

Basic Eating Guidelines:

While everyone agrees that it's important to eat healthy, it isn't always easy to sort through all of the information available about nutrition, food choices, and fad diets. For most folks, it can be pretty overwhelming.

We could give you a meal plan and tell you exactly "what" to eat, but then we wouldn't be *teaching* you anything.

Most of you have probably heard the saying, "Give a man a fish; you have fed him for today. *Teach a man to fish*; and you have fed him for a lifetime".

Since we want you to eat well for the rest of your life (and not just the next six weeks), we won't simply hand you a meal plan; we will teach you to fish.



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1. **Eat small meals or snacks every 2-5 hours with each one containing a COMPLETE PROTEIN (supplement with a protein shake if necessary)**
 2. **Have COLOR AND VARIETY with each meal (fruits/veggies)**
 3. **Aim for at least 30 grams of FIBER each day**
 4. **Make sure that most of the fats in your diet come from EFAs (3-6-9)**
 5. **Eat mostly WHOLE, UNPROCESSED FOODS**
 6. **Monitor CALORIES in vs. calories out**
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•Okay, let's start at the beginning: **PROTEIN**

A **complete protein** is one that contains ample amounts of all 22 amino acids; an incomplete protein does not. Because **animal proteins** (meat, fish, poultry, eggs, and dairy) contain amino acids combinations similar to humans, they are easily absorbed by our bodies and are considered

“high quality proteins”.

Beans, nuts, legumes, vegetables and fruits often have limited amounts of only some amino acids (not all 22) and are not as easily absorbed. For this reason, they are considered inferior or “low quality” proteins.

It is possible to increase the quality of incomplete proteins by combining certain foods (i.e. beans + rice).



***Great. One down, four to go. Next on the list: COLOR and VARIETY**

The phrase "*eating a rainbow*" of fruits and vegetables is a simple way of remembering to get as much color variety in your diet as possible in order to maximize your intake of a broad range of nutrients. (examples: *red bell peppers, oranges, bananas, kale, blueberries, cabbage*)

- **Moving on to FIBER**

There are two different types of fiber.

Soluble fiber: Fruits (citrus fruits, strawberries, apples), oats/barley, beans, rice, seaweed, seeds

Insoluble fiber: Plant leaves/stems/skins, carrots, beets, bran, whole grains, beans

Eat 30 grams of fiber every day. If you're *eating a rainbow* (getting plenty of fruits and vegetable each day), this shouldn't be difficult to do!

- **Next: EFAs. ESSENTIAL FATTY ACIDS.** Most experts agree that Americans ***should increase their consumption of omega-3s*** and ***decrease their consumption of omega-6s.***

Sources of **omega-3s:** salmon, sardines, herring, albacore tuna, anchovies, walnuts. Eat **more** from this list.

Sources of **omega-6s:** beef, pork, corn oil, sunflower oil, peanut oil, sesame oil. Eat **less** of from this list.



- **Eat mostly whole, UNPROCESSED foods.**

Life can be crazy, and there are many great bars made with organic ingredients. Eat them when necessary! When given the choice between a bar and a grilled chicken breast, we recommend always choosing the whole food item. (In this instance, the chicken breast would be our recommended choice.)

- **And last but certainly not least, we need to address CALORIES.**

First let's talk about what the phrase "calories-in versus calories-out" *actually means*. Calories "in" refers to *everything* you eat and drink. Calories "out" refers to how many calories you burn throughout the day. In order to lose weight, you need to be in a calorie deficit. (But you already knew that, right?) So how many calories can you eat and still be in a deficit? (This is the part where most folks get lost.)



Most experts agree that the following formula works as a baseline for **determining daily caloric needs**.

Bodyweight X 12 = weight loss

Bodyweight X 14 = maintenance (neither losing nor gaining weight)

Bodyweight X 16 = weight gain

Before we plug in *your* numbers, let's do a practice run. For this example, we'll use a 150-pound person who wants to *lose* body fat.

$$150 \times 12 = 1800 \text{ calories}$$

Now we need to divide her total calories by the number of meals she intends to eat throughout the day.

$$1800/4 = 450 \text{ calories at each meal}$$

(Dividing the total calories by the number of meals that you intend to eat is a

simple way to ensure that you don't eat 80% of your calories by lunchtime or only 42% by bedtime.)

Obviously, this is only a starting point. No two people have the same metabolism or activity level, but this simple formula does provide an adequate starting point.

Now it's your turn.

Let's plug in *your* numbers. If you don't know what you weigh, get on a scale. If you don't have access to a scale or don't want to weight yourself, do your best to estimate. If you are estimating, for the purposes of this equation, *it's better to overestimate*.



(Bodyweight) X 12 = (daily caloric allowance)

_____ X 12 = _____

Okay. That is the number of calories you should be eating (on average) each day.

If you want to *really* jump start things, you can multiply your bodyweight X 10 for the first couple of weeks.

_____ X 10 = _____

Now it's up to you. Keeping a food journal is **the first and most important step** in establishing successful eating habits, losing fat, and keeping it off. We recommend **FitDay.com**, a free online food journal. FitDay automatically calculates macronutrient percentages (protein, carbs, and fat) and instantly



provides you with an easy-to-understand pie chart. FitDay also allows your trainer to continually monitor your nutrition and provide you with very personalized feedback *every day* (instead of *only* during scheduled training sessions). If you don't have access to a computer during the day, you may want to keep a written journal during the day and then enter the information into a computer each evening. If you're an iPhone user, there are many free apps available.

So, there you have it. Those are the basics... the things we all need to know in order to be healthy and live life to the fullest!

Tips for Keeping a Food Journal

In a recent study published in the American Journal of Preventive Medicine, scientists at four clinical research centers recruited 1,685 overweight or obese adults who weighed an average 212 pounds. This is what they found: the participants who kept a food diary six or more days a week lost an average of about 18 pounds in six months, compared with about 9 pounds for those who didn't keep food diaries. In other words, those keeping a food journal lost twice as much weight!

Guidelines:

- **Record everything.** Recording only 75% of what you eat and drink is about as useful as a car with 3 wheels! If you expect to reap the benefits of journaling, you must be honest and your journal must be accurate. Everything means **beverages**, too. Make every effort to drink calorie-free beverages (like water or black coffee), but when you splurge and enjoy a latte, it must be recorded!
- **Weigh and measure things.** Most of us don't realize that a serving size of cereal is often 1 cup (or less)... that's about half of a regular bowl! Get a **food scale** and break out the measuring cups! When neither is an option, do your best to estimate.
- Record meals shortly after eating them. **Don't wait until the end of the day to enter everything;** despite the best of intentions, most folks forget things!
- Use an **online** journal. Although a hand-written journal is better than no journal at all, it pales in comparison to an online journal. An online journal does most of the work for you – it calculates calories as you go, and provides an easy-to-read pie chart of macronutrients. This information will help you make better food choices, which is the whole point!
- **Share your journal** with someone... preferably your trainer. Showing it to another person increases your level of accountability.



Nutrient Timing



By now, most of us have heard the catch phrase “nutrient timing”, but what exactly does that mean? Basically, nutrient timing addresses the dilemma faced by both strength and endurance athletes. “What should I eat and when should I eat it?” Regardless of the sport, the objectives of nutrient timing are the same:

- A. Replace glycogen**
- B. Minimize protein breakdown**
- C. Increase protein synthesis**

Sounds great, right? So, where do we go from here? Let's start from the beginning. Nutrient timing really consists of 3 phases:

Phase I. During the workout

Phase II. Within an hour of completing workout

Phase III. The rest of the day

Okay. Now we have the “when”. It's time for the “what”. Let's start with Phase I.

The best choice during **Phase I** is a high-glycemic carbohydrate/whey protein drink (HGC = glucose, sucrose, and maltodextrin, whey protein is rapidly absorbed and contains all 9 essential amino acids). During this phase, high glycemic carbohydrates stimulate insulin and significantly increase protein synthesis.



Phase II begins immediately upon completion of your workout. Within an hour, you'll need to consume a post-workout meal.

Phase III is pretty easy to figure out. It's simply the rest of the day.

So, now we need to talk about ratios. Remember, these are only generalizations. These ratios can/will change depending on your specific goals (i.e. gain muscle or lose fat).

Phase I: carb:protein = 2-3:1 (example: 16 oz water, 30g carbs, 15g protein)



Phase II: carb:protein = 1-2:1 (this can be in liquid or whole food form)

Phase III: Generally most folks do well sticking with lean proteins, vegetables, and healthy fats during the rest of the day.

As was stated at the beginning, this article is an oversimplification and offers only general guidelines. For a more in depth look at nutrient timing, we highly recommend reading “Nutrient Timing” by Drs. John Ivy and Robert Portman (© Basic Health Publications, Inc.)

Tips For Setting Goals

Almost everyone agrees that goal setting is extremely important. Most folks know how to set financial or career-based goals, but when it comes to other types of goals (mainly fitness/weight loss goals), most folks don't even know where to even begin! We've been doing this for several years, and during that time, we've learned a thing or two... or five, if we're talking about goal setting!

- I. First and foremost, it's extremely important to **use positive statements**. "I will prepare healthy meals at home" is a much better goal than "I'm not going to eat out every night." Self-talk should be positive!
- II. **Be specific**. Describe your goals in terms that can be clearly evaluated. "I want to lose weight" is too vague a goal. "I want to decrease my body fat by 10%" is much better.
- III. It is important to **set performance-based goals, not outcome-based goals**. I want to set a personal record during my next fun run" instead of "I want to finish in the top 25% of my age group during the next fun run." It is important to set goals over which you have the most control possible.
- IV. Avoid thinking about "sometime" in the future. **Set a deadline**. Putting a realistic end date on your goal gives you a clear target and creates a sense of urgency.
- V. And last but not least, **reward yourself**. Plan how you will celebrate each success – even the small ones!



Take the time to write down your goals! Re-write them, revise them, re-read them... this is an important first step towards achieving better health and fitness!

Goals Worksheet:

Things to remember when setting goals:

- Use positive statements. “I will prepare healthy meals at home” is a much better goal than “I’m not going to eat out every night.”
- Be specific. Describe your goals in terms that can be clearly evaluated. “I want to lose weight” is too vague a goal. “I want to decrease my body fat by 10%” is much better.
- Set performance-based goals, not outcome-based goals. I want to set a personal record during my next fun run” instead of “I want to finish in the top 25% of my age group during the next fun run.” It is important to set goals over which you have the most control possible.
- Set a deadline. Putting a realistic end date on your goal give you a clear target and creates a sense of urgency.
- Reward yourself. Plan how you will celebrate each success.



LONG TERM GOAL:

DEADLINE:

REWARD:

12 WEEK GOAL:

DEADLINE:

REWARD:

8 WEEK GOAL:

DEADLINE:

REWARD:

4 WEEK GOAL:

DEADLINE:

REWARD:
