

Whole-Food, Plant Based Eating Guide



This is meant to be an educational resource only,
and not intended as medical or nutritional advice.

Talk to Your Provider

If you're making changes to your lifestyle, you should always consult your health care provider first. Eating better can cause your body to rebound quickly, which may decrease your need for medications or alter the effects of any current medications you may be taking.

Never start or stop a medication without talking with your provider. When you're elevating your relationship with food, you may need more frequent check-ins while you transition to a new way of eating.



Eat Real Food. Predominantly Plants.

Let's Define Whole Food, Plant-Based:

Fill up your plate with lots of plant foods in their whole, unprocessed form - cruciferous and leafy veggies, fruits, beans, lentils, nuts, tubers, whole grains.

Eliminate or reduce your intake of animal products - meat, poultry, fish, dairy, and eggs.

Avoid processed and refined foods, sweets, fast food, and junk.

Benefits of Being Plant-Based

- Eat more, and still lose weight for good
- More energy and vitality
- Improve, stabilize, or reverse chronic diseases such as heart disease, diabetes, obesity, high blood pressure, and high cholesterol
- Prevent cognitive decline
- Reduce the need for some medications
- Live longer
- Lower food costs
- Good for the environment



Food is Medicine. Nourishment. Life.

The standard western diet is the #1 cause of death and disability in the modern world. This deadly diet looks like this:

- 63% Processed and Refined “Food”
- 25% Animal Products
- 6% French Fries
- 6% Fruits and Vegetables

A Plate Full of Wellness.

Instead of 94% processed, refined junk + animal products + french fries, fill up your plate with the most health-giving foods on the planet.

25% Plant-Based Protein



25% Whole Grains & Starchy Vegetables

50% Non-Starchy Vegetables

Nutrient Dense. Calorically Light.

Junk, processed, and fast food is calorically dense and nutrient-light. It's full of calories while offering you hardly any nutritional value.

Whole plants are the opposite. They have enormous nutritional value with low caloric density. They're good for you without the calories.

Filling Up Your Plate

1/4 Plate Plant-Based Protein:

Black beans, black-eyed peas, garbanzo beans, edamame, great northern beans, kidney beans, lentils, pinto beans, red beans, split peas, tempeh, quinoa.

1/4 Plate Whole Grains and Starchy Vegetables:

Buckwheat, oats, popcorn, quinoa, whole-wheat pasta, brown rice, wild rice, sweet potato, purple potato, yams.

1/2 Plate Non-Starchy Veggies and Greens:

Bok choy, broccoli, Brussel sprouts, cabbage, cauliflower, collard greens, radishes, asparagus, beets, bell peppers, carrots, corn, garlic, mushrooms, onions, squash, tomatoes, zucchini, arugula, spinach, kale, mustard greens, swiss chard, lettuce.

Nutrient Dense. Calorically Light.

Oils

Avocado, extra virgin olive, coconut, canola, flax, algal.



Fruits and Berries for Snacks

Acai berries, blackberries, blueberries, cherries, grapes, strawberries, raspberries, apples, apricots, avocados, bananas, melon, figs, kiwi, lemon, lime, orange, mango, papaya, peach, pear, etc.



Nuts & Seeds

Flaxseed, almonds, cashews, pecans, walnuts, macadamia, pistachios, chia, hemp seed, sunflower seeds, pumpkin seeds, etc.



Sweets

Dark Chocolate 70% or higher.
Great paired with fruits & berries.



Nutrient Dense. Calorically Light.

Junk, processed, and fast food is full of empty calories and lacks the necessary nutritional value.

When you eat a balanced whole food plant-based diet - you don't have to worry about getting your vitamins and nutrients.

Protein - 97% of Westerners get too much protein. You can get all the protein you need from beans, seeds, peas, lentils, nuts, whole grains, vegetables, and quinoa.

Fiber - 97% of westerners are deficient in fiber, which is found in nearly all plants.

Iron - Found in all sources of protein, as well as leafy greens.

Omega - Abundant in avocado, flaxseed, chia, walnuts, edamame, hemp seeds, and algal oil

Calcium & Zinc - Embedded across the plant kingdom.

Vitamin D - The only natural source is your skin synthesizing it from the sun. Get outside, and consider a supplement if you live in the north.

B12 - Consider a supplement if switching to plant-predominant. Consult your care provider. Can be naturally found in nutritional yeast, which has a delicious cheesy flavor.

10 Pillars of Eating Well

1. Eat Predominantly Whole-Food, Plant-Based

Real food, predominantly plants.

2. Avoid Junk and Fast Food

Minimize sweets and drive-throughs. Reset your dopamine reward center.

3. Read the Label: Choose Minimally Processed & Refined

Anything in a package, flip it over, and only choose ingredients you can pronounce with zero/minimal added sugar, trans/saturated fats, syrups, or preservatives.

4. Drink Water, Not Soda or Juice

Two liters of water a day. Avoid soda (even diet soda) or juice.

5. Reduce or Eliminate Meat, Fish, Cheese, and Eggs

If you choose to eat animal products, treat them as a condiment. Free-range/wild-caught with zero hormones or antibiotics. Portion size = a deck of cards. Poultry instead of red meat. Plant-based milk instead of dairy.

6. Moderate Risky Substances

Recreationally means occasionally and for fun. Get support if you need it.

7. Buy & Cook Your Own Food

You're more connected to your food and 100% aware of what's in it.

8. Design Your Environment To Support You

Get junk food out of your house and workplace.

9. Eat Slow Until 80% Full

Gratitude before each meal. Chew 20x per bite. Fork down while chewing. Stop eating at 80% full.

10. Treat, Don't Cheat

85-90% whole-food, plant-based. When it's time for a treat, enjoy it fully. No guilt.

Clean Your Home and Work of Junk

If the places you spend the most time are full of junk food - you're going to eat it. Do yourself an enormous favor and take the time to intentionally choose what to get rid of and what to keep.

Set up your environment to support your transformation, and you're 10x more likely to succeed. If you have sweets, junk, and unhealthy food easily accessible, they'll be your go-to.

Take responsibility for setting yourself up for success. Get all this out of your house and workplace:

- Soda
- Juice
- Chips
- Cakes
- Pastries
- Cookies
- Ice Cream
- Frozen pizza
- Frozen dinners
- Sugary cereal
- Granola bars
- White bread
- White, processed grains
- Low-Quality Animal Products
- Alcohol



Clean Your Home and Work of Junk

This doesn't need to be a stressful process. Don't feel bad about getting rid of unhealthy food. You're giving yourself a gift by taking the time to cleanse your home and workplace of junk that doesn't nourish you.

You'll thank yourself later.



Low-Quality Animal Products:

Cow milk/cheese, and any meat, poultry, fish or eggs that aren't organic, hormone free, antibiotic free, grass or grain fed, or wild caught. Finish up what you have, then give whole-food, plant-based your focus.

Alcohol:

Buy only what you need when having company over, or not at all.

Baking Products:

If you have a tendency to start whipping up cakes and muffins, you get your baking supplies out of the house until you have a chance to reset.

Anything Else:

Just because it didn't make it on the list doesn't mean it's fair game. Be honest with yourself.

Does this food contribute to my health and happiness or not?

Yes = Keep. No = Toss.

How to Shop Plant-Based

1. Start in the Produce Section.

Fill up your cart with fresh, local produce.

2. Organic as Often as Possible.

This is part of investing in yourself and your health.

3. Buy Whole Grains

Instead of white bread, white rice, or processed grains, buy wild/brown rice, quinoa, buckwheat, oatmeal, and corn. If buying bread or pasta, get ones that are whole grain with minimal additives.

4. Avoid Entire Sections of the Store

Cereal, cookies, crackers, pastries, soda, meat, eggs, dairy. If you walk past those aisles, you won't be tempted to toss junk in the cart. And if you don't bring it home with you, and your house and pantry are only filled with nourishing food,



How to Cook Plant-Based

1. Make Time to Cook

Give yourself extra time, especially at first. Put on some good tunes, have fun, and enjoy the process of learning something new.

2. Fry With Water

You'll be surprised how little oil you need when cooking plants! Bake your veggies as well.

3. Olive Oil for Salads

Use sparingly. Extra virgin olive oil has a low smoke point, so not ideal for cooking or frying.

4. Avocado, Coconut, Canola Oil for Frying

They have a higher smoke point = better suited for higher temps.

5. Salt and Pepper - Taste as You Go!

Take it easy on the salt. Try it after you put it in. Allow yourself to taste the food.

6. Keep Spices On Hand

Turmeric, Ginger, Ceylon Cinnamon, Italian Seasoning Blend, garlic powder, onion powder, hot sauce.

7. Use Sweeteners Sparingly

Date sugar is technically the only whole-food sweetener around. All others are straight sugar - honey, maple syrup, agave nectar. Use sparingly. Avoid added sugars and chemical sweeteners.

How to Eat Well



Practice Gratitude - before each meal.

Whatever this looks like for you, take 30-60 seconds to slow down and give thanks.



Chew 20x. Fork down between bites.

Count em one-by-one. And put the fork on the plate, instead of filling it up while you are still chewing.



Eat Slow Until 80% full.

Savor it, baby! Between working for the money to buy the food and taking the time to cook it, why not enjoy it fully? Stop eating when you're 75-80% full.



No Screens, Magazines, or Distractions.

Focus on one thing only - eating and enjoying it. If you're with others, make conversation and connect.



Eat with others - laugh often!

While not always possible, food is meant to be shared. Eat with people as often as possible.



Love Your Food.

Eat mindfully - close your eyes and savor the flavor. Can I get some "Mmmmm-mmmms" up in here?