CONQUER TODAY EQUIPMENT

THE FUEL GRID

FIVE RULES TO FOLLOW AND A COMPLETE FOOD LIST FOR PEAK NUTRITON

FIVE SIMPLE RULES TO FOLLOW FOR FUELING YOUR BODY

For something so important, it seems like the health-food industry can't decide on the best things to eat. Don't be swayed by the latest fad diets or cleanses; it can be remarkably simple to fuel your body well. Even though there are so many different opinions out there, you can cut through most of it with one simple creed: eat plants and animals.

Take a look in your fridge or the isles of a supermarket. With all the complex ingredients, sugars, and preservatives, most of it shouldn't even qualify as food! In order to simplify eating for you, we've created just five rules for you to follow. Let's get started with the rules:

1. EAT BY THE FUEL GRID AT LEAST 80% OF THE TIME

This is a lifestyle change. So how about we just list out all of the top foods you should be eating for the rest of your life? There's plenty of them, and they are absolutely delicious. What is with all this new-diet-every-month stuff? Eat your plants and animals and some of these other good things. Done deal. Now, get to know rule #2, because knowledge is power.

2. MAKE CHOICES ACCORDING TO YOUR MACRO AND MICRO NUTRIENT NEEDS

The body machine, baby. If we keep using this analogy, then:

Macro nutrients = fuel.
Micro nutrients = oil.

There are two types of nutrients, macro and micro. Your macro nutrients are almost always going to provide you energy. That's important, but your micros are just as important (because there are so many of them, and because you want your machine to function correctly.)

The three macro-nutrients are proteins, carbs, and fats. There is nothing wrong with any of them. Honestly, fats are starting to get angry about all this propaganda. You need more of the healthy ones. The foods you get these nutrients from and the proportions you put them in is what makes a significant difference in your long term health.

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The Fuel Grid will help you discover which foods belong in which macro-nutrient category. We aren't going to focus too much on meal timing. Eat a frankly-disturbingly-large lunch every day and call it quits, or eat small snacks every hour out of Tupperware. As a general rule, try and make your portions decrease through the day: a huge breakfast, a hearty lunch, and a simple dinner.

Strive to maintain this constant balance of macro-nutrients:

25% Proteins (Plant and animal based. Remember what your food eats, you eat.)

25% Fats (Unsaturated during maintenance. Both, including saturated, during training season.)

50% Carbs (Much more vegetables than fruits. Something primarily sugar or quality wholegrain based once a day if desired.)

That's about as simple as we can get it, even if it seems overwhelming. Learn it and practice living it. With simplicity comes great power. You'll sway in and out of this ratio as your environment changes, and that's perfectly okay.

One of the best ways to learn how to keep up this ratio is to track your food. But, tracking your food soon reaches the point of diminishing returns, where you are obsessing more about perfection on the app numbers instead of making healthy choices and listening to your body. Be present. Remember, that's the whole point of this program. Your body is going to start telling you what nutrients it needs, what exercises it wants, what muscles are tight. It's pretty cool.

There are plenty of apps out there, but the official Conquer Today recommendation is LoseIt. They have a huge database of food (scan the barcode of almost anything and you're done) , as well as a cool pie-chart feature of your macros.

3. PLAN, COOK, SHOP, AND PREP

Here's the deal. You can eat out every night out the week, follow The Fuel Grid, and get your macros and maybe even your micros right. But that's just not economical. Help yourself. You have to have a fuel strategy if you want this lifestyle change to stick properly.

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This means:

Planning your meals for a scheduled amount of time

Shopping for that scheduled amount of time

Cooking a majority of those meals
(Especially if you learn to love cooking, which you will)

Prepping re-heatable meals to take with you on the go

This is how you create a truly powerful body machine: finding those 5-10 meals your personal tastes really enjoy and also meet your fuel needs. How much delicious made-at-home Chipotle do you want in your life? Mucho? That's the right answer.

4. DROP YOUR THREE EASIEST VICES TO ELIMINATE

This one is a fantastic exercise in self discipline, and may be a prime example of the 80/20 rule. You know about the 80/20 rule, right? Usually, in the segments of your life, 20% of the choices you make give you 80% of the results. Find those choices and focus relentlessly on mastering them.

There are probably a couple foods or beverages in your life that you know make you feel like complete crap. There are many legitimate arguments you may have to keep these foods in your life. But do you really want to, or do you feel controlled by them?

Keep your favorite vices for every once in a while. A life without pizza and hot wings is not worth living. But maybe you can easily get rid of soda, candy, fake-fruit-sugar smoothies, pasta, etc. Find things you know are easy to remove forever. But when it's 3AM and you're hosting the afterparty…

5. KNOW WHEN TO BREAK FROM THE BODY MACHINE WHEN BENEFICIAL TO YOUR BODY AND LIFE

Focus on long term balance. So if you want to take away from your body pillar to get some serious enjoyment in the other two areas, go have fun. But the next day, you better calibrate.

Let's move onto The Fuel Grid. Print this off, save it on your phone, and bring it shopping with you.

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THE FUEL GRID

QUALITY PROTEINS

Fish
- Alaskan Salmon
- Halibut
- Shrimp
- Tuna
- Cod, Etc.

Meat
- Beef
- Buffalo
- Elk
- Lamb
- Venison
- Poultry
- Chicken
- Cornish Hen
- Turkey

Hard Cheeses
Cottage Cheese
Parmesan Cheese
Ricotta Cheese
Eggs and Egg Whites

Plant Protein
- Miso
- Tofu
- Burger Alternatives

Protein Powder
- Whey
- Hemp
- Soy

HEALTHY FATS

Cooking Oils
- Extra-Virgin Olive
- Coconut

Avocado
Coconut Milk
Black or Green Olives
Butter
Dark Chocolate
Pesto
Mayonnaise (Unsweetened)
Oil Salad Dressing

Nuts and Seeds
- Almonds
- Chia Seeds
- Flaxseed
- Hemp Seeds
- Pumpkins Seeds
- Brazil Nuts
- Cashews
- Hazelnuts
- Nut Butter
- Seed Butter
- Sesame Seeds
- Sunflower Seed Kernels

QUALITY CABS

Vegetables
- Asparagus
- Broccoli
- Cauliflower
- Garlic
- Greens
- Dandelion
- Kale
- Mustard
- Turnip
- Onions
- Radish
- Scallions
- Spinach
- Carrots
- Celery
- Cucumbers
- Eggplant
- Green Beans
- Horseradish
- Lettuce
- Mushrooms
- Peppers
- Peas
- Tomatoes

Starchy Vegetables
- Acorn Squash
- Beets
- Red Potatoes
- Sweet Potatoes
- Yams

ONE-A-DAYS

Fruits
- Apples
- Blackberries
- Blueberries
- Cheeries
- Grapes
- Mango
- Pomegranate
- Rasberries
- Strawberries
- Banana
- Figs
- Grapefruit
- Oranges
- Pineapples
- Plums
- Tangerines

Dairy
- Buttermilk
- Cow or Goat Milk
- Almond Milk
- Coconut Milk
- Yogurt

Legumes
- Black Soybeans
- Edamame
- Green Peas

Gluten-Free Grains
- Amaranth
- Brown Rice
- Rice Crackers
- Nut Crackers
- Oats
- Quinoa