



Fueling Pro Athletes Since 1993

GROCERY GUIDE

What Should I Eat to Enhance My Performance?

From professional athletes to busy executives and stay-at-home parents, this ultimate grocery guide is your answer.



This guide will cover:

Fruits & Vegetables
Meat & Poultry
Seafood
Dairy
Oils/Fats
Sweeteners

Dry Goods
Frozen Foods
Refrigerated Foods
Condiments
Pantry Foods
Beverages

Superfoods
Stocking Your Nourishing Kitchen
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Sample Meal Schedule

Grocery Guide

Use this guide as a way to introduce yourself to a new and healthy way of eating, to improve your energy and optimize your performance and health.

The brands suggested throughout the guide (in parentheses) are not necessarily the only brands in that category, but are ones the authors have found to be of top quality and are noted as examples to help you in your shopping.

General Guidelines

- Choose organic whenever possible.
- Avoid using canned foods on a regular basis.
- If you buy food in packages, choose foods with a short ingredient list (5 or less).
- Choose fresh, whole foods over packaged foods when you can.

Fruits & Vegetables

- All varieties of organic, ideally in-season, fruits and vegetables
- Local produce is ideal too, as the closer it is to home, the higher the nutrient content will be.
- The Environmental Working Group puts out a list each year showing which produce has the most pesticide residue and the least pesticide residue. This is called the Dirty Dozen and the Clean Fifteen.
- The Dirty Dozen Plus (right) consists of produce shown to have the highest pesticide residue. Always try to buy the organic variety of fruits and vegetables on this list.
- For those on a budget, you can choose non-organic fruits and vegetables on the Clean Fifteen list, below. This list includes produce shown to have minimal pesticide residue.



Quick Tips

Consume cultured (fermented) vegetables daily (e.g. sauerkraut, pickles, fermented salsa, cultured beets). These foods are exceptionally healing for the gut, a great source of B vitamins, and help support your immune system. Grocery stores like Whole Foods carry them; Wise Choice Market (www.wisechoicemarket.com) and Immunitrition (www.immunitrition.com) are online sources.

Thoroughly wash all produce. You can wash with vinegar and water to get the produce thoroughly clean.

Eat a rainbow of colors! More colors equal more nutrients! Try to eat at least 50% of your produce in a raw state.

Try local farmers' markets, local community supported agriculture (CSAs) (www.localharvest.com) or online produce delivery services such as Door-to-Door Organics (www.doortodoororganics.com).

Meat & Poultry

- 100% grass-fed, organic beef; Regular organic is next best if grass fed is not available.
- Organic pastured poultry
 - Opt for bone-in, skin-on poultry when organic (bones for minerals/skin for healthy fat when it's from a healthy chicken.)
 - If organic is not available, choose antibiotic-free chicken and/or free range.
- Organic cage-free eggs
 - Opt for eggs that are Certified Humane® and from pastured chickens (check www.eatwild.com for a nearby farm to buy eggs. Vital Farms brand at Whole Foods is a good pastured egg brand).
- No nitrates/nitrites-added uncured deli meat, sausage and bacon, organic whenever possible (Applegate Organics, Amy's, Beeler's, Wellshire Farms, some selections at Trader's Joe's)
- Organic organ meats (liver, heart, kidney). Try ostrich, elk, bison, duck, if available.

Quick Tips

If your local grocery store does not carry quality meat and poultry, check out these websites to order meat:

www.grasslandbeef.com
www.localharvest.com

— www.wallacefarms.com
— www.eatwild.com

— www.tallgrassbeef.com

Try mixing organic organ meats into meatloaf, meatballs, stock, chili, and tomato-based sauces. You can even add small amounts of organ meats (1-2 tbsp) to smoothies.

Seafood

- Wild-caught salmon from Alaska (fresh, frozen, or canned)
- Sardines (fresh or canned)
- Tuna (tongol, fresh albacore from the U.S. or Canada, yellowfin from Atlantic)
 - Limit canned white, light, and albacore tuna.
- Shrimp (pink shrimp from Oregon)
- Wild-caught haddock
- Anchovies
- Scallops
- Pacific sole
- Clams

Quick Tips

Choose fresh, sustainable, wild-caught fish, low in environmental contaminants (e.g. mercury) as much as possible.

Avoid farmed or Atlantic salmon, blue shrimp, Chinese white shrimp, giant tiger prawns, imported shrimp and prawns, tilapia (from Asia), imported albacore tuna, bluefin tuna, imported bigeye/yello wfin tuna (caught by longline), tilefish, swordfish, shark, king mackerel. These are to be avoided because of their negative impact on the environment as well as contaminants they may contain.

For more information see Environmental Defense Fund Seafood Selector <http://apps.edf.org/page.cfm?tagID=1521> or Monterey Bay Aquarium Seafood Watch <http://www.montereybayaquarium.org/cr/seafoodwatch.aspx>.

Dairy

- Organic full-fat cheese and cottage cheese (Kalona, Organic Valley). Raw cheeses are the best option.
- Organic full-fat plain yogurt (Kalona, Stonyfield)
- Organic full-fat plain kefir (Kalona, Heilos, Lifeway Organic, Horizon)
- Organic, grass-fed whole milk (Kalona, Traders Point Creamery, local farmers' markets)
 - Look for low temp or VAT pasteurized and non-homogenized.
- Organic butter and ghee (clarified butter) from pastured cows (Kalona, Organic Valley, Purity Farms)
- For information on raw dairy, visit realmilk.com.

Oils

- Organic, cold-pressed, unrefined, unfiltered oil (e.g. olive, sesame, avocado, walnut)
- Organic, unrefined coconut oil
- Lard and tallow from pastured animals

Quick Tips

Store all oils, except coconut oil, in the refrigerator or in a cool dark place. Light and heat damages oil.

Avoid consuming highly processed oils (canola, corn, vegetable, grapeseed, soybean).

NEVER heat liquid oils (olive, flax, sesame, walnut, etc).

Cook with fats that are solid at room temperature, such as ghee, butter, lard, coconut oil, or a combination of these.

You may add olive oil to steamed vegetables or meats after they have been cooked, or use it to make a salad dressing.

Some favorite brands are Nutiva, Omega, Spectrum, Kasandrinos, Dr. Bronner's, Hain, Wilderness Family Naturals, Tropical Traditions.

Sweeteners

- Raw honey (Really Raw Honey, local farmers' markets, Manuka Honey)
- Organic Grade B Maple Syrup (Trader Joe's)
- 100% Pure Stevia Extract
- Rapadura and Sucanant

Quick Tips

Use natural sugars sparingly (a little goes a long way).

Limit stevia, and only choose 100% pure extract.

Avoid artificial sweeteners and sugar alcohols (sucralose, sorbitol, maltitol, etc).

Dry Goods

- Whole chia and flax seeds
- Nuts and Seeds (Go Raw, Living Nutz, Trader Joe's raw selection)
- Nut and seed butters: Almond, sunflower, cashew and tahini (Arrowhead Mills, Santa Cruz Organic, Jason's)
- Buckwheat
- Steel-cut oats (certified gluten-free, Bob's Red Mill)
- Dried lentils and beans, properly soaked (see instructions below)
- White and brown rice
- Quinoa
- Millet
- Gluten-Free pancake, waffle and flour mixes (Bob's Red Mill, www.KingArthurFlour.com, Pamela's)
- Millet

Quick Tips

All grains and legumes should be properly soaked (instructions on next page).

Consume soaked nuts and seeds that are roasted at a low temperature (instructions on next page).

Avoid using canned beans or other canned foods on a regular basis.

Grinding whole flax seeds yourself is ideal. Always store in the refrigerator, and use within 10 days.

Choose products with the shortest ingredient list (Under 10 is good; under 5 is better. Fresh food without an ingredients list is best!).

Choose organic, whenever possible.

How to properly prepare grains and legumes:

- Place the grains or dried legumes into a glass bowl and cover completely with filtered water. For every 1 cup of liquid you will need 1 tablespoon of acidic medium (e.g. yogurt, buttermilk, lemon juice, apple cider vinegar, whey, milk kefir or coconut kefir).
- Place your bowl of soaking grains on the counter top and cover with a towel. Leave the bowl at room temperature for 12+ hours (overnight works well). You do not have to rinse the grains after the soaking time, but you can if you would like. Many soaked grains will take less time to cook than non-soaked grains.
- Discard the water that your grains/legumes have soaked in (do not use in cooking).
- All grains with the exception of brown rice, buckwheat and millet, need to be soaked for 12-24 hours.
- Buckwheat, brown rice and millet have low levels of phytic acid and only require 7 hours soaking time.

How to prepare and lightly roast your own nuts/seeds:

- Do not combine the nuts and seeds until they are dehydrated.
- For four cups of nuts and/or seeds, use a big bowl and generously cover with filtered water. Add one heaping tablespoon of sea salt. Stir until salt is dissolved, cover with a clean towel and soak for 7-8 hours. Cashews are the exception; do not soak these over six hours because they get too soggy. Dehydrate nuts and seeds in the oven on a baking sheet at 200°F for 12-24 hours.
- If you have a dehydrator, you can dehydrate at 120°F to keep the nuts raw and preserve enzymes.

Frozen Foods

- Frozen fruits and vegetables (Cascadian Farms, Trader Joe's, Whole Foods - organic is best)
- Gluten-free breads (Udi's, Manna Bread, Ancient Grains)
- Gluten-free prepared frozen meals (ArtisanBistroDirect.com - practitioner code: 599534)

Quick Tips

Select organic frozen fruits and vegetables. They have the same, if not higher, nutritional value than fresh produce because they are picked at optimal ripeness and immediately frozen.

Use gluten-free breads, waffles and crackers sparingly because they are still highly processed foods (read ingredient labels and choose brands with best quality ingredients).

Choose whole food starches such as sweet potatoes, squash, white potatoes and quinoa more often than gluten-free packaged products.

Avoid most frozen entrees such as burritos, pizza and chicken nuggets because of their added chemicals.

Refrigerated Foods

- Guacamole (Wholly Guacamole, fresh made)
- Salsa (without use of processed oils mentioned on page 4)
- Hummus (Cedar's)
- Prepared salads (read ingredients)
- Olives
- Organic sprouted corn tortillas (Ezekiel, Food for Life)
- Fermented veggies (pickles, sauerkraut, kimchi, etc.)

Quick Tips

Prepared foods are a convenient option but look at ingredients carefully.

Check expiration dates to make sure you're getting fresh food.

Condiments

- Sea Salt (Celtic, Himalayan or Redmond's Real Salt)
- Raw apple cider vinegar (Spectrum, Bragg)
- Rice vinegar (Spectrum, Bragg)
- Tamari gluten free soy sauce (San J)
- Raw coconut aminos (Coconut Secret)
- Shoyu - Naturally fermented, unpasteurized soy sauce (does contain gluten)
- Garlic
- Organic dried herbs (e.g.. rosemary, parsley, cumin, turmeric, cinnamon, ginger, cilantro)

Quick Tips

Avoid dressings and sauces made with canola oil, soybean oil, high fructose corn syrup, and monosodium glutamate (MSG).

Try to make homemade sauces and dressings as often as possible; they taste better, are healthier and are much more economical.

A simple dressing can be made by mixing 1 cup of olive oil and 1/4 cup of vinegar with herbs, garlic, salt, and pepper. Refrigerate leftover dressing for use throughout the week.

Pantry Foods

- Organic sprouted and low-temperature roasted raw nuts and seeds (Go Raw, Living Nutz)
- Dried fruit (sulfite free, no sugar added)
- Rice or gluten-free crackers (Glutino, Mary's Gone Crackers, Flackers, Nicole's gluten free)
- Dark Chocolate - 75% or more cacao
- Sprouted sweet potato chips (Way Better Chips)
- Superfoods (goji berries, chia seeds, maca, camu camu, raw cacao)

Quick Tips

Make homemade trail mix; Premade trail mix often has added sugar and canola oil, and you can customize your own blend to what you like!

Keep these shelf-stable foods on hand in your gym bag, locker or car, where they can be easily accessed!

Beverages

- Filtered mineral water, filtered water, spring water (Smartwater, O₂Cool Oxygen Water, Gerolsteiner)
- Organic herbal or green tea (Yogi Tea, Tazo, Honest Tea)
- Coconut water for hydration - Choose one that is coconut water only, no other additives (Harmless Harvest, O.N.E.).
- Coconut water for sport - You may choose one with added carbohydrates (Coco5, Greater Than).
- Kombucha (GT Dave's. Choose less sweet flavors to avoid the extra sugar)
- Fresh pressed juices, green drinks made without added sugar
- Sparkling probiotic drinks (KeVita)
- Chicken and beef bone broth (realbonebroth.com, uswellnessmeats.com, wisechoicemarket.com)

Quick Tips

Try flavoring water with lemon, mint, ginger, strawberries or slices of cucumber.

Limit alcohol consumption due to its stressful effects on the body.

SuperFoods

- **Sea Vegetables such as kombu, wakame, sea lettuce and kelp. Often found in the Asian aisle at the store. (Maine Coast Sea Vegetables, Eden Organics)**
 - Sea vegetables are antiviral, antimicrobial, antifungal and anti-inflammatory. They can be good sources of iodine, a variety of vitamins and minerals, calcium, trace minerals, amino acids, essential fatty acids, chromium and iron. They are also one of the only non-animal sources of vitamin B12 and can help balance the thyroid and adrenal glands.
 - Ounce for ounce, they have more vitamins and minerals than any land vegetable.
- **Fermented Cod Liver Oil - www.greenpastures.com**
 - Fermented cod liver oil is a cold-processed form of oil from cod livers. The fermentation process does not damage the vitamin or polyunsaturated fatty acid (omega 3/EPA/DHA) content of the oil. In fact, fermentation increases the bioavailability of the fats and vitamins in the oil. The oil is then gently purified and sometimes combined with flavorings, then bottled or placed into capsules.
- **Maca (Navitas Naturals, Sunfood)**
 - Maca is a root grown in the Andes Mountains. It is an adaptogen, meaning it supports the adrenal glands and helps the body handle stress. It also supports the endocrine (hormone) system and is a great energy booster. It is usually sold in powdered form and is great in smoothies, beverages, yogurt and desserts.
- **Goji Berries (Navitas Naturals, Sunfood)**
 - These are tasty red berries, usually found dried, that also serve as an adaptogen. They help balance the hormonal system and help the body handle stress by supporting the adrenal glands. They contain antioxidants, trace minerals and Vitamins B1, B2, B6 and Vitamin E. Add them to trail mix, smoothies, sprinkle on yogurt, soak in water and drink the liquid, or just eat as a snack.
- **Raw Cacao (Navitas Naturals, Sunfood)**
 - Cacao is the nut from the cacao tree, used to make chocolate. Raw cacao (usually sold in powder or 'nib' form) is a great source of antioxidants, magnesium, zinc and iron. Cacao differs from cocoa in that cocoa has been highly processed from cacao. You can use the powder in a variety of beverages, smoothies and desserts. The nibs are a great addition to trail mix.
- **Bee Pollen (YS Organic Bee Farms)**
 - Bee pollen is made by honeybees and is the food of young bees. It is a very nourishing food, containing almost all of the nutrients needed by humans. It is very rich in protein, free amino acids, vitamins (Vitamin B) and folic acid. You can take it by the spoonful or add it to foods.

SuperFoods (continued)

— **Royal Jelly (YS Organic Bee Farms, NOW)**

- Royal jelly is a very interesting superfood that is produced by worker bees to feed only the queen bee. It is a combination of bee pollen and honey. Royal jelly is high in B vitamins, particularly B5, as well as amino acids, potassium, magnesium, calcium, zinc, iron and manganese. It is also rich in pantothenic acid and its benefits include reducing inflammation, increased energy, anti-aging and better mood.

— **Camu Camu (Navitas Naturals, Sunfood)**

- Camu camu is a fruit from Brazil. It is usually sold in powdered form in the US. It is extraordinarily high in Vitamin C (more than 50 times more Vitamin C than an orange). You can add it to smoothies, yogurts, ice creams and drinks.

— **Hemp Seeds (Nativas Naturals, Manitoba Harvest)**

- Hemp is a high protein seed containing all nine of the essential amino acids. It has high amounts of fatty acids and fiber as well as containing vitamin E and trace minerals. It has a balanced ratio of omega 3 to 6 fats at around a three to one ratio. They are delicious sprinkled on salads or in smoothies. The texture is similar to crushed pine nuts.

— **Spirulina (NOW, Starwest Botanicals)**

- Spirulina are dark blue-green freshwater algae that are one of the original life forms on earth. They contain a large amount of nutrients including chlorophyll, protein, vitamins, major and trace minerals, essential fatty acids and antioxidants. It can be added to smoothies, juices, salads and salad dressings.

— **Dark, Leafy Greens such as spinach, kale, swiss chard, mustard greens, etc.**

- Dark, leafy green vegetables are very nutrient dense. These vegetables are the most deficient in our diets. They are rich in magnesium, calcium, iron, folic acid, fiber and antioxidants. They help to alkalize the body (cancer prevention), boost the immune system, increase circulation, promote better digestion, increase energy, clean blood, reduce mucus and aid liver, gallbladder and kidney function.

Quick Tips

Sea vegetables can be added to salads, soups, stews, sushi, stir-fry. You can buy dried sea vegetables (Maine Coast) to sprinkle on foods as a seasoning.

Many of these superfoods can be found in health food or grocery stores. Amazon and Vitacost websites have a great selection as well.

Superfoods make a great addition to smoothies, yogurt, and beverages.

There are many recipes available on the internet that include a variety of superfoods in baked goods, appetizers and more!

Stock Your Kitchen with Nourishing Foods

Produce

Best: Organic AND local

Better: Organic OR local

Good: Conventional

If choosing conventional, try using the Dirty Dozen/Clean Fifteen as a guide. Always try to buy the 'Dirty Dozen' organic.

Beef/Lamb

Best: 100% grass fed, organic, pasture raised, locally raised

Better: Grass fed, pasture raised

Good: Organic, hormone/antibiotic free.

Limit/Avoid: Conventional, grain fed

Sweeteners:

Okay to use sparingly: Organic raw honey, manuka honey, 100% pure stevia extract, coconut sugar, maple syrup, rapadura, sucanat

Avoid: refined white sugar, brown sugar, artificial sweeteners, agave, high fructose corn syrup

Eggs/Poultry

Best: Pasture raised and organic from local farm

Better: Organic, free range

Good: Organic, antibiotic free

Limit: Conventional

Pork

Best: Pasture raised, organic, local

Better: Free range, organic

Good: Organic

Limit/Avoid: Conventional

Dairy:

Best: Organic full fat, grass fed, low temperature pasteurized (VAT pasteurized), non-homogenized (Kalona).

Better: Full fat, grass fed, organic

Good: Organic - Try to avoid "ultrapasteurized"

Avoid: Conventional dairy, fat-free dairy
If you are interested in learning more about raw (unpasteurized) milk, visit realmilk.com.

Guide to Fats:

For cooking (solid fats only):

- Lard and Tallow from pastured animals
- Ghee
- Organic, pastured butter
- Coconut oil
- Organic duck fat

For cold uses:

- Cold pressed, organic:
- Olive oil
- Sesame oil
- Avocado oil
- Walnut oil
- Flax oil
- Macadamia oil

Avoid:

- Canola oil
- Corn oil
- Vegetable oil
- Grapeseed oil
- Soybean oil
- Margarine/artificial butter spreads
- Shortening
- Hydrogenated Lard
- Hydrogenated oils
- Trans fats

Grocery Guide Q & A

Q

I get overwhelmed when I walk into a grocery store. What should I be looking for?

A

To start off, shop the perimeter of the store because this is where the freshest and most nutritious foods are usually placed. Your go-to spots should be the produce, meat and fish counter, dairy and refrigerator sections. Exceptions to the “perimeter rule” include the frozen food aisle to pick up frozen fruit and vegetables, the dried bean/grain aisle and the spice aisle for organic dried herbs, seasonings and high-quality oils.

Q

What about food labels? What should I look for?

A

The trick here is to choose as many foods as possible that don't even have labels! Examples include fruits and vegetables, meat, poultry and fish.

With the occasional boxed or canned item, you don't need to be as concerned with nutrition labels. Instead, focus on the ingredient list. What is your food actually made of? If you can't pronounce the ingredients or there are more than 10 ingredients, consider it a 'food-like' item, and not the best choice for fueling your body.

You can tell if it is 'food-like', and not 'real food' if it has ingredients such as:

- Partially hydrogenated oil (trans fat)
- High fructose corn syrup
- Artificial sweeteners (aspartame, sucralose) & colors
- Canola oil
- Cottonseed oil
- Soybean oil
- Fractionated palm oil

Grocery Guide Q & A

Q

This guide looks awesome! How do I get started?

A

The most effective way to embrace wellness and energy enhancing nutrition is to start small and focus on one change at a time.

1. Start with one 'clean' meal per day! Breakfast is a great place to start. Swap out cereal and juice for scrambled eggs with sautéed vegetables and a side of fresh fruit.

2. Focus on one performance-enhancing food that you can add to your diet. For example, start with vegetables and pastured butter. Try at least one new vegetable per week or blend up a green drink smoothie with water, organic spinach, frozen strawberries, raw honey, and the juice of half a fresh lemon or orange.

3. Cut out one unhealthy habit. Clean the cabinet of processed oils that you might be cooking with, such as cooking spray, canola oil, vegetable oil or corn oil. Cook with high-quality butter from pastured cows or ghee that won't burn as easily. You can also use extra-virgin unrefined coconut oil. Extra-virgin olive oil is great too, but only at room temperature. Use this oil for salad dressings and cold dishes or add this healthy fat after cooking.

Q

I don't normally 'plan' out my meals. Can you explain this meal planning business?

A

Meal planning is by far one of the most useful tools in helping you fuel your body. It helps guide grocery shopping and reduces your spending because you won't waste as much food and you won't need to eat out as often.

To get started, plan a five-day menu for yourself. Think about your schedule for the week and the amount of time you have to prep food on each day. Once the plan is written, you can easily review the ingredients needed and write out your grocery list.

Sample Meal Schedule

8:00am	Omelet (whole eggs) packed with vegetables and a side of sweet potato hash cooked in organic pastured butter, with a smoothie made of mostly greens, carrot, apple and, if desired, a scoop of undenatured whey protein or pea protein.
9:00-11:30am	Practice or Training
11:30am	After high-intensity, high-volume training: Recovery Drink
12:00pm	Turkey, red pepper, guacamole, rolled up in organic sprouted corn tortillas; apple and almond butter
3:00pm	Berry parfait made with full-fat organic plain yogurt, almond butter, and berries
6:00pm	Wild-caught salmon, baked sweet potato with butter or ghee, full-fat sour cream and Celtic sea salt, with a side of broccoli cooked in coconut oil
9:00pm	Organic beef jerky and organic grape tomatoes with guacamole

Key Points:

Write out your grocery list to keep you on track and on budget.

Have a plan! Weekly meal plans help guide your grocery shopping so you don't buy unnecessary items. Meal plans also reduce food waste and cut down on eating out.

Invest in your health! Organic and 'local' ingredients cost more than conventional and processed foods. YOU are worth it and your body will be ready to perform at its best. Keep in mind that preparing your own food is always more economical than eating out; it's a healthy "value meal!"

For more brand suggestions, check out the Weston A. Price Foundation Shopping Guide available at westonaprice.org.

Disclaimer: SportFuel, Inc. has no financial relationships with any of the brands recommended in this guide.