

INTRODUCTION TO NUTRITION

“The food you eat can be either the safest and most powerful form of medicine or the slowest form of poison” ~ Ann Wigmore

Here's something that I have found out about nutrition when it comes to people trying to get in great shape, this includes men and women.

Most people know what's considered healthy and not healthy.

Most people know that eating foods that contain lots of wheat and gluten and lots of sugar (in whatever form) is not great for a lean looking body.

Most people know that alcohol and fizzy drinks are not good for our bodies.

BUT

We go ahead and drink it all anyway.

The food marketing companies know all this and know exactly what we are thinking!!!

They know that we're worried about eating too much fat.

So, what do they do?

Introduce LOW FAT and FAT FREE foods!!!

Here's a conversation from the boardroom of a food marketing company that is trying to drive sales in order to please their shareholders (this is my spin on it, not an actual conversation that happened)

“I know, let's remove the fat that is naturally found in this food because we know that's what people believe is bad for them”

“But that makes it taste shit”

“We could add loads of sugar to it. That always makes stuff taste better”

“But that will be even worse for them than if we had left the fat in it”

“They don't know that..... and at least when we can put our new 'low fat' sticker on them... which means we will sell more”

We as consumers now feel good that we're taking another step forward in the right direction of a lean looking body without having to deprive ourselves of the things we love – low fat cheese, low fat yoghurt, low fat cake, skinny latte, low fat chocolate, coors lite, bud lite.

We (YOU) are being fooled/tricked into thinking that this is good and in fact, most of the time it's causing even more damage internally than eating the full fat stuff.

Let that marinade for a second.....

.....It's true

Fat is NOT the enemy here.

This is one of the moments that I could go off on a tangent explaining all about macro-nutrients (carbs, protein and fats and the roles they play in your daily nutrition....)

So, I'm not going to.

What I'm going to do instead is to give you a nudge as to what is what when it comes to nutrition.

I just think that as long as you understand the basics and the reasons WHY I'm recommending what I do, then it's a faster route to you taking action.

So, the quicker we just get down to the juicy stuff the better.

Foods that contain protein are your friend. You will be working out hard, breaking down muscle fibres which in turn are going to need repairing quickly before your next workout.

The best muscle repair fuel that we get is from amino acids – which are found in foods that are packed full of protein.

- Eggs
- Fish
- Pork
- Chicken
- Beef
- Lamb
- Turkey
- Tempah
- Tofu
- Lentils
- Quinoa

....are all good protein sources

Try and eat a portion of protein with EVERY meal.

Normal objection that's fired back...

What about breakfast?

All of the above is fine to eat for breakfast

You can't have beef for breakfast?

My answer who said you can't?

Really?

Where exactly in the little imaginary rule book does it say that?

You see, we're conditioned from a young age to believe that cereal, toast, croissants, pastries are what we should be having for breakfast.

If anything, it's the most important meal of the day – so why set the tone for the rest of the day with lots of sugar and wheat.... Yep stuff that isn't good for you.

In my house we bring our kids up with plenty of variety. If time is against us then we'll give them a ham and cheese bagel.

Typically, though they will have eggs, bacon, sausages and roast dinners.

Another one of those typical objections:

It's pretty standard...

"I don't have time"

This is your perception. When in fact you do have plenty of time. In fact you have as much time as anyone else in a day – no more and no less. It's just a case of how you prioritise and manage your time.

If staying in bed for an extra 15 minutes of sleep is more important to you than getting up a bit earlier and making a really healthy breakfast that will help you to get in great shape, then I would question your priorities.

I can't afford to eat this sort of food every day.

This is another 'priorities' excuse.

When I have investigated the reason with clients in the past and gone through a full monthly income and expenditure breakdown it turns out that disposable income is being spent on the following:

- Booze
- Meals out – more than once over the month at an average £60 each time
- Takeaways

- SKY TV package
- Cigarettes
- Socialising
- Clothes/Shoes
- Phones
- Takeaway coffee and pastry each morning

So, when people say they cannot afford it, what they actually mean is that *“I don’t want to cut back on the things I currently spend my money on in order to get in (and stay in) amazing shape”*.

OK let us begin....

CARBOHYDRATES

Carbs have received a lot of slack over the past few years and it’s completely wrong to categorise a whole macro-nutrient group as bad. It’s not the carbs or fats that are the problem, it’s the quantity of food we are shovelling down our throat and the lack of exercise to burn it off.

There are loads of crap quality (simple carbs) out there that I would recommend you try and avoid or at the very least reduce right down.

Things such as:

- Waffles
- Donuts
- Chips
- Crisps
- Chocolate
- Sausage rolls
- Pastries
- White pasta
- Biscuits
- Pizza
- Garlic bread
- Normal bread
- Cereals

When you eat any of the above, they are broken down by your body into glucose REALLY QUICKLY – not good. They are processed (not many natural good quality ingredients) and so some of the energy is broken down and stored as fat, rather than just converted into a steady source of energy for your body.

Ever had a spike in energy after eating a chocolate bar that is soon followed by a crash of energy about 45 minutes later – that is why.

Then you have a group of carbohydrates called complex carbs that are actually ok for us. They are much more nutritious and are broken down much slower by the body and are a great source of steady energy.

- Sweet potato
- White potato
- Oats
- Lentils
- Beans
- Quinoa
- Rice

When do carbohydrates fit into your daily intake?

EARN them first. If you're not putting in the hard training then you have not earned them, how the hell do you expect to burn them off if you're not doing anything?

Post workout is the **ABSOLUTE** best time to eat them as your muscles and body will be craving them.

Ie: Chicken with veggies and brown rice

OR

Porridge with milled chia seeds, ground flax, crushed walnuts and berries

Diet is essential as it is your fuel, it provides your body with essential vitamins and minerals and it aids repair.

Primarily go for single ingredient and whole foods and rotate them on a regular basis.

Good quality carbs are best either side of intense training for most people and ensure every meal has a quality protein source to ensure recovery and repair, as well as this the body does not store it.

Carbohydrates can make or break your success. Let me re-word that, **the type of carbohydrate you choose to consume can make or break your success.**

As an example I have put together a comprehensive list of various body types and dietary requirements based on:

- Goals ie: fat loss or muscle gain
- Activity level ie: sedentary or strength train
- Carb source ie: processed or starch
- Genetics ie: body types

BODY TYPE

HIGH INTENSITY EXERCISER: Weight lifters, high intensity exercisers, endurance athletes who exercise 5 x per week

Diet Requirements: Meat, poultry, fish, eggs, full fat dairy, green leafy vegetables, nuts and seeds, fruits and starches (white potato, white rice, ripe bananas, pasta, sweet potato, brown and black rice, lentils, slow cook gluten free oats) All these can be eaten in and around training. GOOD time for carbs would be in the morning (ie: porridge) ABSOLUTE Best time to consume starches is directly after exercise and pre-workout.

ACTIVE: Moderate exercise 3 – 4 x per week

Diet requirements: Meat, poultry, fish, eggs, full fat dairy, green leafy vegetables, nuts and seeds, fruits and starches (sweet potato, brown and black rice, lentils, slow cook gluten free oats) ABSOLUTE best time to consume starches is directly after exercise and pre-workout

SLIGHTLY OVERWEIGHT: Exercise very little

Diet requirements: Meat, poultry, fish, eggs, Full fat dairy, green leafy vegetables, nuts and seeds, apples, pears, berries, some starches such as quinoa and squash in small amounts are acceptable and that are consumed with proteins. Best time to consume starches is directly after exercise and pre-workout

OVERWEIGHT/OBESE: Non-exerciser or exercise very little to make an impact

Diet requirements: Meat, fish, poultry, eggs, full fat dairy, green leafy veg, nuts and seeds, apples, pears, berries. You'll need to moderate protein and fat intake from healthy sources, which should reduce appetite and allow you to avoid getting hungry. Tiny amount of carbs from nuts, seeds, avocado, beans used in small amounts

TYPE 2 DIABETICS: Meat, poultry, fish, eggs, full fat dairy, green leafy vegetables, nuts and seeds.

Fruit is allowed (berries, apples, pears, cherries) in limited amounts once diabetes is under control.

Starches.... FORGET IT YOU DON'T NEED IT.

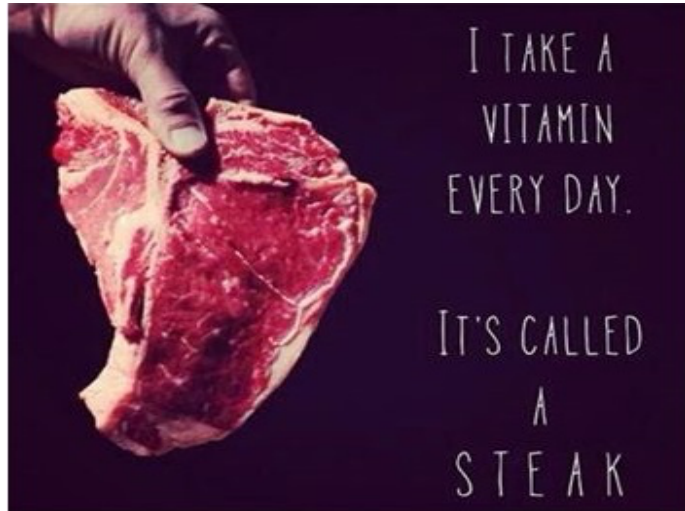
The rule here is if you want to include those starchy carbohydrates into your overall diet then you really need to earn them or leave them out.

EAT FAT GET THIN - WHY?

The “war” on saturated fat is the biggest mistake in the history of nutrition.

As people have reduced their intake of animal fat and cholesterol, many serious diseases have gone up.

We are now in the midst of worldwide pandemics of obesity, metabolic syndrome and type II diabetes among other diseases.



Saturated fat and cholesterol are essential for good health.

Let me break it down for you and point out as to why they are vital nutrients:

- More than half the brain is fat and cholesterol and over half that fat is saturated
- Saturated fats and Cholesterol are the preferred fuel of the heart
- Saturated fats are a rich source of vitamins A, D and K2
- Saturated fat and Cholesterol are critical for healthy bones
- They both help to create a strong immune system
- Cholesterol acts as an antioxidant
- They can both reverse liver damage

Good fats include:

- Coconut oil
- Butter (i.e. Kerrygold)
- Lard
- Goose fat
- Extra virgin olive oil
- Avocado oil

So JB, I can just eat tons of 'healthy fats' and I'll get super lean and in shape?

er no.

It boils down to calories. They still kind of count (I cover this shortly)

You could get fat off of chicken and avocado salads, if you ate enough.

Real foods with real fats SHOULD BE IN YOUR OVERALL DIET.

However just because it's a healthy fat DOES NOT give you the right to over eat it.

OK so what about cholesterol then smart arse?

Again, a hugely misunderstood element in the human body

People are not having heart attacks because they eat bacon a couple of mornings a week.

They're having heart attacks because they wolf down microwave meals watching love Island and the most exercise they get is reaching for a packet of fags.

Stop worrying over your saturated fats.

Just cut down on the amount of crap you eat.

VEGGIES

Getting a good chunk of your daily intake from veggies is one of the best decisions that you can make regarding your long-term health.

All of the minerals, vitamins and nutrients that are found in fruits are found in good quality vegetables as well – and then some.

Good choices:

- Broccoli
- Cauliflower
- Asparagus
- Peppers
- Cabbage
- Onions
- Mushrooms
- Carrots
- Brussels

However, that being said, you can't be expected to live your life on the straight and narrow for the rest of your life especially in these modern times with so many temptations around us.

Now if you follow the principles of **KEBOfit** to the letter and see huge success from it then the progress you've made up to that point won't go away after eating a single piece of chocolate (or two...or three). Not even from a full day's worth of 'bad' eating.

Always keep the big picture in mind.

If you can do well for most of the food choices you make, most meals you eat, and stay consistent for most days out of the week, you'll be just fine.

Some will call it 'flexible dieting' or 'intuitive eating'

I tend to call it 'being human'.

That being said we need to address something here.....

KEBOfit does NOT promote diets. Just a simple approach to nutrition that (when followed) will lead to a happier, healthier, and sustainable lifestyle.