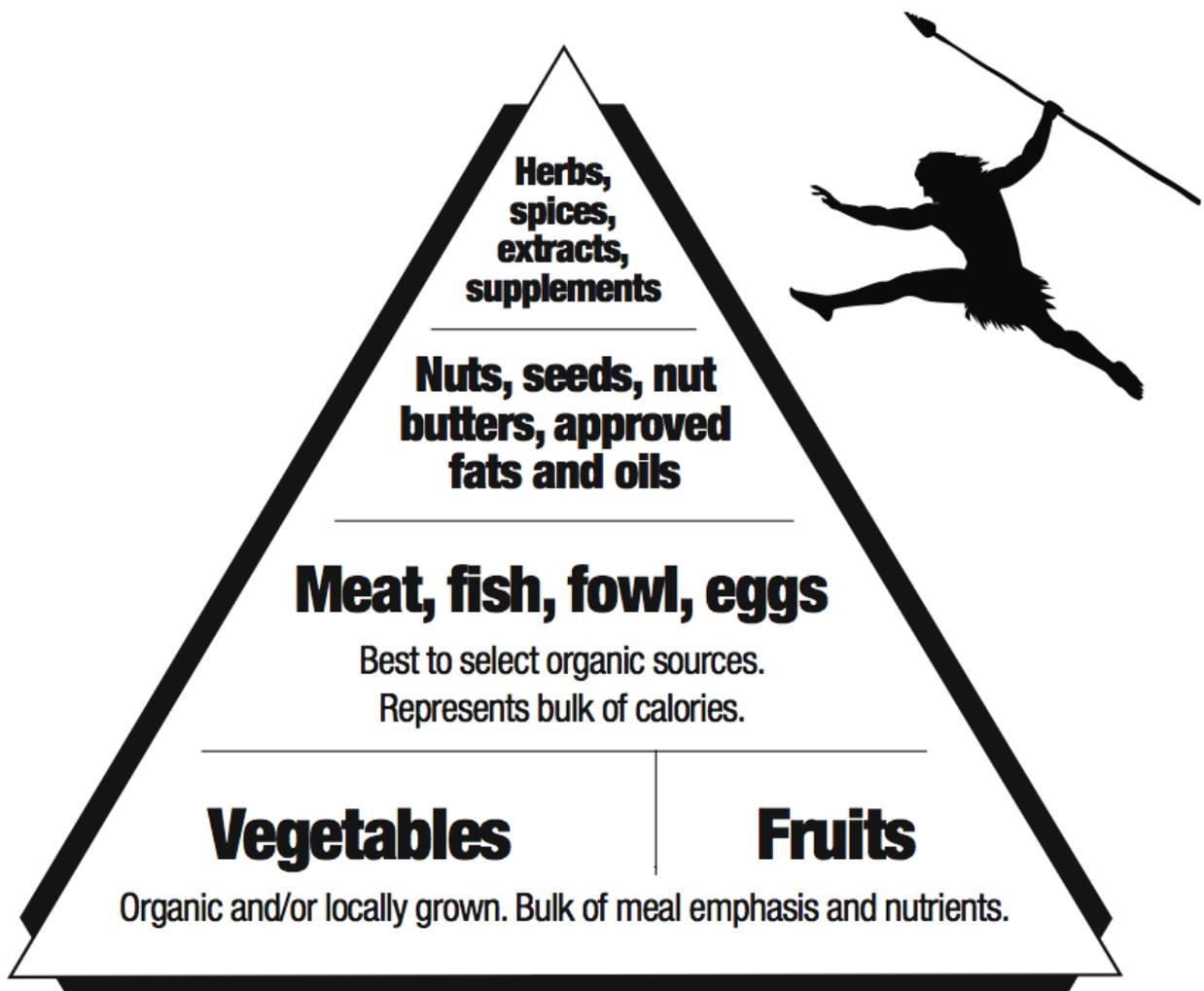
RESOURCES CONTINUED

Eating primal isn't difficult as long as you don't over think it. Get some quality protein on your plate, add lots of veggies, and top with some healthy fat from nuts, olive oil, avocado or coconut. Portion size is less important in the beginning compared to just getting these foods on your plate in any amount.

This is worth repeating - IF YOU ARE EATING MEAT AND VEGGIES WITH HEALTHY FAT YOU DO NOT NEED TO WORRY ABOUT PORTIONS.

Yes there may come a time where progress halts and manipulating the portions and amounts could become necessary, but be honest with yourself first and ask yourself if there are improvements you can make in your diet before this, and then do so.

Here's a great re-working of the food pyramid by Mark Sisson of Marks Daily Apple.



HOW TO START EATING PRIMAL

Are you completely new to primal eating (chocolate Milo cereal for brekkie, sammies for lunch and couldn't recognise a zucchini if it bit you?) or a veteran (can't remember the last time you ate sugar and you kill your own meat)?

It's tough to make changes to dietary habits that may have been a part of your entire life. So take it slow. If you can meet the requirements for an entire week, try the next step.

Step one

- Cut out all liquids except, coffee, tea and water.
- Try to add veggies/fruit to every meal/snack
- Eat some form of animal protein at least 2 times a day
- Reduce, then remove all sugar from your diet
- Take 3 grams of fish oil a day or at least up your fish intake.

Step two

- Reduce, then ultimately eliminate all grains from your diet (oats, rice, corn, quinoa can be the last to go as they don't contain gluten, but they are still very high in carbs)
- Ensure a serving of healthy fat at every meal/snack (A serving is 1-2 tbs of oil or butter, or 2-4 tbs of avocado, coconut or nuts)
- Eat some form of animal protein at least 3 times a day
- Continue to focus on veggies and fruit, but try to emphasise veggies more. A 3:1 ratio of veggies:fruit is good over the day.

Step three

- Only consume dairy, fruit or starchy veggies such as potatoes, kumara and parsnips AFTER exercise, and only if it lasts longer than 20 mins or is at high intensity. If you can handle dropping the spuds, do so as they are much higher in carbs than all other veggies and are actually not that nutritious.

Step four – this is for people who have their nutrition extremely well dialed in and want to fully lean out. Try for just 30 days.

- Drop dairy, fruit and starchy veg completely
- Use Zone measures to portion your protein, carbs and fat.

GROCERY LIST

Protein – Eat a serving of the following with each meal. Preparation should be grilled, steamed, baked, roasted or stir fried.

Red Meat – best quality you can afford. No need to get too caught up in trimming the fat – you're not eating carbs remember? You will use that fat for energy.

Chicken – as above.

Tuna – try to stick with the oil or spring water versions. If getting flavoured tuna, drain as much of the sauce as possible first as it's full of sugar.

Fish – anything without batter or breadcrumbs is good.

Salmon – fresh is best, but canned is pretty good too.

Eggs – go for free range, you know you'll feel guilty about the cute little chicks otherwise! (you can order free range eggs for fortnightly delivery from MaD)



Fat – you're not eating many carbs remember, so getting fat in your diet is important for energy. Fat you eat doesn't necessarily become fat in your body - the carbs are to blame for that because of the insulin spike they cause. So try to get at least a tablespoon of oil or 2 tbs of solid fat at each meal/snack, along with your veggies and protein.

Raw nuts – they're all good, with the exception of peanuts, as they're not actually a nut, they're a legume. Almonds, pecans, macadamia, cashews, walnuts are great choices.

Egg yolks – contain a great source of healthy fat and lots of vitamins, don't be scared of them. Eat the entire egg!

Avocado – salads, smoothies, on omelets etc.

Cheese – not Paleo, but okay in small portions. The more 'raw' the cheese the less likely you are to be intolerant to it. It will also generally contain less carbohydrate the older it is.

Coconut milk/cream – chuck it in stir fries. Get the full fat stuff, it's got a healthy form of saturated fat. That's right healthy saturated fat. And even the so called unhealthy saturated fat only becomes unhealthy when you are over-eating carbohydrates.

Olive oil and avocado oil – drizzle on salads, veggies and omelets.



GROCERY LIST

Vegetables – the more meals/snacks you can include veggies in, the better.

Pretty much anything goes, in any amount!! Generally the greener and the more fibrous the lower in carbs they are. Try to get a decent variety. Work your way through the rainbow (as in colours of veggies) every 2-3 days then start over. But no potatoes or corn. Very high in carbs, and corn is a grain, not a veggie. Take it easy on kumara, parsnips and yams because they are higher in carbohydrate – great after a long bout of exercise though!

Fruit – 1 to 4 pieces per day

Don't get concerned with types of fruit, they're all good for you. But eat whole fruit, no juice, so that you still get the fibre, vitamins and slower release of carbs. And you should be aiming to eat about three times as many veggies as fruit in your day. Veggies contain more nutrients, with less calories. Mixed berries in coconut milk is delicious.

Other carbohydrates

Carbohydrates that are better than others but not Paleo. Eat sparingly, to not at all. The best time to eat these foods is the meal immediately after exercise, so your body can store the energy more effectively i.e. in your muscles not on your hips!

Oats

Brown Rice

Wild Rice

Quinoa

Chickpeas



GROCERY LIST

Fish oil – Probably the ONLY supplement we would recommend as COMPULSORY to take. Capsules or liquid – get at least 3 grams a day, and as high as 20. Ask a hundred doctors or scientists about the causes of heart disease and the one thing the vast majority will agree on is that it's a disease of inflammation. From muscle soreness and tendonitis, through to arthritis and heart disease, it's all down to inflammation. Fish oil is your weapon against this. It also promotes increased fat burning too. Why should you take it?

Omega 3 taken internally, can be beneficial for many different ailments such as:

- Fatigue
- Allergies
- Depression
- Menopause
- Inflammation
- Brain Function
- Immune System
- Type 2 Diabetes
- Arthritis and Gout
- High Blood Pressure
- Alzheimer's Disease
- Concentration Difficulties
- Help Prevent Cancer Cell Growth
- Joint Pain
- Brittle hair
- Skin Disorders



Add fish oil slowly to your diet and following the suggested guidelines for amounts. Start with one at each meal and increase a bit each week until you are at your optimal level. If you are injured or ill you can increase temporarily to speed recovery.

FOODS TO AVOID LIKE THE PLAGUE

Bread – Bread – if you're going to go here, get gluten free or sprouted stuff.

Pasta – NO!

Soft Drinks – tons of empty calories and sugar, even diet soda will have the same chemical reaction in your body as real sugar. Kick the habit now!

Alcohol – not only does it contain 'empty calories', meaning no nutritional benefit at all, but it usually leads to bad food choices as well, dips and chips, meat pies, etc. That said, having a life is important too. What you need to do is recognize that alcohol contains no real benefits, weigh up what you are trying to achieve over the next few weeks and make the commitment. 1-2 drinks may be fine for you, or you may have to cut it out completely in order to get the transformation you desire.

Sugar – NONE!!

Fast Food – NO! Quality of your food is important.

Creamy store bought salad dressings. NO, stick to a drizzle of olive oil, balsamic, pesto or avocado oil.

Margarines – No way, its one step away from plastic. Even if it was made with healthy fats such as olive or avocado oil, the process used to make it hard (hydrogenisation) creates trans fats (the most dangerous type of fat). Butter is perfectly okay, coconut oil is great for stir fry.



A simple way to look at it is to avoid as much food as possible that comes in a box, wrapper or bag because it has likely been through some degree of processing.

TIPS FOR SUCCESS

Educate yourself

Not sure why you should only eat real food? Need motivation? Food Ideas? Recipes? MaD's Library has it all. Borrow anything you like, here are a few suggestions: The Paleo Solution: The original Human Diet, Robb Wolf, The Primal Blueprint, Mark Sisson

Follow your steps:

Refer to your "Intro to eating Primal" guide. Start slow, follow your new "rule" for one week, then on to the next step. It can be as simple as cutting fizzy drinks for the first week, then eating real food for breakfast the next week, and move on from there. Be in control of your nutrition one step at a time.

Sleep:

You need 8 hours of sleep for your muscles to repair and recover. Lack of sleep will cause cravings for carbohydrates. If you have a bad night's sleep, try to eat properly so you don't get a double whammy of processed carbs and lack of sleep.

Motivation:

Pair up with someone to help you stay on track. Call them in a weak moment or email and share your recipes. Meet at open gym and talk about your progress....keep things positive and if you need help, just ask!

Food Log:

Use your food calendar to write down your success, how you're feeling, if you cheated, whatever, write it down and be honest with yourself. It's up to you to hold yourself accountable.

Be prepared:

Write a weekly menu and shop for all ingredients on it. Lower Hutt has a great weekly veggie market on Saturdays for cheap fruit and veggie's. Buy enough meat for the week. Cook meals in advance or have cooked meat or boiled eggs in the fridge for a snack. Don't be caught without good food in your house, this is where slip ups happen.

CLEAN EATING



JUNK FOOD



ALCOHOL



GRAINS



SUGAR



MONTH _____

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|----|----|----|-----------|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
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| 29 | 30 | 31 | COMMENTS: | | | |