



PERSONALIZED PERFORMANCE NUTRITION

GROCERY GUIDE

WHAT SHOULD I EAT TO ENHANCE MY PERFORMANCE?

From professional athletes to busy executives and stay-at-home parents, this ultimate grocery guide is your answer.



THIS GUIDE WILL COVER:

Fruits & Vegetables
Meat & Poultry
Seafood
Dairy
Oils/Fats
Sweeteners

Dry Goods
Frozen Foods
Refrigerated Foods
Condiments
Pantry Foods
Beverages

Superfoods
Stocking Your Nourishing Kitchen
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Sample Meal Schedule

GROCERY GUIDE

Use this guide as a way to introduce yourself to a new and healthy way of eating, to improve your energy and optimize your performance and health.

The brands suggested throughout the guide (in parentheses) are not necessarily the only brands in that category, but are ones we have found to be of top quality and are noted as examples to help you shop.

GENERAL GUIDELINES

- Eat food that will rot and spoil, but eat it before it does!
- Choose organic whenever possible.
- Avoid using canned foods on a regular basis. Opt for BPA free lining when possible.
- Choose whole foods over packaged foods.
- If you buy food in packages, choose foods with a short ingredient list (5 or less).

FRUITS & VEGETABLES

- Choose a colorful variety of organic, ideally in-season fruits and vegetables
- Local produce is ideal too, as the closer it is to home, the higher the nutrient content will be.
- Buying frozen organic produce usually ensures that the food was picked when ripe, then immediately frozen, so this will also have a higher nutrition content.
- The Environmental Working Group (EWG) puts out a list each year showing which produce has the most pesticide residue and the least pesticide residue. This is called the Dirty Dozen and the Clean Fifteen.
- When budgeting food, always aim to buy organic when purchasing foods listed on the dirty dozen, but you can choose non-organic from the Clean Fifteen.



QUICK TIPS

Consume cultured (fermented) vegetables daily (e.g. raw sauerkraut and pickles, fermented salsa, cultured beets, coconut milk kefir, Cocobiotic, kombucha, Kevita, kimchi, Bubbies) (all-time favorite!). These foods are exceptionally healing for the gut, a great source of B vitamins, and they support your immune system. Many grocery stores carry these foods; Wise Choice Market (www.wisechoicemarket.com) and Immunitrition (www.immunitrition.com) are online sources.

Wash all produce. You can wash with vinegar and water to get the produce thoroughly clean.

Eat a rainbow of colors! More colors and variety in your food equals more nutrients for your body, and a variety of beneficial bacteria. Try to eat at least 50% of your produce in a raw state, if tolerated.

To help you consistently eat a variety of fresh foods, try local farmers' markets, local CSAs (community supported agriculture) or online produce delivery services such as localharvest.org.

For information about the quality and processing of meat, dairy, produce and pantry food items visit the EWG Food Score Guide (<https://www.ewg.org/foodscores#.WrPzbmaZOCQ>).

MEAT & POULTRY

- If you have to choose one or the other, choose 100% grass-fed and finished over organic.
- Organic pasture-raised poultry
 - Opt for bone-in, skin-on poultry when organic (bones for minerals/skin for healthy fat when it's from a healthy chicken).
 - Eggs^{^*}: The key words are "organic" and "pasture-raised." Optimally soy-free too. If organic is not available, choose hormone/antibiotic-free chicken.
- Check www.eatwild.com for a nearby farm to buy eggs.
- No nitrates/nitrites-added uncured deli meat, sausage and bacon; organic whenever possible (Applegate Organics, Amy's, Beeler's, Wellshire Farms)
- Organic, pasture-raised organ meats (liver, heart, kidney). Try ostrich, elk, bison, duck, if available.

QUICK TIPS

If your local grocery store does not carry quality meat and poultry, check out these websites to order meat:

www.wallacefarms.com

www.sevensons.net

www.tallgrassbeef.com

tynerpondfarm.com

www.localharvest.com

www.grasslandbeef.com

shiregatefarm.com

Try mixing organic organ meats into meatloaf, meatballs, stock, chili, and tomato-based sauces. You can even add small amounts of organ meats (1-2 tbsp) to smoothies.

SEAFOOD

GOOD OPTIONS

- Wild-caught salmon from Alaska (fresh, frozen, or canned)
- Sardines (fresh or canned)
- Anchovies
- North Atlantic mackerel
- Herring
- Oysters
- Tuna (tongol, fresh albacore from the U.S. or Canada)
 - Limit canned white, light, and albacore tuna.
- Shrimp (pink shrimp from Oregon)
- Wild-caught haddock
- Scallops
- Pacific sole
- Clams

QUICK TIPS

Choose fresh, sustainable, wild-caught fish, low in environmental contaminants (e.g. mercury) as much as possible.

Eat wild fatty fish at least twice a week. Check out <https://www.vitalchoice.com/> and Wallace Farms for quality fish.

Avoid farmed or Atlantic salmon, blue shrimp, Chinese white shrimp, giant tiger prawns, imported shrimp and prawns, tilapia (from Asia), imported albacore tuna, bluefin tuna, imported bigeye/yellowfin and canned albacore tuna (caught by longline), tilefish, swordfish, shark, spanish and king mackerel, Chilean sea bass, marlin, orange roughy, swordfish, bigeye/ahi tuna. These are to be avoided because of their negative impact on the environment as well as contaminants they may contain.

For more information see Environmental Defense Fund Seafood Selector: <http://seafood.edf.org> or Monterey Bay Aquarium Seafood Watch <http://www.montereybayaquarium.org/cr/seafoodwatch.aspx>.

DAIRY

*^- All dairy contains lectins and should be avoided if you have an autoimmune disorder. A2 milk is the one exception as it is low lectin.

- Choose organic, grass-fed and finished dairy whenever possible.
- Full-fat cheese and cottage cheese (Kalona, Organic Valley). Raw cheeses are the best option.
- Full-fat plain yogurt (Kalona, Stonyfield)
- Full-fat plain kefir (Kalona, Heilos, Lifeway Organic, Horizon)
- Whole milk (A2 milk, Kalona, Traders Point Creamery, Maple Hill, local farmers' markets)
 - Look for low temp or VAT pasteurized and non-homogenized.
- Butter and ghee (clarified butter) from pastured cows (Kalona, Organic Valley, Purity Farms, Vital Farms)
- For information on raw dairy, visit realmilk.com.

OILS

- Unrefined, organic coconut oil.
(refined for neutral flavor, unrefined for slight coconut flavor)
- Cold-pressed, unrefined olive oil.
- Cold-pressed avocado, flax^, sesame^, macadamia^, MCT, panaseed, and walnut^ oil.
- Grass-fed/pastured lard, tallow, and duck fat.
- Grass-fed ghee^ and butter^*.

QUICK TIPS

It is best to store all liquid oils in the refrigerator or in a dark, cool place.
Light, heat, and air will cause oxidation/damage to the oil.

Avoid consuming highly processed oils*^ (canola, corn, vegetable, grapeseed, soybean).

Cook with fats that are solid at room temperature, such as ghee^, butter*^, lard, coconut oil, or a combination of these.

Besides using olive oil/macadamia oil^ for medium heat cooking or high-heat avocado oil, never heat liquid oils such as flax^, sesame^, walnut^, etc.

Add liquid oils to steamed vegetables or meats after they have been cooked, or use them to make salad dressings.
For extra benefits, add panaseed oils^ or MCT oil to foods.

Some favorite brands are Nutiva, Omega, Fatworksfood.com, Organic Valley, Spectrum, Kasandrinos, Dr. Bronner's, Hain, Wilderness Family Naturals, Tropical Traditions, and Activation Products.

* Contains lectins ° RS/Fermentable fiber ^ Avoid for autoimmune disorders(AI)

RESISTANT STARCH FOODS & FERMENTABLE FIBERS

Foods high in resistant starch (RS) and fermentable fiber feed friendly bacteria in the intestines that help keep energy high, mood and blood sugar steady, enhance recovery, promote restful sleep, keep inflammation down and strengthen the immune system. Incorporate these foods into your meals and snacks for an extra boost to your overall health and well-being.

Resistant Starch Foods:

- Raw plantains, raw green bananas, raw green banana flour (blend any of these into a smoothie)
- Cooked-then-cooled beans^{^*} (lentils, white beans, and chickpeas have the highest RS of all bean varieties). It is best to pressure cook beans and lentils (try an Instant Pot) to reduce lectins, or buy Eden Organic brand beans/lentils as these are already pressure-cooked.
- Raw "Irish" Oats^{^*} (make overnight oats or soak 2 tablespoons of raw oats in water and blend into a smoothie)
- Cooked-then-cooled parsnips, rutabaga, and turnips
- Cooked-then-cooled potatoes^{^*} (all varieties; highest in white potatoes[^], but avoid these if you are sensitive to nightshades)
- Miracle shirataki noodles (great in stir-fry and soups)
- Unmodified potato starch (add 1-2 tablespoons to a smoothie; we recommend Bob's Red Mill brand, or order from mygutgarden.com).

Fermentable Fiber Foods:

- Raw or cooked onion and mushrooms
- The following provide more benefits for your gut bacteria and overall health when eating raw vs cooked: Garlic, dandelion greens, asparagus, leeks, jicama, sunchokes, radicchio, Belgian endive, and apples.

Introduce these foods slowly to avoid feeling bloated/gassy and to prevent an upset stomach.

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SWEETENERS

Stevia/Lakanto are OK if avoiding lectins/following an AI protocol

- Raw honey (Really Raw Honey^{*}, local farmers' markets, Manuka Honey)
- Organic Grade B Maple Syrup^{*} (Trader Joe's)
- 100% Pure Stevia Extract (NOW Foods)
- Monkfruit Sweetener (NOW Foods or Lakanto)

QUICK TIPS

Use natural sugars sparingly (a little goes a long way).

Only choose 100% pure stevia extract.

Limit sugar alcohols (sorbitol, xylitol, erythritol), which may upset digestion, and completely avoid artificial sweeteners (Sucralose, aspartame, Equal, Sweet 'n Low).

DRY GOODS

- ^{*} Whole chia and flax seeds - whole chia and flax provide fiber while grinding them provides beneficial fats. If you grind these seeds, be sure to use them within a week.
- ^{*} Nuts and Seeds (Go Raw, Living Nutz, Trader Joe's raw selection)
- ^{*} Nut and seed butters: Almond, sunflower, cashew and tahini (Arrowhead Mills, Santa Cruz Organic, Jason's, Blue Mountain Organics, NuttZo butters)
- ^{*} Buckwheat, millet and amaranth
- ^{*} Quinoa
- ^{*} White and brown rice (make sure it's organic)
- ^{*} Steel-cut oats (certified gluten-free, Bob's Red Mill)
- ^{*} Dried lentils and beans, properly soaked (see instructions below)
- ^{*} Birchbenders PALEO pancake mix
- ^{*} KNOW better pancake MIX

QUICK TIPS

All grains and legumes should be properly soaked (instructions on next page). Or buy the pressure-cooked Eden Organic beans.

Consume soaked nuts and seeds^{*} that are roasted at a low temperature (instructions on next page).

Avoid using canned beans or other canned foods on a regular basis.

Grinding whole flax seeds^{*} yourself is ideal. Always store in the refrigerator, and use within 10 days.

Choose products with the shortest ingredient list. Under 10 is good; under 5 is better. Fresh food without an ingredients list is best!

Bulletproof, Primal Kitchen, and UCAN bars are good protein bar options. Try Navitas Naturals superfoods products as a snack or to add to smoothies.

Choose organic, whenever possible.

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HOW TO PROPERLY PREPARE GRAINS AND LEGUMES*^:

- Place the grains or dried legumes into a glass bowl and cover completely with filtered water. For every 1 cup of liquid you will need 1 tablespoon of acidic medium (e.g. yogurt*^, buttermilk*^, lemon juice, apple cider vinegar, whey*^, kefir*^ or coconut kefir).
- Place your bowl of soaking grains on the counter top and cover with a towel. Leave the bowl at room temperature for 12+ hours (overnight works well). You do not have to rinse the grains after the soaking time, but you can if you would like. Many soaked grains will take less time to cook than non-soaked grains.
- Discard the water that your grains/legumes have soaked in (do not use in cooking).
- All grains with the exception of brown rice, buckwheat and millet, need to be soaked for 12-24 hours.
- Buckwheat, brown rice and millet have low levels of phytic acid and only require 7 hours soaking time.
- If you are sensitive to higher lectin foods (see lectin section on p3) consider pressure-cooking them with an instant pot OR you can buy Eden Organic canned beans (already pressure-cooked).

HOW TO PREPARE AND LIGHTLY ROAST YOUR OWN NUTS/SEEDS*^:

- Do not combine the nuts and seeds until they are dehydrated.
- For four cups of nuts and/or seeds, use a big bowl and generously cover with filtered water. Add one heaping tablespoon of sea salt. Stir until salt is dissolved, cover with a clean towel and soak for 7-8 hours. Cashews are the exception; do not soak these over six hours because they get too soggy. Dehydrate nuts and seeds in the oven on a baking sheet at 200°F for 12-24 hours.
- If you have a dehydrator, you can dehydrate at 120°F to keep the nuts raw and preserve enzymes.

FROZEN FOODS

- Frozen fruits* and vegetables (Cascadian Farms, Trader Joe's, Whole Foods – organic is best)
- Gluten-free breads*^ (KNOW Better grain-free bread (online only), Food For Life, New Grains Bakery, Manna Bread, Ancient Grains)
- Food For Life organic sprouted corn tortillas
- Frozen treats: Cado Avocado ice cream^, So Delicious ice cream sweetened with stevia, or Coconut Bliss^

QUICK TIPS

Select organic frozen fruits* and vegetables. They have the same, if not higher, nutritional value than fresh produce because they are picked at optimal ripeness and immediately frozen.

Use gluten-free breads*^, waffles*^ and crackers*^ sparingly because they are still highly processed foods (read ingredient labels and choose brands with best quality ingredients).

Choose whole food starches such as sweet potatoes°, squash°, white potatoes*^, raw° or cooked plantains, parsnips°, beets, and rutabaga° more often than gluten-free packaged products.

Avoid most frozen entrees such as burritos, pizza and chicken nuggets because of their added chemicals.

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REFRIGERATED FOODS

- Guacamole (Wholly Guacamole, fresh made)
- *^Salsa (without use of processed oils mentioned on page 4)
- *^Hummus (HOPE hummus)
- Prepared salads (using your own dressing may be a better quality choice)
- Olives
- KNOW Better grain-free breads, muffins, bars, and waffles
- Siete tortillas
- Organic, raw, cold-pressed juices (City Press, Real Good, Harvest, LF, Blueprint)
- EPIC bone broths
- Malk, New Barn, and Califia Farms unsweetened milks*^
- Kite Hill almond milk cream cheese*^

QUICK TIPS

Prepared foods are a convenient option but look at ingredients carefully.

Check expiration dates to make sure you're getting fresh food.

FERMENTED FOODS

- Bubbie's brand fermented veggies (whole pickles, sauerkraut, kimchi)
- Maple Hill organic, grass-fed kefir*^
- GT's, Kevita, or other fermented beverages
- GT's coconut/veggie kefir
- Farmhouse Culture gut shot, Vermont Village sipping vinegar

CONDIMENTS & SPICES

- Sea Salt (Celtic, Himalayan or Redmond's Real Salt)
- Raw apple cider vinegar (Bragg, Spectrum)
- Rice vinegar (Bragg, Spectrum)
- Raw coconut aminos (Coconut Secret)
- Tamari gluten-free soy sauce (San J)
- Dried spices (e.g. garlic, onion, paprika, chili powder, cumin, turmeric, ginger, cinnamon)
- Organic dried herbs (e.g. rosemary, parsley, cumin, turmeric, cinnamon, ginger, cilantro)
- Primal Kitchen mayo and dressing
- Tessamae's BBQ sauce*^
- Wellbee's ketchup*^, Cucina Antica ketchup*^
- Seaweed seasoning by Selina Naturally
- Seaweed/Kelp

QUICK TIPS

Avoid dressings and sauces made with canola oil*^, peanut oil*^, soybean oil*^, high fructose corn syrup*^, and monosodium glutamate*^.

Try to make homemade sauces and dressings as often as possible; they taste better, are healthier and are much more economical.

A simple dressing can be made by mixing 1 cup of olive, avocado, or other Sportfuel-approved oils and 1/4 cup of vinegar with herbs, garlic, salt, and pepper. Refrigerate leftover dressing for use throughout the week.

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PANTRY FOODS & CAR-STABLE SNACKS

- Organic sprouted and low-temperature roasted raw nuts and seeds*[^]
(Go Raw, Living Nutz, Living Intentions)
- Dried fruit*[^]
(eat sparingly) - sulfite free, no sugar added
- *[^]Organic rice or gluten-free crackers (Simple Mills crackers, Mary's Gone Crackers, Flackers, Nicole's gluten-free)
- *[^]Dark Chocolate – 75% or more cacao
- Superfoods (cacao nibs*[^], chia seeds*[^], maca, camu camu, raw cacao[^])
- Nativas Organics or Imlak'esh Organics brands
- Chips: Siete cassava flour torilla chips, Boulder chips*[^](in moderation), Jackson Honest sweet potato chips, Terra plantain chips, Jicachips-no sugar variety, organic coconut flakes or Dang coconut chips[^]-no sugar variety.
- Go Raw spirulina chips and sprouted bites, Nud Food brand snack crackers, Alive and Radiant Kale Krunch snacks, Rhythm Superfoods Kale Chips, Wonderfully Raw brussel bytes, Manna Munchies
- Jerky - The New Primal jerky and meat sticks and primal packs, Epic bars, jerky, and pork rinds, Nick's Stick's from Wallace Farms, Mission Meat's meat sticks, Cocoburg coconut jerky, PaleoValley's meat sticks, and Chomps' meat sticks
- Bars - Bulletproof, Primal Kitchen*[^], JJ Virgin bars, Go Raw organic sprouted plant protein bar*[^], Exo cricket protein bars, Kize, Mad Macro, Designs for Health, and Paleo protein bars
- Pacific organic bone broth/stock and vegetable stock, Kettle & Fire bone broth
- Kitchfix*[^] and Paleonola*[^] granola
- Native Forest organic canned coconut milks[^](available with no gums)
- Enlighten superfood trailmix by Essential Living Foods*[^]
- Sea Snax dried seaweed
- Organic gemini tigernuts
- Nutzo, Blue Mountain Organics, or other sprouted nut/seed butters

QUICK TIPS

Make your own trailmix with almonds, pumpkin seeds, walnuts, dried coconut flakes, and dried blueberries/cherries. Pre-packaged trail mix often has added sugars and industrial plant oils such as canola and soybean oil.

Keep these shelf-stable foods on hand in your gym bag, locker or car, where they can be easily accessed!

BEVERAGES

- Mountain Valley spring water, Gerolsteiner, Reverse Osmosis/remineralized/alkaline water from City Press or an at-home filtration system, filtered alkaline water, optimally in glass bottles (Smartwater, O2Cool Oxygen Water, Gerolsteiner) / Alkaline waters (Essentia, Flow, Core)
- Organic herbal or green tea or organic matcha (Traditional Medicinals, Honest Tea, Yogi Tea, Tazo, and Rishi)
- Coconut water for hydration* - choose one that is coconut water only, no other additives (Harmless Harvest, O.N.E.).
- Coconut water for sport* (COCO5, Greater Than)
- Kombucha* and other sparkling probiotic drinks (GT Dave's, Kevita, Blueprint, and other organic brands). Choose less sweet flavors to avoid the extra sugar.
- Fresh pressed juices*[^], green drinks made without added sugar (City Press, Real Good, Harvest, LF, Blueprint)
- Organic/pasture-raised bone broth (aka stock); (Bonafide from wisechoicemarket.com, realbonebroth.com, uswellnessmeats.com. Brands available in stores: Epic, Kettle & Fire)
- New Barn almond milk*[^]
- Califia Farms almond and coconut milk blend*[^]
- GT's coconut/veggie kefir

QUICK TIPS

Try flavoring water with lemon, mint, ginger, strawberries or slices of cucumber. One of our favorite flavor combinations is apple and rosemary

La Croix and Pellegrino fans, add the flavor yourself - Lime, lemon, berries...you get the point!

Limit alcohol consumption due to its stressful effects on the body, especially binge-drinking (more than 2-3 drinks in one day).

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ALL-STAR HIGH PERFORMANCE FOODS

- **Sea Vegetables** such as kombu, wakame, sea lettuce and kelp (often found in the Asian aisle at the store). **Main Coast Sea Vegetables, Eden Organics, Dr. Cowan's sea veg mix, Sea Snax:** Ounce-for-ounce, sea veggies have more vitamins and minerals than any land vegetable. They have anti-viral, anti-microbial, anti-fungal, and anti-inflammatory properties, and they are good sources of iodine, which helps to balance the thyroid and adrenal glands, thus supporting your energy and vitality.
- **Maca (Navitas Organics, Sunfood):** Maca is a root grown in the Andes Mountains. Besides being a great energy enhancer, it is an adaptogen, meaning it helps the body manage and become more resilient to stress. With a slightly nutty flavor, maca tastes great sprinkled into smoothies, desserts, and chia seed pudding (1-1.5 tsp).
- **Mushrooms (Portabella, reishi, shiitake, turkey tail, cremini, maitake, lions mane, etc.):** Yes, there's a fungus among us! So let's just go ahead and list all the benefits of these wonderful fungi. Mushrooms are powerful supporters of your immunity, energy, endurance, digestion, and may help prevent cancer, help fight infections, reduce inflammation, and promote heart health and brain function. Use a portabella for an open-faced sandwich, or cut up any edible mushrooms to toss into an omelette, stir-fry, salad, or curry.
- **All Berries:** Whole berries (rather than juice) are truly Mother Nature's candy. They are lower in sugar than most other fruits, and are antioxidant and fiber powerhouses. Berries such as acai, bilberry, blackberries, blueberry, tart cherries, gogi berries, and strawberries, to name a few, contain a wide variety of amazing plant compounds called, "phytonutrients," that lower inflammation, keeping your heart and brain healthy. While not a berry, pomegranate seeds also help repair oxidative damage, so include these too. They taste great mixed into guacamole.
- **Camu Camu (Navitas Organics, Sunfood):** This Brazilian berry is usually sold in powdered form in the US. We're singling it out because it contains more than 50 times the Vitamin C (which is an entire complex, not just ascorbic acid) of an orange, and so extremely nourishing for the energy-producing, stress-balancing adrenal glands. Camu is great for your eyes, gums, brain, skin...it's basically a whole body tonic. Add 1 tsp for a citrus kick to smoothies and iced treats.
- **Raw Cacao (Navitas Organics, Sunfood):** Cacao is the nut from the cacao tree, used to make chocolate. Raw cacao in powdered or 'nib' form is a great source of antioxidants, magnesium, zinc, and iron. The raw form of nibs adds great texture to smoothies, trail mix, and desserts, or add the powdered form in any of your favorite drinks and foods like nut/seed butters, pancakes, puddings, and yogurt.
- **Bee Pollen (YS Organic Bee Farms):** Bee pollen is made by honeybees, and is the food of young bees. This nourishing food contains almost all the nutrients needed by humans and supports immunity, endurance, mood, and helps reduce inflammation - 1 tsp per day is plenty.
- **Royal Jelly (YS Organic Bee Farms, NOW):** The queen bee is the only one fed royal jelly, which is rich in B vitamins, particularly B5, as well as amino acids and a bit of fat. It can help improve mood, reduce inflammation, and enhance brain function. Take 1 tsp under the tongue on an empty stomach in the morning.
- **Spirulina (NOW, Starwest Botanicals):** A friend of SportFuel lovingly calls this blue-green algae "spiritual-ina." This freshwater plant contains chlorophyll, protein, vitamins, major and trace minerals, essential fatty acids, and antioxidants to help lower blood pressure, cholesterol, chance of infection, risk of stroke and cancer, and body weight. Add it to smoothies, acai bowls, salads/dressings, and pressed juice.
- **Sprouts/Microgreens and Dark Leafy Greens (spinach, kale, chard, mustard greens, broccoli sprouts, cabbage sprouts, onion sprouts, etc.):** If you are looking to make just one change in your diet, add more greens! Greens help to alkalize the body (cancer prevention), enhance the immune system, increase energy and circulation, promote better digestion, supply nutrients to detoxify the body, reduce mucus, and aid liver, gallbladder, and kidney function. If you enjoy and eat meat, you must learn to love veggies too! Sprouts are the bonus points of the veggie world, as they don't have the 'anti-nutrients' certain vegetables contain that cause digestive difficulties for many with autoimmune or intestinal challenges. Add sprouts to salad, stir-fry, eggs, and on avocado toast.

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- **Chia, Hemp, & Flax seeds (Navitas Naturals, Manitoba Harvest):** Chia is rich in anti-inflammatory omega 3 fats, protein, and fiber that help keep you full and hydrated, while soothing your intestinal tract. Add 1 Tbsp to smoothies, make chia pudding, or make a gel at an 8:1 water to chia ratio and add this to sauces, eggs, and smoothies. **Hemp** is high in protein, omega 3 & 6 fats, and fiber too, as well as Vitamin E. There are 8g of easy-to-digest protein in 1.5 T, so sprinkle hemp seeds on salads, smoothies, or blend into pesto. **Flax** seeds are also high in fiber, omega 3 fats, and antioxidants, and they offer great support to your digestion. Freshly ground flax will provide you with more omega 3 fats, while eating the seeds whole will provide more fiber.
- **Bone Broth (EPIC, wisechoicemarket.com, Kettle & Fire, homemade):** Why has chicken soup been used as a remedy to heal for ages? Likely, because traditionally made bone stock is full of easily assimilated minerals and special amino acids hard to come by when we eat mostly muscle meats. “Like heals like,” so have some stock if you’re looking to support your bones, joints, ligaments, intestinal health/immunity; with the collagen in bone broth, even support your skin, hair, and nails.
- **Organ Meats:** If you want the most bang-for-your-bite nutrition, add organ meats to your diet. Offal from organically-raised pastured/grass-fed animals are safe to eat and packed with iron, B vitamins (especially folate and B12), brain-supporting CoQ10, minerals, amino acids, and fat-soluble vitamins A, D and K. Try mixing organic organ meats into meatloaf, meatballs, stock, chili, and tomato-based sauces. You can even add small amounts of organ meats (1-2 Tbsp) to smoothies, or take them in pill form if you just can’t wrap your head around eating them.
- **Herbs and Spices:** We just can’t stress enough how powerful the effects of herbs and spices are! These include: digestive support, reducing anxiety, blood-sugar regulating, energizing, diuretic support, anti-spasm, anti-congestion, anti-microbial, and more, not to mention they are full of nutrients. Herbs include: rosemary, thyme, parsley, sage, mint, marjoram, basil, dill, nettles, cilantro, and tarragon. Spices include garlic, ginger, cinnamon, nutmeg, cloves, cayenne, caraway, bay leaf, allspice, cardamom, cumin, coriander, fennel, fenugreek, cloves, turmeric, peppercorns, paprika, and saffron, just to name a few.
- **Fermented Foods (see p8 & p17 for brands, or make your own):** We have at least a few pounds of microscopic non-human “bugs” (aka your microbiome) in our bodies that significantly affect our overall state of wellbeing. The balance of these critters is quite important and is strongly influenced by our daily diet. The foods we’ve recommended in this guide are meant to feed the beneficial flora, thus positively affecting your health, mood, weight maintenance, immunity, and overall performance. Sugars, processed grains, etc. are like rocket fuel for the harmful bugs, and contribute to an overall poor state of wellness. The fermented foods listed throughout this guide contribute beneficial bacteria to your body. They are also higher in nutrients, make food easier to digest, and add a great crunch to tacos, salads, and meat dishes.

QUICK TIPS

Sea vegetables can be added to salads, soups, stews, sushi, stir-fry. You can buy dried sea vegetables (Maine Coast) to sprinkle on foods as a seasoning.

Many of these superfoods can be found in health food or grocery stores. Amazon, Thrive Market and Vitacost websites have a great selection as well.

Superfoods make a great addition to smoothies, yogurt, and beverages.

There are many recipes available on the internet that include a variety of superfoods in baked goods, appetizers and more!

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STOCK YOUR KITCHEN WITH NOURISHING FOODS

PRODUCE

Best: Organic AND local

Better: Organic OR local

Good: Conventional

If choosing conventional, try using the Dirty Dozen/Clean Fifteen as a guide. Always try to buy the 'Dirty Dozen' organic.

EGGS/POULTRY

Best: Pasture-raised and organic from local farm

Better: Organic, free range

Good: Organic, antibiotic free

Limit: Conventional

BEEF/LAMB

Best: 100% grass-fed, organic, pasture-raised, locally raised

Better: Grass-fed, pasture-raised

Good: Organic, hormone/antibiotic free.

Limit/Avoid: Conventional, grain-fed

PORK

Best: Pasture-raised, organic, local

Better: Free-range, organic

Good: Organic

Limit/Avoid: Conventional

SWEETENERS:

Okay to use sparingly: Organic raw honey[^], manuka honey[^], 100% pure stevia extract, coconut sugar[^], maple syrup[^], rapadura[^], sucanat[^], Lakanto.

Avoid: refined white sugar, brown sugar, artificial sweeteners, agave, high fructose corn syrup

DAIRY[^]:

Best: Organic full-fat, grass fed, low temperature pasteurized (VAT pasteurized), non-homogenized (Kalona).

Better: Full-fat, grass-fed, organic

Good: Organic - Try to avoid "ultrapasteurized"

Avoid: Conventional dairy, fat-free dairy

If you are interested in learning more about raw (unpasteurized) milk, visit realmilk.com.

TREATS

- Hail Merry cookies/cakes[^]
- Cocoroons[^]
- Go Raw cookie crisps[^]
- Simple Mills cookies[^]

- KNOW Better cookies/mini chocolate chip muffins[^]
- Kitchfix or Paleonola granolas[^]
- Taza Chocolate-Wicked Dark stone ground chocolate[^]

GUIDE TO FATS:

For cooking (solid fats only):

- Organic, grass-fed/pastured lard, duck fat, and tallow
- Organic, grass-fed ghee
- Organic, grass-fed butter
- Organic coconut oil
- Organic duck fat
- Organic olive oil, cold-pressed (low heat only, can be used for medium heat as long as it is cold-pressed)
- Organic, cold-pressed macadamia oil[^]

For cold uses:

Cold pressed, organic:

- Olive oil
- Sesame oil[^]
- Avocado oil
- Walnut oil[^]
- Flax oil[^]
- Macadamia oil[^]
- MCT oil
- Panaseed oil[^]

Avoid:

- Canola oil
- Corn oil
- Vegetable oil
- Grapeseed oil
- Soybean oil
- Margarine/artificial butter spreads
- Shortening
- Hydrogenated Lard
- Hydrogenated oils
- Trans fats

* Contains lectins ° RS/Fermentable fiber ^ Avoid for autoimmune disorders(AI)

GROCERY GUIDE Q & A

Q

I GET OVERWHELMED WHEN I WALK INTO A GROCERY STORE. WHAT SHOULD I BE LOOKING FOR?

A

Find a recipe or two before going into the store, then make a shopping list, so you have specific items to shop for. When shopping at the store, shop the perimeter of the store because this is where the freshest and most nutritious foods are usually placed. Your go-to spots should be the produce, meat and fish counter, dairy and refrigerator sections. Exceptions to the “perimeter rule” include the frozen food aisle to pick up frozen fruit and vegetables, the dried bean/grain aisle and the spice aisle for organic dried herbs, seasonings and high-quality oils.

Q

WHAT ABOUT FOOD LABELS? WHAT SHOULD I LOOK FOR?

A

The best choice is to choose as many foods as possible that don't even have labels. Examples include fruits and vegetables, meat, poultry, and fish.

For the nonperishable items you do buy, focus more on the ingredients list than the nutrition facts label.

You can tell if it is ‘food-like’, and not ‘real food’ if it has ingredients such as:

- High fructose corn syrup*^
- Artificial sweeteners (aspartame, sucralose)
- Artificial colors*^ (Examples include: Blue No.1, Green No.3, Red No. 5, and Yellow No.6.)
- Canola oil*^, Soybean oil*^, Partially hydrogenated oil*^ (trans fat)
(see page 11 for the full list of oils to avoid)

Additional important notes about food labels and canned foods:

- If sugar*^ is one of the first 3 ingredients, this food should be treated as a treat, not something you have frequently. Common ways sugar*^ is listed on a label: Raw/cane sugar, brown sugar, coconut sugar, sucrose, fructose, high fructose corn syrup, evaporated cane juice, honey, molasses, maple syrup, malt syrup, agave nectar.
- Make sure to buy canned foods that are labeled as “BPA free”.

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GROCERY GUIDE Q & A

Q THIS GUIDE LOOKS AWESOME! HOW DO I GET STARTED?

A The most effective way to embrace wellness and energy enhancing nutrition is to start small and focus on one change at a time.

1. Start by changing one meal per day. Breakfast is a great place to start. Swap out cereal and juice for scrambled eggs with sautéed vegetables and a side of fresh fruit. Loaded smoothies are also a great option for breakfast. See our smoothie selection below for guidelines on building a meal smoothie. As long as you follow the structure, you can add whatever flavors you like.

- 10-12+ ounces ice cold water or coconut water (if tolerated)
- 1 avocado for fat
- 25 grams protein powder (Vital Proteins, Great Lakes Collagen, or Collagen Fuel –vanilla coconut flavor)
- If the smoothie is for pre/post workout out add in a ½ scoop of generation UCAN superstarch *2-3 large handfuls of greens (mostly salad greens, spinach, kale, etc.)
- Optional but highly recommended - 1-2 tbsp green banana flour OR 1 scoop powdered fiber (Healthy Fiber by Healthy Origins)
- Optional - 1/2-1 cup organic frozen blueberries, blackberries, raspberries, strawberries, cherries, etc.
- Optional - 1 scoop berry, chocolate or other flavor SportFuel ProGreens or NanoGreens (for flavor/phytonutrients)
- Ice as needed

Load it up!! Optional additions include: MCT oil for extra fats/energy/brain fuel (always introduce MCT slowly), chia seeds for healthy fats (let them sit longer to help thicken the shake), freshly ground flax seeds for fat, whole flax seeds for fiber, raw cacao powder/nibs for energy, flavor and antioxidants, ginger for a nice bite and digestive health, cinnamon for blood sugar balance and flavor.

2. Focus on one performance-enhancing food that you can add to your diet. For example, start by adding 1 extra handful of non-starchy vegetables to your daily diet, or blend up a green drink with water, organic spinach, romaine, frozen strawberries, raw honey, the juice of half a fresh lemon, and a few sprigs of mint. If you're already eating plenty of vegetables, add variety to your diet by buying completely different foods each time you go to the grocery store.

3. Identify unhealthy habits or foods in your life and cut out one. Clean the cabinet of processed oils that you might be cooking with, such as cooking spray, canola oil, vegetable oil or corn oil. Cook with high-quality butter from pastured cows or ghee that won't burn as easily. You can also use extra-virgin unrefined coconut oil (or buy refined to reduce, or sometimes eliminate the coconut flavor). Extra-virgin olive oil is great too. If it is cold-pressed, it can be used for medium heat cooking. Otherwise, stick to using olive oil for salad dressings or as a finishing oil after cooking. Other plant-based oils such as low-heat avocado oil, cold-pressed panaseed oil, and cold-pressed sesame oil are also great options for cold use.

Q I DON'T NORMALLY 'PLAN' OUT MY MEALS. CAN YOU EXPLAIN THIS MEAL PLANNING BUSINESS?

A Meal planning is one of the most useful tools to help you fuel your body to function at its highest potential. By having your meals planned out for the week, you will be more mindful about choosing nutrient dense foods for your meals. Especially because it prevents you from stopping for to-go food on your lunch break, after work, or when driving the kids to and from practice.

To get started, plan a five-day menu for yourself. Think about your schedule for the week and the amount of time you have to prep food on each day. Once the plan is written, you can easily review the ingredients needed and write out your grocery list.

SAMPLE MEAL SCHEDULE

8:00am	Omelet (whole eggs [^]) packed with vegetables and a side of sweet potato/parsnip hash cooked with organic pastured butter [^] , and a smoothie made of mostly greens, carrot, apple and if desired, a scoop of collagen protein.
9:00-11:30am	Practice or Training
11:30am	After high-intensity, high-volume training: Recovery Drink
12:00pm	Salad with avocado, sliced almonds, blueberries, leftover dinner protein, and extra veggies with lemon and olive oil or quality dressing. For carbohydrates, add rice, quinoa, or wrap the salad in a Siete tortilla.
3:00pm	Overnight oats*, chia pudding*, or coconut porridge* [^] (contact us for recipe)
6:00pm	Wild Alaskan salmon, winter squash or rutabaga mash with butter* [^] or ghee [^] , full-fat sour cream* [^] and Celtic sea salt, with a side of broccoli cooked in olive oil or sautéed arugula with olive oil/salt/pepper To drink: Kombucha or Kevita
9:00pm	Late snack, if needed: Organic grass-fed beef jerky, carrots dipped in guacamole, Bubbie's pickles, or a golden turmeric latte (contact us for recipe)

Note: Always remember to use the proper oils when preparing meals or eating out. Don't be afraid to make a special request about the cooking oil used when eating out. See page 12 for our guide to fats.

Optional: Add a nutrition boost to your meal by incorporating a few all-star superfoods such as kimchi, sprouts or microgreens in a salad, mushrooms in sweet potato/parsnip hash, maca powder/chia/flax/hemp seeds in a smoothie, or Dr.Cowan's sea veg powder sprinkled on veggies/eggs.

KEY POINTS

Write out your grocery list to keep you on track and on budget.

Have a plan! Weekly meal plans help guide your grocery shopping so you don't buy unnecessary items. Meal plans also reduce food waste and cut down on eating out.

Invest in your health! Organic and 'local' ingredients cost more than conventional and processed foods. YOU are worth it and your body will be ready to perform at its best. Keep in mind that preparing your own food is always more economical than eating out; it's a healthy "value meal!"

For more brand suggestions, check out the Weston A. Price Foundation Shopping Guide available at westonaprice.org.

DISCLAIMER: SportFuel, Inc. has no financial relationships with any of the brands recommended in this guide.

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BRANDS WE LIKE

Bread, Tortillas, Crackers, Pasta, etc.

Siete (grain-free tortillas, Cassava/coconut is our favorite)

Food For Life organic sprouted corn tortillas

KNOW Better (grain-free breads, pancake MIX, croutons, mini muffins, bread mix, waffles, cereal, and more)

SRSLY sourdough loaves and buns

Food For Life, New Grains Bakery, Manna bread, and Ancient Grains gluten-free breads

Simple Mills, Mary's Gone Crackers, Flackers, Nicole's Gluten free, and Nud Food crackers

Cappello's pasta and pizza crust

Birchbender's PALEO pancake mix

Tolerant or POW! Bean and lentil based pastas

Eden canned beans (pressure cooked for better digestion)

Glutenfreeda, Farmer Direct Co-Op, or Bob's Red Mill gluten free oats

Snacks

Snack Bars: Bulletproof, Primal Kitchen, UCAN, Kize, Mad Macro, Go Raw, Designs for Health,

Paleo Protein Bars, and Exo cricket protein bars

PaleoValley Meat Sticks (discount code: sportfuel10)

EPIC Bars, bites and jerky and pork rinds

Nick's Sticks

Grass-fed/Pasture-raised Jerky (Windward, Steve's Paleogoods, The New Primal, Mission Meat's)

Manna munchies, Alive and Radiant, and Rhythm Superfoods kale chips

Wonderfully Raw brussel bytes

GoRaw, Living Intentions Activated and Living Nutz sprouted nuts brand nuts, seeds, and other snacks

Trader Joe's raw nut selection

Cocoburg coconut jerky

Chips: Siete grain-free chips, Way Better sprouted chips, Jackson's Honest chips, Boulder Canyon chips, Terra plantain chips, Jicachips, Let's Do Organic coconut flakes or Dang coconut chips

Organic Gemini TigerNuts

Living Intentions Activated sprouted nuts

Enlightened roasted broad beans

Hilary's World's Best Veggie Burger

Nutzo, Blue Mountain Organic or other nut/seed butters

Main Coast Sea Vegetables, Eden Organics, Dr. Cowan's sea veg mix, and SeaSnax dried seaweed snacks

Artisina Organic, Arrowhead Mills, Santa Cruz Organic, Jason's, Blue Mountain Organics, and NuttZo nut and seed butters.

Nutiva or Artisana coconut manna

BRANDS WE LIKE

Protein and Fiber powders

Vital Proteins Collagen Peptides
Great Lakes Collagen Hydrolysate
Primal Kitchen Collagen Fuel Protein
Healthy Origins Healthy Fiber powder
Wedo dehydrated green banana flour
Powbab baobab powder

Meats and Fish

Vitalchoice.com for fish
Wallace farms, Seven Sons, tallgrassbeef.com, shiregatefarm.com, grasslandbeef.com, localharvest.com, and tynerpondfarm.com for a wide variety of products
Applegate Organics, Amy's, Beeler's, and Wellshire Farms organic, uncured, nitrate/nitrite free deli meats, sausage, and bacon

Sauces, Dressings, Dips, Condiments

Primal Kitchen dressings, sauces, marinades
PaleoChef dressings, sauces, marinades
Bragg dressings
Strompolos dressings
Native Forest canned coconut milk
Cava Hummus
Chef Earl's Hummus
HOPE hummus
Wholly Guacamole
Bubbie's, Farmhouse Culture, Rejuvenative Foods, The Brinery, and other brands of fermented foods
Coconut Secret Coconut Aminos
San J tamari gluten-free soy sauce
Bragg or Spectrum raw apple cider vinegar and rice vinegar
Epic, Bonafide, Kettle & Fire, Wise Choice Market, and other brands of pastured bone broth
Pacific Organic bone broth/stock and vegetable stock
Primal Kitchen mayonnaise
Eden or Lowensenf brown mustard
Organicville, Koops, or Lowensenf yellow mustard
Cucina Antica and Wellbee's ketchup
Tessamae's BBQ sauce
Celtic, Himalayan or Redmond's Real Salt sea salt
Dr. Cowan's sea vegetable and veggie powders
Nativas Organics and Sunfood maca, raw cacao/cacao nibs, and camu camu

Fats

Fatworks.com for lard, tallow, and other fats Epic grass-fed tallow, lard, duck fat
Coconut oils: Dr. Bronner's, Hain, Kasandrinos, Nutiva, Omega, Spectrum, Wilderness Family Naturals, and Tropical Tradition. Try Omega or Nutiva brand refined coconut oil if you do not want coconut flavor
Activation Products flax and 5 seed oils

BRANDS WE LIKE

Dairy and Non-Dairy

Native Forest canned coconut milk (creamer, lattes, smoothies, sauces)
Malk unsweetened non-dairy milks
Kourella's Organic Barrel Feta
A2 Milk (a2milk.com)
Kalona, Trader's Point Creamery, Maple Hill, and local farmer's markets for whole milk
New Barn and Califia Farms unsweetened non-dairy milks
GT Dave's coconut/veggie kefir
Kalona, Helios, Lifeway Organic, Maple Hill, and Horizon plain kefir
Kalona and Stonyfield plain yogurt
Kalona, Organic, Valley, Purity Farms, and Vital Farms pastured butter and ghee
Kalona milk, cream, cottage cheese
Kite Hill Almond Milk cream cheese

Frozen Foods

Cascadian Farms, Trader Joe's, and Whole Foods organic fruits and vegetables
Bonafide grass-fed bone broth

Beverages

Cocobiotic, Kevita, GT Dave's, Blueprint and other Kombucha and Kevita drinks (fermented fizzy beverages)
Farmhouse Culture gut shot
City Press, Real Good, Blueprint, Harvest, LF or local/raw pressed juices
Harmless Harvest or O.N.E. coconut water for hydration
COCO5 or Greater Than coconut water for sport
Mountain Valley spring water
Gerolsteiner mineral water
City Press reverse osmosis/remineralized/alkaline water
Essentia, Flow, Core, Smartwater alkaline waters and O2Cool Oxygen water
Traditional Medicinals, Honest Tea, Yogi, Tazo, and Rishi herbal/green teas
Zevia stevia-sweetened sodas

Treats

Dairy-free ice cream: Cado avocado ice cream, Coconut bliss ice cream, So Delicious stevia sweetened ice cream, New Barn Almond Crème ice cream
Taza Chocolate Wicked Dark stone ground chocolate
KitchFix or Paleonola granolas
KNOW Better mini chocolate chip muffins
Hail Merry cookies/cakes
Cocoroons
Go Raw cookie crisps
Simple Mills Cookies

Sweeteners

Manuka Honey, Really Raw Honey, local farmers markets
Trader Joe's Organic grade B maple syrup
Whole Food's and SweetLeaf 100% pure stevia extract
Lakanto monkfruit sweetener
NOW Foods monkfruit sweetener