

## YES EAT REAL FOOD

Eat foods with a simple or recognizable list of ingredients, or no ingredients at all because they're whole and unprocessed.

- ✓ **Legumes, lentils and peas**
- ✓ **Nuts and seeds**
- ✓ **Whole or minimally processed forms of soy**  
like edamame, miso, tofu, tempeh
- ✓ **Natural plant-based fats**
- ✓ **Whole forms of plant-based protein powders**  
like pea, hemp, pumpkin, or chia
- ✓ **Vegetables and fruit**
- ✓ **Minimally processed plant-based meats**
- ✓ **Herbs, spices, and seasonings**

## NO ELIMINATE FOR 30 DAYS

- ✗ **No animal protein.** This includes beef, bison, lamb, chicken, turkey, wild game, pork, fish, shellfish, or eggs, gelatin or collagen peptides sourced from marine or animal sources.
- ✗ **No animal fats.** This includes ghee, butter, or clarified butter, lard, tallow, suet, or schmaltz.
- ✗ **No highly processed forms of soy.** This includes soybean oil, textured soy protein, textured vegetable protein, soy protein isolate, or soy protein concentrate.
- ✗ **No added sugar, real or artificial.** This includes (but is not limited to) maple syrup, honey, agave nectar, coconut sugar, date syrup, monk fruit extract, stevia, Splenda, Equal, Nutrasweet, and xylitol. If there is added sugar in the ingredient list, it's out.
- ✗ **No alcohol, in any form, not even for cooking.** (And ideally, no tobacco products of any sort, either.)
- ✗ **No grains.** This includes (but is not limited to) wheat, rye, barley, oats, corn, rice, millet, bulgur, sorghum, sprouted grains, and all gluten-free pseudo-cereals like quinoa, amaranth, and buckwheat. This also includes all the ways we add wheat, corn, and rice into our foods in the form of bran, germ, starch, and so on. Again, read your labels.
- ✗ **No animal-sourced dairy.** This includes cow, goat, or sheep's milk products like milk, cream, cheese, kefir, yogurt, sour cream, ice cream, frozen yogurt, ghee, butter, or clarified butter.
- ✗ **No carrageenan or added sulfites.** If these ingredients appear in any form on the label, it's out for the Plant-Based Whole30.
- ✗ **No recreating or purchasing baked goods, "foods with no brakes," or treats with Plant-Based Whole30 compatible ingredients.\*** Recreating or buying sweets, treats, and foods-with-no-brakes (even if the ingredients are technically compatible) means you'll come out of the program with the same exact habits, coping strategies, and food choices you had when you started—and that won't lead to the kind of long-term, life-changing results we want for you.
- ✗ **No stepping on the scale or taking any body measurements for 30 days.** The Whole30 is about so much more than weight loss, and to focus only on body composition means you'll overlook all of the other dramatic, lifelong benefits this plan has to offer. So no weighing yourself, analyzing body fat, or breaking out the tape measure during the 30-day elimination period. (You may take photos and/or measurements on Days 0 and 31, however.)

*\*Some specific foods that fall under the "Pancake Rule" include: pancakes, crepes, waffles, bread, tortillas, biscuits, muffins, cupcakes, cookies, brownies, alternative flour pizza crust or pastas, granola, cereal, "ice cream," commercially-prepared chips (potato, tortilla, plantain, etc.), or deep-fried French fries. While this list of off-limit foods applies to everyone whether or not you like pancakes, you may decide to exclude additional foods that you already know promote cravings or mindless overconsumption, like RXBARs or almond butter. (See page 95 in The Whole30 for guidance.)*

## the fine print

These foods are exceptions to the rule, and are allowed during your Plant-Based Whole30.



Fruit juice

Vinegar and botanical extracts

Coconut aminos

Salt

Rice found in fermented soy (miso, tempeh)