

# 30 DAY

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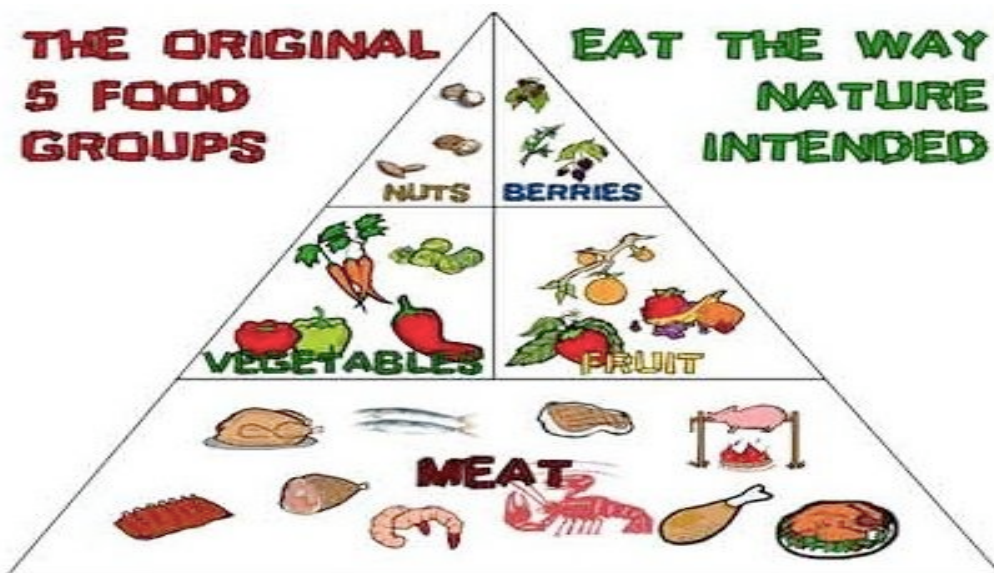
## What is Paleo?

The Paleo diet, also called the caveman diet, is short for Paleolithic. The plan – eat “meat & vegetables, nuts & seeds, some fruit, little starch, and no sugar.” This way of eating is more than just a diet it’s a lifestyle. Regardless of your current fitness level, this 30-day journey will help you feel better, live stronger, and help to increase performance while fueling your body with ‘clean’ real foods, and will transform you.

Eating and living a Paleolithic lifestyle in our modern world is challenging but not impossible, and the rewards are huge. You’ll need to rethink everything you may have thought you knew about food. Start thinking how the “cavemen” ate and lived thousands of years ago.

You’ll eat from 3 main categories:

1. **Lean proteins:** preferred grass-fed meats, free-range fowl and eggs, and wild caught fish and seafood. This promotes muscle growth and recovery, healthy bones and optimal immune function. Protein also makes you feel satisfied between meals.
2. **Carbohydrates:** fruits and vegetables (preferred seasonally harvested, locally grown).
3. **Healthy fats:** walnut, pecans, almonds, sunflower seeds, pumpkin seeds, hazel nuts, brazil nuts, avocados, olive oil, fish oil, coconut oil, and fat in grass fed meat.



### Paleo Basics

<http://www.crossfitaspire.com/as-seen-on-the-internet-5-original-food-groups/>

# Encouraged Foods

1. **Eat real food** – Eat fresh meats and fish, nuts and seeds, vegetables, some fruit, little starch and no sugar.
  - a. **Lean Meats** – Chicken or any fowl, fish, seafood, buffalo, lean cuts of pork and beef, and venison.
  - b. **Vegetables** – vary the type of veggies
    - i. Leafy green vegetables provide energy. Eat them raw, as snacks, sautéed, steamed, just eat a lot.
    - ii. Use sweet potatoes minimally for fat loss or leaning goals.
  - c. **Fruit** – preferably Low Sugar fruits.
    - i. Fruits are limited to 1-2 servings per day, unless you're goal isn't fat loss.
  - d. **Nuts and seeds** – Walnuts, pecans, almonds, pistachios, pumpkin seeds, etc
  - e. **Oils** – Olive, avocado, and coconut oil.
    - i. Extra virgin coconut oil for cooking/baking. Caution: do not exceed 300 degrees Fahrenheit as this will denature the coconut oil and reduce the health benefits.
    - ii. Use high quality fish oil. Increased Omega-3 fatty acids reduce the incidence and severity of obesity, inflammation, cancer, diabetes, heart disease and cognitive decline.
2. **Drink water.** Keep it plain.
  - a. Do not add flavorings or enhancers to water.



# Foods in Moderation or Limited Use

1. **Processed Meat** – On occasion organic chicken sausage and high quality bacon, deli meat, and jerky.
2. **Dried Fruit or Paleo Kits or Jerky** – In general, be careful with the fruit. Use dried fruit and Larabars in serious moderation, and only if it doesn't send you running for the nearest candy dish. Avoid soy sauce in jerky.
3. **Non-"Paleo" Vegetables** – Green beans, sugar snap peas and snow peas are fine in moderation. These are technically a legume, but are more "pod" than "bean."
4. **Coffee and black tea** – Coffee black, or with a little coconut milk in moderation, and only if it doesn't interfere with sleep.
5. **Vinegar** – While it's technically not "Paleo", vinegar is fine in small quantities as a salad dressing or salsa.
6. **Salt** – While some "approved" foods like olives or bacon will have some salt in them; go easy when adding salt to your food.
7. **Supplements – and POST WOD exception**
  - a. **Protein** – Only POST workout supplemental protein is allowed. Must be consumed with 60 minutes of end workout.
  - b. **Bars** – Larabars only. No other exceptions. Homemade Paleo bars or Paleo foods are ok.
  - c. **Vitamins** – are acceptable.
8. **Clarified Butter or Ghee** – Light use for cooking purposes
9. **Be aware of condiments.**
  - a. Read the label carefully. Sugar and sweetener will be hidden.
  - b. Learn to substitute. Use salsa instead of ketchup.
10. Some experts urge that a slightly less strict, slightly more modest form of the Paleo diet should be followed for optimal health. It is up to you as an individual to choose first if you should and then how to implement the Paleo diet in your own life. This is a 30-day CHALLENGE... so it's going to be more restrictive.

OK to eat	Avoid
Fruits	Dairy
Vegetables	Grains
Lean Meats	Processed Foods and Processed Sugars
Seafood	Legumes
Nuts and Seeds	Starches
Healthy Fats	Alcohol

<http://anytimehealth.com/blog/395037-wtf-is-the-paleo-diet>

# “Foods” to Avoid”

1. **No Sugar/sweeteners** – Do not consume Splenda, Equal, Sweet n Low, or cane sugar. No stevia, pure maple syrup, or agave during the challenge.
2. **No Processed foods** – Do not consume artificial, fake, frozen, canned, boxed or otherwise chemically enhanced foods or drinks. If it doesn't spoil within a few days, don't eat it.
3. **No Grains** – Avoid the consumption of wheat, rye, barley, oats, millet, corn, rice, quinoa, sprouted grains as well as foods made from these grains: breads, cereals, pastas,
4. **No Legumes, Beans, Peanuts, and/or Soy** – Avoid them in all forms.
5. **No Dairy** – Avoid cow, goat, or sheep's milk and milk products like cheese, kefir, yogurt, Greek yogurt, and sour cream.
6. **No alcohol** – You CAN give up alcohol for 30 days to improve your health and fitness. Remember this is a Challenge.
7. **White potatoes** – Use sweet potatoes or yams instead.
8. **Don't eat from a box or can?** Clean out the pantry. If it fits the following criteria, get rid of it.
  - a. Does it look like a cracker or a cookie?
  - b. Did it come from a grain?
  - c. Does it have wheat in it?
  - d. Is it a dairy product?
  - e. Is it a processed food?
  - f. Does it have ingredients you can't pronounce?
  - g. Does it have ingredients you don't recognize?
  - h. Is it a sugary food?
  - i. Is it a bean or lentil?
9. **Avoid Fake Paleo** – Don't fall into the trap of switching a few ingredients and suddenly it's Paleo. In short, avoid Paleo pizza, Paleo fudge, Paleo ice crème, etc.
10. **Labels** – Read labels carefully.
11. **Is it OK?** – If you have to ask or don't know if it's approved, it's a no until approved.



<http://openclipart.org/detail/171697/thinking-caveman-by-fabuio-171697>

# Sample Menus

Provided by robbwolf.com

## Sample Meal Plan: Weight Loss

Breakfast	Shrimp scramble with basil and steamed spinach. ¼ cup blueberries. Espresso.
Lunch	Chicken salad with red onions, romaine lettuce, artichoke hearts and mixed bell peppers. Dressing: Lemon/Olive Oil with a hint of garlic. Green tea with lemon.
Snack	Grilled shrimp & veggies with a handful of macadamias
Dinner	Baked pork loin with ginger cabbage and olive oil.
Desert:	shaved almonds over ¼ cup mixed berries.

## Sample Meal Plan: The Endurance Athlete

Let's assume an early run, bike or swim interval session. Depending upon your preferences you may opt to train on an empty stomach. If you prefer a small snack before training here is a good way to start your day:

Pre-training	2 oz chicken OR 2 scrambled eggs. 1/2 to 1/4 honeydew snack melon OR 1 cup of blueberries.
Post-Training meal	Best if consumed within 30 min of training Salmon scramble, 1/2 honeydew or rock melon+1 cup of blueberries. OR Grilled salmon, sweet potato hash browns with olive oil and cinnamon.
Lunch	Grass fed ground beef marinara over baked spaghetti squash.
Snack	Can of sardines, medium orange, hand full of almonds.
Dinner	Baked Halibut, large Artichoke. Garlic-pistachio "pesto" for the halibut and as a dipping sauce for the artichoke.

## Sample Meal Plan: The Power Athlete

Breakfast	4-6 egg omelet with 1 whole avocado. 1/2 cup blue berries.
Pre-workout snack	2-4 oz grilled chicken, handful of almonds or macadamias
Post-workout meal	6-8 oz grilled salmon, asparagus, mushroom, bamboo shoot, coconut milk curry.
Snack	Canned salmon salad with olive oil, avocado, tomatoes and red onion.
Dinner	Grilled grass fed Rib eye with grilled shrimp.

# What is CrossFit?

Regardless of your level of fitness you will be able to do the workouts. All workouts are scalable and exercises can be modified to meet your level of fitness.



Body Lab

“CrossFit begins with a belief in fitness. The aim of CrossFit is to forge a broad, general and inclusive fitness. We have sought to build a program that will best prepare trainees for any physical contingency — not only for the unknown, but for the unknowable. After looking at all sport and physical tasks collectively,

We asked what physical skills and adaptations would most universally lend themselves to performance advantage. Capacity culled from the intersection of all sports demands would quite logically lend itself well to all sport. In sum, our specialty is not specializing.”  
From CrossFit.com

# Rules for the Challenge

Duration: The challenge will take place between \_\_\_\_\_ and \_\_\_\_\_.

Participants must:

- Weigh yourself at the beginning of challenge and at the end of challenge.
- Have a body composition done before and after challenge.
- Take a before and after picture
- Do “Helen” a 1RM Press & Front or Goblet Squat before & after challenge.
- Log all food for 30 days and post picture of one meal (social media).
- Have blood work done before and after the challenge (optional).
- Take 3 to 4 CrossFit classes per week
- Record all of your points accumulated and deducted throughout challenge

Date of Weigh-Ins:

“Before” weigh-ins and assessments must be done between \_\_\_\_\_ and \_\_\_\_\_.

“After” weigh-ins and assessments must be done between \_\_\_\_\_ and \_\_\_\_\_.

Journaling:

Keeping a log of what you eat will help to keep you accountable. It will also help to see if there is a relationship to what you are putting in your body, how you feel throughout the day, and how you feel during workouts. You’ll be able to tell what foods work best for you and fix any problems you might be experiencing with the diet. For the challenge, logging your food includes:

- What you ate
- How much you ate (doesn’t have to be an exact measurement)

Example Breakfast: 2 cups coffee, 2 eggs scrambled, ½ cup of spinach, 1 tsp butter & Grapes.

Lunch: Salad with mixed vegetables, grilled chicken, avocado, olive oil with balsamic vinegar and herb dressing.



## Body Composition Form

Name \_\_\_\_\_ (1) Assessment Date \_\_\_\_\_ (2) Date \_\_\_\_\_

Birth date: \_\_\_\_\_ Age: \_\_\_\_\_ Resting BP \_\_\_\_\_ Resting HR \_\_\_\_\_

(1) Weight pounds \_\_\_\_\_ KG \_\_\_\_\_ (2) Weight pounds \_\_\_\_\_ KG \_\_\_\_\_

Height \_\_\_\_\_ Sex \_\_\_\_\_ Participant number \_\_\_\_\_

### Body Composition

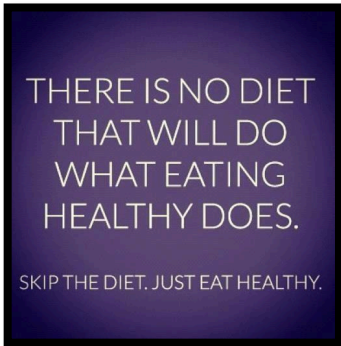
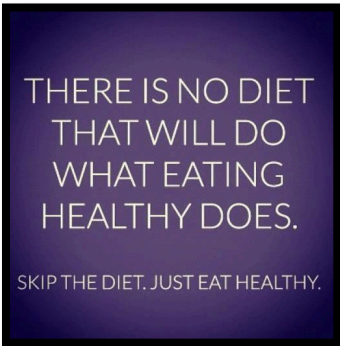
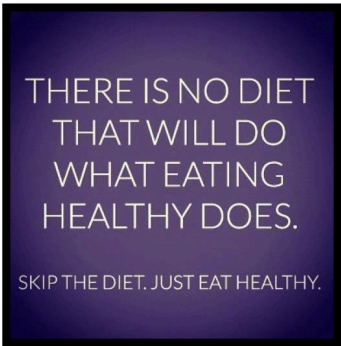
	1 <sup>st</sup> Assess.	2 <sup>nd</sup> Assess
Calipers: _____ % Body Fat _____ BMI	_____ % Body Fat _____ BMI	_____ % Body Fat _____ BMI
Woman _____ Tri _____ Supra _____ Thigh	_____ Tri _____ Supra _____ Thigh	_____ Tri _____ Supra _____ Thigh
Men _____ Pec _____ Ab _____ Thigh	_____ Pec _____ Ab _____ Thigh	_____ Pec _____ Ab _____ Thigh

### Girth Measurement

1 <sup>st</sup> Assess.	2 <sup>nd</sup> Assess
Chest: _____ in	Chest: _____ in
Waist: _____ in	Waist: _____ in
Hips: _____ in	Hips: _____ in
Thigh: _____ / _____ in (Right/Left)	Thigh: _____ / _____ in (Right/Left)
Bicep _____ / _____ in (Right/Left)	Bicep _____ / _____ in (Right/Left)
Calf _____ / _____ in (Right/Left)	Calf _____ / _____ in (Right/Left)

### Blood Work Results (Optional)

	1 <sup>st</sup> Assess.	2 <sup>nd</sup> Assess
Total cholesterol	_____	_____
HDL	_____	_____
LDL	_____	_____
VLDL	_____	_____
Triglycerides	_____	_____



# Challenge Points

You'll start the challenge with 100 points

Calculate your own deductions/additions – BE HONEST with yourself!

Keep a daily log of your food intake.

## **Early Extinction: Minus 7 points per serving**

1. All Dairy
2. Grains - Rice, bread, pasta, cake, cookies, cereal etc.
3. Legumes- Peanuts, soybeans, lima beans, kidney beans, etc.
4. Honey, molasses, maple syrup, agave, stevia
5. Alcohol
6. 80% or less dark chocolate
7. Packaged/processed food
8. Fast junk food, e.g. "Meal Deal" sandwich, fries, and drink are 10 each).
9. Using artificial sweetener
10. Soft drinks and juices
11. Refined sugar, candy, etc.
12. Less than 5 hours of sleep per night
13. Less than 3 servings of fruits and vegetables.
14. Each day you skip breakfast, lunch or dinner. Black coffee isn't breakfast.
15. Fail to drink less than 64 oz of water daily. Remember the "8 by 8" rule, eight 8 oz of water per day. You must drink plain water.
16. Deduct 7 points for not posting your food for the day.

## **Primal Power: Add 3 points each for:**

1. Each day you take 2 - 4 grams of fish oil.
2. 3 to 5 CrossFit or Functional workouts (You must do a minimum of 3). However, you will get points when an extra challenge is posted.
3. 1-2 Active Rest - run, swim, hike, bike, even golf if you walk NO CART.
4. Rest day, but you still dedicate 20+ minutes to foam rolling, stretching, yoga, and/or trigger point work. If you do yoga and roll for an hour it is still 3 points.
5. Getting 7 hours of sleep
6. Posting your food intake for the day.

# Resources

## Online

### Robb Wolf

<http://robbwolf.com>

Robb Wolf is a former research biochemist and a leading expert in Paleolithic nutrition. This site has endless information on the Paleo lifestyle.

### Paleo Diet

<http://paleodiet.com>

This is a great site to find information on the Paleo lifestyle. There's a list of books, blogs, cookbooks media reports, commercial sites and anything Paleo.

### Mobility WOD

<http://www.mobilitywod.com/>

Kelly Starrett is a physical therapist, and author of the blog. "He is a pioneer on sports performance as it relates to movement, mechanics and the actualization of athletic potential."

### The Paleo diet

<http://thepaleodiet.com>

Loren Cordain, Ph.D.'s site on Paleo. This site provides links to published research and nutritional tools.

### Mark's Daily Apple

<http://marksdailyapple.com>

Mark Sisson is a great example on how to live a primitive lifestyle. This page is a great go-to-site.

### Dan John

<http://danjohn.net/>

### Mike's Gym

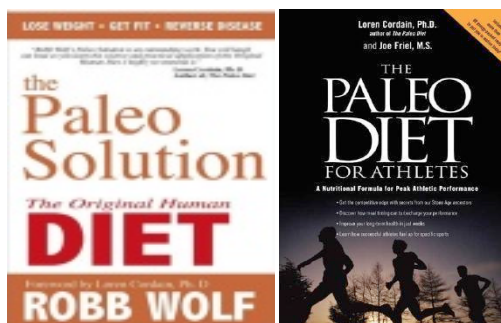
<http://www.mikesgym.org/>

### CrossFit

<http://www.crossfit.com/>

## Books

[The Paleo Solution](#), Robb Wolf  
[The Primal Blueprint](#), Mark Sisson  
[The Paleo Diet for Athletes](#), Loren Cordain, Ph.D.



## Recipes, Food Plans, & Blogs

### The Foodee

<http://www.thefoodee.com/>

### The Food Lovers Kitchen

<http://beta.primal-palate.com/>

### PaleOMG

<http://paleomg.com/>

### Everyday Paleo

<http://everydaypaleo.com/>

### Paleo Plan

<http://www.paleoplan.com/recipes/>

### Evolutionary Psychiatry

<http://evolutionarypsychiatry.blogspot.com/>

### Robb Wolf

<http://robbwolf.com/>

### Mark's Daily Apple

<http://www.marksdailyapple.com>

# References

The sources below were used as references:

<http://www.marksdailyapple.com/>

Mark Sisson's website Mark's Daily Apple

<http://robbwolf.com/>

Robb Wolf website and books

CrossFit affiliates:

CrossFit Fury

CrossFit main site

Hardnox