

MODULE 2 | LESSON 4

PROTEIN PRO MEAT LABELS EXPLAINED

Katie Rodriguez, Nutritional Consultant



WHY DO WE SPEND SO MUCH TIME
GLORIFYING FAT AND DEMONIZING
CARBS, AND SUCH A SMALL
AMOUNT OF TIME DISCUSSING
PROTEIN?



What is the ketogenic diet?

THE KETOGENIC DIET IS A LOW-CARB, MODERATE PROTEIN, HIGH-FAT DIET.

DAILY PROTEIN REQUIREMENTS



Sedentary

0.5 grams per pound
(1.2 grams/kilo) of lean
mass bodyweight



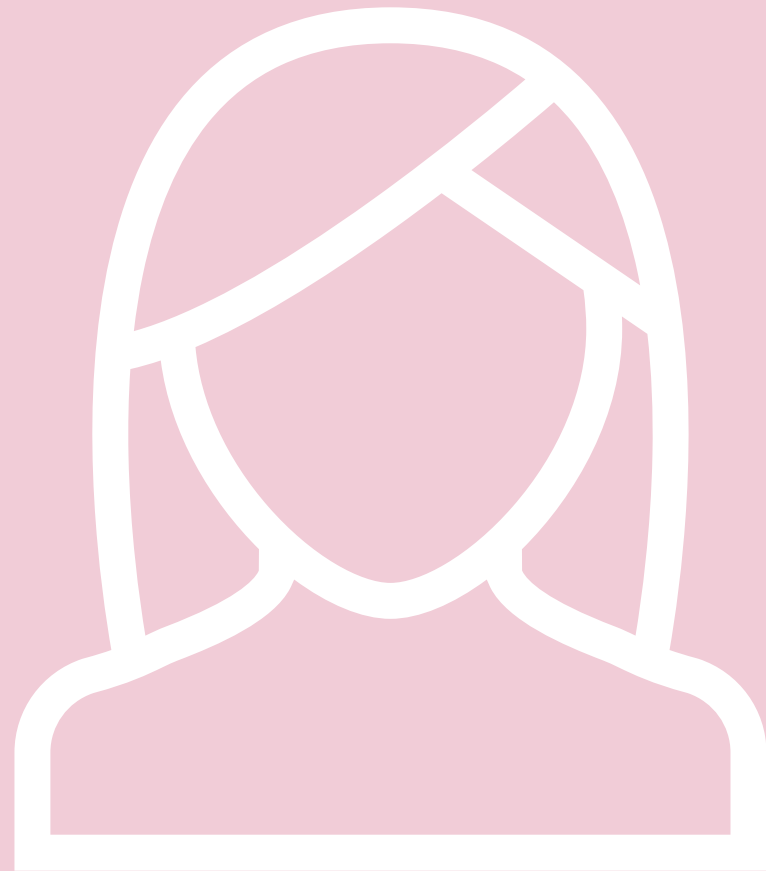
Moderately Active

0.8 grams per pound
(1.7 grams/kilo) of lean
mass bodyweight



Highly Active

1 gram per pound
(2.2 grams/kilo) of lean
mass bodyweight



CALCULATING PROTEIN

**Moderately active 150lb
woman with 25% body fat**

Calculating lean mass:

$$150\text{lbs} \times 25\% \text{ fat} = 37.5$$

$$150 - 37.5 = 112.5 (\sim 113)$$

Calculating protein requirement
for moderately active:

$$113\text{lb} \times 0.8 = 90.4 \text{ grams protein/day}$$

Other Important Factors to Consider

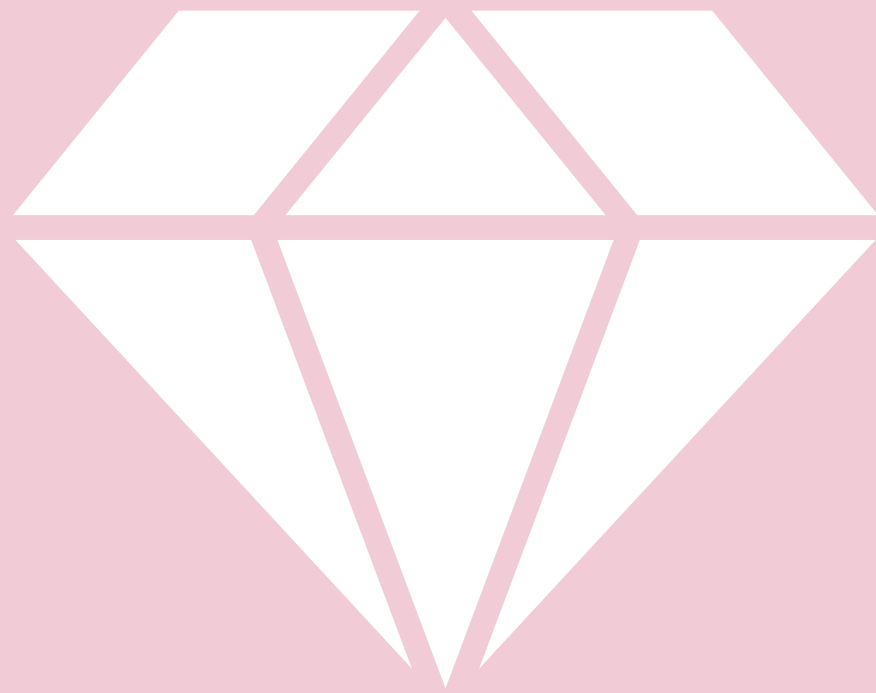
- ✓ **Age**
- ✓ **Sex**
- ✓ **Physical activity**





PERFECT KETO MACROS CALCULATOR

5-Minute Video Tutorial



DIETARY SECRET TO SUCCESS:

Don't overdue protein

Take the time to calculate your specific daily protein requirement.

What's Wrong with Overdoing Protein?

- ✓ Accelerated aging
- ✓ Cancer promoting
- ✓ Inflammation prompting





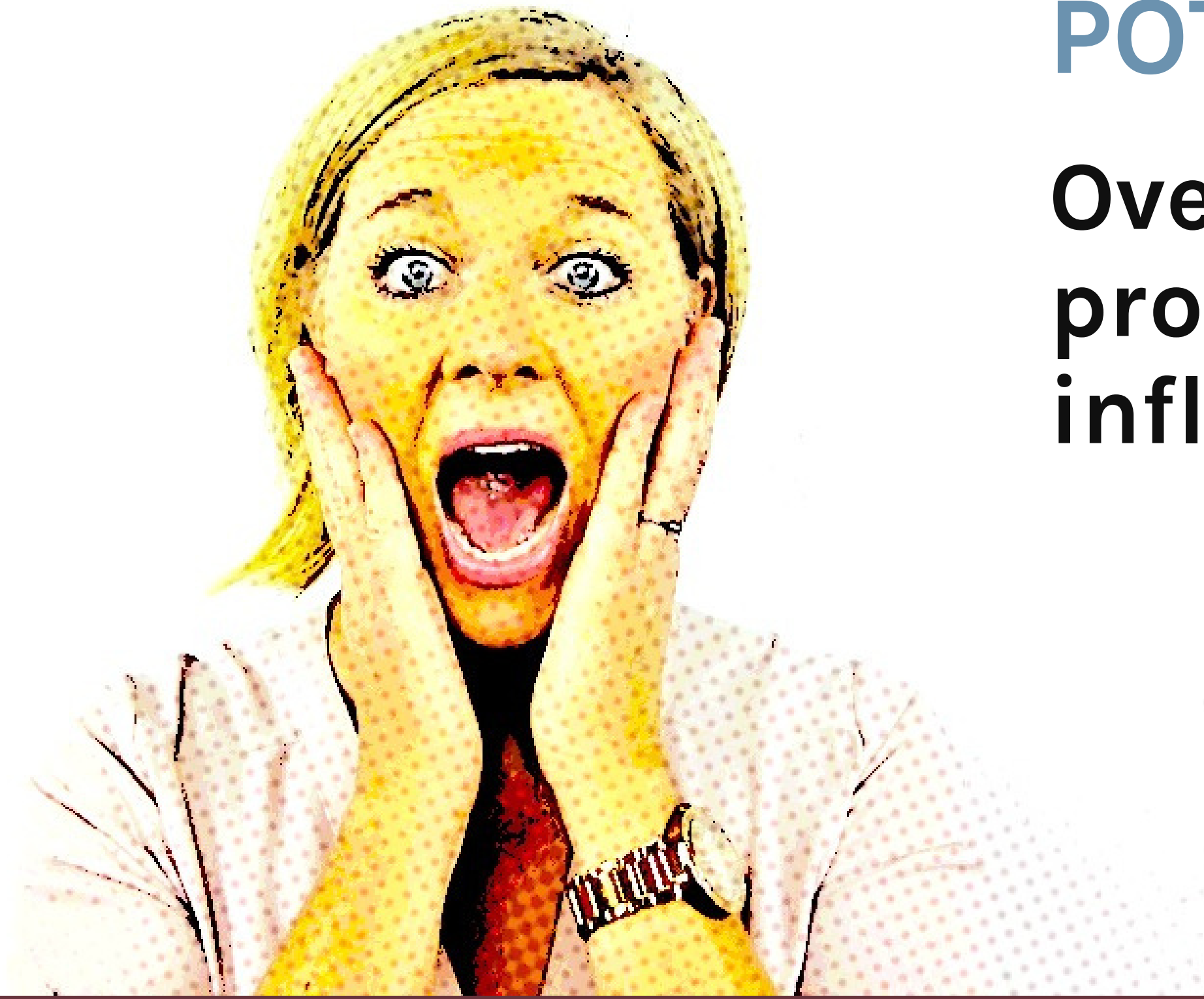
POTENTIAL ISSUE #1

Over-consuming protein may accelerate aging



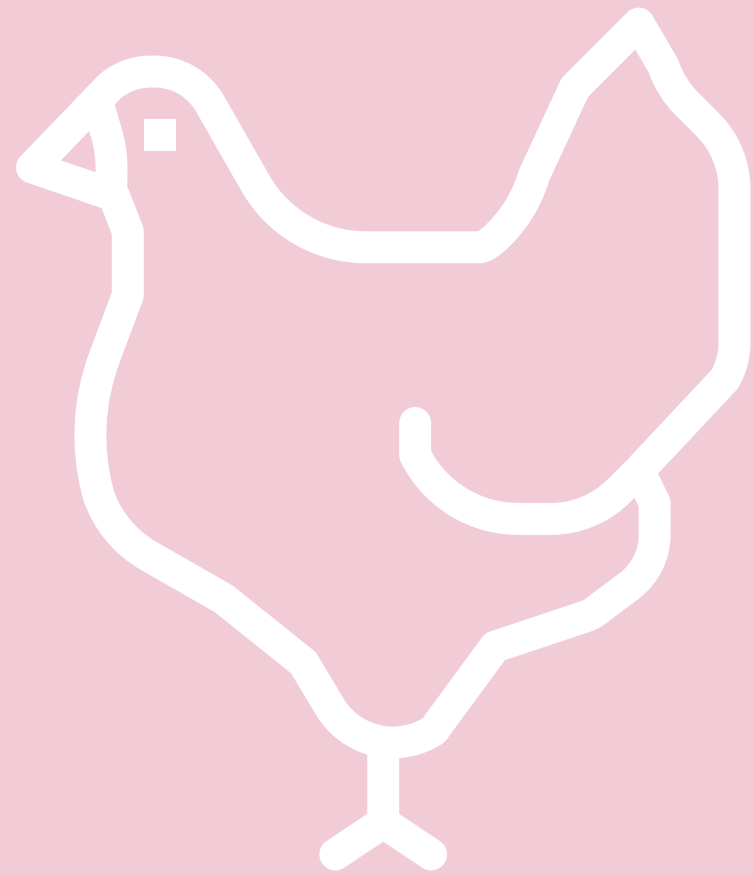
POTENTIAL ISSUE #2

**Over-consuming
protein may promote
cancer**



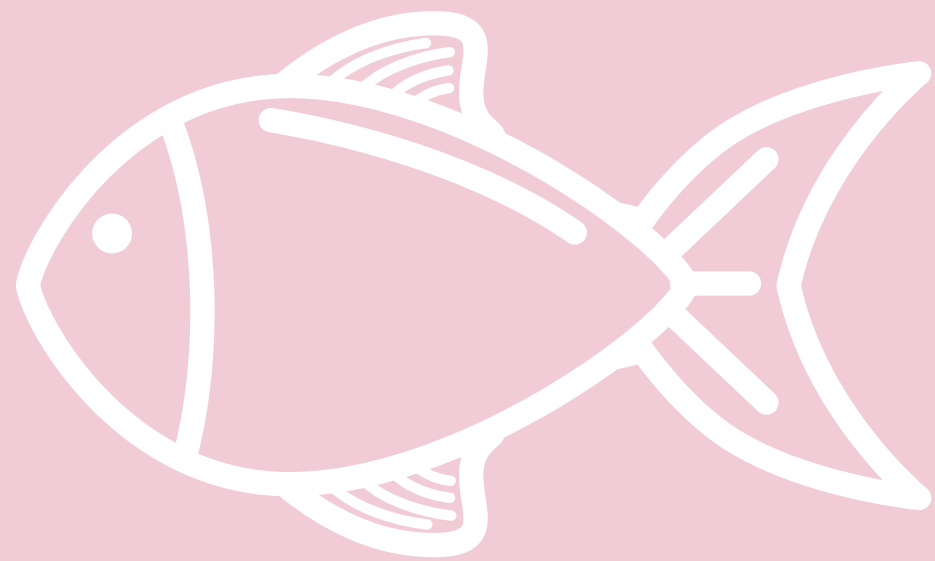
POTENTIAL ISSUE #3

**Over-consuming
protein may cause
inflammation**



CONSCIOUS CARNIVORES

- Animal organs (liver, heart, kidneys)
- Beef (ribeyes or strip steaks)
- Chicken (skin, thighs, legs, and breasts)
- Eggs (including the yolk)
- Pork (chops, bacon, and sausage)
- Lamb
- Bison
- Goat
- Whole fat cheese



PESCATARIANS

- Abalone (farmed)
- Arctic Char (farmed)
- Clams (farmed)
- Crab: King, Snow & Tanner (AK)
- Lionfish (US)
- Mussels (farmed)
- Oysters (farmed & Canada)
- Prawn (Canada & US)
- Salmon (New Zealand)
- Scallops (farmed)
- Shrimp (US farmed)
- Tuna: Albacore (trolls, pole and lines)



KETOTARIANS

- Macadamia nuts
- Brazilian
- Walnuts
- Pumpkin seeds
- Hazelnuts
- Sunflower seeds
- Almonds
- Hemp seeds
- Pistachios
- Cashews



VEGAN PSEUDO MEATS

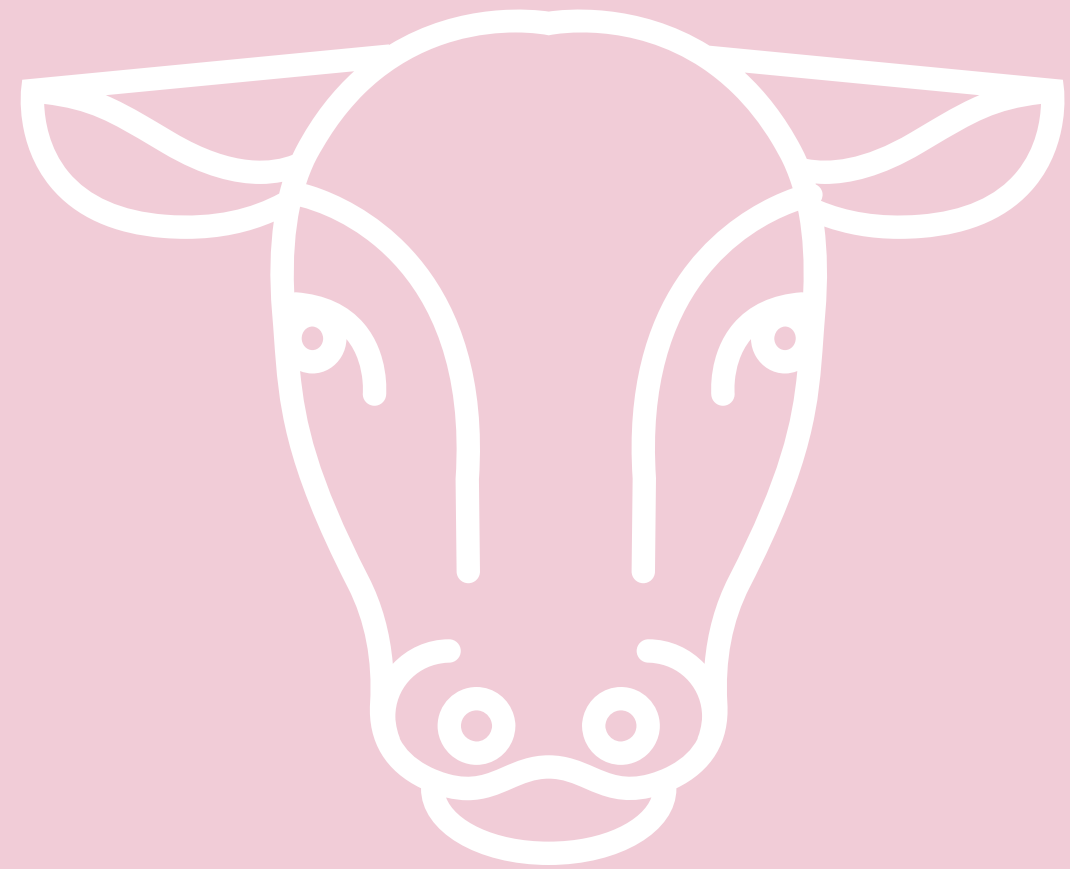
- Tempeh
- Tofu
- Seitan



Cheatsheet:

Protein Pro— Meat Labels Explained

ISN'T EATING MEAT BAD FOR THE
PLANET?



FACTORY FARMS (CAFOS)

- Tyson
- JBS
- Cargill
- Smithfield
- Perdue



What are Factory Farms?

Factory farms are large, industrial operations that are more concerned with the bottom line than they are with animal or planetary welfare.



How Does Factory Farming Impact the Planet?

Factory farms contribute directly to global warming by releasing vast amounts of greenhouse gases into the atmosphere—more than the entire global transportation industry.

What do the Food Labels Mean?

Words on a package mean basically nothing.

Labels require specific certifications, ensuring a higher-quality product.



SPEND THE \$\$\$!

Strive for Consciousness

- ✓ **Animal welfare**
- ✓ **Global sustainability**
- ✓ **Quality control**



4 Guidelines to Purchasing High-Quality Protein

- 1. Reach for pasture-raised poultry and eggs**
- 2. Consume grass-fed beef, goat, lamb and bison**
- 3. Support sustainably sourced fish and seafood**
- 4. Avoid processed meats**





GUIDELINE #1

Reach for pasture-raised poultry and eggs

Pasture raised holds higher standards than free-range.



GUIDELINE #2

Consume grass-fed beef, goat, lamb and bison

Cows, goat, lamb and bison are all designed to eat grass, not corn or animal byproducts.



GUIDELINE #3

Support sustainably sourced fish and seafood

According to the BBC “Around 85% of global fish stocks are over-exploited, depleted, fully exploited or in recovery from exploitation.”

seafoodwatch.org



GUIDELINE #4

Avoid processed meats

Mass-produced meat, fish, fowl and eggs often contain hormones, pesticides and antibiotics, plus they are nutritionally inferior due to their unnatural and low-grade diet.

Selecting High-Quality Meat

- **Hormone-free**
- **Antibiotic-free**
- **Certified Organic**
- **Certified Humane**
- **Animal Welfare Approved**





Hormone-Free

THE BOTTOM LINE:

Hormone free meat is a decent start. Just be conscious of paying into marketing propaganda.

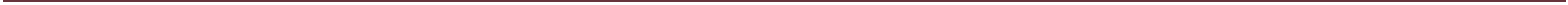




Antibiotic-Free

THE BOTTOM LINE:

Antibiotic-free alone isn't enough. Pay extra for organic— or even better— spring for Animal Welfare Approved.



“Some 80 percent of all antibiotics sold in the U.S. are given to animals —not people— in their feed or water, mostly to promote growth and/or prevent disease.”

- JEAN HALLORAN



Certified Organic

THE BOTTOM LINE:

Organic meat is a good place to start.



Certified Humane

THE BOTTOM LINE:

Certified Humane is an even better choice than organic.





Animal Welfare Approved

THE BOTTOM LINE:

Animal Welfare Approved is the BEST choice you can make when purchasing animal products.



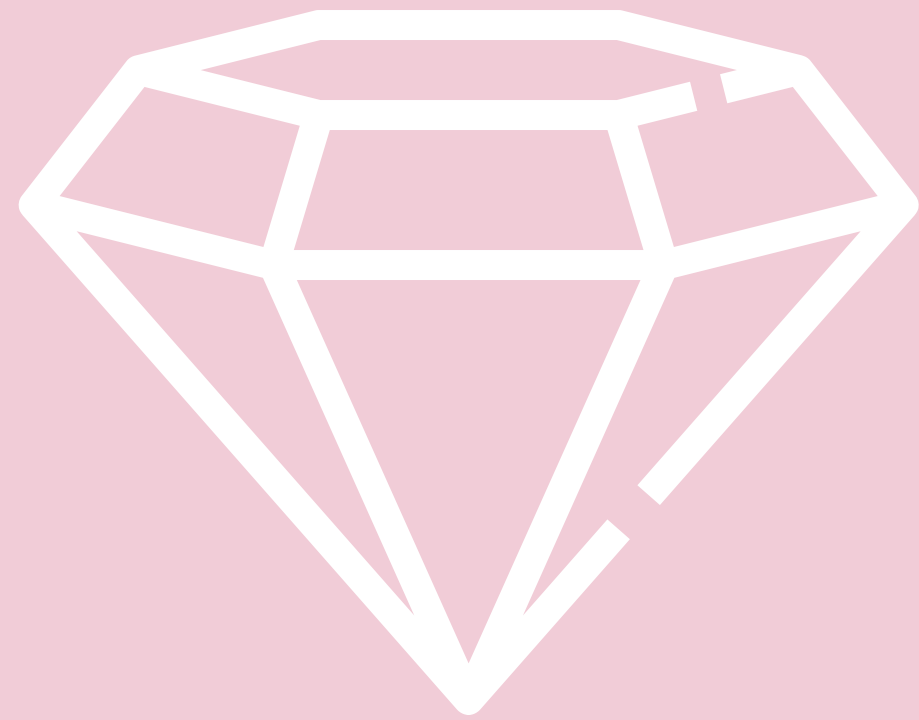
MSC Seafood

Fish and seafood carrying the MSC label guarantees that the product is wild, traceable, and sustainable: meaning the blue fish label is only applied to wild fish or seafood from fisheries that have been certified to the MSC Fisheries Standard

THE BOTTOM LINE:

When it comes to eating meat,
quality is essential!

ASPCA.ORG



TAKE ACTION!

- **Take a stroll through Whole Foods**
- **Check out the “higher-welfare brand list” at [ASPCA.org](https://www.aspca.org)**

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