

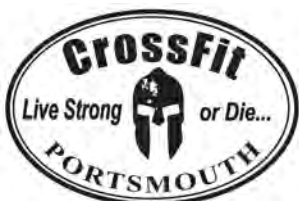


Quickstart Guide & Paleo Challenge



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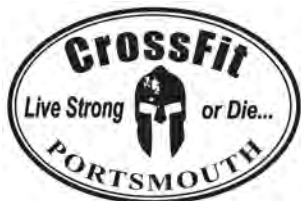
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CHAPTER 1
INTRODUCTIONS

Welcome to Paleo. Hopefully, you've come across this book because you want help with eating better and living more fully. If you're new to

Paleo, then you'll find lots of fantastic information in this book to explain the basics: why one food is considered Paleo, and others—especially foods you've been taught were healthy—aren't. You'll also find an explicit plan for eating Paleo for the next six weeks, with meal plans, shopping lists, and recipes.

Maybe your doctor suggested eating Paleo, or a friend has magically transformed his body. If that's the case, you're well set. You may have been encouraged to do a Paleo "Challenge" by your gym, CrossFit box, or trainer. For you, we've got some rules of the game and tips on getting the most from this challenge. Hopefully, you'll like how you perform and how you look enough to keep eating Paleo after the challenge.

WHILE WE WHOLEHEARTEDLY ENCOURAGE YOU TO READ THIS ENTIRE SHORT BOOK, YOU CAN ALSO JUST READ THE NEXT COUPLE PAGES TO FIND OUT WHAT THE DIET AND CHALLENGE ARE ALL ABOUT IN A NUTSHELL.

If you got this book without any knowledge of a Paleo Challenge, don't worry. You don't have to do all the before and after measurements and pictures, or the food journal. However, we do recommend it. There's something about having accountability, whether it's to yourself or a friend who's doing it with you, that helps

keep you honest and on track. We highly recommend at least reading through the challenge portion in Chapter 4.

While we wholeheartedly encourage you to read this entire short book, you can also just read the next couple pages to find out what the diet and challenge are all about in a nutshell. Then when you have more time or your interest has been piqued, read the whole book to learn about the science and history behind eating like our Paleolithic ancestors. That way, you'll be armed with sound arguments to your friends' preposterous assertions that eating Paleo will give you gout and a heart attack.



Here's your food guide for the next six weeks—and hopefully for the rest of your life. The green headings mean “GO”: eat those foods all you want. Yellow means use caution and eat those foods in moderation, and red means—well, you get the picture.

ABOUT WEIGHT LOSS

Eating Paleo is not necessarily about weight loss. It's a great way to eat if you're trying to lose, maintain, or even gain weight. However, many people come to it from a position of trying to improve their body composition (how much muscle tone and bulk they have.). Throughout this chapter, we'll let you know when it's safe to eat something, but also when to be careful with moderation if weight loss is a goal of yours.

UNRESTRICTED FOODS

Vegetables

You can eat all vegetables without limit. You've probably never met anyone who got fat eating too much broccoli! The only exception is that you should not eat plants from the nightshade family if you have an autoimmune disorder. Nightshades are tomatoes, peppers, eggplant, potatoes, and tobacco. And for now, if you're trying to lose weight, lay off the root veggies below.

If weight loss is a goal, limit these root vegetables

Atkins was right about a few things, the first being that carbs can cause weight gain. So because the foods below are high in carbohydrates, eat these starchy carbs no more than a few times a week. If you're an athlete, read [Chapter 5](#) for guidelines about carbohydrates. Here's an easy-to-read [blog post](#) on the topic of athletes and carbs.

Cassava (Tapioca)	Potatoes	Yams
Sweet potatoes	Taro	Plantain

Fruits

You can eat as much fruit as you want. However, if you're trying to lose weight, limit fruit intake to one to four pieces a day and limit dried fruit to a small handful a day.



UNRESTRICTED FOODS

Sea Vegetables

They're all good—great, in fact. They're very high in minerals and other nutrients.

Kombu	Wakame	Kelp
-------	--------	------

Chlorella	Dulse	Nori
-----------	-------	------

Spirulina

Fats

Watch your intake of all of these if you're trying to lose weight—they're very calorie dense. A tablespoon of each is about 120 calories. Learn about how to use each of these in the Paleo Guide to Oils and Fats included with this ebook.

Tallow	Lard	Coconut oil/milk
--------	------	------------------

Walnut oil	Flax oil	Hazelnut oil
------------	----------	--------------

Extra Virgin Olive oil	Macadamia oil	Unrefined Red Palm oil
------------------------	---------------	------------------------

Beverages

Filtered or spring water	Herbal tea
--------------------------	------------

CONSUME IN MODERATION

Coffee	Chocolate	Dried fruit
--------	-----------	-------------

Alcohol (all)	Caffeinated teas	Raw honey
---------------	------------------	-----------

Stevia	Coconut sap	Coconut water
--------	-------------	---------------

Freshly juiced fruits and vegetables

Other types of caffeinated drinks (it should be a treat—not a crutch)



FOODS TO AVOID

Dairy

At least for the duration of this challenge, we suggest you avoid all dairy products. Read the section on dairy in [Chapter 2](#) and the dairy discussion in [Chapter 4](#) for more information on dairy's place in the Paleo diet.

Butter	Buttermilk	Milk
Yogurt	Kefir	Cream
Ghee	Ice cream	Powdered milk
Cottage cheese	Anything else from an animal's teat	

Grains or Grain-Like Foods

Refer to [this section](#) in Chapter 2 for the reasons to avoid grains.

Wheat	Rice	Millet
Oats	Spelt	Kamut
Quinoa	Beer	Buckwheat
Wild rice	Amaranth	Sorghum
Rye	Barley	Corn

Also, any flour, noodle, or other food or drink made out of any of these, including white flour, pastry flour, all-purpose flour, and all cookies, crackers, chips, cereals, breads, pastries, and other foods made from them

Legumes (Beans)

Refer to [this section](#) in Chapter 2 for the reasons to avoid legumes.

Black beans	Pinto beans	Red beans
Soy beans*	Lentils	Peas
Peanuts	Adzuki beans	Garbanzo beans
Navy beans	Mung beans	Lima beans
Black-eyed peas	Any other old, dried-out bean that is eaten in large quantities	

*Soy beans including soy sauce, tamari, Bragg's Aminos, tofu, soy protein isolate, soy protein concentrate, tempeh, edamame, and any product made with any of these ingredients

Snowpeas, sugar snap peas, and green beans are acceptable to eat because they're young and green, so they contain fewer anti-nutrients.



Whether you eat any dairy is a decision you need to make for yourself based on your Paleo ethics and whether or not you can physically tolerate it. Pedro Bastos is the dairy guru in the Paleo world, having done extensive research on the topic. Here's a [blog post](#) where he explains in more detail. Again, for the purposes of this challenge, we suggest you take out dairy so that you can see for yourself if it's affecting your digestion, skin, energy levels, athletic performance, or any other aspect of your health. After the challenge, if you want to, add full-fat, raw, grass-fed dairy back in to your diet and take note of how you feel. To find a source of raw dairy in your area, go to [this website](#). For more information on the dairy debate, read [Chapter 2](#).

SATURATED FAT AND CHOLESTEROL MYTHS

Q: Isn't saturated fat bad?

A: This is another one of those very confusing topics in the Paleo world. In the first edition of his book, *The Paleo Diet*, Loren Cordain says that saturated fat is bad in general, and that you should stay away from fatty, highly processed cuts of meat and eat only lean meat. He also stated in that book that you should stay away from coconut and palm oils, both of which are high in saturated fat. On the other hand, there's Mark Sisson of [marksdailyapple.com](#) and other Paleo/Primal proponents who highly regard fatty meats, coconut oil, palm oil, butter, and full-fat dairy.

It seems there's a schism in the community, but it's actually not that pronounced. Cordain has recently loosened up on his initial guidelines in light of newer research. It turns out that saturated fat doesn't cause heart disease. Saturated fat can sometimes cause an increase in LDL cholesterol (or what was known as the "bad" cholesterol), but there are different kinds of LDL. The large, fluffy kind, which can be increased with saturated fat consumption, does not get oxidized easily and therefore doesn't contribute to heart disease. Some saturated fatty acids increase HDL, the "good" cholesterol, too.

What actually causes heart disease is increased inflammation, which is caused by too many omega 6 fatty acids (vegetable oils, grains, and grain-fed animal fat) and other non-Paleo foods and lifestyle choices. The grains that feedlot animals eat contribute to omega 6 buildup in their bodies (just like they do in ours) and are eaten by us. That's why Cordain is still a proponent of eating lean animal fats (and trimming visible fat), because he assumes that most people will not be eating grass-fed animals. If you're going to eat grain-fed animals, trim



the fat. If you're going to eat grass-fed, you don't need to. So eat your animal fats, but be diligent about eating grass-fed or pasture-raised animals. For more information on this, here is a [blog post](#). Also, Chris Masterjohn is the saturated fat/cholesterol/heart disease researcher and guru in the Paleo world, so check his website out [here](#).

Q: What about bacon and other processed meats?

A: Since one of the main arguments against bacon is that it's high in saturated fat, read the Q&A above on saturated fat. Beyond that, bacon and other processed meats can be filled with nitrates or nitrites, which are known carcinogens, as well as all kinds of other preservatives. You can certainly buy very good, pasture-raised bacon without all that crap in it, and it's perfectly fine. Just read the labels and ask at your grocery store to know what you're getting. There shouldn't be much in your deli meats and bacon besides the meat, salt, spices, and sometimes a natural anti-microbial like sodium lactate. For instance, here are the ingredients for Applegate Farms Organic Roasted Turkey, which is a relatively high-quality meat that you can buy in many grocery stores:

Organic Turkey Breast, Water, Contains Less Than 2 percent of the Following: Sodium Lactate (from Beets), Salt, Carrageenan (from Seaweed).

Because it might be higher in salt than your standard roasted turkey breast would be and it contains carrageenan and sodium lactate that we wouldn't normally eat, some would argue that processed deli meat shouldn't be something you eat very often. However, it's realistically very easy and convenient, and it's absolutely not the worst thing in the world you could eat. We say eat it in moderation and opt for fresh, unprocessed cuts of meat that you cook at home. The meal plan in this book reflects those guidelines.

If you're an athlete and you're trying to fuel your muscles after a workout with lean protein, bacon is not the way to go. It has more fat than protein. You'd want to go with leaner cuts of meat. The fact is that hunter-gatherer groups certainly did not throw out the fatty cuts of meat or the organs (which are high in fat). They ate them because they are calorie dense and the fat was absolutely necessary to keep them from dying of a high-protein diet (also known as rabbit starvation). So eat your high quality bacon and deli meat—just don't depend on it as your only protein source.



Q: What about the cholesterol content in this diet?

A: In a [nutrient analysis](#) comparing a day in the life of a standard Western eater and a Paleo eater, it was found that there were about 134 mg of cholesterol in the Western diet and 593 mg in the Paleo day of eating. Yes, there is more cholesterol in a typical Paleo diet compared to a typical Western diet. Once again, though, we've seen what the Western diet does to our health....

Cholesterol is found exclusively in animal foods like meat, fish, eggs, and dairy. The whole cholesterol craze is yet another myth. In a study done in the early 1900s, rabbits were forced to eat high-cholesterol foods. Most of them ended up dying of cardiovascular disease, and those results were extrapolated to human beings. Well, it turns out that humans are not rabbits, and they should never have made that giant leap in logic. Rabbits are physiologically vegetarians. We are anatomically omnivores, so we can handle eating cholesterol much better than rabbits can.

We use cholesterol in every single cell of our bodies. We need it to make cell membranes, bile, brain cells, skin, hormones, etc. We produce about 1,200 mg of it every day, which is way more than the 180 mg that are in those forbidden eggs. If we eat cholesterol and it's more than we need, our intelligent bodies excrete the excess. There's only a small percentage of people whose bodies keep more than they need, and their blood cholesterol levels will increase in response to eating it.

However, that may not be a bad thing. High cholesterol levels are not even a good marker for heart disease. If that were the case, wouldn't there be less heart disease now with so many people (54 percent of adults over 20 in the United States) on cholesterol-lowering pharmaceuticals? In fact, the incidence of heart disease is only increasing.

It's not high cholesterol that causes heart disease. Like we said above regarding saturated fat, it's about the kind of cholesterol coursing through your blood and the amount of inflammation you have in your arteries. If you have a lot of the small, dense LDL caused by eating a Western diet and not exercising, then yes, you're likely to develop heart disease. Small, dense LDL particles are easily oxidized, and it's the oxidation that contributes to heart attacks and strokes. If it's the large, fluffy LDL caused by eating a Paleo diet, then you're OK, because those don't oxidize as easily. Eating cholesterol (and saturated fat) raises the large, fluffy kind, and it raises your HDL, which is considered your "good" cholesterol. For more information on this, read Chris Masterjohn's website [here](#).





STAPLES SHOPPING LIST

MEAT	NEED
<input type="checkbox"/> 4 lbs jerky	----

OTHER	NEED
<input type="checkbox"/> 750 mL extra virgin olive oil	----
<input type="checkbox"/> 12 fl. oz. coconut oil	----
<input type="checkbox"/> 4 fl. oz. sesame oil	----
<input type="checkbox"/> 17 fl. oz. balsamic vinegar	----
<input type="checkbox"/> 16 fl. oz. apple cider vinegar	----
<input type="checkbox"/> 9.5 oz. Dijon mustard	----
<input type="checkbox"/> 16 oz. raw honey	----
<input type="checkbox"/> 8 fl. oz. Grade B pure maple syrup	----
<input type="checkbox"/> 8 fl. oz. lemon juice	----
<input type="checkbox"/> 5 fl. oz. lime juice	----
<input type="checkbox"/> 10 fl. oz. hot pepper sauce	----
<input type="checkbox"/> 8 fl. oz. coconut aminos	----
<input type="checkbox"/> 7 oz. capers	----
<input type="checkbox"/> 32 oz. chunky almond butter	----
<input type="checkbox"/> 55 oz. unsweetened applesauce	----
<input type="checkbox"/> Simple Salad Dressing: double recipe (recipe included in book)	----
<input type="checkbox"/> wooden skewers	----
<input type="checkbox"/> parchment paper	----
<input type="checkbox"/> paper muffin liners (opt)	----
<input type="checkbox"/> 1-1/4 lbs unsweetened, shredded coconut	----
<input type="checkbox"/> 1-1/2 lbs almond flour	----
<input type="checkbox"/> 8 oz. coconut flour	----
<input type="checkbox"/> 8 oz. tapioca flour or tapioca starch	----
<input type="checkbox"/> baking powder	----
<input type="checkbox"/> baking soda	----

NUTS	NEED
<input type="checkbox"/> 8 oz hazelnuts	----
<input type="checkbox"/> 3/4 lb pecans	----
<input type="checkbox"/> 1-1/4 lbs walnuts	----
<input type="checkbox"/> 3/4 lb almonds, slivered	----
<input type="checkbox"/> 2 lbs whole almonds	----
<input type="checkbox"/> 8 oz. cashews	----
<input type="checkbox"/> 4 oz. flax seeds (if you have a grinder) or flax meal	----
<input type="checkbox"/> 8 oz. pumpkin seeds	----
<input type="checkbox"/> 4 oz. raw sunflower seeds	----

FRUIT	NEED
<input type="checkbox"/> 4 lbs frozen berries	----
<input type="checkbox"/> 1 lb golden raisins	----
<input type="checkbox"/> 8 oz. dried currants	----
<input type="checkbox"/> 5 oz. dried blueberries	----
<input type="checkbox"/> 5 oz. dates, pitted	----

SPICES	
<input type="checkbox"/> sea salt	<input type="checkbox"/> garlic salt (granulated garlic)
<input type="checkbox"/> freshly ground black pepper	<input type="checkbox"/> ground ginger
<input type="checkbox"/> allspice (opt)	<input type="checkbox"/> Italian seasoning
<input type="checkbox"/> basil	<input type="checkbox"/> lemon pepper
<input type="checkbox"/> bay leaf	<input type="checkbox"/> marjoram
<input type="checkbox"/> caraway seeds	<input type="checkbox"/> ground mustard seed
<input type="checkbox"/> ground cardamom	<input type="checkbox"/> whole nutmeg
<input type="checkbox"/> cayenne	<input type="checkbox"/> oregano
<input type="checkbox"/> celery seed	<input type="checkbox"/> paprika
<input type="checkbox"/> ground chipotle	<input type="checkbox"/> parsley
<input type="checkbox"/> chili powder	<input type="checkbox"/> poppy seed
<input type="checkbox"/> ground cinnamon	<input type="checkbox"/> pumpkin pie spice
<input type="checkbox"/> ground cloves	<input type="checkbox"/> red pepper flakes
<input type="checkbox"/> ground coriander	<input type="checkbox"/> rosemary (opt)
<input type="checkbox"/> whole cumin seed	<input type="checkbox"/> sage
<input type="checkbox"/> curry powder	<input type="checkbox"/> thyme
<input type="checkbox"/> fennel seeds	<input type="checkbox"/> white pepper
<input type="checkbox"/> garlic powder	



MEAL PLAN 1

	BREAKFAST	LUNCH	SNACK	DINNER
SUNDAY	scrambled eggs with bacon and vegetables ①	taco salad ②	jerky & fruit ③	baked sea bass with capers and lemon, with steamed broccoli ④
MONDAY	sausage stir fry breakfast ⑤	leftover taco salad ⑥	pb&j Paleo style ⑦	chicken & sweet potatoes with shallots, with sautéed kale ⑧
TUESDAY	breakfast smoothie OPT PREP: make simple salad dressing ⑨	leftover chicken & sweet potatoes with shallots, with mixed greens and simple salad dressing ⑩	deli meat & vegetables ⑪	gingery broccoli and beef ⑫
WEDNESDAY	western omelet ⑬	leftover gingery broccoli and beef ⑭	Paleo trail mix ⑮	spicy breaded pork chops with roasted asparagus ⑯
THURSDAY	almost oatmeal with 4 chicken sausage links (2 per person) ⑰	leftover spicy breaded pork chops with roasted asparagus ⑱	leftover Paleo trail mix & jerky ⑲	chicken cutlets with olives and tomatoes, with spicy spaghetti squash with almonds ⑳
FRIDAY FLEX	eggs with avocado and salsa ㉑	leftover chicken cutlets with olives and tomatoes, with mixed greens and simple salad dressing ㉒	jerky & fruit ㉓	cilantro turkey burgers with roasted green beans ㉔
SATURDAY	savory zucchini fritters with 4 slices bacon (2 per person) ㉕	graze leftovers from fridge ㉖	graze leftovers from fridge ㉗	beef and vegetable chili (freeze leftovers in meal-size portions for use throughout the challenge plan) ㉘

ROASTED ASPARAGUS

Makes 4 servings of 5 spears each. Approximate cooking time: 30 minutes.

Ingredients

1 large bunch of asparagus
(about 20 spears)

1 Tbs olive oil

2 tsp dried thyme

sea salt and freshly ground
black pepper to taste

Instructions

- 1) Preheat oven to 400°.
- 2) Wash and remove the tough ends of the asparagus.
- 3) Place in a roasting pan or on a baking sheet.
- 4) Drizzle the oil and thyme over the asparagus and toss together until well coated.
- 5) Bake for 10 minutes, then reduce the heat to 250° for 15 more minutes.
- 6) Season with sea salt and freshly ground black pepper to taste.

ROASTED BEETS WITH BALSAMIC GLAZE

Makes 4 servings. Approximate cooking time: 60-90 minutes.

Ingredients

5-6 beets (about 3"-4" each)

2 Tbs olive oil

1/4 tsp sea salt

1/4 tsp freshly ground black pepper

Instructions

- 1) Preheat oven to 325°.
- 2) Wash beets and slice into quarters. Cut each quarter into 1/4" slices.
- 3) Put beets on baking sheet. Add olive oil, sea salt, and pepper and mix together completely. Spread beets out again on baking sheet.
- 4) Roast for 45-60 minutes, checking often.
- 5) Meanwhile, mix vinegar and maple syrup together in a small pan over high heat. Cook until the vinegar has reduced to a syrup-like consistency. Remove from heat.
- 6) When beets are fully cooked, pour glaze over top and sprinkle with freshly grated orange zest.



ZUCCHINI AND GROUND BEEF

Makes dinner for two, with leftovers for lunch.

Approximate cooking time: 30 minutes.

Ingredients

1 Tbs coconut oil	2 Tbs dried oregano
1/2 yellow onion, diced	2 medium (6"-8") zucchini, diced
1 lb lean ground beef	2 medium tomatoes, diced
1-2 cloves garlic, minced	

Instructions

- 1) Wash and prepare vegetables.
- 2) Heat a large skillet over medium-high heat. Add coconut oil when hot.
- 3) Add onions to skillet and sauté until slightly translucent.
- 4) Quickly roll the ground beef into balls and add them to the pan, along with the garlic and oregano. Cook 5 minutes, stirring occasionally.
- 5) Add zucchini and tomatoes and cook until tender.

ZUCCHINI AND SQUASH SAUTÉ

Makes 4 servings. Approximate cooking time: 25 minutes.

Ingredients

1 Tbs coconut oil	2 (6"-8") yellow summer squash, cut into 3"x1/4" matchsticks
1/2 yellow onion, thinly sliced	
2 cloves garlic, minced	1 (6 oz) can tomato sauce
2 (6"-8") zucchini, cut into 3"x1/4" matchsticks	

Instructions

- 1) In large skillet, heat coconut oil over medium-high heat. When hot, add onion and cook 3-4 minutes until onion is tender and translucent.
- 2) Add zucchini, summer squash and garlic, and cook until almost tender (5-6 minutes).
- 3) Stir in tomato sauce and cook until heated through.

