

THE NINJA NUTRITION MANIFESTO

ASSASSINATING POOR EATING HABITS ONE PERSON AT A TIME!



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Legal Stuff

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Disclaimer:

You must get your physician's approval before beginning this exercise program. These recommendations are not medical guidelines but are for educational purposes only.

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The Ninja Nutrition Manifesto

Note: This is not a historical ninja diet. The diet used by the ninja of old would be very similar to the grain-based diet prevalent in Japan at the time.

The Ninja Nutrition Manifesto is instead the view of this ninja (me!) on nutrition developed over the years as the best one for fat loss, fitness, and performance.

The Problem with Diets

Every diet out there on the market today works. Otherwise they wouldn't be there. People lose weight. People feel better. People get healthy all the time. The diets themselves are not actually the problem. The real problem is that every diet is only a temporary solution to an ongoing problem. They change your body in the short term, but don't change your habits long-term which is why they ultimately fail.

How many people do you know who have gone from diet to diet to diet over and over again, losing weight each time, but failing to keep it off? They yo-yo back and forth between losing weight and gaining it back, sometimes even gaining back more. This is because diets don't last. In order to create lasting change in your body, you must make a lifestyle change. This is not a temporary fix. It's not a diet. (Just as an aside, what do the first 3 letters in DIET spell anyway?)

The premise of the Ninja Nutrition Manifesto is that you make a permanent change in your eating behavior at the level of lifestyle. That means this becomes the method by which you conduct your eating for the rest of your life. The change must be at the level of lifestyle in order for it to be effective. Does this mean you can never have chocolate cake or pizza again? No. Far from. You'll see that I have built room for you to still eat your favorite foods, albeit not every day, into the plan.

The plan itself, as you'll see below, is fairly simple and straightforward. The key is not in the complexity or lack of in the nutrition plan itself, but rather in your ability to actually follow through and do it. Action, as always, is the only way to change. Do it. Follow the plan. Start today!

Start at the Beginning

Most of us have grown up with the phrase, “breakfast is the most important meal of the day” drilled into our heads. We’ve heard it thousands of times and perhaps have even quoted it to others thousands of times as well. No harm was meant by it, in fact, the people who said it to us had nothing but the very best intentions in mind. Didn’t matter if you were hungry or not, our Moms made us eat breakfast, right?

Their thinking was sound. You need fuel. Your body needs energy. Kids have to be able to think clearly in school, study hard, and do well. As we got older, the thinking changed from simply needing fuel to trying to “kick start” our metabolism. We thought that breakfast was necessary to maintain a healthy weight or even to help us lose fat by ramping up our metabolism first thing in the morning. Doctors told us this was true and so did our Moms, so we believed them. Many of us still do.

What’s the Reality?

But, as Jack Welch, former Chairman and CEO of GE, once used to say at the start of every business meeting – what’s the reality?

The reality is that when you wake up in the morning, your body is in its most effective fat burning state. This is due to a couple of things. One of them is that first thing in the morning your insulin levels are low. When insulin is low, you burn fat more effectively. Eating a bagel and cream cheese or a bowl of cereal – doesn’t matter if it’s super whole grain stuff or Captain Crunch – will cause insulin levels to elevate and drop your fat burning furnace down to nil. Another reason is that during the morning hours of about 7 am to 9 am, your body’s level of the hormone cortisol is at its peak. In this context, cortisol helps to break down fat by increasing the release of fatty acids to be burned for energy.

So when do I eat?

Good question. New research into old (very old, like caveman old) ways of eating has led to remarkable discoveries, or is it re-discoveries, that human beings are genetically adapted to phases of under-eating and overeating due to the abundance or scarcity of food.

Intermittent Fasting is one way to access that genetic adaptation. While a normal fast can last anywhere from a full 24 hours to a week, an intermittent fast is a much shorter interval of going without food. Studies have shown that people who practice intermittent fasting can receive all the benefits of a longer

fast, but without the unwanted side-effects of catabolizing muscle and being on the verge of starvation. Shorter fasts are also much easier to adapt to and implement into your daily life.

Short, intermittent fasts, usually around 16 hours or so, seem to convey the same coveted results of longer more agonizing fasts such as burning fat, improving blood lipids, improved blood sugar control, appetite control, improved cardiovascular function, increased longevity, and stronger resistance to stress, to name a few.

The easiest way I've found to implement the practice of intermittent fasting is to simply skip breakfast. What time I chose to "break my fast" depends on what time I eat dinner the night before. So, for example, if I have dinner at 7 PM then I won't eat again until 11 AM the following day. I usually try for a 16 hour intermittent fast Monday through Friday, then on the weekends I eat breakfast as usual.

So, to sum up...

- Want to burn fat? Stop eating breakfast.
- Want to have more energy? Stop eating breakfast.
- Want to have a super productive morning? Stop eating breakfast.
- Want to be clear and focused? Stop eating breakfast.
- Want to lower your blood pressure and cholesterol? Stop eating breakfast.
- Want to lower your risk of Type II Diabetes and heart disease? Stop eating breakfast.
- Want to increase growth hormone release? Stop eating breakfast.

The Premise of Primal/Paleo Diets

Prior to the Agricultural Revolution some 10,000 years ago (give or take), all humans – everyone on the planet – ate basically the same diet. Of course there were some variations due to geography, climate, and seasons, yes, but basically the same diet. And what if I told you that this one diet kept our caveman (and woman) ancestors leaner, stronger, fitter, and even healthier than we are today? It enabled them to survive and thrive for over 2 million years.

Our genes have remained virtually unchanged since pre-agricultural times. We are quite literally cavemen in business suits – some of us more so than others! The Primal premise is that our current genetic expression is influenced, positively or negatively, by our lifestyle. So that how we eat, how we exercise (or

don't), how we rest, play, and sleep all combine to create the body we have today. This means that we literally have the ability to optimize our genetic potential one forkful at a time. .

Grains and other processed foods at the top of the list of things to avoid. Yes, even the supposedly healthy, whole grains. Why? Simply because humans did not evolve to digest grains properly. They make us fat and unhealthy. Remember our genes have not changed since pre-Agricultural times.

There are many benefits to eating this way, including a naturally lean body, acne-free skin, improved athletic performance and recovery, and relief from numerous metabolic-related and autoimmune diseases.

Quick Summary of Primal Diet

- You can eat all lean meat, fish, seafood & eggs
- You can eat all non-starchy seasonal vegetables
- Plenty of seasonal fruit
- Moderate healthy fats
- Moderate nuts and seeds
- No grains or cereals at all
- No legumes
- No processed foods
- No sugars.
- No artificial sweeteners. These are not food!

Protein

Protein should be the first thing making up your meal or snack. Individual protein needs vary and I've read studies that suggest the optimal amount of protein one needs on a daily basis is anywhere from 0.5 grams per pound of bodyweight all the way up to 2 grams per pound of body weight. I usually come in at about .75 grams per pound of body weight, but even this varies with me on a day-to-day basis. When all else fails, you can follow the general rule of having a serving of protein the size of your palm.

When it comes to what kind of protein you should eat, remember that free range animals are healthier than commercially raised animals. If possible:

- Buy your meat local, grass-fed and USDA organic
- Buy eggs from free roaming chickens
- Buy your fish wild, if possible

Carbohydrates Part 1: Eat Your Veggies!

You want the bulk of your meal to be made up of non-starchy carbs, i.e. - veggies. Make sure you get variation, and eat a lot of them! Here are some things to keep in mind with vegetables:

- Buy local, in season, organic veggies
- Avoid starchy vegetables (i.e. potatoes), unless eating post-workout
- Avoid legumes (i.e. peanuts, beans, peas, soybeans etc.)

Carbohydrates Part 2: Moderate Your Fruit

Fruit is good for you in moderation. There is a common grading system of fruit based on the fruits nutrient value and glycemic load. Generally berries are at the lower end of the glycemic load spectrum and fruit like bananas are at the higher end. You should also consider how the fruit was grown. Think about the following in regards to fruit:

- Buy local, seasonal, organic fruit, if possible
- Avoid genetically modified fruit
- Avoid fruit juices – these are basically just sugar water
- Make sure to wash any fruit thoroughly to minimize pesticides

Fats

Despite what modern society has taught us to believe, fats are your friend! It is important to have the right balance of fats and the right kind of fats in your diet. On the Primal diet, your body is trained to burn fat instead of carbs for energy (this will make your energy levels more stable), so don't skip the fat in your meals!

- Buy oils (coconut, olive) organic and cold pressed so they remain chemically unchanged
- Buy organic and local avocados
- Buy coconut in all forms
- Nuts are good in moderation (almonds, walnuts, pecans and macadamia nuts are your best choice). Buy them raw.
- Avoid canola (the oil is genetically modified, partially hydrogenated and highly refined), peanut, cottonseed, soybean, and wheat germ oils
- Avoid trans fats and hydrogenated or partially hydrogenated oils

Liquids

Drink plenty of water, coffee, and tea. Alcohol is allowed in moderation. I prefer red wine, usually a Malbec or Cabernet. ☺

Primal Foods Shopping List (from www.MarksDailyApple.com)

Vegetables

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

In Moderation

| | | |
|----------|----------------|------|
| Cassava | Sweet Potatoes | Yams |
| Potatoes | Wild Rice | Taro |

Fish

| | | |
|-----------|---------------|---------------------|
| Anchovies | Mahi Mahi | Salmon |
| Bass | Monkfish | Sardines |
| Cod | Mullet | Tilapia |
| Eel | Northern Pike | Tuna |
| Haddock | Orange Roughy | Walleye |
| Halibut | Perch | Any Other Wild Fish |
| Herring | Red Snapper | |
| Mackerel | Rockfish | |

Shellfish

| | | |
|----------|---------|----------|
| Abalone | Lobster | Scallops |
| Clams | Mussels | Shrimp |
| Crab | Oysters | |
| Crayfish | Prawns | |

Meat and Poultry

| | | |
|--------------------------|----------------|----------------------|
| Beef | Goat | Pork |
| Chicken | Lamb | |
| Game Meat | | |
| Alligator | Emu | Rabbit |
| Bear | Goose | Snakes |
| Buffalo | Pheasant | Turkey |
| Caribou | Kangaroo | Venison |
| Duck | Ostrich | |
| Elk | Quail | |
| Organ Meats | | |
| Hearts | Liver | Sweetbreads |
| Kidney | Bone Marrow | Tongue |
| Eggs | | |
| Chicken | Goose | Roe/Caviar |
| Duck | Pheasant | Other Bird Eggs |
| Emu | Quail | |
| Nuts and Seeds | | |
| Almonds | Pecans | Sunflower Seeds |
| Brazil Nuts | Pine Nuts | Walnuts |
| Hazelnuts | Pistachios | Derivative Butters |
| Hempseeds | Pumpkin seeds | |
| Macadamias | Sesame Seeds | |
| Healthy Fats/Oils | | |
| Avocado Oil | Macadamia Oil | Unprocessed Palm Oil |
| Butter/Ghee | Olive Oil | Walnut Oil |
| Coconut Oil/Milk | Sesame Oil | |
| Lard | Tallow | |
| Fruit | | |
| <u>Preferred</u> | | |
| Blackberries | Boysenberries | Gooseberries |
| Blueberries | Cranberries | Raspberries |
| <u>Other Fruits</u> | | |
| Apple | Honeydew Melon | Pears |
| Apricot | Kiwi | Persimmon |
| Banana | Lemon | Plums |
| Cantalope | Lime | Pomegranate |

Cherries
Coconut
Figs
Goji Berries
Grapefruit
Grapes
Guava

Lychee
Mango
Nectarine
Orange
Papaya
Passion Fruit
Peaches

Rhubarb
Star Fruit
Strawberries
Tangerine
Watermelon
All other fruits

Spices and Herbs

Anise
Basil
Black Pepper
Cayenne Pepper
Chili Pepper
Cilantro
Coriander Seeds
Cinnamon
Cloves

Cumin
Dill
Fennel
Ginger
Mint
Mustard Seeds
Nutmeg
Oregano
Paprika

Peppermint
Rosemary
Sage
Stevia
Tarragon
Thyme
Turmeric

In Moderation

100% Full fat cream
Cheese
Yogurt
Honey

Supplements

Daily High-Potency Antioxidant Multi-Vitamin Supplement
Omega-3 Fatty Acid Fish Oil Supplement
Whey Protein Powder
Probiotics
Vitamin D

Occasional Indulgences

Alcohol
Dark Chocolate

Other

Tamari
Tea (green, black, white, oolong)
Vinegar

What To Expect

The Hardest Part of Any Journey is the First Step. A New Diet is No Different.

Making the Primal switch comes with challenges. Depending on how heavily your diet is dependent on grains and sugar before you switch, you will experience an adjustment period of varying degrees of intensity. You will experience a dip in your athletic performance and have times when feel tired and maybe a little cranky. This is normal! It usually lasts about one to two weeks. Keep in mind that your body is going through withdrawals and changes converting from a sugar/carb burning organism to a fat for fuel burning machine. You'll get there. Be patient!

The 6 P's!

Remember your 6 P's: Proper Prior Planning Prevents Poor Performance! Part of the difficulty of starting any new diet is the amount of preparation involved. Make sure you plan ahead so you aren't stuck in a situation where you are left with no options. A lot of people like to use Sunday to prep for the week. Other people make lunch for the next day at the same time as they are making dinner, so they don't feel like they are spending too much time in the kitchen. Find a system that works for you and stick to it.

There will be places or situations where you know you have difficulty staying on diet (i.e. at the office working late, pizza parties, birthday parties, any sort of holiday party, etc...) - make sure you have options readily available to you. Talk to your family, friends, and co-workers so they know what you are doing and can either do it with you or provide you with moral support.

Ninja Nutrition – How To Succeed

When to Eat:

Here's the deal - Every day you will fast for 16 hours and eat ONLY during an 8 hour window. So, if you start eating at 11 AM, you stop eating for the day at 7PM. This will control the amount of calories you eat each day as well as discourage cheating. The Intermittent Fasting (IF) is a critical component of the diet. You will feel healthier, more energetic and also accumulate a calorie deficit which is essential for weight loss.

Healthy carbohydrates are allowed in the 2 hour post-workout window. This is when you can eat stuff like rice, potatoes, and sweet potatoes. Any questions about this – let me know!

How Much to Eat:

This will obviously vary from person to person and probably day to day, depending on your activity level. Generally I eat until I am full, but not stuffed. I never count calories, it bores me to tears just thinking about it. But, hey, this is what works for me. As they say, your mileage may vary.

Cheat Days:

After 2 weeks of strict eating to help normalize insulin levels, you will be allowed 1 cheat day per week. The purpose of the cheat day is twofold – first to help you stay sane and have a binge day to look forward to each week, and second to restore leptin levels in the body. Leptin is the fat burning hormone that gets depleted as you continuously diet. It must be replenished so that your fat burning does not hit a plateau or stop altogether.

All foods are allowed on a Cheat Day. Want to eat a whole pizza? Go for it! Box of donuts? Have at it! Bagels and beer for breakfast? Go to town! But remember, you must throw away (or eat) all cheat foods so you are not tempted the next day!

Journaling:

Keeping a journal of your progress helps to keep you accountable. It also helps you associate what you are putting in your body and how you feel throughout the day and during workouts. It will help you hone in on the foods your body responds best to, and which foods to avoid.

Include:

- What you ate
- How much you ate
- What time of day you ate

This is usually the step most people skip, but it is probably the most valuable. At least in the beginning, make an effort to do this. Don't cheat or adjust what you ate to make yourself look better. Remember – this is a tool to help you, not a paper you'll be graded on!

As with all change, the journey of 1000 miles begins with the first step. Now it's up to you. I have given you my system of nutrition for health, fitness, and performance. You must do the rest. Take action!

Blueberry Almond Joy Protein Shake

I'm not really big on creating recipes, but this is one I use almost 5 days a week so I thought I'd share it with you. It takes about 5 minutes to make and is full of great stuff to start your day and keep you going.

Try this delicious recipe for a shake full of protein, healthy fats, and antioxidants!

What you'll need:

- 1 Scoop natural whey protein powder
- 1 Scoop [Greens Plus](#) or other greens drink
- 1 Tablespoon almond butter
- 1 Tablespoon shredded coconut (no sugar added)
- 1 Cup frozen blueberries
- 1 Teaspoon cinnamon
- 1/2 Cup plain Greek yogurt
- 1 Cup coconut milk or organic whole milk (depending on preference)

Put all the ingredients in a blender. Mix it up and enjoy!

Recommended Resources

Online

www.marksdailyapple.com

www.robwolf.com

www.paleodiet.com

www.whole9life.com

Primal Blueprint Recipes

<http://www.marksdailyapple.com/primal-blueprint-recipes/#axzz1wG5zn8w7>

Books

The Primal Blueprint, Mark Sisson

The Paleo Solution, Robb Wolf

Wheat Belly, William Davis

The New Evolution Diet, Arthur Devany, PhD

Additional Recommended Resources

[Warrior Fitness: Conditioning for Martial Arts](#)

Warrior Fitness will help you and your students attain a new level of strength, flexibility and endurance — quickly and with little chance of injury. **Warrior Fitness combines old school fitness with modern exercise science.**

[Guide to Striking Power](#) – **Specific Physical Preparedness for ALL striking arts from old school Traditional Martial Arts to modern MMA!** Learn how to build a powerful structure to stabilize punches, kicks, and martial movement! Discover how to use low-tech, high yield tools to strengthen strikes throughout a range of motion!

[Martial Power Program \(e-book and video\)](#)

The Martial Power Program is for those traditional martial artists committed to taking their body, mind, and spirit to the next level! This program is for people who are serious about learning how to functionally integrate high level fitness training into their martial arts practice!

[Ninja Mission Program 1 \(Video and Manual\)](#)

You will train like the ninja of feudal Japan preparing body, mind, and spirit through rigorous physical training and martial practice

[Evolve Your Breathing: Essential Techniques for Optimal Performance](#)

Learn unique and powerful breathing exercises drawn from martial arts, qigong, and yoga that will teach you how to **Adapt AND Perform Under Stress!**

[Dad Strength Program \(e-book\)](#)

A full 10 week program to go from Dad to Super Dad! A Three-Phased approach to Recover and Sustain Strength. Awesome for men in their 40's, 50's, 60's, and beyond!



www.WarriorFitness.org