



# Shopping for Clean Protein *Guide to Success*



# HOW TO SHOP FOR CLEAN PROTEIN

*Respect Your Body*

When it comes to buying protein, some choices are far better than others. As for animal products, those that were raised in their natural environment and fed their natural diet, will have a far better nutrition composition than those that were not. For plant based protein, the closer it is to its whole form the more nutritional value it will have and the less inflammatory it will be. For example, a soy bean is much better than soy milk. Then there are protein powders and protein bars. These can be useful if you have difficulty getting enough protein without eating far too many calories. However, most powders and bars are not healthy, therefore paying attention to the brand and ingredients matters.

## Animal Protein

### Best

- 100% grass-fed and finished beef.
- Organic and pasture raised poultry and eggs.
- Wild caught fish.
- Organic 100% grass-fed milk or cheese (often goat and sheep are best).

### Better

- Grass-fed beef.
- Organic eggs and poultry.
- Canned wild caught fish with low mercury.
- Organic and uncured bacon that is nitrate and nitrite free.
- Organic chicken sausage.

### Avoid

- Non-organic meat and poultry.
- Grain-fed beef.
- Conventional deli meat.
- Meat with nitrates, nitrites, and colors such as most bacon, most deli meat, and most breakfast sausage.

## Vegetarian Protein

### Best

- Dry roasted or raw nuts and seeds.
- Organic beans, legumes, lentils, and quinoa.
- Whole soy.
- Organic tempeh.
- Sprouted grains.

### Better

- Tofu.
- Whole grains.
- Sprouted grain bread.
- Oats.
- Nut and soy milk without added colors and emulsifiers.

### Avoid

- Seitan.
- Meat mimicking products (such as a vegan hotdog).
- Most vegan cheese.
- Soy isolate.

## Brand Examples: Protein Bars and Protein Powder

### Best

- Be Well By Kelly
- Truveni
- MindBodyGreen,
- Palaeovalley
- RXbar
- GoMacro

### Better

- Aloha
- Go Raw
- Primal Kitchen
- Raw Crunch
- Vital Proteins
- Ancient Nutrition

### Avoid

- Protein powders that are incomplete such as containing pea protein alone. Products with added sugars, colors, preservatives, and binders.