

# Low Carb Mag

## DAVID PAUL MILLER

Snackbars-  
What you need  
to know...

## SHAWN MYNAR

True Health  
Real Happiness

## FOOD FESTIVALS NEAR YOU

## DR MONA MORSTEIN

Cauliflower  
is more  
than just a  
side-dish

## TOP LOW CARB & PALEO PODCASTS FIGHT IT OUT

## GMO WATCH

Alain Braux

## Top <sup>step by step</sup> Recipes

Martina Slajerova - LC Raspberry Meringue Pie

Angela Coleby - Blueberry Cream Cheese Coffee Cake





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## Next Month's Feature Interview

### Inna Lukyanovsky



Dr. Inna Lukyanovsky is a pioneer clinical pharmacist specializing in functional medicine, with special focus on Crohns and colitis and natural hormone balancing. Inna knew from a very young age that she wanted a career in healthcare after seeing how her grandmother suffered from life-long digestive problems.

[Check out Inna's website here](#)

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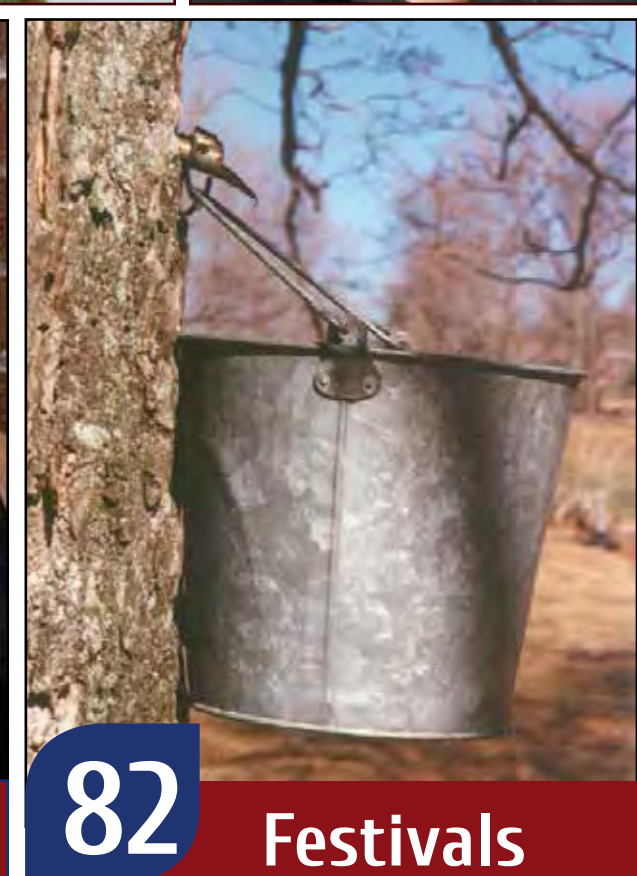
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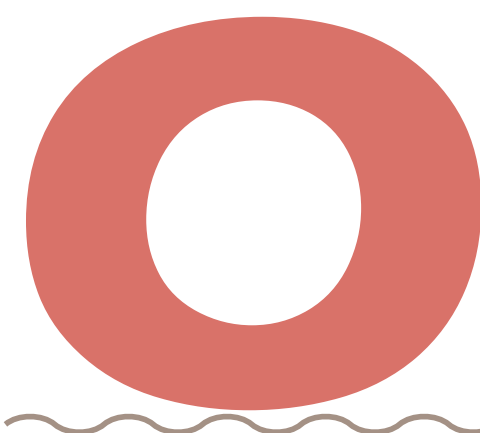
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## Editorial



One thing that I often find a little bit misguided with many types of dietary systems is the fact that we are encouraged simply to cut out some types of food.

While that may be necessary - particularly if you're going to something like say the low-carb or the paleo diet. It's not always the sensible option.

A far better approach, is to find a replacement for things that you normally eat from the new food groups that you are permitted to consume. By doing that, you

will not only keep a much wider variety of foods within your dietary regime, but you will also give yourself the opportunity to try new things - maybe things that you've never had before.

By doing this, not only do you ensure that your dietary needs are met in terms of vitamins minerals and the "chemical"

input the body needs - you are also ensuring that your emotional and creative needs are also met.

I think everyone of us has either said or heard somebody say "I've stopped the diet because it's so boring". In finding new types of food to eat, that major cause of dietary failure is avoided.


Many people on the low carb diet and to a certain extent the paleo diet, have found multiple uses for the humble cauliflower. Everything from cauli-rice - to ice cream (yes I kid you not). It really is very adaptable and when steamed or cooked properly has a very subtle taste that can

be mastered and augmented to taste like many of the foods it's pretending to be.

But the beauty and overall adaptability and/or nutritional advantage in using cauliflower is more than just a matter of taste as the article by Mona Morstein thoroughly illustrates.

Afternoon snacking, in fact, snacking any time of day has often been a tad difficult for lowcarbers and paleo adherents. However, over the past few years many more "suitable" products have appeared on the market. Though not all of them have been exactly the way we would wish them to be.





Obviously, there are those in the community who weren't totally satisfied with the offerings they found available and with that "can-do attitude" set about making something suitable – often just for their own consumption. But like all these things, when you are keen and persistent things that you like and make for yourself often become liked by other people around you who are generally looking for much of the same thing.

That is exactly what happened to Jason Burke who is the founder of *New Primal*. David Paul Miller tells us the story behind this now successful multiproduct company as well as his own journey from beer and pizza consuming tubbyness to the fighting fit person he has become. And we get an intriguing insight into the "behind-the-scenes" goings-on of a company that strives to bring tasty and nutritional products into the hands of discerning low-carb and paleo followers.

We have all that plus our usual GMO, fitness, and so much more in this month's edition of Low carb mag.

Have a great read.

Mark





You can download the  
complete interview here:

[https://lowcarbmag.com/  
david-paul-miller-the-full-interview/](https://lowcarbmag.com/david-paul-miller-the-full-interview/)

Alain Braux: [AB] Good morning  
David and welcome!

David Paul Miller: [DPM] Good morning,  
I appreciate you having me on.

Mark Moxom: [MM] Good morning! I  
hope you are both wonderfully well.

[DPM]: Absolutely. Hi Mark!

[AB]: So David your common  
friends Melissa and Sadie  
Olsen told us about your  
wonderful products and I was  
curious how did you get to the  
primal-paleo environment? I  
mean what is health path?

[DPM]: Like a lot of other  
people it was a broken road of  
health that kind of led me to  
finding paleo. Out of college  
I gained some weight, the  
drinking and pizza things in  
college that are so common. I  
was looking to get healthier.  
I started getting back in the  
gym and was doing a lot of  
the men's health and men's  
fitness workouts and following

a lot of that diet and saw  
some results but I actually  
out of college became a  
firefighter. I wasn't sure what  
I wanted to do after college,  
so I became a firefighter for  
the city of Charleston in South  
Carolina for a few years.

At that time so this is a  
2007, paleo and CrossFit were  
not really inundated in pop  
culture yet and it was a very  
police, military, firefighter  
environment. So I found out  
about CrossFit through fire-  
fighting and from CrossFit I  
learned about paleo. I started  
experimenting with it and  
found excellent results. At



the time it was a very small community as I mentioned previously and I just stuck with it ever since, 80/20 has been kind of my version of paleo that I've done that's allowed me to stay pretty much more or less on that path for the past ten years.

**AB:** So David you are with Melissa, Jason and Ashley, the cofounders of New Primal and your company offers jerky, meat sticks, snack mates and coming soon a new product and we'll talk about all of these later as well. How did you come up with this line of product? What started the whole company and why you decided to offer this kind of product?

**DPM:** Jason Birke is our founder and CEO. This brand started really as organically as a company can start. It was basically accidentally. He got into paleo and crossfit in 2009. He was looking for a clean healthy afternoon snack. That was where he found the most difficulty. It wasn't so much in meals and meal planning. It was the three o'clock in the afternoon at his desk, what snack do you go to. He got tired of cashews and almonds and in those types of trail mixes very quickly and so he thought what better high protein clean afternoon snack in jerky but what he found in the market



was that there really wasn't anything that he was looking for because he wanted paleo. He wanted grass-fed, grass-finished beef. He wanted no added sugar. He wanted to know the animal welfare aspect was there and in the product that he was looking for simply didn't exist.

So he literally googled how to make beef jerky. He bought a thirty dollar dehydrator and just started playing with

different marinades. So he was buying grass-fed, grass-finished beef from Whole Foods slicing it thin. The first few iterations he still claims to this day were almost inedible. He didn't come from a chef background really at all but what he did was he stuck with it and he found some flavor profiles that worked really well. So he started to take it in zip lock bags just as a snack for himself not in an effort



to create a company. As he got better and better at making it people were trying it both in his gym and it worked and people started requesting, hey next time you make a batch can you make me a bag and leaving cash on his desk at work, giving him cash in his gym. So he ended up having six dehydrators going on his kitchen counter one point.

His lovely wife Kristin went out for a girls night out one evening and she came home and she wasn't in a good mood and she said these

dehydrators have to go. He was kind of taken aback and said, what's the problem. She said her friends had teased her all evening that she smelled like she just came from a barbecue, her hair and her clothes all smelled like beef and smoke. So that was kind of the tipping point of where he took it from his kitchen counter to (he was lucky in the fact that he had a good friend who has a catering company in Charleston South Carolina which is where we're based) who allowed him to rent



a tiny little room, it was really about this size, to start making it there and packing it there.

Fast forward about six months and he thinks he has the company here. It was just really catching on so he built kind of a really janky website and he started putting jerky in a backpack and just I mean, grassroots effort as all get out, I mean pounding pavement in Charleston South Carolina, saying hey I'm making this product I think this worked really well

in the little independents and corner stores and we have an outdoor retailer that has a few locations in Charleston. So really as organic as a company can start and then it just it just kind of continued from there.

Fast forward six years, last year we had the number one selling jerky in the United States in the natural channel throughout all of 2016 so it's been a really fun journey. I've enjoyed being part of it.



**AB:** Very nice to hear the story. Sometime what it takes to create a whole new business is just to decide to do what you want to do and what you cannot find in the market and sometimes that can lead to something very successful like in your case. Can you shortly describe each line of products and how it's used by customers?

**DPM:** The New Primal flagship line, what we started out with was whole muscle cut jerky and that's what Jason started out making and that's what we brought to market first. So whole muscle cut meaning full muscle cuts of beef that are not chopped up in rounded form like a lot of other products. It's your traditional

ripped-tear type jerky. Currently we have four jerky products. We have the classic grass-fed grass-finished beef jerky. We have a spicy grass-fed grass-finished jerky. We have a classic turkey jerky and we have a very new product it's actually just kind of hitting the market right now. That's probably our most kind of gourmet flavor that's really taking off. That's our date and rosemary chicken jerky which is a free-range chicken. It's a paleo certified just like all of our other products. It's gluten-free certified and this particular one is also AIP friendly which is our first autoimmune protocol friendly option because it



doesn't have honey. All of our other turkeys have honey in the marinade and the date and rosemary chicken jerky actually has macerated dates. It's a date paste or a date syrup in place of the honey as honey it can be a trigger for certain people.

As that really takes off on the west coast, I think we're finding that the AIP diet is becoming a lot more popular in different areas.

**AB:** Can you explain what the AIP diet is?

**DPM:** The autoimmune protocol diet or the AIP diet is sort of, I think a lot of people would view it as an offshoot of paleo rooted similarly to whole30 or other kind of subgenres of paleo. For people who have key reactions to the food that they eat it's an effort to kind of take away a lot of things. It's a pretty strict very filtered diet.



Nightshades are taken out. Something like honey which we generally think of as a very healthy ingredient, is removed because it can be a trigger for a lot of people. So they take those things away for a set amount of time whether it's 30, 60, or 90 days and then they start to reintroduce very slowly so they can gauge the reaction to try to help to identify causes

**DPM:** In January of 2016 we launched three stick options, to think like a healthy version of the Slim Jim. A quick on-the-go snack and we set, what we thought was a very aggressive sales projection on them and I believe if I remember correctly we outsold that projection by 1,500 percent in quarter one of 2016. That



of an inflammation or gut inflammation within them.

**AB:** Thank you for explaining that. Then you have the snack mates?

was very eye-opening. It kind of told us that that was something the market was really interested in. They retail typically for \$1.99 and they have all the same call

outs, all the beef that's used is grass-fed, grass-finished beef and all the other proteins are fully free-range. They're all paleo certified. They're all gluten-free certified. At \$1.99 they're a great car item. I think we find that people often buy a handful of them as opposed to one and just keep them in the glove compartment or the center console in

Those three that we launched were the same flavor profiles as our jerky initially so we had a classic beef, spicy beef and a classic turkey but due to the sales and the market reaction to that we actually immediately put into RND, expanding some flavors. So we actually have seven sticks currently in addition



their car. If you're stuck in traffic and you're a little bit hungry you've got that kind of low priced point but you get a lot of bang for your buck with a very nutrient-dense product like that.

to the core launch that we did. We now have the habanero pineapple grass-fed beef which is my favorite. That one I use can't go wrong with a little spice and a little sweet to offset in. Then we



have a cilantro lime turkey which is fantastic. Then we have two free-range pork options. We have a barbecue pork and then an uncured maple bacon which actually was my favorite at first. I think I overdid it. So we have currently seven sticks option available.

**AB:** They're very tasty.

**DPM:** I'm glad you liked them.

**AB:** Then we have the snack mates.

**DPM:** Snack mates was next.

As a small-ish company, we still have a small number of folks on the team, we try to let the market dictate. We look for a white space in our line expansions. So when we launched the sticks most of us on our team we have young kids and our kid just went absolutely crazy of the sticks. So it was kind of one of those light bulb moments where we thought, wow kids snacking is such a huge market. It's a huge statement in a grocery but it's all the same thing.



It's all high fructose corn syrup. It's a bunch of added sugar. It's really all carbs. It's quick to find anything but carbs. There's really no fat or protein in that lunch box aisle as we call it. We thought why not be the first to launch a kids' clean protein snack. So what we did was we took our sticks, the classic turkey and the classic beef and we just dialed back the black pepper a little bit in that product because you don't

want your kids mouths to be on fire. So we packaged them individually just string cheese. In fact that's sort of how we frame it. When we to talk to folks we say it's the new string cheese and they're in a five pack bag for \$5.99 complete retail. We intentionally did five of them for five days in the school week. They're the perfect size to go in a lunchbox.

**AB:** That's a great idea.

I can't help but wonder how



do you source your products? Do you work with certain farms? Do you want to name names?

**DPM:** I won't necessarily name names because of the nature of our supply chain. Our beef actually all comes from New Zealand and Australia. When we started out we sourced from Oregon and Washington states primarily because there was a supply of grass-fed beef there. We were looking for domestic beef but they were small family farms and

we grew at quite a rapid rate initially being the first company to launch a grass-fed, grass-finished beef jerky into the US market which we're very proud of obviously. It helped us get a foothold into the market but a couple things happen they struggled to keep up on the supply chain side with our growth. Then as we we actually started going down the rabbit hole with the non-GMO projects to get non-gmo verification and they essentially



told us if you continue to source in the United States you're going to have a lot of trouble ever getting certified. We were kind of blown away by that because we've got statements upon statements and we know that our farms are non-GMO farms. They're 100% grass-fed farms but they the filter that they use is such a minute breakdown that it was actually rainwater from surrounding farms. It was a potential contaminant

and so if the surrounding farms use GMOs they will not certify you. So there was a good learning piece for us and we always joke that we've paid for education every step of the road.

So we took our beef sourcing to New Zealand and that solved a lot of problems for us as far as supply chain. I don't think there's any way we could ever outgrow the supply chain that's available in New Zealand. It's a



network of family farms all with the same statements, same affidavit, 100% grass-fed. GMOs are illegal in New Zealand so that solved all the GMO problem for us. Grass-fed, grass-finished is the rule there rather than the exception as a business in the US unfortunately and they have more cattle than people. They've been able to keep up as we've grown and so we found as we have grown that Australia has a very similar supply so some of the beef does come from Australia now as well.

**AB:** There's a farm not too far from you White Oak Farms which I visited last year.

**DPM:** Fantastic organization.

**AB:** They could also be a good source.

**DPM:** Absolutely!

We've talked to them in the past. I think our operations team is always looking at different sourcing and relationships and things like that. So Ashley on the operations side she's got all those relationships and she

remains in contact with all those people and you can never have too many options available for clean sourcing.

**AB:** It's great that you found the source. Too bad it's outside the country.

**DPM:** As you alluded to previously, if paleo does continue on the track that it's on and it becomes a more standard thing I think the market will react. I think more and more people will move away from feedlot farming and concentrate in animal farming operations and you're going to see this



shift and we hope to be a strong part of that as the market kind of forces companies to go grass-fed.

**AB:** I could see that between you and Epic. You're already pushing the door wide open. I'm surprised that the farmers are not keeping up with that or ranchers.

**DPM:** Well we've definitely seen some growth and we've seen more farms go into that. It's just a timing thing I think. I think both Epic and us have grown at a rate that it's going to take a while. I mean just even from a raising of the cattle position, it takes



We already know that your products are paleo but they're also gluten free, soy free, grass-fed, grass-finished, hormone and antibiotic-free,

significantly longer to raise a grass-fed, grass-finished herd of cattle as opposed to the force feeding and the terrible things happening in feedlot. I think it will get there. I think it's just a little bit of a timing thing.

**AB:** About your chicken and turkey, where do you get them from?

**DPM:** The chicken and turkey comes from Pitman Farms in Sanger California. Mary Pitman who's like a culinary icon in California, you mention the Pitman

farm in California and in the natural community at least people's eyes light up and that's a great thing for us and they're actually grown specifically for us on fully non-GMO feeds. They're a great partner to work with.

Our pork is a network of farms domestically that are fully pastured.

**AB:** Now let's talk about specifics. We already know that your products are paleo but they're also gluten free, soy free, grass-fed, grass-finished,

hormone and antibiotic-free, can you kind of elaborate on that and how you get to that point?

**DPM:** Initially when we started out our jerky was actually primal but not paleo. Everyone in this category and in this market they tend to use soy sauce, often additives that you have trouble pronouncing these polysyllabic words that look like they were made in a lab. So we were offering a clean, 100% grass-fed right from the beginning but initially we

used a non-gmo tamari sauce that was gluten-free and it was non-gmo and it was just due to cost basis as we were a small company. Tamari is significantly more expensive than soy and coconut aminos which is what we really wanted to be using are about 30x of tamari. So we had to grow to a certain point where we could get there to really step our game up on and we did that a little over, I guess probably about a year and a half ago. We replaced the tamari with coconut aminos. We're the

Initially we used a non-gmo tamari sauce ...We replaced the tamari with coconut aminos. ..We're the first company and so far the only company to have done that



first company and so far the only company to have done that to my knowledge in the United States at least on a large scale availability.

sugar or you can't just be gluten-free but then there's a bunch of other junk in your product. So for us first and foremost, grass-fed,

So for us first and foremost, grass-fed, grass-finished beef, animal welfare, again obviously, is a huge aspect of what the New Primal promises the consumer. Then antibiotic and hormone-free...

So basically we always want to stay a step ahead of the game. Our commitment to the market and to consumers is to offer what we call the highest integrity option. So in order to offer the highest integrity option I think it's important that you really bring your a-game. You can't just have grass fed but then have soy and a bunch of added

grass-finished beef, animal welfare, again obviously, is a huge aspect of what the New Primal promises the consumer. Then antibiotic and hormone-free, I think that has become almost ubiquitous across the market. So that's one of the call-outs that maybe it has lost a little bit of its importance which is a good thing. You see the

market changing. Then Paleo certified was big for us. Switching from tamari to coconut aminos allowed for that so there's no soy.

We are still going through that non-gmo verification which is a lengthy lengthy process and for something like jerky there are a lot more ingredients involved than a lot of products so a lot of moving parts to getting that certification. We have to have that later this year. Then no added sugar. I mean I think that that is a huge difference in what we call the dirty little secret of the jerky world.

It's just tons of sugar and sodium. Typically what we find is it's a combination of a lot of Americans just love sugar. They're addicted to it but it's also a money game. If you have a hundred pounds of beef and you turned it into jerky you only make about 30 pounds of jerky but if you load it up with sugar and you load it up with sodium those ingredients don't cook out so you get kind of an artificial yield rate which a lot of people like to do and it's a little bit agreed so that's another one of our commitments. We've got a touch of honey and





a touch of pineapple juice in our marinade. That's the only sugar involved at all. So there's no added refined sugar at all. So hormone-free, antibiotic-free, gluten-free, non-gmo, paleo friendly, top eight allergen free which I think especially in classrooms and with kids that's becoming more and more important to people and the animal welfare aspect. So a lot of call outs that separate us which is good. It helps me in my job. It's a pretty competitive market. There are a lot of generic

companies out there.

**AB:** Thank you for explaining that. Now let's talk about your new secret product. So this is going to be a meat marinade. What can you tell us about it?

**DPM:** It was a secret. They are actually hitting whole food shelves nationwide as we speak. They started about two weeks ago. By the end of the month I would say that you should be able to find it on every single shelf in any Whole Foods in the



United States. Whole Foods does have an exclusive on them in May, June and July. They'll be available to rest the market in August.

I mentioned earlier we like to find white space. I mean that's what has allowed us to be successful in the jerky and the meat snack world is that we offered something that was truly different. It's a hard market to break into but if you're offering incremental sales and a lot of value to the retailer

I think they're going to be receptive to that any time they can have something that's that's completely different and like I said white space. So we found there's huge white space availability in a marinade set of really any whether its natural or conventional grocery retailer. No one has really disrupted that game in a very long time. It's all oils. Primarily canola oil but an oil of some sort. Most of them are canola. Lots of added



sugar, lots of ingredients that are hard to pronounce that you don't know what that product is when you see that ingredient and soy. So it's soy, canola oil, a bunch of sugar and a bunch of junk. So what we recognized was if people are looking for a clean jerky or clean meat snack and we see it happen in a lot of other categories that have all been moving forward and folks have come in and disrupted categories and have been very successful doing so we make a marinade for our jerky why not just tweak that a little bit and make it available to the consumer.

So we just basically made a couple very minor changes. We have three options. There's a classic and a spicy marinade which are meant for red meat. Then we have a citrus herb and it's more for your poultry or fish. It works fantastic with that. So coconut aminos based. I don't know if a lot of people know this but coconut aminos are actually the number one selling product in the ethnic

section which is just where it lives at Whole Foods across the board in every region of the United States. So that's definitely something I think is trending up. People are



googling it, learning more about the positive benefits of coconut aminos and so that's the primary ingredient. Some apple cider vinegar, some spices, herbs, a little bit of pineapple juice. Very simple but it's one of those things that no one had



done. So it's paleo certified just like everything else. It's gluten-free certified.

This one we're really excited about is actually whole30 approved which is our first

whole30 approved item. So folks who are struggling to get through those thirty days of really really kind of dialed in eating, now have a great option on to use for marinating meat. We've used it on vegetables. We've cooked it down and use it as a finishing

sauce so it's a really nice utility item that can be used in a lot of different ways.

**AB:** So do you have oil in it?

**DPM:** No it's oil free. There's no added sugar. It's a truly different differentiator I guess in that set.

**AB:** Okay now the secret is out. Thank you for sharing. You already mentioned that you are in Whole Foods Market. Where else are your products sold?

**DPM:** When we started as I mentioned very grassroots going into independence and co-ops and then it kind of just grew from there. A lot of smaller chains, Earth Fair was one of our first natural retailers oddly enough we actually got into Publix in the southeast. I don't know if you're familiar with that retailer. It's one of the major more conventional but they've done a really good job of having some cleaner healthier options in a lot of categories. They were actually one of our first retail partners. We



had no idea what we were doing. Jason our founder placed a cold call to Publix and lo and behold somehow he answered. Somehow he invited the New Primal to come pitch. So Publix is actually carrying a grass-fed, grass-finished beef jerky before any Whole Foods in the United States which still kind of blows our minds when we look back on it. But some of our key retail partners, Publix in the southeast. We're in about eight hundred Kroger stores with our jerky. Target, we did a test last year. It was very successful. So we've tripled our doors still not in the majority but we're in about half of their what's called health and wellness stores. So if you're lucky enough to have one of those Targets in your area, it is a great one. Safeway, we're in a couple of Safeway regions. The outdoor retailer REI. They carry in certain stores up to nine of our products so it's a really nice offering.

**AB:** It makes sense when

you want to go out camping you want something portable.

**DPM:** Yeah exactly. A functional high nutrition density snack for sure. Harris-Teeter is another strong one. Whole Foods like I mentioned that the



marinades are available on as we speak or becoming available in every Whole Foods in the United States and then the jerky and sticks are available in certain regions hoping to become available



nationally early next year. Then Myer up in the Midwest. In your neck of the woods Central Market is a very strong retailer of ours. PCC markets moves actually more product of ours than anyone in the United States.

They're up in Seattle. New Seasons in Portland.

So what we found is we have a product that has, I call it crossover appeal. You can make a really clean product and sell very well in your Whole Foods or

your local independent or co-op but be a product that works well in conventional space at the Safeway, the Publix, the Target, that's exciting because that's showing that the product really has a lot of cross-over appeal and the more conventional consumer who maybe doesn't always shop at Whole Foods is interested in a higher integrity option. So really excited to see. When we first started out I think our demographic was kind of a 25 year old male crossfitter and we've seen this consumer evolution over the past couple of years where now we still hit that market without a doubt but now we're seeing moms and dads who are doing like the family shopping, buying for their kids which is why snack mix was launched. That's a much bigger demographic and you're able to reach a much much larger population by appealing to that consumer. So we're really excited to see what we do become much more mainstream.



**AB:** Great! Once you have a foothold in central market you should definitely talk to a HTP it's the same.

**DPM:** We're working on it. I've done the San Antonio to their headquarters so stay tuned on HTP.

**MM:** One thing I was going to ask you is, it's obviously a very tasty product, what are the value nutrition? How much fat is there in a typical bar? How much protein is there in a typical bar?

**DPM:** The ingredients and the nutritional panels will

be available I think for you guys to see on when you pos. One of the things that we find in the market is often there's more grams of sugars than protein in a lot of our competitors products. I believe if you if you look at the back of package obviously we have a wide array of product. So it does vary a bit. The protein generally speaking it can be a little bit higher in a grass-fed, grass-finished jerky but at the end of the day as far as protein goes meat is kind of meat so for us it's more about what's not in



it. So you see some of our competitors have up to 15 grams of sugar per serving sometimes three servings per bags. You're talking about 45 grams of sugar in a bag of jerky and so what we have with no added sugar you're looking at maybe 2 to 3 grams of sugar per serving. The sodium is about one-fifth of standard what you see in meat snacks. The same set for the sugar. So the protein you can certainly

look depending on what product you purchased all the information is available online.

**MM:** The reason I ask is that a lot of people are going to be thinking well this is nice it's you could snack but how many bars do I need to take with me on a half day march or something like that.

**DPM:** As far as like tiny macros and things of that nature?



**MM:** Whether they count in macros so they just don't get hungry. That's the sort of thing. I mean the higher the fat content normally the more satiety you get from an snack or any type of food or energy as well . So I mean it's more of a practical nature is sort of the basis of my question but as you say they can look on nutrition information online.

**DPM:** That's one of those things because of the array of products I don't want to and I don't have a bag in front of me and also macros vary so much by person. So usually about a 100-pound woman versus a 240-pound guy is a big lifter obviously that's going to vary a lot. So it's got to be kind of an individual need. I would encourage people to read labels. We actually used to put the ingredients right on the front of our packaging because we wanted people to read what was in it so we certainly encouraged both nutrition panel and ingredient list studying by consumers.

**MM:** You obviously eat them yourself anyway.

**DPM:** Right!

**MM:** So how many jerky bars for instance would you say, that's enough, I'm okay now.





**DPM:** Just to clarify we don't actually make bars. We do jerky and stick. It would certainly depend on duration of track. Is it a two-day trip? Is it an overnight thing and how much someone needs. I'm 6'5", 220 pounds so for me if

example the jerky has 2.5 gram of fat, carbohydrates 2%, cholesterol 8%, sodium 240, milligrams, total calories 90 calories and from fat 20 calories and that's for the standard one. For the mid sticks 90 calories, from fat 60, so

...If I was doing a day hike and I was just going to subsist entirely on our products I would want probably a couple bags of jerky maybe three to six

I was doing a day hike and I was just going to subsist entirely on our products I would want probably a couple bags of jerky maybe three to six and I would feel strong and I wouldn't feel like I was getting hungry.

**AB:** I'm on the website and I have some nutrition fact. For

there's more calories from fat in the sticks than in the jerky. On the Snack Mates calories 90 and from fat 60 as well. So the jerky I guess being more of a dry products contains less fat and has more lean meat whereby the other products, the meat contains more fat. Does that help?

**MM:** It was really more for those people who are little bit more conscious about their facts and figures and want to know how many I'm going to need to take without too much guesswork.

One of the other things I noticed that sort of coming filtering into the edge, going back to the GMO subject, the amount of cattle now that are being grass fed and grass finished GMO grass, the stuff made by the Scots and Kentucky bluegrass I think is the brand of grass that they're pushing; will that have effect on you? Will that keep you out of the States as far as sourcing the meat?

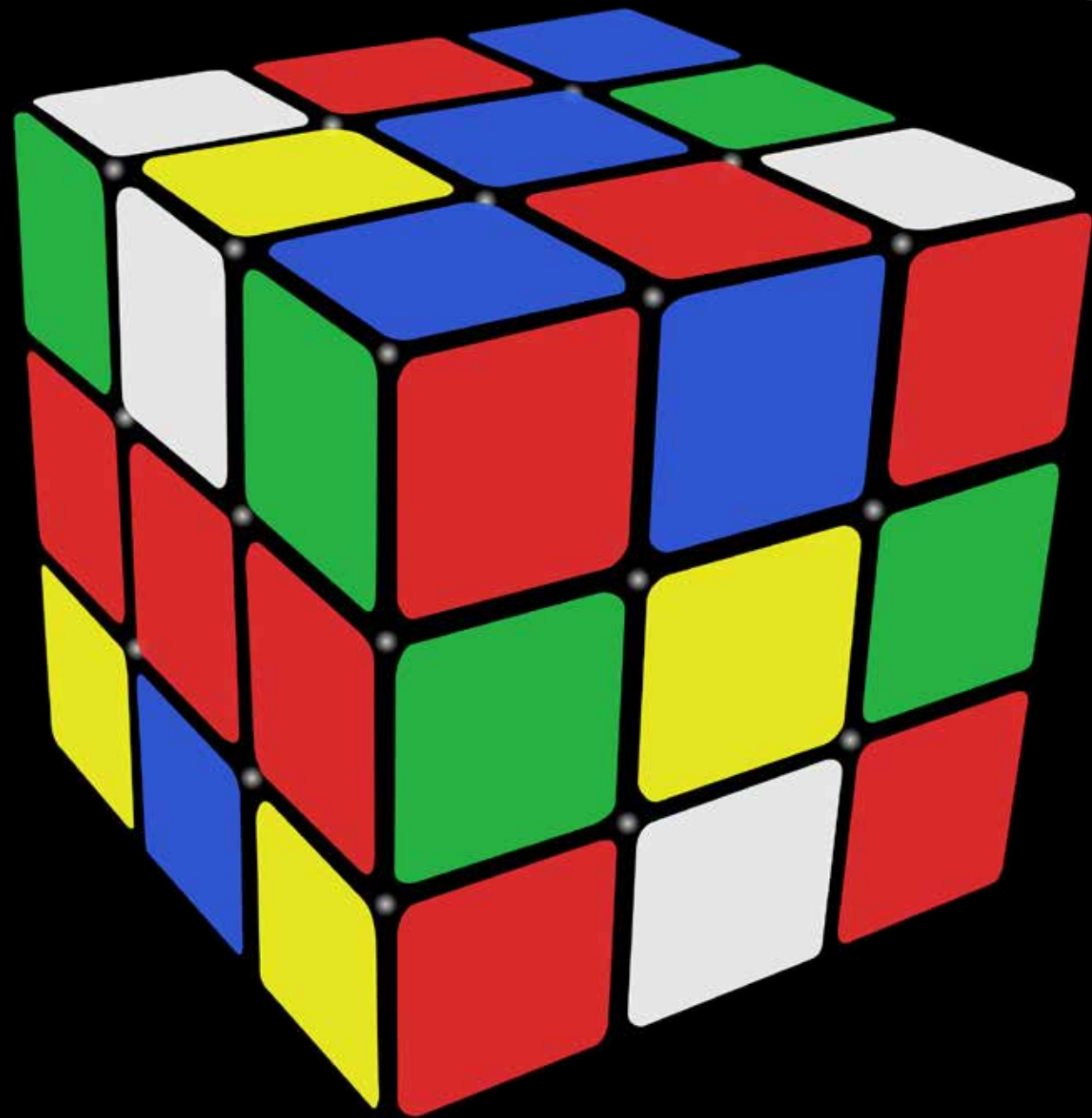
**DPM:** That's obviously a concern as of right now. We make a claim of non GMO because we don't have the actual non-GMO verification. It's not actually on our packaging yet but certainly that's something I think that any company who's going to call themselves the highest integrity option. That's something that you've got to be aware of. The hurdles and the trials and tribulations that they put our suppliers through are seemingly endless. So yeah obviously I think if that were an aspect of a farming operation it would have to be a deal breaker for us.





Based on our commitment to the consumer and to the market it would sort of be

of a Rubik's cube in this market a lot. When you're working on a Rubik's cube



that bad, GMOs we're fine with that. It would be way easier and that's why there are so many more companies that do that as they say if it was easy everyone would do it. It's one of those things that we make harder on ourselves in order to offer a better product or as I say the higher integrity option.

**MM:** It does show that you're going the extra mile in order to make a much better product.

**DPM:** Absolutely and that helps us get shelf space in retailers because we don't come in with the same old same old option that's going to cannibalize sales of Jack

Link's or one of those gas station kind of standby that's been there forever.

**MM:** Yes so one last thing really the autoimmune protocol. Typically what type of people or rather what type of health problems would your product appeal to? What type of health problems someone has would make your product more attractive to them?

**DPM:** For a lot of people I mentioned gut inflammation and I think that can manifest in a lot of different ways with folks whether it's bloating or digestion issues, lethargic brain fog. There are a lot of different ways

just something that wouldn't work for in any primal.

**MM:** I brought that for two reasons. One because I know you've got the desire to source from the States if you can but all the things going through the market is really going to push your suppliers away.

**DPM:** I used the analogy

and you're trying to figure it out oftentimes you will have one side that looks very well put together and you turn it over and you've completely messed up the other sides and so it's a lot of puzzle pieces that have to come together to make a company work. It would be a lot easier if we just said, grass fed is not really that important, feed lots aren't







that a gut inflammation issue can manifest for folks so the date and rosemary chicken offering an AIP friendly snack. It's the only one we have now. I think the reaction has been fantastic to it. We're big believers in you can offer the healthiest thing in the world but if it doesn't taste great you're

not going to be very happy, the consumers are not going to be very happy, the retailer is not going to be happy. So it depends on the individual consumer. It's one of those things where it doesn't have any ingredients that are known causes of inflammation. Now you can probably find someone

somewhere who's allergic to dates or someone somewhere who can't eat chicken for whatever reason but in appealing to the masses and trying to offer a product that works for as many people as possible, that's kind of where the date and rosemary chicken comes in.

**MM:** One last question. When are you bringing up the vegetarian option?

**DPM:** There are plenty of companies out there doing that even in our category not so much in conventional grocery but in natural grocery there are folks who make a "vegetarian



jerky". By definition it's not actually jerky obviously but I mean there's a bigger room for everybody. I think that there's a consumer for just about every product out there. You look at the different niches that have been carved out by different companies. Some offer 50 different crazy flavors. There are companies that do alligator jerky and kangaroo jerky and all sorts of kind of outlandish proteins. So

I think we'll probably steer clear of the vegetarian option. I think we found that our niche of higher integrity cleaner ingredients and animal welfare has worked out pretty well for us

**AB:** So David where can we find the information about your products?

**DPM:** Yes our website is <http://www.thenewprimal.com>. You can learn more

about the back story of the brands, read up more on the products that we offer. Learn more just generally about the company. Availability on Amazon.com, thrivemarket.com.

**AB:** Thank you David for being with us and sharing your products with us.

**DPM:** Thanks for having me guys.

we found that our niche of higher integrity, cleaner ingredients and animal welfare has worked out pretty well for us....

## David Paul Miller



Author's webpage URL  
<https://thenewprimal.com/>

Author's Page URL on LCM  
<https://lowcarbmag.com/david-paul-miller/>

Author's Facebook URL  
<https://www.facebook.com/thenewprimal>

Author's Twitter  
<https://twitter.com/thenewprimal>



# Featured Festival

# GRANT SEAFOOD FESTIVAL





In 1966, the Grant Community Center, in Grant Florida, decided to throw a fish fry, hoping to attract a couple hundred folks. They had hoped to make enough money to pay the Center's utility bills. They also wanted to introduce the pride of Grant seafood to a wider group of Floridians in neighboring cities, who would come to enjoy a unique Florida cracker experience. Fifty-two years later, the Grant Seafood Festival has become a much anticipated annual event, unlike any other, attracting as many as 50,000 people over a two day period.

The Grant Seafood Festival still operates with the same spirit that inspired it; all of the proceeds from the festival are put back into the community of Grant. It's used to fund projects including education scholarships, the Grant Library, and the Grant Historical House.

This festival tradition and the harvest of river and sea has provided Grant with an energy and atmosphere of community, that becomes infectious to all who attend. The grounds of the Grant Seafood Festival are a wonderful place to gather for a weekend. With free admission, free parking, live continuous entertainment, over 100 crafters,



Fresh seafood has many health benefits for the body, and likely even more for the soul. While waiting your turn at any one of over fifteen booths, each serving a taste of Florida seafood, there's time to sample, share, and enjoy conversation with old and new friends.

and of course, a variety of deliciously prepared seafood, all hosted by a high-spirited coalition of community-minded volunteers.....it just doesn't get any better!

Visit [www.grantseafoodfestival.com](http://www.grantseafoodfestival.com) for more info

Like their Facebook page [Facebook@grantseafoodfestival](https://www.facebook.com/grantseafoodfestival)



# Conch Salad Recipe

## Ingredients (Serves 4):

- 1 pound uncooked conch
- 1 medium onion diced
- 1 cup celery diced
- 3 medium tomatoes chopped
- 1 green pepper chopped
- 1 red pepper chopped
- 1/3 cup fresh orange juice
- juice of 2 fresh limes
- 1 tsp salt
- 1/2 tsp pepper



## Procedure:

Wash the cleaned conch thoroughly in the bowl. Dice finely and put in the second bowl to soak for about 30 minutes; drain. Dice celery, onion, tomatoes, peppers, and mix. Combine all ingredients in medium mixing bowl with orange juice and lime juice. Add salt and pepper, toss all together and serve.





Dr. Mona Morstein

Dr. Mona Morstein is a naturopathic physician in Tempe, AZ, USA who has a busy practice seeing all types of diabetic patients. She is the author of the upcoming book "*Master Your Diabetes: A Comprehensive Integrative Approach For Type 1 and Type 2 Diabetes*," published in October, 2017 by Chelsea Green Publishers.

Author's Page URL on LCM

<https://lowcarbmag.com/dr-mona-morstein-low-carb-diabetes-association/>

Author's Face Book URL

<https://lowcarbdiabetes.org/#>

Authors Website URL

<https://lowcarbdiabetes.org/>

She is the founder and Executive Director of the 501c3 non-profit, the Low Carb Diabetes Association at [lowcarbdiabetes.org](https://lowcarbdiabetes.org).

Dr. Morstein has taught diabetes education to medical students and physicians for years, and has an eleven week diabetes webinar archived at [MedicineTalkPro.org](https://MedicineTalkPro.org).

Her clinic is the Arizona Integrative Medical Solutions at [azimsolutions.com](https://azimsolutions.com).

# AVOIDING CANCER WITH CRUCIFEROUS VEGETABLES



**T**he cauliflower is a vegetable in the Brassicaceae (AKA cruciferous) family. Other cruciferous vegetables include broccoli, bok choy, cabbage, brussel sprouts, kale, and collard greens. However, cauliflower is the leading vegetable eaten in that family due to its amazing versatility.

Not too many years ago, cauliflower was a boring side dish on dinner tables, hardly inspiring and apt to be passed over. Today, it has a starring role in the diets of low carb advocates. Cauliflower

can be used to make mashed potatoes, pizza crust, tortillas, rice, taco shells, bagels, biscuits, cakes, and even bread loaves. Cauliflower sales in the US rose 13% last year and in Britain rose 10-15% in stores like Tesco and Sainsbury's.

A lot of cauliflower products work best mixed with cheese of some sort. You can use cow dairy cheese, goat or sheep cheese or non-dairy cheeses such as Follow Your Heart or Daiya, both low carb options (though Follow Your Heart has less carbs than Daiya per serving). I'm sure you all have your favorite cauliflower recipes!

**3** Third, having a tasty, innovative and fun way to eat alternatives to grain products makes a low carb diet enjoyable, and something you can follow forever. After all, eating a piece of chicken and green beans is a low carb meal, but it gets boring and tiresome ingesting similar meals day after day. Mental emotional

positivity, such as being happy with one's diet, is a vital component to overall health. Using cauliflower to have such fun options as cauliflower grain alternatives really enlivens the diet and mood. And, the other members of your family, and friends, can also enjoy pizza crusts, rice, and mashed potatoes, etc, making this vegetable easy to socialize with.

**4** Fourth, science is very clear that cruciferous vegetables can reduce your cancer risk. Considering cancer is the second leading cause of death in Western countries, that's pretty good news! How does that work?

### What are the health benefits of regularly ingesting cruciferous vegetables?

There are many!

**1** First, cauliflower will not raise your glucose levels very much at all. A quarter of a medium head of cauliflower contains around 7.5 grams of carbs and around 4 grams of fiber, so a total intake of 3.5 grams of carbs. That's pretty low and when mixed with cheese or butter in some cauliflower grain alternative, the effect of the glucose elevation will be quite muted due to the fat in the meal.

**2** Second, cauliflower is high in fiber (good to lower glucose and great for a healthy intestinal microbiome), Vitamin C, Vitamin K, folate, vitamin B5 and B6. It contains choline, which can help brain function and attention, and help the liver/gallbladder system work better. It also contains some omega-3 oils, the healthiest oil of all.



Photo by Jennifer Schmidt on Unsplash



Cruciferous vegetables contain glucoraphanin. When the vegetable is damaged, such as by cutting, mashing or chewing it, it activates an enzyme called myrosinase, that turns the glucoraphanin into an isothiocyanate called sulforaphane.

Sulforaphanes (SP) have been shown in hundreds of good studies, many done at Harvard University, to be protective against many cancers: breast, prostate, colon, skin, lung,

stomach, bladder. Eating these vegetables 3-5 x a week may reduce your cancer risk up to 40%.

SPs can also help improve blood pressure and kidney function. It is also anti-inflammatory.

SPs work by significantly increasing detoxification in the liver, so that potential toxins are excreted instead of turned into even more powerful damaging substances. Also, SPs activate Nrf2, a factor that allows

Photo by Keenan Loo on Unsplash



the body to counter harmful environmental toxins and carcinogens by directing the body to make more antioxidants.

More detoxification and more antioxidants is a huge help to your body!

Unfortunately, frozen vegetables may not contain much SPs (although studies vary on this topic); adding a little daikon radish to a frozen cruciferous vegetable seems to enable it to then produce SPs. Also, watch over-cooking! Over-cooking the vegetables may



Photo by Paul Morris on Unsplash

decrease the SPs, although they can survive the microwave and cooking in general. Avoid boiling them; that seems to be the worst form for preserving SPs.

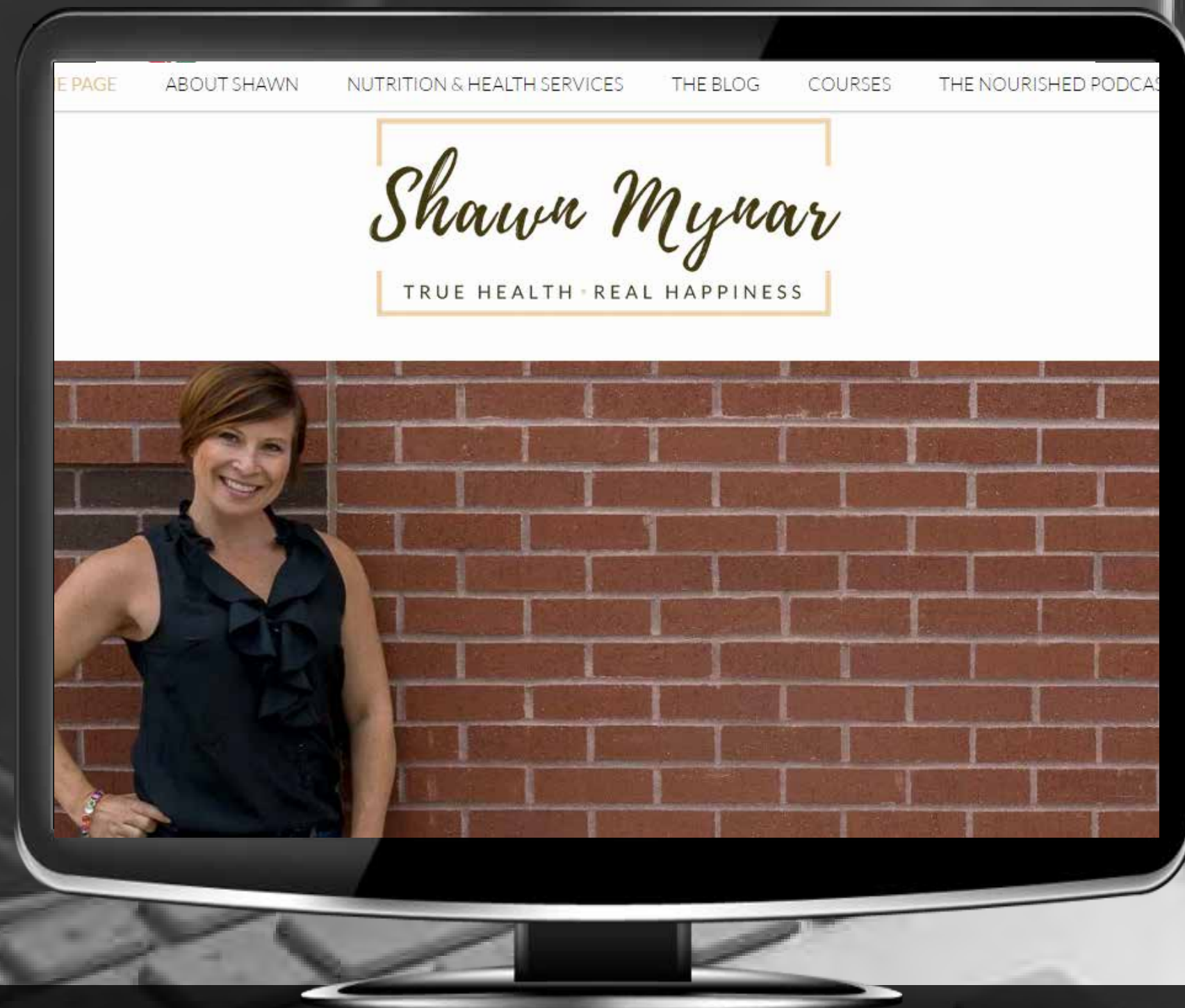
Probably the best way to get in your daily SPs is through eating broccoli sprouts, which you can grow in your kitchen. One ounce of broccoli sprouts can equal 1.5 pounds of fresh broccoli. But, including cauliflower regularly, in all the delicious ways you can, in your diet will certainly also help!



Photo by Rachael Corjestani on Unsplash



# Low Carb Top Blogs



## Shawn Mynar True Health Real Happiness

Shawn Mynar is a Nutritional Therapy Practitioner (NTP™), Restorative Wellness Practitioner, Certified Personal Trainer, Real Food Foodie, and Passionate Health Seeker!

Shawn grew up, as many of us do, following the Standard American Diet of grains, cereals, sodas, cakes, cookies, chips, crackers, and plenty of sugar. As soon as she knew what it meant to be on a diet, probably about 7th grade, Shawn went on one. She then made sure to include every fat-free, processed, packaged food into her extremely calorie-restricted meal plan. Shawn's broken relationship with food and what "healthy" meant continued throughout her teen years, into college, and even as a young professional adult. Even upon finding out she had developed an autoimmune disease, ulcerative colitis (UC) in 2008, Shawn still didn't make the connection that what she was putting and not putting into her mouth could have anything to do with it.

Author's LCM page

<http://lowcarbmag.com/ow-carb-mag-featuring-shawn-mynar-true-health-real-happiness/>

Author's Facebook URL

<https://www.facebook.com/wellbelly>

Author's Website URL

<http://www.shawnmynar.com/>

Author's Other Links

<http://pinterest.com/wellbelly>  
[http://instagram.com/well\\_belly](http://instagram.com/well_belly)

In this series of articles, we look at the best lowcarb blogs on the planet. We're doing this because we like to pass on details about only the best places to get top class information.

We have looked far and wide for only those people who provide top content or excellent service. Many of the ones we'll be looking at come from our own findings yet many more are ones you've told us about. Then after careful review, top candidates get asked to tell

us and you about what they do and why they do it so that you can get to know them better and get an idea about whether or not they can help you.

Now don't forget - if you know about a great blog -

let us know via email

[feedback@lowcarbmag.com](mailto:feedback@lowcarbmag.com)

or use the contact form on the website.

<http://lowcarbmag.com/feedback/>

The blog we recommend this month is



# Low Carb Mag Pick of the Podcasts



We've been looking at the pick of the podcasts for the last year now and we are constantly pleased to see that all of them deliver top quality, informative and interesting articles on a regular basis.

To be frank, there are a lot of podcasts so we had to divide them up into three main categories...

- Low Carb
- Paleo
- Health - that covers things like exercise, dietary information, medical and so on.

Each month, we'll review these and see how they compare with each other and new ones as

they appear, and that's where you come in.

Firstly, thank you if you've been one of the many who vote and also suggest other podcasts we should look at. If you've never voted or suggested one of your favorite podcasts. Please let us know about any podcasts that you think are worthy of being in the top five for each of these categories as we don't want anyone else to miss out on good information. also, you can vote for them too by sending an email to us at [feedback@lowcarbmag.com](mailto:feedback@lowcarbmag.com)

Simply list them in order from best to worst.

There are a whole lot more that nearly made it into the top position so you could make the difference about who gets in and who gets the top slots.

## LOW CARB

### Livin La Vida Low Carb



<http://www.thelivinlowcarbshow.com/shownotes>



Audio only

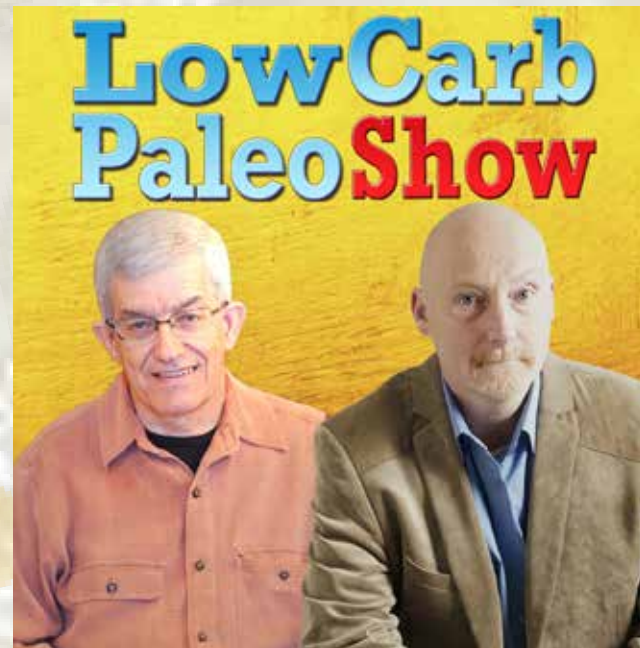


Paleo nutritionist and New York Times bestselling author Diane Sanfilippo is our interview guest today in Episode 1358 of "The Livin' La Vida Low-Carb Show."



# 2 LOW CARB

## Low Carb Paleo Show



Hosts: Alain Braux and Mark Moxom interview Kate Kordsmeier



After her diagnosis, Kate Kordsmeier was blown away by the rapid transformation she saw in her own body from simple, natural and holistic lifestyle changes. Truly, the food Kate ate and the natural products she used have helped

her live a near symptom-free life, and she wanted to share what she has learned with all of you..



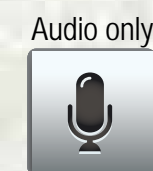
# 3 LOW CARB

## Keto Talk with Jimmy Moore & The Doc



### Keto Talk

Special Guest Cohost Maria Emmerich, Non-Supportive Spouse, RDA, White Tongue, Feeling Blah On Keto, BAC Meter Measuring Ketosis





# 1 LOW CARB

## Low-Carb Conversations with Leah Williamson



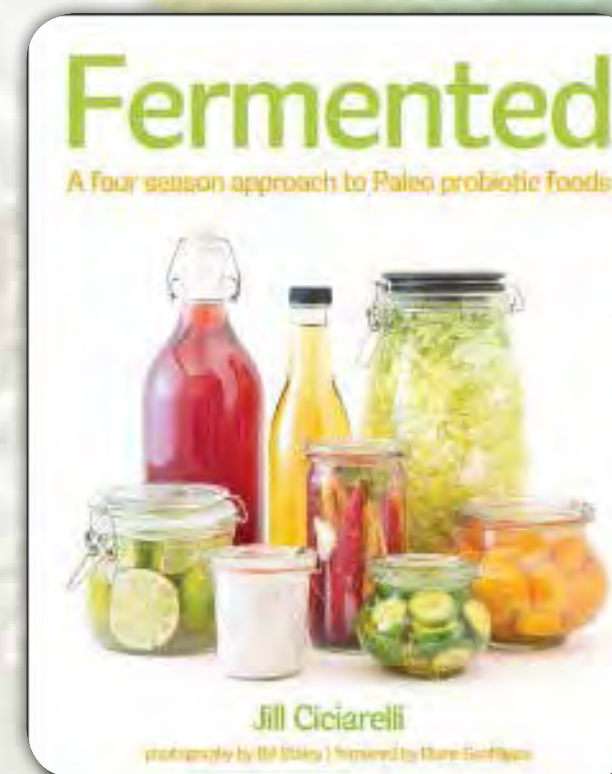
Audio only



This week on Low Carb Conversations with Leah Williamson and Guests we are joined again by our special guest co-host Marty Kendall along with Luis Villasenor and Tyler Cartwright from Ketogains.

# 3 LOW CARB

## Ask the Low Carb Experts



Audio only



In Episode 52 of "Ask The Low-Carb Experts" the timely and very relevant topic of "All Things Fermented (Fermentation 101)."



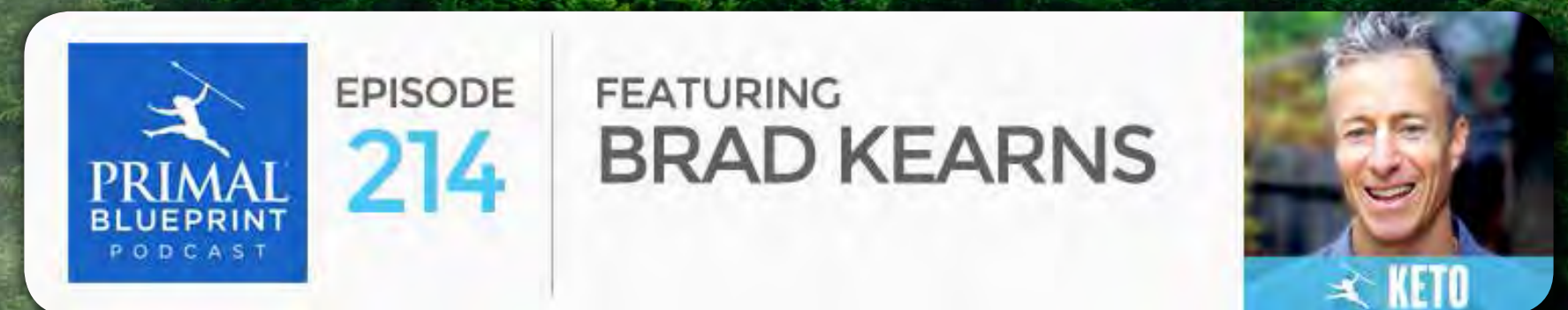
# 1 Paleo/Primal

## Balanced Bites



# 2 Paleo/Primal

## The Primal Blueprint Podcast



Host Brad Kearns welcomes Dr. Tommy of [NourishBalanceThrive.com](http://NourishBalanceThrive.com) back to the show to talk all manner of diet, health and peak performance details. The show gets off to a surprising start, verging away from health practicalities to talk about the importance of mindset. Dr. Tommy reports that many of his health clients must reflect upon how mindset affects their results. We must ask ourselves why we set tangible, measurable goals, and if they will really lead to happiness. We must be wary of the orthorexic approach to diet, where stress levels increase and counteract the benefits of healthy food. Dr. Tommy notes that particularly with aging, one's mindset is highly predictive of longevity. Studies show that those with a positive perception of aging live longer.<sup>2</sup> foods.



# 3 Paleo/Primal

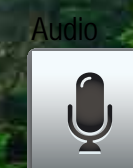
## The Paleo Solution Podcast



This episode of the podcast (Episode 381) we have guest Dr. Nasha Winters. Dr. Nasha Winters, ND, FABNO, L.Ac, Dipl.OM is the visionary and CEO as well as best selling author, lecturer, and the primary consultant of Optimal Terrain™. Informed by more than 25 years of experience in the health care industry and a thought leader in personalized precision medicine, Dr. Nasha works to educate clients, doctors and researchers world wide on how to apply integrative oncology philosophically and therapeutically.

# 4 Paleo/Primal

## The Primal Show

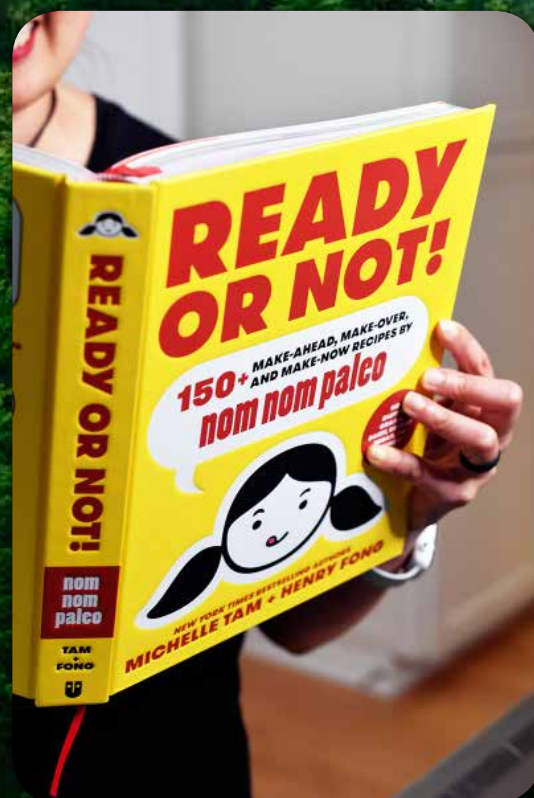


Episode #44 Guest Celebrity Chef Pete Evans is interviewed by show host Heath Squier. Pete is captivating in this 50 min interview as he provides in depth information about Paleo and how he has cooked for celebrities around the world while teaching them how to achieve optimal health through Paleo. He discusses recent controversial subjects in Australian news and also talks about the launch of his new company The Paleo Way and how people around the world rid themselves of inflammation and extra weight.



# 5 Paleo/Primal

## Nom Nom Paleo Podcast



We're back! Yeah, I know it's been over two months since our last podcast, but we think you'll really dig this hour-long episode packed with juicy details about my favorite Hawaiian-inspired summer dish, our exciting new Ready or Not! cookbook, volunteering with the family at the food bank, and my favorite green powder: Matcha! Download the episode and take us along with you on your next road trip, mountain hike, or traffic-packed slog to work!

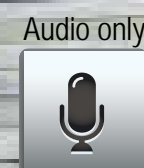


# 1 Health/Fitness

## Rebooted Body



Why I Just Cancelled Yet  
Another Podcast Guest



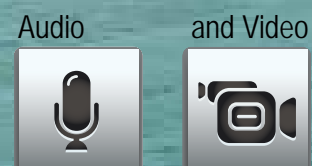


## 2 Health/Fitness

### TED Talks Health

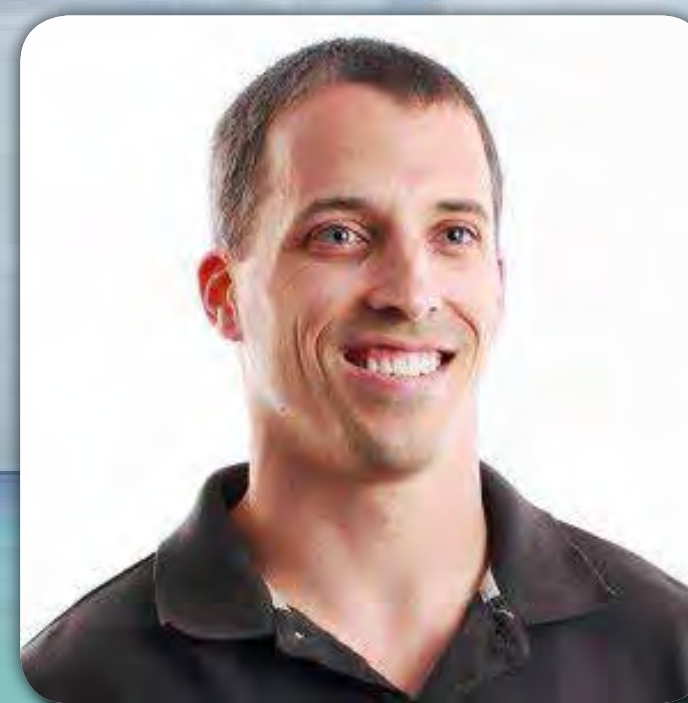


Once a cared-for patient and now a caregiver himself, Scott Williams highlights the invaluable role of informal caregivers -- those friends and relatives who, out of love, go the extra mile for patients in need. From personal care to advocacy to emotional support, unpaid caregivers form the invisible backbone of health and social systems all over the world, Williams says -- and without them, these systems would crumble. "How can we make sure that their value to patients and society is recognized?" he asks.

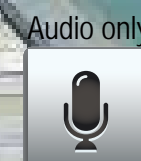


## 3 Health/Fitness

### The Fitcast



Brian St. Pierre from Precision Nutrition comes on to talk about long term nutrition strategies, nutrition coaching in a group setting, improved energy through nutrition and much more!





# 4 Health/Fitness

## The Jillian Michaels Show



Introducing Launch

Audio only

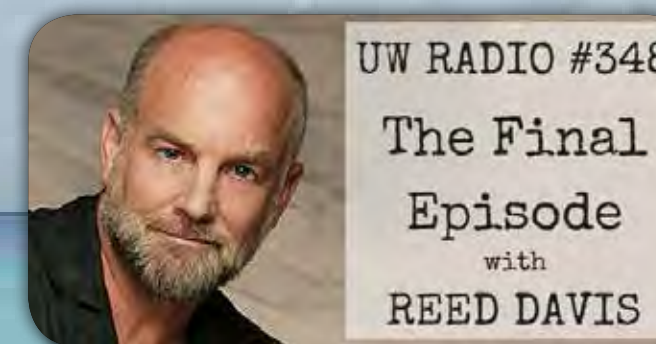


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# 5 Health/Fitness

## Underground Wellness Radio



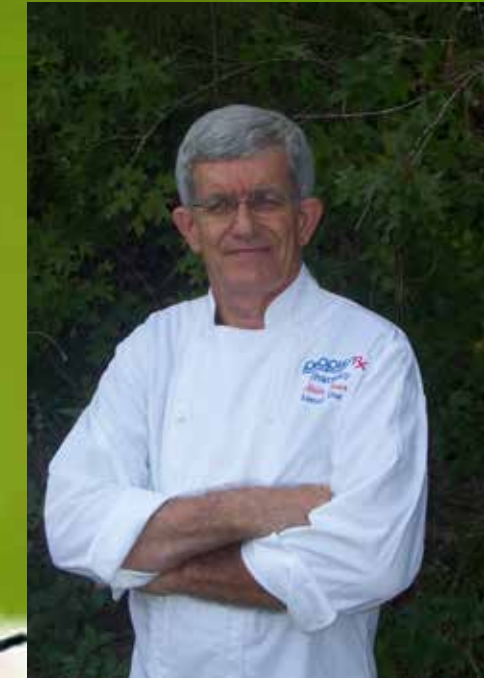
On today's final episode of Underground Wellness Radio, Reed and I get together one last time to show you how to become your own health detective ... one who stops chasing symptoms and gets to the root cause.

Audio only





# GMO Watch



*Author Alain Braux keeps us up to date with the latest news from around the world.*

**GMO California:** California Court Stops State Pesticide Spraying Program to Protect Public

<https://sustainablepulse.com/2018/01/10/california-court-stops-state-pesticide-spraying-program-to-protect-public>

**GMO Germany:** New German Government Would Ban Glyphosate Herbicides in Shock to Monsanto-Bayer Merger

<https://sustainablepulse.com/2018/01/12/new-german-government-would-ban-glyphosate-herbicides-in-shock-to-monsanto-bayer-deal/>





**GMO USA:** US Organic Food Movement Protests USDA Interference in Animal Welfare Standards - Sustainable Pulse

<https://sustainablepulse.com/2018/01/17/us-organic-food-movement-protests-usda-interference-in-animal-welfare-standards/>

**GMO France:** Roundup Causes Major Changes in Gut Microbiome of Rats

<https://sustainablepulse.com/2018/01/08/roundup-causes-major-changes-in-gut-microbiome-of-rats/>

**GMO California:** California Court Stops State Pesticide Spraying Program to Protect Public

<https://sustainablepulse.com/2018/01/10/california-court-stops-state-pesticide-spraying-program-to-protect-public/>

**GMO France:** Shocking Study Shows Glyphosate Herbicides Contain Toxic Levels of Arsenic

<https://sustainablepulse.com/2018/01/08/shocking-study-shows-glyphosate-herbicides-contain-toxic-levels-of-arsenic/>

**GMO USA:** US EPA to Consider Approving Spraying of Bee-Killing Pesticide on 165 Million Acres of Farmland

<https://sustainablepulse.com/2017/12/20/us-epa-to-consider-approving-spraying-of-bee-killing-pesticide-on-165-million-acres-of-farmland/>

**GMO USA:** US EPA Relies on Industry Studies to Give Glyphosate New Green Light

<https://sustainablepulse.com/2017/12/20/epa-relies-on-industry-studies-to-give-glyphosate-new-green-light/>

**GMO Europe:** Six EU Countries Call for Glyphosate Exit Plan: New Carcinogenicity Study and Focus on Alternatives

<https://sustainablepulse.com/2017/12/28/six-european-countries-call-for-glyphosate-exit-plan-new-carcinogenicity-study-and-focus-on-alternatives/>

**GMO Ghana:** Ghanaian Small Farmers Slam GMO Product Dumping in Africa - Sustainable Pulse

<https://sustainablepulse.com/2017/12/29/ghanaian-small-farmers-slam-gmo-product-dumping-in-africa/>





FESTIVALS





## 26<sup>th</sup> Annual Orange Beach Seafood Festival

<http://www.obparksandrec.com/eventscalendarlist/seafood-festcarshow.html>

The Orange Beach Sports Association (OBSA) is pleased to announce the 26th Annual Orange Beach Seafood Festival is set for February 24, 2018, 10:00 am – 4:00 pm on Main Street @ The Wharf. This festival is the Association's major fundraiser to support sports-related activities in our community, specifically youth baseball, softball and T-Ball. Proceeds are used to purchase uniforms, equipment, insurance, and pay for expenses of officials and sponsor clinics.

**Orange Beach, Alabama  
February 24, 2018**



## 37<sup>th</sup> Annual Santa Cruz Clam Chowder Cook Off & Festival

<https://www.beachboardwalk.com/Clam-Chowder-Cook-Off>

Join the delicious festivities as amateur and professional chefs prepare their finest clam chowder recipes along the Boardwalk.

Teams compete in the friendly competition, hoping to win prizes and bragging rights for BEST CLAM CHOWDER in the country's largest and longest-running clam chowder competition!

**Santa Cruz, California  
February 24-25, 2018**



# Florida Strawberry Festival

<http://www.flstrawberryfestival.com/>

The Florida Strawberry Festival is an 11-day community event celebrating the strawberry harvest of Eastern Hillsborough County. Each year, over 500,000 visitors enjoy the festival's headline entertainment, youth livestock shows, rides, exhibits of commerce and, of course, its strawberry shortcake.

**Plant City, Florida  
March 1-11, 2018**



# 52<sup>nd</sup> Annual Grant Seafood Festival

<http://grantseafoodfestival.com/>

What sets this seafood festival apart from others is that it runs through a 100% volunteer effort! All preparation, whether it be on the grounds or with the purchasing, cooking or serving of the various menu items is accomplished by volunteers of the community. We do not have any food vendors on site. All booths are run with volunteers: many booths are made up of family members, often times having several generations working along side one another. It is this complete volunteer effort that makes our festival unique. The total commitment of our community and all our volunteers makes the Grant Seafood Festival a time honored tradition unlike any other. We are proud of our community and our festival is a testament to that fact.

**Grant, Florida  
March 3-4, 2018**





## Local Specialty Crop & Local Food Trade Show

<http://bostonlocalfoodfestival.com/programs/local-food-specialty-crop-trade-show/>

The Sustainable Business Network of Massachusetts (SBN) is offering our 7th Local Food Trade Shows. The 2018 Local Food and Specialty Crop Trade Show is designed to facilitate connections and stimulate business relationships between producers and wholesale buyers of local food, with a focus on specialty crop food products in Massachusetts.

**Boston, Massachusetts**  
**March 5, 2018**



## 30<sup>th</sup> Annual Ostrich Festival

<https://ostrichfestival.com/>

Are you ready to party with the Ostriches? The 30th Annual Chandler Chamber Ostrich Festival is returning to Tumbleweed Park in Chandler March 9-11, 2018! This year's event is set to be bigger and better than ever as we look back and celebrate 30 years of bringing the community together for one of Arizona's most beloved events of the year. Grab your friends and family and get ready to shake your tail feather with our favorite feathered friends, the ostriches!

**Chandler, Arizona**  
**March 9-11, 2018**

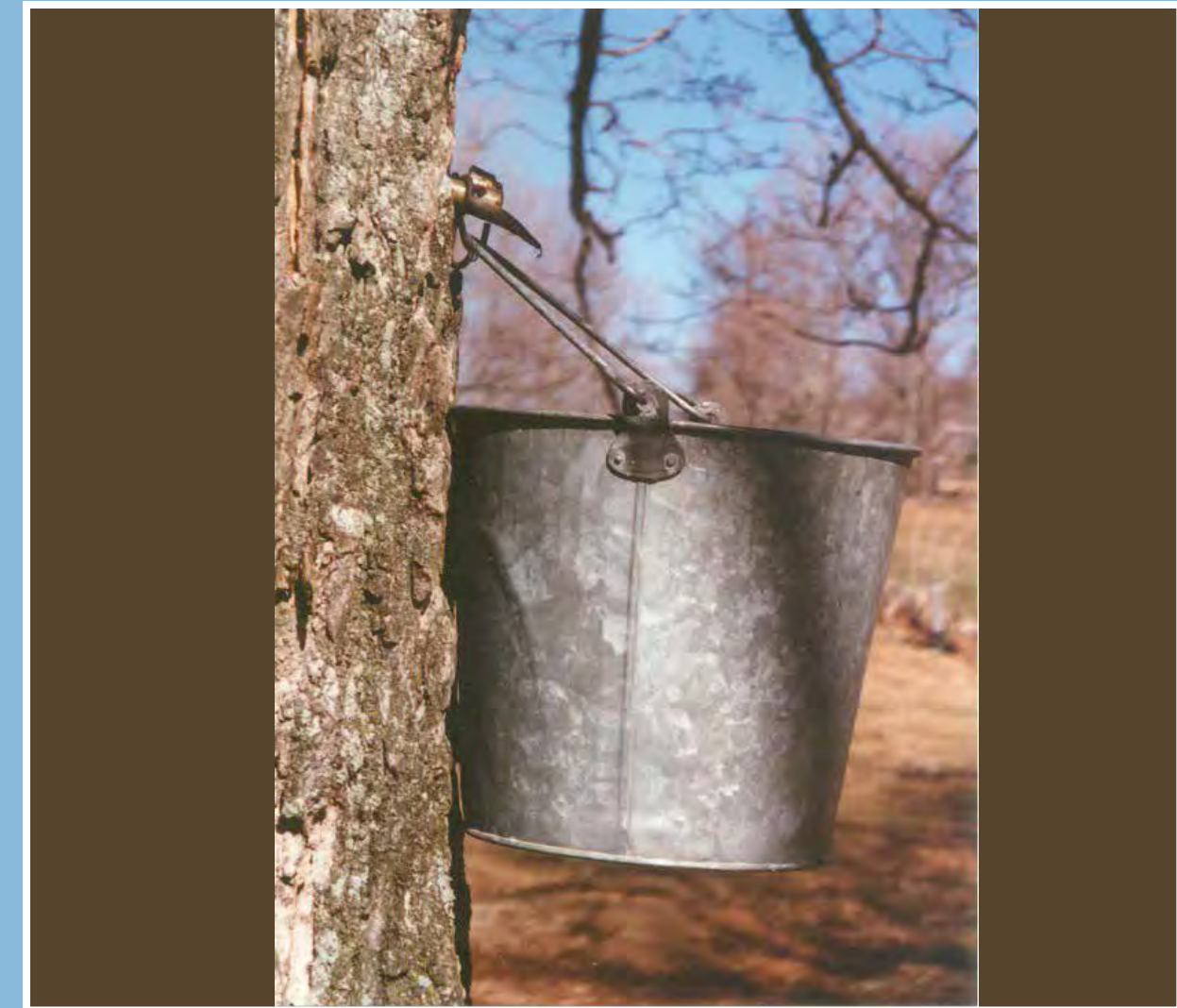


# Rehoboth Beach Chocolate Festival

[http://harrykfoundation.org/  
events/27th-rehoboth-beach-chocolate-festival/](http://harrykfoundation.org/events/27th-rehoboth-beach-chocolate-festival/)

Over the years, the Chocolate Festival has evolved from a contest to a restaurant promotion. All proceeds from this wonderful event will go directly feeding hungry children throughout the state of Delaware through the Harry K Foundation School Food Pantries, Backpack Program and the Baby Pantry.

**Rehoboth Beach, Delaware**  
**March 10, 2018**



# Highland Maple Festival

<http://www.highlandcounty.org/events/maple-festival/>

Each year, thousands of visitors are drawn to this unspoiled, rural region of Virginia to celebrate the "opening" of the trees and observe the process of maple syrup-making. Sugar camp tours provide a unique and educational experience that portrays a rapidly vanishing way of American life. The Highland Maple Festival was designated a "Local Legacy" by the Library of Congress in 1999.

**Highland County, Virginia**  
**March 10-11 & 17-18, 2018**





## Annual Pennsylvania Maple Festival

<http://www.pamaplefestival.com/>

The Pennsylvania Maple Festival is an annual event in Meyersdale, PA to celebrate spring, the tapping of maple syrup from local area maple trees and the heritage of this wonderful Laurel Highlands area.

Meyersdale, Pennsylvania  
March 17-18 & 21-25, 2018

## 14<sup>th</sup> Annual Oregon Cheese Festival

<https://www.oregoncheesefestival.com/>

The Oregon Cheese Festival is a Farmers Market-style event supporting the Oregon Cheese Guild, featuring cow, sheep, and goat cheese from Oregon and Western U.S. creameries. Enjoy pairings of fine Southern Oregon wine, craft beer, ciders, assorted beverages, local artisan crafts, and great food under large heated tents. Sample and purchase local, artisan cheese, specialty foods, beer, wine, and cider from over 100 vendors. Culture Magazine, one of the leading periodicals in the cheese industry, has named the Oregon Cheese Festival one of the Ten Best Cheese Festivals in the U.S.

Central Point, Oregon  
March 16-18, 2018



EVENTS



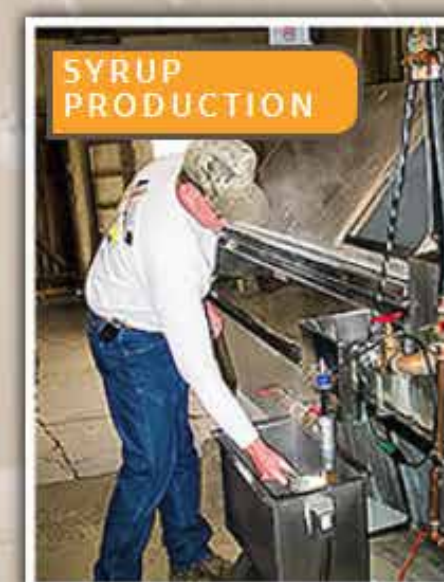
FESTIVAL PARK



QUILT SHOW



MAPLE QUEEN



SYRUP PRODUCTION



LIONS PANCAKE SHACK



News & Info



Contact & Location





## Louisiana Crawfish Festival

<http://louisianacrawfishfestival.com/>

The weekend of festivities boasts proudly of its ability to reunite families, attract family reunions, spark new relationships and spread joy throughout the entire atmosphere. Balloons, toy animals, tee shirts, aprons, ball caps, and other memorabilia flood the festival with mementos to remind us that the next crawfish festival is in the horizon.

**Chalmette, Louisiana**  
**March 22-25, 2018**



## Texas Onion Fest

<http://www.weslaco.com/pages/EventInformation>

The Texas Onion Fest celebrates the development of the world famous Texas 1015 Onion which was developed in Weslaco. The name of the 1015 onion came from the suggested planting date, October 15. Texas Onion Fest is sponsored by the Weslaco Area Chamber of Commerce. The festivities include live entertainment on two stages, the exciting Onion Eating Contest, delicious food, commercial booths, kiddie rides, two performances by the Dancing Horses at the Charro Arena, Arts & Crafts, Car Show, cooking demonstrations at the Culinary Center, and so much more!

**Weslaco, Texas**  
**March 24, 2018**





## Baconfest Chicago

<https://baconfestchicago.com/>

Baconfest Chicago is a nationally renowned, locally beloved festival dedicated to America's favorite cured meat: bacon! At Baconfest, Chicago's best chefs concoct and serve brilliant bacon dishes to thousands of passionate bacon lovers. Liquor sponsors provide cocktails, beer and wine designed to complement a bacon meal. Bacontrepreneurs and bacon-friendly brands exhibit their wares and connect with our bacon community. A panel of judges bestows the Golden Rasher awards on chefs and guests for achievement in the bacon arts. It is a raucous, rockin' good time for everybody involved.

**Chicago, Illinois**  
**April 6-7, 2018**

## 8<sup>th</sup> Annual Kemah Crawfish Festival

<http://gulfcoastfestivals.com/>

In addition to crawfish, we will be offering great festival food as well. Come out to the Best Crawfish Festival in Texas!

The Kemah Crawfish Festival will take place under the Kemah Bridge, April 6, 7, 8, 2018. There will be plenty of crawfish, beverages, live music and fun! So come on out to Kemah Crawfish Festival and celebrate crawfish season with us!

**Kemah, Texas**  
**April 6-8, 2018**







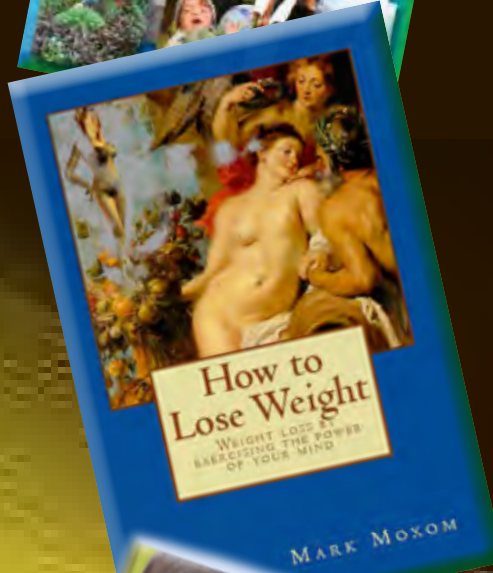
## A Taste of Ginger

[https://secure2.convio.net/jodc/site/SPageServer;jsessionid=00000000.app212a?pagename=2018ATasteofGinger&NCE\\_TOKEN=3BA1233E4AFACD87F399CC4F3FC523CC](https://secure2.convio.net/jodc/site/SPageServer;jsessionid=00000000.app212a?pagename=2018ATasteofGinger&NCE_TOKEN=3BA1233E4AFACD87F399CC4F3FC523CC)

Save the Date for one of Boston's largest food events of the year benefitting Joslin Diabetes Center's Asian American Diabetes Initiative (AADI). For over a decade, the AADI has made substantial advances to enhance the quality of life and health outcomes for Asian Americans living with diabetes, through research, education, outreach and culturally appropriate treatments.

**Boston, Massachusetts**  
**April 9, 2018**





**YOURS FREE  
WHEN YOU  
BECOME A  
GOLD LEVEL  
SUBSCRIBER**

Thanks for reading the magazine!

I really do hope you're enjoying it - There is so much more for you to see though!

Anyway, I'm sure you'd like more great information that will help you become fit and healthy and get the body and life that you want.

To help you do that we've got more - just for you.

We've done a deal with the publishers who are allowing us to let you have four more books at a ridiculously cheap price. (In fact you can get them for nearly 60% off the current price)

Each of them deals with fitness and weight loss, approaching those subjects from different angles so there's bound to be something in them that will help you achieve your goals.

Now the publishers won't let us release them to you at this price individually but you can get them as part of your subscription to our gold level membership with one book released every 3 months.

Here's what's in the offer so far:

- Easy Weight Loss Exercise
- How to Lose Weight - by Using the Power of Your Mind
- Exercise - Your way
- The Revolutionary SnackBox Diet

Right now - you can get a **full one year Gold** subscription including these four books for only \$9.99. But don't delay... This will be going away soon and you'll never see this particular offer again.

This is just for the early birds.

So what are you waiting for?

Click the button now.  
Before this offer expires.

**Go for Gold Now**

# RECIPES





# Low-Carb Raspberry Meringue Pie

by Martina Slajerova of [Ketodietapp.com](https://ketodietapp.com)

Give the regular Lemon meringue pie a twist and try it with raspberries in this delicious recipe! It's the perfect cake for Valentine's day or other special occasions. It's dairy-free and as all my recipes, it's low in carbs.



## Ingredients:

### Pie Crust

- 1  $\frac{3}{4}$  cup almond flour (175 g/ 6.2 oz)
- $\frac{1}{4}$  cup vanilla or plain whey protein or egg white protein powder (25 / 0.9 oz)
- $\frac{1}{4}$  cup powdered Erythritol or Swerve (40 g/ 1.8 oz)
- 1 large egg
- 2 tbsp virgin coconut oil or ghee (30 g/ 1.1 oz)

### RASPBERRY CURD FILLING

- 2 cups raspberries, fresh or frozen (300 g/ 10.6 oz)
- 1 tbsp fresh lemon juice or water
- 1 tsp fresh lemon zest
- $\frac{1}{2}$  cup powdered Erythritol or Swerve (80 g/ 2.8 oz)
- 15-20 drops liquid Stevia extract
- 4 large egg yolks
- 1 tbsp arrowroot powder or 1 tsp gelatin powder
- 1 tbsp butter or ghee (15 g/ 0.5 oz)

### MERINGUE TOPPING

- 4 large egg whites
- $\frac{1}{4}$  cream of tartar
- $\frac{1}{3}$  cup powdered Erythritol or Swerve (50 g/ 1.9 oz)
- pinch sea salt or pink Himalayan salt





## Directions: Raspberry Curd

1. First, prepare the raspberry curd filling. Add the stevia, lemon zest and lemon juice (or water). Bring to a boil, reduce the heat and simmer for about 5 minutes.



2. Place the mixture into a fine-mesh sieve and push through using a spoon or a spatula. Discard the seeds, place the smooth raspberry mixture back in the pan and add the powdered Erythritol and set aside.

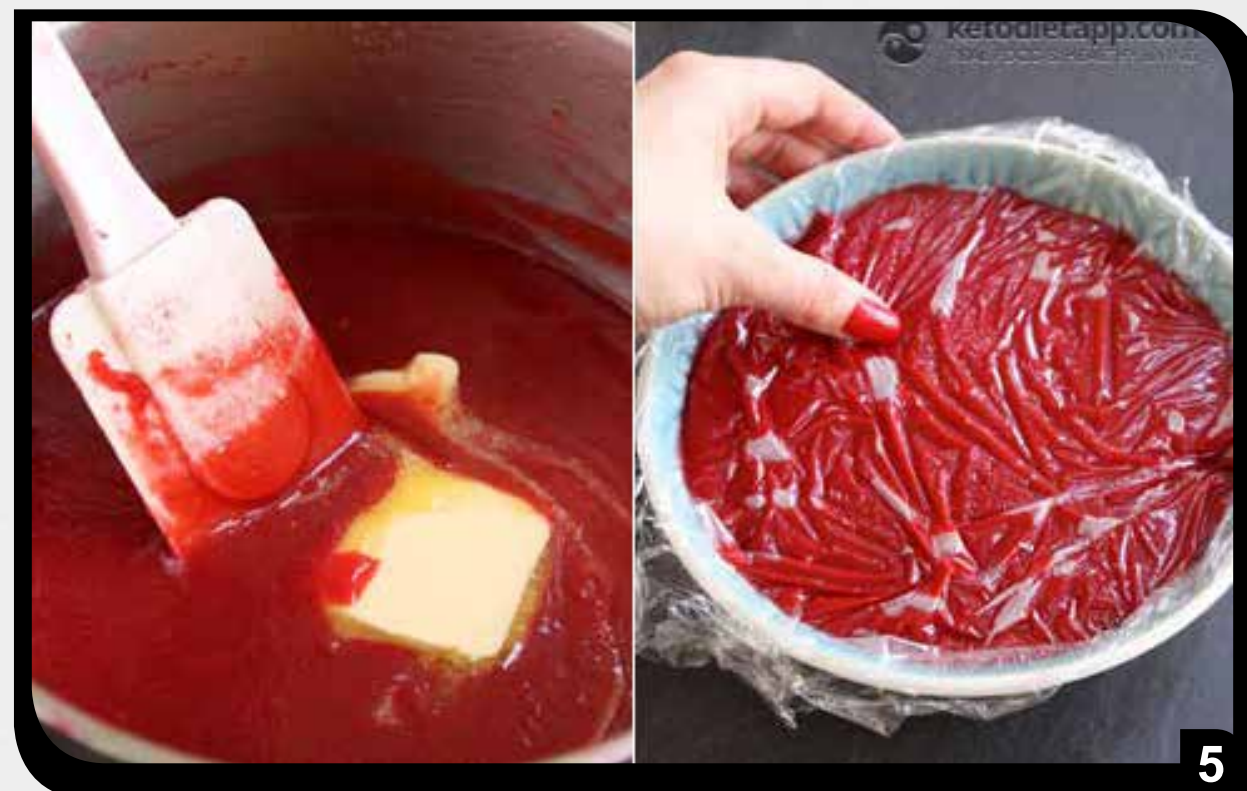


3. Meanwhile, separate the egg whites from the egg yolks. Place the egg yolks into a bowl and mix with arrowroot powder until smooth. Make sure there are no lumps before you add it to the blended raspberries. If using gelatin powder, dissolve it in 2 tablespoons of water before mixing with the egg yolks and raspberries.



4. Add the egg yolk mixture to the raspberries and process well. Bring to boil over low-medium heat while stirring at all times. When you see bubbles, cook for one more minute and take off the heat. Add the butter and stir until smooth.





5. Transfer the curd into a bowl and cover with plastic wrap pressing it tightly to the surface of the curd to prevent a skin from forming on top. Chill in the fridge for 1½ - 2 hours.



## Directions: Pie Crust

1. Meanwhile, prepare the pie crust. Preheat the oven to 175 C/ 350F. Mix all the dry ingredients - the almond flour, whey protein and powdered Erythritol. Add the egg and coconut oil and process well.



2. Place the dough into a non-stick pan with a removable bottom and press up the sides to create a "bowl" shape. Use a dough roller if needed. Ideally, use a baking sheet as lining for the bottom to ensure that the crust doesn't get stuck to it.



3. Place baking paper on top and use ceramic baking beans to weight the dough down. You will need them to prevent the dough from rising and creating air bubbles, especially if you are making a large pie.





4. Transfer the pie to the preheated oven and bake for about 12-15 minutes. Keep an eye on it, as the almond flour may easily get burnt. When done, remove from the oven and let it chill down. Using a sharp knife, slightly lift the edges of the crust. Reduce the temperature in the oven to 160 C/ 320 F.



## Directions: MERINGUE TOPPING & ASSEMBLY

1. Place the egg whites in a mixer and add cream of tartar throughout the beating process.



2. Add powdered Erythritol and beat until the egg whites form into firm peaks.



3. Remove the raspberry curd from the fridge and place on top of the baked pie crust. Spread the curd evenly and top with beaten egg white meringue.





4. Place in the oven and bake for 18–20 minutes. When done, set aside and let it cool down before placing the pie in the fridge. Once chilled, the pie can be served.

**Hands-on time: 30 minutes**

**Overall time: 3–4 hours**

**Makes 1 pie (8 servings)**

### Nutritional Value

Nutrients per serving	
Energy	248 kcal
Protein	12.1 g
Carbs	9.9 g
Fiber	3.6 g
Net Carbs	6.3 g
Fat	19.3 g
of which Saturated	5.8 g
Magnesium	70 mg (18%)
Potassium	254 mg (13%)



**Martina Slajerova** is a health and food blogger living in the United Kingdom. She holds a degree in economics and worked in auditing, but has always been passionate about nutrition and health living.

Martina loves food, science, photography, and creating new recipes. She is a firm believer in low-carb living and regular exercise. As a science geek, she bases her views on valid research and has firsthand experience of what it means to be on a low-carb diet. Both are reflected on her blog, in her KetoDiet apps, and this book.

The KetoDiet is an ongoing project she started with her partner in 2012 and includes The KetoDiet Cookbook and the KetoDiet apps for the iPad and iPhone ([www.ketodietapp.com](http://www.ketodietapp.com)). When creating recipes, she doesn't focus on just the carb content: You won't find any processed foods, unhealthy vegetable oils, or artificial sweeteners in her recipes. This book and the KetoDiet apps are for people who follow a healthy low-carb lifestyle. Martina's mission is to help you reach your goals, whether it's your dream weight or simply eating healthy food. You can find even more low-carb recipes, diet plans, and information about the keto diet on her blog: [www.ketodietapp.com/blog](http://www.ketodietapp.com/blog).

#### Author's Facebook URL

<https://facebook.com/KetodietApp/>

#### Author's Website URL

<http://www.ketodietapp.com/blog>

#### Author's other links

[https://www.instagram.com/ketodiet\\_app/](https://www.instagram.com/ketodiet_app/)

<https://uk.pinterest.com/ketodietapp/>



# Blueberry Cream Cheese Coffee Cake

by **Angela Coleby** of  
[divaliciousrecipes.com](http://divaliciousrecipes.com)

A blueberry cream cheese coffee cake that is made with coconut flour. Moist and full of flavour, each layer is delicious by itself. Together, sublime. Who knew that gluten free and low carb could taste so good!



## Ingredients:

### Cake

- 1/2 cup (58g) Coconut flour
- 5 Eggs separated
- 1/2 cup (107g) erythritol/xylitol
- 1/2 cup (113g) Butter softened
- 1/4 teaspoon salt
- 1/2 teaspoon baking powder
- 1 teaspoon vanilla extract

### CREAM CHEESE FILLING

- 8 oz (224g) Cream Cheese softened
- 1/4 cup (54g) erythritol/xylitol
- 1 Egg
- 1 teaspoon Vanilla extract
- 1 Lemon - juice & zest

### STREUSEL/CRUMBLE TOPPIN

- 1/3 cup (38g) Coconut flour
- 1/3 cup (71g) erythritol/xylitol
- 1/4 cup (56g) Butter soft, cut into pieces
- 1 teaspoon Cinnamon
- 1 cup (148g) Blueberries





## CAKE LAYER

1. Preheat the oven to 180C/375F degrees. Grease and line an 8 inch springform cake tin with parchment paper. In a bowl, mix the erythritol and butter together until soft and blended. Add the egg yolks and vanilla extract and stir thoroughly. Add the coconut flour, salt, baking powder and beat until combined.



2. In another bowl, whisk the egg whites until stiff. Gently fold the egg whites into the cake mixture. Spoon the mixture into the baking tin and smooth evenly.



## CREAM CHEESE FILLING

3. In a bowl, add the softened cream cheese and beat with the erythritol (or sugar substitute). Add the egg, vanilla extract, lemon juice, zest and beat until smooth. Spoon this mixture over the cake mixture into the cake tin and smooth evenly. Scatter the blueberries over the cream cheese mixture.



## STREUSEL/CRUMBLE TOPPINGG

4. For the topping, place the coconut flour, cinnamon and erythritol in a bowl and mix until combined. Add the butter and mix with your hands, gently, so that the mixture looks like breadcrumbs. Scatter the topping over the blueberries. Bake for 40-45 minutes until firm and the top is cooked. Remove from the oven, allow to cool, then place in the fridge to firm.





5. Enjoy!

Number of Portions: 10 slices

Nutritional Value (per slice)

Nutrients per serving	
Energy	283 kcal
Protein	7 g
Total Carbs	11 g
Fibre	5g
Net Carbs	6g
Fat	24 g



**Angela Colby**

I started this blog as "Divalicious in Dubai" when I was very, very bored at work when I was living in Dubai. The company I was working for was being bought out by a large search engine (ahem)

and a lot of us were sitting around with nothing to do which drove me nuts as I like to be busy. As I was also embarking upon a healthier low carb and gluten free lifestyle after years of Dubai brunches and general debauchery, I thought that I would put together a blog of my recipes.

After 5 years in Dubai we moved back to my home country and settled back in London (well, just outside but it's where I worked and spent most of my time), so the blog then was renamed "Divalicious Recipes in the City" with the thinking that we would always move onto another city as my husband was always being offered jobs abroad. How wrong we were! His next move brought us out to Barbados and I had to change the name again of the blog to Divalicious Recipes to keep it simple for our travelling. I could not do a Divalicious in the Islands! Who knows where our next home will be! Divalicious Recipes it is! Since I am a little bit of a diva and the dishes are delicious!

**Author's Facebook URL**

[http://facebook.com/  
DivaliciousRecipes](http://facebook.com/DivaliciousRecipes)

**Author's Website URL**

<http://divaliciousrecipes.com>

**Author's Twitter**

<http://twitter.com/DivaliciousReci>

**Author's Instagram**

[http://instagram.com/  
divalicious\\_recipes](http://instagram.com/divalicious_recipes)



# Quick and Easy Egg & Asparagus Salad Recipe

You will be amazed at just how tasty and quick this recipe is to make and it's great for both a starter and a main meal



## Ingredients:

- 4 large hard boiled egg, peeled and sliced
- 6 1/2 cups asparagus
- 8 slices bacon
- 2 tsp Dijon mustard
- 4 teaspoon extra virgin olive oil
- 4 teaspoon red wine vinegar
- pinch salt and pepper, to taste
- 





## Directions

1. Chop asparagus in preferred same sizes (for even cooking)



2. Bring a pot of water to a boil, add the asparagus and cook until tender yet firm (about 2 to 3 minutes).



3. Once cooked, drain and run under cold water to stop it from cooking further. Set aside.



4. Meanwhile, cook the bacon and crumble into small bits.



5. In a small bowl, mix the mustard, oil, red wine vinegar and a pinch of salt and pepper. Adjust the salt and pepper to your liking.



6. Finally, arrange the asparagus on a serving plate, top with the egg and bacon and drizzle the vinaigrette all over.



**Serving Instructions:**

Best served warm or at room temperature.

**Chef's Tips:**

You can add other veg to this to ring in the changes of flavor, color and texture. Just chop them to the same size as the asparagus you are using.

**Number of Portions: 4**

**Nutritional Value:**

Nutrients per serving	
Energy	425.7 kcal
Protein	17.6 g
Carbs	8.9 g
Fiber	4.3 g
Fat	36.3 g
Water	254.8 g



# Shrimp & Avocado Towers Recipe

**Creamy avocado, cucumber and shrimps are layered together to form this impressive and delectable appetizer.**

[Click this link for more avocado step by step recipes](#)



## Ingredients:

- 2 avocados, mashed
- 1 tbsp lemon juice
- 3 spring onions, finely chopped,
- 1 cup peeled and finely diced cucumber
- salt and pepper to taste
- 600 g shrimp, peeled





1



2



3



4



5



6

## Directions

1. Steam shrimps for 5 minutes then roughly chop then season to taste with salt and pepper. Set aside.
2. In a medium bowl, add cucumber, avocado, spring onions, lemon juice, and season to taste with salt and pepper and mix thoroughly.
3. Place a 6-8 cm ring mould (an empty tin can with both ends removed works well) in the centre of a small serving plate.
4. Fill with 2 tbsp avocado mixture and press down gently with the back of a spoon.
5. Add a tenth of the shrimp, press down gently, and then layer in another 4 tbsp avocado mixture.
6. Smooth the top, remove the mould and repeat to make 10 towers.

## Chef's Tips:

If your cucumbers are particularly juicy remove the center section with the pips and use just the main fleshy part of the cucumber. If you don't have a mould, you can cut the top and bottom of a small tin can and use that as a mold.

## Number of Portions: 10 Towers

## Nutritional Value:

Nutrients per serving	
Energy	109.6 kcal
Protein	9.1 g
Carbs	4.5 g
Fiber	2.9 g
Fat	6.5 g
Water	96.0 g



# WHY BOTHER WITH EXERCISE

## Easy Weight Loss Exercises



### Chair Stand.



The first stomach exercise is designed to strengthen primarily the muscles in the abdomen, but will also work to a certain extent on the thighs as well. Using the same kitchen chair, sit to the front of the chair, and lean back so that you are in a half-reclining position, with your back and shoulders straight, but with your knees bent and your feet flat on the floor. You may wish to use a pillow in order to keep your back straight and provide a bit more comfort!

Slowly sit forward – without using your hands (or as little as possible if you must use them), keeping your back straight and bending only at the waist. You should be able to feel it's your stomach muscles that are doing the work.

Keep moving forward until you reach the balance point, so that you can stand up, again using your hands as little as possible.







Once you've got to the standing position, reverse the process – sit down (try not to 'bump' down), and then lean back until your weight is supported by the back of the chair. Take a breath before you start and breathe out as you sit up and finish breathing out as you come back down again.

Take a rest for one breath, then repeat for another 10-15 times.

Note: A chair without wheels is safer and a lot easier to use too.

## Leg Raise

Placing something comfortable on the floor, like a bed cover folded a few times, lay down on the floor on your back. If you have an exercise mat - use that. Place your arms on the floor by your side to give you a bit of support.

Bending your legs at the knee, bring your feet up towards your backside. Starting with the right leg, keeping the knee in the same position, gradually lift the lower part of the right leg up to a 45 degree angle.

Then keeping the leg straight, continue to lift the whole leg, bringing it over towards your head as far as you can, to the count of 3.

Hold it there for one second, then keeping it straight, lower it down to nearly touch the floor again, breathing out as you do.







Take a deep breath in, then breathe out. Repeat raising the straight leg again as far as you can, then lowering it back down nearly to the floor again.

Rest for one breath. Repeat three to five times then change legs. Continue, until you have done the exercise 9 to 15 times with each leg.

