

THE WILD DIET

A photograph of a shirtless man from the back, standing in a lush green forest. His arms are raised and clasped together above his head. The background is filled with dense green foliage and tall pine trees under a bright blue sky with scattered white clouds. The overall scene conveys a sense of nature, health, and vitality.

by bestselling author **ABEL JAMES**

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Table of Contents

A NOTE FROM ABEL	1
INTRODUCTION	2
THE STRUCTURE OF THIS MANUAL	3
FORGET CONVENTIONAL WISDOM	5
WHAT IS THE WILD DIET?	6
HOW DID WE GET HERE?	7
YOUR BODY IS BEFUDDLED.....	9
HEALTHY FOODS THAT AREN'T.....	10
THE FUTURE IS HERE.....	10
MAKE FOOD A PRIORITY	11
ORDINARY PEOPLE, SPECTACULAR RESULTS.....	12
THE POWER OF VISUALIZATION	13
WHAT TO KNOW	15
HOW WE GET FAT	15
HOW WE BURN FAT.....	17
THE ROLE OF MACRONUTRIENTS IN FAT METABOLISM	18
NOT ALL FATS ARE CREATED EQUAL	23
STOP EATING FOODS THAT MAKE YOU FAT AND SICK.....	28
READ THE INGREDIENTS	29
CHEMICAL ADDITIVES AND TOXINS.....	31
SUGAR	34
ARTIFICIAL SWEETENERS AND SUGAR SUBSTITUTES	35
INDUSTRIAL OILS	36
HIGH-GLYCEMIC CARBOHYDRATES.....	37
FRUIT AND STARCHY VEGETABLES.....	38
ALCOHOL.....	39
AVOID FOODS THAT DAMAGE YOU	40
GRAINS	41
LEGUMES.....	43
DAIRY	45
WHATEVER, I FEEL FINE!.....	46
THE PROCESS OF ELIMINATION.....	47
EAT FOODS THAT MAKE YOU FULL AND HEALTHY	48
THE QUALITY OF YOUR FOOD MATTERS	49

ORGANIC	49
FRESH, LOCAL, AND IN-SEASON	50
EAT PAMPERED MEAT.....	50
EAT A WIDE VARIETY OF FOODS	52
YOU DON'T HAVE TO BE PERFECT	53
OPTIMIZE YOUR METABOLISM	55
DRINK PLENTY OF PURE WATER.....	55
GROW GOOD GUT BUGS	56
EAT THYROID-OPTIMIZING FOODS.....	57
BOOST YOUR NUTRIENT INTAKE WITH A GREEN SMOOTHIE	58
THE WILD DIET ANALYZED: A NUTRITIONAL POWERHOUSE	62
A TYPICAL TUESDAY.....	63
THE IMPORTANCE OF HEALTHY INDULGENCES	65
WILD EXERCISE	68
WHAT TO DO.....	82
COLD FREAKING TURKEY.....	82
TRACKING YOUR PROGRESS.....	83
RESULTS YOU CAN EXPECT	83
POSSIBLE "SIDE EFFECTS"	84
A PERSONAL SUCCESS STORY.....	84
PICTURES: BEFORE AND AFTER THE WILD DIET	85
YOUR TURN	87
MACRONUTRIENT GUIDELINES.....	95
WILD DIET STAPLE FOODS	97
NON-STARCHY VEGETABLES	97
MEATS.....	97
FISH.....	98
CRUSTACEANS/MOLLUSKS	98
EGGS	98
NUTS	98
SEEDS	99
BEVERAGES	99
HEALTHY FATS AND OILS.....	99
FERMENTED VEGETABLES.....	99
WILD DIET SUPPLEMENTARY FOODS	100
MINIMALLY-PROCESSED MEATS.....	100
CANNED FISH	100
FRUIT.....	100
STARCHY VEGETABLES	100
DAIRY	101
PROTEIN SUPPLEMENTS.....	101

LEGUMES.....	101
FLOUR.....	101
GRAIN-FREE PASTA OPTIONS.....	102
NATURAL SWEETENERS	102
SUGAR SUBSTITUTES	102
INDULGENCES	102
TROUBLESHOOTING	103
15 DAYS OF WILD DIET MEAL PLANS.....	104
YOUR JOURNEY BEGINS... ..	113
ABOUT THE AUTHOR	114
THE WILD DIET MAINTENANCE GUIDE	115
THE LEANBODY COMMUNITY	116

DEDICATION

This book is dedicated to my mother, my father, and countless others who have taught me so much about food, health, good manners, perseverance, love, and life.

I appreciate and love you all dearly.

ACKNOWLEDGEMENTS

I would like to thank my parents for raising me in the backwoods of New Hampshire on real food from the garden. I also want to thank the many tireless scientists and researchers who are driving this field forward and chasing each other down the rabbit holes. Finally, I would like to thank my friends Mark Sisson, Robb Wolf, Paul Jaminet, and many others in the ancestral health community for helping us give conventional wisdom a wallop.

A NOTE FROM ABEL

Congratulations and welcome!

On the following pages, I am going to describe what I believe to be the single best system – the very techniques I recommend to my clients and follow diligently myself – to spur total body transformation and achieve lifelong health. And we’re going to have some fun along the way.

The discoveries I am going to share with you are the result of countless hours of obsessive research and years of relentless experimentation. Your journey will be far more straightforward: all you need to know about how to lose fat permanently without magic pills, absurd gadgets, or soul-crushing dieting is contained within this manual.

The primary goal of this manual is to educate you in the process of losing fat rapidly and permanently – without bias, conjecture, or ulterior motive – and to lift the fog of confusion about nutrition and exercise that may have hindered your progress in the past. To achieve this goal, I decided to write this manual in layman’s terms with minimal cryptic scientific jargon.

Be assured – the Wild Diet is based on proven scientific principles and a growing body of peer-reviewed and independent research.¹ But instead of hurling studies and their equal-and-opposite counterparts back and forth, this manual is meant to get straight to the point and show you what works so you can achieve rapid and dramatic results.

Fair warning: many of these principles and issues are “controversial” and stand in direct opposition to current conventional wisdom and popular beliefs. While the principles in this manual may seem radical today, I wholeheartedly believe that they will be the “breakthroughs” of the future. I am confident that if you read this book with an open mind, the knowledge on the following pages has the power to change your life.

Very Sincerely,

ABEL JAMES

P.S. – If you haven’t already, do yourself a favor and print this manual. You two will be spending some quality time together.

¹ If you like to do your own homework, check out my research resources at FatBurningMan.com/references.

INTRODUCTION

This is no dietary boot camp. You will soon discover that being lean and taking pleasure in nourishing your body are not mutually exclusive. Sure, it will require some amount of discipline. But flexibility, self-discovery, and fun will also be essential elements of your journey.

Like many of us, you've probably tried a brutal calorie-restricted diet. Fighting through incessant cravings with shocking self-control, you probably even shed a few pounds. But as soon as you stopped depriving yourself, the fat came right back, didn't it? Most diets teach that you can be lean, but only if you're hungry and miserable.

I'm here to tell you that it doesn't have to be like that.

Not only will you shed fat and build a lean, toned body, but you will eat better than you ever have. **There will be pleasures and lots of them.** What seemingly everyone else attempts to accomplish with extreme measures we will achieve by restoring your mental and physical balance. Instead of fighting against it, we will be working *with* your body to improve your health.

Let's be clear: you don't want to lose weight. You want to lose fat. Through calorie-restricted crash diets, for every three pounds of fat you lose, you also lose one pound of muscle. I am going to show you how to build and tone muscle tissue through dietary modification and specific types of exercise so that you can achieve optimal body composition with a flat belly, healthy muscles, increased energy levels and improved athleticism.

What you have in front of you is not a diet, but a lifestyle. My recommendations are not iron-fisted decrees; the Wild Diet is a paradigm for making informed decisions about how to nourish your body and mind as well as a template that is infinitely customizable to your own tastes, needs, and goals. There will be no calorie-counting, stress, expensive drugs, marathon workouts, superhuman willpower, or gloom.

These principles are simple, practical, inexpensive to implement, and require minimal sacrifice. Unlike gimmicky fad diets, the Wild Diet plan is intuitive and easy to follow—not for 7, 17, or 30 days but for the rest of your life.

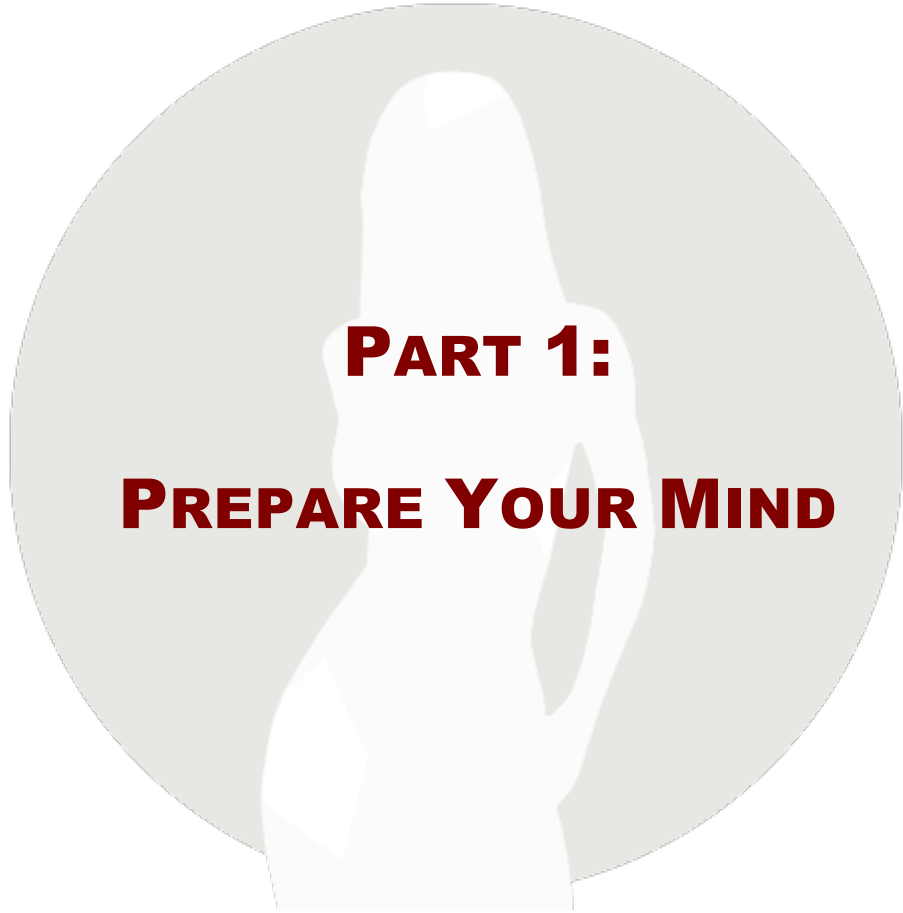
Shall we?

THE STRUCTURE OF THIS MANUAL

This manual is organized into three parts:

1. **Prepare Your Mind:** Before you start the Wild Diet, we'll make sure your head is in the right place.
2. **What to Know:** Most people don't want to simply be told what to do – it's important to know *why* something works. This section explains the science behind fat-burning, why the food you may think is good for you isn't, and what foods to eat in order to burn fat effectively. Additionally, we will discuss your "eat whatever you want" meals and cover the most effective exercise strategy to accelerate results and achieve total body transformation.
3. **What to Do:** Finally, we will review exactly what you need to do to shed fat, build toned muscle, and achieve a lean body composition for the rest of your life.

Once you have reached your ideal body composition, read the more relaxed and flexible approach to eating and exercise in the Wild Diet for maintenance.



PART 1:

PREPARE YOUR MIND

FORGET CONVENTIONAL WISDOM

“If fifty million people say a foolish thing, it is still a foolish thing.”

~Anatole France

I’m going to ask you to forget nearly everything you have been told about diet, nutrition, and health. Be warned – many of the strategies and principles of the Wild Diet fly in the face of popular beliefs and decades of decrees from diet “dictocrats.”

If you are reading this, then conventional wisdom about nutrition and fitness has likely failed you. Tainted by special interests, powerful industry lobbyists, sleazy health and fitness gurus and others, the lion’s share of **conventional wisdom about diet and health is wrong**, and those who trumpet its claims are misinformed, misguided, or simply misleading you.

One diet suggests you eat at least three grapefruits a day, another demands that you ingest nothing but raw vegetables, and still others declare that you will only reach enlightenment by drinking murky-colored juice, nibbling on expensive private-label frozen dinners, or slugging cabbage soup.

And you’re confused, right? I was, too. That’s why I spent years reading hundreds of books, scouring scientific and medical research, and interviewing doctors, celebrities, bodybuilders, nutritionists, and elite athletes to discover what really works. Alas, it was not easy to weed through all of the misinformation, discussion-board fauxscience, and advertising masquerading as scientific fact.

But after more than a decade of obsessive research and thousands of hours of guinea-pigging and personal experimentation, **I found the truth**.

If you listen to my show or read my blog, then perhaps you already know my main message of health: **Real food always wins**.

What is The Wild Diet?

There is little denying that our collective health seems doomed. Diabetes and cancer are rampant, health care costs are increasingly crippling our economy, and 8-year-old children are weighing-in at 300 pounds. Clearly, something isn't working.

We don't need to go back millennia to witness a startling decline in health and increase in obesity. We really can just look back a generation or two.

Our grandmothers knew that processed foods, namely carbohydrates like grains, starch, and sugar, make us fat. And when our grandmothers bought food, it was usually local, organic, and free of most chemicals... Not by choice, mind you, but by default. Once upon a time, food was food.

Alas, those days have passed.

We once had access to an immense variety of seasonal foods from small, local sources. Now we have access to very few varieties of very few foods from a massive industrial system often thousands of miles from where we live.

It's important to note the few staples of the Standard American Diet – namely corn, wheat, and soy – are not produced in such massive quantities because they're healthy. They're produced because **they make money for rich people**.

As you will see, GMO's are creepy, artificial flavors are horrifying, and selective breeding has unleashed some freakish foodstuffs upon the general public. Monoculture is destroying the land, generating obscene wealth for a select few, and producing "foods" that make us fat and sick. We need to return to a system that works with the land, with nature, and with our own physiology and spirit.

Simply, **The Wild Diet suggests that we take a deep breath and start eating real food again.**

As a rule, the closer you can get to eating plants and animals that would thrive in their wild and natural habitat, the better.

Eat plants and animals that were recently alive and well. Heirloom and heritage plants and animals are in themselves healthier as a result more nutritious than their industrial counterparts. Imagine grain is expensive, hard physical work is necessary, and sweets are a treat.

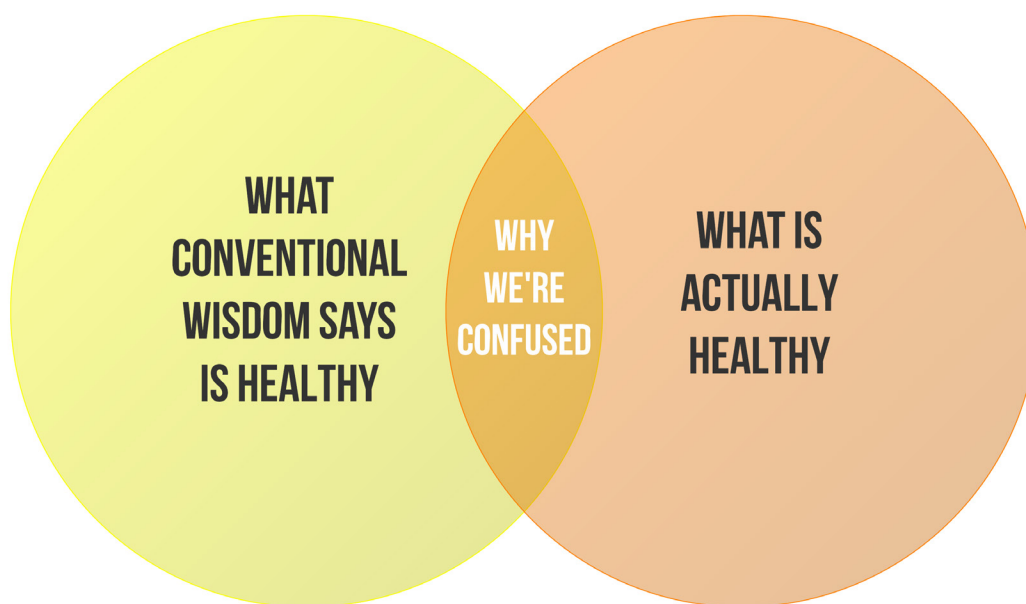
And don't be afraid to get some dirt under your fingernails. It's good for you.

How Did We Get Here?

The low-fat, high-carbohydrate diet sounds great in principle, but it simply doesn't work. As you read on, you will see why and how the standard low-fat, high-grain diet is biochemically flawed; it doesn't prevent weight gain but actually *causes* it. After decades of fat-phobia, we have witnessed the weight of the average American skyrocket. Today, more than 64% of adult women and more than 72% of adult men in America are overweight or obese. Clearly, conventional wisdom's diet isn't working, so we seek other solutions.

Enter the fad diet and supplement companies. Pushing their magic "fat-blaster pill" or "exercise in a bottle" miracle potion, these vultures will tell you anything to make a sale, and tend to only reference "research" when it suits business. This presents another problem: any company can find or conduct a study that supports almost any premise (which the media is eager to sensationalize and distort). Their goal is not to educate you but to condition you as a consumer.

Stop listening to the peddlers of conventional nonsense and the wily, desperate talking heads. Ignore the alarmist drumbeat of the sensationalist media. **You need to try something different.**



After decades of struggling to reach my ideal body composition, I feel obligated to share the techniques I developed for the Wild Diet. No swindling, circus antics, or peddling – **the Wild Diet simply works.**

You may be surprised, shocked, or confused by its methods that often stand in direct opposition to popular beliefs and may challenge your comforting world view, but do not dismiss them simply because they are “out of the box” compared to the status quo.

It’s also likely that you have heard about some of these principles that run counter to conventional wisdom before. That’s great. The secrets of bodybuilders, celebrities, and fitness models are gaining traction in the Paleo, Primal, and ancestral communities. And it’s about time.

Open your mind to this unique approach; only then will you achieve results.

Your Body is Befuddled

“We are cavemen living in the space age.”

~Loren Cordain

Our genetics are nearly identical to those of our hunter-gathering ancestors. Your Stone Age body still assumes that you are spending the day foraging for berries with a baby on your back and dodging saber-toothed tigers. Today, it’s much easier to survive; but with a rampant supply of fat-storing foods, it’s incredibly – tragically – easy to become fat. There are three compounding problems here:

1. We are expending little to no energy to obtain our food.
2. Our antiquated instincts cause us to overeat modern foods that contain unnatural amounts of concentrated calories and do not ultimately satiate our hunger.
3. We are genetically programmed to store fat as a survival mechanism.

In the glory days of hunter-gathering, the opportunity to eat required immense effort and risk. If you wanted meat, it was necessary to run a buffalo off of a cliff or scoop a jackrabbit out of thin air. Eating only came as the direct result of enormous expenditures of energy.

Additionally, our bodies simply have not had ample time to adapt to the products of modern food processing and the environment of drive-thru convenience that has come along with it. Molten chocolate cakes don’t exist in nature, nor do Slurpees or deep-fried ice cream; in fact, the obscene amount of sugar in these gut bombs would have been nearly impossible for our ancestors to consume.² These foods play to – and take advantage of – our instinct to binge on sweet foods that fatten us up in preparation for the (formerly) inevitable meager times ahead.

But here is the issue: while you may know that food is readily available and you’ll eat again in a few short hours, your body does not. So, as a no-longer-handly survival mechanism, you readily store extra calories – especially carbohydrates – as fat.

Much like a squirrel stores nuts for the winter, human fat cells are designed to hoard energy. You have approximately **30 billion fat cells**, which can expand a thousand times in volume and can divide infinitely to form new fat cells. That’s a lot of Crisco.

Ironically, the very same mechanisms we acquired to help us survive are killing us.

² You would have to eat *three pounds of carrots* for the sugar equivalent of one bottle of Coke.

But your body is a biochemical marvel: it can squeeze every last bit of nutrition out of any substance remotely resembling food to literally **turn Twinkies into fingernails**. With magical powers like that, is it really so hard to believe that burning fat is simple and straightforward if you eat the foods we were built to eat and hop off the couch every once in a while? **There is hope!**

Healthy Foods that Aren't

Perhaps you think that the foods you are eating – such as whole wheat, low-fat foods, diet products, canola oil, and soy – are healthy because they have been dubbed as such by conventional wisdom. I used to think so, too. But here's the truth: these foods aren't healthy. They're fattening.

If you have been gaining weight on a low-fat, high-grain diet, stop blaming yourself. It is the absence of adequate protein and fat combined with the high amount of carbohydrates that is actually *causing* you to be overweight. You are giving your body the wrong fuel. Essentially, it's like putting diesel in your Porsche.³

The good news is that you're probably eating some of the right foods already – you're just not eating enough of them. And by eating what your body was designed to eat in a manner that burns fat instead of stores it, **it's easy to become lean and trim**. And that's just what we're going to do.

The Future is Here

"The future is already here – it's just not evenly distributed."

~William Gibson

One hundred years from now, medical doctors, scientists, nutritionists, and the general public will be puzzled and astounded by how few of us were able to grasp the obvious – high-carb, low-fat diets simply do not work long-term.

Athletes, fitness models, Hollywood and others have known for decades that a moderate-to-high protein, low-carb nutrition plan achieves incredible fat metabolism and enables rapid muscle gains. Hundreds of scientific studies have – again and again – proven the same. Special interests have ridiculed and disparaged these approaches and prevented most of this knowledge, however, from being incorporated into conventional wisdom.

³ Except your Porsche won't get fat.

But ask yourself: why does the meathead bodybuilder at the gym seem to know more about nutrition than your doctor? Hint: only one of those jobs depends on it.

It will make you raise your eyebrows more than a few times and scratch your head, and may take a suspension of disbelief to get there. But when you try the Wild Diet, the results – how you look and how you feel – will speak for themselves.

While some diets do follow effective fat loss principles, many take them to extremes (Atkins, Dukan, the Ketogenic Diet, etc.), advocating weight loss at any cost. Avoiding fruits and vegetables in favor of hot dogs and bacon binges – although it might actually encourage short-term weight loss – is *not* a healthy or sustainable strategy. The Wild Diet is unlike these diets in that you will achieve fat loss as a direct result of *improving* your overall health, not sacrificing it.

In the healthy body, fat loss is almost effortless.

Make Food a Priority

Our struggles with weight have just as much to do with our attitudes about food as they do with what we ingest.

Until quite recently, the concept of mealtime implied gathering around the table with family and friends and enjoying meals for hours, laughing, relaxing, and carrying on in merriment. Is this what your life looks like, or are you sucking down greasy burritos in the front seat of your car because you have something “more important” to do?

Respect your food and enjoy what you eat. Don’t polish off a bag of Doritos because you’re bored. Don’t force-feed yourself a late night pizza to “sober up.” And definitely don’t slug a tub of melted ice cream because you had a bad day. Gone are the days of reflexive consumption and thoughtless eating – you are above all of that!

When you do not notice the foods you are eating, you are not really enjoying them. As such, it is far too easy to overdo it. When you pay attention and choose your favorite foods, however, you will be able to take delight in your savvy indulgences.

The manner in which you consume food matters. When you eat on the run and do not pay attention, your brain does not adequately measure how much food you eat. Mindless snacking is unnecessary and will slow your progress. If you struggle with mindless or emotional eating, we will work on helping you to relearn how to eat for nourishment and pleasure once more.

The ability to eat nearly whatever we want whenever we want is a luxury. Stop thinking of food as sinful and guilt-inducing, as many of us are wont to do. Food is fuel, food is medicine, and

food is healthy. Have high standards for what you put in your body and learn to take sensual pleasure in every morsel that passes the lips.

Make mealtime an occasion to be enjoyed. Don't slop food on your plate like the dog's dinner. Sit down, break out your auntie's best china and your favorite place settings, and take your time.⁴ **Look forward to what you eat and make food a focus of your life.**

Ordinary People, Spectacular Results

Celebrities, fitness models, and professional athletes do not have “perfect bodies” from birth. They have achieved a high level of fitness and low body fat by following a very specific and often regimented diet and lifestyle (not to mention drugs, cosmetic surgery, and Photoshop). Like many other experienced diet and fitness professionals, I believe your body composition is 80% diet and 20% exercise. That means that you can achieve incredible results, too – you just need to follow the right advice.

What about genetics? We all have the genes to program our bodies to be lean and healthy. The trick to achieving optimal body composition is to reprogram your gene expression by eating specific foods and performing the right type of exercise. The Wild Diet will show you foolproof strategies to get incredible results – naturally, quickly, and healthfully.

If you are overweight, it is your diet and hormones that are out of alignment, not your genes. Through dietary modification and exercise alone, the Wild Diet naturally restores insulin sensitivity, boosts fat-burning hormones, and optimizes your glucose transporter system so that you burn fat and tone your muscle naturally and safely.

⁴ Candlelight, anyone?

The Power of Visualization

“Experimental and clinical psychologists have proven beyond a shadow of a doubt that the human nervous system cannot tell the difference between an ‘actual’ experience and an experience imagined vividly and in detail.”

~Dr. Maxwell Maltz, Author, Psycho-Cybernetics

Visualization is a spectacularly powerful tool for transforming your body and life. Because your brain thinks in images, creating a clear mental picture of what you want to achieve will penetrate your subconscious mind swiftly and deeply.

Take a minute and do this right now. Close your eyes, relax, and imagine that you already possess the perfect body in your mind. You can see your flat belly, toned muscles, and athletic figure fitting perfectly into your favorite clothes. Heads turn, eyes linger and friends are envious.

...I’m not kidding. Put down the book and do it right now.

Use visualization as a tool to keep yourself on track. If you find that you are in a tempting situation, stop, relax and take a minute to visualize your body in its perfect state. The temptation will fade. If you are dreading exercise but you know you are overdue, visualize yourself having already finished your workout: you're glowing, energized, and your endorphins are flowing.

Train your subconscious mind to expect amazing things and it will make them happen.



PART II:
WHAT TO KNOW

WHAT TO KNOW

“Ignorance is the curse of God; knowledge is the wing wherewith we fly to heaven.”

~William Shakespeare

Over hundreds of thousands of years, the forces of natural selection tweaked and perfected your physiology to function optimally on a diet mainly of **wild plants and animals** – vegetables, meat, and occasional fruits, nuts, and seeds – which are naturally high in fat, protein, and fiber and low in carbohydrates.

Since the advent of agriculture and especially industrial food processing, we have become carbohydrate-eaters. But because we simply are not built to handle the massive amount of carbohydrates in the foods we eat today, our bodies readily convert them to sugar to be stored as fat.

“If something is naturally inedible, why would we be eating it at all?”

Up against millions of years of genetic adaptation, the food products of agriculture and the industrial revolution that contradict our natural diet should be held in great suspicion. Indeed, not all new foods are damaging, and not all natural foods are good for you. But with the Standard American Diet making us progressively fatter and sicker, it begs the question: if something is naturally inedible, why would we be eating it at all?

The Wild Diet returns the body to its optimal fat-burning state by following the natural human diet and prioritizing foods found in the wild. Is all modern, post-agricultural food harmful, fattening, or unhealthy? Not necessarily, but the Wild Diet follows this principle: eat plenty of whole and naturally edible foods and be skeptical of manipulated, processed, and invented food products.

When you reduce your consumption of modern foods such as grains, sugars, and other simple carbohydrates in favor of natural plants and animals that approximate the nutritional composition of the natural human diet, your body will utilize fat as its main fuel source.

How We Get Fat

All food, from parsnips to pot roast, is made up of macronutrients, micronutrients, and water. Macronutrients – proteins, carbohydrates, and fats – are the only food components that provide energy (measured as calories) to sustain life (as opposed to micronutrients, which

supply essential vitamins and minerals but no calories). While some amount of each macronutrient is necessary for normal function, they each play very different roles in fat metabolism.

In short, **proteins and fats are slimming, while an emphasis on carbohydrates is fattening.**

Surprised? Let's get one thing straight: **it's not fat that makes you store fat – it's sugar.** Here is a simplified explanation of what happens.

“It's not fat that makes you store fat – it's sugar.”

All carbohydrates break down in your system into glucose (a simple form of sugar), producing a rapid increase in blood sugar levels. When your blood sugar is elevated, your pancreas secretes insulin to clear glucose (which is toxic in excess) from your blood and store it in

liver, muscle, or fat cells. But your body is built to handle only a relatively small amount of carbohydrates at a time. Once the limited liver and muscle glycogen cells are full – as they are nearly all the time in sedentary people – the remainder of the glucose is converted to and stored as fat.

Why You Should Care About Insulin

Your body can either store or burn fat, but not both at the same time. The level of the hormone insulin in your blood dictates whether your body will burn fat (called lipolysis) or store it (called lipogenesis). Specifically, when insulin is elevated, your body is unable to release fat from your fat stores.

The primary role of insulin is the storage of nutrients. Insulin also regulates the level of sugar in the blood, induces fat storage, and performs thousands of other tasks within the human body. In excess, insulin can make you hungry, moody, sleepy, bloated, or light-headed. It can also elevate cholesterol, raise blood pressure, cause your body to retain fluid, wreak havoc on your arteries, and convert sugar into fat.

Have you noticed that people around you tend to gain weight every year of adulthood even though they haven't changed their diet or exercise habits? In most cases, their weight gain occurs because they have developed **insulin resistance syndrome** (also known as metabolic syndrome or syndrome X), an extremely common condition that results from long-term overconsumption of carbohydrates.

Here is the cold, hard truth: **if you are overweight, then you are probably insulin resistant already.**

Your body's constant battle to regulate your skyrocketing blood sugar (the sugar high) with floods of insulin (the sugar crash) eventually causes your system to malfunction. Insulin essentially stops working and you require more of it to properly clear glucose from the bloodstream. As a result, the pancreas pumps out more and more insulin which creates a constant state of elevated insulin levels in the blood (known as hyperinsulinemia) and low blood sugar (hypoglycemia). This abundance of fat-storing insulin causes people to become fatter and fatter despite eating the same foods they have for years.

This partially explains why couch-strapped teenagers can drink gallons of soda and eat all the pizza, chips, and donuts they want without gaining weight: their insulin sensitivity is still intact. As the body ages and insulin resistance eventually kicks-in, however, they suddenly start gaining weight. Some unique bodies can withstand the onslaught of carbs longer than others, but insulin resistance starts affecting most people by their thirties and is evidenced by high blood pressure, increased cholesterol, and love handles.

But Insulin Resistance Doesn't Just Make Us Fat...

Eventually, the cells that produce insulin (pancreatic beta cells) burn out. Once these cells fail to produce sufficient insulin, you have developed Type II diabetes. This type of diabetes often leads to damage of the nerves, eyes, and kidneys and eventually cause heart attack and stroke. Once a rare affliction diagnosed in less than one-tenth of one percent of the population at the turn of the century, diabetes is now a full-blown epidemic affecting over 26 million Americans.

The good news is this: if you catch it in time, insulin resistance is reversible. You can actually control insulin through your diet and lifestyle (and even use it to your advantage by shuttling amino acids and glucose to muscle). The Wild Diet system of reduced carbohydrate and increased protein intake combined with regular exercise will boost your insulin sensitivity, reverse insulin resistance, and restore effective fat-burning mechanisms.

How We Burn Fat

When you burn more energy than you consume, your body releases hormones and enzymes that signal your fat cells to release stored (known as adipose) fat to be used for energy. The fat cell empties its contents (called triglycerol) into the bloodstream as free fatty acids, which are transported through the blood to the tissues where the energy is needed, including the liver, kidneys, and muscles.

The glycerol and fatty acids are further broken down within the cells of the liver, kidneys, and muscles by chemical processes that ultimately produce energy for your body. Eventually, all that remains from your stored fat deposits is water and carbon dioxide, which your body excretes as urine, sweat or exhaled air.

The Role of Macronutrients in Fat Metabolism

Carbohydrates

Every carbohydrate you eat – bread, pasta, cereal, potatoes, rice, fruit, dessert, candy, etc. – is eventually converted to a simple form of sugar (glucose).⁵ In essence, when you eat a bagel, your body is getting the equivalent of a handful of sugar cubes. If you source about 60% of your calories from carbohydrates (as many nutritionists, doctors, and other misguided souls recommend), your body will be subjected to the equivalent of **2 cups of pure sugar a day**.

Anthropologists estimate that our ancestors consumed, on average, only about 80 grams of carbohydrates a day primarily from fruits and vegetables. In stark contrast, the typical American consumes *350-600 grams a day* primarily from various sugar and grain products. As carbohydrates are primarily responsible for enabling fat storage, it is not difficult to see why the majority of us are overweight.

You Don't Need Carbohydrates to Survive...

Your body does not require carbohydrates in the same way that it needs protein or fat to function. Carbohydrates are not used as structural components in the body; instead, they are used only as a form of fuel, whether burned immediately or stored as glycogen or fat. While your body quickly malfunctions without ample amounts of fat or protein, the actual amount of carbohydrate your body requires from food is *zero*.

The brain is the only organ that needs glucose, roughly 130 grams a day. However, while your brain runs on glucose, you do not need to EAT glucose to provide it with the glucose it requires; your liver has the ability to transform 58% of the protein you eat into glucose. As such, eating plenty of protein supplies the liver with the raw material to manufacture glucose on its own.

But Modest Carbohydrate Consumption Optimizes Health

In modest amounts, carbohydrates are not your enemy. In fact, consuming carbohydrates from fruits and vegetables is necessary to achieve optimal body function and balance – especially if you are active. A limited amount of carbohydrates promotes healthy body function by providing your brain with glucose (brain fuel) and your liver and muscles with glycogen (muscle fuel). However, prioritizing natural carbs over refined carbs is extremely important.

Vegetables and fruits are the healthiest sources of carbohydrate; they contain large amounts of fiber, micronutrients, and phytochemicals (and, interestingly, relatively small amounts of net carbs). Additionally, most vegetables and fruits help produce alkalinity in the body which counteracts the acidic effects of animal foods. This naturally creates a balanced pH within the body which is essential for health and effective fat metabolism.

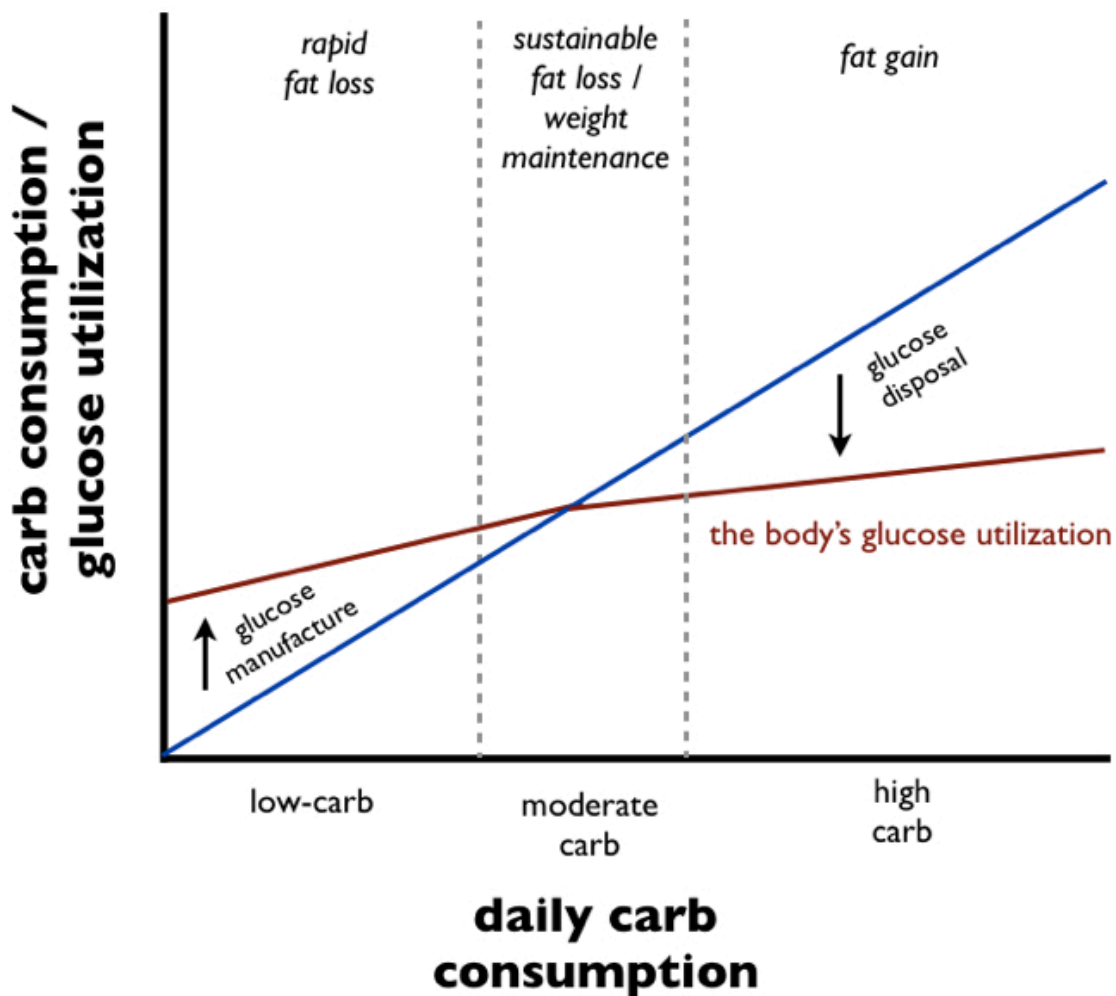
⁵ With the exception of fiber.

So How Many Carbs Should We Eat?

The optimum range for healthy fat loss is 50-100 grams of net carbohydrates a day. But you don't need to count, as it's easy to stay in this range even when you **eat copious amounts of colorful vegetables and a fair amount of fruit**. It's very difficult to stay in this range, however, if you consume modern foods such as grains, processed foods, or sugars. Thus, avoiding these foods is absolutely essential (except during "eat anything you want" meals, which we will get to later).

Carb intake is scalable based on your activity level and goals. If you want to lose fat rapidly, generally fewer carbs are better. However, for overall sustainable health, I recommend that you maintain a low-to-moderate level of carb intake.

Carb Intake Dictates Fat Loss / Gain



(adapted from "The Perfect Health Diet")

The more active you are, the better your body can utilize and dispose of carbs. But be careful – any carbs in excess of your glycogen stores will risk fat storage despite large amounts of exercise.

In short, limit or eliminate processed carbs, eat small-to-moderate quantities of natural starches depending on your level of activity, eat small-to-moderate amounts of fruits, and **eat large quantities of fibrous and non-starchy vegetables.**

Protein

Protein is the most important macronutrient for reaching and maintaining your ideal body composition. Protein is found in many foods, notably meats, eggs, and dairy, as well as vegetables, beans, nuts, and legumes.

Consuming plenty of protein does more than just satiate you for hours, propel the body's anabolism (muscle-building), decrease risk of catabolism (muscle-wasting), and actually increase your resting metabolic rate by producing body heat (known as the thermogenesis). Protein also gives a tremendous boost to overall health, improving immunity and antioxidant function, building HDL (good) cholesterol, and enhancing insulin function. In addition, protein facilitates the message to the body to feel satisfied.

The thermic effect of protein works like this: during digestion, your body breaks down food into energy. In order to access this energy, the body must *expend* energy, and protein requires 2.5 to 3 times more energy to digest than carbohydrates or fat. This means that eating protein boosts your metabolism and results in more rapid fat loss than an equal amount of calories from fat or carbohydrates.

Protein is made up of 22 amino acids that form the building blocks of life. Your body produces and combines these amino acids in different forms to give you energy, structure, resistance to disease, and the ability to repair and maintain tissue. Nine of these amino acids cannot be created by the body, so they must be obtained from the food you eat. Proteins from plants such as rice, beans, and grains are examples of incomplete proteins as they do not contain all nine of your missing amino acids (but they can be combined with other sources of protein to form complete proteins). Complete proteins are naturally found in animal products, such as meat, eggs, and dairy.

“Don't be afraid of eating too much protein, despite what conventional wisdom tells you”

Don't be afraid of eating too much protein, despite what conventional wisdom tells you. Unless you're chugging protein shakes (which I don't recommend), protein is difficult to overeat.

Traditional recommendations for protein were developed to avoid deficiency in sedentary populations.

Men are designed to have higher muscle mass and lower body fat, so they tend to need more protein than women. That said, most people do not eat enough protein for optimal health; this is especially true for women. Meat is not a “man’s” food: it is equally as important to the health of women.

If you want to curb hunger and lose weight rapidly without deprivation, eat more high-quality protein – up to 1 gram per pound of your ideal⁶ body weight daily. As long as you eat plenty of vegetables and fruits, it is nearly impossible to eat too much protein.

When you prepare a meal, build it around lean protein and fibrous vegetables. Make eating protein with every meal a priority. It may go against your habits and conditioning⁷, but I cannot overemphasize the importance of eating plenty of protein for fat loss, building strong, toned muscle, and a lean body composition.

Fat

Fat has been blamed for all the world’s problems including heart disease, clogged arteries, obesity, and the Second World War. But a high intake of fat isn’t the problem – it’s the solution. Fat consumed in food is chemically distinct from stored fat; eating more fat instead of carbs will help you *lose* fat.

Fats are the Wild Diet fuel of choice and will represent the majority of your caloric intake. Fats are essentially metabolically inert and have little to no impact on insulin. As a result, eating fat actually enables you to burn both dietary and stored fat as fuel.

Fats protect your body, promote proper cell function, support the release of fat-burning hormones, aid in the absorption of vitamins and minerals, and add flavor to foods⁸. Furthermore, ingesting fat makes you feel full and satisfied in a way that eating carbohydrates does not. Because fat has little to no impact on blood glucose levels and insulin production and takes significantly longer to metabolize than carbohydrates, you feel a deep and long-lasting satisfaction from consuming generous amounts of fat.

High-fat nutrition plans like the Wild Diet increase fat-burning hormones, promote lean muscle growth, inhibit muscle breakdown, and boost production of youth-restoring growth hormone.

⁶ Using your ideal body weight as a measure is important because it prevents overestimation in overweight individuals.

⁷ Fear steak no longer!

⁸ You know what else is great about fat? It’s in CHEESE!

Short-chain fats, found in coconut oil, promote weight loss and are associated with a decrease in body weight, waist size, and blood triglycerides.

“Hold on a second... I thought fat makes you fat!?”

Not really. It is actually excess carbohydrates that act as a catalyst for fat gain.

Models, athletes, celebrities, and other shrewd nutrition experts know to reduce carbohydrate intake in order to spur fat loss. In actuality, low-fat, high-carbohydrate diets are a widely-used strategy for intentional weight *gain*. Sumo wrestlers typically fatten-up before a match by reducing fat to 10-15% of their caloric intake and binging almost solely on carbohydrates. This all makes more sense when you recognize the following fact:

“Nearly every single person I have coached who has eaten more fat and fewer carbs has lost weight.”

You Are Not What You Eat, You Are What You Metabolize

You may recall that the carbs you eat are converted to sugar, raising your blood glucose and causing the release of insulin which signals your body to store fat. As a result, your liver starts converting excess blood sugar to triglycerides, or fat. Once digested, **carbs become fat**.

Here is the reality: high-carbohydrate diets are high-fat diets.

High-carb, low-fat dieters actually have been found to have *higher* amounts of free fatty acids in their blood than those who eat high amounts of fat and few carbs. Restricting carbs keeps insulin levels low, which lowers your internal production of fat and allows more of the fat you consume directly to be burned for energy.

It is much healthier to eat fat directly than to eat carbohydrates that get *converted* to fat (after poisoning the body with excess glucose and insulin). The Wild Diet replaces calories you previously obtained from carbohydrates and sources them from healthy fats.

Contrary to popular belief, the overwhelming majority of independent studies support a high-fat diet for humans. Relative to those who eat a high-carb, low-fat diet, those who enjoy a diet high in healthy fat also encounter a leaner body composition as well as lowered cholesterol, triglycerides, blood pressure and other heart disease risk factors.

But even more important than the theory is putting it into practice: nearly every single person I have coached who has eaten more fat and fewer carbs has lost weight – often quickly and easily. Low-fat diets are fundamentally flawed.

That said, as it is calorically dense at nine calories per gram, fat is easier to overeat than protein, fruits, or vegetables. Mindlessly pounding sticks of butter, chugging whipping cream or slurping bacon fat by the spoonful won't make you lean.⁹ Additionally, if you consume excessive carbs (over 100-150 net carbs a day if you exercise moderately), you put your body in fat-storing mode, and those extra calories could contribute to an energy surplus and lead to incremental fatness. Fill up on vegetables and protein first and eat rich meals in moderation.

Not All Fats Are Created Equal

Saturated Fat is Not Your Enemy

For decades, Americans have been told that saturated fat and dietary cholesterol (found in butter, beef, and other animal fats) clogs arteries and causes heart disease. But here is the problem: no one has ever proven it. The justification for the anti-saturated fat propaganda is largely baseless, relying upon antiquated and flimsy data from the 1950's. In fact, research shows that some types of **saturated fats actually lower cholesterol, blood pressure, risk of heart disease, and risk of obesity.**

I'll use an example – me. When I followed a **“heart-healthy” high-grain, low-cholesterol, low-fat diet** and lifted or jogged almost every day, **I developed hypertension with a blood pressure of 142/92.** My doctor said to exercise more, eat more whole grains, and consider medication to lower my blood pressure. I didn't follow my doctor's advice, but in the months between training for and running two marathons, I was able to get my blood pressure down to 126/82... better, but still too high.

After 1) *drastically* increasing my fat intake to more than 50-70% of my daily calories (primarily from coconut oil, bacon, butter, steak, and other sources of saturated fat), 2) limiting grains and sugars, and 3) exercising much *less*, **my blood pressure now averages 91/66.** The doctors were stunned.

It's worth mentioning that this was all achieved in just a few weeks and by doing the exact opposite of what conventional knowledge tells us – that saturated fat clogs arteries. After researching the subject in more depth, I learned that my success is fairly typical of limited-carb, high-fat nutrition plans: they lower blood pressure, not raise it.

⁹ Some fringe dieters advocate an extremely high intake of fat (<80% of calories) and have been known to drink a cup of heavy cream with breakfast, fry eight egg yolks in bacon fat, and eat jars of coconut oil. In the interest of health and balance, however, I would not advise it.

Does this mean you should eat nothing but bacon fat and butter to reduce your blood pressure, cholesterol, and waistline? No, not at all. **A balance and diversity of foods is of the utmost importance for optimal health and body composition.**

Don't be afraid of saturated fat. There is far more convincing evidence that indicates the excessive intake of carbohydrates – not fat – is the root of all evil.

Cholesterol is Good for You

Really. There are few substances on this earth more maligned than cholesterol.

Almost every cell in the body produces cholesterol. Cholesterol is nature's repair substance and is vital to the function of the brain and nervous system. It is a powerful antioxidant that protects us against free radicals (and therefore against cancer).

Many important hormones are made of cholesterol, including the sex hormones testosterone, estrogen and progesterone, hormones that regulate mineral metabolism and blood sugar, and hormones that help us tolerate stress.

Eating more cholesterol doesn't clog your arteries or contribute to heart disease. Alas, if only it were that simple. There is very little cholesterol and saturated fat in arterial plaque. In fact, most of the fatty acids found in clogs are *unsaturated*.

You're just as likely to have a heart attack with very low cholesterol as you are with high cholesterol. And for elderly women and women, high cholesterol is associated with a *longer* lifespan.

I'm not going to cover the truth about cholesterol in great deal here, but suffice it to say that you don't need to worry about counting or avoiding cholesterol in the food you eat.

Polyunsaturated Fat is Not Necessarily Your Friend

The public has been spoon-fed a great deal of misinformation about the virtues of polyunsaturated oils (such as canola, soy, corn, sunflower, safflower, and other seed oils). We have been told that, while saturated fat causes heart disease¹⁰, polyunsaturated oils such as canola are "heart-healthy" and good for us. Evidence and research says otherwise – there are good (Omega-3) and bad (Omega-6) polyunsaturated fats.

¹⁰ It doesn't.

One of the principle reasons that polyunsaturates cause health problems and fat gain is that they are chemically unstable and easily become oxidized or rancid when subjected to heat, oxygen and moisture from cooking and processing (more on this later). In addition, these oils contain a high level of Omega-6 fatty acids which lead to inflammation, heart disease and weight gain.

The Bad Polyunsaturated Fats: Omega-6's

Pro-inflammatory Omega-6 fatty acids which are found in seeds and nuts and the oils extracted from them (such as soy, corn, sunflower, safflower, etc.) are fattening and toxic in excess. Overconsumption of Omega-6's creates a pro-inflammatory environment within the body that has been linked to obesity, arthritis, cardiovascular disease, diabetes, cancer, and mental health problems.

Unfortunately, Omega-6 rich oils are used heavily in most fast and processed foods. In addition, modern agricultural and industrial practices have increased the amount of Omega-6's in conventionally-raised vegetables, eggs, fish and meat by feeding them grains high in Omega-6. For example, organic eggs from hens fed on their natural diet of insects and green plants often contain Omega-6 and Omega-3 fatty acids in the beneficial ratio of approximately one-to-one; however, commercial supermarket eggs can contain as much as *nineteen times* more Omega-6 than Omega-3.

Human beings evolved on a diet with a ratio of Omega-6 to Omega-3 of approximately 1, consuming each in equal amounts. However, due to the overconsumption of processed foods loaded with cheap corn and soy-based products, **Americans eat twenty times their biological need of Omega-6's.**

The Good Polyunsaturated Fats: Omega-3's

Omega-3 fatty acids are a healthy type of polyunsaturated fat that occur naturally in oily fish, grass-fed meats and eggs, nuts, seeds, and leafy green vegetables. Omega-3's are anti-inflammatory agents involved in producing energy in our body from food substances and moving that energy throughout our system. Omega-3's also encourage fat metabolism by regulating insulin levels.

Healthy sources of Omega-3's include the following:

- ✓ Fish and seafood, especially cold-water fish such as salmon, mackerel, halibut, and herring
- ✓ Flax seeds and their oil, which can be used as an ingredient in salad dressings, poured over vegetables, or used as a supplement
- ✓ Liver
- ✓ Free-range chickens
- ✓ Eggs enriched with Omega-3
- ✓ Game meat

- ✓ Pasture-raised beef
- ✓ Walnuts and macadamia nuts
- ✓ Leafy green vegetables
- ✓ Fish oil supplement (refrigerated)

The Wild Diet eliminates industrial oils and food prepared with them in favor of meats that are high in Omega-3 and low in Omega-6 such as grass-fed beef, lamb, and wild-caught salmon. By avoiding processed foods, eating mostly organic Wild Diet Staples, and taking an Omega-3 fish oil supplement (make sure it is always refrigerated to avoid oxidization), your Omega-6/3 ratio will begin trending toward optimization.

Get Your Calories from Fat, Not Carbs

Replacing the calories you previously received from carbohydrates to healthy fat is a very effective strategy for fat loss. If you are hungry and you have been consuming plenty of protein and vegetables, eat fat from nuts, meat, avocado, coconut, eggs, dairy, fish, etc.

Most of my clients consume upwards of 50-60% of calories from fat and they have never been healthier or leaner.

Fats to Eat

It is absolutely crucial that you eat the right fats.

The less manipulated the fat the better. Before modern oil processing, most of the fatty acids in the human diet were either saturated or monounsaturated, primarily from butter, lard, tallows, as well as coconut and olive oil. Unlike polyunsaturated fat, these saturated fats are stable and resist oxidization and rancidity.

The Good Fats

- ✓ Coconut Oil (extra virgin)
- ✓ Olive Oil (cold-pressed, uv-protected)
- ✓ Avocados and avocado oil
- ✓ Butter (particularly from grass-fed cows)
- ✓ Non-hydrogenated animal fats from grass-fed/pastured/wild animals (lard, tallow, etc.)
- ✓ Nuts and nut butters (but watch for Omega-6's)
- ✓ Flaxseed oil (refrigerated and uv-protected)
- ✓ Fish oils (refrigerated)

Fats to Avoid

Simply, avoid anything that is processed, packaged, or fried. Avoid all processed foods containing newfangled hydrogenated fats and polyunsaturated oils. This includes shortening, margarine, and industrial seed oils (e.g., corn, cottonseed, soybean, safflower, and canola).

Animals raised conventionally on feedlots carry toxins in the form of antibiotics, feed pesticides, and hormones primarily in their fat stores. For that reason and others, it is very important to eat high-quality organic meats. If eating high-quality meat is not an option, then trim/drain the fat off or aim for low-fat cuts to avoid potential toxins.

STOP EATING FOODS THAT MAKE YOU FAT AND SICK

“We are living in a world today where lemonade is made from artificial flavors and furniture polish is made from real lemons.”

~Alfred E. Newman

Perhaps the most effective strategy in losing fat is to stop eating manmade, processed food products and **start eating real food**.

Real food is perishable. If it can last on the shelves for extended periods of time or comes in a box, be wary.

Modern food manufacturers have overwhelmed grocery store shelves with foods that are nutrient poor, rotten, spoiled, dead, old, and contaminated with antibiotics, chemicals, and growth hormones. Refining has also brought us spectacularly cheap, pervasive, and fattening ingredients: namely white flour, white sugar, high fructose corn syrup, and industrial seed oils.

These fake foods distort your appetite and cause you to consume more calories than you require. This perpetuates a vicious cycle of stuffing your face but never feeling totally satisfied or nourished. Adding sugar, fat, and salt to processed foods is trickery that masks low-quality ingredients. If something is too sweet, dripping in oil, or too salty, it's probably compensating for something and certainly not worth putting in your mouth.

Do You Really Know What “Empty Calories” Means?

It means devoid of any nutrition. **Consuming empty calories won't make you full.** In fact, many processed foods are designed to make you hungrier so you eat and buy more. Processed foods bypass your satiety switch by suppressing the body's natural production of dopamine, the chemical that signals the brain to stop eating. This results in overeating and the depletion of the hormones serotonin, leptin, and galanin. Even more devastating, many processed foods are high-glycemic

“The whole point of eating is to get full, isn't it?”

carbohydrates that produce a rapid increase in blood sugar levels resulting in a delayed hunger surge that pushes you to eat more calories in your next meal.

But the whole point of eating is to get full, isn't it?

Have you ever noticed that you can eat a whole bag of potato chips, box of crackers, or an entire pizza in one sitting? That's because they do not contain the natural substances your body requires to realize that it just ate. An example: you know those dinky 100 calorie packs of crackers, cookies or chips? When you get to the end of the bag (circa five seconds flat), you want another one, don't you? But how many times have you eaten a big, juicy apple (usually about 100 calories, by the way) and said to yourself, "Golly, I really want *another apple* right now"? Never. Your brain knows when you eat real food.

When you are hungry, your body doesn't necessarily want food, it wants *nutrition*. If you feed it foods that are nutrient-poor, your brain and body will never really feel totally satisfied. The key is to feed yourself nutrient-dense foods that satiate your hunger.

Read the Ingredients

Here's a secret that the food industry does not want you to know: nutrition facts are often completely inaccurate and mostly worthless. Look at the list of ingredients instead.

FDA loopholes allow food manufacturers to manipulate the nutrition facts by omitting chemicals, additives, trans-fats, and other substances that can upset your body's natural metabolic process.¹¹

Food manufacturers are held to a higher standard (albeit not a perfect one) in the ingredient list, which requires that food is listed "in descending order of predominance by weight." So become a hawk: **don't buy anything without looking at the ingredient list first.** If you see anything you don't recognize or cannot pronounce, drop it.

The healthiest foods are often the simplest ones, so aim for the fewest ingredients possible. For example, in almond butter, look for almonds and perhaps salt, but put down the jar if it has added sugars, oils, emulsifiers, preservatives, or anything else. These additives make products cheaper and last longer on the shelf, but they will also make you fat.

¹¹ Here's a fun game: pick up a box of "diet" ice cream and compare the weight on the front of the package to the total weight of all servings listed in the nutrition facts. If it doesn't add up, you've just found the hidden chemicals, additives, sweeteners, emulsifiers, and other goodies. It's not uncommon for some processed foods to have up to 50% of their weight completely unaccounted for. Creepy.

Don't eat chemicals, eat food!

Do Not Believe Anything Food Marketers Tell You

Watch out for deceptive marketing statements like these emblazoned on product labels:

- Fat Free!
- Reduced Fat!
- Sugar Free!
- No Added Sugar!
- Diet!

What these phrases often mean in practical terms:

- Fat free, but packed with sugar and chemicals to compensate for the lack of flavor.
- Reduced fat, but increased carbohydrates and stratospheric glycemic index.
- Sugar free. Artificial everything else.
- No added sugar... because the insane amount of "naturally occurring" sugars are enough to give you Type II diabetes.
- "Diet" food, because it is literally watered-down to "reduce" calories. Oh, and it causes brain tumors in lab rats.

Be careful of statements like these, as well:

- All Natural Ingredients!
- 100% Natural!
- No Preservatives!
- No Artificial Preservatives!
- No Artificial Ingredients!

Statements like these mean absolutely nothing. Arsenic is 100% natural, too.

For example, here are the ingredients from a loaf of bread that states on the label in big, flashy typeface, 'ALL NATURAL INGREDIENTS,' and 'NO ARTIFICIAL PRESERVATIVES ADDED':

"Enriched bleached wheat flour (bleached wheat flour, malted barley, niacin, reduced iron, thiamine mononitrate, riboflavin), water, high fructose corn syrup, yeast, wheat bran, vital wheat gluten butter. Contains 2% or less of each of the following: rye meal, corn flour, molasses, rolled whole wheat, salt, dough conditioners (ammonium sulfate, sodium stearoyl lactylate), brown sugar, honey, vinegar, oatmeal, soy flour, mono and diglycerides, partially hydrogenated soybean oil."

For your edification, here is an analysis of some of the ingredients.

- **Enriched bleached wheat flour** is refined white flour. “Enriched” is a confusing term – it sounds healthy, but it’s not. The bran and the germ portion of the whole wheat have been refined out, leaving you with the least nutritious and most fattening portion of the wheat. To compensate for refining out approximately 20 nutrients, manufacturers add back 4 synthetic nutrients, niacin (vitamin B3), reduced iron, thiamine mononitrate (synthetic vitamin B1), and riboflavin (vitamin B2). These meager synthetic nutrient additives are not digested or absorbed by your body as readily as whole food sources. Oh, and did you notice they bleached it, too? Awesome, thanks.
- **High fructose corn syrup.** Don’t listen to the lobbyists and commercials – they are flat out lying to you. One of the most perniciously fattening substances on the face of this earth, high fructose corn syrup is associated with skyrocketing blood sugar, obesity, fatigue, B-vitamin deficiency, hyperactivity, tooth decay, periodontal disease and indigestion.
- **Dough conditioners** can cause mineral deficiencies.
- **Ammonium sulfate** may cause mouth ulcers, nausea, kidney and liver problems.
- **Sodium stearoyl lactylate** may be corn, milk, peanut or soy-based, and may cause high blood pressure, kidney disturbances, and water retention.
- **Brown sugar** is frequently refined white sugar with molasses added. Cheeky!
- **Mono and diglycerides** often cause allergic reactions.
- **Partially hydrogenated soybean oil** is associated with obesity, heart disease, breast and colon cancer, atherosclerosis, elevated cholesterol, and reduced sperm count.

All natural? I’d say it’s less natural than a gallon of gasoline.

Chemical Additives and Toxins

Unless you have recently “cleansed,”¹² your body is likely chock-full of damaging poisons and toxins from decades of exposure to pesticides, food additives, pollution, cleaning chemicals, deodorants, etc. Our bodies are truly polluted: the average American eats between 8 and 15 pounds of food additives and chemicals a year.

“The average American eats between 8 and 15 pounds of food additives and chemicals a year.”

Most of us are not aware that we are ingesting so many chemicals; in the United States, up to 99% of ingredients in any product can be withheld from labels under trade secrecy laws if they

¹² A simple 7-day cleanse will help to accelerate fat loss by flushing toxins and clearing your gut. It’s not for everyone, but it’s worth a shot. Don’t worry – if drinking your dinner for a week is not for you, eating LeanBody foods will eventually achieve the same goal of whole-body detoxification. Additionally, deep tissue massages will accelerate your body’s release of stored toxins.

are categorized as “inert” or “other.” This amounts to over 2,500 substances added secretly to products we consume every day.

Food toxins wreak havoc on your digestive system, cause bizarre cravings, and inhibit fat-burning. If your digestive system is imbalanced, it can dramatically affect your ability to properly digest and absorb nutrients from your food. As we learned earlier, absorbing nutrients is essential to feeling full and avoiding overeating. In addition, since fat-burning and detoxification require similar pathways in the liver, this constant flushing of toxins prevents effective fat metabolism.

Do Not Eat Monosodium Glutamate (MSG)... Ever

Monosodium Glutamate is actually an appetite *enhancer*. In addition to stimulating your appetite and inhibiting fat-burning, MSG is an excitotoxin that causes headaches, nausea, high blood pressure, and even brain and nerve damage in high enough doses. Be careful – MSG and free glutamate can be hidden in almost anything including sauces, condiments, jerky, chips, candy, chewing gum, and drinks.

Aside from appearing as Monosodium Glutamate or MSG, it commonly hides within the following more marketing-friendly ingredients:

- Autolyzed Plant Protein
- Autolyzed Yeast
- Calcium Caseinate
- Gelatin
- Glutamate
- Glutamic Acid
- Hydrolyzed Plant Protein (HPP)
- Hydrolyzed Vegetable Protein (HVP)
- Monopotassium glutamate
- Senomyx (wheat extract labeled as artificial flavor)
- Sodium Caseinate
- Textured Protein
- Vegetable Protein Extract
- Yeast Extract

Avoid all packaged food with MSG or any of these ingredients on the label. When eating out, omit your sauces or order them on the side as they are often dripping with MSG and other chemical additives.

Beware of Natural and Artificial Flavors

The flavor industry, practicing its furtive magic in massive chemical factories off the New Jersey turnpike, is worth billions of dollars. Never heard of it? That’s probably because food

manufacturers and the fast food industry would rather you didn't know that their food relies on test-tube chemicals to give it any semblance of smell or flavor.

Developed by squirrely technicians in lab coats and gas masks and purple-suited men pulling ominous levers, chemical flavors are largely responsible for giving processed foods smells and tastes to create the illusion of real food. Distinctions between artificial and natural flavors are relatively meaningless, based more on how the flavor has been manufactured than on the chemicals it actually contains. **If you read "Natural Flavor" or "Artificial Flavor," on the label, you're holding a chemical soup.**

Shockingly strange and disgusting things are added to our food. For example, a typical artificial strawberry flavor, such as that found in a McDonald's strawberry milk shake, contains the following ingredients:

"amyl acetate, amyl butyrate, amyl valerate, anethol, anisyl formate, benzyl acetate, benzyl isobutyrate, butyric acid, cinnamyl isobutyrate, cinnamyl valerate, cognac essential oil, diacetyl, dipropyl ketone, ethyl acetate, ethyl amyl ketone, ethyl butyrate, ethyl cinnamate, ethyl heptanoate, ethyl heptylate, ethyl lactate, ethyl methylphenylglycidate, ethyl nitrate, ethyl propionate, ethyl valerate, heliotropin, hydroxyphenyl-2-butanone (10% solution in alcohol), a-ionone, isobutyl anthranilate, isobutyl butyrate, lemon essential oil, maltol, 4-methylacetophenone, methyl anthranilate, methyl benzoate, methyl cinnamate, methyl heptine carbonate, methyl naphthyl ketone, methyl salicylate, mint essential oil, neroli essential oil, nerolin, neryl isobutyrate, orris butter, phenethyl alcohol, rose, rum ether, g-undecalactone, vanillin, and solvent."

I think I'd rather have a strawberry, thanks.

Think you're better off eating foods with "natural flavor"?

Chew on this: secretions from the anal glands of beavers produce a bitter, smelly, orange-brown substance known as castoreum that is used extensively in vanilla and raspberry flavoring. It's legally labeled as "natural flavoring."

This poses a bit of a dilemma for vegetarians and vegans... and anyone else who wants to avoid eating the anal excretions of rodents in general.

So enjoy your beaver butt! I mean... Vitamin Water (don't worry, it's all-natural).

Sugar

As a quick review, when we eat any significant amount of sugar (or other simple carbohydrate), we spike our blood glucose levels. In response, the body releases insulin which tells your body to immediately stop burning fat and start storing it.

Sugar is almost purely caloric and contains no nutrition – no vitamins, no minerals, no protein, no antioxidants, no phytochemicals. In fact, sugar is worse than zero nutrition as it actually depletes your body of vitamins and minerals before working its wily magic on your fat cells.

Your body is not built to consume sugar with any regularity. If you want to be lean, avoid sugars and high fructose corn syrup at all costs.

“It’s not rocket science. Sugar makes you fat.”

We Americans are assaulting our bodies with absurd amounts of sugar. Here’s a little background to show you how our perception of “normal” and “acceptable” sugar intake has been completely divorced from reality...

One hundred years ago, we consumed 4 pounds of sugar a year. Fifty years ago, we bumped it up to 12 pounds per year. Today, the U.S. Department of Agriculture reports that the average American consumes *156 pounds of sugar a year*.

The average American also gains 1.5 pounds of pure fat every year. It’s not rocket science. Sugar makes you fat. Stop eating it.

Hidden sugars are everywhere, especially in beverages and packaged, processed foods. Be vigilant. Glucose, crystalline fructose, cane sugar, agave nectar, it doesn’t matter – all are sugar and all will cause you to store fat instead of burn it. Anything ending in “-ose” is typically a form of sugar, as in high fructose corn syrup, maltose, dextrose, etc., and should be avoided.

But I have a sweet tooth!

That’s because you eat too much sugar. Like a heroin addict who needs more junk, your body has developed a tolerance and craving for sugar. Cut sugar and your sweet tooth will go away. It takes a few weeks to adjust, but once you do, the same sickly-sweet foods you used to crave feel like a punch in the mouth and make you feel like crap. Avoid sugar and you’ll be rid of miserable sugar cravings and crashes forever.

Don’t worry – you can still eat delicious foods like chocolate when you have cravings. But most Americans have never actually tasted real chocolate (made with 70-100% cacao). Real chocolate relies on high-quality cacao for its delicious flavor, not sugar or high-fructose corn syrup.

In its pure form, chocolate has more antioxidants than black tea or red wine, as well as plenty of iron, magnesium, and potassium, all of which are especially beneficial to health. Real chocolate also has a positive effect on mood, releasing serotonin and theobromine in the brain. Eliminate all chocolate that has corn syrup, artificial flavors, coloring, or much added sugar. Go ahead – pick up some fresh >70% cocoa chocolate. It will change your life.

When you want to indulge, avoid the stale frankensweets and get the real stuff that relies on fresh, quality ingredients for flavor. Believe it or not, chocolate (in reasonable amounts) is actually healthy! Rejoice!

Artificial Sweeteners and Sugar Substitutes

Think you can have your artificially-sweetened cake and eat it too? You can't. **Regular consumption of artificial sweeteners stimulates the appetite and leads to weight gain.**

When we taste something sweet, evolution has finely tuned our bodies to expect a payoff: calories. If your body doesn't receive any calories after consuming something sweet, it actually slows down your metabolism to make the most of the real calories you do consume. Additionally, your befuddled body and brain will crave carbs, so don't be surprised if you suddenly find yourself wrist-deep in a bag of Fritos.

It's also important to clarify that the only reason artificial sweeteners don't count as calories is because they're not technically food.¹³ They're chemicals.

Did you know that sucralose (Splenda) was discovered by two lab students while experimenting with a new type of *chlorinated pesticide*? Oops... I mean yum! Aspartame (NutraSweet) is no better, having been synthesized and accidentally licked off the finger of a scientist during the course of producing an antiulcer drug.

The occasional use of sweeteners should be limited to foods or beverages that will inherently add something positive to your diet. In other words, if you aren't getting anything positive from the meal or drink, don't take the risk of eating a sweetener. When you do occasionally choose to sweeten foods, use natural options such as **xylitol**, **erythritol**, and **stevia**, all of which are derived from plants.

“Modern vegetable oil processing looks more like a meth lab than grandma’s kitchen.”

¹³ But they do make you gain pure fat and get cancer...

Industrial Oils

Refined industrial oils, packed with Omega-6 fatty acids, pesticides, and solvents, will make you fat and diseased. Industrial seed oils such as corn, cottonseed, soybean, and safflower have not been a part of the human diet until recently, when misguided groups like the American Heart Association started promoting them as “heart-healthy” because they are low in saturated fat¹⁴.

Have you ever eaten a spoonful of canola oil? It tastes like cat vomit, probably because it was subjected to chemical solvents, acid baths, industrial steaming, de-waxing, bleaching, and deodorizing to render it “fit” for human consumption. Well, that and the fact that it’s most likely **rancid** by the time it hits your shelf due to its high concentration of unstable polyunsaturated fats.

While butter is still made by churning milk and adding salt much like your grandmother did generations ago, modern vegetable oil processing looks more like a meth lab than grandma’s kitchen. Canola oil, for example, is obtained using a combination of high temperature mechanical pressing and solvent extraction. Traces of the solvent (usually the petroleum-derived hexane) remain in the oil even after extensive refining. It also is subjected to caustic refining, bleaching and degumming – all of which involve high temperatures and/or chemicals of questionable safety. And because canola oil easily becomes rancid and foul-smelling when exposed to oxygen and high temperatures, it must be deodorized. The standard deodorization process removes a large portion of the Omega-3 fatty acids by turning them into trans-fatty acids.¹⁵

“Canola” isn’t even a real word. It’s an amalgam of the words “Canada” (whence it originated) and “oil.” Canola oil is actually derived from the ever-modest *rapeseed*.¹⁶

Industrial oils aren’t added to foods because they taste better or are healthier for you than natural oils, they are in food because they are incredibly cheap to produce. Rapeseeds are damn good business, but they’re not good for you. Stick to the tasty fats your body craves like butter, animal fats, and coconut oil.

“But If All of These Things Were So Dangerous, Someone Would Have Told Me!”

I’m telling you. We all have a false sense of security and want to believe that omnipresent regulatory agencies with their legions of scientists are all-knowing and chemical companies and

¹⁴ Which, as we learned, is baseless nonsense.

¹⁵ These trans-fats curiously don’t make it into the nutrition facts.

¹⁶ “Rapeseeds” are not good for marketing, apparently.

food manufacturers act responsibly in the interest of public health (as their commercials would lead you to believe).

But the truth is that the fast food industry, food manufacturers, and chemical companies are making a FORTUNE. They will not go out of their way to tell you anything that might hurt their bottom line. Listen to their sponsored research claims and sly marketing with caution.

Chemical companies create thousands of synthetic substances that are thrust into our food and environment every year. Some are known to be dangerous, but, for most, we simply do not yet know their effects. This stew of foreign chemicals churning through our veins acts unpredictably and synergistically within our bodies to present effects that confound even the brainiest of scientists.

Unfortunately, regulators and advocacy groups – even if they do have your best interest at heart – are years behind the private sector, which can churn out newfangled chemicals and invent foodstuffs with incredible efficiency and speed. A new chemical substance is invented every *nine seconds*. Cha-ching.

That said, this information is not meant to inspire paranoia or conspiracy theories. In small amounts or consumed infrequently, it's quite likely that the effects of all of these foreign substances will be minimal providing that you make informed decisions that limit your exposure.

The takeaway? Real food – natural plants and animals that we have been consuming safely for thousands of generations – is always a safer choice.

High-Glycemic Carbohydrates

The Glycemic Index (GI) is a rating system that evaluates how different foods affect blood sugar levels – essentially, it's a rough indicator of how fattening a food is. High GI carbohydrates (such as white bread, sugar, and corn flakes) spike your blood sugar causing a flood of insulin that triggers your body to store fat and become hungry again within several hours or less.

In contrast, slow-burning, lower GI foods such as vegetables cut your appetite. These lower GI carbs are more efficient at keeping glucose levels stabilized and insulin in check. The Wild Diet prioritizes slow-burning carbohydrates with low GI's to ensure more consistent and long-lasting energy and reduced fat storage.

However, when you do eat GI foods, you can reduce their glycemic effect by limiting quantities or combining them with fat, fiber, and/or an acid such as vinegar.

Fruit and Starchy Vegetables

Starchy vegetables and sugary fruits in any significant quantity do not promote fat loss. This does not, however, mean that they are unhealthy. If you are someone who exercises frequently or have reached your ideal body composition, you will be able to handle more fruit and starchy vegetables without fat gain.

Starchy vegetables and high sugar fruits are an appealing choice for those with very active lifestyles and high metabolisms who require more than 100-150 grams per day of carbs to replenish their frequently depleted muscle and liver glycogen stores. For the same reasons, small quantities of these foods are healthy options in the 60 minutes immediately following intense exercise to aid in muscle recovery.

Starchy Vegetables

The common domesticated potato stimulates a high insulin response when eaten. For this reason, potatoes (russets, reds, and whites) should be limited or avoided completely when fat loss is the goal. Yams and sweet potatoes are nutritionally superior to the lighter colored potatoes and – surprisingly – stimulate a lower insulin response.

Taro, the primary ingredient in Hawaiian poi, is another healthy starch and can be found at most Asian markets.

Consume starches – in moderation – in the morning or in the hours before or immediately following exercise.

Fruit

Fruit is nature's candy and contains a significant amount of natural sugar (primarily fructose). In small quantities, this isn't a problem, but to achieve optimal fat-burning, most fruits are best enjoyed infrequently. Many fruits, such as apples and pears, have been bred for sweetness and size and thus contain several multiples of the amount of sugar that would have been found in the wild.

Cantaloupes and watermelons are especially high in sugar, as are pineapples, mangoes, papayas, bananas, and grapes and should be consumed in moderation. Dried fruit, such as dates, raisins, apricots, and prunes are very high in sugar and calories and should be eaten sparingly.

Aim to eat fruit whole, emphasize low-sugar fruit such as berries, and consume fruit early in the day to give your body time to burn off the sugar instead of converting it to fat.

When fat loss is the goal, limit fruits to 1-2 servings a day.

Alcohol

When you drink alcohol, your body immediately stops burning fat and starts breaking down alcohol instead. In the digestive hierarchy of your liver, alcohol takes priority; if you eat and drink at the same time, the alcohol is digested first which increases the likelihood that consumed food will be stored as fat.

Alcohol has the following effects:

- Inhibits fat-burning which predisposes food ingested with alcohol to be stored as fat
- Stimulates the appetite
- Adds a significant amount of calories to your diet (on a per-gram basis, alcohol contains nearly twice the calories of carbohydrates - 7 versus 4).

One-to-two glasses of wine or a few beers here and there probably will not hurt you, but all-night binging will. If you want optimal results, limit your intake to one-to-two a night or consider abstaining (at least until you hit your body fat goal).

A Damage Control Strategy for Alcohol

- ✓ Limit yourself to 1-2 drinks a night and favor dry red wine. Red wine contains high levels of the antioxidant resveratrol which reduces fat storage.
- ✓ When drinking, limit your intake of calories, especially carbohydrates. You will think that you are hungry when your body does not need food, so try to fight the cravings.
- ✓ Supplement with alpha lipoic acid (an antioxidant that fights free radicals and lowers blood glucose levels); this will help shuttle carbs into glycogen instead of store them as fat by limiting the insulin response.
- ✓ Drink one glass of fresh, pure water for every drink you consume.
- ✓ Do your best to avoid beer, but if you must then limit yourself to just one and stay away from stouts and porters which have high amounts of residual sugars.
- ✓ If you drink hard liquor, avoid sugary mixers – they add up quickly¹⁷!
- ✓ If you drink hard liquor, avoid “well” drinks made from cheap alcohol. Tequila, whisky, vodka, it doesn’t matter: cheap alcohols are typically made from grain alcohol with added artificial flavors and colors. Get the good stuff and skip the hangover.

¹⁷ Many margaritas have over 400 calories a pop!

AVOID FOODS THAT DAMAGE YOU

“Unquiet meals make ill digestions.”

~William Shakespeare

We are all biochemically unique. Just as some people inexplicably pass out on stimulants or get jacked-up on sleeping pills, our minor genetic and biochemical differences influence how our bodies react to certain foods. There are some foods that as a human you are simply not fit to digest (such as gluten grains), while others may or may not be problematic depending on the unique genetic and biochemical environment within your body (such as dairy).

Food intolerances and sensitivities are incredibly common, and some estimate that they are present in at least 95% of the population. Many people do not realize that their unknown food allergies and intolerances – primarily to grains, legumes, and dairy – are responsible for weight gain, inefficient digestion, bloating, skin problems, allergies, and other health issues.

In order to achieve optimal fat metabolism, **it is essential that you identify and limit repeated exposure to foods that your body does not digest effectively.** In addition, many foods absolutely require specific preparation before being adequate for human digestion.

Some of the foods below are actually healthy in their unprocessed, natural forms. However, modern food processing radically alters food. Food is not processed for your health, it is processed to improve shelf-life and make low-quality food “less dangerous.”

The negative effects of food processing

- × Minerals and natural co-factors are stripped from the food. Synthetics are often added back but cannot be adequately digested.
- × As much as 90% of phytonutrients, which radically improve health and fight disease, are destroyed.
- × The physical properties of foods are chemically altered in a manner that renders them dangerous. For example, homogenization alters the fat molecules in milk, giving them properties that contribute to clogged arteries and heart disease.
- × Calories are concentrated to extreme degrees. For example, corn is processed into High Fructose Corn Syrup which contains concentrated sugar devoid of fiber – a combination impossible to find in nature.

Processing effectively takes healthful foods and creates disease-causing Frankenfoods. Always seek foods, especially those found below, in their natural forms and prepared properly (through fermentation, soaking, sprouting, etc.)¹⁸.

Grains

Such as Wheat (including varieties like Spelt, Kamut, Farro and Durum; and products like Bulgur, and Semolina), Barley, Bulgur, Corn¹⁹, Millet, Oats, Rice, Rye, and Sorghum

Despite what conventional wisdom tells you, grains are far less nutritious than vegetables, fruit, nuts, seeds, and animal foods. Grains – even whole grains – cause an insulin surge and are lacking in bioavailable vitamins, minerals, protein and fiber. Grains stimulate improper liver, thyroid, and pancreas responses in many people, and often also foster reduced immunity, fungal infections, skin problems, anxiety, depression and weight gain.

Before agriculture (roughly 10,000 years ago), grains were rarely – if ever – consumed by humans. Grains are a starvation food – they provide cheap calories without the vital nutrients of meats, fruits, and vegetables. Even worse, grains actually contain “antinutrients,” dangerous chemicals that damage your gut and actually *prevent* you from absorbing nutrients.

Since grains cannot evade predators, they evolved more sinister defense mechanisms including various antinutrients, enzyme blockers, and toxins that prevent proper digestion. These toxins damage the digestive tract of humans that ingest them, bind to essential minerals making them unavailable to the body, and inhibit digestion and absorption of other essential nutrients.

Our bodies are not well adapted to digest grains, and there is no physiological need to consume them. However, grains fall on a spectrum of reasonably acceptable to quite damaging and fattening. Wheat, believe it or not, is the absolute worst. Due to decades of tinkering by food scientists and industrial farmers to increase yield, the wheat on shelves today is far different – and more fattening – than that consumed by our grandparents.

Gluten, a plant protein found in wheat and many of the other most commonly consumed cereal grains, is especially damaging. Gluten is directly toxic to cells in the intestine, inhibits cell proliferation, increases cellular oxidation products, and alters the structure of cell membranes.

¹⁸ Visit LeanBodyCommunity.com for natural food preparation techniques.

¹⁹ Yes, corn is a grain, not a vegetable. It's not particularly healthy, either, despite what the lobbyists tell you: modern corn is a nutrient-poor, high-glycemic sugarfest. Avoid it and you will lose fat – guaranteed.

This damage to the intestine causes “leaky gut” (essentially, **feces in your blood**). If that concept is not deterrent enough, research shows that a leaky gut is one of the major predisposing factors for conditions like obesity, diabetes and autoimmune disease.

Eating wheat also triggers an undesirable immune response and gut inflammation. More than eight out of ten people who eat wheat gluten develop gut inflammation, and one out of three develops anti-wheat-gluten antibodies in the intestine. The odds, unfortunately, are against you. Unless you are some freak of nature, you are intolerant to wheat and gluten grains.

“Unless you are some freak of nature, you are intolerant to wheat and gluten grains.”

Do whole grains contain nutrients like the high-carb propagandists proclaim? Technically, yes, grains *contain* some nutrients. But due to the presence of antinutrients and enzyme inhibitors, your body cannot adequately *absorb* them, rendering them essentially useless. So no, grains do not contain bioavailable nutrition like vegetables and fruits do.

What about fiber? On a calorie-by-calorie basis, fruits average almost twice as much fiber as whole grains and non-starchy vegetables contain a whopping *eight* times more fiber than whole grains.

“How do you fatten a cow? Feed it grains. How do you fatten a human? Feed it grains.”

In addition to ravaging your gut, grains elevate your blood sugar and cause your body to store fat, not burn it. How do you fatten a cow? Feed it grains. How do you fatten a human? Feed it grains. **If you want to burn fat, I suggest that you avoid grains.**

I can hear you out there... What?!? No bread, you’ve got to be kidding me! I love bread!²⁰

But do you *really*?

Humor me for a moment. What is the best part of breakfast – the omelet covered in cheese, fresh meat, and sautéed onions, or the toast? How about your favorite part of a hamburger? The meat. The bacon. The gooey cheese. Right? Pizza? Most people don’t even eat the crust. Bread, dough, and other starches are often little more than vehicles for their toppings.

²⁰ I liked bread once, too. But it makes me fat and sick. And you know what? I like chocolate, steak and cheese more.

But pasta is different, I hear you say! Have you ever eaten a plate of spaghetti without anything on it? I did when I was a debt-ridden college student, and it was as dull as a meal gets. But what about a fresh, juicy turkey? No contest.

Unlike meats, fresh fruits and vegetables, grains aren't good because they are tasty in and of themselves. They rely on added flavor, usually in the form of salt, sugar, or fat, to make them palatable. Have you ever swallowed a spoonful of white flour? I didn't think so.

Cutting out grains, admittedly, can be a challenge. But you probably think that you like them more than you actually do. Did you know that grains have a similar effect on your brain as opioids (such as heroin – albeit milder) making them highly addictive? These opioids create a calming effect, relieve pain, and produce euphoria, as well as make you crave them.

But once you cut grains for several weeks, an interesting thing happens: most people lose interest in wheat and grains completely. You don't miss them, and you don't even think about them. When I see wheat and grain products, they don't even seem like food anymore.²¹

Do you need to cut out bread, pasta, grains, and other starches forever? No. But treat them as what they are: indulgences, not health foods. If you do choose to eat grains, eat them in moderation (ideally on exercise days) and prioritize wild rice and/or gluten-free options to limit digestive stress.

In short, grains are cheap, fattening, nutritionally suspect calories that have no business being a staple of your diet. Aside from the fact that grains ravage your gut and sacrifice your health, the very fact that grains make you fat should be enough to encourage you to wean yourself off of them. You will miss them much less than you think.

Legumes

Such as Peanuts, Soybeans, Lentils, Beans, and Peas.

Legumes are inferior to vegetables, fruits, tree nuts and seeds, and animal foods due to their antinutrient content, high level of Omega-6 fatty acids, and lack of bioavailable nutrients. All legumes (including beans, soy, lentils, and peanuts) contain lectins. Some of these lectins are implicated in IBS, arthritis, peptic ulcers, allergies, and Type II diabetes.

²¹ Probably because, for humans, they're not.

Beans and Lentils

Beans and lentils that are not properly prepared (soaked, drained, boiled, drained-again, and slow-cooked) can result in severe digestive stress. Even under the best of circumstances, beans can cause gas, bloating, and other digestive issues.

If you don't mind having a frothing bowl of beans on your counter, most of the antinutrients, phytic acid and lectins can be soaked, drained, and cooked out. Soaking is most effective for removing phytic acid, and boiling is most effective for reducing lectin levels. If you choose to eat beans, always prepare them properly.

It's best to avoid canned beans – many plastic linings in canned beans (as well as fruits and vegetables) often contain bisphenol A (BPA), a powerful endocrine disruptor. BPA is strongly associated with heart disease, cancer, and a variety of other negative health effects. If you eat beans, make sure they are properly prepared and not from a low-quality can.

Beans are a decent source of protein and contain beneficial amounts of protein, fiber, and low-glycemic carbohydrates. They are also high in folate and iron, and have appreciable amounts of magnesium, manganese, copper, selenium, molybdenum, and antioxidants. The slow-burning carbs in beans are also particularly effective at curbing hunger. Just don't forget the Bean-o.

Soy

Avoid processed soy products at all costs. For decades, we have been subjected to marketing spin about how soy is a health food. But, like many other processed foods, soy isn't being pushed because it's healthy – it's being pushed because it's profitable. Processed soy is no health food.

The soybean was an unpopular crop until food manufacturers intent on creating cheap vegetable oils successfully persuaded the government to subsidize it. After converting the soybean to oil, the manufacturers were left with an industrial waste product – isolated soy protein. In order to boost profits, food manufactures took this waste and effectively created a market for it.

Now a veritable cash cow, **soy is present in roughly 70% of foods on the grocery shelves** in the form of tofu, soybean oil, vegetable oil, texturized vegetable protein, soy flour, soy protein isolate, etc.

Soy is rich in phytoestrogens, plant-based substances that mimic estrogen (yes, the female sex hormone). Independent research has clearly shown that consuming phytoestrogens is

dangerous both for men and women. Not only does it disrupt endocrine function, but also causes **strange sex-specific effects**²².

Soy is a goitrogen that disrupts your body's absorption of iodine and reduces thyroid function. As your thyroid regulates your metabolism, you gain weight and encounter a slew of other negative effects when it falters. Soy is also packed with those pesky antinutrients including phytates, enzyme-inhibitors that block mineral absorption in the digestive tract.

Avoid any food with soy products or byproducts in the ingredients. Be careful – soy can be found in everything from protein shakes and bars to veggie burgers and imitation cheese.

Soy contains a variety of **toxic chemicals** which cannot be fully metabolized by the body unless it undergoes extensive fermentation. If you choose to eat any soy, make sure it is natural and not genetically modified and stick to its uses in traditional fermented foods such as miso, tempeh, or natural soy sauce (tamari).

Peanuts

Contrary to popular belief, peanuts are actually legumes, not nuts. The peanut is a very common allergen and should be avoided if any reactions are identified. Due to their high level of lectins and inflammatory Omega-6 fatty acids, peanuts should be eaten sparingly or avoided altogether. Favor almonds and other tree nuts which have more favorable Omega-6/3 ratios. If you do choose to eat peanuts, make sure you increase your intake of Omega-3-rich foods accordingly.

Dairy

Cow's milk contains substances that are difficult for some to digest, including lactose, casein and whey. Those who are lactose intolerant have trouble digesting the main sugar (lactose) found in milk. When the undigested sugars reach the colon, they begin to ferment, producing gas that can cause cramping, bloating, nausea, flatulence and diarrhea. If you experience any of these symptoms, dairy may be responsible.

Milk is designed to spur growth in developing mammals; as such, **it is great for adding muscle, but it isn't going to help much with burning fat**. In fact, dairy stalls fat loss in many individuals, most likely due to its high carbohydrate/lactose content and insulin-elevating effects. For most people, limiting consumption maximizes fat metabolism. If you choose to eat dairy, eat it in the morning or after a workout to minimize fat storage.

²² Including the rather unfortunate (but affectionately known) man-boobs.

While **raw milk has healthful qualities**, modern dairy processing unfortunately destroys most of them. Avoid pasteurized and homogenized milk and do your best to find raw, organic, pasture-raised, grass-fed, and full-fat dairy.

Full-fat dairy has a smaller percentage of carbohydrates and the fat slows the absorption of the sugars in milk, thus reducing spikes in blood glucose and the resultant insulin flood. Raw, whole, organic milk also eliminates concerns like pesticides, hormones, antibiotics, and the potentially negative effects of homogenization and pasteurization.

Prioritize **fermented** dairy such as unsweetened yogurt, kefir, and cheese. The cultures in these foods are healthy probiotics and also pre-digest some of the lactose, which makes them easier on your gut.

If you have trouble digesting cow dairy, try goat milk. Structurally and nutritionally, goat milk is one of the closer corollaries to human breast milk, making it arguably more suitable for human consumption than cow dairy. Goat milk fat does not clump together, keeping it more homogenized and also aiding digestibility. It also has less casein, less lactose, and more easily digestible protein content than cow dairy.

For dairy-free options, consider coconut milk, hemp milk, almond milk, and rice milk (but not soy milk for reasons previously discussed).

Whatever, I Feel Fine!

I felt “fine” once, too. You may have eaten grains, legumes, and conventional dairy your entire life and think you feel “fine.” Maybe, but **“fine” isn’t good enough**. If you completely avoid the foods above for 30 days, you will notice a shocking improvement in how you look and feel.

Following conventional wisdom, I force-fed myself whole grains with reckless abandon for decades because I thought that they were healthy. Even when I was lifting weights and running every day, I somehow kept gaining weight.

Once I dramatically reduced my consumption of grains, however, epiphanies occurred. The nasty bloating after big meals that I attributed to eating too much? A mild allergic reaction to gluten. The sluggishness I felt after eating spaghetti? The resultant insulin flood. The roller-coaster crankiness from not eating something every hour? Low blood glucose from overconsumption of grains. And my trademark pale skin, love handles, retained water, and puffy face? Gone.

But if I binge on grains for a few days, these symptoms return with a vengeance, and it is noticeable immediately. So I don't, and you shouldn't either. Knowing that grains are responsible for all of these maladies makes avoiding them a surprisingly easy decision.

As for the other questionable foods, I can eat peanuts and properly prepared²³ beans in moderation with no obvious ill effects. Now that I have reached an optimal body weight, I enjoy a fair amount of full-fat dairy (mostly from goats) in the form of butter, kefir, cheese, plain yogurt, and cottage cheese. But it's important to note that your body is different, so do your best to find your problem foods and eliminate them.

The Process of Elimination

So how do you know for sure you do or do not have an issue with these foods? **Eliminate them from your diet for 30 days**, then – if you choose – slowly reintroduce them one at a time. See what happens. If you encounter ill effects, you've found the offender.

²³ Although I usually find beans to be too high-maintenance for my taste.

EAT FOODS THAT MAKE YOU FULL AND HEALTHY

“As for butter versus margarine, I trust cows more than chemists.”

~Joan Gussow

I always make my meals as delicious as humanly possible and recommend you do the same.

The Wild Diet prioritizes foods that humans are genetically designed to eat. As a rule, foods that are able to be consumed in nature – right from the tree, ground, or carcass – are better than foods that require manipulation or refining to be safely digested.

Plants (vegetables, fruits, nuts, seeds, and herbs and spices) and animals (meat, fish, fowl, and eggs) will represent the vast majority of the foods you eat.

Vegetables, fruits, and herbs and spices are not calorically dense and will represent your main source of healthy carbohydrates and micronutrients (vitamins, minerals, antioxidants, anti-inflammatory agents, and phytonutrients). Raw nuts, seeds, their derivative butters, and animal foods are calorically dense, stimulate minimal insulin production, offer the quality forms of healthy protein and fat, and will represent the bulk of your caloric intake.

One of the benefits of Wild Diet foods – vegetables, meats, and fruits – is that they are difficult to overeat. Vegetables and fruits provide considerable bulk, fiber, and water which fills up our stomachs. The protein and fat from meat is also extremely satisfying and curbs hunger pangs. Because these foods are naturally low-glycemic, they also provide a steady energy release over the day to normalize blood glucose and insulin levels.

Aim to eat 2 to 3 times as much plant food by weight as you eat meat. And look forward to feeling very full and satisfied.

Wait, Meat and Eggs are GOOD for Me?

Yes, they are. As long as you reduce your consumption of carbohydrates, your cholesterol and blood pressure will not be negatively affected by eating more animal foods. In fact, there is a plethora of anecdotal and scientific evidence that shows that eating more meat and fat will

actually *improve* your cholesterol, blood pressure, and weight.²⁴ Do not concern yourself with eating too much high-quality meat, worry about eating too little.

What you absolutely *cannot* do, however, is eat a high-protein, high-fat diet *and* eat lots of carbohydrates. This means avoiding starches and sugars – pasta, biscuits, toast, hash browns, fries, sweets, and everything else that raises your blood sugar.

The Quality of Your Food Matters

Quality bodies require quality foods, so it's important to have high standards for the foods you choose to eat. Packed with bioavailable nutrition, real, high-quality foods are nourishing and filling.

Whole foods are always preferable to manipulated, processed, or refined foods, juices, and supplements. Food is more than the sum of its nutrients. Nutrients from real food are vastly superior to synthetic and added vitamins and minerals, and you cannot compensate for a poor diet through supplementation. As such, it's essential to aim for fresh, high-quality foods that are naturally high in micronutrients to achieve optimal health.

Organic

“Try organic food. Or as our grandparents called it – food!”

~My Kitchen Magnet

Organic farmers are held to a much higher standard of quality and regulation than conventional food manufacturers. Organic crops are required to be grown in safe soil, have no modifications and must remain separate from conventional products. Farmers are not allowed to use synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers or sewage sludge-based fertilizers. Conventional growers make no such promises.

As such, it is important to emphasize fresh, organic plants and animals. Organic foods have fewer pesticides, synthetic fertilizers, growth hormones, and antibiotics, and contain higher levels of nutrients than conventional foods.

²⁴ Stories abound of the 88-year-old man who ate 25 eggs a day and maintained low cholesterol and Eskimos who ate nothing but fatty meat for months with zero incidence of heart disease. On the other end of the spectrum, the Egyptians – some of the world's earliest grain-eaters – had poor health, mineral deficiencies, tooth decay, and unprecedented amounts of arterial plaque and heart disease.

Fresh, Local, and In-Season

Why is fresh food important? Because DEAD, decomposing food is not particularly healthy, tasty, or filling. Food that was not recently alive is in a state of rapid decomposition that destroys essential vitamins, minerals, and phytonutrients and renders them useless. In addition, fresh foods just taste better.

The eye can be deceiving. Many foods are doctored so that they will appeal to you on the grocery shelves. Take, for instance, the humble apple. You may shun the slightly dull-looking local, organic apple and reach instead for the brilliantly-shining, perfectly round conventional apple from New Zealand.

This conventional apple, however, has some dirty little secrets. It was genetically-modified, grown in petroleum-based fertilizer, picked before it was ripe, gassed with ethylene and sprayed with wax and chemicals to enhance its appearance, and, after being shipped across the world, has been dead and decomposing for weeks before it even reaches the shelf in front of you. The organic apple, in comparison, was picked by Farmer Fran just two days earlier.

“It’s hard to screw up fresh, high-quality foods even if you’re a hopeless cook.”

Say you lay the sparkling conventional apple next to the organic apple on the ground. A worm approaches. Which apple do you think the worm will choose to eat, the decomposing apple slathered in chemicals and wax or the fresh organic one? Smart worm.

Aim to eat food that was very recently alive and well.

Buying fruits and vegetables that are in-season and from your geographic area will ensure maximum nutrition and also reduce your grocery bill as you will not be subsidizing transportation costs.

One of the best things about eating fresh and clean foods is that they don’t take much time, effort, or creativity to taste great. You can eat many of the vegetables raw – it doesn’t get much easier than that. It’s hard to screw up fresh, high-quality foods even if you are a hopeless cook.

Eat Pampered Meat

The marbled meat from blubbery feedlot cows bears little resemblance to meat from wild animals our ancestors ate in the natural world. Wild animal carcasses have little external fat, nearly no fat between the muscles, and contain very few toxins. In stark contrast, feedlot animals are fat and sick, with several inches of white fat covering their entire bodies for the majority of their short, atrocious lives.

You are not just what you eat and metabolize, you are what you eat eats too. When you eat beef, you're eating a food chain. If the food chain is poor, then you're eating low-quality food that will transfer its negative contents and effects to you. If the cow you're about to eat was pumped full of growth hormones and antibiotics, force-fed genetically-altered grains, and fattened quickly because it never had the opportunity to use its manure-covered legs, you're eating a crappy²⁵ burger.

“You are not just what you eat and metabolize, you are what you eat eats, too.”

In addition, while the fat from wild or pasture-raised animals is healthy and high in Omega-3 fatty acids, the fat in conventionally-raised animals is very high in damaging Omega-6 fats and is packed with toxins and hormones.

Always buy the cleanest and highest-quality meat (free of hormones, additives, preservatives, etc.) you can find and afford. Grass-fed is better, but it's not worth excessive concern or breaking the bank. If you can't find quality meat, buy a low-fat cut and trim the fat.

But Real Food is Expensive!

It's not that organic food is expensive as much as processed, **fake food is incredibly inexpensive**. Processed food is impossibly cheap because it is not really food, but a combination of cheap fat, sugar, flour, and salt with little to no nutritional benefit. When you go to the grocery store, you will find that the cheapest calories are the ones that are going to make you the fattest.

Will you be spending more money on certain foods? Yes, you will. Real food costs more than fake food for the most part (but certainly not always). However, since real foods are nutrient-dense and filling, you'll find that you won't need to eat as much to feel satisfied. So will you be spending more money on groceries by eating high-quality meats, vegetables and fruits? Perhaps, but consider it the “flat tummy tax.” It is worth every penny.

²⁵ I mean crappy literally. Hiccups and minor mishaps in the rapid assembly-line disembowelment of conventionally-raised cattle often leads to feces finding its way into your meat. This is the root cause of food poisoning from E. coli contamination. Like I said, it's a crappy burger.

Here are some tips to obtain the highest-quality food at the lowest cost.

- ✓ Shop at farmers' markets. Often you will find high-quality food and wares for less than you'd pay in the grocery store.
- ✓ Shop at a food co-op. Pay the modest fee to become a member and you will get a discount.
- ✓ Join a Community Supported Agriculture (CSA) farm, in which individuals and families join up to purchase "shares" of produce in bulk, directly from a local farm. It feels good to know where your food comes from.
- ✓ Look into volunteering at local farms. Many farms allow you to work for a day or even a few hours in exchange for a basket full of their fresh food. It's a great deal if you're on a budget.
- ✓ Grow your own vegetables. It's not difficult and plucking food from your garden is as fresh as it gets.

You may be surprised to find that vegetables and fruits are less expensive than you would expect – especially if you buy in-season. Additionally, you will no longer be purchasing branded fast or prepared food products, which are often relatively expensive – food manufacturers often spend more on marketing than the food itself. Following the Wild Diet, you will simply be getting more value out of your food.

Eat A Wide Variety of Foods

Some fat loss programs recommend that you eat the same meals every month, every week, or even every day.

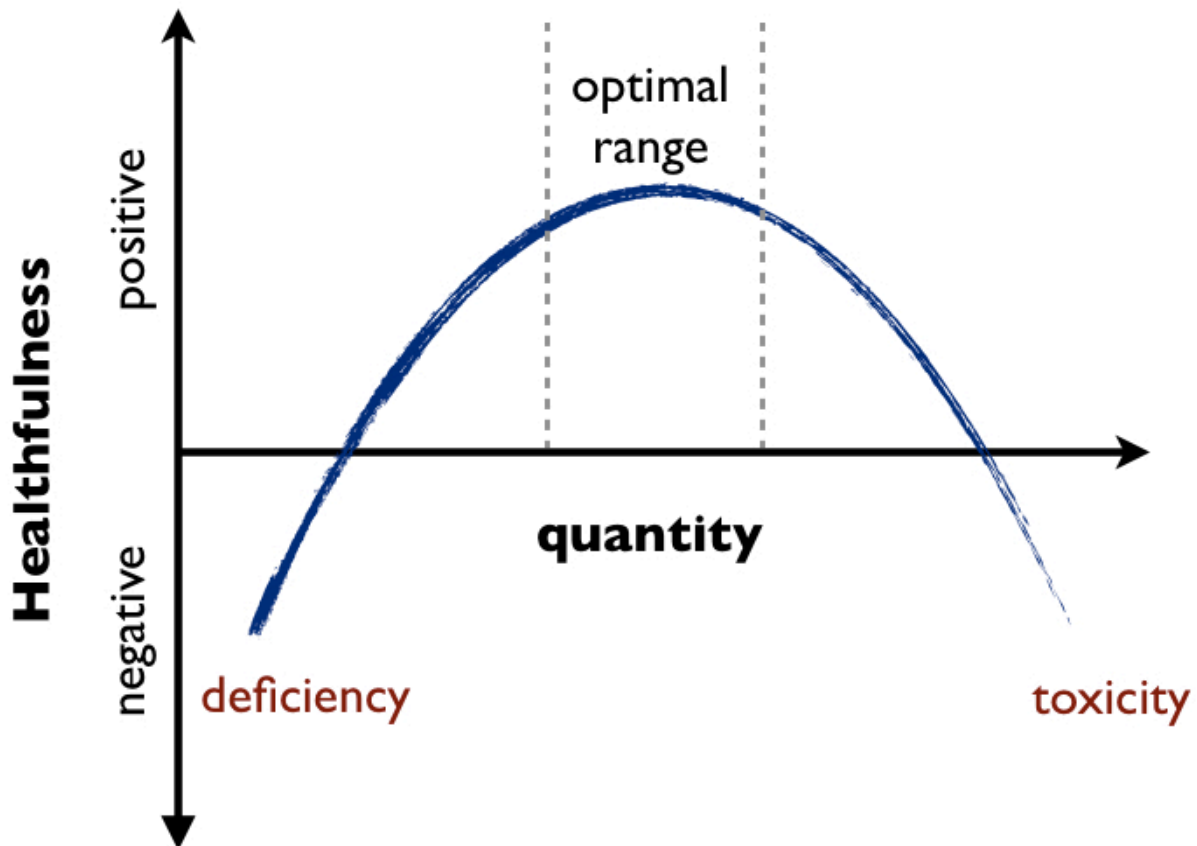
That is terrible advice.

If you needlessly limit the variety in your meals, you will encounter:

1. **A lack of minerals and micronutrients.** In order to maximize your intake of nutrients from real foods, you need to eat a wide variety of them.
2. **Increased risk of toxicity from overexposure to certain foods.** As you'll see in the exercise portion of the manual, "the dose makes the poison." For example, if you overeat even healthy foods like spinach, you can be overexposed to oxalates and experience negative – and potentially serious – health effects.
3. **Sheer boredom.** Do you really want to eat eggs and beans for breakfast every day?

In general, you want to eat enough of a nutrient to enable its positive effects without eating so much that it reaches the point of toxicity.

Benefit of Nutrient Intake



The optimal level is unique for each nutrient, but it's best to stack the deck in your favor by eating a wide variety of plants and animals. The more that you incorporate variety into your nutritional habits, the healthier and happier you'll be.

You Don't Have to Be Perfect

While sourcing clean food (organic, grass-fed, pastured, etc.) can be challenging at times, it is undeniably an important part of the Wild Diet. Organic is good, organic grass-fed and/or pasture-raised is best, and adding local to the mix is as good as it gets. If you can, visit local

farms or farmers' markets, pick your favorite, and stock up on their meat, eggs, and produce. When it comes to taste and nutrition, nothing beats fresh, high-quality food.

That said, it is important to emphasize that you do not have to be perfect. If you eat Wild Diet foods the majority of the time but your beef isn't grass-fed, your eggs aren't pastured and your vegetables are conventionally-raised, you are still going to encounter great results and be light-years ahead of where you started. While it's clearly best to eat fewer pesticides, growth hormones, antibiotics, and synthetic fertilizers, don't create the unnecessary stress of having to only eat at farmers' markets and health food stores.

After a few weeks of eating only Wild Diet foods that not only taste better but make you fitter, stronger, and leaner, you'll find that buying high-quality food just makes sense.

OPTIMIZE YOUR METABOLISM

Drink Plenty of Pure Water

“If you want to see what water means to your skin, try adding a little to a shrunken dry sponge.”

~Mireille Guiliano

Everyone knows that they should be drinking more water, but how many people actually *do* it? Despite knowing that we probably *should* drink more water, the vast majority of us are chronically dehydrated. If you want to burn fat, adequate hydration is essential.

It is impossible to overemphasize the importance of drinking enough water. As the most abundant and important nutrient in your body, water makes up 90% of your blood, 85% of your gray matter, 70% of your muscles, and even 20% of your bones. Even mild dehydration of 3% of your body weight can decrease muscle contractile strength by 10%; when 5% of your total weight is lost in water, muscular and aerobic endurance can decrease by 20% to 30. Go without water for a few days and you flat-out *die*.

But let’s get to the point – drinking water helps you burn fat.

Drinking pure water encourages fat metabolism by enabling the liver, the primary fat-burning organ in the body, to function optimally. Your body is assaulted daily with thousands of harmful substances such as smog, secondhand smoke, food additives, fluoride, chlorine, drugs, alcohol, heavy metals, pharmaceuticals, and other chemicals. Your liver works tirelessly to disassemble these harmful substances into molecules that can be dissolved in water so they can be easily eliminated.

Due to all of the toxins we are exposed to in our environment or consume directly in our food, the liver is overtaxed in most people. Burning fat is low in the pecking order; from a survival standpoint, it’s more important for your liver to filter toxins and keep you alive than to burn fat and give you a perfect beach body. However, if you throw your liver a bone by drinking plenty of water and avoiding most toxins, you will naturally kick-start the fat-burning process.

In addition to enabling your liver to burn fat, drinking water also:

- ✓ regulates and suppresses appetite
- ✓ increases metabolism
- ✓ boosts energy levels
- ✓ releases toxins from the body
- ✓ reduces water retention
- ✓ alleviates headaches
- ✓ reduces blood pressure
- ✓ eases joint pain
- ✓ reduces risk of kidney stones
- ✓ improves skin

So How Much Water Should I Drink?

Thirst is unreliable as a signal for requiring hydration. Generally speaking, you don't feel thirsty until after you're already dehydrated. In fact, since food and water are such related and interconnected needs, you often feel hungry when you're actually thirsty.

Consume water on a regular basis and before you are thirsty: at least 8 ounces of water 8 times a day (and more for dry/hot climates). While drinking water with every meal is beneficial, limit yourself to one glass. Too much water consumed with or directly before meals will dilute the stomach juices and prevent effective digestion.

It's very important to drink pure water. Tap water is often treated with chlorine which is designed to kill bacteria. Unfortunately, the chlorine also sacrifices the healthy bacterial flora in your digestive system. Fluoride, once thought to be beneficial, is added to many water systems despite the fact that studies have shown it is a toxin linked to problems with the thyroid, kidneys, central nervous system, and skeletal systems. So purify your water with a carbon filter or reverse osmosis system to limit your exposure to toxins.

Grow Good Gut Bugs

Remember: you are not what you eat, you are what you digest. The gut and liver alter food before nutrients are released into the bloodstream. **The nutritional content of the food you eat is fundamentally different than the nutritional content of the food that enters your bloodstream and cells.**

Bacteria take an active role in pre-digesting your food for you. Bacteria outnumber human cells ten to one within the human body. Fortunately, they're just little guys, so they only add a few pounds to your body weight. There are two main categories of bacteria:

- **Probiotic (good) bacteria** aid digestion, release nutrients, and protect the digestive system against dangerous pathogens.

- **Pathogenic (bad) bacteria** invade the body, steal nutrients, and release toxins into the bloodstream.

Healthy individuals typically host over a thousand bacterial species in their guts, while those with a diet high in processed foods typically have far fewer. The quantity and quality of the bacteria plays an essential role in how you digest your food and how well you are able to obtain nutrients from it.

In order to achieve maximum nourishment from foods and optimal fat burning, it is essential that you improve the health of your digestive system. The Wild Diet achieves this by encouraging consumption of plant and fruit fiber (which determines the amount and type of bacteria that thrive in your system), adds regular intake of fermented food to your diet, and creates an environment that allows probiotic bacteria to thrive.

Eat Fermented Foods Regularly

Eating unpasteurized²⁶ fermented foods is an excellent strategy to rebuild and maintain healthy gut flora as traditional methods of food fermentation yield probiotic bacteria that are readily introduced into your digestive tract. Fermented foods include kimchi, sauerkraut, yogurt, kefir, and kombucha. A daily probiotic supplement provides similar benefits if you don't eat fermented foods with regularity.²⁷

Eat Thyroid-Optimizing Foods

The thyroid controls your metabolism. If your thyroid is underactive, weight loss is nearly impossible. Conversely, eating foods that optimize its function boosts your metabolism and results in fat loss.

Thyroid hormone triiodothyronine (T3) boosts the metabolism by increasing oxygen and energy consumption, increasing the rate at which fats are taken up into cells for energy, and increasing the heart rate.

In order to manufacture T3, the body needs two minerals: selenium and iodine. Sufficient selenium (200 mcg/day) can be found through direct supplementation or in eating three **Brazil nuts** daily. Iodine (1 mg/day) can be obtained from eating **seaweed** or supplementing with kelp tablets.

²⁶ Pasteurization kills the good bacteria along with the bad.

²⁷ Or you can get a fecal transplant. But that's where I draw the line.

Boost Your Nutrient Intake with a Green Smoothie

It's versatile, delicious, a nutritional powerhouse and incredibly easy to make; the most effective fat-burning breakfast on the face of the Earth is the green smoothie.

The nutritional equivalent of eating a salad and then some, green smoothies are packed with vitamins and minerals, satiating fiber, and raw food enzymes to aid digestion. Green smoothies are detoxifying, and best of all, alkalizing, which encourages your body to burn off fat and restore health.

Store-bought "green smoothies" from the bottle are almost always devoid of fiber and packed with sugar and preservatives. Avoid them and make your own.

All you need is a blender, a drawer in your refrigerator with a few random vegetables, and a few minutes of your time...

How to Make a Green Smoothie

Combine the following four categories of ingredients to taste:

- **Green** (use one or more): kale; spinach; bok choy; collard greens; cabbage greens; Swiss chard; beet greens; sprouts; cucumber; broccoli; celery; avocado
- **Liquid** (use one): water; tea; almond milk; coconut milk; coconut water; raw milk; kefir. Add ice if you like your smoothie chilled.
- **Fruits/veggies** (use one or more): strawberries; blueberries; bananas; apples; cherries; coconut; carrots; beets (top and root); lemon and ginger root; pumpkin; tomatoes
- **Add-Ins**: protein powder (with no added sugar); flaxmeal (for Omega-3's); cinnamon (regulates blood sugar); natural sweetener (stevia, xylitol)

It's not a science. Green smoothies are stupefyingly simple to make and difficult to mess up.

Protein powder is great for this kind of shake because it acts as a thickener. Here is a pro tip: smoothies with thickness or some kind of "chew factor" have been scientifically proven to increase how full you feel. More fullness = fewer calories = more fat burning.

If you want to make a green smoothie but you are skeptical, here is a beginner-friendly version: take kale, banana, mango, water, and ice, combine them, and blend. Yes, it's weird and green, but don't be afraid – it's also delicious.

TAKE HEED: WOMEN AND MEN BURN FAT DIFFERENTLY

The Wild Diet not as much a diet as a paradigm for informed, healthy eating that should be tailored to your unique tastes, needs, desires, and lifestyle. Metabolism and tastes change over time and from person to person. Thus, tweaking the program to work in perfect harmony with your body is part of the fun. Whether you're male or female, the principles in this manual will be very effective, but how you tweak them will be different.

You've probably noticed that many nutrition and fitness programs do not pay adequate attention to differences between the female and male body. The truth of the matter is that men and women have vastly different body compositions, metabolisms, predispositions, and needs.

Let's explore the key differences between the two.

Body Composition: Women are genetically designed to have a lower percentage of muscle and more body fat than men, principally to accommodate the needs of a woman's body for pregnancy and childbirth. Because women naturally have less muscle than men, women typically **have lower basal metabolic rates. This means that men, with a higher percentage of muscle, require more calories than women** of comparable weight. Additionally, men are taller on average than women and require more daily calories to maintain their size.

Hormones: Women are predisposed to naturally store and retain more fat due to higher levels of **estrogen**, a hormone that works to keep the fat on a woman's body in preparation for pregnancy. Men, on the other hand, have 20 to 30 times more **testosterone** than the average woman. This disparity in testosterone is largely responsible for sex differences in total body fat percentage, fat distribution, and muscle mass.

Fat Storage: Women typically store fat in the thighs, hips, and limbs, known as "**peripheral**" fat, and beneath the skin, which is called "**subcutaneous**" fat. Men tend to store more body fat in the upper body and within the body cavity, which is called "**visceral**" or intra-abdominal fat.

Although all body fat is chemically similar and releases damaging inflammatory molecules into the system, where it's stored on the body makes a significant difference in how hazardous it is

to your health. While women preferentially store the less-damaging peripheral fat, men tend to store visceral fat that accumulates beneath muscles and surrounds organs.

Visceral fat is downright dangerous. The “beer belly” drastically increases risk of diabetes, high cholesterol, hypertension, sleep apnea, impotence, cancer, heart attack and stroke. In fact, regardless of overall weight, men with waists exceeding 40 inches have double the death rate of those with normal waist circumference.

Fortunately, hiding beneath every set of love handles and beer belly there is a six-pack. We’re going to find it.

Fat Loss: Men typically have an easier time losing fat than women — especially in the beginning of the process.

Why do women lose weight more slowly than men?

You may have noticed that while women may cut calories and exercise constantly with sluggish results, men are mysteriously able to shed pounds seemingly without effort? This is not an illusion or fluke: due to differences in hormones, metabolism, and body composition, males do tend to lose fat a bit more quickly while female bodies fight to retain it.

A Math “Problem”

Weight loss occurs when there is an energy (caloric) deficit between the food consumed and food burned. Because women have smaller bodies, they have lower caloric needs than men. As a result, a relative deficit (20%, 30%, etc.) results in a smaller absolute deficit. Therefore, a small woman will lose fat more slowly than a larger man who can create a large deficit more easily.

For example, if my total daily energy expenditure is 2800 calories a day (I’m 5’ 9” and a moderately to very active man), then a 20% deficit is 560 calories, which brings me to 2240 calories a day. On paper, that amounts to roughly 1.3 pounds of weight loss per week (without breaking a sweat, I might add). Increasing my calorie burn or decreasing my intake by another 340 a day would be enough to give me 2 pounds a week of weight loss. That is certainly not a starvation diet.

For women, the calculus is quite different.

If a woman’s total daily energy expenditure is only 2000 calories - even at a VERY high exercise level - then a 20% deficit for her is only 400 calories. That means that eating 1600 calories a day would amount to only 8/10th of a pound of fat loss per week. A more aggressive calorie deficit of 30% (600 calories) would restrict her diet to only 1400 calories/day.

That is not a whole lot of food. But here is where it gets strange – the actual caloric deficit would *still* be relatively small. In fact, as a man, I would be able to eat nearly twice as many calories and I would still achieve a more rapid rate of fat loss!

What this means is that women who are petite or have a small body size will lose fat more slowly than larger women and much more slowly than men. This is one of the many reasons it is far more important to pay attention to improvements in body composition rather than strict weight loss by the numbers. But there are some advantages to being smaller - even a small amount of weight loss will be quite evident on a small frame.

For both men and women, though, it is very important not to measure success by looking at the scale but by how you look in the mirror, the way you feel in clothes, and/or measured body fat percentage. Muscle weighs more than fat, water weight fluctuates according to a variety of factors, and weighing yourself constantly will drive you crazy. Believe it or not, I recommend that you forget the scale!

Special Considerations for Women

Be careful - restaurants are built for the male appetite and metabolism

When you order at a restaurant, portions are the same for men and women (and usually too large). As a man, I often can't get through the entire entrée – and you shouldn't either! Put down your knife and fork when you first notice that you are no longer hungry. And with the delicious, flavorful foods you will be eating, that may happen more quickly than you think. Pack it up and save it for later!

Indulgence is important, but so is moderation

What foods truly bring you pleasure? What foods could you eat less of? What foods do you eat to pointless excess? The pleasure in foods is in the first few bites – anything more is unnecessary and upsets the balance of your body. It is far more important and satisfying to eat small amounts of many tasty foods than enormous portions of one or two. You can really enjoy a little of anything, but just in small portions.

Learn the art of compensation

Learning to compensate is essential. If you have an extra glass of wine, then skip the cheese. If you have a rich lunch, have a light dinner. “Overdoing it” should always be followed by an active effort to restore balance.

Embrace the rule of quality over quantity

Most Americans are accustomed to eating food of very low quality. When you replace junk substitutes with the real thing, you will immediately realize that less is more. Savoring one single piece of real chocolate is far more satisfying than eating a dozen stale Hershey's bars.

THE WILD DIET ANALYZED: A NUTRITIONAL POWERHOUSE

"I am a nutritional overachiever."

~Unknown

Many conventional dieticians and nutritionists would slap your wrist for following a nutritional plan that eliminates grains and limits other modern foods, probably arguing that you would be sacrificing intake of important nutrients. And they would be absolutely incorrect.

As you will see, **the Wild Diet is nothing short of a nutritional powerhouse, providing more than 100% the recommended requirements for every vitamin and mineral.**²⁸ For many micronutrients, a typical day in the Wild Diet provides up to *7 times* the recommended values for essential vitamins and minerals. Additionally, the Wild Diet is extremely high in healthful fiber. While the average American consumes about 8 grams of fiber a day, the Wild Diet typically ranges between 40 and 50 grams a day.

I typically consume between 2700 and 3000 calories a day with more than half of my calories coming from fat, roughly one gram of protein per pound of body weight (approximately 160), and around 80 to 140 grams of net carbohydrates (not including dietary fiber) depending on my activity level.

²⁸ The only vitamin that is not significantly over the daily recommended value is vitamin D, which only exists in trace amounts in naturally occurring foods (except for fish liver oils). Your body manufactures adequate vitamin D from 15 minutes of sun daily. Supplement with vitamin D tablets (at least 200 IU/day) if you cannot get at least 15 minutes of sunlight a day.

A Typical Tuesday...

Below is an analysis of what I ate on a typical Tuesday.

Breakfast

- Large coffee with heavy cream
- Green Smoothie
 - Kale
 - Strawberries
 - Watermelon
 - Broccoli
 - Banana
 - Flax seeds
 - Almonds
 - Whey protein powder
- Homemade flourless cookie
 - Almond flour
 - Eggs
 - Butter
 - Xylitol
 - Molasses
 - Flax seed meal
 - Carob-covered almonds
- Supplement
 - Omega-3 fish oil
 - Vitamin D²⁹

Morning Snack

- Baby carrots
- Cashew butter

Lunch

- Bacon
- Three-egg omelet
- Goat cheese
- Avocado slices
- Refried beans
- Green tea

Workout

- ✓ *Two rounds of pull-ups, pushups, and burpees*
- ✓ *30 minutes of swimming*

Post-Workout Snack

- Peanut butter
- Apple
- Homemade protein bar
- Whole goat milk

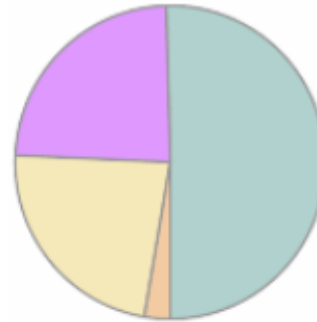
Dinner

- Pork roast
- Kale
- Spinach
- Summer squash
- Olive oil
- Lentils
- Glass of Pinot noir

²⁹ Not included in nutritional breakdown

The Breakdown Macronutrients³⁰

	Grams	Calories	%-Cals
Calories		2,786	
Fat	159.0	1,396	50 %
Saturated	46.4	410	15 %
Polyunsaturated	31.4	274	10 %
Monounsaturated	68.7	602	22 %
Carbohydrate	173.7	661	24 %
Dietary Fiber	39.8		
Protein	163.9	637	23 %
Alcohol	10.7	74	3 %



■ Fat (50%) ■ Carbs (24%)
■ Protein (23%) ■ Alcohol (3%)

Vitamins and Minerals

		RDA	% RDA		RDA	% RDA		RDA	% RDA		
Vitamin A	3,897.8 mcg	900.0	433	Calcium	2,501.4 mg	1,000.0	250	Pant. Acid	8.7 mg	5.0	174
Vitamin A	66,111.6 IU	-	-	Cholesterol	873.7 mg	-	-	Phosphorus	2,552.7 mg	700.0	365
Vitamin B6	4.3 mg	1.3	332	Copper	3.9 mg	0.9	431	Potassium	5,395.0 mg	4,700.0	115
Vitamin B12	3.2 mcg	2.4	135	Iron	57.2 mg	8.0	716	Riboflav	8.8 mg	1.3	674
Vitamin C	325.1 mg	90.0	361	Magnesium	592.2 mg	400.0	148	Selenium	mcg	55.0	
Vitamin D	1.9 mcg	5.0	38	Manganese	5.8 mg	2.3	252	Sodium	4,275.9 mg	1,500.0	285
Vitamin D	75.8 IU	-	-	Niacin	53.0 mg	16.0	331	Thiamin	7.4 mg	1.2	613
Vitamin E	21.9 mg	15.0	146				Water	2,054.6 g	-	-	
Vitamin E	32.3 IU	-	-				Zinc	16.4 mg	11.0	149	

As you can see, I eat a lot of food. I also *crush* the vitamin, mineral, and fiber intake.

It is worth noting that, after reaching a low body fat and increasing my metabolism, my body maintains a happy homeostasis and can handle lots of food without fat gain. You will get there, too. But before you reach your ideal body composition, you would benefit from a slight caloric deficit and lower carbohydrate intake to increase the speed of fat loss.

³⁰ Note that carbohydrate intake and associated percentage is overestimated due to minor differences between nutrition count in the online database used for this analysis and the actual content in the food I consumed. Notice also that I ate 40 grams of fiber, making my net carb intake around 134.

THE IMPORTANCE OF HEALTHY INDULGENCES

“If you know how to cheat, start now.”

~ Earl Weaver

Indulging from time to time is good for the body and the soul. Developing a healthy relationship with food and taking pleasure in what you eat is far more important than any short-term weight loss goals. Not only will indulgences satisfy cravings and help prevent you from bingeing, but varying your daily caloric intake can help you boost your metabolism and burn fat.

So here it is: you have permission to indulge and eat whatever you like for one to two meals a week. You can eat whatever you want. Really. Pizza, pastries, grilled cheese, ice cream... anything. The most important thing: enjoy yourself and do not feel guilty, as the benefits of “eat anything you want” meals are psychological as well as physiological. **Consider your “eat anything you want” meals³¹ as a well-deserved reward.**

If you find that you would rather enjoy “eat anything you want” meals ad-hoc and unscheduled, that is just fine. Take great pleasure in them and you’ll be less likely to let it happen more than once or twice a week.

How Does it Work?

Maintaining the same level of caloric intake for extended periods of time can be detrimental to fat loss. As a result of extended caloric restriction, your body may initiate a starvation response that lowers your metabolic rate and increases your appetite due to a decrease in leptin, a fat-burning hormone. This, in turn, increases production of cortisol (a stress hormone) which feeds on your muscle and makes it much more difficult to continue to lose fat. To prevent this drop in leptin from occurring, it is best to fluctuate your caloric intake to keep your body guessing and unable to adjust.

³¹ Why don’t I call it a “cheat” meal? Because “cheating” implies you’re doing something sneaky or something wrong. Forget the guilt and enjoy every second of your indulgence.

A Word of Advice...

After your body adjusts to high-quality food, your body and subconscious will learn how these foods make you feel. You might realize that the crappy foods you used to crave aren't nearly as good as you remember. And these gut bombs will probably make you feel like death. In that case, there's no need to eat them if you find the cost/benefit ratio undesirable.

For that reason and for the sake of your overall health, I encourage you to continue to seek the highest quality food you can find. If you love donuts, don't get them from the gas station, go to the best bakery in town. If you love pizza, get it fresh from a killer Italian restaurant, not from Domino's or Pizza Hut.

My favorite indulgences include high-fat ice cream covered in melted chocolate and chunks of cheesecake, flourless sweet potato pancakes slathered in fresh butter and real maple syrup, and homemade pumpkin pie drenched in whipped cream with a big glass of raw whole milk.

Weight Fluctuations

You might see impressive weight fluctuations after an "eat anything you want" meal. Don't worry – this is primarily water weight and will disappear over the next 2 to 3 days (it's typical for me to lose up to five pounds overnight). To put it into perspective, you would need to consume approximately 3600 *extra* calories in order to gain 1 pound of fat. Now that's an indulgence.

Make these meals your only outlet for eating unhealthy foods and do not let any of these eating habits creep into your daily routine. If you cheat by accident, wait until the following week for your next full-blown "eat anything you want" meal.

Instructions for "Eat Anything You Want" Meals

- ✓ Keep a "food craving notepad" throughout the week. Every time you get a craving for something, add it to the list of foods for your feast. This way you can acknowledge your craving and remind yourself that you will have permission to indulge during your meal.
- ✓ Indulge on a regular day off as you will have more control over when and where you eat.
- ✓ Plan ahead and eat out for your feasts at your favorite restaurants. Make it fun.
- ✓ Drink plenty of water, in excess of 8 ounces 8 times a day, to help your body process excess salt and carbohydrates.
- ✓ If you choose to eat carb- or sugar-heavy foods, do your best not to eat high amounts of fat at the same time.
- ✓ Minimize insulin surges by blunting sharp jumps in blood sugar.

- Consume grapefruit with breakfast or as a snack, which will help regulate blood glucose. Add cinnamon to foods to further blunt blood sugar spikes.
- Take alpha lipoic acid, which increases insulin sensitivity, with high carb indulgences and before bed.
- ✓ No matter what, throw out all “indulgent” food before the next morning. Yes, even leftovers. **This is absolutely essential.**

For Maximum Results

If you can stick to the plan without them and you are looking for maximum fat loss, then there’s no need to force indulgences. If you do have a tendency to cheat habitually or risk giving up because you feel deprived of your favorite foods, however, then it’s best to cram all of your bad eating into one or two meals instead of spreading it over the week.

WILD EXERCISE

“If you're not having fun, you're doing something wrong.”

~Groucho Marx

Engaging in an effective exercise regimen will instigate a hormonal cascade that moves your physiology toward being lean. It is worth noting that you will burn fat, build lean muscle mass, and increase your metabolic rate through the Wild Diet nutrition plan alone; however, optimizing your body composition is only possible with the addition of exercise.

But it's not simply a matter of exercising or not exercising. **There is a monumental difference between engaging in exercise and exercising *effectively*.**

Fortunately, you can achieve spectacular results with far less exercise than traditional wisdom (or the fitness industry) would lead you to believe... And it's not only possible but essential that you find exercises and activities that are painless, fun, and entertaining.

Why Grinding on a Treadmill Is Not the Best Way to Burn Fat

If burning fat were as straightforward as hopping on the treadmill from time to time, you wouldn't see so many chubby runners. Many people exercise constantly, experience cravings as a result, eat a ton, and never lose weight. For most people, it doesn't matter how much they exercise if their diet is off: the weight will catch up with them. This is especially true if they're doing the wrong kind of exercise...

“Burning off” calories through cardio is not the best way to burn fat because the actual caloric burn of aerobic exercise is minimal.

To put it into perspective, **an hour on the treadmill burns off approximately one Starbucks muffin.** Brutal.

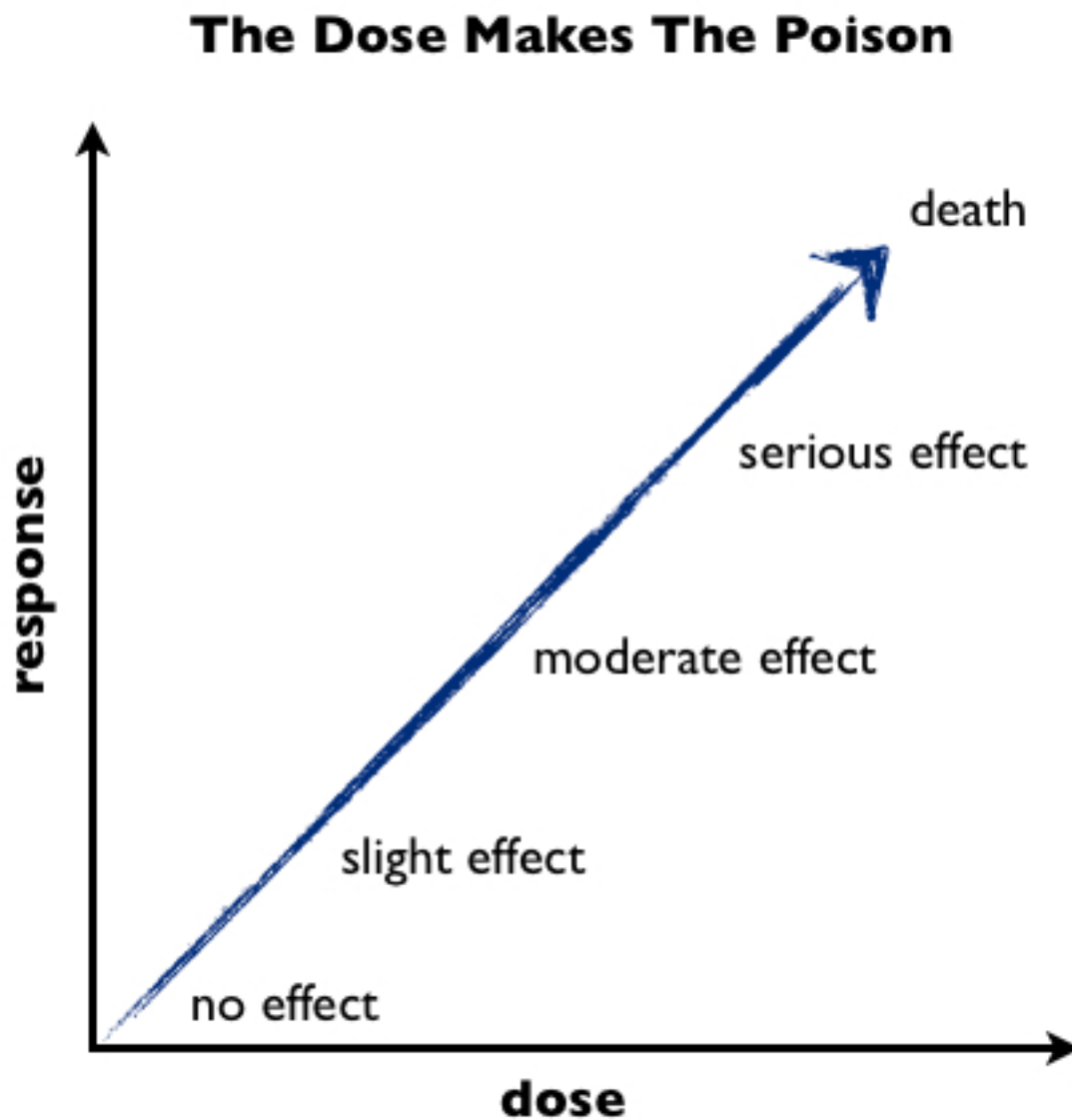
Doing more cardio is not the answer.

The good news is that you don't need to grind it out on the Stairmaster or powerlift with the gym rats to achieve remarkable results. Exercise is not about “burning off” calories or punishing yourself – it's about achieving hormonal and metabolic changes within the body that maximize fat burning and muscle toning with the minimum amount of stress on the body as possible.

A “Dose” of Exercise

There is common assumption that more exercise is better. It isn't.

If we're talking about a dose of medicine, a small amount has no significant effect, while a large amount is fatal. The dose-response model below shows the effect caused by differing levels of exposure (or doses) to a stressor (usually a chemical) after a certain exposure time.



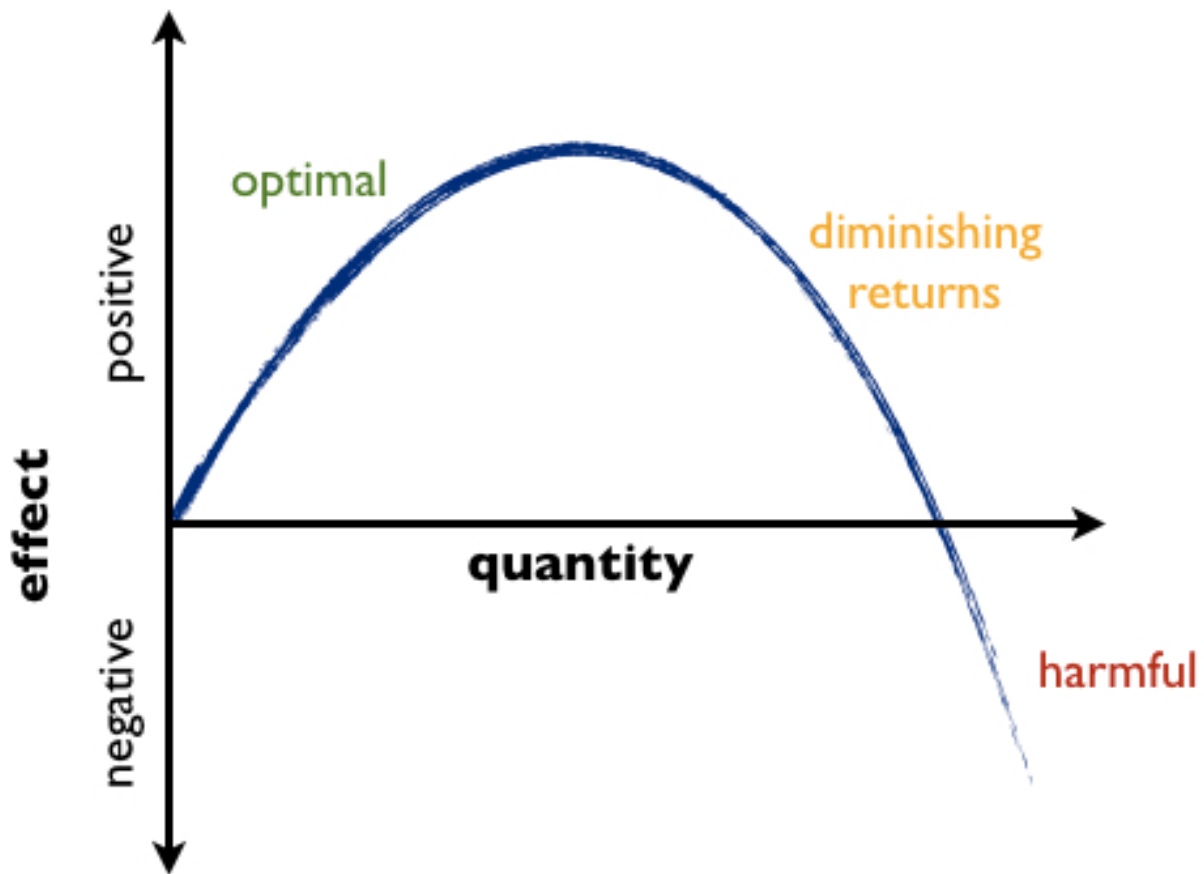
The dose-response model can be applied to exercise, as well. Make no mistake: exercise is a stressor.

With “death” being the end-result, clearly more is not better.

Borrowing from the world of pharmacology, I think of exercise as a “dose:” too little has no significant effect while too much is harmful.

However, it's worth noting that *some* exercise is infinitely better than none. Zero exercise has a negative effect, so we could argue that the curve should start in "negative" territory. But for simplicity's sake, let's start at "neutral."

Exercise as a “Dose”



(Adapted from whole9.com)

As you can see, a relatively minimal amount of exercise can produce optimal results. But while some exercise produces a positive effect, too much will result in net negative effects (marathoners beware).

The dose-response model can be applied to the following concepts, as well:

- Too little of a micronutrient will produce no positive effect, a moderate amount is optimal, while too much can be toxic.
- Too little sunlight will risk Vitamin D deficiency, while too much risks sunburn. (By the way, if you don't get at least 15 minutes of sun a day, take a Vitamin D supplement.)
- Too little protein results in muscle catabolism while the optimal amount maximizes muscle growth and repair. Any more than that is a waste.

Aim for the “Minimum Effective Dose”

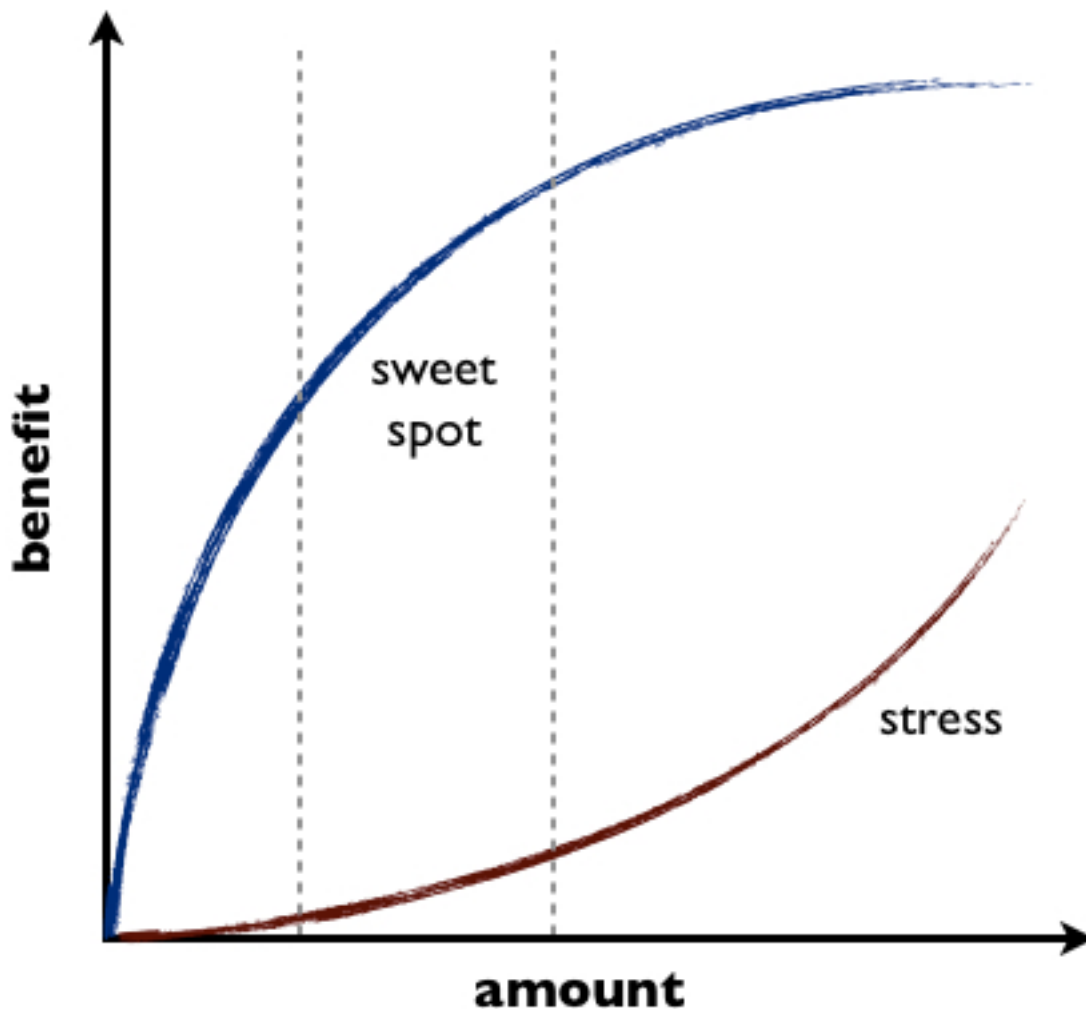
If you jump in the water on a sticky day, you get wet (let's call that the minimum effective dose). Shooting yourself in the face with a Super-Soaker won't make you any wetter. But it might sting a little.

Same with nutrition and exercise. To stick with the example of protein above, eating more than the “minimum effective dose” of protein does not result in increased muscle growth. Once you hit the minimum, you hit a biochemical bottleneck where “more” is simply wasteful. So put down your protein shake, champ.

If more isn't better, how do you achieve optimal results?

I think of exercise as a stimulus, not as a “period of time when you're burning calories.” You build muscle, up regulate fat-burning hormones, and even burn calories *after* you exercise. All exercise needs to do is get you to that point where you give your body enough stimulus to “flip the switch.” And you'll be surprised to learn how little you actually need.

Effective Exercise



The goal is to maximize the net positive effects of exercise before reaching the point of diminishing returns. An optimal dose of exercise produces desired hormonal and physiological response with the minimum amount of stress.

How? Short bursts of intense exercise and occasionally lifting heavy things.

Case Study: High Intensity Exercise Versus Cardio

Don't believe me?

In one of my many experiments guinea-pigging on myself, I wanted to see how my body responded to different levels and types of training. After finishing in the top 3% of runners in my second marathon in 2 months, I decided to switch to shorter distances and prioritize sprints

(and finished in the top 4% of the 10k a few weeks later). Since I was exercising more (running 50 miles a week versus less than 10) with a very solid finish time, many assumed that my body would be optimized when I was in tip-top marathon shape.

The results are far more interesting.



Month 1: 50 Miles/Week of Low-Intensity Cardio. 148 lbs.

Month 2: 10 Miles/Week with High-Intensity Sprints. 157 lbs.

The picture on the left shows me just before finishing my second marathon in two months (running 50 miles a week with no sprints). The picture on the right shows me just a few weeks later after I reduced my mileage to less than 5-10 miles a week and began incorporating sprints...

Holy smokes.

By switching from cardio to sprints, I shed body fat and increased lean muscle by 10 pounds. My body regained healthy color and a more masculine shape. I felt *tons* better. Even my face changed... from being Sam-the-Eagle-from-Sesame-Street-skinny to a healthy “normal.” All from exercising much *less*.

So What Happened Here?

Have you ever noticed that most endurance athletes are rail-thin, pale, and look a little unhealthy? But what about athletes that are required to perform short bursts of maximum output, like sprinters? They are jacked!

This is what happens when you run too much: your body doesn't know you are running a marathon or if you've just been run over by a truck. Your body simply knows that it is experiencing significant trauma. So your hormones go wacky, your fight/flight response is heightened, and your body pumps you full of stress hormones. For long-term training, fat loss, and health, this is all bad news.

Because it's always trying to recover from what you just did to it and protecting itself from whatever might happen next, your befuddled body never has a chance to heal. As a result, your body gleefully eats away at your muscle.

While endurance training sends a signal to become more energy efficient and use more fat as fuel, high intensity training sends the muscles an adaptive signal to become bigger and stronger and more efficient using glucose for fuel. With high amounts of endurance training you are at a higher risk of fat storage due to starvation response and associated metabolic slowdown when not replenishing enough calories after a long run (not to mention fat gain after overdoing it with post-exercise binges – try to not eat an entire pie after a marathon – I dare you).

So stop the frustrating, endless cycle of jogging, stuffing your face, and cursing your stubborn belly fat. If you want results, find an exercise you enjoy, train hard (for short amounts of time), and expect success.

The Wild Exercise Regimen

Exercise should be effective, not punishing. My philosophy is this: maximize metabolic, hormonal, and athletic results with the least amount of time and effort. You will be amazed at how much you can achieve with just a bit of walking combined with few short, intense bursts³² of exercise a week. These high-intensity exercises will cue your body to burn fat and build lean muscle with amazing speed and efficiency.

³² Running is more fun when you pretend you're being chased by a tiger.

Recommended³³ exercise regimen:

- 1. Walk or engage in other low intensity activity for at least 45 minutes on most days.**
- 2. Engage in full-body, high-intensity exercise (resistance or interval training) 2 to 3 times a week for no longer than 45 minutes at a time.**

1. Low Intensity Aerobic Exercise

Engage in low intensity aerobic exercise most days of the week for at least 45 minutes at a time. To shed fat aerobically, don't exercise at higher than moderate intensity – if you are out of breath, you are working too hard. When your heart rate increases above the fat-burning zone your body starts burning a higher ratio of muscle glycogen instead of fat.

If you have a penchant for scrutinizing heart rate monitors, you probably already know that the fat-burning zone of aerobic activity is only 60 to 65% of your maximum heart rate (to calculate your maximum heart rate, subtract your age from 220). During aerobics, your heart rate should be roughly half of your maximum. You should be able to carry on a conversation without gasping for every syllable. This ensures that your body burns a higher ratio of fat to muscle glycogen.

Brisk walking is one of the safest, easiest, and most effective fat-burning activities and is great for clearing the mind and reducing stress. Do it first thing in the morning, on your lunch break, or at night. If you are fit enough, low intensity jogging is also very effective.

2. High Intensity Training

There are two main categories of high intensity training. Resistance training (weight lifting) is very effective in burning fat and toning muscle, while high intensity interval training improves both anaerobic and aerobic systems. If you are obese or in poor physical condition, begin with low intensity aerobic exercise and weight lifting. Integrate high intensity interval training once your fitness level improves to accelerate results.

Many women hesitate to incorporate weight training into their weekly routines because they believe it will lead to brutish, hulk-like muscles covering their entire bodies. Take it from me: for women, that is completely impossible. Women do not naturally have sufficient levels of muscle-building hormones such as testosterone to achieve anything close to bodybuilder size. Even MEN can't bulk up to that size without months of training with enormous weights (and usually buckets of drugs). Trust me – you have nothing to worry about.

³³ If you exercise less, you will still achieve fat loss, but make this your goal. The closer you come to this amount of exercise, the more rapid and dramatic your results will be.

If you want to burn fat, increase your metabolism, tone your muscles, and retain bone mass, then lifting weights (or anything else that is heavy) or doing body weight exercises several times a week is far more effective than cardio. That means that you can work out less and reap more benefit. If your preferred body composition is muscular, emphasize resistance training sessions. If you are looking to be lean and cut, emphasize high intensity interval training.

As long as you incorporate at least one type of high intensity training into your routine, you will dramatically increase the rate of fat loss.

Resistance Training

Resistance training (also known as weight lifting) increases lean muscle tissue, one of the body's best mechanisms for fat burning. The more lean tissue you have, the more calories you burn, which increases your resting metabolic rate. Resistance training itself also increases your metabolism as it burns calories during and after workouts. Resistance training, in addition, stimulates the release of growth hormone more quickly than aerobic exercise. This is important because growth hormone shifts the metabolism to the preferential use of stored fat for energy.

To maximize hormonal response, perform full-body exercises that stimulate as many muscles and expend as much energy as possible at the same time. Effective full-body exercises³⁴ for beginners include the following:

- Kettlebell swing
- Squat
- Chest press
- Push-up
- Pull-up
- Deadlift
- Leg press
- Overhead press
- Seated cable row
- Lat pull-down

³⁴ See LeanBodyCommunity.com for coaching and other exercise ideas.

Weight Lifting Tips

- ✓ Lift heavy. Women, remember that you don't have the hormones to get huge muscles. Use a weight that you cannot lift more than 6-10 times.
- ✓ The failure repetition (lifting to the point where you can no longer lift the weight) is what matters; everything else is just preparation to get to that moment. Perform 2 sets while maintaining perfect form until you reach failure for each exercise.
- ✓ Use a 5/5 repetition (rep) cadence (five seconds up and five seconds down) to eliminate momentum and ensure constant load.
- ✓ Rest at least 60-90 seconds between sets.
- ✓ Perform no less than 5 and no more than 10 exercises for no longer than 45 minutes.
- ✓ Exercise your entire body each workout – the legs, trunk, core, arms, and shoulders.

High Intensity Interval Training

High intensity interval training (known as HIIT) is the technique of alternating 30 to 120 second periods of very high intensity aerobics (known as the “work interval”) with 30 to 120 second periods of low to moderate intensity (the recovery interval). For example, 30-120 seconds of sprinting followed by 30-120 seconds of rest.

High intensity interval training results in unique changes in skeletal muscle and endurance capacity that were previously believed to require hours of exercise each week. While aerobic exercise only improves aerobic systems, high intensity interval training actually improves both anaerobic (intensity and muscle-building) and aerobic (slower, oxygen consuming) body systems.

HIIT activates hormone-sensitive lipase (HSL), which mobilizes fatty acids for energy use. This means that during HIIT, both glucose and fatty acids will be burned, leading to greater fat loss and restoration of insulin sensitivity.

An additional benefit of HIIT is that your metabolic rate stays elevated longer after the workout is over than steady state cardio. This increase in metabolism, called excess post-exercise oxygen consumption (EPOC), speeds fat loss.

A last word of caution: HIIT is an advanced technique that is extremely vigorous and taxing. If you are a beginner, get your doctor's clearance before attempting any type of high intensity exercise such as HIIT.

The Four-Minute Workout

Want bang for your buck? If you are extremely limited on time, try a four minute Tabata session. Very simple and effective, a Tabata session consists of twenty seconds of maximum output followed by ten seconds of rest repeated eight times without pausing for a total of four minutes.

Any high intensity exercise will work (sprinting, bicycle sprints, burpees, jump rope, jumping jacks, etc.). Tabata **sprints** are perhaps the easiest and most straightforward. Run as far and as fast as you can for those twenty seconds – give it absolutely everything you’ve got.

My favorite exercise while traveling or limited on space and time? Burpees with a push-up. You can do them almost anywhere and all they require is your body weight and gravity.

Used by professional athletes, CrossFit trainers, and elite military forces, the burpee is the ultimate full-body exercise. It’s viscously efficient and uncompromisingly effective.

To perform a Burpee with a pushup:

1. Begin in a squat position with hands on the floor in front of you (leapfrog position).
2. Kick your feet back, while simultaneously lowering yourself into the bottom portion of a pushup.
3. Return your feet to the squat position, while simultaneously pushing up with your arms (perform the pushup while returning your feet to the squat position).
4. Leap up as high as you can from the squat position and extend your arms above your head, reaching toward the ceiling.
5. Repeat, moving as quickly as possible back to the first position. No wussing out.

Lastly, Be Active and Have Fun

Active, unstructured fun is an integral component of overall health and a balanced lifestyle. Recreational activities such as tennis, swimming, water-skiing, ultimate Frisbee, and motorcycle riding totally count as exercise, as do walking, cycling, gardening, hiking, and performing manual labor.

Find a way to integrate activity into your daily life. Simply by leading active lifestyles, it’s not uncommon for people to burn more calories through their daily activity than through structured, results-oriented exercise. This could include commuting to work and doing errands on foot or by bicycle, taking the stairs instead of the elevator, doing gardening and yard work, or walking briskly when you need some time to think. These seemingly small lifestyle adjustments add significantly to results.

Avoid These Common Exercise Mistakes

Not Exercising Because You Are Not in Shape

Everybody starts somewhere, and any exercise is better than none. You don't like working up a sweat? How does not exercising compare to languishing under the physical and mental health issues caused by being overweight? As you progress, you will learn that exercise makes you look and feel better than you ever have.

There are millions of ways to get your heart pumping – keep trying until you find one (or many) that you enjoy and incorporate it into your life. The physiological and psychological rewards are undeniable.

Using Exercise as an Excuse to Eat Poorly

If your only goal is to lose weight (and aren't worried about sacrificing muscle) you could potentially eat crappy food and run a half marathon every day. I did once, and I became skinny (and meek)... But it's not particularly good for you, sustainable, or necessary.

Without enormous amounts of exercise volume and intensity, the low-quality food (and associated body fat) will catch up with you.

Being Lazy Because You Exercised that Day

Sitting for extended periods is one of the worst things you can do for your body. Some amount of rest and recovery is necessary, but it's important to remain active even if you exercised that day.

Spend as much time as you can on your feet. The small muscle adjustments and movements required to maintain balance while standing or walking trigger fat burning.

Not Enough Variety in Your Workouts

Your body needs to be constantly challenged in order to become stronger and leaner. For most people, it takes only 3 weeks to adapt to a routine and reach the point of diminishing returns.

Additionally, repetition can cause burnout and repetitive stress injuries. Keep your body guessing and unable to adapt by ensuring variety is part of your exercise routine.

Overtraining

Exercise is only beneficial up to a point, after which you start wasting muscle instead of building it, retaining fat instead of burning it, and increasing the release of stress hormones that throw your metabolism out of whack.

When it comes to getting lean and fit, your body responds to quality over quantity. Overtraining reduces your body's ability to burn fat and catabolizes muscle. This applies to both frequency and duration of exercise. Growth hormone and fat-burning hormones begin to decrease and muscle wasting increases after 60 minutes of weight training.

Combining heavy strength training with heavy endurance training also compromises results – strength training sends the muscle an adaptive signal to become bigger and stronger and more efficient using glucose for fuel, while endurance training sends a signal to become more energy efficient and use more fat as fuel.

Give your body time to recover and it will reward you with toned muscles and a leaner physique.

Isolated Exercises and Fat Loss

Despite what the infomercials and checkout aisle magazines tell you, effective spot training, or isolated fat loss, is a myth. Doing traditional ab exercises such as crunches and sit-ups will not cause fat loss on your stomach any more than bicep curls would. The key to getting sculpted abs is to burn off the fat that covers them. This is best achieved through whole-body exercises which encourage fat metabolism. Once your abs are visible, ab-targeted exercises increase definition.

Additionally, isolated exercises will not get you any significant results aside from incremental gains in the exact muscles you target. These one-muscle-at-a-time moves don't stimulate enough muscle fibers to build lean muscle or expend enough energy to maximize your calorie burn. Whole-body exercises are a better strategy for fat loss.

Get Outside

It's more fun.



PART III:
WHAT TO DO

WHAT TO DO

Cold Freaking Turkey

I want you to succeed. For that reason, I recommend a cold turkey approach. You have a much higher chance of success when you implement changes immediately and completely. With a strong commitment to the Wild Diet plan, your results will be rapid and dramatic. Your first task: **pick a day to begin and go 100%. Once you start, stick to it for at least 30 days.** Your rapid progress will motivate you.

Remember: this is not a crash diet, it's a way of eating for the rest of your life. It's a lifestyle. Don't watch what you eat. Simply refuse to eat low-quality food. Your body will reward you with incredible energy and a lean, sculpted frame.

Yes, the Wild Diet restricts some foods that you are used to eating which can be a challenge, but it also gives you implicit permission to indulge in foods you probably used to think were fattening. Those days that you feel slightly guilty for ordering an "artery-clogging" steak are gone. So push the bread aside, lick your chops, and sink your teeth into that juicy, grass-fed porterhouse knowing that it is **good for you** and will help you burn fat.

It will take a few weeks for your body to adjust to the changes after years of eating low-quality food. If you have been eating a high-carbohydrate diet, your body is high in enzymes that break down carbohydrates and low in those that break down fat. It will take several days for your body to produce fat-burning enzymes and kick-start fat metabolism.

Most people who follow the Wild Diet find that their enjoyment of food only *increases*. Your tastes will change as your palate adapts to a new normal. The less sugar you eat, the sweeter all food tastes. As your palate becomes more sensitive and your body more finely attuned to the effects of food, you will find yourself craving foods you never thought you liked. For what might be the first time in your life, you'll be able to taste all the nuances and subtleties in the flavor of real food.

The less salt you eat, the more you can appreciate other flavors. The fewer chemicals you eat, the more you taste real, fresh food. You will eat an incredible bounty and diversity of delicious meats and vegetables cooked in the most flavorful fats and oils on earth. And it all tastes incredibly good.

Tracking Your Progress

Don't trust your scale. Trust your clothes. You will notice your changes in size very quickly – six pounds of fat take up almost a gallon of volume on your frame!

Once a week, take your tightest pair of pants and put them on first thing in the morning. If they feel loose, it's working. If they don't, scale back on nuts, fruit, starchy vegetables, dairy, and/or alcohol in favor of lean protein and non-starchy vegetables.

Assuming you're following the nutrition and exercise principles in the Wild Diet, you will be replacing fat with muscle. Since muscle weighs more than fat, you might see an up-tick in what the scale says. As long as your body fat drops or maintains, then this weight gain is a very good thing.

But keep in mind that you can gain or lose weight for many reasons that have precious little to do with whether or not your eating is in balance. Be realistic with your goals – not everyone is designed to be model-thin (nor should they be)! The beauty is in finding the perfect equilibrium for you, which will depend on many factors such as age, body type, and even the time of year.

People who have more weight to lose tend to lose weight more quickly, so make sure your expectations are in order. Many men and some larger women lose upwards of 5 pounds in the first week. However, one pound a week of fat loss is a much more realistic goal for someone of a smaller body size. But again, how you look and feel is far more important than anything the scale will tell you.

Most women are more than satisfied with the way their body looks and feels when they reach 12 to 18% body fat. For men, this tends to be closer to 10 to 15%. Make this your goal. As you see your daily progress, your body will begin to look and feel so amazing that you won't be able to imagine how you used to eat any other way.

Remember: this is about YOU – your needs, your tastes, your preferences and your pleasures. Experiment and have fun!

Results You Can Expect

As long as you are loyal to the Wild Diet and eat real, clean foods, you will look and feel better. With each passing day, your energy level will increase, you'll find it easier to jump out of bed in the morning, and you'll watch the fat melt away.

Most people experience **rapid weight loss for the first few days** (often as much as 5 pounds in the first week for some). Initially, this loss is the result of your body flushing retained water and toxins; more sustainable fat loss will stabilize after about a week.

One of the best aspects of the effectiveness of the Wild Diet is that the rapid results *become* the motivation for further progress. Look forward to the following results:

- ✓ Effortless fat loss
- ✓ Clearer skin and decreased acne
- ✓ Healthy color in skin and even tone
- ✓ Less water retention and puffiness
- ✓ Reduced allergies
- ✓ Improved sleep
- ✓ Increased lean muscle
- ✓ Increased energy level
- ✓ Improved strength, speed and athletic performance
- ✓ Decreased recovery time
- ✓ Increased sex drive and sexual performance
- ✓ Heightened sensitivity in taste and smell
- ✓ Decreased blood pressure
- ✓ Reduced inflammation
- ✓ Improved digestion
- ✓ Little to zero gas
- ✓ Decreased dandruff
- ✓ Decreased acid reflux
- ✓ Decreased migraines
- ✓ Reduced body odor

Possible “Side Effects”

- Increased elimination, mostly resulting from an increase in intake of natural fiber in plant foods. This is good: your body is eliminating toxins that have built up in your system from years of abuse.
- Temporary sugar cravings, lack of energy, and brain fog as your body adjusts to burning fat instead of relying on carbohydrates for energy. Your carb hangover might last about a week, then the cravings should subside.
- A heightened awareness of what food does to your body and how it makes you feel. Low-quality foods that you used to eat all the time might make you feel ill. And rightly so.

A Personal Success Story

I followed a “heart-healthy,” low-fat diet for years and exercised 3 to 5 times a week. According to conventional wisdom, I should have been lean, fit, and healthy.

That wasn’t the case.

I was sluggish, overweight, and had borderline hypertension. My skin was pale and puffy, my gut was constantly bloated, and I rarely slept through the night. I thought that my health problems, moon-shaped face and double-chin were just genetics. After all, I came from a long line of barrel-chested, big-boned, burly mountain men who loved to eat. I assumed that, as I got older, this was just the way my body changed and there wasn’t anything I could do about it.

A few weeks and a six-pack later, I realized I was completely wrong.

I lost 20 pounds in 40 days with absolutely no change in exercise. The craziest thing is that it wasn't difficult or painful. It was fun.

And I ate like a king.

Pictures: Before and After the Wild Diet

Many diet and fitness gurus have always been skinny and fit. They never show you pictures of themselves flabby and miserable because they've never been that way; they don't *have* before and after shots. I do – I've been there.

So what did it look like?

Upper Body

Before



After



Torso
Before



After



Mug
Before



After



This is why I eat my meat and vegetables and leave the bread for the birds.

Your Turn

Before you begin, a word of medical caution. If you are currently taking medications to control blood sugar, cholesterol, blood pressure, or fluid retention, do not begin this program without a physician's guidance.

Measure Your Baseline

Weigh yourself (then put your scale away) and measure your waist and, if possible, your body fat percentage. Take "before" pictures from the front and side. All of this will come in handy later to track progress and see your results.

Toss Low-Quality Food

Purge your pantry and fridge of all foods not found on the Wild Diet Staples food list.

Don't leave any tempting foods in the house. Grab the bread, rice, pasta, cookies, crackers, pudding, ice cream, waffles, juice, sodas, cereals, sugar, flour, artificial sweeteners, canned soups, noodles... every single refined, packaged, junk food you can find. Bag it all up and give it to friends or donate it to your local food bank or homeless shelter.

It's going to take a few weeks for your body to adjust to burning fat instead of sugar and simple carbs. You may crave crappy foods temporarily. If there's no nasty food in your house to tempt you, it will be much easier to stay on target.

Chocoholics, go ahead and grab some >70% cacao chocolate to keep on hand for "chocolate emergencies."

Load Up On Real Food

Go shopping and only buy only Wild Diet Staple foods. You don't need to buy any special or branded foods to follow the Wild Diet. Nearly everything you need can be found in your local supermarket. Stick to the perimeter of the store as the middle aisles are rarely necessary. Remember: real food is perishable.

Buy the highest quality foods you can find and afford. When possible, prioritize the following for optimal results:

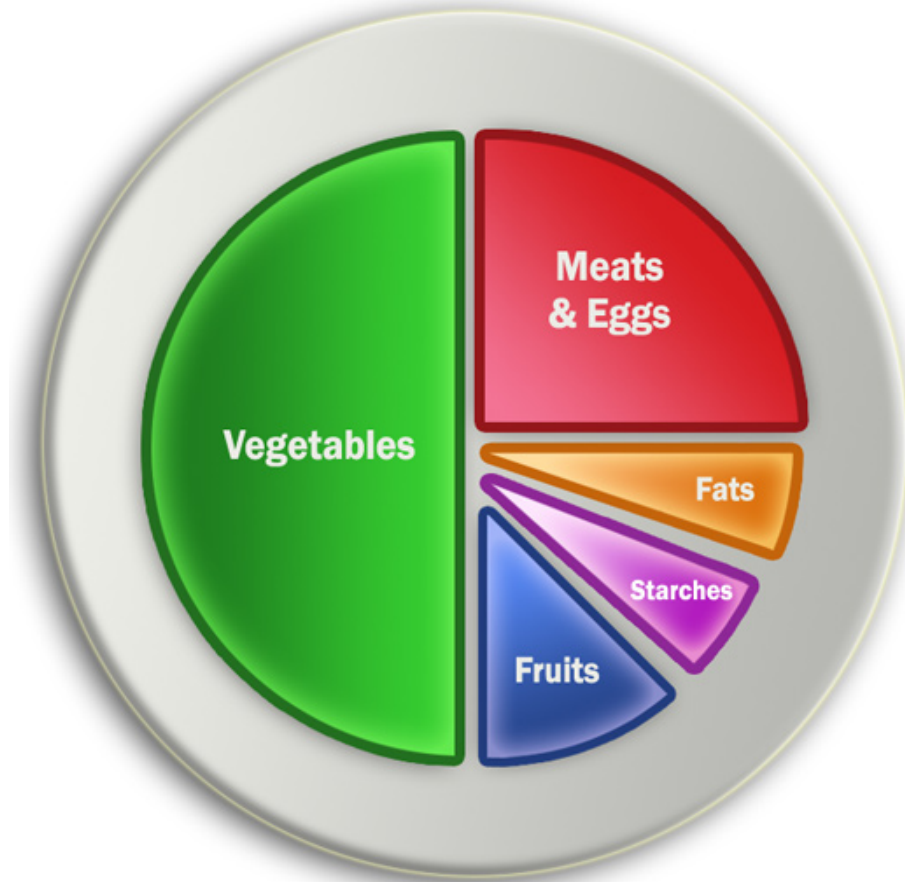
- ✓ Organic
- ✓ Local and farm fresh
- ✓ Grass-fed and/or pasture-raised animals and eggs
- ✓ Wild-caught fish
- ✓ Virgin, cold-pressed, and unprocessed oils

Eat

Eat liberally from the Wild Diet Staples list. Limit Wild Diet Supplementary Foods to 2 servings a day.

- ✓ By weight your intake will be ~65% plant foods and ~35% meats, fats and oils.
- ✓ Do not let yourself go hungry – always keep Wild Diet food on-hand. Fill yourself up in this priority:
 - 1. Non-starchy vegetables**
 - 2. Protein**
 - 3. Fat**
 - 4. Everything else**
- ✓ Enjoy all of the meat and seafood as you'd like. Plenty of protein will boost your metabolism and replace some of the calories you previously received from carbohydrates.
- ✓ Eat all the non-starchy vegetables you can. A generous amount of vegetables will boost your nutrient intake and get your digestive system in order.
- ✓ Make 30 minutes the minimum for each meal to avoid glucose spikes.
- ✓ Drink as much unsweetened coffee, tea, and seltzer as you like.
- ✓ Drink 8 8-ounce glasses of pure water a day.

The Wild Diet Plate



1. **Vegetables** should make up more than half of your plate. Preferably, they should be raw. However, steamed or lightly cooked vegetables are also acceptable. The majority of bulk should come from green, leafy vegetables such as spinach, kale, or collard greens. Fresh organic vegetables are preferable, but frozen (and canned without preservatives or additives) are fine. When eating out, ask for extra vegetables instead of the starch.
2. 6 to 8 ounces of **meat** such as grass-fed beef, chicken, turkey, pork, eggs, or seafood. This is about the size of the palm of your hand.
3. Eat **fruit** (in moderation) to boost your intake of fiber and micronutrients.
4. Round out the meal with good **fats** (in moderation) in meat or from coconut oil, avocado oil, olive oil, or unsalted nuts such as almonds, pecans, macadamias or walnuts.
5. *Optional:* If you are particularly active or have a high metabolism, consider a side of starch such as sweet potato with your meal. Note: if you find that carbs slow your fat loss, skip the starch and eat extra protein or veggies instead.

Optional Steps to Maximize Fat-Burning

- ✓ Keep a journal of your cravings. Write them down so you can indulge during your “eat anything you want” meal.
- ✓ Drink 1-2 cups of tea, coffee, or espresso a day. Caffeine increases thermogenesis, workout performance, and helps to liberate stored fatty-acids enabling them to be burned for energy.
- ✓ Use lemons in your water and vinegar or lemon juice in your salads to reduce the glycemic index of meals.
- ✓ Eat grapefruit to blunt spikes in blood glucose. The bitter component of grapefruit, naringin, also accelerates fat loss by prolonging the thermogenic effects of caffeine by slowing down its breakdown in the liver.

Avoid These Foods

- × No white carbohydrates: including bread, rice, cereal, potatoes, pasta, and fried food with breading.
 - *Why? White carbohydrates are typically processed and high-glycemic, which raises insulin levels, increases hunger, and leads to fat-storing.*
- × No processed foods.
 - *Why? Processed foods are packed with chemicals and do not ultimately satiate your hunger because they contain a high amount of calories with very little nutrition.*
- × No grains (even whole grains): Wheat, barley, corn, millet, oats, rice, rye, sorghum, etc.
 - *Why? Grains spike blood sugar, increase insulin levels, and cause fat storage. Grains also are responsible for food intolerances in most people.*
- × No liquid calories: fruit juice, sports drinks, soda, or pasteurized milk.
 - *Why? Pure high-glycemic carbs, such as fruit juice and sports drinks cause a rapid rise in blood sugar resulting in high insulin levels that stop fat-burning in its tracks.*

Exercise

The recommended exercise regimen is as follows:

1. Walk or engage in other low intensity activity for at least 45 minutes on most days.
2. Engage in full-body high intensity exercise (resistance or interval training) 2 to 3 times a week for no longer than 45 minutes at a time.

Sleep

The majority of fat metabolism and growth hormone release occurs at night during 7 to 8 hours of solid, uninterrupted sleep. If you're a light sleeper, create an environment of limited noise and total darkness: windows covered, LCD clocks turned face down, and all lights off. Inadequate sleep increases stress hormones which encourage fat storage and carbohydrate cravings. A healthy amount of sleep also aids in muscle recovery.

"Eat Anything You Want" Meals

Enjoy your "eat anything you want" meals once or twice a week. If you can, exercise on the same day to avoid excess fat gain.

Make "eat anything you want" meals your only outlet for eating unhealthy foods and do not let any of these eating habits creep into your daily routine. If you cheat by accident, treat that as your indulgence.

Guide to Eating Out

While cooking yourself is the best way to ensure the quality of your food, eating out is an enjoyable and potentially healthy addition to any fat loss program. However, traditional restaurants make not being fat difficult. Most restaurants will accommodate your eating preferences, but you may need to take initiative and order with a keener eye and thicker hide than you have in the past.

Here are some tips for eating out:

- ✓ Choose the restaurant yourself – always favor high-quality over fast food and chains
- ✓ Order a soup, salad, or lean protein appetizer
- ✓ Ask for a glass of water before your meal
- ✓ Ignore the bread basket
- ✓ Ignore the complimentary chips
- ✓ Ask for sauces and dressings on the side
- ✓ Always choose grilled over fried
- ✓ Order a lean protein and vegetable dish for your entrée
- ✓ Ask for extra vegetables instead of the starch
- ✓ You don't need to clean your plate – ask for a doggie bag
- ✓ Eat slowly and until you are 80% full
- ✓ If you want dessert, order fruit or cheese and split with a companion

Remember: YOU are putting the food into YOUR body, and most of the time, YOU are paying for it. You don't have to be abrasive, but always order what you want, how you want it.

What to Eat When

In the morning

Eat a high-protein breakfast. Not only will the increased protein intake in your first meal decrease water retention, it will also increase resting metabolism by about 20% if your breakfast calories are at least 30% protein.

Mornings are the best time to eat – in moderation – starchy vegetables and fruits, as well. Green smoothies are an excellent and convenient breakfast.

If you find you are not hungry in the morning, don't worry about forcing breakfast. Skipping breakfast a few times a week is beneficial.

At night

Since metabolism naturally slows later in the day, you are more likely to store carbohydrates as fat if you eat them at night. Do not eat dairy or carbs at night as they can prevent fat metabolism for hours. Focus on proteins and fats to avoid glucose spikes and help rebuild muscle as you sleep.

Before your meal

Pre-feed with a salad, a vegetable, or a piece of fruit before every meal. Fruits and vegetables are low in calorie density and high in bulk and water. Those who consume soup or salad before a meal eat an average of 30% fewer calories than those who do not pre-feed.

During Your Meal

Make 30 minutes the minimum for lunch and dinner to limit spikes in blood glucose. Eat vegetables and protein with every meal.

It's best to eat slowly and stop eating when you're approximately 80% full as it takes 20 minutes for your brain to receive the signal to stop eating.

How Many Meals?

As long as you eat Wild Diet foods throughout the day and avoid binging, the exact number of meals you choose to eat is immaterial. However, avoid eating large amounts of food so quickly that it results in a spike of blood sugar.

Snacking

Eat protein, fat, fibrous vegetables, or fruit (sparingly) as snacks. Aim for one protein snack a day. Keep snacks on-hand for hunger pangs, travel, and emergencies.

Wild Diet Power Snacks

- Lean proteins (e.g., hard-boiled eggs, turkey breast, canned fish)
- Raw vegetables
- Nuts and seeds
- Cottage cheese
- Yogurt/kefir
- Protein shakes
- Soup

After Exercise

After exercise, muscles are biochemically primed for nutrient uptake and require protein and carbohydrates to rebuild muscle and replenish muscle glycogen. The enzyme glycogen synthetase is stimulated and helps to shunt calories to muscle cells instead of fat cells.

Following high intensity or extended aerobic exercise, it is natural to crave carbs as your body is partially depleted of muscle and liver glycogen. This is good – eat some, but don't overdo it. Always prioritize natural sources of carbohydrates – such as bananas, sweet potatoes, dairy, or coconut water – which are more effective than simple carbohydrates in muscle recovery.

Consume protein and one serving of carbohydrates within 60 minutes after a high intensity workout to aid in recovery by refueling your glycogen stores. As fats and fiber slow the uptake of carbohydrates and protein, they should be limited during the post-exercise window. Unsweetened or slightly sweetened protein shakes or bars are convenient choices for post-exercise feeding.

However, you don't always need to force-feed yourself after exercise. Occasional fasting before and/or after intense exercise will increase your body's natural secretion of growth hormone leading to further muscle development.

Don't be Afraid of Not Eating Occasionally

Do not obsess about eating or not eating occasionally. Relax. Your body does not think in meals or days. You are designed to withstand weeks of no food. Once your body adjusts to a lower level of insulin, your food cravings will largely subside and sudden hunger pangs will be a thing of the past.

If you don't have access to Wild Diet food or you are simply not hungry, go ahead and skip a meal every once in a while. As long as it's not done more than once or twice a week, this temporary "fasting" will allow your body to burn more fat without slowing your metabolism or burning muscle.

Additionally, if you ate a particularly large or rich meal that day (or know you will for dinner), scale back the other meals to avoid overdoing it.

Macronutrient Guidelines

While maintaining an energy deficit is necessary for fat loss, all calories are not created equal. When you alter your metabolism by eating fewer carbohydrates and increasing the rate your body uses calories, you do not need to obsess about how many calories you consume.

Not only is it nearly impossible to accurately gauge your exact meal-to-meal calorie and macronutrient requirements, but doing so will drive you crazy. In addition, because food manufacturers can manipulate the calorie counts listed on labels, most people drastically underestimate the amount of calories they consume.

By understanding how the metabolic processes work for protein, fat, and carbohydrates and knowing that you can control these processes through your diet and exercise habits, you don't need to worry yourself with day-to-day calorie counting. Provided that you generally follow the principles of the Wild Diet, your body will automatically and effortlessly adjust to a comfort zone of fitness, hunger/satiety, and weight.

But for the edification of the type-A personalities out there, here are some guidelines.

By weight, your food composition should be: ~65% plant foods, and ~35% meats, fats and oils.

Think of your nutrition in weeks, not days. Saying that you absolutely need to eat a vegetable or a meat every meal is a good guideline, but it's unnecessarily prescriptive. If you find that you don't have enough access to vegetables one day and eat several extra servings of protein, that's fine. On the following day, emphasize fibrous fruits and veggies to maintain balance.

Protein

Eat as much protein as you'd like. As long as you are eating plenty of vegetables and fruits and a fair amount of fat, there is no such thing as too much protein. Favor lean, grass-fed, pastured, wild, and organic meats over conventionally-raised and processed meats.

As a guideline, eat at least 70-100 grams a day and up to one gram of protein per pound of ideal body weight. This amount of protein will help you increase your lean muscle, especially if you are engaging in high intensity training as recommended.

Eating a healthy amount of meat helps you reach this level, as 6 oz. of lean beef or turkey contains upwards of 50 grams of protein, 6 oz. of tuna has 40, a cup of cottage cheese has 28, a cup of lentils has 9, and eggs have 6 each. In a pinch, unsweetened protein shakes or bars will help you boost your intake considerably.

Is it possible to eat too much protein? Theoretically, yes. The protein ceiling falls somewhere around 40% of your caloric intake. However, since protein is very filling and only contains 4 calories per gram (as opposed to 9 calories/gram in fat or 7 calories/gram in alcohol), that amount is difficult to reach unless you supplement like crazy (which I do not recommend).

Fat

Healthy fat is perfect for curbing the appetite. Most people encounter healthy fat loss or maintenance with at least 50% of calories coming from fat, but everybody is different. **Adjust your fat intake based on hunger, energy, and exercise levels to find a healthy balance.** If your weight begins to drift, you may find that eating more protein or non-starchy vegetables and scaling down your fat intake is more effective for fat loss in your body.

Carbohydrates

If there is anything worth counting, it's carbs. Limiting carb intake maximizes fat-burning and helps to regulate blood sugar and insulin levels. But not all carbs are created equal.

There are basically two types of carbs – those which your body can digest and those it cannot. The type it can't digest is principally fiber. The total carbohydrate number listed on nutrition labels is not important. It is NET carbs that really matter since those are the ones that are being digested. **Count your NET carbs, not your total carbs.**

Non-fiber carbs = fattening

Fiber carbs = not fattening (and actually filling as well as beneficial for digestion and fat burning)

To calculate net carbs, simply subtract the dietary fiber content from the total carbs.

$$\text{Carbs} - \text{Fiber} = \text{Net Carbs}$$

Limiting net carbs to between **50-80 grams per day** will accelerate fat-burning.

It is difficult to exceed 100 grams of total carbs even if you eat generous amounts of colorful vegetables (provided that you cut grains, sugars and limit starchy vegetables and dairy). Even if you eat loads of vegetables *and* a fair amount of fruit, you'll be hard pressed to exceed 150 grams of carbs on average per day, which is still within the range of effective fat-burning if you have reached a healthy body composition.

If you are especially active or an athlete, you may benefit from a higher amount of carbs and starches. For advanced carb-loading strategies, visit LeanBodyCommunity.com.

WILD DIET STAPLE FOODS

Eat as many non-starchy vegetables and as much protein as you like, and round out your meals and snacks with nuts, seeds, oils and fats.

Non-Starchy Vegetables

Vegetables are extremely adaptable: you can eat most of them raw, lightly steamed, as a snack, side dish, pasta substitute, or main dish. You can also add them to soups, chilies, stews, roasts, salads, stir-fries and casseroles. Nutritionally, leafy greens are as good as it gets.

Aim for organic, local, and farm-fresh when possible.

- Artichoke
- Arugula
- Asparagus
- Avocado
- Beet greens
- Bell peppers
- Bok choy
- Broccoli
- Brussels sprouts
- Cabbage
- Carrots
- Cauliflower
- Celery
- Collard greens
- Cucumbers
- Eggplant
- Fennel
- Fiddlehead ferns
- Garlic
- Jicama
- Jerusalem artichokes
- Kale
- Leeks
- Mushrooms
- Mustard greens
- Olives
- Onions
- Parsnips
- Peppers (all kinds)
- Pumpkin
- Radishes
- Romaine lettuce
- Rutabaga
- Sea vegetables
- Spinach
- Squash
- Swiss chard
- Tomatoes
- Turnip greens
- Watercress

Meats

Prioritize grass-fed, pastured, organic, wild, local and farm fresh when possible.

- Beef
- Bison/Buffalo
- Boar
- Lamb
- Pork
- Turkey
- Chicken
- Duck
- Veal
- Venison
- Elk
- Goose
- All other natural meats

Fish

Prioritize wild-caught and local when possible.

- Catfish
- Cod
- Flounder
- Haddock
- Halibut
- Herring
- Mackerel
- Pollock
- Salmon
- Sea bass
- Snapper
- Swordfish
- Trout
- Tuna
- Any other wild fish

Crustaceans/Mollusks

- Clams
- Crab
- Crayfish
- Lobster
- Mussels
- Octopus
- Oysters
- Scallops
- Squid (calamari)
- Shrimp

Eggs

Prioritize organic, pasture-raised and Omega-3 enriched.

- Chicken
- Goose
- Duck
- Pheasant
- Emu
- Quail
- Other bird eggs
- Roe/caviar

Nuts

Buy organic, raw, unsalted nuts and unsweetened associated butters. Emphasize macadamia nuts due to their favorable Omega-3/6 ratio.

Because nuts and seeds are concentrated sources of fat and calories, they have the potential to slow progress if you overeat them. Limit nuts and seeds to 1-2 ounces a day for optimal fat loss.

- Almonds
- Brazil nuts
- Chestnuts
- Hazelnuts
- Macadamia
- Pecans
- Pine nuts
- Pistachios
- Walnuts
- Derivative Butters

Seeds

Buy organic, raw, unsalted seeds and unsweetened associated butters. Favor flax and chia seeds for their favorable Omega-3/6 ratios.

Because nuts and seeds are concentrated sources of fat and calories, they have the potential to slow progress if you overeat them. Limit nuts and seeds for optimal fat loss.

- Flax seeds
- Pumpkin seeds
- Sesame seeds
- Sunflower seeds
- Hemp seeds
- Chia seeds
- Derivative butters

Beverages

Only drink unsweetened beverages and aim for organic.

- Tea
- Coffee
- Seltzer water
- Kombucha

Healthy Fats and Oils

Prioritize virgin, cold-pressed, unprocessed, and UV-protected oils. For animal fats and butter/ghee, always aim for organic and pasture-raised.

- Coconut oil
- Avocado oil
- Butter
- Ghee
- Olive oil
- Macadamia Oil
- Walnut oil
- Lard
- Tallow

Fermented Vegetables

Only unpasteurized is beneficial, as pasteurization kills probiotic bacteria. Do not overeat due to high sodium content.

- Kimchi
- Sauerkraut

WILD DIET SUPPLEMENTARY FOODS

Eat no more than two total servings of Supplementary foods a day until you have reached your body fat goal.

Minimally-Processed Meats

Aim for organic, uncured and grass-fed. Avoid added MSG, sugar, nitrates and nitrites.

- Bacon
- Sausage
- Jerky
- Lean luncheon or deli meats

Canned Fish

Choose fish packed in water or olive oil (not soybean oil).

- Anchovies
- Clams
- Crab
- Salmon
- Sardines
- Tuna

Fruit

Aim for organic, local, and farm-fresh when possible. Emphasize berries.

- Apples
- Apricots
- Bananas
- Blackberries
- Blueberries
- Coconuts
- Figs
- Grapefruit
- Kiwis
- Melons
- Peaches
- Pears
- Prunes
- Raspberries
- Strawberries
- Other whole fruits

Starchy Vegetables

Aim for organic, local, and farm-fresh when possible.

- Yams
- Sweet potatoes
- Cassava
- Plantains
- Taro
- Beets

Dairy

Prioritize organic, non-pasteurized (or low-temperature pasteurized) and non-homogenized. Goat dairy is preferable to cow dairy.

- Kefir
- Cottage cheese
- Plain yogurt
- Cream
- Cheese
- Milk

Protein Supplements

Avoid added sugars and artificial sweeteners.

- Whey
- Casein
- Egg white
- Brown Rice
- Hemp

Legumes

Ensure that legumes are eaten sparingly and always properly prepared.

- Peanuts
- Lentils
- Black beans
- Black-eyed peas
- Garbanzo beans (chickpeas)
- Kidney beans
- Navy beans
- Pinto beans
- Split peas
- Sugar snap peas
- White beans

Non-Gluten Whole Grains (Note: avoid grains until you reach your body fat goal)

Due to high carbohydrate content, eat infrequently and aim for exercise days.

- Wild rice
- Brown rice
- Quinoa
- Corn (Non-GMO)
- Millet
- Buckwheat

Flour

Prioritize organic, unprocessed, and gluten-free.

- Coconut flour
- Nut flour
- Gluten-free flour
- Flaxseed meal

Grain-Free Pasta Options

- Kelp noodles
- Shirataki (yam/glucomannan) noodles
- Spaghetti squash

Natural Sweeteners

Use sparingly due to high caloric content and glycemic index.

- Raw honey
- 100% maple syrup
- Blackstrap molasses

Sugar Substitutes

Use sparingly.

- Stevia (green)
- Xylitol (from birch trees, not corn)
- Erythritol

Indulgences

- >70% cacao dark chocolate or raw cacao
- Coconut water (following exercise)
- Alcohol, preferably dry red wine (limit to 1-2 drinks a night)

TROUBLESHOOTING

If you – accidentally – munch on a roll at dinner, don't guilt yourself into being unable to enjoy your juicy, grass-fed tenderloin. The Wild Diet is a template – it contains solid guidelines that you should follow for healthy fat-burning and health – but it's not uncompromising. If you drop the ball and polish off a slice of your boss' birthday cake, it is fine and even expected from time to time. We're all human.

That said, if you're not consistently sticking to the plan, **make sure you aren't making excuses.** Genetics are not an excuse. The past is not an excuse. Your present condition is not an excuse. You can either make excuses or get results, but you can't do both.

If you find that cheating “happens” during the week, don't fret, but **skip your “eat anything you want” meal.** If you indulge regularly, it's not really indulging anymore – it's just poor decision-making and a lack of commitment to success. So do your best to squeeze your indulgences into one or two meals a week.

If you fall off the wagon, dust your butt off and hop back on. No sulking. Reflect on why it happened, enjoy the moment, accept it as a temporary divergence, and move on. **No one will remember or care that you ate a cupcake.** Retraining your body and your mind is a process, and as long as you're trending in a good direction, the results will come.

15 DAYS OF WILD DIET MEAL PLANS

For the sake of your long-term success, the Wild Diet does not have set menus or outline exactly what you have to eat every day for every meal. Use the Wild Diet as a template to customize your meals that suit your own personal tastes and food preferences.

These sample meals are designed to give you examples and ideas to create your own meals. By all means, experiment and inject variety into your meals while staying within the framework of the Wild Diet plan. Following the principles of this system, you will naturally develop your own meals and menus, which is exactly what you need to achieve long term success.

Visit LeanBodyCommunity.com to find additional meal ideas and recipes or to submit your own.

Day 1

Breakfast:

- Large cup of coffee with whole goat milk
- Three-egg omelet with jalapeno cheddar cheese, grilled onions, and bacon
- ½ Grapefruit

Morning Snack:

- Raspberries

Lunch:

- Grilled halibut
- Large mixed vegetable salad and olive oil dressing

Snack:

- Carrots
- Celery
- Guacamole
- Salsa

Dinner:

- 8 ounces grilled Bison
- Brussels sprouts with Hazelnuts
- Wedge of artisanal cheese
- Glass of cabernet

Day 2

Breakfast:

- Green smoothie (half banana, half avocado, kale, kombucha, flax seeds, and whey protein powder)

Lunch:

- Huge salad topped with shrimp, macadamia nuts, and avocado
- Iced tea

Snack:

- Half-tin of sardines in olive oil

Dinner:

- Lobster with drawn butter
- Creamed spinach
- Glass of pinot noir

Day 3

Breakfast:

- Espresso with heavy cream
- Three-egg omelet with ham, spinach and mushroom cooked in coconut oil

Lunch:

- Mixed greens topped with cherry tomatoes, guacamole, yellow and red bell peppers, browned pecans, and wasabi seared tuna with olive oil

Snack:

- Apple with almond butter

Dinner:

- Elk steak
- Collard greens drenched with butter
- Cucumber salad

Day 4

Breakfast:

- Greek yogurt with brazil nuts, flax seeds, cacao nibs, cinnamon and blueberries
- Two scoops of almond butter

Lunch:

- Giant pork chop with mushroom sauce and grilled onions
- Steamed spinach
- Iced green tea

Snack:

- Handful of brazil nuts

Dinner:

- A dozen giant shrimp dipped in drawn butter
- Steamed mixed vegetables drenched in butter
- 1 glass chardonnay

Day 5

Breakfast:

- Large cup of coffee with heavy cream
- 2 slices of bacon
- 2 duck eggs fried in bacon fat
- ½ grapefruit

Lunch:

- Kale salad topped with chicken, pecans, goat cheese, strawberries and avocado oil

Snack:

- Buffalo jerky
- Mineral water

Dinner:

- Cajun catfish bake
- Steamed broccoli
- Side salad with crab

- 1 glass of pinot grigio

Day 6

Breakfast:

- Espresso with cream
- Three scoops of whey protein powder in goat milk

Snack:

- Sliced roast beef, sauerkraut, cucumber, and raw carrots

Lunch:

- Gaspacho
- Barbequed jumbo shrimp over apple and walnut salad

Snack:

- Handful of brazil nuts

Dinner:

- One pound of wild boar mixed with sautéed onions and peppers
- Grilled green beans drenched in butter
- 2 glasses cabernet sauvignon

Day 7

Breakfast:

- Smoked salmon with cream cheese, capers, dill, lemon, onions over cucumber
- ½ orange

Snack:

- Handful of strawberries dipped in whipped cream

Lunch:

- Grass-fed rib eye
- Steamed kale
- Green tea

Snack:

- Handful of walnuts

Dinner:

- Grass-fed beef stew

- Roasted asparagus
- A few pieces of dark chocolate

Day 8

Breakfast:

- Huge cup of coffee with goat milk
- Sausage stir-fry with 2 poached eggs
- Kefir with cinnamon

Lunch:

- Miso soup
- Asian wasabi tuna lettuce wraps
- Iced tea

Snack:

- Chicken leg
- Apple

Dinner:

- Spaghetti squash with marinara sauce topped with coconut-flour-breaded chicken parmesan
- Glass of pinot grigio

Day 9

Breakfast:

- Grilled ham and 3 eggs cooked in coconut oil
- Apple slices

Snack:

- Handful of blueberries

Lunch:

- Pork sausage with raw sauerkraut
- Steamed carrots
- Steamed broccoli with butter

Snack:

- Wedge of artisanal cheese

Dinner:

- Stir-fry beef over bed of greens with balsamic vinegar and avocado oil
- Dark chocolate and blueberries

Day 10

Breakfast:

- Turkey sausage patty with Swiss Cheese
- ½ avocado
- Green tea

Lunch:

- Steamed mussels with garlic
- Huge salad topped with grilled salmon, pecans, and parmesan cheese
- Coffee

Snack:

- Handful of macadamia nuts

Dinner:

- Pork loin with mushroom sauce
- Creamed cauliflower
- 2 glasses of sauvignon blanc

Day 11

Breakfast:

- 3-egg omelet with roast beef and grilled sweet onions
- Cherry tomatoes

Lunch:

- Pumpkin soup
- Lettuce, tomato, onion, and blue cheese over grass-fed burger patties with mustard

Snack:

- Beef Jerky
- Iced tea

Dinner:

- Marinated mushrooms
- Baked tomatoes with mozzarella

- Chicken fajita salad with guacamole
- 1 glass of chardonnay

Day 12

Breakfast:

- Sweet potato pancakes
- 2 poached eggs

Lunch:

- Turkey leg
- Steamed broccoli drenched in butter
- Side romaine salad

Snack:

- 2 hard-boiled eggs and kelp chips

Dinner:

- Soft-shell crab with garlic butter
- Roasted asparagus
- Stir-fried dandelion greens

Day 13

Breakfast:

- Grapefruit
- 2 poached eggs
- Sweet potato and corned beef hash

Lunch:

- Zucchini soup
- Lamb patties with fresh mint, tomato, lettuce
- Strawberries

Snack:

- Raw carrots and sunflower butter

Dinner:

- Half free-range rotisserie chicken
- Roasted green beans with almonds
- Side mixed green salad

Day 14

Breakfast:

- 3 poached eggs with blue cheese
- Buffalo breakfast sausage
- ½ grapefruit

Lunch:

- Seared halibut steak with lemon juice and dill
- Side mustard green salad
- Pecans

Snack:

- Kimchi
- Seaweed chips

Dinner:

- Giant pork chop
- Apple slices
- Side kale salad
- Glass of pinot noir

Day 15

Breakfast:

- Large cup of coffee
- Venison sausage
- Three eggs fried in lard with avocado

Lunch:

- Huge salad with turkey, ham, cheese, pecans, and goat cheese
- Green tea

Snack:

- Olives
- Artisanal cheese

Dinner:

- Wild boar chili with cheese
- Side salad
- Glass of merlot

YOUR JOURNEY BEGINS...

“It’s more fun to be a pirate than to join the navy.”

~Steve Jobs

Congratulations – you’ve forged your way through the veritable tome that is the Wild Diet manual. Did you know that the vast majority of people who invest in health and fitness books never even finish them, let alone put the techniques into practice? Crazy, but true.

But you’re different. You’re here. *Welcome.*

Because you’ve invested a substantial amount of time and effort to study the life-changing material in the Wild Diet, you have all the information you need to blast away fat, build lean muscle, reprogram your hormones, and reach your optimal body composition and maintain your health and fitness for the rest of your life.

You have the knowledge, now you simply need to apply it. I didn’t write this manual just to entertain you. I wrote it to inspire you to take the actions required to transform your body and life. And you’re not alone. You’ll be hearing from me regularly through my newsletter. As a Wild Diet owner, you’ll also be receiving updates, extra newsletters and special offers that no one else will get. Once you reach your body fat goal, make sure you **read the Wild Diet Maintenance Guide to continue the journey.**

Absolutely, positively, contact me in three months, then again in six months and again in a year to tell me how you are doing! I want to hear your success story and I’d love to get a testimonial from you about how the Wild Diet has helped you. Your success could inspire others the way I have (hopefully) inspired you.

Please stay in touch. Whether you want to share your experience, ask me for suggestions or advice, or take it to the next level and become a protégé in my coaching programs, please e-mail me.

Here’s to being lean and healthy for life,

ASEL JAMES

P.S. – If you found this book valuable, I’d like to ask a small favor. **Tell your friends and spread the love!**

ABOUT THE AUTHOR

Abel James is the host of the wildly popular “Fat-Burning Man Show,” a bestselling author, and former research consultant and strategic advisor to the consumer food and beverage industry. Dropping 20 pounds in 40 days and later building over 10 pounds of pure muscle in 2 weeks, he brings the techniques he developed for the Wild Diet to his clients and has achieved extremely compelling results.

A research zealot, Abel James completed high school and college in a total of just six years. Distinguished as Valedictorian at New Hampton School, he graduated as a Senior Fellow with Honors at Dartmouth College with a concentration in Psychological and Brain Sciences.

Abel is a consultant for the federal government and Fortune 500 corporations and has conducted research studies, presentations, and speaking engagements in North America, Europe, South America, Africa and Asia. Also a professional musician and singer-songwriter, Abel James has toured North America and Europe as the bandleader of several award-winning groups including the Dartmouth Aires.

Hailing from the backwoods of Center Harbor, New Hampshire, Abel James now calls Austin, Texas home.



THE WILD DIET MAINTENANCE GUIDE

Congratulations - you did it. You burned some serious fat, have more energy than ever, and you look and feel like a Greek God. Celebrate your achievement and expect awesome things. Eating well is rewarding, isn't it?

The scientific evidence in favor of a high-fat, high-protein, and low-carb nutrition plans like the Wild Diet is becoming overwhelming – **it just works**. It will take conventional wisdom a few years to catch up, but in the meantime enjoy the fact that you are part of the dietary elite and take the opportunity to enlighten those around you who are interested in making positive changes.

The final phase of the Wild Diet is lifelong. Now that you understand how food influences your hormones and metabolism, you have all the information you need to maintain your health and fitness for the rest of your life.

And here is more good news: maintaining a lean and healthy body is much easier and more forgiving than creating one.

Just because some foods don't help you burn fat does not mean that they are not beneficial for your health. As you have reached a healthy body composition, you can experiment with eating more of these and other Wild Diet Supplementary Foods.

If you love fruit, starchy vegetables, or dairy, enjoy them more often and see how your body responds. If you suddenly gain weight or encounter digestive issues, you know the culprit. If your weight begins to drift again and you can't isolate it to one food in particular, boost your protein and scale back your fat and carbs. You know the drill.

When your body is in perfect balance, you feel so mentally sharp, physically strong, and energetic that you may no longer take great pleasure in the crappy foods you favored in a past life. If you no longer feel the need to schedule indulgences, you don't need to force it. Relaxing your standards for select meals throughout the week may work better for you. As long as you stick to the Wild Diet 80 to 90% of the time, it will be easy for you to maintain your weight and health.

Congratulations once again. Please send me your story – your success is inspiring. Keep in touch and visit LeanBodyCommunity.com to continue the journey.

See You Soon,

ABEL JAMES

THE LEANBODY COMMUNITY

Stay Connected, Get Support, and Keep Learning

- Get coaching directly from Abel and his team of experts.
- Watch the LeanBody Video Training Course.
- Sign up for our free e-mail newsletter so you can stay connected and get live updates as they are released.
- Find Wild Diet recipes, meal plans, and cooking tips.
- Discover new exercises, learn new training techniques, and take your workouts to the next level.

www.LeanBodyCommunity.com

