



Clean Eating Challenge Fall 2015



An Introduction to Clean Eating—Is It For You?

As summer is wrapping up many of us are ready to kick it into high gear for working out and eating healthy! We are offering another clean eating challenge beginning September 14th, 2015.

This Challenge is not about weight loss, it's about improving how you look, feel, and perform. Your body composition will change, and, yes, most of you will likely lose weight. But, you will also perform better—become stronger, have better endurance, and enjoy more energy in general. Your overall mood and sense of well-being will improve. So, even if you don't have a lot of weight to lose, this is still a great Challenge for you.

Clean Eating does not just mean washing your lettuce before you make your salad. Rather, the idea is to eat food in its most natural, whole state. There is an incredible amount of information that has come up over the last few years regarding the dangers of processed food. Clean eating is a way to avoid the problem by going natural. Is it for you?

Do you want to avoid the increased concerns about the health effects of processed foods? Then CLEAN EATING IS FOR YOU!

Clean eating is not a diet, instead it is a lifestyle – you eat food that is as little processed as possible. Essentially, we look to eat foods in their whole form, avoiding added sugars, salts, and fats. Foods that are high in fats and sugars are believed to produce inflammation within the body – a state of systemic irritation that leads to chronic diseases.

Clean eating is consumption of vegetables, fruits, lean meats, whole grains, legumes and healthy fats. Clean eating means a very short list of ingredients (or no ingredients at all because they're totally natural and unprocessed). Going unprocessed can be great for your health, but it takes planning and careful shopping. And it really is a lifestyle change—you will need to be thoughtful about your food at all times. That puts a lot of restaurant food, even if it's not fast food, into the red zone. However, we all like to eat out with family and friends every now and again. That is why we have approached some local restaurants to help us eat clean.

Refer to our restaurant guide on our website: [homepage](#) → [blogs](#) → [coaching and tips](#).



Why Should YOU Eat Clean!?

Do you want to:

Decrease your risk of heart disease?

Normalize insulin levels?

Reduce inflammation in your body?

Improve your overall performance?

Regain a healthy metabolism?

Feel energized throughout the day?

Improve sleep?

Reduce allergies?

Have motivation to eat healthy and workout?

Increase your overall health?

If you answered YES, to any of the above questions then this challenge is for YOU...yes YOU!!!



Benefits of Clean Eating

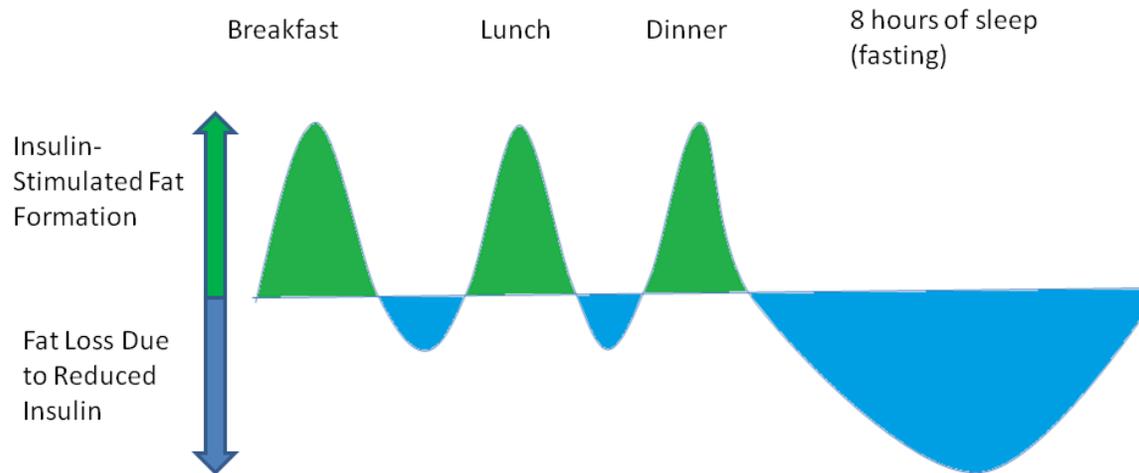
Eating clean can help normalize your insulin levels. This will provide you with the best body composition, health, and performance. Your body will hum with power and energy!

Why should you care about your insulin levels?

Eating food raises your blood sugar, which in turn raises your insulin levels. Different foods raise your insulin levels in different amounts:

FATS: not at all
PROTEINS: very little
CARBOHYDRATES: a lot!

When you consume large amounts of carbs or bad carbs, your blood sugar levels go through the roof; thus, so do your insulin levels. If you have these spikes in insulin often enough, your insulin sensitivity will decrease, reducing your body's ability to control it.



Facts About Insulin

- Controls the storage of fat
- Regulates cholesterol
- Is a growth hormone
- Involved in appetite control

Insulin is not something you want to lose control of. Consistent insulin resistance can lead to the inability of the body to shed fat; inability of the body to absorb nutrients; and can lead to hyperinsulinemia.

Hyperinsulinemia: Insulin resistance, where your pancreas can no longer control how much insulin is being secreted. This can lead to many health issues including; heart disease, cancer, stroke, diabetes, obesity, hypertension, immune disorders, arthritis..etc.



Here are a few tips for cleaning up your eating:

1. **Pitch it:** Throw away any food item (other than spices and condiments) in your cupboard that has been there longer than three months. Real food spoils faster than that (what is up with the yellow cheese that requires no refrigeration?).
2. **Seriously, pitch it:** Definitely throw away anything you've had in fridge or cupboard for a year, for the same reasons only more so.
3. **Rule of four:** Be wary of anything that has more than three or four ingredients that you didn't combine yourself. When you cook, you are effectively processing your food. Mixing, chopping, kneading, baking—these are all forms of processing. However, this type of processing is not the problem. Go for the real thing instead. Look at the ingredients list on everything you buy. More than four is too many.
4. **No white:** When you do buy processed (cooked, packaged) food, eat the least refined version of it. Try to choose grains in their most whole form. Avoid white bread, rice, and sugar. These are all the most refined forms of those staples
5. **Buy locally:** Take the time to shop for local produce and to eat seasonally. This will help you to keep a healthy variety in your diet even as you maintain ecological balance.
6. **Be moderate:** Remember, there's no need to be an extremist to make a difference in your life. You can eat out once or twice per week and still feel clean! But try to pick restaurants that are cooking fresh food from scratch, and try to order the most whole-grain/lean-meat/low-sugar options on the menu. Again, refer to our restaurant guide on our website: [homepage](#) → [blogs](#) → [coaching and tips](#).
7. **Food Prep:** When you bring fresh vegetables home from the store, wash and cut up immediately so that it's convenient and ready to eat.
8. **Drink LOTS of water:** If you find water is boring, add some fresh lemon or purchase a bottle of organic concentrated lemon juice from Zehrs or lime.



4 Week Clean Eating Challenge Guidelines

Sept 14th – Oct 9th, 2015

Below is the outline for the Clean Eating Challenge. On Monday, September 14th, we will have our initial measurements and Bench mark WOD. We will begin logging food points this day as well. We will also go over any questions you may have regarding the challenge on that day. Please look over the rules and scoring ahead of time. Doing this challenge as a Team (spouses, partners, friends) will help increase results. Just like our daily WOD's we are all in this together.

The rules of the Clean Eating Challenge are to eat foods with very few and all pronounceable ingredients, or better yet, no ingredients listed at all because they're totally natural and unprocessed. Chances are if you cannot pronounce it or it has a # in it (ex. Red 40), it isn't real. Just Eat Real Food.

Omitting all of the following foods and beverages will help you regain your healthy metabolism, reduce systemic inflammation, and help you discover how these foods are truly impacting your health, fitness, and quality of life. Obviously, since we are going off of a point system in this challenge, you can eat these foods. However, the more you indulge in them, the more you are limiting the extent of your results.



SCORING

*“I think that we can’t go around... measuring our goodness by what we don’t do. By what we deny ourselves, what we resist, and who we exclude. I think... we’ve got to measure goodness by what we *embrace*, what we create... and who we include.” – Comte de Reynaud, Chocolat*

A new challenge...leads to a new mindset. We have made a big change to this challenge. **We are only having POSITIVE points!!!** You will NOT have to deduct points for cheats. You will only add points for eating clean foods. However, this does not mean we are encouraging cheats! See the next page for guidelines on what you should and should not eat.

Many people only see what doesn’t work and what they can’t change. However, it makes much more sense to focus on the things that work and what you **CAN** change.

You will **start with 0 points each day**. You can achieve up to **42 points per day**, **1 point per week**, and **10 additional points at the end of the month**. Please refer to the breakdown of achievable points below:

Obtainable Nutrition Points

Points per serving	1 Serving = no more than)	Max points per day
+2 Vegetables	Size of your palm	8
+2 Protein	Size of your palm	6
+2 Whole grains	Size of your palm	6
+1 Nuts and Seeds	Handful	1
+1 Healthy Fats	1 Tbsp	3
+1 Fruit	1 Item (apple, banana)	3
+1 Water	8oz	8
+1 Fish Oil	1000mg	1
Maximum Total Points a Day		36

There are no portion restrictions in the challenge, but be smart. If you are eating an entire bag of trail mix, you are not eating clean; you are doing more of the same stuff you did before. Use this challenge to change your habits.



Daily Bonus points

There is a potential for 6 extra bonus points per day. Here's how to get them:

For completing a CrossFit WOD. (Maximum of 5 WOD's a week)	+ 2
For 7 hours of sleep or more	+ 1
For 10mins or more of mobility (stretching/recovery)	+ 1
For spending 20mins or more outside	+ 1
For logging your points on paper or the excel spreadsheet	+ 1
Maximum Total Points a Day	+ 6

Weekly Bonus Points

There is a potential for 4 bonus points for the month. Here's how to get them:

+1 point for sharing a recipe in our Facebook group

Monthly Bonus Points

+ 10 points for maintaining a PERFECT score (**25 Days = up to 1064pts**)

****Remember, daily log begins on September 14th and ends midnight of October 8th****

Team Challenge

Having a team encourages participants to motivate and encourage one another. Our hope is that the same will occur this time around.

We will be having teams of 3; you choose your team. If you don't have a team please let us know!

Please be sure to contact your teammates on a daily basis to help keep each other accountable throughout the challenge.

Daily Log

Please log your points every day. We have provided a link on our website: mcffitness.com → Blogs → News & Events → Fall Clean Eating Challenge.

You will find a link for an excel logging option or a printable version. Choose the option that is most convenient for you.

Along with logging your points, you can log what you ate. Keeping track of what you ate and when you ate it will help you see how different foods change how you feel and perform.



What's Allowed	Off Limits
<p>Vegetables: Any fresh or frozen veggies. Eat plenty!!!</p>	<p>Sugar or Artificial Sugar: Sugar cane, white sugar, brown sugar, aspartame, sucralose, Nutrasweet, Splenda, and anything else refined. With the exception of limited amounts of raw honey, maple syrup, or stevia. (1tbsp a day)</p>
<p>Meat: Any fresh or frozen beef, pork, lamb, duck, chicken, turkey, eggs, fish, seafood. Opt for fresh, unprocessed cuts of meat that you cook at home.</p>	<p>Wheat or Processes Grains: Wheat products (pasta, bread, cereals, baked goods..etc) Corn or corn products Soy or soy products (soy sauce, tofu..etc)</p>
<p>Nuts/seeds: Any nuts/seeds, raw/lightly roasted and unsalted; or any nut butters. Limited to a handful a day.</p>	<p>Legumes Peanuts</p>
<p>Healthy Fats: Avocados, olive/almond/coconut oil, or flaxseed/grape seed oil.</p>	<p>Dairy: Includes cow, goat, or sheeps milk, cream, yogurt (Greek is ok), cheese, cream cheese...etc. with the exception of unsalted butter, clarified butter or organic butter. Substitute almond or coconut milk. Instead of cheese use Avocado.</p>
<p>Some Fruit: Any whole fresh fruit (no fruit juice), but in moderation (be sure to eat more vegetables than fruit every day)</p>	<p>Alcohol It just isn't good for you and you're trying to make a lifestyle change, right? Includes wine, beer, and hard liquor</p>
<p>Eat in Moderation</p>	
<p>Natural Sugar: Read your labels because companies' sneak refined sugar into products in ways you might not recognize. For the purpose of this challenge we will allow 1tbsp of raw honey, maple syrup, and stevia.</p>	
<p>Whole Grains To replace wheat stick to whole grains like barley, oats, rice, millet, bulgur, sorghum, amaranth, buckwheat, sprouted grains, and quinoa.</p>	
<p>Potatoes All potatoes are acceptable. However, if weight-loss is a goal, limit your consumption.</p>	
<p>Dark Chocolate 85% or above only! Eat in moderation.</p>	



Why All The Veggies?

- Vegetables are loaded with vitamins, minerals, and fiber, etc. Vegetables also fill you up and don't spike your insulin.

Why All The Meat?

- Loaded with BCAA's and glutamine which help speed up recovery and drop cortisol levels (stress hormone)
- Raises metabolism, which help burn calories
- Satisfies your appetite
- Improves insulin sensitivity

Why No Peanuts?

Peanuts are very susceptible to toxins.

- Peanuts are a legume, not nuts. Which means they have a soft, permeable pod unlike nuts that have a hard, protective shell. Since peanuts grow underground with a permeable pod they are at greater risk of being exposed to moisture and warm humidity, which allows for the growth of molds.
- Aflatoxin is one of the most dangerous toxins that peanuts may contain. Aflatoxin is a carcinogen associated with liver cancer. Any good that affects the liver may impede its important functions, including detoxification and fat-burning.
- This is true EVEN for ORGANIC peanuts or PEANUT BUTTER, as it is the nature of the peanut itself and doesn't have to do with pesticides or herbicides.

Lectins

- Peanuts and some other legumes contain lectins, which are an anti-nutrient. Lectins are a sticky protein that are nearly impossible to digest.
- Lectins bind to sugars in cells causing inflammation
- Lectin mimics insulin behaviours in the body which can lead to weight gain

Pro-Inflammatory

- Peanuts contain a high level of omega-6 fatty acids. We tend to get an extremely high amount of omega-6 fatty acids and low omega-3's in our diets. Our bodies need a balance of both omega-3's and omega-6's, if we don't have this balance we are more susceptible to inflammation, heart disease, and many other health issues.
- Avoid peanut oil!!!

Pesticides

- Since peanuts are at a high-risk of mold, non-organic farmers use many pesticides and fungicides on peanut crops. With permeable pods, these peanuts may contain high levels of pesticide residues.

Substitute: Almond butter (limit consumption as it is high in calories and fat)



Why No Gluten-Free Products?

Stay away from gluten-free products; they generally substitute gluten with chemicals and sugar. Again, look at the ingredient label.

Why No Wheat & Processed Grains?

- Not suitable for our digestive systems (causes weight gain and bloating)
- Contain lectin (grain protein causes gut irritation) – see description under peanuts above
- Gluten (wheat) disrupts insulin signaling, can lead to celiac disease
- Lead to carb addiction (once you have it, you want more!)

Why Nuts/Seeds, Olive Oil, or Avocado

- Fat ratios of omega 3/6/9 get normalized
- Get more omega 3 with fish oil and more omega 9 with olive oil and nuts
- Anti-inflammatory (Inflammation causes: heart attacks, cancer, and Alzheimer's to name a few)
- Essential to human health
- Promotes healthy blood flow

Why No Fruit Juice?

Avoid fruit juices. Even if freshly squeezed. The processing strips the fruit of its nutrients and fiber.

Why No Dairy?

- Spikes insulin levels
- Nutrient deficient (cows are fed grain) and loaded with antibiotics and growth hormones
- Linked to increased risk of prostate and ovarian cancer

Why No Bacon?

- Full of fat (50% is saturated fat – bad fat!) Saturated fat leads to a higher risk of developing heart disease
- Bacon and other processed meats contain nitrites, nitrates and preservatives that, when absorbed by the human body, convert to N-nitroso, a compound that could cause cancer.
- Factory-farmed pigs usually live in concrete cells with no outside interaction. Pigs are fairly intelligent animals and this lack of stimulation in the cells leads to high stress levels and therefore high illness. This has contributed to the formation of a bacteria that has a strong resistance to antibiotics, this bacteria has been found on factory pig farms in Canada.



- Bacon is full of sodium! The recommended daily intake of sodium is about 2300 milligrams. One slice of bacon contains about 190 milligrams of sodium. If you have 4-5 slices you've already hit half of your daily recommendation.

What Can I Drink?

Black coffee – Espresso – Americano – green/black/herbal/oolong tea water – water w/ lemon. THAT'S IT.

What Can I Flavour My Food With?

- Tomato paste, crushed tomatoes, salsa
- Fresh onion and/or garlic
- Fresh dill, basil, or lemongrass
- Dried dill, basil, oregano, cumin, ginger, adobo, curry, mustard
- Black pepper, red pepper, chili pepper, chili powder
- Fresh lemon or limes; Mojo

Conventional Meat vs. Organic Meat vs. Grass-Fed/Free-Range/Wild Meat

Conventional meat is raised with the routine use of antibiotics and growth hormones. They are fed a diet of grains and are caged/farmed. Organic meat is raised without the use of antibiotics and growth hormones, but is still fed an organic diet of grains and is also caged/farmed. Grass-Fed/Free-Range/Wild means exactly what it says. No antibiotics or growth hormones. They eat what they were meant to eat (cows-grass, fish-other fish or sea life, chicken-bugs) and they are not caged.

Again, these are personal choices. If you can afford GF/FR/W, then do it. The quality of our food is largely determined by the quality of the food that animal ate or with fruits+veggies, the quality of the growing conditions.

Why Should I take Fish Oil?

1) Take only if you are interested in: better brain development – better emotional control/mood – hormone synthesis regulation of pain and inflammation – better immune function – proper circulation – proper kidney function – proper nerve transmission – more energy production better looking skin, hair and nails – better athletic performance or

2) If you are concerned about the following diseases: arthritis – asthma – ADD – heart attack – stroke – cancer – depression hair loss – hypertension – lupus – memory problems – schizophrenia diabetes – bronchitis – emphysema – gastrointestinal disorders obesity – fatigue – fibromyalgia – autoimmune diseases



“By failing to prepare, you are preparing to fail” Benjamin Franklin

The key to healthy meals is to food prep for a week. “As an example, it takes just as long to cook 4 pieces of chicken breast as it takes to cook 8. You can cut them into strips, bag them and use them for breakfast, lunch or dinner. What about a couple of beef roasts? You can easily prep all your meats & veggies for the week in a matter of a couple of hours. All you then need to do is fill in the blanks. Not so bad eh? Here are a few examples of what we eat in our house:

Breakfast Suggestions

- Eggs – be creative
- Steel cut oats with honey and cinnamon
- Plain Greek Yogurt
- Omelets with spinach, peppers, etc...no cheese
- Chia seeds with almond milk & fruit
- Smoothies - spinach with fruit, almond milk or water
- Waffles topped with a strawberry sauce or any sort of fruit – Karissa has a great recipe in her Facebook group Chop's Kitchen
- Two ingredient pancakes – banana & egg or almond butter & egg

Lunch Suggestions

- **Leftovers from dinner – think outside of the box, get away from the “sandwich”. If you plan and portion properly, you’ll always have a lunch the next day.**
- Salad topped with leftover fish, beef, chicken. Be creative, add some fruit in your salad, avocado, etc. Raw apple cider vinegar for dressing or just lemon juice.
- Collard Green wraps with tuna/salmon/chicken salad, avocado instead of mayonnaise or miracle whip, etc...

Dinner Suggestions

- This meal probably will not differ very much from what you’re already doing except for the sauces(sugars) and wheat(pasta/pizza/rice)
- Sky is the limit! The Crock Pot is a nice and easy way to get through busy weeks. Again, if you food prep, the Crock Pot can fill in a blank.
- Salad! Often underestimated for a full meal. But if you are creative with your ingredients, you’d be surprised how filling it can be.
- Explore veggies that you’ve never tried. The old saying, “can’t hurt to try!”
- Steamed potatoes and vegetables is a quick and easy dinner!



List of Substitutes

- Sugar - Stevia, honey, maple syrup
- White Flour – Almond Flour, Coconut Flour, Arrowroot Flour, Sweet Potato Flour
- White Potato – Sweet Potato
- Milk/Coffee Cream – Almond Milk
- Yogurt – Plain Greek Yogurt
- Table Salt – Sea Salt/Himalayan Pink Salt
- All Cooking Oils – Coconut Oil
- NO CHEESE of ANY TYPE
- NO CORN, it's a grain not a vegetable
- Mashed Potatoes – Mashed Cauliflower
- Wheat Spaghetti – Spaghetti Squash
- Tortilla Wraps – Lettuce Wraps`



Grocery List Ideas

Meat, Pork, Fish & Poultry	Frozen Foods	Herbs & Spices	Fruits & Vegetables	Pantry
Ground Beef	Broccoli	Basil	Carrots	Nuts
Ground Pork	Brussel Sprouts	Rosemary	Onions	Coconut Milk
Steak	Green Beans	Cinnamon	Eggs	Vanilla Extract
Bacon (uncured)	Mixed Vegetables	Cumin	Lemons	Coconut Oil
Sausages (no filler)	Frozen Fruit	Chili Powder	Lettuce	Apple Cider Vinegar
Chicken	Peppers	Salt and/or Pepper	Sweet Potato	Balsamic Vinegar (no sugar)
			Butternut Squash	Mustard
			Fresh Tomatoes	Almond Flour
			Mushrooms	Coconut Flour
			Apples	Amaranth Flour
			Bananas	Flax Seed
			Blueberries	Coffee/Tea
			Clementines	Coconut Water
			Pineapple	
			Cabbage	
			Melon	

****Be sure to read your ingredient labels before buying!!!****



Here are a few websites that we use to find recipes for all our favourite foods:

MCF's Complied Recipes (by Bev Jeffray)

www.pepperplate.com Email: bev@westharbour.ca Password: Menesetung

Join Karissa's Facebook **Group Chop's Kitchen**

WEBSITES

www.paleomg.com

www.everydaypaleo.com

www.civilizedcavemancooking.com

www.nomnompaleo.com

www.stupideasypaleo.com

ARTICLES

<http://everydaypaleo.com/you-cant-fix-a-body-you-hate/>

http://crossfitallstar.com/storage/cfj_beyondthebody.pdf

<http://content.time.com/time/health/article/0,8599,1662484,00.html>

<http://www.marksdailyapple.com/dairy-intolerance/#axzz2pOFXdN46>

<http://www.nerdfitness.com/blog/2010/10/04/the-beginners-guide-to-the-paleo-diet/>

<http://www.nerdfitness.com/blog/2011/10/11/how-to-eat-healthy-without-breakingthe-bank/>

VIDEO

<http://www.youtube.com/watch?v=mNYllcXynwE>