

CROSSFIT SWARM

Paleo Challenge Spring 2013



Paleo = Real Food

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What is Paleo?

The Paleo Diet is a lifestyle. It is an approach to diet that is based on the quality of foods you eat. It mimics the diets of our hunter-gatherer ancestors - consisting of lean meats, seafood, vegetables, fruits, nuts and seeds. It excludes foods that came from agriculture or processing - dairy, grains, refined sugars, etc.

The basic concept is that these foods are the foods that we are genetically adapted to - after all, our diets have evolved and “modernized,” our bodies haven’t. There are many benefits to eating this way, including a naturally lean body, acne-free skin, improved athletic performance and recovery, and relief

- **Higher protein intake** – Protein comprises 15 % of the calories in the average western diet, which is considerably lower than the average values of 19-35 % found in hunter-gatherer diets. Meat, seafood, and other animal products represent the staple foods of modern day Paleo diets.
- **Lower carbohydrate intake and lower glycemic index** – Non-starchy fresh fruits and vegetables represent the main carbohydrate source and will provide for 35-45 % of your daily calories. Almost all of these foods have low glycemic indices that are slowly digested and absorbed, and won’t spike blood sugar levels.
- **Higher fiber intake** – Dietary fiber is essential for good health, and despite what we’re told, whole grains aren’t the place to find it. Non-starchy vegetables contain eight times more fiber than whole grains and 31 times more than refined grains. Even fruits contain twice as much fiber as whole grains and seven times more than refined grains.
- **Moderate to higher fat intake dominated by monounsaturated and polyunsaturated fats with balanced Omega-3 and Omega-6 fats** – It is not the total amount of fat in your diet that raises your blood cholesterol levels and increases your risk for heart disease, cancer, and type 2 diabetes, but rather the type of fat. Cut the trans fats and the Omega-6 polyunsaturated fats in your diet and increase the healthful monounsaturated and Omega-3 fats that were the mainstays of Stone Age diets. Recent large population studies known as meta analyses show that saturated fats have little or no adverse effects upon cardiovascular disease risk.
- **Higher potassium and lower sodium intake** – Unprocessed, fresh foods naturally contain 5 to 10 times more potassium than sodium, and Stone Age bodies were adapted to this ratio. Potassium is necessary for the heart, kidneys, and other organs to work properly. Low potassium is associated with high blood

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pressure, heart disease, and stroke – the same problems linked to excessive dietary sodium. Today, the average American consumes about twice as much sodium as potassium.

- **Net dietary alkaline load that balances dietary acid** – After digestion, all foods present either a net acid or alkaline load to the kidneys. Acid producers are meats, fish, grains, legumes, cheese, and salt. Alkaline-yielding foods are fruits and veggies. A lifetime of excessive dietary acid may promote bone and muscle loss, high blood pressure, and increased risk for kidney stones, and may aggravate asthma and exercise-induced asthma.
- **Higher intake of, vitamins, minerals, antioxidants, and plant phytochemicals** – Whole grains are not a good substitute for lean meats, fruits, and veggies, as they contain no vitamin C, vitamin A, or vitamin B12. Many of the minerals and some of the B vitamins whole grains do contain are not well absorbed by the body.

General rules:

You can eat all lean meat, fish, seafood & eggs

You can eat all non-starchy seasonal vegetables

Plenty of seasonal fruit

Moderate healthy fats

Moderate nuts and seeds

No grains or cereals at all

No legumes

No dairy products (eggs are not dairy)

No processed foods – make it yourself!

No sugars. Agave, organic honey, molasses....it doesn't matter. They are all out.

No artificial sweeteners. These are not food! They are out too.

Protein

You should have protein at every meal.

Portion size is going vary per person, you can follow the general rule of having a serving of protein the size of your palm. When it comes to what kind of protein you should eat, remember that free range animals are healthier than commercially raised animals. Keeping that in mind, here are the general rules to follow if you can:

- Buy your meat local, grass-fed and USDA organic

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- Buy eggs from free roaming chickens
- Buy your fish wild
- Wild game (buffalo, venison.. etc.) is always a good option

Carbs: Veggies

You want to focus most of your meal with non-starchy carbs. Make sure you get variation, and eat a lot of them! Here are some things to keep in mind with vegetables:

- Buy local, in season, organic veggies
- Avoid starchy vegetables (i.e. potatoes).
- Avoid legumes (i.e. peanuts, beans, peas, soybeans etc.)

Carbs: Fruit

Fruit is good for you in moderation. There is a hierarchy of fruit based on the fruits nutrient value and glycemic load. You should also consider how the fruit was grown. Think about the following in regards to fruit:

- Try to grow your own if possible
- Buy local, seasonal, organic fruit
- Avoid genetically modified organism fruit
- Avoid fruit juices
- Make sure to wash any fruit thoroughly to minimize pesticides

Fats:

Despite what modern society has taught us to believe, fats are good for you. It is important to have the right balance of fats and the right kind of fats in your diet. On the paleo diet, your body is trained to burn fat instead of carbs for energy (this will make your energy levels more stable), so don't skip the fat in your meals!

- Buy oils (coconut, olive) organic and cold pressed so they remain chemically unchanged
- Buy organic and local avocados
- Buy coconut in all forms
- Nuts are good in moderation (walnuts, pecans and macadamia nuts are your best choice).
 - Buy them raw and unsalted, and be wary of the packaging
- Avoid canola (the oil is genetically modified, partially hydrogenated and highly refined), peanut, cottonseed, soybean, and wheat germ oils
- Avoid trans fats (fats damaged by heat - can be made at home) and hydrogenated or partially hydrogenated oils

Hydrating: Water

Drink water, coffee, and tea. If you drink coffee, drink it black or with unsweetened almond milk.

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The Simple Paleo List

- Lean Meats such as Lean beef (trimmed of visible fat), Flank steak, Top Sirloin, Extra-lean hamburger (90/10), Lean pork (trimmed of visible fat), Pork loin, Pork chops, Any other lean cut
- Lean poultry (white meat, skin removed) such as Chicken breast, Turkey breast, Game hen breasts
- Eggs from Chicken (go for the enriched omega 3 variety), Duck, or Goose
- Other meats including organ meats and game meats such as venison, wild boar, or wild turkey
- Fish
- Shellfish
- Fruit
- Vegetables
- Nuts- Tree Nuts. Peanuts are not Nuts and are a no-no
- Seeds

In Moderation (Within the guidelines listed, these are not cheats. In the case of allowable sweeteners, they are not recommended if you want to see the best results)

- Oils such as Olive, avocado, walnut, flaxseed, and canola oils
- Natural Sweeteners- a total of 1/2 tablespoon is allowable per day of the natural sweeteners agave, coconut nectar, and coconut crystals.
- Stevia- 1 Packet (3.5 grams) is allowable per day
- Beverages such as Coffee, Tea
- Paleo Sweets such as Dried fruits and Nuts mixed with dried and fresh fruits- make sure there is no added sugar
- Some lean bacon- make sure it doesn't have added sugar or nitrates
- Sweet potatoes, yams
- Special Allowances: (Exceptions made to meet specific nutritional demands for additional protein)
 - Protein supplementation is allowed and is not considered a cheat under the following conditions: it is limited to one serving per day, has less than 25 carbs per serving, is taken within 30 minutes post workout, and cannot be used as a meal replacement. We will allow whey protein if it is a whey protein isolate Remember, most protein powders have some sugar (natural or artificial), so if you are looking to slim down, be careful.
OR a protein bar with whey protein isolate IF the rest of the ingredients match up with the Challenge guidelines.

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Don't Do It- These are Cheats

- Fatty Meats- such as fast food beef burger patties or low quality fatty bacon.
- Refined Sweeteners - sugar cane, white sugar, brown sugar, refined maple syrup, refined honey, aspartame, sucralose, Nutrasweet, Splenda, and anything else refined or man-made.
- Other Sweets: Candy, Sugar (raw or processed), glucose, syrup, and honey, NOTE: even though honey is a natural sweetener and is generally considered paleo, for the purpose of committing to the challenge and seeing results we are not allowing it.
- Coco power or Cocoa powder
- More than 1/2 Tablespoon per day of the natural sweeteners including Raw Agave, coconut nectar, and coconut crystals.
- More than 1 packet per day of Stevia (3.5 grams)
- Baking Soda and baking powder
- Dairy Foods such as Butter, Cheese, Cream, Dairy spreads, Frozen yogurt, Ice cream, and All processed foods made with any dairy products
- Cereal Grains: Barley, Corn, Millet, Oats, Rice, Rye, Sorghum, Wheat, and bread products including bread, rolls, muffins, noodles, crackers, cookies, cake, doughnuts, pancakes, waffles, pasta, spaghetti, lasagna, wheat tortillas, pizza, pita bread, flat bread, and all processed foods made with wheat or wheat flour
- Cereal Grain-like Seeds: Amaranth, Buckwheat, Quinoa
- Legumes: All beans, Black-eyed peas, Chickpeas, Lentils, Peas, Peanut butter, Peanuts, Soybeans and all soybean products, including tofu
- Starchy Vegetables: Starchy tubers, Cassava root, Manioc, Potatoes and all potato products (French fries, potato chips, etc.), Tapioca pudding
- Soft Drinks and Fruit Juices: All sugary soft drinks, Canned, bottled, and freshly squeezed fruit drinks (which lack the fiber of fresh fruit and have a much higher glycemic index)
- Alcohol - Anything other than 6oz of red wine per night is a cheat or 1 Norcal Margarita is a cheat

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Shopping List

Meats/Fish:

- Chicken, Beef, Pork, Buffalo, Bison, Poultry, Turkey, Venison
Salmon, Shrimp, Scallops, Sardines, Trout, Clams, Crab, Tuna, Lobster, Mussels, Oysters
Meats should be grass-fed & nitrate free. Fish should be wild not farmed. (For the scoring of the Challenge this is a strong recommendation but not required for points. Lean meat, even if not grass fed, is still good during the challenge).
Eggs

Nuts/Seeds:

- Almonds, Brazil, Cashews, Macadamia, Pecans, Pinenuts, Pistachio Nuts, Pumpkin Seeds, Sesame Seeds, Sunflower Seeds, Walnuts,
Almond Oil, Avocado Oil, Coconut Oil, Cod Liver Oil, Fish Oil, Flax seed oil, Macadamia Oil, Pecan Oil, Pistachio Oil, Poppyseed Oil, Pumpkin Seed Oil, Hazelnut Oil, Sesame Seed Oil, Walnut Oil
Generic recommendation: Cook with Coconut Oil and Flavor with Olive Oil

Fruits/Vegetables:

- Asparagus, Artichokes, Avocado, Apple, Apricot, Broccoli, Brussels Sprouts, Banana, Blackberries, Blueberries, Bell Peppers, Cabbage, Cauliflower, Carrots, Celery, Collard Greens, Cherries, Cucumber, Cranberries, Dates, Eggplant, Fig, Garlic Grapefruit, Grapes, Guava, Honeydew, Kale, Kiwi Fruit, Lettuce, Lemon, Lime, Mushrooms, Mango, Melons, Nectarine, Onions, Olives, Okra, Orange, Pumpkin, Papaya, Peach, Pineapple, Plum, Pomegranate, Passionfruit
Radish, Red Cabbage, Raspberries, Spinach, Saurkraut, Sprouts, Strawberries
Tomato, Tangerine, Watermelon, Yellow Squash, Zucchini

Liquids:

- Water, coffee, Coconut milk, coconut water, almond milk, seltzer water

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What To Expect

The Hardest Part of Any Journey is the First Step. A New Diet is No Different.

Making the paleo switch comes with challenges. Depending on how heavy your diet is with grains and sugar before you switch, you will experience an adjustment period of varying degrees of intensity. You will experience a dip in your athletic performance and have times when feel lethargic, cranky, This period usually lasts about two weeks to three weeks. Keep in mind that your body is going through withdrawals and there is a light at the end of the adjustment tunnel.

It's Only 60 Days – We are talking about changing who you are!

People often ask about a cheat meal or a cheat day. During the first 30-days of the challenge, stay focused and strong.

Try not to cheat. Instead of going for a cookie when you are having cravings, reach for a sweet, apple. If you do fall off the wagon - own up to it in your food log, and no - one time off the wagon doesn't kick you out of the challenge.

Remember the first rule of the challenge is the complete the challenge. Regroup and get back on the horse .

Once you have completed your challenge, the occasional cheat meal is fine. If you can let it be something that happens organically (i.e. you are out with friends and everyone really wants pizza and margaritas) once in a while rather than a scheduled meal or day, you will probably feel the need to cheat less.

Scheduling it out can turn your mind, once open and free for thinking about other things, into an obsessive "heroin addict" cheat meal obsessed mentality. When you do have the occasional non-paleo moment, don't gorge yourself either.

Plan Ahead

Part of the difficulty of starting paleo is the amount of preparation involved. Make sure you plan ahead so you aren't stuck in a situation where you are left with no options. A lot of people like to use Sunday to prep for the week. Other people make lunch for the next day at the same time as they are making dinner, so they don't feel like they are spending too much time in the kitchen. Find a system that works and stick to it.

Make sure when you open that fridge there is food in it that can make a meal easy!. This means keeping the fridge stocked and ready for when you need it. Nothings worse than being hungry and seeing nothing to make and then making bad choices by eating wrong or not eating enough.

There will be places or situations where you know you have difficulty staying on diet (i.e. at the office

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working late, where there is an endless supply of bagels, donuts and nothing else) - make sure you have options ready available to you. Talk to your family so they know what you are doing and you don't come home to a meal filled with food you aren't supposed to be eating.

We are going to be starting this challenge very strict, as the weeks go by, some foods will be added back in. The reason for this is to break your reliance on processed foods then work back to food that can be maintained for the rest of your life.

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Rules of the Game

The first rule of the Paleo Challenge is to try your hardest and complete the Paleo Challenge...

Duration: The challenge will take place from April 23th 2013 to June 21th 2013.

Support: We will create a private facebook group where you can ask any questions and get answer. You will get access to the group once you pay for the challenge, trainers will answer any questions, weekly check-ins,

We will be having Weekly challenge workouts, Weekly prizes, and a grand prize at the end.

We will be doing starting measurements on April 22nd at the gym. Time to be announced later.

How to Enter

All participants must:

Cost: \$50. <https://crossfitswarm.zenplanner.com/zenplanner/portal/retail-product.cfm?ProductId=4BB94845-6566-421C-9C7A-9EA14F908F2C>

Weigh-in at the beginning and end of the challenge within 2 weeks of each of the designated dates.

Take before and after photos within 2 weeks of designated dates

Log all food (see "Journaling" below)

Complete Initial Benchmark Workouts within 1 week of challenge start and within 1 week of challenge end.

Complete weekly workouts that will be assigned.

Check-in with a trainer once a week to see about progress. This can be done in the gym or online via the Paleo Challenge Facebook page or via email contact@crossfitswarm.com

Journaling:

Keeping a good log keeps you accountable. It also helps you correlate what you are putting in your body and how you feel throughout the day and during workouts. It will help you hone in on the foods your body responds best to. It also allows us to be able to watch your diet and help you fix any initial glitches you might be experiencing with the diet. For the challenge, we require you to:

Log all your food. You can do this online or in a journal

This includes • What you ate • How much • What time of day

We know you don't live attached to a computer - you do not need to log it on the day, but you need to have a log for every day.

Who Wins:

After the Paleo challenge final weigh-ins, the coaches will announce the three finalists. This will be based on program adherence, benchmark improvements, weight and measurement.

After the initial post of the finalists, a winner will be chosen.

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Recommended Supplements

All products below are recommended and used by CrossFit Swarm.

Fish Oil – [Stronger Healthier Faster.](#)

- Each teaspoon delivers over 3100mg of EPA and DHA
- Soy free, gluten free and sugar free
- Five delicious flavors: tangerine, mint, lemon, vanilla and chocolate
- All natural concentrated omega 3 oil
- Liquid form to optimize absorption efficiently
- Mercury free, no heavy metals, no toxins

10% off Code: Swarm

Joint Improvement – [Lurong Living](#)

LuRong, also known as Deer Velvet Antler in the US, is a revolutionary whole food that has been used for over 2000 years to relieve joint and muscle discomfort, rebuild and optimize joint function, improve strength and endurance, boost energy, increase libido, and so much more. It is used by professional athletes, celebrities, and doctors across the world and it is quickly becoming the most talked about natural supplement in the US. LuRong Living's Velvet Antler is not altered, extracted, or synthesized like certain other velvet antler products; we only use 100% unaltered powdered velvet antler. So stop using supplements that are synthesized in a lab and start using LuRong Living Essential for a happy, healthy, and active lifestyle.

10% off code: crossfitswarm

Protein Powder /Recovery - [Progenex - Post Workout Only.](#)

When you exercise, your muscle cells work by detecting a flow of electrical impulses from your brain. Through a chain of events linking the nerve impulse to the contraction mechanism, calcium is released from a storage compartment inside the muscle cell, which signals the cell to "go" or contract. As you work out, the amount of calcium released from the storage compartment progressively diminishes. Less calcium translates into weaker contractions, which in turn diminishes your strength.

For the average athlete, it can take up to three days to reset that calcium-depleted environment. PROGENEX Recovery accelerates that reset process from days to minutes, leaving you feeling strong enough to do it again.

Buy Progenex at locally at CrossFit Swarm or use code online code : SWARM

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Benchmark Workouts

These workouts will be done twice. Once at the start of the challenge and once at the end of the challenge.

- 1 Mile Run – Time Trial. Do this as fast as you can. Do the best to your abilities. If can't run a full mile. Run a bit then walk and repeat till the mile is up. Walk it all if you have to. Be honest with your current fitness level.
 - If you have injuries that make running impossible. Scale with
 - Row – 2000m
 - Bike – Road or stationary – 4 Miles
- Max effort workout
 - 2 minutes max effort squats. Hips below knees at bottom, Stand tall at top. Scale would be squatting to an object as low as possible. Rest 1 minute.
 - 2 minutes max effort pushups – Start in plank position. Chest touches ground then press to plank with arms straight. If you cannot do pushups. You may scale with knee pushups or wall pushups. You also go down rest on floor then press your chest up first then raise your hips off ground.

If you have any questions about these or unsure about them, contact us and we can discuss what you can do for the benchmarks.

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Measurements & Weigh-in

Body Measurement Instructions

- Waist size at the belly button
- Hips
- Chest
- Top half of arm
- Thigh

How to Take Body Composition Measurements

(All Measurements in Inches to the Nearest 1/8th of an inch)

Remember to wear similar clothing each time you do these and do them around the same time of day. Use the same scale and tape measure. For your measurement to be valid, they must be taken by your affiliate owner or trainer. All measurements are to be taken in inches and must be recorded on your competitor dashboard.

Waist: Place the measuring tape about 1 cm above your belly button (at the narrowest part of your waist) to measure around your body. Exhale and measure before you inhale.

Hips: Place the measuring tape across the widest part of your hips/buttocks and measure all the way around while keeping the tape parallel to the floor.

Chest: Place the measuring tape just under your breasts/pecs and measure around the torso while keeping the tape parallel to the floor.

Thigh: Measure around the largest part of one thigh. Measure that same thigh each time.

Upper arm: Measure around the largest part of one arm, above the elbow. Measure the same arm every time.

Weight-in

You should make sure that you use the same scale for the entire challenge. Changing scales can change your results.

Try to weight yourself in the same conditions. For example, if you weight yourself first thing in the morning then use that for the entire challenge.

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Resources

Paleo Informational Sites	
http://robbwolf.com	Robb Wolf has dedicated himself to all things Paleo. This site is an endless resource. You can also find information on his podcast here.
http://thepaleodiet.com	Loren Cordain, Ph.D.'s site on paleo. It provides links to published research and nutritional tools, as well as addressing common paleo questions.
http://marksdailyapple.com	Mark Sisson's life according to grok (his embodiment of exemplar primitive lifestyle behaviors as they pertain to diet, exercise, sleep, stress, etc.
Books	
The Paleo Solution	Robb Wolf
The Primal Blueprint	Mark Sisson
The Paleo Answer	Loren Cordain, Ph.D.
Cooking Websites	
https://www.paleomg.com	https://www.facebook.com/fastpaleo
https://www.facebook.com/CivilizedCaveman	https://www.facebook.com/JustEatingRealFood

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