



Shopping for Clean Protein Guide to Success

HOW TO SHOP FOR CLEAN PROTEIN

Respect Your Body

When it comes to purchasing protein, some choices are superior to others. For animal products, those that were raised in their natural habitat and consumed their natural diet will have a superior nutritional profile than those that were not. As for plant-based protein, the closer it is to its whole form, the greater its nutritional value and the lower its potential for causing inflammation. For instance, a whole soybean is preferable to soy milk. Additionally, protein powders and bars may be beneficial if you struggle to meet your protein requirements without consuming too many calories. However, it's critical to pay attention to the brand and ingredients since most powders and bars are not healthy.

Animal Protein

Best

- 100% grass-fed and finished beef.
- Organic and pasture raised poultry and eggs.
- Wild caught fish.
- Organic 100% grass-fed milk or cheese (often goat and sheep are best).

Better

- Grass-fed beef.
- Organic eggs and poultry.
- Canned wild caught fish with low mercury.
- Organic and uncured bacon that is nitrate and nitrite free.
- Organic chicken sausage.

Avoid

- Non-organic meat and poultry.
- Grain-fed beef.
- Conventional deli meat.
- Meat with nitrates, nitrites, and colors such as most bacon, most deli meat, and most breakfast sausage.

Vegetarian Protein

Best

- Dry roasted or raw nuts and seeds.
- Organic beans, legumes, lentils, and quinoa.
- Whole soy.
- Organic tempeh.
- Sprouted grains.

Better

- Tofu.
- Whole grains.
- Sprouted grain bread.
- Oats.
- Nut and soy milk without added colors and emulsifiers.

Avoid

- Seitan.
- Meat mimicking products (such as a vegan hotdog).
- Most vegan cheese.
- Soy isolate.

Brand Examples: Protein Bars and Powder Powder

Brands are subject to change.

Best

- Quest
- Clif
- Builders
- ONE Protein Bars
- RXbar
- GoMacro

Better

- Mars Snickers
- Power Crunch
- Primal Kitchen
- Iron Vegan Sprouted
- KIND Dark Chocolate
- SimplyProtein

Avoid

- Protein powders that are incomplete such as containing pea protein alone. Products with added sugars, colors, preservatives, and binders.