

FUEL

WE ARE OVERFED BUT UNDERNOURISHED

Studies show *poor diet* is a factor in **1:5 deaths** and the 2nd highest risk factor for early death, after smoking.

1



AWARENESS

Take time to learn your body and how it responds to different foods.

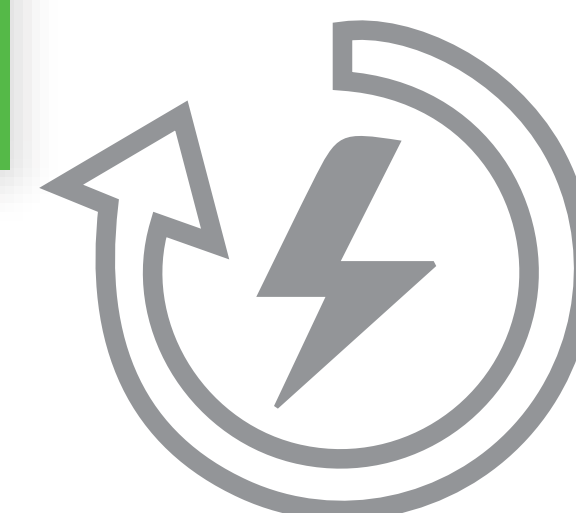
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BALANCE

Aim for a balance of macronutrients (protein, carbohydrates, and fat) that work well for your preferences, lifestyle, and goals.

3



NUTRIENT-DENSITY

Focus on minimally processed whole plant and animal foods while limiting energy-rich foods like refined sugars and grains.

Limit your intake of processed, packaged food items and those you know to be inflammatory to you as an individual.

4



QUALITY

Eat the highest quality food when possible. Shop at farmer's markets and butcher shops for locally sourced, organic and fresh produce, grass-fed and pasture-raised meat, poultry, and wild-caught fish.

5



VARIETY

Eat a variety of both plant and animal foods to achieve a balanced diet and meet your micronutrient needs. Mix it up day to day and season to season.



MAXIMIZE



MINIMIZE

