

Nutrient Density & Why It Matters

(or how to stop bringing a knife to a gun fight)

By Jim Brown – Certified Primal Coach



A Balanced You



A Balanced You provides a doable approach to a leaner,
stronger, more resilient you!

ABalancedYou.com

Disclaimer: I'm not a doctor. I've never even played one on TV. I can't diagnose, prescribe for, treat, or claim to prevent any disease. My mission is to educate, empower and inspire (and to take the hassle out of getting healthy). My content has not been reviewed or evaluated by the FDA. If you have or may have an illness, consult your licensed health practitioner.

New York Times BESTSELLER

Transform your life in 30 days!
LOSE WEIGHT • GET FIT • REVERSE DISEASE

"Robb Wolf's Paleo Solution is an outstanding work. You will laugh out loud as you learn the science and practical application of the original human diet. I highly recommend it."

— Loren Cordain, Ph.D.
Author of *The Paleo Diet*

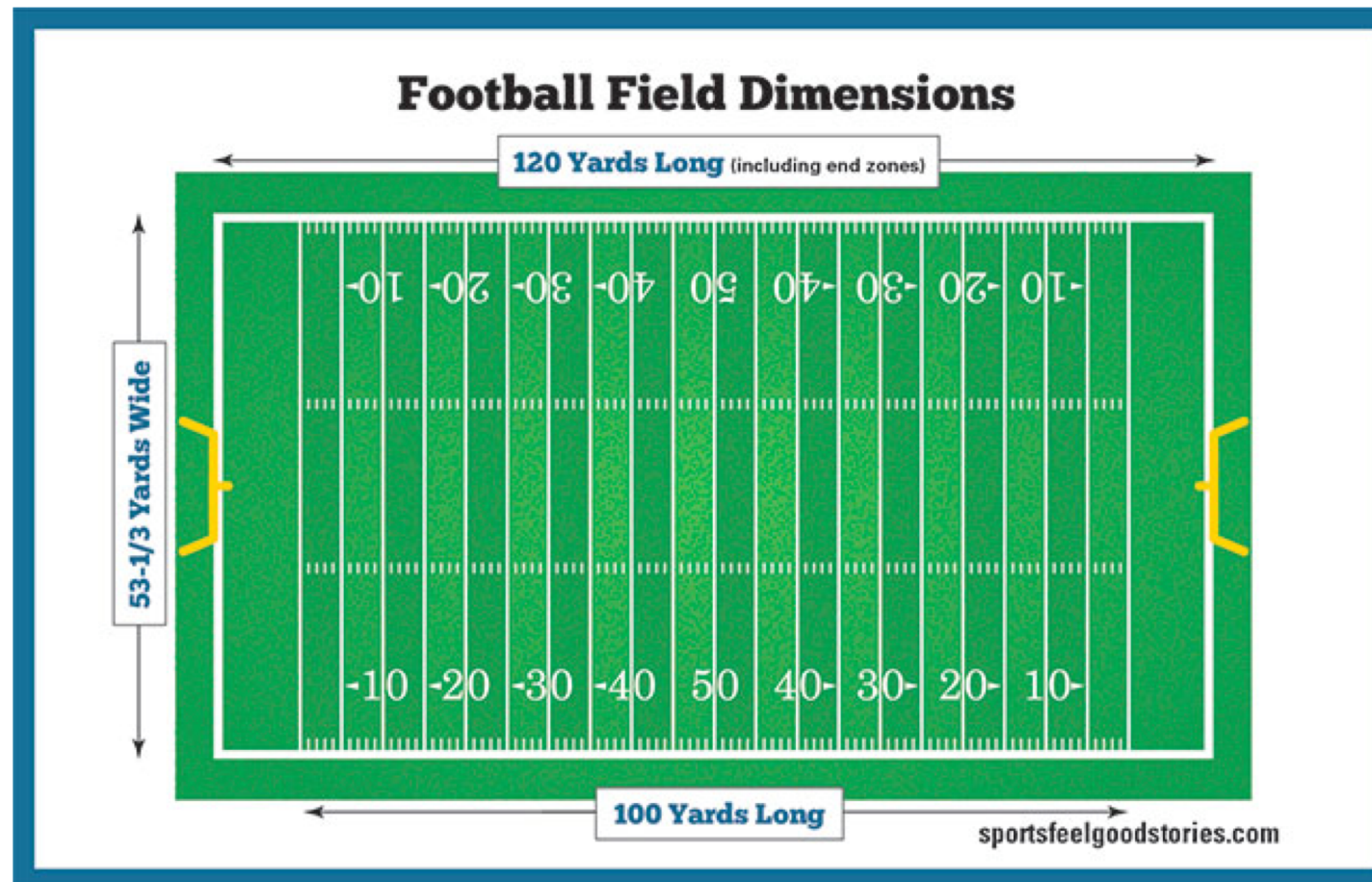
the
**Paleo
Solution**
The Original Human
DIET

Foreword by Loren Cordain, Ph.D.

ROBB WOLF

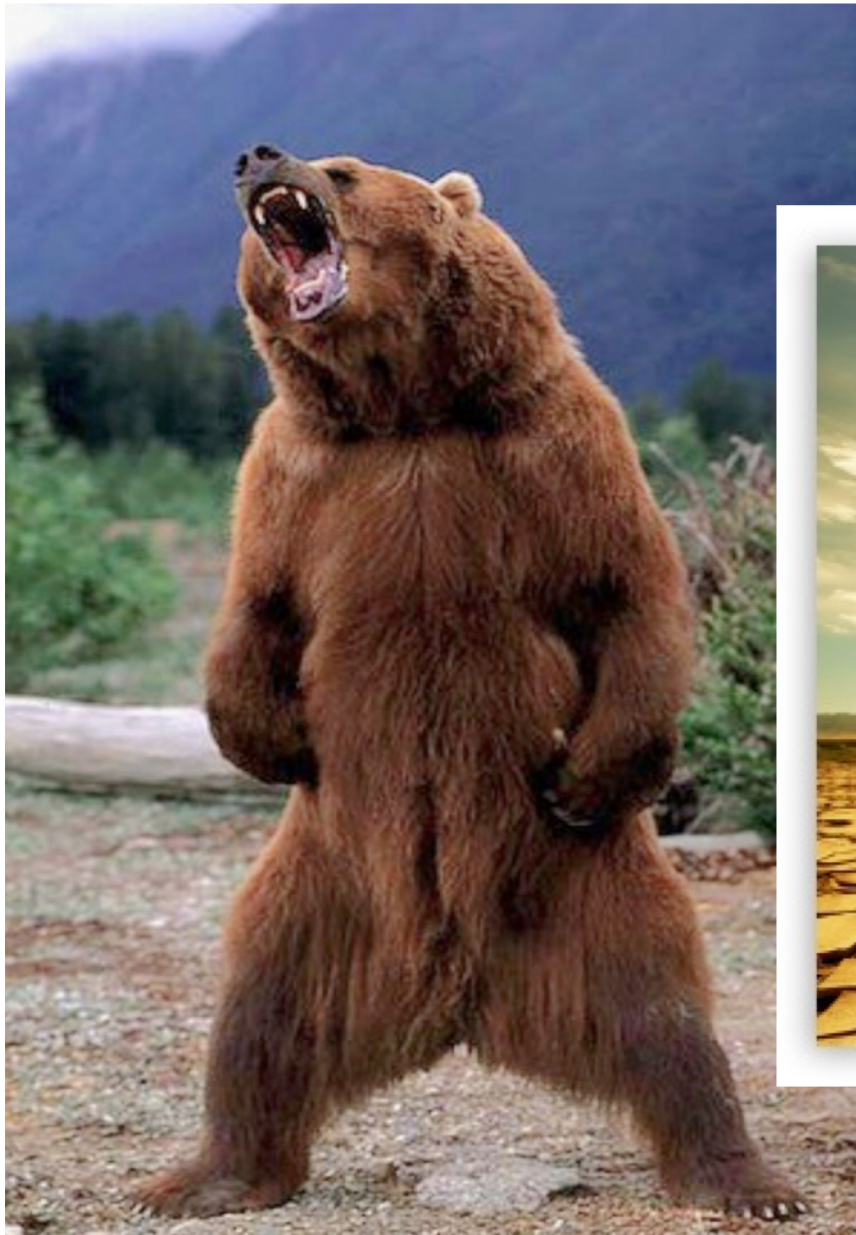
THE FLINTSTONES

Think of our existence as a football field – civilization showed up at the $\frac{1}{2}$ yard line



So what?





Our risks look different today!







Bet you can't eat just one!

CDC Newsroom

Newsroom Home

Press Materials -

CDC Newsroom Releases -

Archived Releases

New CDC report: More than 100 million Americans have diabetes or prediabetes

Digital Press Kit +

Journal Summaries +

Newsroom Image Library +

Audio/Video +

CDC Spokesperson +

Contact Media Relations +

Connect with CDC Media

 [Subscribe to Media RSS](#)

[Feeds](#)

 [Subscribe to CDC Media](#)

[e-mail](#) 

 [Syndicate Media on Your Site](#)

[CDC](#) > [Newsroom Home](#) > [Press Materials](#) > [CDC Newsroom Releases](#)

New CDC report: More than 100 million Americans have diabetes or prediabetes

Diabetes growth rate steady, adding to health care burden



Press Release

For Immediate Release: Weekday, July 18, 2017

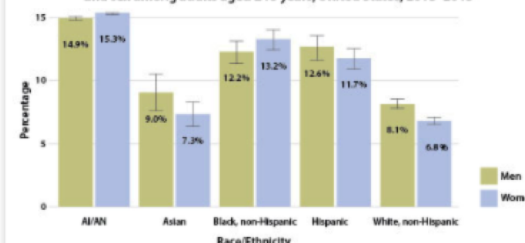
Contact: [Media Relations](#)
(404) 639-3286

More than 100 million U.S. adults are now living with diabetes or prediabetes, according to a new [report](#) released today by the Centers for Disease Control and Prevention (CDC). The report finds that as of 2015, 30.3 million Americans – 9.4 percent of the U.S. population – have diabetes. Another 84.1 million have prediabetes, a condition that if not treated often leads to type 2 diabetes within five years.

The report confirms that the rate of new diabetes diagnoses remains steady. However, the disease continues to represent a growing health problem: Diabetes was the seventh leading cause of death in the U.S. in 2015. The report also includes county-level data for the first time, and shows that some areas of the country bear a heavier diabetes burden than others.

“Although these findings reveal some progress in diabetes management and prevention, there are still too many Americans with diabetes and prediabetes,” said CDC Director Brenda Fitzgerald, M.D. “More than a third of U.S. adults have prediabetes, and the majority don’t know it. Now, more than ever, we must step up our efforts to reduce the burden of this serious disease.”

Estimated age-adjusted prevalence of diagnosed diabetes by race/ethnicity and sex among adults aged ≥18 years, United States, 2013–2015



AI/AN = American Indian/Alaska Native.
Note: Error bars represent upper and lower bounds of the 95% confidence interval.
Data source: 2013–2015 National Health Interview Survey, except American Indian/Alaska Native data, which are from the 2015 Indian Health Service National Data Warehouse.

[View large image and text description](#)

1.00

Insulin Changes Over 6 months

Group	Units of Insulin Change
Low Carb	-493 Units
ADA Guidelines	+349 Units

by almost 500 units a day.

TEDx Purdue

15:53 / 18:11

Source: Dr. Sarah Hallberg

<https://www.youtube.com/watch?v=da1vvigy5tQ>

<https://blog.virtahealth.com/reversing-diabetes-101-truth-about-carbs-and-blood-sugar/>

Paleo, Vegan, Mediterranean...
Where do you start?

**Before you decide that you need to give up meat to save the planet -
Do yourself and the planet a favor and watch Allan Savory's Ted Talk about
Regenerative Agriculture**

PANTRY RAID & RESTOCK

ELIMINATE THE S.A.D.:

- ▶ Grains
- ▶ Bad fats
- ▶ Sugar
- ▶ Anything processed
 - > Including beverages!



Switch to healthy fats

☒ Vegetable Oil

☒ Corn Oil

☒ Canola Oil



☒ Butter

☒ Extra Virgin Olive Oil

☒ Coconut Oil

☒ Avocado Oil

☒ Lard

And replace the sketchy stuff with
nutrient dense whole food that taste great

Grains are actually nutrient defunct compared to meat, nuts & seeds, and vegetables. At least when using Harvard Researcher, Matt Lalonde's, Nutrient Density Value chart:

Food Category	Nutrient Density Value	Food ranking system based on the USDA recommended daily amounts (RDAs) of essential vitamins and minerals.
Organ Meat and Oils	17	
Herbs and Spices	17	
Nuts & Seeds	10	
Cacao	8	
Fish and Seafood	1	
Pork	0.7	
Beef	0.3	
Eggs and Dairy	-0.6	
Vegetables (Raw)	-0.7	
Lamb, Veal, Raw Game	-1.2	
Poultry	-1.7	
Legumes	-2.9	
Processed Meat	-3.1	
Vegetables (Cooked, Canned)	-4.8	
Plant Fat and Oils	-5.4	
Fruits	-5.6	
Animal Skin and Feet	-6.2	
Grains (Cooked)	-6.2	
Refined and Processed Oils	-6.4	

Yum!

BIG MAC SAUCE

Ingredients: Soybean Oil, Pickle Relish (Diced Pickles, High Fructose Corn Syrup, Sugar, Vinegar, Corn Syrup, Salt, Calcium Chloride, Xanthan Gum, Potassium Sorbate [Preservative], Spice Extractives, Polysorbate 80), Distilled Vinegar, Water, Egg Yolks, Onion Powder, Spices, Salt, Propylene Glycol Alginate, Sodium Benzoate (Preservative), Mustard Bran, Sugar, Garlic Powder, Vegetable Protein (Hydrolyzed Corn, Soy and Wheat), Caramel Color, Extractives of Paprika, Soy Lecithin, Turmeric (Color), Calcium Disodium EDTA (Protect Flavor).

Contains: WHEAT, EGG, SOY.

Sketchy Stuff: A Big Mac – Of course it needs High Fructose Corn Syrup

Calorie Information

Amounts Per Selected Serving		%DV
Calories	563 (2357 kJ)	28%
From Carbohydrate	164 (687 kJ)	
From Fat	295 (1235 kJ)	
From Protein	104 (435 kJ)	
From Alcohol	~ (0.0 kJ)	

Carbohydrates

Amounts Per Selected Serving		%DV
Total Carbohydrate	44.0 g	15%
Dietary Fiber	3.5 g	14%
Starch	~	
Sugars	8.7 g	

[More details ▼](#)

Fats & Fatty Acids

Amounts Per Selected Serving		%DV
Total Fat	32.8 g	50%
Saturated Fat	8.3 g	42%
Monounsaturated Fat	7.6 g	
Polyunsaturated Fat	0.7 g	
Total trans fatty acids	1.3 g	
Total trans-monoenoic fatty acids	~	
Total trans-polyenoic fatty acids	~	
Total Omega-3 fatty acids	~	
Total Omega-6 fatty acids	~	

Learn more about these fatty acids and their equivalent names

[More details ▼](#)

Protein & Amino Acids

Amounts Per Selected Serving		%DV
Protein	25.9 g	52%

[More details ▼](#)

Vitamins

Amounts Per Selected Serving		%DV
Vitamin A	412 IU	8%
Vitamin C	0.9 mg	1%
Vitamin D	~	~
Vitamin E (Alpha Tocopherol)	~	~
Vitamin K	~	~
Thiamin	0.4 mg	26%
Riboflavin	0.5 mg	27%
Niacin	7.4 mg	37%
Vitamin B6	~	~
Folate	101 mcg	25%
Vitamin B12	1.9 mcg	32%
Pantothenic Acid	~	~
Choline	~	~
Betaine	~	~

[More details ▼](#)

Minerals

Amounts Per Selected Serving		%DV
Calcium	254 mg	25%
Iron	4.4 mg	24%
Magnesium	43.8 mg	11%
Phosphorus	267 mg	27%
Potassium	396 mg	11%
Sodium	1007 mg	42%
Zinc	4.2 mg	28%
Copper	0.2 mg	11%
Manganese	0.5 mg	23%
Selenium	~	~
Fluoride	~	~

A Slice of Whole Wheat Bread –You Can Do Better Than This!

Amounts Per Selected Serving		%DV
Calories	69.2 (290 kJ)	3%
From Carbohydrate	46.2 (193 kJ)	
From Fat	8.4 (35.2 kJ)	
From Protein	14.5 (60.7 kJ)	
From Alcohol	0.0 (0.0 kJ)	

Carbohydrates		
Amounts Per Selected Serving		%DV
Total Carbohydrate	11.6 g	4%
Dietary Fiber	1.9 g	8%
Starch	~	
Sugars	1.6 g	

Fats & Fatty Acids		
Amounts Per Selected Serving		%DV
Total Fat	0.9 g	1%
Saturated Fat	0.2 g	1%
Monounsaturated Fat	0.4 g	
Polyunsaturated Fat	0.2 g	
Total trans fatty acids	0.2 g	
Total trans-monoenoic fatty acids	~	
Total trans-polyenoic fatty acids	~	
Total Omega-3 fatty acids	7.0 mg	
Total Omega-6 fatty acids	161 mg	

[Learn more about these fatty acids and their equivalent names](#)

Amounts Per Selected Serving		%DV
Protein	3.6 g	7%

[More details ▼](#)

Vitamins		
Amounts Per Selected Serving		%DV
Vitamin A	0.8 IU	0%
Vitamin C	0.0 mg	0%
Vitamin D	~	~
Vitamin E (Alpha Tocopherol)	0.1 mg	1%
Vitamin K	2.2 mcg	3%
Thiamin	0.1 mg	7%
Riboflavin	0.1 mg	4%
Niacin	1.3 mg	7%
Vitamin B6	0.1 mg	3%
Folate	14.0 mcg	3%
Vitamin B12	0.0 mcg	0%
Pantothenic Acid	0.2 mg	2%
Choline	7.4 mg	
Betaine	~	

[More details ▼](#)

Minerals		
Amounts Per Selected Serving		%DV
Calcium	30.0 mg	3%
Iron	0.7 mg	4%
Magnesium	23.0 mg	6%
Phosphorus	56.6 mg	6%
Potassium	69.4 mg	2%
Sodium	132 mg	6%
Zinc	0.5 mg	3%
Copper	0.1 mg	5%
Manganese	0.6 mg	30%
Selenium	11.3 mcg	16%
Fluoride	~	

Just A Cup of Collards

Amounts Per Selected Serving		%DV
Calories	49.4 (207 kJ)	2%
From Carbohydrate	33.9 (142 kJ)	
From Fat	5.7 (23.9 kJ)	
From Protein	9.8 (41.0 kJ)	
From Alcohol	0.0 (0.0 kJ)	

Carbohydrates		
Amounts Per Selected Serving		%DV
Total Carbohydrate	9.3 g	3%
Dietary Fiber	5.3 g	21%
Starch	~	
Sugars	0.8 g	

Fats & Fatty Acids		
Amounts Per Selected Serving		%DV
Total Fat	0.7 g	1%
Saturated Fat	0.1 g	0%
Monounsaturated Fat	0.0 g	
Polyunsaturated Fat	0.3 g	
Total trans fatty acids	~	
Total trans-monoenoic fatty acids	~	
Total trans-polyenoic fatty acids	~	
Total Omega-3 fatty acids	177 mg	
Total Omega-6 fatty acids	133 mg	

[Learn more about these fatty acids and their equivalent names](#)

Amounts Per Selected Serving		%DV
Protein	4.0 g	8%

[More details](#)

Vitamins		
Amounts Per Selected Serving		%DV
Vitamin A	15416 IU	308%
Vitamin C	34.6 mg	58%
Vitamin D	~	~
Vitamin E (Alpha Tocopherol)	1.7 mg	8%
Vitamin K	836 mcg	1045%
Thiamin	0.1 mg	5%
Riboflavin	0.2 mg	12%
Niacin	1.1 mg	5%
Vitamin B6	0.2 mg	12%
Folate	177 mcg	44%
Vitamin B12	0.0 mcg	0%
Pantothenic Acid	0.4 mg	4%
Choline	60.4 mg	
Betaine	0.2 mg	

[More details](#)

Minerals		
Amounts Per Selected Serving		%DV
Calcium	266 mg	27%
Iron	2.2 mg	12%
Magnesium	38.0 mg	10%
Phosphorus	57.0 mg	6%
Potassium	220 mg	6%
Sodium	30.4 mg	1%
Zinc	0.4 mg	3%
Copper	0.1 mg	4%
Manganese	0.8 mg	41%
Selenium	0.9 mcg	1%
Fluoride	~	

6 oz Coho Salmon

Calorie Information

Amounts Per Selected Serving	%DV
Calories 247 (1034 kJ)	12%
From Carbohydrate 0.2 (0.8 kJ)	
From Fat 69.0 (289 kJ)	
From Protein 178 (745 kJ)	
From Alcohol 0.0 (0.0 kJ)	

Protein & Amino Acids

Amounts Per Selected Serving	%DV
Protein 41.7 g	83%

[More details ▼](#)

Carbohydrates

Amounts Per Selected Serving	%DV
Total Carbohydrate 0.0 g	0%
Dietary Fiber 0.0 g	0%
Starch 0.0 g	
Sugars 0.0 g	

[More details ▼](#)

Fats & Fatty Acids

Amounts Per Selected Serving	%DV
Total Fat 7.7 g	12%
Saturated Fat 1.9 g	9%
Monounsaturated Fat 2.8 g	
Polyunsaturated Fat 2.3 g	
Total trans fatty acids ~	
Total trans-monoenoic fatty acids ~	
Total trans-polyenoic fatty acids ~	
Total Omega-3 fatty acids 1983 mg	
Total Omega-6 fatty acids 99.7 mg	

[Learn more about these fatty acids and their equivalent names](#)

[More details ▼](#)

Vitamins

Amounts Per Selected Serving	%DV
Vitamin A 222 IU	4%
Vitamin C 2.5 mg	4%
Vitamin D ~	~
Vitamin E (Alpha Tocopherol) 1.4 mg	7%
Vitamin K 0.2 mcg	0%
Thiamin 0.1 mg	9%
Riboflavin 0.2 mg	15%
Niacin 14.2 mg	71%
Vitamin B6 1.0 mg	51%
Folate 23.1 mcg	6%
Vitamin B12 8.9 mcg	148%
Pantothenic Acid 1.4 mg	14%
Choline 128 mg	
Betaine ~	

[More details ▼](#)

Minerals

Amounts Per Selected Serving	%DV
Calcium 80.1 mg	8%
Iron 1.1 mg	6%
Magnesium 58.7 mg	15%
Phosphorus 573 mg	57%
Potassium 772 mg	22%
Sodium 103 mg	4%
Zinc 1.0 mg	7%
Copper 0.1 mg	6%
Manganese 0.0 mg	2%
Selenium 67.6 mcg	97%

7 oz. Grass Fed Steak

Calorie Information

Amounts Per Selected Serving		%DV
Calories	250 (1047 kJ)	13%
From Carbohydrate	1.2 (5.0 kJ)	
From Fat	51.8 (217 kJ)	
From Protein	197 (825 kJ)	
From Alcohol	0.0 (0.0 kJ)	

Carbohydrates

Amounts Per Selected Serving		%DV
Total Carbohydrate	0.0 g	0%
Dietary Fiber	0.0 g	0%
Starch	0.0 g	
Sugars	0.0 g	

[More details](#)

Fats & Fatty Acids

Amounts Per Selected Serving		%DV
Total Fat	5.8 g	9%
Saturated Fat	2.2 g	11%
Monounsaturated Fat	2.1 g	
Polyunsaturated Fat	0.2 g	
Total trans fatty acids	0.2 g	
Total trans-monoenoic fatty acids	0.2 g	
Total trans-polyenoic fatty acids	0.0 g	
Total Omega-3 fatty acids	44.9 mg	
Total Omega-6 fatty acids	171 mg	

[Learn more about these fatty acids and their equivalent names](#)

[More details](#)

Protein & Amino Acids

Amounts Per Selected Serving		%DV
Protein	49.4 g	99%

[More details](#)

Vitamins

Amounts Per Selected Serving		%DV
Vitamin A	0.0 IU	0%
Vitamin C	0.0 mg	0%
Vitamin D	~	~
Vitamin E (Alpha Tocopherol)	0.5 mg	2%
Vitamin K	1.9 mcg	2%
Thiamin	0.1 mg	7%
Riboflavin	0.3 mg	16%
Niacin	14.3 mg	72%
Vitamin B6	1.4 mg	70%
Folate	27.8 mcg	7%
Vitamin B12	2.7 mcg	45%
Pantothenic Acid	1.5 mg	15%
Choline	139 mg	
Betaine	16.3 mg	

[More details](#)

Minerals

Amounts Per Selected Serving		%DV
Calcium	19.3 mg	2%
Iron	4.0 mg	22%
Magnesium	49.2 mg	12%
Phosphorus	454 mg	45%
Potassium	732 mg	21%
Sodium	118 mg	5%
Zinc	7.7 mg	52%
Copper	0.1 mg	7%
Manganese	0.0 mg	1%
Selenium	45.1 mcg	64%
Fluoride	~	

When was the last time that you saw a
Super Bowl Ad for Grass Fed Beef or
Wild Caught Salmon?



PRIMAL APPROVED FOODS

VEGETABLES

Artichoke
Arugula
Asparagus
Avocado
Beets/Beet Greens
Bell Peppers
Bok Choy
Broccoli
Broccoli Rabe
Brussels Sprouts
Cabbage
Carrots
Collards
Cucumbers
Eggplant
Endive
Fennel
Fiddlehead Ferns
Garlic
Green Beans
Jerusalem Artichoke
Jicama
Kale
Kohlrabi
Leeks
Mushrooms
Mustard Greens
Olives
Onions
Parsnips
Peppers (all kinds)
Pumpkin
Purslane
Radish
Romaine Lettuce
Rutabaga
Sea Vegetables
Spinach
Swiss Chard
Tomatoes
Turnip Greens
Watercress

MEAT & POULTRY

Beef
Chicken
Goat
Lamb
Pork
Game Meat
Alligator
Bear
Buffalo
Caribou
Duck
Elk
Emu
Goose
Pheasant
Kangaroo
Ostrich
Quail
Rabbit
Snakes
Turkey
Venison

FISH

Anchovies
Bass
Catfish
Cod
Eel
Haddock
Halibut
Herring
Mackerel
Mahi Mahi
Monkfish
Mullet
Northern Pike
Orange Roughy
Perch
Red Snapper
Rockfish
Salmon
Sardines
Tilapia
Tuna
Walleye
Any other wild fish

SHELLFISH

Abalone
Clams
Crab
Crayfish
Lobster
Mussels
Oysters
Prawns
Scallops
Shrimp

ORGAN MEAT

Hearts
Kidney
Liver
Bone Marrow
Sweetbreads
Tongue

EGGS

Chicken
Duck
Emu
Goose
Pheasant
Quail
Roe/Caviar
Other Bird Eggs

NUTS & SEEDS

Almonds
Brazil Nuts
Hazelnuts
Macadamia
Pecans
Pine Nuts
Pistachios
Pumpkin Seeds
Sesame Seeds
Sunflower Seeds
Walnuts
Derivative Butters

PREFERRED FRUIT

Blackberries
Blueberries
Boysenberries
Cranberries
Gooseberries
Raspberries

OTHER FRUITS

Apple
Apricot
Banana
Cantaloupe
Cherries
Coconuts
Figs
Goji Berries
Grapefruit
Grapes
Guava
Honeydew Melon
Kiwi
Lemon
Lime
Lychee
Mango
Nectarine
Orange
Papaya
Passion Fruit
Peaches
Pears
Persimmon
Pineapple
Plums
Pomegranate
Rhubarb
Star Fruit
Strawberries
Tangerine
Watermelon
All other fruits

HEALTHY FATS & OILS

Primal Kitchen™ Avocado Oil
Primal Kitchen™ Extra Virgin
Avocado Oil
Butter/Ghee
Coconut Oil/Milk
Lard
Macadamia Oil
Olive Oil
Sesame Oil
Tallow
Unprocessed Palm Oil

SPICES & HERBS

Anise
Basil
Black Pepper
Cayenne Pepper
Chili Pepper
Cilantro
Coriander Seeds
Cinnamon
Cloves
Cumin
Dill
Fennel
Ginger
Mint
Mustard Seeds
Nutmeg
Oregano
Paprika
Parsley
Peppermint
Rosemary
Sage
Tarragon
Thyme
Turmeric

STARCHES IN MODERATION

Cassava
Potatoes
Sweet Potatoes
Wild Rice
Yams
Taro

OTHER IN MODERATION

100% Full Fat Cream
Cheese
Coffee
Grass-fed & Organic Full Fat Yogurt
Coconut Milk Yogurt Alternative
Cashew Milk Yogurt Alternative
Almond Milk Yogurt Alternative

OCCASIONAL INDULGENCES

Dark Chocolate

Simple approaches towards

- **Food**
- **Strength and movement**
- **Recovery and stress management**

Helpful Reminder

- **Eat real food**
- **Move at an easy pace**
- **Lift heavy things**
- **Sprint every once in a while**
- **Don't underestimate the importance of sleep and recovery**
- **Tell your monkey brain to chill out**

Some times you just need a little help

**I'd Welcome a chance to schedule a call with
you to see if I Can Help You
Discover the Leaner,
Stronger,
More Resilient
Version of You
That's Just Waiting to be Unleashed!**

CERTIFICATE OF ACHIEVEMENT

This is to certify that

Jim Brown

has successfully completed the necessary coursework and examinations to qualify and work
with clients professionally as a

PRIMAL HEALTH COACH



Co-Founder

Primal Health Coach, LLC



Co-Founder

Primal Health Coach, LLC

Issue Date: January 3, 2018

Certificate: 11104773

Expiry Date: January 3, 2020



About Fearless Cooking

Fearless Cooking is a live weekly cooking webinar during which we prepare delicious meals together.

In other words, it's an accountability program with a private FB group where we share ideas and provide ongoing interaction and support to each other.



**Big A's Salad with Assortment
of Home-made Dressings +
Fridge & Pantry Supplies**



**Instant Pot Chili and Roasted
Zucchini**
March 24th



**Spring Rolls with Shrimp with
Mint Chutney and Almond
Butter Dipping Sauce**
March 24th



**InstantPot Bo Kho
(Vietnamese Stew)**
April 7th



**Egg Veggie Scramble, Bacon &
Plantain Pancakes**
April 14th



**Pan Seared Pork Chops,
Roasted Asparagus, Sautéed
Mushrooms**
April 21st



Chicken Piccata
April 28th



Chicken Tortilla Soup
May 5th

Visit www.ABalancedYou.com/Beck to signup for Fearless Cooking and to download all the free resources below (including this presentation)



Nutritional Profiles



Key Primal Concepts



Roadmap To A Balanced You



Primal Approved
At A Glance



Primal Avoid
At A Glance



Restaurant & Social
Gathering Strategy

THANK YOU

And Remember to go to
www.ABalancedYou.com/Beck
to download free resources (including this
presentation) and to join Fearless Cooking. It's FREE!



A Balanced You



A Balanced You provides strategies for getting healthier
and feeling better that lines up with our original owner's
manual

ABalancedYou.com

Disclaimer: I'm not a doctor. I've never even played one on TV. I can't diagnose, prescribe for, treat, or claim to prevent any disease. My mission is to educate, empower and inspire (and to take the hassle out of getting healthy). My content has not been reviewed or evaluated by the FDA. If you have or may have an illness, consult your licensed health practitioner.