



ANIMAL-BASED



**A QUICK-START GUIDE TO AN
ANIMAL-BASED DIET**

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WELCOME TO

30 AB

CHANGE YOUR DIET, CHANGE YOUR LIFE.

Animal-Based 30 is a **30-day challenge** to live, eat and thrive like your ancestors so you can **reclaim your birthright to radical health.**

For most of our existence on earth, people have treasured and preferred animal-foods.

These foods are the most nutrient-dense on the planet, and are what allowed our ancestors to live a life of vitality, free from chronic disease.

Today however, **society is making us sick.** It has caused us to forget our true nature.

Our new way of eating, best known as the **'standard American diet'** is filled with ultra-processed foods, leading to heart disease, obesity, diabetes, other chronic diseases, and many autoimmune diseases.

To make matters worse, **modern medicine chooses to "fix" these health issues with pharmaceutical drugs,** instead of treating the root cause — our diet, in most cases.

There has to be a better way.
Welcome to... **Animal-Based 30.**

WHAT IS AN ANIMAL-BASED DIET?



Simply put, **an animal-based diet is meat, organs, fruit, honey and raw dairy.** It begins with a focus on nose-to-tail animal foods; primarily meat and organs, which are the most evolutionarily consistent and bioavailable foods on the planet. From there, we add in other foods our ancestors cherished like **fruit, honey, raw dairy and eggs.** It's simple, nourishing and most importantly, these are the foods our DNA expects for us in order to thrive.

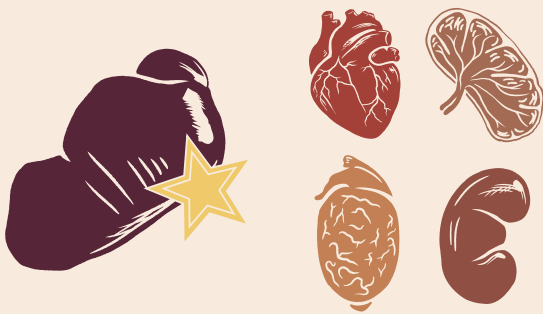


START WITH MEAT AND ORGANS

Meat and organs were at the center of our ancestors' diets for good reason. In fact, the Hadza, one of the last remaining hunter-gatherer tribes on the planet, eat a diet centered around meat and organs. Evolutionarily, animal foods provided unique nutrients which likely allowed for the growth of the human brain.

Start by building your meals around meat and organs – the most nutrient dense foods on the planet. Muscle meat like steaks and ground beef taste amazing, but don't forget about organs – that's where the real nutrients are found.

WHICH ORGANS DO YOU EAT?



Start with beef liver. It's the holy-grail of organs. Aim for 0.5-1oz. per day (3.5-7oz. weekly). Once you've mastered beef liver, try adding in a tasty option like bone marrow, or other organs like heart, spleen, kidney, and testicles.



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DIFFERENT TYPES OF ANIMAL MEAT

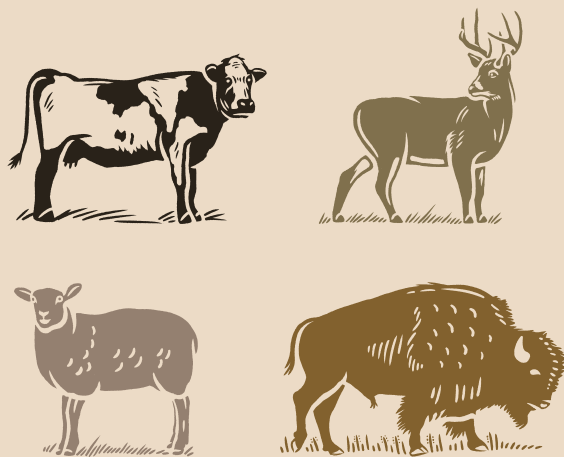
Ruminant vs Monogastric Animals

The key difference between Ruminant and Monogastric animals is in the number of stomachs, which dictates the animal's ability to process Polyunsaturated fatty acids (PUFAs) and turn them into healthy Saturated fat (the good fats!).



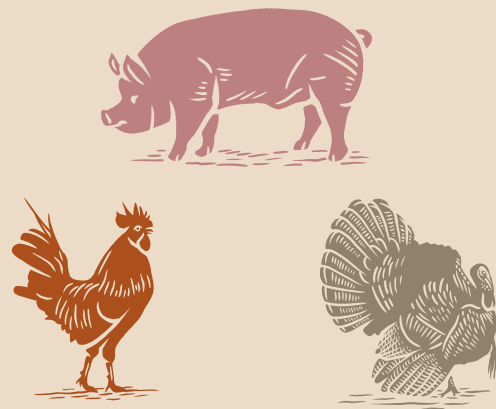
RUMINANT

Grass-Fed



MONOGASTRIC

Corn & Soy-Fed



Monogastric animals like pigs, chicken, turkey, and duck only have one stomach where all digestion occurs. Therefore—like humans—they are unable to convert excess PUFAs into healthy Saturated fats.

What's so bad about PUFAs?

PUFAs, such as linoleic acid (also found in seed oils), accumulate in fat cells over time (1). When humans consume these in excess, this molecule can be extremely damaging to our mitochondria. This damage leads to inflammation and largely acts as the root of nearly every chronic illness we suffer from

today. Plain and simple, they are ruining our metabolic health.

Ruminant animals on the other hand—like cow, deer, lamb, buffalo and goat—have four stomachs and unique microbes which give them the ability to convert PUFAs into healthy saturated fats (2). Ruminants only keep about 2% of PUFAs in their fat, whereas Monogastric animals can often keep around 20% (yikes!).

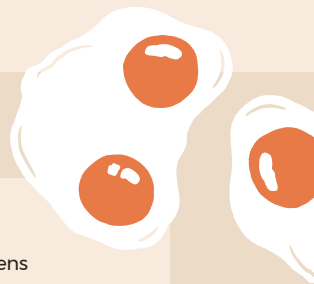
WHEN ARE MONOGASTRIC ANIMALS HEALTHY?



There is one exception to eating monogastric animals and it comes down to their diet. If you do choose to eat chicken, pork, duck or turkey, avoid the animals that are raised with conventional modern diets rich in seed oils, corn, soy, and other high PUFA grains and seeds.

BEWARE!

Healthy monogastric animals are INCREDIBLY tough to find. Even most pasture-raised chickens and pigs are fed high PUFA feed. It's why we recommend visiting your local farmers market to speak directly to a farmer. **When in doubt, stick to ruminant meats!**



WHAT ABOUT EGGS?

We suggest prioritizing eggs from pasture-raised chickens that are corn and soy-free. Most chickens are fed unhealthy diets of corn and soy with feed enriched with soybean, canola and safflower oils, which are also high in PUFAs and rich in linoleic acid.

ARE FISH OFF LIMITS?

Fish can be complicated. First off, we don't recognize fish as a necessary component of an animal-based diet. Here's why...

Many fish and shellfish have high levels of 'per-and polyfluoroalkyl substances' (PFAS), which are a chemical known to cause cancer, liver damage, decreased fertility, and increased risk of asthma and thyroid disease. Additionally, big fish like tuna are full of heavy metals like mercury and cadmium.



Regular Eggs

Corn & soy diets · Caged chickens



Cage-Free

Corn & soy diets · Chickens crowded indoors



Free Range

Mostly corn & soy diets · Chickens have access to outdoors, but only 2 sq. ft. per bird



Pasture Raised

Some corn & soy, but also bugs and worms
Chickens roam outdoors · If organic, their feed won't contain pesticides



Pasture Raised - Corn/Soy-Free

No corn or soy, so lowest in PUFA's
Chickens roam outdoors · The best option!

If you do eat fish, we recommend wild-caught fish (avoid farm-raised!) and no more than twice per week. If you're worried about EPA, DHA, and Omega-3s, rest assured you can get sufficient levels from an animal-based diet centered on ruminants.





FRUIT AND HONEY

Fruit and honey, or carbohydrates in general, are necessary to maintain many of our bodies' primary functions. We suggest getting your carbohydrates from honey and the least toxic plant foods like fruit. When it comes to fruit, aim for fruit that's organic and in season – whenever possible. When it comes to honey, raw and unfiltered is best.

RAW DAIRY

Many of us have a mixed history with dairy. Dairy (in its raw form) is incredibly nutrient dense. Ghee, butter, cheese, yogurt, cream and milk are all great options to include in your diet in moderation – as long as you can tolerate them. Raw dairy is one of the few things on our planet genuinely worthy of being labeled a “superfood.”

Not only does raw dairy provide fat and water-soluble vitamins in their most bioavailable forms, but it also contains enzymes, bacteria, and unique peptides that improve digestion, microbial diversity and overall health.

NEED HELP FINDING RAW MILK NEAR YOU?

Check out the milk finder tools at realmilk.com or getrawmilk.com. Otherwise, ask around at your local farmers market. Good luck on your hunt!

Remember, what we don't eat is just as important as what we do eat...



FOODS TO AVOID

Animal-based does **not** include foods that may be harmful to people. These foods are seed oils, processed sugars, and vegetables which contain defense chemicals that can be harmful to us.



SEED OILS & PROCESSED FOODS

In the past century, seed oils in particular have become extremely widespread throughout our food system, replacing traditionally used (and healthy!) animal fats. Seed oils are high in polyunsaturated fatty acids (PUFAs) such as linoleic acid, which is poorly processed at a cellular level. This leads to the accumulation of excess fat, causes insulin resistance, and eventually leads to metabolic dysfunction and diabetes.



Unhealthy oils include: corn, safflower, sunflower, soybean, cottonseed, rapeseed, grapeseed, flaxseed, sesame, canola, peanut, rice bran oils.

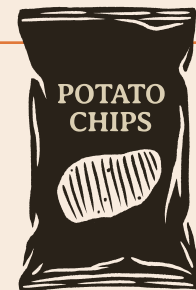
Coconut oil is best, but it's important to know that not all olive and avocado oils are made equal. Quality control is an issue—many are contaminated with seed oils. Additionally, linoleic acid content can vary widely.

For example, olive oil (3) has been shown to be anywhere from 3-21% and avocado oil can be anywhere from 10-13% linoleic acid (not great!). For this reason, we do not recommend

Simply put, seed oils and processed foods are detrimental to our metabolic health. Avoid them at all costs!

QUICK TIP!

Make sure to check labels before buying food. Seed oils are in nearly everything!



Healthier oils include: coconut, olive and avocado which are much lower in linoleic acid.

that you prioritize these oils, and use extra caution when sourcing them. (4, 5)

So, what do we recommend?

The healthiest fats are animal fats; ghee, butter, tallow and suet. These saturated fats are healthy and high in stearic acid, which actually sends a signal to our fat cells to shrink (how cool is that?!).



THE PROBLEM WITH PLANTS

Plants are not your friend, and vegetables aren't a superfood!

Plants contain toxic defense chemicals which are meant to deter some animals (like us) from eating them. In addition to natural defense chemicals, plant foods also contain synthetic cancer-causing chemicals (like pesticides).

"99.99% (by weight) of the pesticides in the American diet are chemicals that

plants produce to defend themselves. We conclude that natural and synthetic chemicals are equally likely to be positive in animal cancer tests" (6).

As you'll notice in the Plant Toxicity Scale below, the most toxic plant foods are the leaves, stems, roots, nuts, seeds, grains, legumes and nightshades.

PLANT TOXICITY SCALE

LOW



SWEET FRUIT

Apples, Oranges, Berries, Melons, Bananas, Pineapples, Mangos, Dates



NON-SWEET FRUIT

Avocado, Olive, Pumpkin, Squash, Zucchini, Cucumber

MEDIUM



White Rice, Herbs, Fermented Veggies, Most Roots/Tubers, Artichoke Hearts, Coconuts, Olive Oil, Avocado Oil, Coconut Oil, Ceylon Cinnamon

HIGH



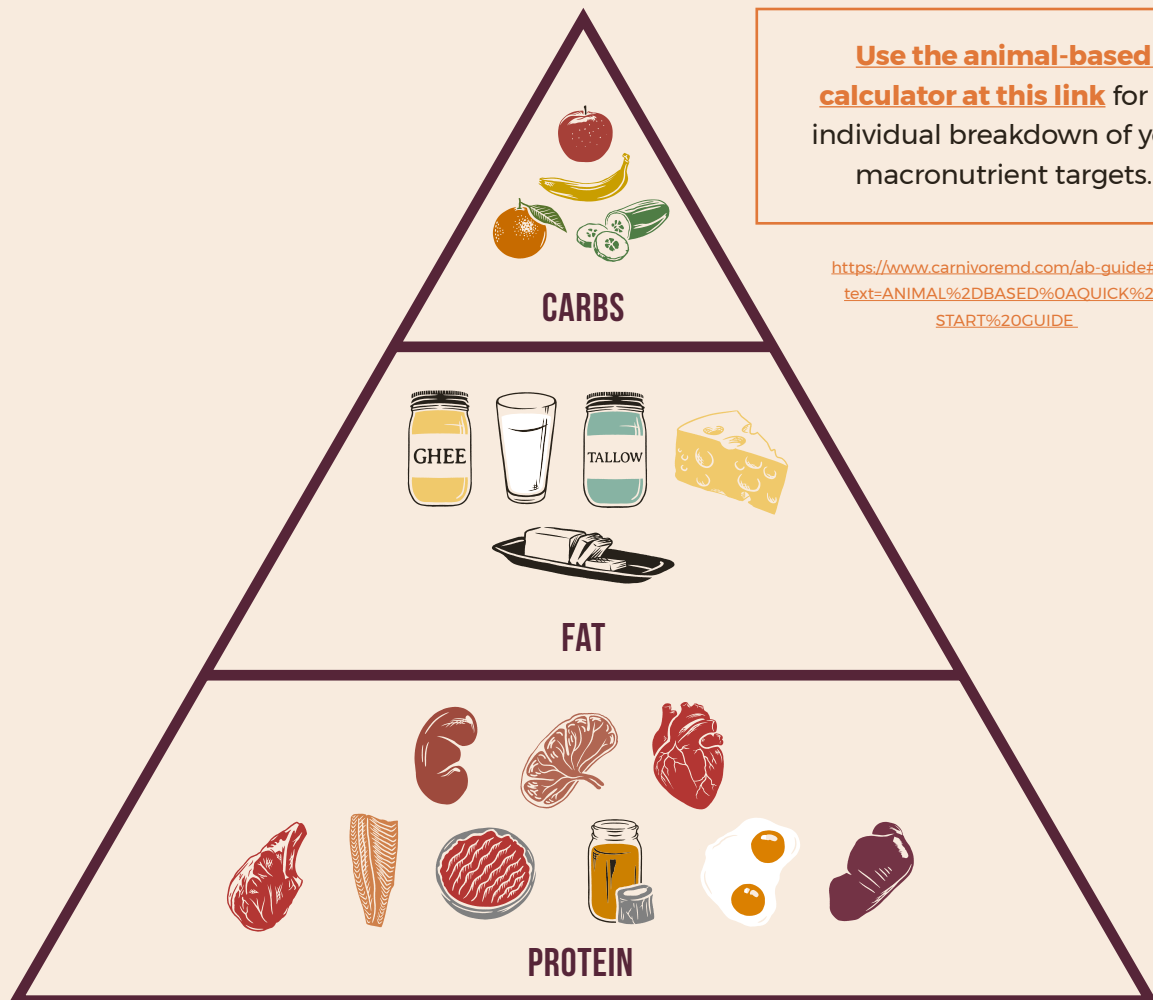
Brown Rice, Vegetables, Leafy Greens, Beets, Cassava, Alliums, Nightshades, Grains, Nuts & Seeds, Legumes, Coffee & Tea, Chocolate, Mushrooms, Seed Oils, Seed-Based Spices

MACRO-NUTRIENTS

Protein, Fat, and Carbohydrates

A full macronutrient profile of protein, fat and carbs is vital for our health. Each macronutrient plays an important role in allowing our body to function and thrive. A general macronutrient breakdown on an animal-based diet is 20% Carbs, 30% Protein and 50% Fat (*based on overall calorie intake), but this can change depending on multiple factors like current health, bodyweight, and activity levels.

ANIMAL-BASED FOOD PYRAMID







Use the [animal-based calculator at this link](#) for an individual breakdown of your macronutrient targets.

<https://www.carnivoremd.com/ab-guide#:~:text=ANIMAL%2DBASED%0AQUICK%20START%20GUIDE>

PROTEIN

Protein is the foundation of an animal-based diet. Aim to eat grass-fed, grass-finished muscle meat and organs as your primary source of protein. We recommend 1 gram of protein per pound of body weight. A properly constructed animal-based diet that includes organs will provide you with adequate levels of protein and creatine in their natural and bioavailable form.










BENEFITS OF PROTEIN

| | |
|--|---|
|  Muscle Growth |  Immune Health |
|  Healthy Skin |  Recovery |

FAT

High-quality fats are essential for maintaining hormone levels and overall health. Not to mention they keep you feeling nourished and satiated throughout the day, whereas a diet high in processed foods can put you on a 'rollercoaster' of hunger. High quality fats include fatty meats, tallow, butter, ghee, suet, and raw dairy.





BENEFITS OF ANIMAL FAT

| | | |
|---|--|---|
|  Energy Boost |  Cognitive Performane |  Athletic Output |
|  Satiety |  Bone Health |  Heart Health |
|  Fat Burning |  Hormone Optimization |  Healthy Skin |

CARBOHYDRATES

Carbohydrates are crucial to maintaining many essential functions in the body like healthy kidney function, electrolyte maintenance, insulin levels, muscle retention, sleep quality, hormonal balance and many more. Focus on low-toxicity carbohydrates such as raw honey and ripe organic fruits.

BENEFITS OF CARBOHYDRATES

| | |
|---|--|
|  Electrolyte Management |  Athletic Performance |
|  Restful Sleep |  Bulking |

HOW TO EAT ANIMAL-BASED



Note: as mentioned below, these measurements are in grams, not to be confused with the calorie breakdown above on Pg. 11 or Pg. 15, which are measured in calories.



GROCERY LIST

Use this animal-based grocery list for your grocery haul. In order to find high-quality grass-fed, grass-finished meats, organic fruits and pasture-raised eggs, we recommend you start your shopping trip at a farmers market before heading to a big-box store for those hard-to-find foods.

PROTEIN

- Grass-Fed Ruminant Animal Meat
- Low-Pufa Pork
- Low-Pufa Chicken
- Organ Meat (Fresh or Desiccated)
- Bone Broth
- Wild-Caught Fish
- Corn/Soy-Free Eggs

FAT

- Tallow / Suet
- Grass-Fed Ghee
- A2 or Raw Milk / Cream
- A2 or Raw Yogurt
- A2 or Raw Cheese
- A2 or Raw Butter
- Avocado
- Olives

CARBS

- Raw, Organic Honey
- Fermented Vegetables (ex: Pickles)
- Sweet Potatoes (if tolerated)
- White Rice (if tolerated)
- Non-Sweet Fruit
 - Avocado
 - Olive
 - Pumpkin
 - Squash
 - Zucchini
 - Cucumber
- Sweet Fruit
 - Apples
 - Oranges
 - Berries
 - Pineapple
 - Melon
 - Banana
 - Dates
 - Papaya
 - Pear
 - Mango



EASY ANIMAL-BASED MEALS

Quick Tip: When it comes time to prepare a meal, remember, start with protein.



PICK A PROTEIN

30% of your calories



PICK A CARB

20% of your calories



ADD FAT

50% of your calories

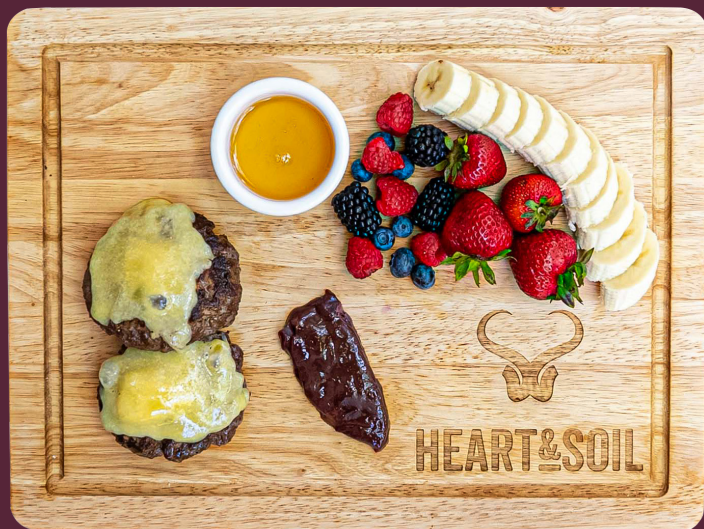
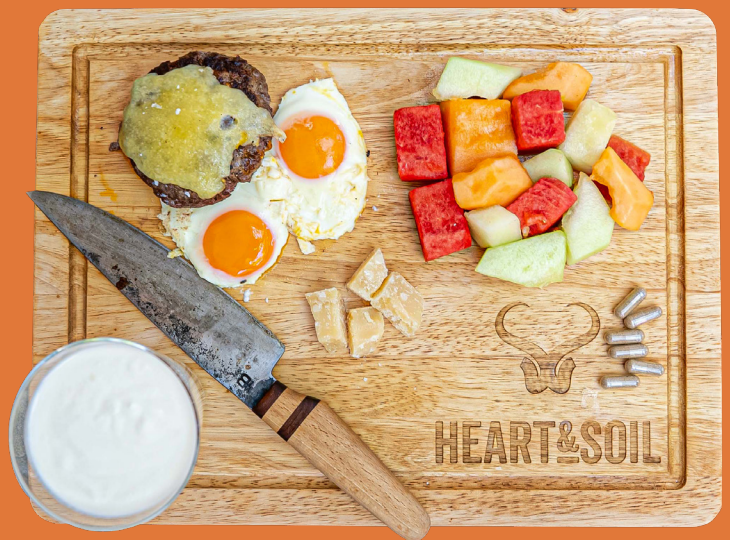
Beef
Pork
Chicken
Organ Meat
Bone Broth
Fish
Eggs
Lamb
Deer/Venison

Zucchini
Squash
Cucumbers
Apples
Oranges
Berries
Bananas
Dates
Melons
Oranges
Pineapple
Honey
Sweet Potato
White Rice

Suet
Butter
Ghee
Tallow
Lard
Cheese
Avocado
Egg Yolks
Milk
Olives
Yogurt

MEAL #1 Breakfast

- Raw Dairy or Goats Milk Kefir
- 1/2 lb. 80/20 Grass-Fed Beef Burger
- Raw Cheese
- Eggs (Corn/Soy Free)
- Organic Fruit



MEAL #2 Lunch/Dinner

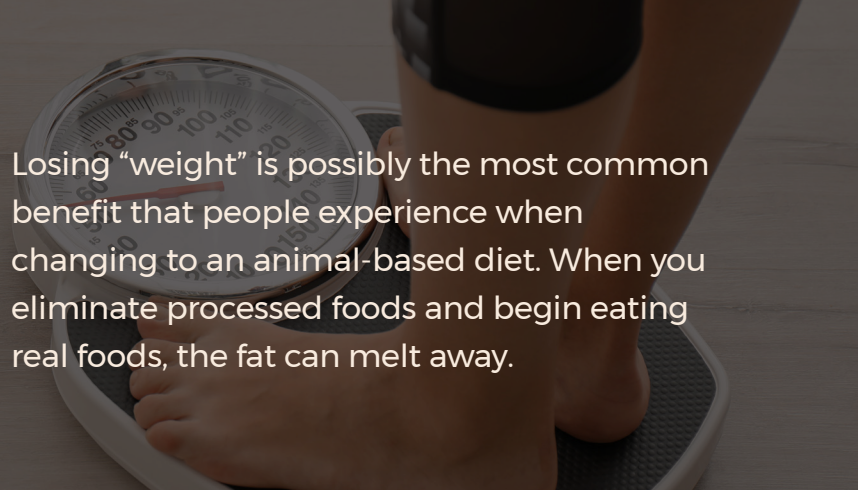
- 1 lb. 80/20 Grass-Fed Beef Burgers
- Raw Cheese
- 1-2 oz. Beef Liver
- Organic Fruit -
1 Cup Bananas, 1 Cup Berries
- 1-2 tsp. Raw Honey

MEAL #3 Lunch/Dinner

- Ribeye (or your choice of steak)
- 1-2 oz. Beef Liver
- Organic Fruit
- 1-2 tsp. Raw Honey
- Raw Cheese - Parmesan Reggiano



FAT LOSS



Losing “weight” is possibly the most common benefit that people experience when changing to an animal-based diet. When you eliminate processed foods and begin eating real foods, the fat can melt away.

TRY THESE 6 TIPS TO TARGET FAT LOSS.

Prioritize meat, fat, and organs.

These foods are nutrient-dense and will leave you feeling satiated. Start with these foods, then eat what’s left on your animal-based plate.

Quality matters.

There’s more to losing fat than counting calories. If you count calories without changing the quality of your food, you’re putting yourself in calorie restricted prison. While restricting calories may help in the short-term, in the long-term your hormones may tank (7) and will eventually hit the infamous ‘weight loss plateau’. Focus more on the quality of your foods than counting calories, and notice your inflammation and fat reduce!

Organs as a “secret weapon.”

Don’t forget organs! Organs, especially liver, are the most nutrient-dense foods on the planet and will help your body get the nutrients it needs to thrive.

Exercise and move!

You don’t need to spend all day on the treadmill. We suggest prioritizing some weight lifting a few times per week. Lean muscle mass affects your basal metabolic rate (8), so try to focus on building muscle in addition to lower intensity movement. At minimum, we suggest two to three 10-minute walks sprinkled throughout the day.

Carbohydrates: to limit or not?

We don’t recommend eating a fully carnivore / ketogenic diet, but in extreme health cases (listed below) it may be beneficial in the short-term. If you think you need a lower-carb approach, please reach out to our Health Success team at radicalhealth@heartandsoil.co.

- Diabetic or Pre-diabetic
- Transitioning from an extremely unhealthy diet (ie. Standard American Diet)
- Using it as an elimination diet as you slowly incorporate foods back into your diet
- Combating autoimmune issues

Overall, we suggest that a properly constructed nose-to-tail animal-based diet, that includes organs and low toxicity plant foods, is most beneficial for people long-term.

Lifestyle tips!

Losing weight is more than just eating the proper diet. Focus on optimizing your sleep, getting more sunlight (especially at the beginning and end of each day), managing your stress levels, and if you can, try to get some sort of cold and heat exposure to drastically improve your immune system and vascular function.

FREE \$20 GIFT CARD WITH PURCHASE!

ANIMAL-BASED

30

AB30 STACK

Our **AB30 Stack** is tailor-made to help you crush your AB30 health goals! This stack is a nutrient powerhouse that will supercharge your nutrient absorption and kickstart your body to perform at its full potential.

- Grass-fed & finished liver, heart, kidney, spleen and pancreas
- Fat soluble vitamins to increase nutrient absorption
- Foundational support for any health goal



BUY NOW

Free \$20 Gift Card with purchase!

CRITICAL NUTRIENTS, PEPTIDES, AND GROWTH FACTORS IN **ONE POWERFUL SUPPLEMENT.**



POTENTIAL PIT-FALLS AND TIPS

It's important to note, the majority of new animal-based eaters should not experience any side-effects as long as they are eating a balanced animal-based diet. However, some minor side-effects can occur on rare occasions due to an imbalanced diet. Remember, your body is adapting to a new form of nourishment with more natural, healthy and bioavailable foods. Here are a few helpful tips to fend off those side-effects...

MUSCLE CRAMPS

Electrolyte imbalances can occur due to insufficient carbohydrate intake. A lack of carbohydrates may contribute to muscle cramps, heart palpitations and fatigue. This occurs more in those who eat strict carnivore diets.

It's important to note, this is extremely uncommon among animal-based eaters because your diet should be sufficient in carbohydrates through fruits and raw honey.

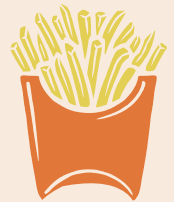
Quick Tip: If you do experience cramps, add in more carbohydrates from the least toxic plant foods (fruits and honey). Doing so may even improve your sleep. It's also important to consume enough salt. Healthy individuals should consume 3-6 grams of sodium per day (or 1.5-2.9 teaspoons). Highly active individuals can consume more.

LOOSE STOOL

Otherwise known as 'disaster pants', loose stool can happen when you cut out all fiber from your diet. Try adding in foods with some fiber, like avocado or squash to help your body adjust.

CRAVINGS

Cravings can be common, especially in the early days of switching to animal-based. If cravings strike, here are a few helpful tips:



Move your body: go for a walk or hit a workout!

Eat some fruit: Berries are quick and easy!

Eat more: Cravings can indicate you aren't eating enough. Signaling abundance to your body can be a great way to diminish cravings.

FATIGUE

If you are transitioning away from a diet high in processed carbohydrates or seed oils, you may experience some minor fatigue during the first few days due to an electrolyte imbalance. To fix this, try adding salt to your foods, supplementing with electrolytes or eating more healthy carbohydrates like fruit and honey.

LIFESTYLE TIPS FOR RADICAL HEALTH

OPTIMIZE YOUR SLEEP

Sleep is a crucial and often overlooked component to health.

It's essential to almost every process in the body, including our physical and mental functions, our ability to fight disease and boost the body's immunity, maintain a healthy metabolism and fight chronic disease.



Modern day people are more connected to our devices than we are to the natural world. Our high-stress lifestyles of being constantly connected have led us to experience poor quality sleep and a cascade of health problems, including:

- Increased blood pressure
- Diabetes
- Heart disease
- Obesity
- Low testosterone
- Insulin resistance
- Feeling tired all day

6 TIPS TO IMPROVE SLEEP



Don't Eat Late



Turn Off Devices



Turn Off All Lights



Create A Cold Room



Blue Light Blockers



Drink Bone Broth

GET MORE SUN & NATURAL LIGHT

According to the Environmental Protection Agency, the average American spends 93% of their time indoors – in climate protected environments, in front of screens and away from the sun. **As humans, we belong in nature.**

WHY IS SPENDING TIME OUTDOORS AND IN THE SUN CRUCIAL TO OUR HELATH?



Exposure to direct sunlight and ultraviolet rays promotes Vitamin D and nitric oxide synthesis in the skin. This helps regulate our hormones, decrease blood pressure, and improves blood flow throughout the body. Plus, exposure to the sun on a daily basis can help your body enter its natural circadian rhythm which promotes sleep, recovery, muscle growth, weight loss and even alpha diversity of the gut. We must find ways to spend more time outdoors and in the sun!

HERE ARE A FEW TIPS!



Get exposure to natural sunlight early in the morning and at night



Get direct sun exposure during the day



Eat lunch outside



Take breaks. We recommend 5 mins. outdoors for every 30 mins. in front of a screen



Gaze off into the distance: look at the horizon, or catch the sunrise/sunset

BENEFITS OF NATURAL SUNLIGHT



Bioavailable Vitamin D



Decrease Blood Pressure



Balanced Hormones



Better Sleep



Recovery



Muscle Growth



Immunity Boost



Eye Health



Increase Blood Flow



MOVE YOUR BODY

Our modern sedentary lifestyles are killing us.

While our ancestors moved daily to collect water, chase and hunt animals, gather fruit, and even to dance...modern day adults (and increasingly children) spend 8+ hours per day sitting down.

This has caused us to suffer from:

- Poor posture
- High blood pressure
- Poor cardiovascular health
- Decreased physical well-being



PYRAMID OF ANCESTRAL MOVEMENT



The good news is, minor daily changes in your movement patterns can vastly improve your health. We recommend moving your body more in the following 3 ways:

Low intensity: walk, job, hike, do yoga or play with your kids

High intensity: sprint, crossfit, or other forms of high-intensity interval training (HIIT)

Lift heavy things: weights or kettlebells

CONNECT WITH NATURE

Why are humans the only animals who consistently put barriers between ourselves and nature? Once again, our quest for comfort and convenience is negatively impacting our health. Here are 6 tips to help you reconnect with the natural world...



OUR FAVORITE WAYS TO CONNECT WITH NATURE



HUNTING



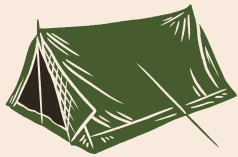
FOREST BATHING



FISHING



SURFING



CAMPING



HIKING



SWIMMING



BOULDERING

FIND YOUR TRIBE

In a world where people are constantly connected with technology, **we are experiencing record levels of depression, anxiety, and loneliness.** We have lost touch with the values that are at the core of our DNA like strong relationships, meaning, purpose and community.



HELPFUL RESOURCES



[Heart & Soil](#)



[Radical Health Radio](#)
by Heart & Soil

[Fundamental Health Podcast](#)
by Dr. Paul Saladino



Meat Vendors

- [Firebrand Meats](#)
- [White Oak Pastures](#)
- [Nose to Tail](#)
- [Force of Nature](#)



[National Farmers Market Directory](#)



HEART&SOIL

