

Nutrition Explained in a Single Page

All of our nutrition recommendations are based around three core principles:

- 1) Quality First
- 2) Healthy Body, Healthy Mind
- 3) Sustainable Lifestyle Change

To this end, we eat **real, unprocessed foods**, such as: meat, seafood, eggs, veggies, fruits, tubers, healthy oils, nuts and seeds. *Avoid highly processed* “food-like” products with additives and chemicals, such as: refined & whole grain-products, seed oils, sugar and artificial sweeteners. These products are not only nutrient-deficient, but are “food with no breaks” - the type of foods that promote overeating, thereby reducing insulin sensitivity, promoting fat gain and metabolic dysfunction, and damaging cells.

Buying local and seasonal when possible will improve the nutrient density of these foods and help support your community. Buying organic will also help with nutrient density, but is not necessary in all cases (see: [Whole9 Shopping Guide](#))

Food supports and sustains us - and we make sure we eat enough to maintain strength, energy, activity levels, and a healthy weight. The exact makeup of the foods you choose to eat should reflect your own preferences, though the following “rules of thumb” will help you to maintain a healthy balance of macro- and micro-nutrients.

- Eat 1-2 palms of protein at each meal.
- Eat 2 fists of veggies at each meal.
- Eat 2 thumbs of healthy fats with each meal.
- Add fruit and tubers as healthy carbohydrates. (Carbohydrate is better tolerated in active individuals post workout.)
- Eat to satiety (80%) and be mindful when eating.

We want to highlight that last point again. Understanding your motivations for eating will, quite literally, change your life. Before you eat, ask yourself these three questions.

1. Why am I eating?
2. Is it making me healthy, or is it making me sick?
3. Is it worth it?

Allow yourself to enjoy your food free of guilt and judgement. Food is not punishment, nor is exercise punishment for poor food choices. Don't let the perfect be the enemy of the good. Take ownership with the knowledge that tomorrow is another chance to improve by 1% - the key to exponential growth and potential!