



Primal Fit Miami's Nutrition Philosophy

THE PRIMAL FIT MIAMI RE-EDUCATION PROGRAM

WHAT'S YOUR LIMITING FACTOR?

Step back and ask yourself: what is your limiting factor? What's really keeping you from having that great body you want? From feeling great and improving your health and performance? Well, typically there are only a few possibilities.

Is your limiting factor genetics? I seriously doubt it. Out of the hundreds of people I've worked with over the years, I can't remember a single one that couldn't improve in some very significant ways – despite their genetics. Let's face it; few people will ever come close to realizing their genetic potential in their lifetime, so it's a mistake to assume that you're already there.

Is it your training? Sure, if you are completely sedentary. Then, of course, training is one of your limitations. But let's look at those folks who are exercising regularly – about 10–20% of the population. As a trainer and coach I can control my clients' life for three hours a week on average – maybe a bit more. But it's still a limited amount of time, isn't it. So I try to maximize my client's results and what happens in those few minutes or hours per week: new exercises, new protocols, new treatment modalities, new supplement recommendations, etc. But is the set and rep scheme the limiting factor for my clients? Is the problem a supplement deficiency? Are those the real problems?

Absolutely not. Look, make no mistake about it, my client's limiting factor always resides in the 160+ hours per week that I don't spend with them! And what do think is the most important factor in those 165 hours? What, in that time, has the greatest impact on my client's body composition, health and performance?

ANSWER: NUTRITION.

Whether my client wants to gain muscle, lose fat, live healthy or even compete at the highest levels of sport, assuming a good exercise program, **the limiting factor is almost always nutrition.** Poor nutrition happens to be what holds my clients back.

And good nutrition is what will move them forward. Good nutrition is what will feed muscle and shed fat. It's what will improve nearly every measurable health marker. It's what will drastically improve recovery and mood, so they can work harder, longer. Good nutrition is what will get them the body they never thought they could have. Change their nutrition, and you'll change their body entirely.

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Change their nutrition, and you'll quite literally change their life. Just look at people who have made major changes to their body – and I mean **major** changes, the type of changes that people want and pay for. The common denominator is that they all completely changed their nutrition.

WHAT REALLY WORKS?

I've spent my entire career teaching and coaching nutrition personally with both average Joes and elite athletes. If there is one thing I'm absolutely sure of, it's this:

The only thing that will reliably influence my client's nutritional habits – and in turn dramatically change his or her body – is a complete, systematic nutrition re-education.

Not tips between sets, not “you've gotta eat better” slogans, not diets typed up in Microsoft Excel. No, the only way to change a client is to completely replace their understanding and beliefs about nutrition, from the ground up. A Complete, systematic re-education. I use that term “re-education” a lot. Sounds a little like brainwashing, doesn't it? Well, in a sense it is. My clients come in with strongly held beliefs and preconceived notions about nutrition, built over a lifetime of bad information and poor habits. You've got to tear those down and rebuild anew. Those mistaken beliefs are the true limiting factor. Only when you remove those beliefs and replace them with the right ones will you see the great results that people hope for. That's why simply prescribing a diet doesn't work. You can put hours and hours into the perfect diet for a client, based on all kinds of data and anecdotal experience; you can find the perfect caloric intake and macronutrient ratios, you can individualize it until you have a true masterpiece of nutritional science. But when you give it to a client who still holds the typical “North American Diet” nutrition beliefs, what happens?

They look at it once, and either aloud or in their mind say, “There's no way I can do this.” Why? Because to them, it's completely abnormal. At that point, the perfect diet that you worked so hard to create isn't worth the paper it's written on. Understand that it's not about diets alone. Diets address only a small part of the problem.

The real solution is to create a new “normal.” To systematically replace the old, mistaken “normal” with the new, correct sense of normal that will cause you to look at that same diet you cringed at earlier and see how simple and effective it will be. To get the you to the point where you believe. To get you to the point where you'll push yourself. **That is the only way to lasting, positive change.**

My job as a coach is to get you to that stage, as fast as possible. Unfortunately, however, it's a tough task, and most will never get their clients there at all.

WHY DON'T COACHES DO THIS?

So why doesn't every coach go through a complete nutrition re-education program with all of their clients? There are a lot of good coaches out there who know how important this is, who really want to do it. But why don't they?

Three reasons:

- 1. They don't know how.** It's hard enough keeping on top of the latest advances in exercise science; keeping on top of nutrition science without an advanced degree in biochemistry is virtually impossible. And never mind figuring out how to make it simple enough to work in the real world. Nutrition is a whole different ballgame, and many coaches just don't feel comfortable teaching something they don't fully understand themselves.
- 2. They don't have time.** Those coaches that do understand and do feel comfortable teaching nutrition still face the problem of time: there are only so many hours in the day, and the task of completely re-wiring a client's brain to understand good nutrition is just way too time consuming for coaches with a full workload already.
- 3. They don't have a system.** Where do you start? What exactly do you teach them? What are the steps? How will you know when to introduce certain topics, and hold back on others? How will you reinforce and test what you've taught? How will you convince clients that your nutritional ideas are any better than what they currently know, or see in the mainstream media? All the questions point to one thing: the need for a complete, beginning-to-end system that handles all of this for you.

The lack of know-how, the lack of time, the lack of a system. The honest-to-God truth is that coming up with a solution for you is a tall order – too tall in most cases.

Until now, anyway. **Enter Primal Fit Miami's Nutrition System!**

Following the *Paleo* Diet

I'm not quite sure how to introduce the following. It just might contain the most important information you have ever heard. It might save, or radically improve, your life. Or it might do the same for the life of someone you know and care about. The methods I'm going to teach you are so simple that they are often dismissed and overlooked for something that is more "scientific." The information here and in my recommended reading is quite the opposite of the views on health and nutrition that are promoted by the government and the media. But, I believe it's time for a change. It doesn't take an expert to see what we've been told to eat isn't working. Just look around!

First, let me tell you exactly what the *Paleo* diet is. Developed by Loren Cordain, Ph.D., Professor in the Department of Health and Exercise Science at Colorado State University, the *Paleo* diet is based on the eating habits of our ancestors – before the days of processed and engineered foods. The diet combines lean meats and seafood with vegetables, fruits and nuts. Following a change to this plan, most adaptors find they are healthier and lean, have acne-free skin, improved athletic performance, and are experiencing relief from numerous metabolic-related and autoimmune diseases.

In my 11 years helping people with their nutrition and fitness, I have observed that they all fall into one of the following categories:

- About 50% of the folks that I work with "get" how to eat *Paleo* immediately. The *Paleo* concepts make sense to them, they modify their cooking seamlessly, and then they never look back. These people adhere to the *Paleo* concepts about 80% of the time and actually receive about 95% of what the nutrition has to offer.
- About 25% of my folks fall into the "don't you have to 'eat balanced' category"? These folks argue every darn point of and claim that we need to "eat balanced." They have enough excuses to win a congressional filibuster. But at end of the day it's all just a bunch of fluff! Eventually, I wear these people down and simply get them to try things for a month. These people tend to need some hand holding in the kitchen, supermarket, work, school, and social functions. We need to keep them accountable, or else they'll wander off and become a vegan or something like that. Eventually they stick with the program and see significant results and success.
- Then the final 25% battle the process the whole way. They have baggage that is apparently more fun than success and progress. It might be Mommy issues, Daddy issues or self-esteem issues. Most of all, it's a fear of change, and it always plays out the same way. They want attention, they do not comply, and they fail to make progress. I try to help these people but I'm not a therapist and I don't want to be. I understand many of the mechanisms on a social, biochemical, and even an evolutionary level, but at some point, you've got to realize that you can't save everyone. If you insist on being helpless, your needs will exceed my abilities to help you, and I will move on to the other 75% who want to succeed. The only difference between

this group and the previous group is these people will not even try *Paleo* for a month. They are a month away from transforming their lives, but they just won't do it.

ALL I'M SAYING IS...GIVE PALEO A CHANCE

It's just a month! I want you to understand how powerful this *Paleo* concept can be in our life. Do you have a serious auto-immune condition, cardiovascular disease, or depression? If so, you need tight compliance guidelines to be healthy. Have you always been lean and strong and generally able to eat anything and still remain pretty healthy? Cool, but you will benefit from the *Paleo* approach to eating as well.

The reason I recommend tight compliance for everyone for 30 days is because this will give your body an opportunity to fully adjust to the foods it was meant to run on. It will give you a chance to assess how you look, feel, and perform. There is one reason and one reason only why I take the *Paleo* approach. It works better than anything else! But you need to give it a chance. Does *Paleo* eating work for everyone? YES – but only if you do it!

GETTING STARTED – SHOPPING

You can tackle this like a game or a military campaign, that's up to you. But for the most part you will confine yourself to the perimeter of the grocery store. The interior of the grocery store is the enemy – that is unless you are buying detergent, toothpaste or toilet paper.

PRODUCE

Your first stop is the produce section. You will focus more on the veggies than the fruit, especially if your goal is significant fat loss. Athletes and folks who are already lean can get away with more fruit and starchy tubers like yams and sweet potatoes. Work to get color from the entire rainbow: red, orange, yellow, green, blue and purple. You need not have the entire color spectrum represented at every meal, or even in a given day, but in a week you should see variety from all these colors and the produce they represent.

ESSENTIAL CARBOHYDRATES?

Nope! There are no essential carbohydrates. Carbohydrates, unlike protein and fat, are not essential for human life. Fruits and vegetables have an amazing amount of nutrition to offer above and beyond their relative carbohydrate content. In addition to vitamins, minerals, and antioxidants, fruits and vegetables contain a host of important substances known to fight cancer, diabetes and symptoms of aging. If you were to compare 1,000 calories of fruits and veggies with 1,000 calories of supposedly

healthy whole grains, you would find that grains do not provide the RDA for much of anything, yet fruits and vegetables look like taking a nutritional supplement.

SPICE IT UP!

Make sure to include things that fall more into the flavoring category like ginger, basil, cilantro, onions, shallots, garlic, peppers, mint and rosemary. There are a ton of other herbs, spices, and similar items that are available fresh, so stock up.

MEAT AND SEAFOOD

Your next stop should be the seafood section. There are a few considerations when buying seafood, as there are mercury issues with larger species such as tuna and swordfish. Look to fish like sardines, mackerel, and Pacific salmon – smaller, shorter-lived fish tend to accumulate far fewer toxins. Shellfish such as shrimp, mussels, and clams are excellent and widely underutilized. Many species of fish, such as Sole, are barely known in most of North America and Europe, but they are very good and represent sustainable fish stocks unlike other, slow to reproduce varieties.

GO WILD!

Look for “wild” when you are buying fish. You may pay a little more, but quality is important with fish: High Omega-3 to Omega-6 fat ratios makes wild seafood anti-inflammatory as compared to farmed fish that are fed refined grain products. Similar to organic produce, the wild-caught issue should not be a deal breaker, but if you have a choice, wild is the superior option.

MEAT/POULTRY

Only purchase **ORGANIC, HORMONE-FREE, ANTIBIOTIC-FREE** meat products. Even better, support your local farmers market and buy grass-fed animal products. Grass fed, organic animal products are eating their natural diet of **GRASS**. This is a higher quality animal product which has a much higher ratio of Omega 3:6 fatty acids. Animal products sold in your local grocery are fed exclusively on corn (grains), an un-natural diet that leads animals to get sick. This is why they are pumped full of antibiotics that are ultimately being eaten by you, the consumer. Local groceries are also selling animal products that are full of hormones. These hormones are pumped into the animal in order to make them grow faster and weigh more. Understand that you, the consumer, are eating what the animal themselves have eaten.

Let's not forget that local groceries are selling inhumanly treated animals that for the most part never see the light of day! You can bypass all of these problems by **REFUSING TO PURCHASE** animal products from traditional grocery stores. Stick to places that offer organic, humanly treated, antibiotic

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free, hormone free and grass-fed animal products. Even better, seek out a local farmers market or farm to support their hard work and dedication. For more information on this important topic please see the movie "**Food Inc.**"

I realize that choosing higher quality food can be more expensive. If you can't afford to buy all organic or from a farmers market, I strongly suggest that you buy vegetables and fruits from your local grocery to save some money. But then buy your meats from the farmers market. You may ask **WHY?** There are ways of washing your fruits and veggies free of the pesticides and herbicides that you purchase, but it is impossible to get rid of or eliminate the toxins found in meat products.

If you are on a budget, but trying to eat better quality foods, it's always a better idea to SPLIT TRIPS. It's more trouble but I highly recommend making one trip to the local grocery for veggies and fruits and then one trip to the organic market or farmers market to purchase the animal products and meats. This will not only cut down on your food bill but will allow you to provide the **HEALTHIEST** food items for you and your family.

WHY ALL THIS MEAT, SEAFOOD, AND POULTRY?

Because that's what we were designed to eat. Your physiology runs best on a moderate protein, higher fat intake. Protein from animal sources provides the basic building blocks for your muscles, plus many of your hormones and neurotransmitters. Meat and seafood is also incredibly nutrient dense: B-vitamins, zinc, iron. Calorie for calorie, grass-fed meat is tough to beat. For now, just keep in mind that dense protein sources are nutritious and beneficial for their satiating and hormonal balancing effects.

Your cart should now be brimming over with produce, meat, seafood, and poultry. You're almost out of there but you need a few more items. This will involve a trip into the guts of the store but stay away from the cereal aisle! While you're there grab some 85% dark chocolate bars and some red wine. The real reason for the center aisle is for:

OLIVE OIL: Two varieties are smart here. Get an inexpensive variety that you can use for cooking and a pricey variety that you use raw to top salads for meals that have been plated and are ready to be eaten. Olive oil quality varies widely and the regulations on what can be sold as "extra-virgin" are a joke. You need to do some label reading and educate yourself if you want to get your money's worth. I highly recommend Pacific Sun for your high-end variety.

COCONUT OIL: Coconut oil is a medium chain saturated fat that is delicious and perfect for high heat cooking.

OK, SO WHAT AM I SUPPOSED TO DRINK?

WHAT DO I DRINK?

The majority of your beverage consumption should be coming from non-calories containing drinks like **WATER**. Only purchase water out of glass. Water found in plastic bottles/containers has been exposed to high heat either through transportation or forms of storage. This high heat causes plastics to leak phyto-estrogens into the water. When consumed, these estrogens cause **HORMONAL IMBALANCES** and many other health-related problems.

Remember, it's about **HEALTH FIRST!** The healthier you are, the less body fat you will carry. The less body fat you carry, the more chance you will have to see your abdominals. It has to start from the inside! Honestly, you have a 6 pack right now, everyone does, it just happens to be covered with a thin or thick layer of FAT. Understand that excess fat is a **SYMPTOM**. If you keep ignoring the PROBLEM (your **DIET**, sedentary **LIFESTYLE**, hormone imbalance, stress) by isolating the symptom (fat distended belly or fat ass) then you will continue being frustrated with lack of or minimal results.

The hesitation with actually dealing with the problem – food habits, etc. – is that it's hard, it takes effort and time! Doing Britney Spears' ab routine while listening to your iPod is easy. Shoot, how much easier could it get than to strap on a vibrating belt, training your abs while watching TV? The problem with easy is just that, **EASY** doesn't get results! Ever met anyone making a lot of money and not putting a lot of hours into the job? How about a successful business? If owning a business was easy everyone would have their own Starbucks. The same thing goes for fat loss or 6-pack abs, fat loss is simple but it sure isn't **EASY**! You know the saying, "If it's not worth working for then it's not worth having!"