



REAL 30 days FOOD

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30 Days of Real Food

Start this year right!

Go on the Internet and you will be bombarded with thousands of 21 day detoxes, 7 day cleanses and magic diet plans. From the 'colon cleanse,' through 'the liver protocol,' to the 'cayenne pepper,' to the 'Velocity Diet,' they all promise to make you slimmer, give you more energy and prove to you that you can do it if you only have the willpower.

Why do you need our 30 day plan? Because we are not promising you anything magical, we won't tell you that you will lose 15 lbs. in 7 days, and we won't tell you that our plan will make you look 10 years younger next week. We promise you that you will feel better, and it will stay that way. If you feel more energetic, it will stay that way. If you follow our plan and lose 10 lbs., you will maintain that weight loss when you are done, and you will walk away with lasting health, performance and well-being changes.

We like to call plans like our **"30 Days of Real Food"** resets. They work very much like that big button on your computer. When your mouse freezes, when a program doesn't work, when you are frustrated with how slowly something is going, or when you just don't know why your computer is "stuck", you press the big button. The start screen appears, you type in your password and oh, a miracle, everything works. We humans get stuck the same way a computer gets stuck, and the way to unstick ourselves is to go back to our more natural state of eating and moving like we are designed to.

I won't take too much time to explain this, but let's just say 100 years ago we didn't have the foods we have today, and 10,000 years ago we had even fewer of them. We have not had adequate time to adapt to a lot of these new foods, and sometimes eating a bit too much of them (like we tend to do around the holidays), may just be too stressful for our poor bodies to handle. They show us we've had too much modern foods and stress by displaying some of the following signs: fatigue, trouble sleeping, digestive distress, lack of energy, poor performance, brain fog, allergies, obsessive thoughts of food and overeating at night, anxiety, depression, aggression, hormonal imbalances, lack of sex drive, lack of motivation, etc.

Just like you would press the big button on your computer to make your programs run well again, you can apply the same trick to your own body and reset it by eating the right foods and adding a bit more movement into your life.

The big button reset

Here's the reason why resets work; by feeding your body real food and allowing yourself enough movement and rest, you clean up the "bugs" in your system and optimize your body's software. Cells get new information and are able to grow and divide using healthy building blocks, your digestion is running smoothly, your brain is sharp, your muscle tissue grows, your skin is brighter, your hair and nails look healthier, your mood is better, your social life is bubbling again. In a nutshell, your quality of life improves. We have plenty of scientific data to believe that even 3 weeks of eating real food allows your genes to turn off the fat storage mode and make you into a healthy lean beast if you just keep on going! Just by eating real food and moving some? You bet!

The goal of a reset is to allow your body to work optimally, but also to remind you to take better care of yourself, to be able to control the controllables in your life and to manage the factors that you cannot control with more ease.

After **"30 Days of Real Food"** you will enjoy a new mindset, a rekindled relationship with food and its origins, a better understanding of when you are full or hungry, and some of you will have beat serious sugar or grain addiction.

Take a deep breath, exhale and relax your body, and say: "I am starting 30 Days of Real Food. In 30 days I am leaner, I have more energy and I am able to exercise with joy!". Of course you can change that sentence to anything meaningful to you, such as "I am starting 30 Days of Real Food. In 30 days I am able to go to bed without eating ice-cream, I am happy with my food choices and I am free of unnecessary anxiety!" Make the sentence speak to who you are and who you would like to be in 30 days. You can write that message on a sheet of paper and stick it on your fridge, your mirror or keep it in your journal. Make it a powerful message and keep it in a visible place where you can see it every day. Then let's dive in.

30 Days of Real Food – all about the food

How to prepare for the 30 Days of Real Food

As with every adventure, you can't just start. You need to spend some time preparing in order to be successful in your reset. Luckily, it's very simple to prepare for the "30 Days of Real Food."

Look at the list below and circle all the foods you would enjoy eating during the next 30 days. Imagine yourself cooking, ordering and tasting them, clearly picture yourself with a plate of those foods in front of you – this will help you choose the foods you need to stock in your fridge and pantry.

To make it easy we have made all "great for you foods" green, and the ones you should stay away from red. In orange you will see some foods you may want to consider eliminating if you have certain allergies.

Drinks

Water
Sparkling water
Unsweetened ice tea
Tea and coffee (black or with cream/milk/butter)
Kombucha

Proteins

Meat (any cut)
Poultry (any cut)
Fish and shellfish
Bacon
Whey protein
Whole eggs
Plain yogurt and Greek yogurt
Plain kefir
Raw milk cheeses and natural cheeses

But wait, I am a vegetarian!

...and I can't eat the protein sources you suggest!

We understand and highly respect your choice to not eat meat.

To get adequate protein, focus on eggs, dairy, and legumes. You can also purchase rice, pea and hemp protein powders to prepare shakes.

For a lot of vegetarians, the red list is even more important, focus on avoiding the foods in red, and don't sweat the rest as much.

Vegetables

Green leafy vegetables

Broccoli, cauliflower, brussels sprouts, cabbage

Artichokes

Green beans, snow peas, sugar snap peas

Asparagus

Zucchini

Squash

Eggplant

Tomato

Pepper

Onion, garlic, leeks, shallots

Beets, golden beets, beet greens

Carrots and parsnips

Jicama

Radish

Mushrooms

Fermented vegetables - kim chi, sauerkraut, pickles, pickled veggies

Fruits

Berries – fresh or frozen

Papaya

Pineapple

Pomegranate

Apple

Lemon/lime

Limited amounts of other fruits

Fats

Butter or ghee

Bacon fat

Bacon

Coconut oil

Coconut milk (not the 'milk carton' variety)
Olive oil
Avocado
Olives
Nuts (shelled yourself)

Herbs, spices, condiments

Sea salt and Himalayan salt
Fresh herbs
Dried spices and natural spice mixes
Mustard
Fresh lemon juice
Vinegar
Stevia (limited amounts)
Honey (limited amounts)

Direct carbohydrate

Consider *only* if you exercise intensely and don't want to lose weight, otherwise minimize these

Coconut water (small amounts)
Sweet potatoes and yams
Potatoes
Honey (in small amounts)
Chocolate (even dark chocolate)
Yucca

You want to completely avoid

Corn oil
Soybean oil
Salad dressings
Vegetable oil (sunflower, safflower)
Margarine
Shortening

What about faux foods

When people start to diet, some foods are off limits! When foods go 'off limits,' it's a marketing opportunity waiting to happen!

As we learned during the 'low fat' craze of the 90s, foods that replace one bad ingredient with another can be just as bad, and just as fattening (hello, Snack Wells!).

During the "30 Days of Real Food," avoid foods that are designed to mimic the foods that you are trying to minimize or eliminate; this means steering clear of pastas, cakes, cookies, drinks, and other foods, even if they claim to be gluten free, low carb, sugar free, or 'paleo.'

This "30 Days" is as much about resetting our food attitudes as it is about resetting our digestive systems!

Hydrogenated fats
Trans fats
Non-dairy creamer
Non=dairy products
Sugar
Honey
Artificial sweeteners
High fructose corn syrup
Sodas
Juices
“Healthy,” “sports,” and “diet” drinks
Fancy coffee drinks
Alcohol
Processed, packaged foods
Most fast foods (see fast food guide later)
Fried and breaded foods
Soy products
Grains including wheat and wheat flour, rye, barley, rice
Corn, and other grass seeds, like wild rice, corn tortillas, chips, corn meal
Grain-like seeds, like quinoa, buckwheat, etc.
Beans, legumes, hummus, etc. (pea pods and green beans are fine)
Oats and oatmeal
Pasta and noodles – corn, soba, rice, quinoa

Foods you may want to avoid if you have allergies

All dairy
Eggs
Soy
Wheat and gluten containing products
Tomatoes
Peppers
Potatoes
Eggplant
Peanuts
Alcohol
Any foods you know you are allergic to already.

Planning and preparing

Pantry and fridge clean up

At this point you may be finding out that your fridge and pantry are stocked with some items that are featured on our red list. Stay calm and focused and look through labels to determine what can be a part of your diet and what cannot be a part of your diet. We realize there may be other people in your household who are enjoying their dressings and soy products, so don't make them miserable. Clean up a shelf in the fridge and pantry for your own foods and place the incompatible foods out of sight or in a hard to reach place. If you know the peanut butter will be calling your name from the fridge, move it in a cupboard where you cannot reach. It's only 30 days after all.

Now to the grocery store

First look at the green list and pick proteins, fats, veggies and fruit that you enjoy. Then off to the store. You don't need to buy a lot of those items, but plan for at least 3 days, that means 9-12 meals. It helps to know your way around a grocery store -the items in the green list can be found around the perimeter of the store – this is where most of the fresh food is.

You should buy as much of your food as you can fresh, but frozen veggies, fruits and meat are also fine. They store longer and make cooking easy. You can also pick up some cans of tuna, coconut milk and pickled vegetables so that you can prepare good food in a hurry. For a more information on acceptable packaged and prepared foods from the store, visit Meal Survivor (mealsurvivor.com). We have reviewed many high quality items there, and most are compliant with our "30 Days of Real Food."

Plan your menu

You can download a printable menu design sheet from our website (thefitink.com/30Days). Print it out or simply open it on your computer screen. It's time to get planning!

Think of your week – which days can you eat at home, which days do you just have to run out the door or eat out. Do the same drill with your lunches – will you be eating out or bringing food from home? Look at dinners and social calendars. The key here is to know what your week's schedule looks like, so you can prepare well in advance.

How many meals?

We suggest that you shoot for 3 meals with 1 small snack in between, especially if you are already physically active. 2 meals works for some people but you may tend to be hungry and

overeate. Think of what works best with your schedule and appointments, but have a good breakfast, lunch and dinner on most days.

How many calories?

Your focus on the “30 Days of Real Food” is to eat real food, and trust that getting adequate nutrition will be enough to guide your appetite. For this reason, you won’t be counting calories. Yeah!

How much to eat?

Serve yourself what you would consider a regular portion. That may vary depending on your size, but if you are a 220 lb. male, 2 eggs won’t do it for you. Make sure you eat enough food so you can go without eating for at least 4-5 hours.

How to rate satiety?

Your fullness is determined by the duration of your meal, how well you chewed, how well you paid attention to the process of eating and to the food on your plate. If you are aware in your eating and pay attention to the colors, textures, flavors and recipes, fullness usually comes quickly.

You want to rate your satiety after each meal, and you should aim to stop at a fullness level of 8 out of 10 full. Never eat until “stuffed,” as this only shows that you are not aware of when enough is enough. Trust that your body knows the concept of “enough;” with real food this comes naturally.

How to build a meal

It’s very simple. As you look at your breakfast, lunch, snack, and dinner, you need to see the components of a healthy diet: protein, healthy fats, vegetables or a bit of fruit. If you exercise intensely, and you don’t have weight to lose, it’s ok to also include some direct carbohydrates.

Thus, as you look at your plate, you may see a salad with some olive oil dressing, a piece of fish, grilled vegetables, and half an avocado. Wash that down with a glass of sparkling water with some lemon and you have lunch.

Consider this simple formula:

<p>Protein: choose a normal size portion of meat, sausage, fish, eggs, cheese, or a combination of them</p>	<p>Vegetables : prepare raw, steamed, grilled, in soups, stews, purees, etc. All colors and varieties welcome.</p>	<p>Healthy fats: use butter or coconut oil for cooking, olive oil for dressings, nuts for salads or snacks, bacon as topping</p>	<p>Fruit: for flavor, but not as central dish</p>
			<p>Direct carbs: only if exercising hard</p>

Breakfast ideas

Not limited to breakfast foods	
2 eggs + ½ avocado + sausage + tomato and cucumber	2 eggs + cheddar cheese + mushroom and onion scramble topped with salsa
Greek yogurt with blueberries and handful of nuts	Whey protein shake: scoop whey, cup coconut water, slice pineapple, ½ avocado
Scrambled bacon and eggs	Cottage cheese with pineapple, handful nuts
Whey protein pancakes: mix 2 eggs with 1 scoop whey and cook in coconut oil; serve with some fruit	Spinach omelet with guacamole
Leftover pot roast and grilled vegetables	Leftover ham, avocado, and vegetables

Lunch ideas

often packed yourself and made of dinner leftovers	
Large salad: spinach, tomato, bell pepper, shredded beef, grated cheese, olive oil and olives	Lettuce wrapped double burger with mustard, apple
Chicken breast, tomato soup with parmesan	Meatballs with tomato sauce, grilled eggplant and zucchini
Pork roast with carrots and parsnips, Caesar salad (no croutons)	Meatloaf, coleslaw and handful of berries
Spaghetti squash with sauce bolognese, cream of spinach soup	Stuffed peppers (ground beef and veggies inside) and broccoli and cashew salad

Dinner ideas

eat home as often as possible and be careful with restaurant choices	
Tri tip with green beans and yams	Green salad, Steak with cream of spinach and steamed carrots and broccoli
Bacon wrapped meatloaf, cream of cauliflower and parsnips	Meatball soup, taco salad with carnitas meat
Bunless California burger (beef, cheese, avocado)	Vegetable soup, chicken and shrimp stir fry
Grilled salmon with grilled vegetables and pesto sauce	Chicken soup, chopped tomato and cucumber olive salad and roasted chicken drumsticks

What about snacks?

If you get hungry between meals, have a whey protein shake, a couple of hard boiled eggs, some beef jerky or a handful of nuts. If you are really hungry, just have ½ of what you would normally eat for lunch – protein, veggies, fats, and all!

What about dessert ideas?

Stick with a cup of fruit. If you really MUST have dessert, have a piece of dark chocolate and savor it slowly. To quiet your sweet cravings at night, make a cup of aromatic tea, such as Yogy Calm or apple cinnamon. Once you are able to go to bed without eating a sweet evening treat, you will realize it's possible and easy to do.

You can use our suggestions above or come up with entirely new ones on your own, just make sure you plan your meals so that they contain the main building blocks: protein, veggies, healthy fats, and the optional fruits of direct carbohydrates.

And how about liquids?

Hydration is of utmost importance. Shoot for half your bodyweight in ounces of water, so if you are 200 lbs., you are looking at 100 ounces of water. You can count tea in here as well. Make sure you are drinking at even intervals throughout the day, too, not just starting and ending the day with water. Some of our clients add a pinch of Himalayan salt to their water and swear by it for best absorption and energy levels, and it doesn't hurt to try.

And what about restaurants?

Eating out on the "30 Days of Real Food" is pretty easy. Almost every restaurant can cook a delicious piece of meat, chicken or fish on the grill and serve you a side salad, or some steamed vegetables. Where it gets tricky is rich sauces and chilis laden with flour and extra sugar, so opt for no sauce, gravy and chili on your meats and burgers. We often order double bunless burgers over a bed of greens and a side of grilled veggies – pretty satisfying and all real food. As far as fast food places go, you can still do the drive through you would just need to order bunless burgers and realize you may still be a bit hungry and supplement with some nuts, or fresh fruit or veggies that you brought with you. If you are close to In-N-Out Burger or The Habit, their lettuce wrapped burgers are amazing, as are Carl's Junior. Chipotle make great veggie and meat bowls with healthy toppings and using naturally raised meats. El Pollo Loco serves just chicken with a side of veggies. It's possible to eat fast food and keep it as close to real as you can, so just

do your best. If you feel stuck, send us a list of what's around you and we will help you come up with good and delicious lunches.

Never go empty for too long

Just like with your car, if you are running low on gas and keep driving past the good gas stations you may run out of gas right in front of a shady one, ending up getting poor quality fuel.

If you expect to find good food everywhere you go, you need to adjust your expectations, as sometimes you will have a choice between a gas station and a Starbucks, and real food is hard to get there (other than a larger-than-a-serving packet of nuts, and maybe a banana).

Go ahead and stock your car with jerky, nuts, apples, pouches of tuna and ready to drink protein powders (in a shaker bottle, of course). This way if you are stuck with no access to good food, at least you can have a small snack to hold you over, otherwise you will overeat at your next meal, and we don't want that; overeating disrupts your hunger and satiety hormones and is a major barrier between you and your health goals.

What about sweeteners and diet drinks?

Over the years, new artificial sweeteners have made diet sodas and sugar free deserts more and more tasty. While it's true that these foods and drinks have less sugar and often zero calories, there are people who find that their appetites are actually *stimulated* by the sweet tastes, despite the lack of calories.

Remember, the "30 Days" is also about resetting our attitudes about food, and breaking food addictions and bad habits. Avoid them, and see how you feel in 30 days!

Ready. Set your mind. Go.

So far you have looked in your kitchen, done some shopping and some planning. You probably have a menu for 1, 3 or 7 days and you feel ready to start. This may have taken you a day or a week, but remember that it's important to prepare before a big game.

We covered how to prepare your fridge and pantry, and how to bulletproof your menu. It's time to look at how you prepare your mind.

Go back to your starting motto: "In 30 days I am leaner, I feel great and I am more muscular than ever!" Whatever your motto is, write it with big letters, read it and believe it. It's cool if you can share it with your spouse or best friend and have them repeat it back to you. This technique of setting your mind on a goal is very powerful and was taught to us by our friend

Bobby Fernandez, a CHEK holistic lifestyle coach. Hearing it in your friend's voice makes it very real and helps you solidify it in your mind.

Next, set a morning and evening ritual. Every morning for these next 30 days, open your eyes, smile and think of what your day is going to look like. Imagine your breakfast, your cups of water, how you order lunch at the cafeteria, how you go to your workout, the way you prepare dinner with your family. Oftentimes, your day may be going very fast and you could be overwhelmed with the tasks at hand, so having played the food scenario in your mind makes your plan easy and stress free to follow.

At night before going to sleep, look back on your day and think about the great food choices you made, congratulate yourself on compromises, on amounts of food you ate, on remembering to drink water. If there is a place you slipped, like eating a donut that's not a part of your plan, think about ways you could have handled that situation differently. Think about positive changes you noticed from eating better and write them down in the chart in the next section.

All things NOT food

This month will rekindle your interest in real food and set you on a path of better health. Even though nutrition is an integral part of your journey, it plays a role in a much more complex and intricate system. Your health is influenced not only by what you eat, but also by how much you move, how you handle the stresses of life and how you recover from them, so we will go over a couple of “extra” steps you may want to take over the next 30 days. By all means, do start with the food, and add these as you find appropriate for your life and goals.

Sleep

The average American is sleeping 20% less than in the 60’s. That means that we are all losing a night’s worth of sleep each week. It’s not scary until you realize that sleep is how we recover from stress, manage hormones and enzymes, and make sure that our immune system functions optimally. There is a whole school of thought blaming lack of sleep for the epidemic of modern ailments, such as diabetes, heart disease, autoimmune disease and cancer, but suffice to say, if you are looking to improve your health through nutrition, making sure you have quality sleep is very important. For most people 8 hours is a good goal, but if you are only sleeping 5, maybe working on getting 6 is a better target. I highly recommend getting a free profile over at Dan’s plan (dansplan.com) – a free platform that lets you log the times you go to bed and get up and calculates how close you are to your sleep goals. It also comes with free diet advice and recipes very close to what’s in the “30 Days of Real Food”, so it’s a great complement to our program. Start winding down for sleep at least an hour before your bedtime, dimming lights and turning off bright computer, TV and tablet screens. Sleep in a fully dark and well aired room. For those of you that find they wake up less than recovered, some Magnesium Glycinate may be a good supplement to take right before bed.

Exercise

Movement is the missing element for so many of us. We are pinned to office chairs, computer screens and car seats, and then we go to the gym to make up for it. The truth is that the body is a machine that functions optimally only when we move, and that means daily whole body movement. That includes walking, and lots of it when you can, hiking, working around your house and in your yard, playing with your kids, then doing some exercise on top of it. For the next 30 days we want you to do something every day. Ideally, I would like you to walk at least 30 minutes, and optimally for 60. On days when you are going to the gym, please still try to

walk. Not a big fan of gyms? You can do some higher intensity training at home, and you can download our time saving one dumbbell workout [here](#).

To sum up – walk 30 to 60 minutes a day and on days when you weight train still try to do some walking. Not a fan of weights? Stretch or do yoga, but move your whole body 3-4 times a week on top of your daily walking.

Supplements

At TheFitInk, we are not big supplement pushers. We believe you can do very well with just a multivitamin, an omega 3 supplement from fish oil, and some magnesium if you are having trouble recovering from your day. In winter, some of our clients take vitamin D. Other than that, we rely on real food to get most of our nutrition. Please consult your doctor or nutritionist about your own supplement regimen and never take supplements randomly. During “30 Days of Real Food” we recommend you take 2000-3000 mg of omega 3 (EPA+DHA combined) from fish oil.

How to chart your progress

“30 Days of Real Food” was inspired by our clients, and while some of them are looking to lose weight, a lot of them just want to shake sugar addiction, figure out if food is causing migraines, or runny noses, or brain fog, or anxiety. The trouble is unlike looking at the scale, and seeing that you lost 10 lbs during week 1, a lot of those symptoms are hard to track, so we have made a simple chart to help you evaluate your progress during the 30 days of this challenge. Feel free to give yourself a number from 1 to 10 any day of the month to see how you are doing, but we would like you to record progress at least once every 3 days. You can download a printable table of this chart from our website.

30 Days of Real Food Tracker

Symptom/day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Sleep quality																														
Mood																														
Exercise quality																														
Brain function																														
Work performance																														
Thinking about food																														
Digestion																														
Mucus																														
Runny nose																														
Watery eyes																														
Headaches																														
Brain fog																														
Skin quality																														
Fatigue																														
Gas																														
Bowel movements																														
Weight in lbs.																														

Also available at TheFitInk.com/30Days

Join the community

... and win friends and prizes

Roland and I both lead small teams on challenges, in real life and on Facebook. Some of the team members are in other countries, others are right here in our back yard, but the reason we LOVE bringing people with a common goal together is that there is no power greater than the power of friendship when you are making a change or overcoming an obstacle. As a community, we support each other, drag ourselves out of a diet hole, and celebrate each others' successes.

We would love if you join our Facebook page and meet others who are part of "30 Days of Real Food". There you will find daily inspiration, recipes, tips and you will share the real food adventure with others! After the end of the month (January, 2013) we will draw the names of three participants from the 30 Days of Real Food page ([Facebook.com/30DaysOfRealFood](https://www.facebook.com/30DaysOfRealFood)). We will give 1 grand prize and two smaller prizes, so you are in for a treat!

Stay connected

If you have questions or comments, you can find us here:

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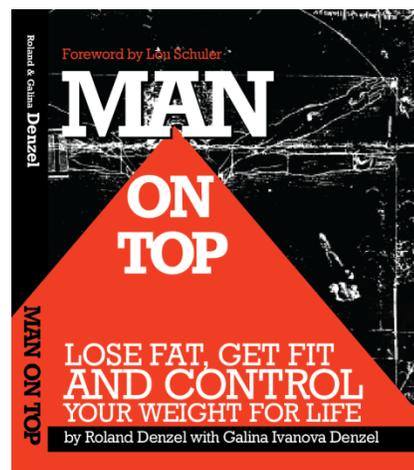
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