



FIRE FIGHTER
nutrition

Eat for Health.
Eat for Life.
Eat for Real.



30 DAYS OF REAL FOOD

nutrition challenge



FOOD is one of the most powerful factors affecting good health. It's either helping you meet your goals or hindering your progress.

For 30 days you'll be challenged to dial up your nutrition and focus only on foods that give you energy and help you perform at your best every day. Depending on your current goals and needs, you can choose a basic or advanced option.

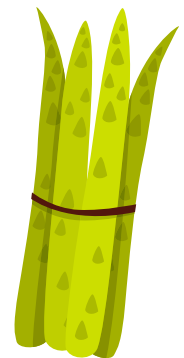
Disclaimer: The information contained in this challenge is for general education purposes only and is not intended to treat, cure or prevent any disease or medical conditions. Check with your health practitioner before making diet and lifestyle changes.

“LET FOOD BE THY MEDICINE AND MEDICINE BE THY FOOD.”

— Hippocrates

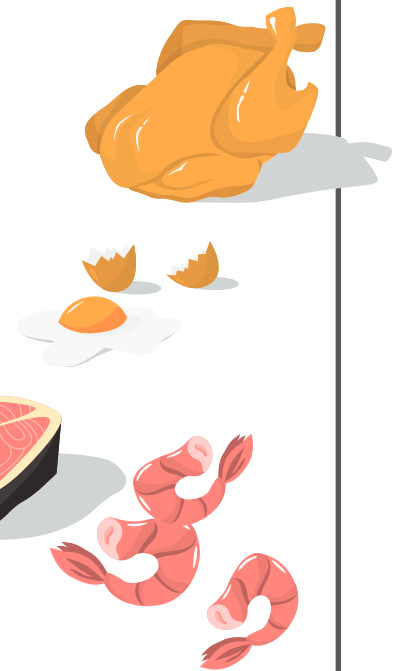
THE BASIC RULES

- 1. No highly processed grains** like white flour. Choose whole grains like brown rice, quinoa, barley, amaranth, etc. Only 100% whole grain.
- 2. No highly processed meats** — hot dogs, deli meats, etc. — that contain nitrates or nitrites.
- 3. Buy fresh fruits and vegetables.** Fresh first, frozen second. Use canned fruits or vegetables with no artificial ingredients or added sugar.
- 4. Limit dairy.** Choose full-fat milk and butter in small portions; 100% natural greek yogurt and cottage cheese. No add-ins.
- 5. No soda or sugar-sweetened beverages.**
- 6. Limit alcohol** to no more than one drink per day.
- 7. No refined sweeteners.** Eliminate high-fructose corn syrup, agave nectar or any artificial sweeteners.
- 8. No hydrogenated oils.** Steer clear of highly processed vegetable oils.
- 9. No deep-fried foods or fast food.** Whole, real food only.



THE ADVANCED RULES

- 1. Avoid highly processed grains.** Choose only whole grains like brown rice, quinoa, barley, amaranth, etc. Avoid wheat and wheat-based products completely.
- 2. Choose local, grass-fed, wild-caught or organic meats, if possible.** Avoid meat-based products that are not cuts from an animal. No processed meats with nitrates or nitrites.
- 3. Buy local, in-season vegetables and fruit.** Fresh first, frozen second. 100% natural canned fruits or vegetables with no artificial ingredients (e.g., canned tomatoes). Nothing with added sugar.
- 4. Limit dairy.** Choose full-fat milk and butter in small portions; 100% natural greek yogurt and cottage cheese. No add-ins.
- 5. No soda or sugar-sweetened beverages.**
- 6. Limit alcohol** to no more than two drinks on the weekends.
- 7. No refined sweeteners.** Eliminate high-fructose corn syrup, sugar, agave nectar or any artificial sweeteners.
- 8. No hydrogenated oils.** Avoid corn, safflower and soybean oil.
- 9. No deep-fried foods or fast food.** Stick with whole, real food only.



30 DAYS OF REAL FOOD

Whole, real food: products of nature, not industry.

- 1. Meat:** Pork, beef, chicken, etc. — cut from the animal.
- 2. Seafood:** Wild-caught is optimal.
- 3. Vegetables and fruit:** Any whole-food form, any type.
- 4. Dairy products (as tolerated in moderation):** unsweetened yogurt, eggs and cheese.
- 5. Beverages:** Limit to water, naturally sweetened coffee and tea, all-natural juices.
- 6. Whole-food snacks:** Dried fruit, seeds, nuts and naturally popped popcorn.
- 7. All-natural sweeteners:** Honey, 100% maple syrup and fruit juice concentrates in moderation.

TIPS TO AVOID THE JUNK

Read the ingredients label before buying. This is the best way to tell if an item is highly processed or not. Marketing and packaging can be very misleading. If what you are buying contains unfamiliar, unpronounceable items — find a better option.

Increase your consumption of whole foods, especially vegetables and fruits. Choose fresh or frozen. Avoid canned when possible and try something new.

Choose whole-grain options for foods like pastas, breads and rice. Don't believe the health claims on the package. Read the ingredients to make sure you know what you're buying. If the ingredients are "enriched," it's no good.

Avoid store-bought products containing high-fructose corn syrup or anything with some form of sugar (or sweetener) in the ingredients.

Avoid store-bought products containing hydrogenated or partially hydrogenated oils in the ingredient list. Try to steer clear of highly processed vegetable and seed oils like corn, safflower and soybean. Choose healthier options like olive oil, avocado oil and coconut oil.

Visit your local farmers market or produce stand the next time you need to restock your fridge. Shopping in-season can provide tastier options than food that travels thousands of miles to get to your plate.

Last, remove the junk from your pantry — or pack it up and move it out of sight until your 30 days are over. Out of sight, out of mind. Set yourself up for success.

Need ideas for meals or recipes? Check out these resources:

[100 Days of Real Food](#)

[Whole 30 Recipes](#)

[Real Food Dieticians](#)

[Stupid Easy Paleo Recipes](#)

Tips and challenge information adapted from 100DaysofRealFood.com



FEBRUARY 1 – MARCH 1

USE THE CHALLENGE CALENDAR TO TRACK YOUR PROGRESS. CROSS OFF THE DAYS AS YOU COMPLETE THEM. IF IT DIDN'T GO WELL, JUST PICK UP RIGHT WHERE YOU ARE AND MOVE ON. REMEMBER: PROGRESS, NOT PERFECTION.

						1 CHALLENGE STARTS TODAY
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 1 END!	24	25	26	27	28	29

Join our Private Facebook Group: IAFF Nutrition Group (#IAFFNutritionChallenge). We also want to hear about your journey. Tag us using the hashtags: **#iaffrealfoodchallenge #iaffnutrition #iaffnutritionchallenge**