



PANTHERA
P E R F O R M A N C E

Nutrition Simplified

3rd Edition

Eating for fat loss and fuelling for exercise

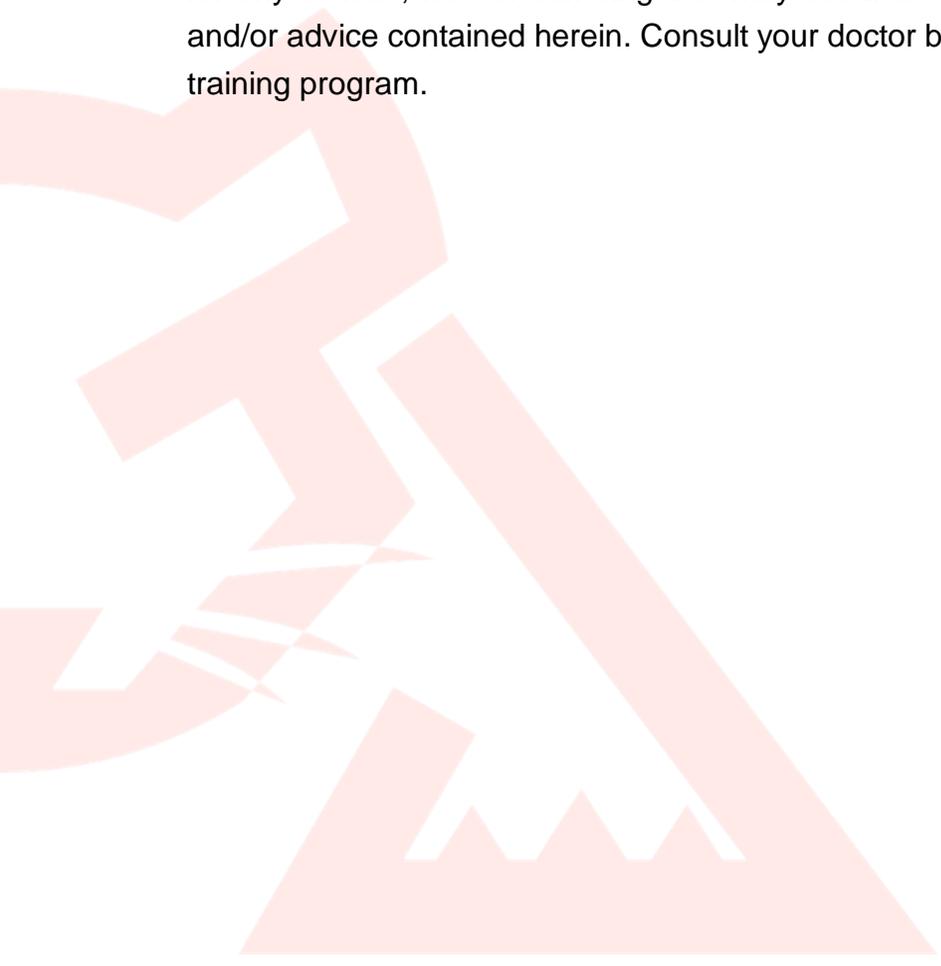


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A large, faint, light pink graphic in the bottom left corner of the page, depicting a stylized mountain range or a jagged landscape.

Updates

Further research and practical experience with clients led to several sections of *Nutrition Simplified 2.0* being re-worded, added to and/or taken away. Real client food diaries are included as well as an even more practical approach to eating for health, improved body composition and exercise performance. There is now almost zero focus on numbers and there is an even stronger focus on helping you to become more knowledgeable about the food you are eating and how it will fuel your body. It is hoped that with this information you will be able to quickly assess whether a certain food/meal will help or hinder your body composition goals.

What Nutrition Simplified Aims to Achieve

Nutrition Simplified's approach isn't new and doesn't wholeheartedly support one method over another. It aims to provide you with the knowledge and awareness to make smart choices that will fuel *your* body appropriately and improve your body composition.

It is hoped that by grasping the information contained herein, you can:

- Find a nutritional approach that works for you.
- Make quick assessments of whether a food/meal is a good choice for you.
- Easily integrate healthy eating into your lifestyle without it becoming disruptive, an added stress or socially awkward.
- See and feel the benefits that good nutrition can bring to your daily energy levels, body composition and exercise performance.

For more information on exercise and training go: <https://www.jonathonreid.com> and subscribe to receive updates and summaries of all things Panthera Performance.

Thanks for taking the time to read and good luck with your nutrition, training and everything else!

Jonathon Reid

Owner of Panthera Performance

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Abstract

The keys to burning fat and improving body composition are:

- Focussing on food quality
- Understanding your fuel requirements
- Understanding macronutrients

What should I eat?

Lean protein with every meal/snack.

Lots of, and different types of, vegetables: broccoli, spinach, green beans, cabbage, peppers, cucumber, courgettes, carrots, onions, corn... loads to choose from.

Good sources of fat: Avocado, oily fish, nuts, seeds, eggs, olive oil, coconut oil (small amounts of oil when cooking)

Natural starchy carbohydrates: Carbohydrate intake is determined by your goals, lifestyle and body's response to carbohydrates.

Good Sources of starchy carbohydrates: Sweet potatoes, rice, quinoa, oats.

Bad sources: Commercial cereals and cereal bars, bread, cakes, biscuits. Consume as close to **zero refined carbohydrates** as possible.

When should I eat what?

First meal of the day: (breakfast, mid-morning, whenever suits your lifestyle) Protein focussed meal with minimal, or no, starchy carbohydrates.

Lunch: Protein and vegetables. Some starchy carbs (depending on activity levels)

Dinner: Protein, vegetables and starchy carbs.

Snack: Protein, fat and vegetables.

Pre-training: Fruit and protein.

Do I need to count calories?

No.

Hydration

- Aim for at least 2 litres of water per day.
- Drink more water on training days.
- If your food contains very little salt, add a pinch of salt to help your body hold on to the water.

Alcohol

- Alcohol is not good for body composition goals but it's important to be able to enjoy alcohol in moderation if you so desire.
- Limit alcohol to once per week.
- If you drink more than once a week try not to drink on consecutive days.
- High protein, low carb and low fat meals before/with alcohol.
- Drink water pre, during and post alcohol consumption.

Any Other Tips?

- Eat calories, don't drink them (avoid smoothies and juices)
- Eat when hungry, not when bored.
- Eat until full, not stuffed!
- Gluten free, organic, natural chocolate brownies are still chocolate brownies. Point being: 'gluten free', 'dairy free', 'organic', 'whole grain' and 'natural' does not necessarily mean it's good for you.
- Look beyond packaging and words on packets, something labelled as 'high protein' may have a small amount of protein and a large amount of trans fats and refined sugar. Understand macronutrients and how to read labels

Contents

The Basics	1
Macronutrients: Protein, Carbohydrates and Fats	4
Protein	5
Fat.....	6
Carbohydrates	8
Calorie Counting	15
Smart Choices: Reading Food and Labels	16
'Glancing' vs. Calorie Counting Example	17
Putting It All Together	19
Meal Plans	19
Meal Frequency.....	21
Eating Around Training.....	21
Client Food Diaries.....	22
Supplements	30
Alcohol and Fat Burning	31
Hydration, Sleep, Stress and Daily Activity	32
Expectations	33
What is a Realistic and Sustainable Change?	33
Key Messages	35
About the Author: Jon Reid	36

The Basics

Key Point: There is no ‘one-size fits all’ approach for improving body composition.

Your body and lifestyle are unique to you; no single nutritional strategy is the ‘best’ for everyone. Sure, there are certain nutritional protocols that many people succeed with; but, the very same protocols won’t work for others. The human body is complex and many factors play a role in determining what works for you. These include but are not limited to: age, genetics, lifestyle, daily activity levels, body fat and individual response to foods.

Focus on Macros, Energy and Quality

Panthera Performance clients are encouraged to develop an understanding of, and focus on:

1. The **Macronutrients** of food (protein, carbohydrates and fat)
2. Their individual **Energy Requirements** (daily activity levels)
3. **Food Quality** (vitamin and mineral content, whole food vs. processed food)

By focussing on these three things, Panthera Performance clients develop successful and sustainable nutritional programs that lead to improved body composition, increases in general well-being and improved exercise performance. They attain these results without counting calories, weighing food, spending whole days preparing meals or sacrificing social occasions. Their nutritional programs fit their lifestyles; they don’t fit their lifestyles around their nutritional programs. Understanding the basics is crucial to the process of finding the nutritional approach that works for you.

Clients who take a little time to understand the basics are far more likely to develop nutritional habits that will help them reach their goals. Experience with clients has shown that spoon feeding a client a weekly meal guide of exactly what to eat, how much and how often is ineffective; results showed poor adherence and little to no long-term success.

Developing an understanding of the three basics, however, puts the power (or spoon!) in your hands and has proven to be a much more effective and sustainable approach. With a little awareness and understanding of the basics you won't need to rely on an app, meal guide or someone else to tell you what food will or won't help you towards your goals. You'll develop an ability to quickly assess food and make smart choices. This approach makes it possible to stay on track whether eating in the house, on the go or at restaurants and has proven effective for Panthera Performance clients.

Key Point: Nutritional strategies must fit in with your work patterns, training and general lifestyle.

The Starting Point

Before any mention of food types or meal plans, the following is explained to Panthera Performance clients:

1. Your body needs fuel to function properly; the food you eat is the body's fuel and **your fuel requirements are specific to your lifestyle**, daily activity and body composition goals.
2. Food is made up of **macronutrients** (protein, carbohydrates and fat) and these macronutrients are used for different processes in, and have different effects on, the body.
3. It's not what you eat and drink every now and again that counts, it's what you eat day in and day out. Successful nutritional protocols allow for flexibility and enjoyment; aim for **90% of your eating to be 'smart choices'** (body composition goal oriented choices), the rest is flexible (everyone loves a cookie every now and then).
4. **It takes time** to find the right approach for you and your body. Experimentation is a key component of finding a protocol that works for you and fits your lifestyle.
5. **Enjoying food** and the process is important; if your nutritional protocol is a daily struggle, it's not the right protocol for you.

Let's All Be Sensible

Nutritional programs often veer off to extremes. Low carb, high fat, no dairy, juices, whole grain... often people want their nutritional program to be 'boxed' in to a certain category. Similarly, once the decision is made to improve one's diet, extremes are often thought to be the best approach and success is expected instantly.

Panthera Performance clients are encouraged not to 'box' their nutritional approach or use extreme protocols. Instead, they are encouraged to:

- Strike a balance by eating a variety of foods.
- Monitor how certain foods effect their daily energy levels and exercise performance.
- Incorporate healthy nutritional habits into their lifestyle.
- Make smart food choices that are specific to their lifestyles and goals.

The initial process is one which you can do yourself. It begins by keeping a food diary for a week and then assessing:

1. The **quality of the food** being eaten (is the majority of your intake whole food, are there lots of vitamins and minerals, are there good quality sources of protein, are there more good than bad fats, is the food fresh, preserved etc.).
2. The approximate **macronutrient** profile of your meals and snacks (overall, are your meals high or low in protein, carbohydrates and fat).
3. Whether these macronutrients and the food being eating are appropriate for your **energy requirements** (daily activities and body composition goals).

From here you can determine where and how improvements can be made. The process of keeping a food diary often acts as a shock at how much or how little someone is eating. It might also be the case that the starting point is not too far removed from the optimal point and thus only a few changes are necessary; this is an ideal (but rare!) situation to be in.

Macronutrients: Protein, Carbohydrates and Fats

The Basics...

- Macronutrients are required for many processes in the body and each macronutrient plays different roles and has different effects on the body.
- Poor understanding of macronutrients and how they fuel the body often leave effort and good intention unrewarded.
- Awareness is all it takes to start making choices that are conducive to improving your body composition and fuelling your daily activities.
- The quantity of protein, carbohydrates and fat you require will depend on many factors including your current body composition, daily activity levels, exercise type and frequency and general lifestyle.
- There is no 'macronutrient plan' that suits everyone.
- Experimenting with different foods, macronutrient quantities and timings is a crucial part of finding what works for you.
- Generally, Panthera Performance clients who are aiming to burn fat are encouraged to increase their consumption of protein and vegetables and individualize (not eliminate) starchy carbohydrate and fat intake. This, both scientifically and anecdotally, has been found to be successful in lowering body fat percentage whilst maintaining lean muscle mass and exercise performance.

Protein

- Protein is most commonly known as the muscle building macronutrient due to its role in tissue growth and repair.
- However, protein is not just for muscle building; proteins are crucial for the structure and function of many cellular processes within the body (hormones, antibodies and enzymes to name a few).
- A plentiful and regular supply of protein is required for the optimal functioning of the body.
- Protein is a crucial macronutrient whether your aim is to lose, gain or maintain weight and should be the focus of every meal, and preferably snack as well.

How Much Protein Should I Eat?

- Eat lean protein with every meal and try to have some with every snack.
- Make protein the focus of your plate by aiming for anywhere from 20 – 60g per meal depending on your weight, meal frequency and personal preference.

What does this look like in my food diary? (Protein highlighted)

First Meal of the Day: Scrambled eggs, tomatoes and spinach for breakfast.

Mid-Morning Snack: Handful of almonds

Lunch: Tuna salad for lunch.

Afternoon Snack: Greek yoghurt and fruit.

Dinner: Chicken, sweet potato and vegetables.

Good sources of Protein: Chicken, tuna, turkey, steak, salmon, venison, fish, seafood, eggs.

Key Point: Eat protein with every meal, regardless of your body composition goals.

Fat

When talking about the fat in food, people are usually talking about dietary triglycerides. Triglycerides can be divided into four categories:

1. Trans Fats (Avoid these!)

Most trans fats are man-made fats added to processed foods to prolong shelf life. They have been shown to raise cholesterol and are not good for you. If you read a food label and it has the words 'partially hydrogenated oil' then it contains trans fats.

Sources of Trans Fats: (so you know what to avoid!): Vegetable oil, doughnuts, cakes, pastries, fast food, crisps

2. Saturated Fats

Found primarily in animal fat but also in coconut oil. These fats can behave positively or negatively in the body depending on the individual. In well trained individuals with good body composition and overall health, research suggests there are no dangers. In sedentary, overweight and stressed out individuals, research suggests saturated fats will likely behave differently and not provide any benefits (research still inconclusive).

3. Monounsaturated Fats

Monounsaturated fats are good sources of fats and are **found in avocado, olive oil and nuts**. Aim to get your fat intake from mono (and poly) unsaturated fat.

4. Polyunsaturated Fats

Polyunsaturated fats are the best sources of dietary fat. These include omega 3 and 6 fatty acids which are **found in large quantities in fish oil**. Omega 3 is particularly beneficial. Aim to get a lot of your fat intake from oily fish.

Key Point: Aim to get your fat intake from mono and polyunsaturated fats.

How much fat should I eat?

Your fat consumption will be determined by your carbohydrate intake, which will in turn be determined by your activity levels. If your lifestyle requires a lot of carbohydrates (training regularly, high daily activity levels) then your intake of fat will be lower. If your carbohydrate intake is lower (perhaps because of an office job where you are seated for most the day) your intake of mono and polyunsaturated fats will be higher. That said, an office job is not an excuse to feast on fat, and because a source of fat is deemed 'good' it should not automatically be eaten morning, noon and night. Be sensible in your approach.

What do good sources of fats look like in my food diary? (Fat highlighted)

First Meal of the Day: Whole eggs, tomatoes and spinach for breakfast.

Mid-Morning Snack: Handful of almonds

Lunch: Prawn and avocado salad.

Afternoon Snack: Olives and fruit.

Dinner: Salmon fillet and vegetables.

Good Sources of Fats: Oily fish; avocado; nuts; seeds; coconut oil, olive oil.

Carbohydrates

- Carbohydrates are fuel; they are the petrol for your engine and are required to fuel your daily activities.
- Your petrol tank can only hold so much before it starts spilling over. If you don't use any petrol, or only use a little, but continually pump more petrol into the tank, the petrol will spill out; this spillage is body fat.
- There are different types of carbohydrates (starchy and non-starchy) and different types of carbohydrates are digested and absorbed at different speeds.
- Generally, vegetables and slow digesting carbohydrates are the preferred type for body composition goals.
- Carbohydrates have the potential to effect energy levels, mood and general-wellbeing.

Your Energy Requirements

- The quantity of carbohydrates you require and how often your tank needs to be refilled will depend on your lifestyle, body composition and goals.
- A sedentary office worker who takes no exercise will have entirely different fuel requirements than a builder who also plays rugby three times a week. Thus, their carbohydrate intake will be different.
- If you are carrying a large amount of body fat and lead a sedentary lifestyle, you won't require many starchy carbohydrates. In this scenario, cutting starchy carbohydrates is an effective way of reducing total caloric intake, stabilizing blood sugar and burning fat.
- If you have an active lifestyle and participate in regular high intensity training, you will require starchy carbohydrates to fuel this activity. Your nutritional protocol will therefore have to reflect this.

Key Point: Different people have different energy requirements and therefore require different quantities and types of carbohydrates.

What Happens When I Eat Carbohydrates?

1. Food goes into mouth
2. Mouth chews and swallows
3. Body converts carbohydrates into glucose
4. Glucose enters bloodstream
5. Glucose has to go somewhere
6. Insulin is released and takes glucose to one of three places: muscles, liver or body fat; where the glucose goes will ultimately determine your body fat levels.

Insulin, Cupboards and Fat

When blood sugar levels rise, your body releases insulin to help these levels return to normal. Insulin's job is to shuttle the glucose (and other nutrients) in your blood stream to an appropriate storage place, so it can be used for energy when required.

Your body has three cupboards that it can store glucose in:

- Muscles (stored as muscle glycogen)
- Liver (stored as liver glycogen)
- Fat (stored as...body fat)

The muscles and liver cupboards are your body's preferred storage spaces. However, storage capacity in the muscles and liver is limited (approximately 300 – 400g can be stored in muscle cells and approximately 100g can be stored in the liver). When these storage spaces are full, the body has to store the glucose somewhere else, so it is stored as fat...

Unfortunately, there is pretty much unlimited space in the fat cupboard. So, if your muscle and liver cupboards are full, and you eat a bowl of pasta for lunch, a pizza for dinner and a sugary drink somewhere between, these carbohydrates are going straight to the fat cupboard.

Different Types of Carbohydrates

Different types of carbohydrates are digested and absorbed at different speeds and have different effects on your body. The digestion and absorption rate is important as it influences blood sugar levels, basically it will determine how quickly and how high blood sugar levels rise.

Type of Carbohydrates	Example Food	What Happens...	Should I eat this type?
Vegetables (Non-starchy)	Spinach, broccoli, peas, carrots, courgettes, green beans, asparagus, cabbage, cucumber, lettuce, peppers, corn, onions etc.	<ul style="list-style-type: none"> ➤ The fibre in vegetables helps to slow the digestion of other macronutrients, which helps control blood sugar levels. It also provides your body with time to deal with each macronutrient (unlike a blast of refined sugar where the body responds rapidly by secreting insulin). ➤ Eat lots of vegetables. They fill you up. It's not necessary to count calories or measure portions of vegetables – the more the merrier. 	Yes, lots of them.
Natural Starchy Carbohydrates	Rice, potatoes (including sweet potatoes), oats, quinoa, beans	<ul style="list-style-type: none"> ➤ Natural starches are digested slowly, providing a steady rise in blood sugar and a controlled insulin release that increases the likelihood of the starch being used for energy and not stored as fat. 	Yes (but the amount required depends on your activity levels)
Fruit	Apples, berries, oranges, peaches, pears, bananas etc.	<ul style="list-style-type: none"> ➤ Fruit contains fructose (a sugar that gives fruit its sweet taste). Fructose can only be metabolised by the liver. The liver can only handle so much 	Yes , 1 or 2 pieces, ideally before training.

		<p>(approx. 100g) before converting the excess to fat.</p> <ul style="list-style-type: none"> ➤ Eat fruit, don't drink it - avoid drinking fruit in the form of fruit juice or smoothies. 	
<p>Refined Carbohydrates (man made)</p>	<p>Bread, pasta, flour, pastries, crisps, table sugar, commercial breakfast cereals.</p>	<ul style="list-style-type: none"> ➤ Refined carbs cause your blood sugar levels to skyrocket and your body responds by pumping your bloodstream full of insulin. Refined carbs are quickly transported to a storage place. Because such a large insulin response was elicited, it is common for blood sugar levels to drop below normal – this causes you to feel hungry and crave more sugary food... ➤ Regularly eating refined carbs is a vicious circle: Sudden rise in blood sugar levels... large insulin response... sugar sent to storage (fat)... blood sugar levels fall below normal... hunger and cravings... eat refined carbs... repeat circle... 	<p>No</p>

Summary of Different Types of Carbohydrates

- Eat as many portions of non-starchy vegetables as you can each day and eat a wide variety of vegetables.
- Natural starchy carbohydrates and vegetables cause a slower and steadier rise in blood sugar levels that don't elicit the same surge of insulin that refined and simple carbohydrates do. Eating carbohydrates that are digested, and absorbed, slower keeps your energy levels more stable.

- Vegetables such as peas, broccoli and spinach can be eaten in large quantities without any negative impact on your body composition. Non-starchy vegetables are a high-quality food choice, they are nutrient dense and are a staple in Panthera Performance nutrition programs.
- Be wary of over-indulging on fruit. One or two pieces per day is fine and ideally consume them prior to high intensity exercise. It's crucial to eat fruit and not drink it in juice form.
- Avoid refined carbohydrates. They cause a very fast and sharp rise in blood sugar, which is then attended to by the body pumping out insulin. This leads to energy levels flying up and down at a fast rate and an increased likelihood of the body storing fat.
- Consuming protein and/or fat alongside carbohydrates will also affect the rise in blood sugar and subsequent insulin response. It is therefore wise to eat protein with your carbohydrates and avoid consuming carbohydrates on their own.

Energy, Mood and Focus

- Regular intake of refined carbohydrates or 'fast sugar' (the simple sugars such as fizzy drinks, bread, sweets, cakes and biscuits) can cause your mood and energy to fluctuate.
- The quick spike in blood sugar and subsequent release of insulin causes your energy levels to rise and fall in a short period of time.
- When this process is repeated throughout the day, week, month and year, it often makes people tired, irritable and moody, as well as affecting their ability to concentrate.
- Drastic changes in energy levels and overall feeling of well-being are often experienced when more attention is paid to the type of carbohydrates consumed and when.

Common Scenario: Healthy Cereal, Toast and Jam

7.30am Bowl of 'healthy' commercial cereal or toast, jam and a glass of orange juice for breakfast. Energy levels shoot up...

10.30am Energy levels drop, you're hungry, a little sleepy and tired so you have a mid-morning snack of a couple of biscuits/more toast/cereal bar. Energy levels shoot back up...

12:30pm Energy levels come shooting back down, you're hungry again so you have a bowl of pasta...

3pm... 6pm...9pm ...Energy levels crash, you experience the mid-afternoon slump and the process repeats itself throughout the day as your blood sugar levels rise quickly and fall sharply.

And that's not all... The regular consumption of refined and/or fast sugar means your muscle and liver storage cupboard space is used up; so, the refined carbs go straight to the body fat cupboard.

First Meal of the Day

By eating a high protein breakfast, you prolong the fat burning process as during the night, the body is burning stored energy sources (fat) and you will wake up in stored energy (i.e. fat) burning mode. If you consume a high carbohydrate breakfast you immediately give your body an alternative energy source and it will stop using stored sources (fat) for energy). Skipping breakfast if you are not a breakfast person is not a problem; if you are rarely hungry in the morning, just have a glass of water or a coffee and wait a couple of hours before having your first meal of the day. If, after experimenting, you find you need some starchy carbs to fuel you during the day, introduce some sweet potato, quinoa or rice to your lunch as well as consuming natural starchy carbs with your evening meal.

For many Panthera Performance clients, avoiding starchy carbohydrates in the first meal of the day and then gradually introducing them as the day goes on has proven a very effective method for burning fat.

How Many Carbohydrates Should I Eat?

- Eat non-starchy vegetables with every meal and as snacks.
- The quantity of natural starchy carbohydrates needed per day depends on activity levels. Assessing how active a life you lead and monitoring your energy levels will help you determine whether you are suited to a low, high or moderate carbohydrate intake.
- Some people experience mood swings and feelings of fatigue when they drastically reduce their starchy carbohydrates whereas others feel lethargic after consuming carbohydrate heavy meals. A middle ground is therefore the best place to start and then adjust depending on the results.
- If you are a lower carb person, then more fat and protein needs to be consumed to make up your daily calories and likewise less fat should be consumed if a person is suited to a higher carbohydrate intake.
- Everyone should aim to eat more vegetables regardless of if they are following a lower, moderate or higher carbohydrate protocol; body compositions don't worsen from eating large quantities of non-starchy vegetables.

Fuelling for Training

- When fuelling for high intensity training it is best to choose carbohydrate sources that will give you a slow and steady rise in blood sugar, such as boiled sweet potatoes, two to three hours prior to your training session.
- When fast sugar is required a piece of fruit is a good choice, even better if you can consume some protein with this.
- Refined carbohydrates i.e. energy bars, sugar loaded sports drinks and sweets should form no part of your nutritional program and will do nothing to support your body composition goals (or your general health).
- Be wary of 'healthy' products such as 'sports bars', cereal bars and 'natural' yoghurts; these, apparently healthy products, are often loaded with refined sugar.

Calorie Counting

For some people calorie counting can be helpful. However, Panthera Performance clients are advised to avoid calorie counting for several reasons:

1. Experience with clients has shown that counting calories creates stress and leads to both poor understanding of food and poor choices, often because an unhealthy food 'still keeps me below my daily calorie limit.'
2. Studies have shown there is a high degree of inaccuracy with food labels, apps and calorie tracking devices. Combine this inaccuracy with further variation in what any particular body absorbs and calorie counting becomes, at best, a rough guess.

Key Point: Panthera Performance doesn't trust calorie tracking; Panthera Performance trusts clients to make smart choices

Smart Choices: Reading Food and Labels

Panthera Performance clients are encouraged to become proficient at reading labels and understanding the macronutrients in each food and how they will affect their body.

Experience has shown that counting grams and calories, weighing food and stressing over numbers is neither a sustainable or successful nutritional approach. A more successful approach has been to educate clients about what is in the food they are eating and have them make an informed decision from there.

Quick Glance, Quick Calculation

Being able to look at a chicken salad and think 'high protein, low carb, low fat, vitamin and mineral dense, supports my goals' or at a bowl of spaghetti carbonara and think 'low protein, high refined carb, high fat, not many vitamin and minerals, won't support my goals' will enable you to make smart choices whether you are eating at home, in restaurants or on the go.

This awareness will go a long way to improving your body composition and removing the stress of calorie counting. It doesn't matter if you don't know the exact calories or grams of each macronutrient in the food, what matters is that you are aware of the type of food; the approximate macronutrient profile and how eating it will likely affect your body.

The quick glance and quick calculation approach will provide you with all the information you need to make a smart choice without stressing over numbers.

'Glancing' vs. Calorie Counting Example

Meal: Salmon Fillet, green vegetables, rice.

'Glancing' Process... A quick glance at the plate:

Salmon fillet: high protein, moderate fat (good fats), low to zero carbs.

Vegetables: I can eat all I want.

Rice: high carb, low protein, low fat.

Conclusion: This is a healthy and balanced meal that fits in with my nutritional plan.

Calorie Counting Process

Calories in Each Macronutrient

Protein: 4 calories per gram.

Carbohydrates: 4 calories per gram.

Fat: 9 calories per gram.

Salmon: (after checking label) 25g protein, 15g fat, zero carbs.

$$(25 \times 4) + (15 \times 9) = 100 + 135 = 235 \text{ calories}$$

+

Rice (after finding out weight): 32g carbohydrates, 3g protein, zero fat

$$(32 \times 4) + (3 \times 4) = 128 + 12 = 140 \text{ calories}$$

+

Vegetables: 5g protein, 12g carbohydrates, 0.5g fat

$$(5 \times 4) + (12 \times 4) + (0.5 \times 9) = 20 + 48 + 4.5 = 68.5 \text{ calories}$$

So, 235 calories + 140 calories + 68.5 calories = 443.5 calories

...Now imagine carrying your calculator around with you everywhere... and doing that every time you eat... and adding them up at the end of the day... then checking if your totals fit in with the daily calorie guidelines for:

Fat Loss: $10 - 12\text{Kcal} \times \text{bodyweight (lbs.)}$

Maintenance: $12 - 16\text{Kcal} \times \text{bodyweight (lbs.)}$

Weight Gain (Adding muscle): $16+\text{Kcal} \times \text{bodyweight (lbs.)}$

...works for some, but for most it's a painstaking, laborious and inaccurate process.



Putting It All Together....

Basic Structure

Panthera Performance clients who are aiming to improve their body composition are encouraged to structure their eating as follows:

First meal of the day (breakfast, mid-morning, whenever suits your lifestyle): Protein and fat.

Lunch: Protein, vegetables and possibly some starchy carbohydrates.

Dinner: Protein, starchy carbs and vegetables.

Snack: Protein, fat and vegetables.

Pre-training: Protein and fruit.

This is the basic structure, there is variance within it depending on the client. How many times per day someone eats is not of great importance. Some Panthera Performance clients eat six times a day, others only eat twice a day. If possible, most clients are encouraged to follow a 'normal' eating schedule of breakfast (first meal of the day), lunch and dinner and snack as and when required.

Meal Plans

Meal	Macronutrients	Food Example 1	Food Example 2
Meal 1	Protein and fat	Eggs and spinach	Smoked salmon and avocado
Meal 2	Protein and non-starchy carbs	Turkey salad	Tuna salad, sweet potato
Meal 3	Protein, carbs, fat	Greek yoghurt and fruit	Cashew nuts and blueberries
Meal 4	Protein and carbs	Turkey breast, sweet potatoes, green veg.	Salmon fillet, white rice, green veg.
		Food Example 3	Food Example 4
		Ham and eggs	Coffee with teaspoon

		of coconut oil
	Chicken salad	Steak and eggs
	Raw veg, hummus and ham	Mixed nuts and seeds.
	Seafood stir-fry and white rice.	Grilled chicken wrapped in ham, green veg, quinoa

Table Notes

Carbs = carbohydrates.

Salad = spinach, lettuce, tomatoes, peppers, cucumber, carrots, celery, spring onion etc.

Green veg = broccoli, green beans, peas, courgette, asparagus, peas etc.

Greek yoghurt = zero fat. No added sugar or sweeteners.

Mixed nuts and seeds = cashews, almonds, Brazil nuts, sunflower seeds, pumpkin seeds, chia seeds.

Snacks			
Time	Macronutrients	Food Example 1	Food Example 2
Mid-Morning	Protein and fat	Greek yoghurt	Pre-cooked chicken bites
Mid Afternoon	Protein and fat	Mixed nuts and seeds	1 scoop of peanut butter
Pre-Training (1 hour before)	Carbs (with protein if possible)	1 piece of fruit with Greek yoghurt	1 or 2 pieces of fruit
Before Bed	Protein and small amount of carbs	Cottage cheese and potato	Boiled eggs and rice

Meal Frequency

The number of meals you have each day doesn't really matter. Whether you consume all your calories in one meal or eight meals is not of huge importance. If you prefer eating in small quantities, eat small meals more regularly.

Meal frequency has to suit your lifestyle. Some people can eat six times a day and enjoy eating little and often. Others only have time for two meals a day. Find what works for you.

Eating Around Training

Pre-training

- If you are training first thing in the morning in a fasted state (on an empty stomach), your dinner the night before is your pre-workout meal. So, be sure to include some starchy carbohydrates.
- Fruit 30 – 60 minutes before training will also help to provide enough energy for a strong session.

Post-training

- Consume protein, natural starchy carbohydrates and vegetables in your first meal after a training session.
- If you are eating on the go immediately after training then a protein based snack and a piece of fruit will replenish glycogen stores depleted from the training session and provide the amino acids required for protein synthesis.

Client Food Diaries

Below are some food diaries from clients. As you can see, 80 - 90% of the foods are smart choices that will support the goal and the remaining 10 - 20% provides room for a bit of enjoyment! (alcohol, treats etc.) These clients lead very busy lifestyles, work full time and have busy social calendars. They didn't count grams or calories, they focussed on understanding macronutrients and making smart choices. As a result, they burned fat and improved their exercise performance.

Wednesday Wednesday, 27 April 2016			Thursday Thursday, 28 April 2016			Friday Friday, 29 April 2016			Saturday Saturday, 30 April 2016		
Time	Food	Notes	Time	Food	Notes	Time	Food	Notes	Time	Food	Notes
08:00	coffee + 1 tsp coconut oil 2 eggs, ham		08:00	coffee + 1 tsp coconut oil salmon		08:00	coffee + 1 tsp coconut oil 2 eggs, ham		08:00	coffee + 1 tsp coconut oil	
13:00	chicken salad		13:00	chicken salad		13:00	chicken salad		11:00	bacon roll	
			16:00	greek yoghurt & raspberries		16:00	greek yoghurt & raspberries		16:00	greek yoghurt & raspberries	
19:00	beef curry, rice, broccoli		19:00	chicken, sweet potato, green beans		19:00	steak, potatoes, green beans		19:00	chicken, sweet potato, broccoli	

Exercise: Personal Training

Water: 3 litres

Exercise: Interval run

Water: 3 litres

Exercise: Personal Training

Water: 3 litres

Exercise: None

Water: 3 litres

Sunday Sunday, 1 May 2016			Monday Monday, 2 May 2016			Tuesday Tuesday, 3 May 2016		
Time	Food	Notes	Time	Food	Notes	Time	Food	Notes
11:00	coffee + 1 tsp coconut oil 2 venison sausages, 1 egg		08:00	coffee + 1 tsp coconut oil salmon		08:00	coffee + 1 tsp coconut oil 3 eggs	
			13:00	prawns + broccoli		13:00	chicken salad	
15:00	greek yoghurt, peanut butter + banana		16:00	greek yoghurt & raspberries		16:00	greek yoghurt & raspberries	
19:00	salmon, sweet potato, broccoli		19:00	Venison, sweet potato, peas		19:00	Tuna steak, sweet potato, green beans	

Exercise: None
Water: 3 litres

Exercise: Personal Training
Water: 3 litres

Exercise: Tempo run
Water: 3 litres

Wednesday

Wednesday, 1 June 2016

Time	Food	Notes
08:00	coffee + coconut oil 1 egg, salmon	
13:00	prawns + broccoli	
15:00	apple	
19:00	chicken, butternut squash, coconut milk	

Exercise: Personal Training
Water: 3 litres

Thursday

Thursday, 2 June 2016

Time	Food	Notes
08:00	coffee + coconut oil 1 egg, salmon	
13:00	chicken salad	
16:00	apple	
19:00	halloumi + roasted veg panut butter + raisins	

Exercise: None
Water: 3 litres

Friday

Friday, 3 June 2016

Time	Food	Notes
08:00	2 venison sausages, 1 egg	
13:00	salmon salad	
16:00	greek yoghurt & berries	
19:00	lamb, sweet potato, green beans	

Exercise: Personal Training
Water: 3 litres

Saturday

Saturday, 4 June 2016

Time	Food	Notes
08:00	coffee + coconut oil	
11:00	2 venison sausages, & 1 egg	
15:00	chorizo, salad, bread 2 gin & tonic	
19:00	chicken salad, sweet potato fries, ice cream	

Exercise: None
Water: 3 litres

Sunday

Sunday, 5 June 2016

Time	Food	Notes
08:00	toast, peanut butter, banana	
13:00	tuna pizza, 2 beers	
19:00	cod, chorizo, pesto, broccoli peanut butter + raisins	

Exercise: 10k race
Water: 3 litres

Monday

Monday, 6 June 2016

Time	Food	Notes
08:00	coffee + coconut oil 1 egg, salmon	
13:00	chicken salad	
15:00	caramel shortbread	
19:00	salmon, potato, salad	

Exercise: Personal Training
Water: 3 litres

Tuesday

Tuesday, 7 June 2016

Time	Food	Notes
08:00	coffee + coconut oil salmon	
13:00	chicken salad	
16:00	apple	
19:00	chorizo, eggs, onions, peppers	

Exercise: Tempo run
Water: 3 litres

	Fri 29th	Sat 30th	Sun 31st	Mon 1st	Tue 2nd	Wed 3rd	Thurs 4th	Friday 5 th
Morning			Coffee	Tea with milk	Tea with milk	Coffee	Coffee	Tea with milk
Breakfast	50g smoked salmon and 2 scrambled eggs	2 scrambled eggs ½ avocado	2 eggs and red pepper baked in homemade tomato sauce (tomato passata, onion, garlic, paprika)	50g smoked salmon and 2 boiled eggs	50g smoked salmon and 2 scrambled eggs	½ avocado and 2 scrambled eggs	Scrambled eggs, Bacon, tomato and mushrooms (In restaurant)	2 eggs and red pepper baked in homemade tomato sauce (tomato passata, onion, garlic, paprika)
Other		Coffee	Coffee	Coffee	Coffee	Coffee		

Lunch	Tuna salad made with 1 tin tuna, 1tbsp vinaigrette, lettuce, cucumber, tomato, spring onion and red pepper	¼ pot of houmous, raw peppers, raw cucumber, handful of tomatoes	Pepper and chorizo soup made with oil spray, mixed peppers ¼ chorizo, onion, and garlic, tinned tomato.	Salad nicoise Tuna steak, Leaves Cucumber, Anchovies 6 olives, green beans ½ tsp. vinaigrette 1 boiled egg (In restaurant with colleagues)	Bolognese (tinned tomato, steak mince, onion, mushrooms, carrots) Salad made with lettuce, cucumber, tomato and onion	Courgette spaghetti 1 chicken breast with spices	N/a	Tuna salad made with 1 tin tuna, 1tbsp vinaigrette, lettuce, cucumber, tomato, spring onion and red pepper
Afternoon	Yoghurt Handful of blueberries	Coffee	Handful hazelnuts Coffee	Yoghurt, handful of blueberries	Yoghurt Handful of cherries		Coffee, handful of mixed nuts	
Dinner	Stir- fry made with chicken breast, pepper, mange tout, onion, mushrooms, lemon and soy sauce.	Swede and carrot mash, 4 new potatoes, Bolognese (tinned tomato, steak	Stir- fry made with chicken breast, pepper, mange tout, onion, mushrooms, lemon and soy sauce.	Bolognese (tinned tomato, steak mince, onion, mushrooms, carrots) Salad made with lettuce,	Trimmed lamb leg steak (lemon and capers) 4 new potatoes Broccoli	Greek mince (aubergine, onion, steak mince, oregano, mint and tinned	Steak, salad and potato wedges Beetroot and feta salad 125ml	Greek mince (aubergine, onion, steak mince, oregano, mint and tinned tomato)

	35g rice	mince, onion, mushrooms, carrots)	35g rice	cucumber, tomato and onion Handful strawberries		tomato) 40g rice Broccoli	prosecco 250ml merlot 1 slice Sachertorte Out for dinner.	40g rice Broccoli
Other							Coffee	

Water (l)	2.5	3	3	3.5	3	2	3	2.5
Exercise	Commuting to meetings/ /station – 30 minutes Personal training	Badminton (40 minutes- light)	Walk to/from supermarket (40 mins)	30 minutes intervals- Park (5 warm up jog/ 60:90 seconds (approx.) intervals 5 mins cool down jog	Commuting to meetings etc. (30 mins) Walk at lunchtime (20 mins) Personal training	Walk at lunchtime (20 mins)	Commuting to/from shows (40 mins)	Personal training
Stress	low	Low	Low	Med	Med	High	Low	Low
Sleep	7	7	8	8	6	6	7	9

	Fri 28	Sat 29	Sun 1	Mon 31	Tue 1	Wed 2	Thur 3
Morning	Tea with milk	Tea with milk	Tea with milk	Tea with milk	Tea with milk	Tea with milk	Coffee
Breakfast	2 scrambled eggs 2 slices ham	2 scrambled eggs 40g smoked salmon	2 scrambled eggs 2 slices of ham	2 scrambled eggs 2 slices of ham	2 scrambled eggs 50g smoked salmon	2 scrambled eggs 50g smoked salmon	
Other		coffee			6 walnuts	6 walnuts	
Lunch	Roast chicken breast, cucumber, tomato, spring onion, lettuce and tbsp. of houmous	6 smoked almonds	Slow cooker pork made with onions, veggies, tomato and spray oil. Coleslaw made with cabbage, onion, carrots, lemon and Greek yoghurt.	Thai chicken soup	M&S protein pot (salmon and edamame beans) Homemade tomato soup (tomato, water, spices, basil, onion and garlic)	Lean turkey mince, carrot, courgette, spring onions and egg (burgers) Greek yoghurt sauce made with yoghurt, lemon spices and ¼ tsp olive oil.	2 scrambled eggs 2 slices of ham
Afternoon	Greek yoghurt			Greek yoghurt and	Greek yoghurt and stewed	Greek yoghurt and blueberries	Greek yoghurt and

				stewed apple	apple		stewed apple
Dinner	Meatballs (lean beef mince, egg, onions, garlic) Tomato and onion sauce Rice Broccoli	Meatballs (lean beef mince, egg, onions, garlic) Tomato and onion sauce Rice Broccoli	¼ pot of houmous, pepper cucumber tomato aubergine, courgette and sweet potato (roasted in spray oil and herbs)	Tandoori chicken Green salad- cucumber, tomato, lettuce, lemon and herbs	Chicken breast Sauce made with tinned tomato, garlic, onion, tomato puree and 4 slices chorizo Rice	Chicken breast Sauce made with tinned tomato, garlic, onion, tomato puree and 4 slices chorizo Rice	Lean turkey mince, carrot, courgette, spring onions and egg (burgers) sauce made with Greek yoghurt, lemon spices and ¼ tsp olive oil.
Other				175ml red wine			

Water (l)	2	2	1.5	3	2	3	2.5
Exercise	20 minutes yoga, walk (40 minutes)	45 minutes badminton (light)	Run (25 minutes)		Personal Training Walk at lunchtime (20 minutes)	Judo Walk at lunchtime (20 minutes)	Personal Training 20 minutes yoga
Stress	Low	Med	Med	Med	Med	High	High

Sleep	7	7	5	8	7	6	7
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Supplements

- Any supplements taken should be exactly that: a supplement to a healthy and balanced nutritional program that is focussed on quality whole-food.
- Some people will require vitamin, mineral and/or protein supplementation to eliminate deficiencies.
- Panthera Performance advises you to thoroughly research any supplements you plan to take, regardless of how popular a supplement is or who you know that takes it.
- There are currently no protein powders that Panthera Performance recommends.
- A high-quality fish oil supplement with Vitamin D3 is worth considering, especially if you don't eat much oily fish. Panthera Performance does not currently endorse any brand. Look for one with a high Omega 3 content, with lots of EPA and DHA in triglyceride form.
- Avoid 'fat burners' and pre-workouts. If you need to catch a buzz before a workout, try a strong coffee and a piece of fruit. That will provide some caffeine and a little bit of energy without dozens of extra chemicals.

Alcohol and Fat Burning

Unsurprisingly, drinking regularly will not help optimize your body composition. When alcohol is in your system, fat oxidation is suppressed; this means fat is less likely to be used as fuel and more likely to be stored.

Basically, fat burning mode is shut down = bad news.

Combine that with the calories in each drink (alcohol contains 7 calories per gram, that's almost as much as fat) and the less than nutrient dense fast food often consumed at the end of a night out and/or craved the next day and it's obvious that body composition goals will be impacted negatively if you drink regularly.

Having said that, it's important to be able to enjoy alcohol without stressing over its impact on your body composition. So, here are some tips and information for you to work with that will help reduce the impact of alcohol intake on your body composition goals:

- 1) Try to only drink once a week.
- 2) If you know you are going to be drinking, increase the amount of protein you consume that day and reduce your consumption of fat and carbs.
- 3) Dry wines contain fewer carbohydrates than sweet wines.
- 4) Gin, rum, vodka, tequila, whiskey etc. are all practically zero carbs.
- 5) Stay away from junk foods the day after boozing. Avoid high sugar foods, as these will just add to already - alcohol induced - erratic blood sugar levels.
- 6) Hangover? You are dehydrated... your body has flushed out water and electrolytes and is crying out for something that isn't poison... So, drink water, eat eggs, fruit and salted nuts, drink water, drink water again and get your body moving (walking) in the fresh air.

If your nutrition is good all week (including pre and post drinking), consuming alcohol once per week in moderation won't make a difference. It's not what you eat/drink occasionally that counts, it's what you eat the majority of the time. 80-90% of your food diary is what will make a difference to your body composition, the remaining 10-20% won't ruin it.

Hydration, Sleep, Stress and Daily Activity

Improving body composition is a team game. Nutrition is a major player, but isn't the only player. There are a multitude of other factors that have a role to play in your body composition strategy. Whilst the purpose of *Nutrition Simplified* is to focus solely on nutrition, it would be remiss not to mention some of the other factors involved.

Lifestyle choices often hold people back even when their nutrition is optimal. Sleep and stress are big culprits with hydration and a lack of daily movement also a perennial issue.

Hydration

Water has numerous functions within the body. Regulating body temperature, flushing out waste and transporting materials around the body are just some of the many roles water plays.

Aim for 2+ litres, spread throughout the day.

Sleep

Aim for 7 – 9 hours a night. Try and create as dark and quiet an atmosphere as possible (mobile phone lights facing down etc.) and try to form a regular sleeping pattern.

Stress

Minimize it. Chronically elevated levels of hormones that are produced in response to stress won't help optimize your body composition. Chronically elevated levels of cortisol have been shown to lead to weight gain through increased appetite, cravings for unhealthy foods and lowered testosterone leading to muscle loss. Don't allow your nutrition program to become an added stress.

Daily Activity

Regular movement and physical activity will help the fat burning process. Human beings were not designed to sit down all day and be sedentary. A sedentary lifestyle can be harmful in many ways, but for now we'll focus on fat burning.

A lack of general movement leads to a poor metabolic environment. Your body has no need to expend energy and thus, energy (fat) burning is slowed.

Try to incorporate plenty of walking, stair climbing and exercise into your daily schedule. Keep moving!

Expectations

People are often determined to make as much progress as possible, as quickly as possible. This mentality - coupled with exaggerated stories of massive amounts of fat lost per week; media reports and miracle detox programs - can skew people's expectations on how much weight they could, should and will lose.

Improving body composition isn't a get rich quick scheme, it's a gradual process based on making smart food and lifestyle choices. There is no one size fits all program and you should experiment and assess how your body responds in all areas of your life: body composition, energy levels, mood, exercise performance and general well-being. If your nutrition plan is burning fat but making you tired and miserable, there is a better plan for you; experiment and find it.

What is a Realistic and Sustainable Change?

When Aiming to Shed Fat

Depending on your age, weight, nutrition and training, a reduction of around 1 - 2 pounds (0.5 – 1kg) per week is a good target. If your nutritional intake is sound and you combine good nutrition with the other key factors mentioned previously, this is both realistic and sustainable.

Steady Progress

The more fat you have to get rid of the more linear you can expect your progress to be. However, weight loss and fat burning over a long period of time is rarely a linear process; you may drop 2 pounds one week, maintain the next, drop again, go up a pound one week and then start dropping again, and so on and so forth. Don't expect exactly x amount to come off every week. This will not happen. If you are at a stage where it's the last few pounds you want to get rid of to finally reveal your abdominal muscles, progress will be a little slower and you need to make sure your nutrition is completely dialed in.

Numbers vs. Visual

Body composition should take priority over a number on a scale. It is both possible and common to lose body fat and improve body composition without a number on the scale changing. When you replace body fat with lean muscle tissue your body will look different but this will not always be represented by a lower figure on the scale. It is important to be aware of this and use more than scale weight when setting goals regarding body composition.

My '21 Weight'... Client Wedding Story

In the lead up to her wedding, a client - who was already in really good shape - wanted to (in her own words) 'look so great that none of my super-hot friends steal my thunder!' (I'm pleased to report there were no thieves on the big day). She trained hard, got her nutrition sorted and was looking fantastic but she couldn't get past the fact that she no longer weighed what she did when she was 21. She wanted to get back to her '21 weight', as this (in her mind) represented her peak physical condition. She was absolutely satisfied with how she looked and how her dress fitted, the only problem was her idea of having to hit a certain number on the scale. I asked her if she was planning on having a scale to step on before she walked down the aisle... She wasn't... This made her realize that if she felt full of energy and great about how she looked, the number on the scale was irrelevant. Point being: don't get caught up on a number.

Key Messages

Successful nutrition programs boil down to making smart nutritional choices based on an understanding of the following three basics:

- **Macronutrients**
- **Your Energy Requirements**
- **Food Quality**

If you have a plate of chicken and vegetables in front of you, the crucial point is not that there are 34.3g of protein, 24.2g of carbs and 14g of fat on your plate, totalling 342 calories... **what matters is you have made a smart choice based on the basics and your goals.**

Here are 10 takeaways from this e-book. Be guided by them and you'll go a long way towards leading a healthier and more energetic life whilst improving your body composition in the process.

1. Focus on **food quality** (vitamin and mineral dense, whole food vs. processed food).
2. Understand **macronutrients** (protein, carbohydrates and fat) and how they affect your body.
3. Understand **your** daily **energy requirements**.
4. Eat **protein** with every meal.
5. Eat **lots of vegetables**.
6. Eat these carbohydrates: vegetables, sweet potatoes, rice, oats and quinoa.
7. **Cut out refined** carbohydrates/foods.
8. Fat: oily fish, avocados, nuts and oils with high levels of monounsaturated and polyunsaturated fats.
9. Be prepared for a bit of experimentation. The results you get from **experimenting** will provide you with the information **best suited to you**.
10. **Enjoy** food!

About the Author: Jonathon Reid

Jonathon Reid is a strength and conditioning coach based in San Diego, California. He currently works exclusively with athletes but has previously worked with clients from a wide range of backgrounds and with varying fitness goals. Prior to moving to California Jon owned Panthera Performance, a personal training and strength and conditioning company in Edinburgh, Scotland.

For more information go to: <https://www.jonathonreid.com>



Nutrition Simplified: 10 Takeaways

1. Understand **macronutrients** (protein, carbohydrates and fat) and how they affect your body.
2. Understand **your daily energy** requirements.
3. Focus on **food quality** (vitamin and mineral dense, whole food vs. processed food).
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7. **Cut out refined** carbohydrates/foods.
8. Fat: oily fish, avocados, nuts and oils with high levels of monounsaturated and polyunsaturated fats.
9. **Experiment** to find what **works for you**.
10. **Enjoy** food!