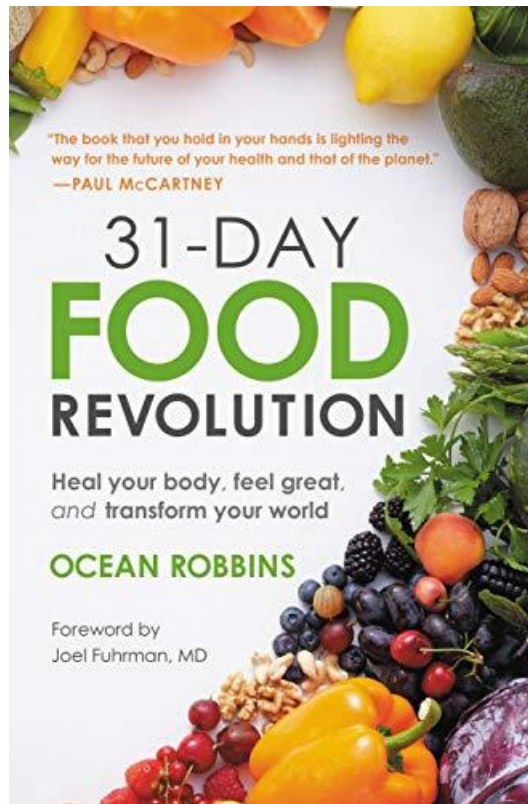




31 Day Food Revolution

Heal your body, feel great, and transform your world.

31 Day Food Revolution



Ocean Robbins

- Renowned food movement leader
- CEO & cofounder of the Food Revolution Network

31 Day Food Revolution

- We live in a society where our increasingly unhealthy food culture has led to epidemic rates of obesity, heart disease, cancer, type 2 diabetes, and other life-threatening illnesses that can be prevented with lifestyle changes.
- Four parts to this book:
 - Detoxify
 - Nourish
 - Gather
 - Transform

Part 1 - Detoxify

Detoxify your life and set yourself up with the systems and environment you need to succeed.

The Food Revolution Diet Plan

- “Eat food. Not too much. Mostly plants.”
- “Eat food” means real, whole, minimally processed foods.
 - It is easier to feel satisfied and satiated while eating real foods, while eating “not too much”.
 - They don’t stimulate addiction like processed junk foods do and they provide more nutrition than calories.
- Plant foods, especially fresh fruits and vegetables, provide us with many of the nutrients we need, such as antioxidants, fiber, phytochemicals, vitamins, and minerals.
 - Animal foods are laden with fat, are calorically dense, and can be very harmful to your body.
 - Eating “mostly plants” is the way to go if you want to nourish your body, maintain a healthy weight, prevent chronic diseases, and feel your best.

The Food Revolution Diet Plan

- “But where do you get your protein?”
- In the U.S., the recommended daily allowance for protein is 0.36 grams of protein for every pound of body weight.
 - At 160 pounds, you’d need about 58 grams of protein per day.
 - For certain groups of people such as athletes trying to build muscle or pregnant or lactating women, the recommendation is higher at 0.45 grams per pound of body weight.
- Protein deficiency is actually rare.
 - Most American adults eat about 100 grams of protein a day.
- Many vegetarian foods are a great source of protein.

The Food Revolution Diet Plan

- Tempeh (4 ounces): 20 grams
- Lentils (1 cup cooked): 18 grams
- Beans (1 cup cooked): 14.5 grams
- Hemp seeds (3 tablespoons): 10 grams
- Quinoa (1 cup cooked): 9 grams
- Tofu (3 ounces): 9 grams
- Almonds (1/4 cup): 8 grams

The Food Revolution Diet Plan

- These four core principles make up Robbins' Food Revolution Diet Plan:
 - 1. Eat fewer processed foods
 - 2. Eat fewer animal products
 - 3. Eat more whole plant foods
 - 4. Source consciously

Know What's Right for You

- Everybody is different – what's best for you might change over time too.
 - Everyone responds to food differently.
 - A diverse, whole-foods based diet is ultimately best for everyone, but there's always room for finessing.
 - Approach your diet with an open mind and find what works best for you!
 - If you are experiencing inflammation or digestive problems, you might want to try an elimination diet, where you eliminate all suspected foods and then reintroducing them one at a time.
 - Many elimination diets involve avoiding these major commonly allergenic foods: nuts, corn, dairy, citrus fruits, gluten, eggs, etc.

Vote with Your Dollars

- Robbins recommends trying out a food outlet you haven't used before, such as a natural-foods store, farmer's market, or online food store such as Thrive Market.
- He also shares information about participating in community-supported agriculture programs (CSA programs). CSA programs allow people to purchase seasonal produce directly from local farmers.
 - Community members support farms through financial contributions and the farms share their harvests with its members.

Build Healthy Eating Habits

- Habits develop when you stick with the same routine for a long time.
- Some of the hardest habits to break are ones hindering weight loss.
- Useful tips to foster successful positive habit change:
 - Restructure your environment to remove temptation
 - Make clear commitments
 - Ask loved ones to support your commitments
 - Commit to sticking with your plan for 31 days
 - Leave notes around and set calendar alerts for things you want to remember at certain times of the day
 - Spend time with people you want to emulate

You Deserve a Toxin-Free Home

- Many of us know that our foods can be laden with toxins, but there are actually toxins hiding in many lesser-known sources too, such as common household cookware and food storage containers.
 - Establishing a reliable source of clean water, such as using a water filtration system in your home, is important to ensure you aren't drinking chemicals when you drink water.
 - Most nonstick cookware emits toxic fumes when overheated. Aluminum cookware can leak metal into foods.
 - Try using cast iron or stainless steel instead!
 - Plastic food storage containers, along with plastic water bottles, can leach bisphenol A (BPA), a hormone disrupter that has been linked to serious health problems.
 - Even BPA-free plastics can leak synthetic estrogens, which are even more potent than BPA.
 - Try using glass or stainless steel containers!

How to Make a Happy, Healthy Kitchen



- Buy staple foods in bulk, so you don't have to shop as often, saving you valuable time and money.
- Prepare food in large quantities so you can store leftovers to have multiple quick, easy, and healthy meals!
- Prepare breakfast and lunch the night before
- Make a grocery list of things you need and stick to that list to avoid wasting money on impulse purchases and wasting food!
- Take a second and think about how much time you spend in your kitchen, how you spend your time there, and how you feel when you prepare food. Are you happy with your kitchen habits and environment? Make your kitchen the happiest place it can be so you can focus on enjoying healthy and delicious food.

Part 2 - Nourish

Enjoy the foods that your brain, heart, cells, and muscles need to thrive.

Eat to Beat Cancer

- Researchers estimate that 90-95% of cancers are caused by a combination of diet, lifestyle and environmental factors.
- To prevent cancer, scientists recommend eating more fruits and vegetables, and less meat.
- The National Cancer Institute has spent more than \$90 billion on cancer research, and more than \$100 billion are spent on cancer medications globally annually. Imagine what could happen if even just part of this money was used towards educational campaigns or healthy food?
- Top foods that fight cancer:
 - Fungi, cruciferous vegetables, celery

Heal Your Gut

- The digestive process breaks down foods and beverages so that your body can absorb the nutrients it wants and excrete the rest
- The microbes in your digestive tract also play a crucial role in shaping your appetite, allergies, metabolism, and neurological function
- The good bacteria need fiber to thrive inside your gut, but less than 5% of Americans get the recommended 25-30 grams per day.
- The bad bacteria in your gut thrive on sugar and unhealthy fats that damage your gut lining and can cause inflammation, in addition to bloating and discomfort.

Heal Your Gut

- Reconsider taking antibiotics... only take them if they're really necessary.
- Eat probiotics, the “good” microorganisms that aid in digestion
 - They are also found to be helpful in treating irritable bowel syndrome, colitis, and acne
 - 2 main ways to consume: as dietary supplements or in fermented foods
- Eat prebiotics, the food that probiotics need to thrive
 - Garlic, leek, onion, asparagus, jicama, apple, flaxseed, apple, banana, barley



Is Breakfast Sabotaging Your Day

- Many people think it's normal to start their morning off with sugar, white flour, and fried meat, when we should be starting it off with wholesome foods so we can properly nourish our body and fuel our day.
- Recommendations for a healthy breakfast:
 - Smoothie
 - Overnight oats or chia pudding
 - Whole grain bread/bagel with avocado
 - Oatmeal with fruit
 - Make your own whole grain pancakes with fruit
 - Cereal with minimal added sugars
 - Leftovers from last night's healthy dinner

The World's Best Snacks

- Fruits
 - Provide an excellent source of vitamins, minerals, fiber, antioxidants
 - But beware of fruit juices
- Berries
 - Good for your heart and for balancing blood sugar
- Nuts
 - Rich in protein, fiber, and minerals
 - Seeds also provide excellent health benefits and nutrients

How to LOVE Eating Vegetables

- Cut them up playfully
- Cook creatively
- Give it a whirl
- Add them to everything
- Feature them
- Grow them
- Dehydrate kale chips
- Make a slaw
- Marinate yumminess
- Wrap it up
- Slice and dip
- Steam away
- Seasoning!



The Healthiest Way to Add Flavor

- Adding herbs and spices to dishes not only add delicious flavor, but also amazing nutritional benefits
 - Turmeric
 - Garlic
 - Ginger
 - Cinnamon
 - Hot peppers
- Spices are known to help fight heart disease, lower inflammation, stabilize blood sugar, and improve mental health, among other things

Enjoy Healthy and Delicious Pleasures



- Coffee
 - Linked to health benefits such as improved mood, reaction time, and general mental function
- Tea
 - High in antioxidants and can help protect against cancers and cardiovascular disease.
- Red wine
 - Made from red grapes which contain phytonutrients
 - May lower risk of depression and dementia
- Chocolate
 - Source of antioxidants which can protect against cancers and heart disease
 - Linked to mood elevation and stress reduction

Get the Goods on Grains and Gluten

- Refined, white flour is stripped of the fiber, nutrient packed parts of the grain.
- Choose whole grains!
 - They are rich in fiber, vitamins minerals, and antioxidants.
 - They are linked to lower risk of cardiovascular disease and cancer, while refined grains are linked to higher risk of obesity, heart disease, and type 2 diabetes.
- Going gluten free has become a popular dietary trend in recent years, but if you aren't gluten intolerant, going gluten free probably won't be beneficial for you.
 - About 1% of the population has celiac disease, and an additional percentage are gluten-intolerant

Legumes for Long Life

- The legume family includes many varieties of beans, peas, lentils, and even peanuts.
- Legumes are an excellent source of protein and fiber, and they contain lots of vitamins and minerals, such as folate, iron, magnesium, and potassium.
- They are also associated with a lower risk of developing cancer.
- Soy, the most popular but also controversial legume in the world, provides many valuable nutrients and lots of protein
 - Some claim soy is dangerous because of the phytoestrogens present in soy, but these have actually been found to block harmful estrogenic effects.
 - Some studies have shown that soy may suppress thyroid functions in predisposed individuals, so if you have thyroid problems, you may to limit your soy intake.

What about Meat and Dairy?

- Processed meat
 - Can increase your risk of developing cancer
 - Manufacturers add nitrates and nitrites to give them color and prolong their shelf life
 - Classified as a carcinogen
- Red meat
 - Also classified as a carcinogen
 - Associated with higher risks of cancer and cardiovascular disease
- Chicken
 - Considered healthier than red meat
 - Chickens are fed arsenic, which is poisonous to humans and can cause dementia, cancer, and neurological problems.

What about Meat and Dairy?

- Fish
 - Wild fish swim in polluted waters and are at the top of the food chain, so they are contaminated with dangerous levels of mercury, PCBs, and other toxins.
 - Fish farms are bad for the oceans and keep the fish in horrible conditions.
- Milk
 - The hormones in milk are linked to increased risk of certain cancers
 - Linked to acne formation

Part 3 - Gather

Navigate social and family dynamics, building a community and network of support that will sustain you in the journey.

Bring Friends and Family Along

- How can we influence our loved ones on a healthy eating path?
 - Make healthy and delicious food for your loved ones
 - Look for openings
 - Ask questions
 - Always love them
 - Lead by example
 - Take advantage of the experts

Find a Healthy Eating Ally

- Choose one goal, and then pick a good ally. Communicate to them your “why” and what you intend to accomplish.
 - They will probably be the most supportive if they have the same personal goals, but if not, they can help if they fundamentally love and support you.
 - Create an accountability system – schedule a check in system that will keep you on track.
 - Collaborating with your ally to create a reward/celebration for reaching a certain goal could be beneficial too.
 - Sharing a consistent activity with someone else can push you to be your best and stay committed on your fitness journey.



Start a Healthy Meal Swap Team

- Forming a healthy meal swap team can be a good way to try new dishes, mix up your routine, get to know other people, support healthy eating, and lighten your cooking load!
- Find another person, or a team of people who also want to eat healthfully, and agree to create and share meals with one another.

Eat Well When You Eat Out

- Many fast-food restaurants and even more fancy restaurants use highly processed oils and food laced with artificial flavorings, added sugars, and preservatives
- Almost all restaurant meats are sourced from factory farms
- Use tools like Google and Yelp to find restaurant gems and new places near you.
 - Use apps like “Happy Cow” to find vegetarian/vegan options
 - Search “plant-based” near me!
- When visiting a restaurant for the first time, you can:
 - Look up the menu online if they have one
 - Tell your server about your preferences and ask for recommendations
 - Ask for modifications to menu items to make it healthier / fit your restrictions

Eat Well When You Eat Out

- If you're attending a gathering hosted by someone else who likely won't be making foods you'll enjoy, don't be afraid to ask if you can bring something to share.
 - This way, you'll definitely have something that you can eat and enjoy, plus you can spread health to others at the party!
- Snack ideas for parties:
 - Veggies or crackers with hummus, guacamole, salsa
 - Sushi rolls
 - Fruit
 - Mixed nuts or trail mix
 - Crispy potatoes

The Stunning Neuroscience of Gratitude

- Practicing gratitude can make a difference on your health
 - Keep a gratitude journal
 - Daily reflection on what you are grateful for
 - Say grace or something you're grateful for before dinner
 - Take a deep breath and pause for a moment to smell and savor your food

Feed Our Children Well

- Millions of children are growing up overweight and many are suffering from type 2 diabetes
- They are surrounded by negative peer influences and junk food that's normalized and celebrated.
- You can help kids love healthy food by:
 - Making “to-go” snack packs of trail mix, popcorn, vegetable chips, fruit and nut bars, or seasoned nuts
 - Eating meals together as a family
 - Create a healthy environment at home by keeping unhealthy foods out of the house
 - Find simple and healthy recipes to cook with your kids – getting them involved in preparing foods can be an empowering experience for them
 - Present foods in new and different ways and keep it playful.

What About School Lunches

- Efforts have been made to make school lunches healthier in the US and other countries, but many experts still deem them inadequate
- Because many schools have limited budgets, the cheapest and most convenient options are often animal products and heavily processed foods.
- You can take action by reaching out to your local school's district food service director to ask if they've considered participating in meat-free Mondays or offering plant based meat alternatives.
 - In addition, you can ask if they have a salad or fresh fruits and vegetables. Feel free to put in a word of encouragement towards healthy foods!

Part 4 - Transform

Discover how you make a real, lasting, change on the planet.

GMOs and the Food Giants

- GMOs have been engineered with pesticide production, herbicide resistance, or both.
- There is reason to be concerned about consuming GMO crops engineered to have pesticides essentially built in to every cell of the plant – GMOs have been linked to toxic and allergic reactions in people, and severe organ damage and fatalities in animals.
- Genetically engineered seeds resistant to herbicide allows these chemicals to be sprayed on the crops, killing insects but not the crops. This led to majority of us beginning to consume weed killer
 - Glyphosate, an ingredient in Roundup (the most popular herbicide in the world), is classified as a probable human carcinogen, along with being an endocrine disrupter (meaning it interferes with the functioning and production of our hormones).

GMOs and the Food Giants

- To avoid GMOs and glyphosate, choose organic crops, and read labels of the products you buy.
- If choosing to go organic is not realistic or doable for you, it might be helpful to know the major crops that are genetically modified:
 - Corn
 - Soy
 - Sugar beets, which supply about half the sugar in the U.S.
 - Canola
- GMOS sneak into a lot of food additives and enhancers, so if a product isn't labeled organic or certified non-GMO, there's a good chance it contains GMOs.

Is Organic Worth the Cost?

- The Dirty Dozen (highest pesticide contamination – buy organic if possible)
 - Strawberries
 - Spinach
 - Nectarines
 - Apples
 - Grapes
 - Peaches
 - Cherries
 - Pears
 - Tomatoes
 - Celery
 - Potatoes
 - Sweet bell peppers

Is Organic Worth the Cost?

- The Clean 15 (lowest pesticide contamination – least important to buy organic)
 - Broccoli
 - Cauliflower
 - Cantaloupes
 - Kiwis
 - Honeydew melons
 - Eggplants
 - Mangoes
 - Asparagus
 - Papayas
 - Sweet peas (frozen)
 - Onions
 - Cabbages
 - Pineapples
 - Sweet corn
 - Avocados



The Simple Act of Growing Food

- When people, especially children, spend time growing food in a garden, they are more likely to eat more fruits and vegetables!
- Tips to start gardening:
 - If you don't have room for a garden, fill a container with potting mix to $\frac{3}{4}$ inch from the top, and set it in a place that either gets at least six hours of sun per day in the summer or has access to a grow light. Plant at least one edible seedling, then water it regularly until harvest.
 - Turn a lawn, patio, rooftop, fire escape, or yard into a vegetable garden or a community garden!
 - Sprout a batch of nuts, seeds, or legumes by soaking for 12 hours, then rinsing and draining twice daily for at least 2 days. (Then you'll see "tails" beginning to form and grow!)

Eat for a Healthy World

- What we eat impacts our health, but it also affects the entire planet.
- Modern animal agriculture has a huge effect on greenhouse gas emissions.
- Fresh water makes up about 3% of the world's water supply, making it very scarce, yet the livestock industry consumes a huge amount of this water just to grow crops to feed livestock to be consumed.
- We are losing our topsoil at an alarming rate because unsustainable farming practices destabilize the soil and fail to replenish it with an adequate supply of new organic matter.

Eat for a Healthy World

- We are able to help the health of the planet through making changes to our diet:
 - When we choose to support organic agriculture, you're contributing to healthier soil
 - Limiting or avoiding meat consumption can help slow or even reverse climate change

Make Your Food Cruelty-Free

- Egg farms cram more than 90% of the nation's egg laying hens into barren cages so small the birds can't even spread their wings, and they get their beaks chopped off in an effort to get them to stop pecking each other to death.
- Pigs get their tails cut off, usually right after they're born, and are also kept in overly crowded conditions for their whole lives.
- Baby cows are taken from their mother typically on the first day of life so that the mother's milk can be used for humans to drink.
- Many of the baby males are sent off to veal barns where they're confined in crates and often chained by the neck to restrict all activity so that their muscles won't develop – for tender meat.
- Chickens are also bred in horribly crowded conditions, where they lie in their own excrement, obese and in pain. They aren't allowed to get sunshine or fresh air because then they would move and expend caloric energy, decreasing profits.

Make Your Food Cruelty-Free

- In many countries, there are laws against animal cruelty, but in the U.S., these protective laws do not apply to animals destined for human consumption.
- Industry leaders have pushed for laws to hide factory farming and slaughterhouse abuses from public scrutiny.
- To keep animals alive in terrible conditions and to make them gain weight more quickly, meat industries mix antibiotics into factory farmed animals' feed – leading to the development of antibiotic-resistant bacteria
- If you want to help, choose products with labels such as “Certified Humane”, “Animal Welfare Approved”, “Certified Grassfed”, and for fish “Certified Sustainable Seafood”. Or better yet – eat a mostly or entirely plant-based diet!



Stand Up for Healthy Food for All

- Many governments around the world subsidize junk food at the expense of the foods we know we should eat more of.
 - Since 1995, the U.S. Department of Agriculture has handed out more than \$277 billion in subsidies primarily to growers of “commodity” crops such as corn, soy, rice, and wheat – most of which are used as cattle feed or get refined and converted into processed foods and sweeteners like high-fructose corn syrup.
 - Less than .03% of total U.S. farm subsidies went to growers of apples and vegetables between 1995 and 2012.
 - Most of our subsidies are going to mega-agribusiness operations who are already making a lot of money without taxpayer help.



Stand Up for Healthy Food for All

- Studies found that the more subsidized foods that people are, the lower the diets were likely to be in fruits, vegetables, nuts, and seeds
 - Poorer and less educated segments of the population were found to be eating vastly higher quantities of subsidized foods
 - And they had a 37% higher risk of being obese
- Essentially, taxpayers are spending billions of dollars making junk food cheaper, and creating a competitive disadvantage for real, healthy food.
- What can we do?
 - Contact a local food bank to see how you can contribute something health.
 - Donate to an organization helping to lift communities out of poverty by investing in their long-term well-being
 - Contact elected officials in your city/county/state asking them to take positive action to contribute to greater nutrition for low-income community members.



Seize the Day: A Time for Action

- You are part of the food revolution every time you:
 - Choose real food over processed junk
 - Go for beans instead of burgers
 - Support organic, local, fair-trade, humane, or non-GMO food
 - Spread the word and share food or wisdom with family, friends, or your community
- Be **proud** of yourself **every step of the way** on your journey to health, not just once you reach your goal!