



# **PRIMAL CRAVINGS**

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**YOUR FAVORITE FOODS MADE PALEO**

Megan McCullough Keatley and Brandon Keatley

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# WELCOME

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***Primal Cravings*** has been in the making for nearly a decade. It isn't that we've been developing the recipes for that many years; it's because this book ultimately represents our growth as individuals, and as a couple. The influence we've had on each other has shaped what we believe in and how we go about daily life. Good food is our common ground!

But we haven't always defined "good food" in the same way. We met in college at the University of South Carolina in 2004. While pursuing a corporate finance degree, Megan worked as an executive pastry chef in the kitchen of one of South Carolina's top fine-dining bistros, whipping up cakes and tarts, crème brûlées, soufflés, bread puddings, and ice creams. To Megan, food was much more than nutrition. It was an art form. It was a way to express creativity and enjoy every aspect of the process, from kitchen to table. Brandon saw it differently. A student of engineering with a love for all kinds of sports and fitness pursuits, he regarded taste, texture, and savoriness as inconsequential as long as food provided high-quality fuel for the body. As you might imagine, our wildly differing approaches to food led to some serious contention as we began spending more time with each other, and consequently sharing more meals.

Gradually, mutual respect won out. After all, we each had valid points. And so began our foray into planning and cooking meals together, creating cuisine that was as artistic, flavorful, and enjoyable as

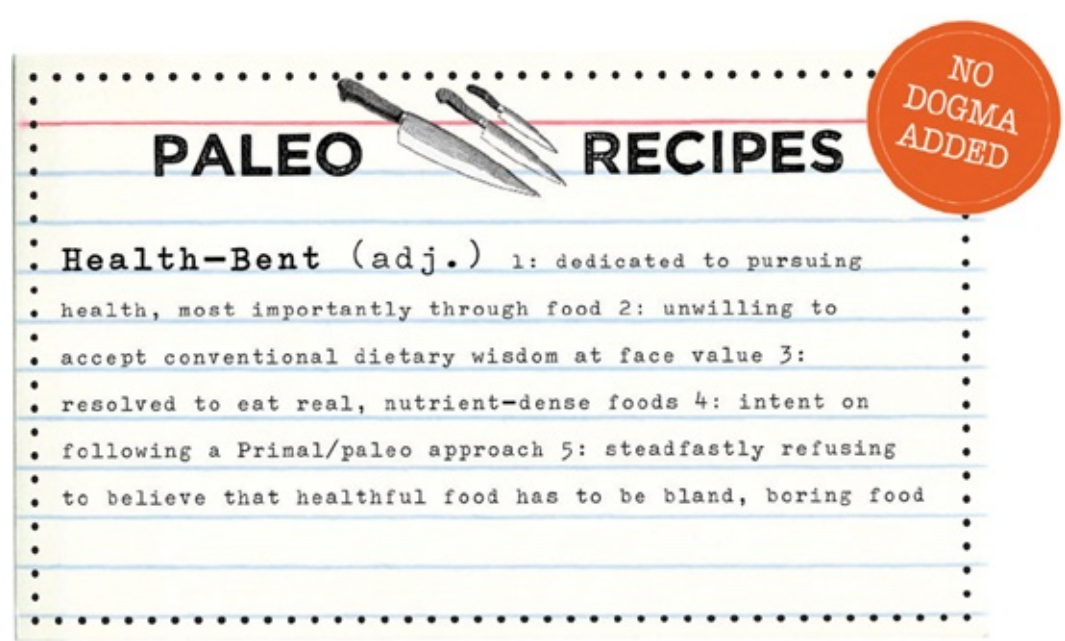
it was nourishing and life-giving. Eventually the months gave way to years and now here we are, married and cooking meals that we believe are far superior than anything either one of us could have previously imagined back in those early years.

Our opinion on what a healthy lifestyle means has evolved as well. When we first met, we both subscribed to the low-fat, calorie-conscious diet prescribed by conventional wisdom. However, in 2006, we discovered the Primal/paleo lifestyle. After much research and investigation into this seemingly radical new approach, we started to accept the idea of bucking the status quo. But as with anything new and different, we weren't willing to accept everything at face value. We spent years digging deeper, gaining a better understanding and refining what Primal/paleo means to us. As we'll detail in the next section of this book, we distilled our research and created a place to share all that we learned on the web.

When we launched [Health-Bent.com](http://Health-Bent.com), we were out to prove that a diet absent of staples from the standard American diet needn't leave anyone feeling deprived. You might even say we were hell-bent on it! In the years since we started the site, it's grown organically into something we're very proud of offering healthful alternatives to the foods you thought you couldn't eat. We like to say **Primal Cravings** is "food you want to want to eat." That is, nutrient-dense food that you can really get excited about eating. Sure, grilled chicken over a salad can be tasty. But creating a lifelong passion for healthful eating requires more variety, more soul.

In addition to running Health-Bent, we are both CrossFit coaches, teaching Primal/paleo principles and guiding our clients through their transition to cleaner and more enjoyable eating. The folks we work with on a daily basis confirm that our ideas work in the real world. Based on their feedback and results, they have experienced profound lifestyle changes by using recipes that offer variety and flexibility.

We know our nutrient-dense diet has us feeling and performing better than ever, too. In 2012, we competed together on our affiliate team and placed 7th in the Cross-Fit Games Southeast Regional. When we aren't coaching or training, we enjoy traveling and doing home improvement projects. But most of our time at home is spent learning more about nutrition and cooking, and, of course, creating delicious recipes that have it all. It's who we are.



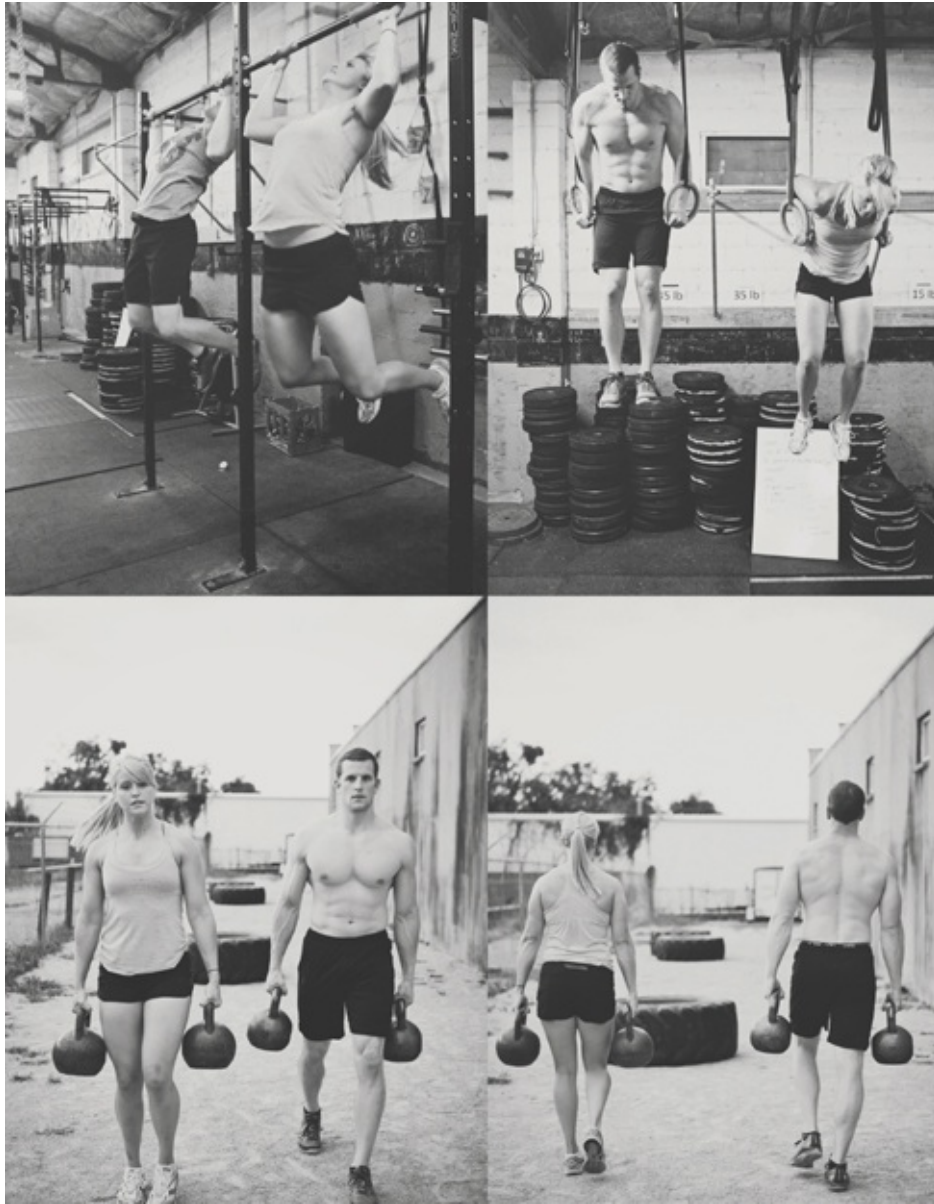
**PALEO RECIPES**

**Health-Bent** (adj.) 1: dedicated to pursuing health, most importantly through food 2: unwilling to accept conventional dietary wisdom at face value 3: resolved to eat real, nutrient-dense foods 4: intent on following a Primal/paleo approach 5: steadfastly refusing to believe that healthful food has to be bland, boring food

— Brandon Keatley + Megan Keatley —

# OUR PHILOSOPHY

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We like to eat good food, plain and simple. We also like to feel great and be healthy and productive. We do not believe that these two things have to be mutually exclusive.

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Whether they are comforting to us, are associated with fond memories, or stem from curiosity to find new variety and seek out new tastes, the desire for flavorful foods is universal. But we also want our food to be nourishing. It's in that spirit that we set out to provide the best of both worlds, with foods that satiate our deep-seated, visceral urges, made from ingredients that satisfy our ancient, genetic needs for good health.

We're talking about outstanding flavors that you may already know and love, often with an interesting—and healthier—twist. It's as simple as omitting the unhealthy ingredients in your favorite foods by changing the vehicle that delivers the flavors. For example, you'll find many of the ingredients and all of the flavor of a Philly cheesesteak sandwich in our Philly Stuffed Peppers recipe. Same thing with the Chicago dog that we've transformed into a kebab. The end result is the best food we've ever made, and we're excited to bring it to your kitchen.

## GUIDED BY PRIMAL/PALEO PRINCIPLES

Fun, tasty, and flexible recipes are this book's primary intent. The recipes are guided by principles that also make them healthy choices, so we'd be remiss if we didn't touch on what those principles are and how we use them.

Perhaps you're already familiar with the Primal/paleo movement. Or maybe you are just coming to know about it. For the sake of convenience, we offer the following primer.

The Primal/paleo way of eating is, at its core, about finding the perfect human diet. We look to evolution for answers, adapting a diet informed by the past, thus providing our *homo sapiens* genes the influences they "expect" for optimal health.

The terms Primal and paleo refer to the diets of our primitive ancestors. Research by evolutionary biologists and anthropologists suggest that during the Paleolithic Era, obesity, cardiac disease, diabetes, high blood pressure, and many other diseases either did not exist or were many orders of magnitude less prevalent than they are today. We commonly refer to our Paleolithic ancestors as hunter-gatherers because they had not yet adopted an agrarian (agricultural-farming) lifestyle and obtained their food from, well, hunting and gathering.

Our ancestors were exceptionally fit and healthy by today's standards—they had to be in order to survive! And while their life expectancy was low due to the primitive dangers and health hazards they faced (as well as a complete lack of medical care), those who avoided rudimentary traumas commonly lived six or seven decades in robust health!

Genetically speaking, we are still identical to our Paleolithic ancestors. But unlike them, we are plagued by widespread disease and obesity, despite all our modern information and conveniences. And the problem seems to be getting worse each year, raising the question: What has gone so terribly wrong since Paleolithic times?

When we speak of Primal/paleo, we are essentially talking about informing our diets with the foods from which our species evolved over 2.5 million years. These foods supply all the macro and micro nutrition that the human body needs to thrive. As Mark Sisson reminds us in his book, *The Primal Blueprint*, the principles of Primal/paleo are not new, but "as old as the dawn of mankind, reinforcing us about the fundamentals of health that seem to have been forgotten, or misinterpreted, in the modern world."

It's pretty simple stuff, really. But don't let that fool you into thinking there is no variety. When we examine indigenous peoples who live similarly to our ancestors, we see that their diets vary greatly

with the climate and geography. That is to say, there is no single ideal diet. For example, some people such as the traditional Inuit in the Arctic, subsist on a high-fat, high-protein diet, made up mostly from whale, seal, walrus, and caribou. Others, such as the Tuki-senta people of Papua New Guinea, thrive almost exclusively on starchy tubers. Yet both groups, as well as many other hunter-gatherer societies throughout the world and throughout history, live or have lived essentially free of disease with naturally lean bodies. Regardless of the variation in diets, the universal characteristics among them all still boil down to two types of food: edible plants and animals.

So, is there more to it than a romantic idea of a time free of cancers, heart disease, diabetes, and things like?

We're glad you asked. Yes, there is a whole lot more. As mentioned, a Primal/paleo diet provides the template for optimal living. It leads us down a path to vibrant health that modern science can substantiate. Though we may think some of the staple foods we consume today—grains, for instance—have been with us a long time, the truth is such foods have been available to us a relatively short time in our 2.5 million-year-old evolutionary history (we're talking .004 percent!), so we haven't evolved any complex adaptations to process them effectively.

Along with anthropology, we also turn to science for answers, asking: What's changed? What's new? What modern foods can we enjoy without evolutionary penalty?



# FLAVOR CRAVINGS

Say the food you are making at home is healthy, but, well, kind of boring. Maybe it lacks depth, surprise, or emotion. How much more likely would it be for you to fall prey to all the guilty pleasures out there—the comfort food, the fast food, the packaged junk food—just waiting on your moment of weakness when you get a hankering for something rich, yummy, and soul-satisfying? It's the kind of thing that could have you falling out of love with your healthy lifestyle very quickly. We would not be ashamed to say that we would likely fall face first into something like that ourselves if we had nothing to satisfy us at home.

We call these wanderings off the regimen “flavor cravings.” Seeking palatability is a very basic craving we all have, and the ability to enjoy something otherwise utilitarian (fuel/energy/nutrients) really is something that makes us human. Denying ourselves pleasurable food not only goes against our nature, but is unjustly impractical compared to eating mindfully. For that reason we've created healthful alternatives to compete with the unhealthy all-American favorites out there. It's all about staying healthy while enjoying life.

Hippocrates taught us to let food be our medicine, a principle fully embraced by the Primal/paleo community. When we eat the way our ancestors did, we allow our food to return us to good health. In addition to medicine, food acts as information. Once food enters our bodies, our cells are informed about the conditions of the exterior environment, and in reaction to that information, our cells respond accordingly, either activating or deactivating certain genes that will allow us to adapt to the current circumstances. There is nothing in our environment that has no influence on our genes. The sunlight we receive, our activity level, the amount of stressful or relaxing situations we regularly encounter, and yes, even, and most especially, the foods we eat, they all serve as information.

What this means is that while our genetic code (DNA) is fixed and unchanging, the ways our genes are signaled are not. A field of study called *epigenetics* sheds light on how all this works. Essentially if we think of our genes as computer hardware (our physical computer), then the environment is the computer software (computer programs) that tell our genes what to do. This is known as “gene expression.”

A study by the Spanish National Cancer Center illustrated the environmental effects on our genes when it found that the more separate and the more different the lifestyles of identical twins, the less their gene expressions had in common—even though the twins possessed identical DNA! In some twins, one was diagnosed with cancer while the other remained cancer-free.

All of us have strong predispositions coded into our familial genes. Some of us even have a genetic predisposition for obesity, arthritis, or other such maladies. But even genetic bad luck requires a lifestyle component to play out—without that influence, it will likely lie dormant. And in the same way, the genetic recipe for the perfect human being, standing proud after conquering more than two million years of selection pressure resides in each one of us. All you have to do is deliver the proper environmental signals to experience your personal potential, and (no matter how bad your familial genes are) skate right past the health problems caused when genetic predispositions encounter adverse lifestyle practices.

So, the bad news is we can't use our genes as an excuse anymore; the good news is, we can't use our genes as an excuse anymore! Your fate is not predetermined—it's up to you! Without a doubt, the



Primal/paleo way of eating promotes optimal gene expression. But this need not be a reenactment of days gone by. You have the flexibility to strike your own balance and work around your personal preferences. It's just a matter of sorting out which of today's foods are beneficial and which are not. Once you do that, technology and progress can work to your benefit instead of your detriment.

To get started, let's build a model that shows the relationship of all of the factors at play. Think of it as a rebuttal to the USDA's Food Pyramid or My Plate, except instead of simply having an unsubstantiated list of food groups and serving suggestions, we provide a set of guidelines on what foods to eat, minimize, and totally avoid.

## THE STORM CLOUD

First, let's define the goal. We'll make the assumption that yours is similar to ours: to live a long, happy, productive, disease-free life.

CrossFit founder Greg Glassman describes health as a continuum ranging from sickness to optimal fitness, with everything in between representing various degrees of illness to wellness.

On the extreme end, a poor diet can cause heart disease, cancer, type 2 diabetes, autoimmune conditions, hormone imbalances, and depression. Less severe but still undesirable conditions include acne, low energy, poor sleep, and weight gain.

Think of these ailments combined into an ominous storm cloud. For some of us, that dark cloud might have already moved overhead and is pouring down a host of medical problems. Or perhaps you sense a storm brewing on the horizon. We hope you're currently experiencing clear skies and want to implement preventive measures. But whatever your current climate, you need protection.



## BUILDING AN UMBRELLA

### THE HANDLE

Naturally, one of the best ways to shelter yourself from a storm is with an umbrella. An umbrella consists of a handle, ribs, and fabric. Similarly, so should your diet. For our figurative umbrella, the handle represents the Primal/paleo lifestyle and the modern science that supports it. Together, they give us the confidence that makes intuitive sense. It's something we can believe in, that we can grab

on to and posture overhead in a confusing world made up of conflicting fads, diet prescriptions, and marketing noise.

In the last decade, study upon study affirms the health benefits of a natural, nutrient-dense, low-glycemic diet that the Primal/paleo diet affords. The healing benefits include increased energy, weight loss, improved muscle tone, relief from joint pain, lowered blood pressure, reduced liver fat, and improved insulin sensitivity. The substantiating research continues to build as people who switch to a Primal/paleo diet are seeing outstanding results in virtually all health markers.



Now, let's add a few ribs to our umbrella to give it some structure.

### THE RIBS

The ribs of our umbrella represent our nutritional priorities. They'll lead us to the best Primal choice and away from what we call "agents of disease." Instead of listing the thousands of foods you "can eat"—without compelling evidence as to why they should be included or excluded—we'll focus on the five nutritional priorities that establish what to embrace, what to minimize, and what to completely avoid.

1. Eat nutrient-dense, whole foods
2. Eliminate grains and legumes
3. Minimize sugar and moderate total carbohydrate intake
4. Know your fats, good from bad
5. Shop for the best

#### **Rib #1: Eat Nutrient-Dense, Whole Foods**

Hard to argue that fresh meat, fruit, and veggies pack a greater nutritional punch than those processed for a long shelf life. We're talking nutrient-dense foods sourced directly from the land, the kind available throughout most of human evolution, when those were the only things considered food.

These same basic foods occupy the exterior of your grocery store, where the electrical outlets are located, because they are fresh and in many cases need refrigerating or freezing. High-quality, whole foods are also found at farmers markets (and directly at the farm!). This is not to say that any and all processing is bad, because in a sense cooking is processing—and obviously we are all for cooking. We're just implying that the majority of your food should start as fresh, unprocessed, and unrefined. Whole foods that have been minimally processed through preserving, pressing, fermenting, or drying and grinding are perfectly healthy, too.



As for agents of disease, these would be foods that are far removed from their natural state—resembling nothing our healthy ancestors ate. In fact, when certain processed foods found their way into the indigenous diets of non-industrialized societies, the health of its citizens steadily began to decline. So, good health is as much about what you eat as what you don't.

Think of a high-performance car. If a substance in the fuel causes the car's engine to malfunction, the first thing you're going to do is remove that substance, right? Seeking a remedy by adding anything else to the fuel just doesn't make sense. Your body is the same way. If you are eating something that makes you ill, you must remove the offending item before you can return to good health.

As dramatic as this might sound, much of the foodstuff Americans (and others in the industrialized world) eat and drink on a daily basis are loaded with toxins. Some of the toxins are harmful to us in any quantity. And others are toxic simply by virtue of the dose, meaning it's within our body's experience to remain healthy when exposed to small amounts of certain items. But in larger doses, we become ill.

## **Rib #2: Eliminate Grains and Legumes**

Grains pretty much fall into the class that is toxic in any amount. We know them as wheat, barley, oats, rice, corn, rye, and so forth. We consume them in the products we all know and love, like bread, pastas, cereals, coatings on fried foods, and all manner of pastries and desserts. Grains are hidden in vast amounts of processed foods, and you can bet that most anything you buy from a convenience store or the interior of your grocery store will contain them.

But wait, don't grains come from plants? Technically, yes. But they are actually the seeds of grasses, and under the Primal/paleo definition don't fall neatly within the definition of an edible plant. For our Paleolithic ancestors, grains were virtually inaccessible. Eating them would have required large amounts of time and energy to gather the tiny seeds in any reasonable quantity, remove their hulls, and then soak or cook them to make them edible, a chore that would have burned more calories and fuel than it would have created. Simply put, grains were just too problematic to consume in primitive times.

We're now learning that grains are problematic to our health as well. It turns out by evolutionary design. Grains try to protect themselves from being eaten, with an objective to germinate and grow

into more grass, which makes perfect sense. Since they can't run or fight back like other prey might, they defend themselves with a manner of chemical warfare with substances collectively known as antinutrients.

Antinutrients such as phytates bind to important vitamins and minerals, which prevents their absorption in our bodies. This is a likely factor in nutritional deficiencies in nations that rely heavily on grain consumption. Quite literally, eating grains leaves us overfed yet undernourished. Possibly worse yet are gliadin proteins, such as gluten and other grain lectins, that can wreak even more havoc on our digestive systems, ultimately causing systemic problems.

Researchers estimate that we all, to some degree, experience adverse reactions to gluten and other gliadin proteins. For some, the reactions are severe enough to warrant medical treatment and lifelong dietary restrictions. For others, the reactions are subclinical. You may recall getting a bloated belly after meals, the occasional sore throat, or an arthritis flareup—generally minor issues that are driven by the continual consumption of proinflammatory, immune- and digestion-compromising foods.

What's more, gluten intolerances, allergies, or sensitivities are diagnosed in millions of Americans every year. Eating grains cause these and other autoimmune conditions, the result of the body attempting to attack offending proteins, but in the process, also attacking its own healthy cells. Rheumatoid arthritis, celiac disease, ulcerative colitis, psoriasis, and Hashimoto's thyroiditis are some of the more well-known autoimmune conditions.

Lectin is another toxin in grains. This sugar-binding protein inhibits the intestine from fully absorbing nutrients, thus creating, you guessed it, more autoimmune problems. Processing and cooking grains help reduce some of these compounds that make us sick, but they are never fully eliminated.

And finally, a word on legumes (beans, soy, lentils, peas, peanuts). They actually offer slightly more nutritional value than grains, and have lower levels of the objectionable lectins and glutes. But there's no good reason to make legumes a part of your diet. They are primarily carbohydrates and contribute to excess insulin production.

### **Rib #3: Minimize Sugar Intake, Moderate Total Carbohydrate Intake**

When we speak of sugar and carbohydrates, we are essentially talking about two sides of the same coin. In most of its forms, sugar breaks down in the body as independent molecules of fructose and glucose, generally about fifty-fifty, while starchy carbs break down into just glucose.

Sugar and carbs are the type of toxins we refer to as “dose specific,” since they are within our body's experience to handle well. Indeed, natural carbs and sugar, such as those found in tubers and fruits, qualify as nutrient-dense, whole-food plants. Paul Jaminet, PhD, co-author of *The Perfect Health Diet*, estimates that hunter-gatherers consumed diets made up of 10 to 20 percent carbohydrates by calorie—far less than the USDA's recommendation of 45 to 65 percent carbohydrate intake as outlined in the Dietary Guidelines for Americans, published in 2010.

While the body can well tolerate moderate amounts of carbohydrates and sugar, chronically elevated levels of blood sugar and insulin (which is secreted to process the blood sugar) are toxic and inflammatory to our bodies. Sugars have the potential to bind with dietary proteins and lipids, causing oxidation that in turn produces groups of molecules known as AGEs (Advanced Glycation End-products). AGEs are responsible for generating free radicals that cause further inflammation, and are known to contribute to several diseases, most notably cardiovascular disease. Fructose is especially susceptible to oxidation; it also puts a burden on your liver. For these reasons, it's especially important to limit dietary fructose.

If weight loss is important to you, the intake of sugar and carbs are of special note. Our bodies are hardwired to store excess carbs as fat to be sourced as fuel later. This is why any diet that successfully promotes weight loss must also successfully mitigate constantly elevated blood sugar and insulin. Otherwise, the “later” purpose that the fat was stored for will never materialize, and we will simply store more fat instead of find the delicate balance of storing and burning.

So, how many carbs should you consume? Most people will experience a reduction in excess body fat by consuming an average of 50 to 100 grams of total carbohydrates per day. If you are already at your ideal weight, 150 grams per day represents maintenance. More than 150 grams puts you into a potential fat accumulation zone; exceeding 300 grams per day—the recommendation of conventional wisdom’s grain-based diet—puts you into a danger zone of elevated disease risk. Of course, there is never a perfect one-size-fits-all plan, but this is a good rule of thumb. Some people may prefer to be on fewer carbs per day, and it is also possible to do well on more than 150 (depending on the type of carb and your activity level), but the majority of experts in the evolutionary health movement recommend consuming no more than 150 grams of total carbs per day to promote optimum health and weight management.

Of those 50 to 150 grams per day, we aim to keep the sugar amount as low as possible. A few pieces of fruit and the naturally occurring sugar in generous servings of vegetables is plenty of sugar to fuel your daily metabolic needs. Paleo advocate Mat Lalonde, a research biochemist at Harvard University, recommends limiting fructose to 50 grams per day, citing observational studies consistently showing that populations consuming greater than that amount experience problems with blood sugar control. To learn more, we recommend checking out the Primal Blueprint Carbohydrate Curve at [MarksDailyApple.com](http://MarksDailyApple.com).

We typically fall somewhere in the range of 75 to 150 grams of carbohydrates per day, but find that having one day a week when we allow a higher carbohydrate intake (as much as double the normal amounts) works for us. Not only does the flexibility help keep us sane, but we feel that the higher carb day helps us to recover after several days of good exercise and can have beneficial effects on our respective metabolisms. The point is, we don’t want to make carbs out to be an enemy. The way we eat carbohydrates is in moderation, but it’s really about understanding how our bodies treat them and figuring out how many are right for you and your goals. We use some of the more natural, less refined sweeteners when possible. But ultimately sugar is sugar (or more accurately, glucose and fructose are glucose and fructose), so we strive to be responsible about our intake. Also keep in mind that if you are struggling with weight loss and want to make progress, limiting your carb intake is the most direct and effective path. The less insulin you produce on a daily basis, the better you will become at burning off excess body fat.

#### **Rib #4: Know Your Fats, Good From Bad**

Fat has taken the rap for many of today’s health problems, so this is one principle where we feel we must be begrudgingly concise. In his books, *Why We Get Fat* and *Good Calories, Bad Calories*, Gary Taubes exposes the flawed science and reckless governmental policy that has demonized dietary fat for the last half-century, essentially changing the paradigm that dietary fat makes us sick and obese. This is not the place to go down the rabbit hole on the misguided conventional wisdom about fat, but we highly recommend investigating Taubes’ work. Evidence suggests that our healthy and robust primal ancestors consumed between 28 to 58 percent fat by calorie. The majority of this fat would have been saturated animal fat. The sad truth is, our fears about saturated fat steer us directly toward health-compromising grains.

Not only has saturated fat never been conclusively linked to heart disease or any other health risk,

but saturated fat is essential to life. Saturated fats make up half of our cell membrane structure and are essential in immune function. They are essential to brain health and deliver fat-soluble vitamins that can't be obtained any other way.

The good news is a Primal/paleo diet includes ample saturated fat, monounsaturated fat, and some polyunsaturated fats. Since we need not worry about the saturated fat content in the plants and animals we eat, we can add variety and purchase cuts of meat that are less expensive.

Polyunsaturated fats (PUFAs) are the caveat in this whole fat discussion. There are two main types as they apply to what we eat, and those are omega-3 and omega-6 polyunsaturated fats. At the molecular level, saturated fats present no double bonds, but unsaturated fats do. The numbers correspond to the number and position of the molecule's carbon bonds.

Omega-3 is the polyunsaturated fat that is a precursor to anti-inflammatory type actions in our bodies. It's received extensive good press lately, and rightfully so. Conversely, omega-6 in large doses promotes more inflammatory type actions. These two fats are essential (meaning we must obtain them from diet; they are not manufactured internally), and ideally balanced in a 1:1 ratio, very close to the ratio of our ancestors' diet. Unfortunately, the widespread use of refined oils has us exposed to exorbitant amounts of omega-6. Typical examples of high omega-6 refined oils are soybean oil, peanut oil, corn oil, and canola oil. Today, it's estimated that the standard American diet delivers an omega-6:omega-3 ratio of around 20:1! Hence, it's urgent to cut your consumption of chemically altered trans and partially hydrogenated fats as well as vegetable oils, and boost your intake of healthy omega-3 rich foods.

Unsaturated fats are also unstable and prone to oxidation, especially at high heat. This gives another thumbs up to saturated fat, which is much more stable. On the Primal/paleo diet, we obtain ample omega-3 from oily, cold-water fish and grass-fed beef, and omega-6 in some animal fats and sensible nut consumption. Many nuts are high in omega-6; they are on the proverbial "enjoy moderately" list. So, to reduce omega-6 in your Primal treats, we're very proud to say that we've pioneered new baking methods that do not use almond flour.

### **Rib #5: Shop For The Best**

Where budget allows, consider the quality of your meat, vegetables, and other grocery items. Get beyond just the labels—organic, free-range, etc.—and get to know where your food is sourced. Ideally, animals should eat a species-specific diet and live in a clean environment that allows for natural mobility instead of forced confinement. Wild fish and seafood, grass-fed beef and dairy, pastured pork, pastured and free-ranging poultry and eggs are preferred. Wild game is excellent. Include local, in-season produce whenever possible, and try to moderate your intake of remote, conventionally grown, out of season produce. See the resources section for reputable online purveyors of quality products.

## **THE FABRIC**

We now have the handle (eat plants and animals) and the ribs (the research that supports why). But when we look up, we still see the sky. We need one final piece to complete our umbrella: the fabric, that is, the actual foods we will eat.

**MEAT AND EGGS** Beef, pork, lamb, bison, poultry, eggs, seafood and shellfish, game meats, organ meats, and other less common animal meats

**VEGETABLES** Mostly non-starchy. Of the starchy veggies, we use potatoes, sweet potatoes (and

yams), celery root, cassava root (tapioca), plantains, and winter squash

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**NUTS AND APPROVED FATS** Enjoy nuts moderately; macadamias are the best for their monounsaturated content (no concerns about omega-6:omega-3 imbalance). Non-dairy cooking fats include tallow, duck fat, lard, olive oil, high oleic sunflower oil, coconut oil, and palm oil and palm shortening

**FRUIT AND ADDED NATURAL SWEETENERS** Berries and cherries make the best fruit choices. We also use coconut sugar, honey, maple syrup, and fruit juice concentrates

**DAIRY** Grass-fed (and raw when possible), heavy cream, butter, and cheeses



This is what we'll implement to keep us out of the bad weather. It's also the template we apply to our recipes. The tenets here comprise what we believe are 80 to 90 percent of the actionable steps of a good Primal/paleo diet. (This book does not address any specific autoimmune or gut-healing protocols and respective food restrictions/eliminations.)

## **HOME RUN RECIPES AND WINNING RESULTS**

In the world where we live today, eating nutrient-dense, whole foods and avoiding or minimizing the

agents of disease requires a real investment in time and money. It's with that in mind that we feel that the need to get a great, enjoyable, tasty result out of your efforts is that much more important.

We've experimented, tested, tasted, made mistakes, and fine-tuned so you don't have to. In many cases, we set out to do things that have never been done before. Where we failed to get the intended result we had to look at the bright side. As Thomas Edison reminds us, we didn't fail; we simply found ten thousand ways that did not work. What remains are a collection of foolproof, home run recipes that will let all the money and time you spent on your food shine on the plate.

## Portion Sizes

As for calories, they do matter but not necessarily in the ways we generally think. It isn't just an "in versus out" or "burning off" calories issue. What happens to the calories we eat depends on what kind of macronutrient they are (protein, fat, or carbohydrate) and what state our body is in when we consume them (resting all day, post workout, etc.). For example, carbohydrates can be stored as muscle glycogen (energy for muscles) after a workout, but stored as body fat after a day of inactivity.

Total calories do play a role, but eating the appropriate foods for our bodies help regulate our hunger so that we don't overeat. One of the most liberating features of a Primal/paleo diet is how satiating food becomes. Typically, once you start eating within a Primal/paleo template, you don't have to count your daily calorie intake at all because your body "knows" what and how much it needs.

Also on a Primal/paleo diet, your body can receive signals to burn fat and becomes "fat adapted" by up-regulating bodily functions involved in accessing and burning fat for energy. A lower-carbohydrate, higher-fat diet can retrain your body to better burn fat for fuel. Fat is the preferred fuel of the human metabolism and has been for most of human evolution, but the high-carb, standard American diet makes us dependent on a fresh source of sugar (carbs) every few hours and thwarts our ability to mobilize and oxidize fat for fuel.

Speaking like our body has a mind of its own really isn't much of a stretch. Our accumulated body fat is a living organ in and of itself. Without proper signaling, the fat mass will defend itself (that spare tire wants to stay there believing it is in your own best interest) against your efforts to lose it. If you aren't seeing the results you'd like without counting calories, or if you feel the palatability of food is keeping you from reaching your goals, restricting carbohydrates further can turbocharge your success with fat reduction.

## Pass the Woolly Mammoth, Please

And finally, we aren't after a reenactment of the past here. Truth is, almost nothing we have available today is identical to the foodstuffs available during Paleolithic times. The majority of available foods today are but analogs to the types of things that were eaten by our ancestors. To that end, we apply the "template" idea—that is, eating in a way that is *informed* by our healthy predecessors, but not *identical*. That includes the ingredients we choose as well as how we apply them in preparation.

Some might disagree with our approach. The argument goes that fare that resembles anything that we typically think of as a comfort food or an indulgence—even if we've removed all or most of the unhealthy agents—provide a psychological crutch, and therefore should be strictly off-limits. We disagree.

The problem with this argument is that it implies that anyone who enjoys an occasional treat has no self-control or is unaware of other factors in their decision making. We firmly believe that your diet should not be stressful, and enjoying treats with the decision influenced by nutritional priorities is the healthiest way to live, physically and mentally. This is what we mean when we talk about mindful eating. If, however, you feel that you are exhibiting serious compulsive or addictive behavior with



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sample content of Primal Cravings: Your favorite foods made Paleo

- [read Chicken Chicken \(Goosebumps, Book 53\)](#)
- [read online \*\*A Concise Introduction to Logic \(10th Edition\)\*\*](#)
- [click \*One Last Thing\*](#)
- [click Zen Gardens: The Complete Works of Shunmyo Masuno, Japan's Leading Garden Designer for free](#)
  
- <http://flog.co.id/library/The-Suppression-of-Guilt--The-Israeli-Media-and-the-Reoccupation-of-the-West.pdf>
- <http://monkeybubblemedia.com/lib/A-Concise-Introduction-to-Logic--10th-Edition-.pdf>
- <http://anvilpr.com/library/Flying-Creatures-of-Fra-Angelico.pdf>
- <http://nexson.arzamaszev.com/library/Wind-and-Solar-Power-Systems--Design--Analysis--and-Operation--2nd-Edition-.pdf>