

**Ancient Nutrition with Maker's Diet Author Jordan Rubin
PMR #128**

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Tony: Hey, Paleo Nation. I'm Tony Federico, and you're listening to Paleo Magazine Radio, the official podcast of the original Paleo Lifestyle publication.

The Paleo community is, by and large, a secular universe. We frame our perspectives on health and healing in terms of evolutionary mismatches and lean heavily on science to explain the unfolding of our lives, but most of the world's population has another worldview, one that places God at the center of the universe. It's often assumed that these two worlds, the secular and spiritual, are mutually exclusive, but is that necessarily true? Can someone believe in the Almighty and in science?

Today's guest, Jordan Rubin, is the author of the international best-selling "Maker's Diet" books and is sometimes referred to as America's biblical health coach. Jordan's studies of naturopathic medicine, nutrition, and Scripture led him to conclusions about diet and health that will sound very familiar to even part-time Paleos.

On today's show, Jordan and I discuss how he recovered from a chronic wasting disease that left him wheelchair-bound and near death at the age of 19, what he did to turn a part-time job at a health food store into a highly successful career, his favorite thing about running a grass-based farm, why juicing should really be replaced by brothing, and why he's so excited about ancient nutrition.

All right, folks. It's time to meet your maker in a good way. Paleo Magazine Radio starts now.

Hey, everybody. Welcome back to Paleo Magazine Radio. I'm here with Jordan Rubin. Jordan is really well known in the health community, author of "The Maker's Diet." He's appeared on numerous television programs, has a really remarkable healing story, and has taken that story and used it to launch a career, best-selling books, and various nutritional products that really come from this idea of real food, real nutrition. Certainly excited to have him on the show today. Jordan, welcome to Paleo Magazine Radio.

Jordan: Thanks for having me, Tony. It's great to be here.

Tony: Let's just get the executive summary, and certainly people can go on your website and get a more detailed background, but just in case somebody hasn't heard of you before, could you give us a little bit of a rundown on your health crisis and how you turned it around?

Jordan: Absolutely, Tony. I am probably similar to many people in the natural health movement in that I was deathly ill. I had my own life-altering health experience nearly 21 years ago, diagnosed with Crohn's disease, rheumatoid arthritis. I have chronic fatigue, parasitic, bacterial, viral, fungal infections ultimately leading to a wasting disease that caused me to go from 185 pounds down to 104 pounds in a wheelchair. I was literally trapped in a

prison that was my own body. I tried conventional medicine and it failed. I traveled the world visiting 69 medical experts in all manner of natural health, integrative medicine, you name it.

Nothing worked until I met a man who taught me how to eat the way the Bible, history, and science has proven, and it's what we would now call a real food diet. It was an omnivorous diet involving grass-fed meats, consuming pasteurized eggs, dairy products, some juices, et cetera, and that plan, along with what I would call ancient probiotics, particularly probiotics that are found in healthy soil, restored my gut, restored my life, and then at age 21 I was alive again.

I literally went from death to life, sickness to health, and, as some would say, mess to messenger, and for the last nearly 20 years I've been sharing a message of health and hope with the world, and it's been in the form of seminars, television, magazines, and certainly several books, including the aforementioned "Maker's Diet," and really, with a solid foundation built on gut health, and Tony, you probably realize this, but 20 years ago probiotics, gut health, fermented foods, they were really in their infancy, and it's amazing how ubiquitous they are today, so I've been blessed to launch a brand of products called "Garden of Life," which is the number one brand in health food stores, and we've got some really amazing things going on.

A lot of it stems from my latest journey becoming an organic grass farmer, so that's really been a time where I've learned more than all my other experience combined. I've got a brand-new book called "Planet Heal Thyself: The Revolution of Regeneration in Body, Mind, and Planet," and a new venture that I call ancient nutrition.

Tony: Now, you didn't start out as a farmer. You didn't start off fully aware of the best way to feed yourself and to heal yourself. Could you give me a little perspective on your upbringing? I know your dad was a ... I think he was a naturopathic physician. Am I correct?

Jordan: He was, and you know, Tony, I probably am the same way as many of our kids can be now. I ate a certain way in the home. My dad was a chiropractor and a naturopathic doctor, very early adopter. In fact, he was in the very first class of the National College of Naturopathic Medicine, which was the first licensed naturopathic school in the last century, but growing up I really tried to escape it. I was embarrassed about how I ate. Health food stores were weird. Think about trick-or-treating on Halloween and getting sprouts in your bag. The food was awful. The health food stores were weird.

Tony: Hey man, I feel your pain.

Jordan: It was just not fun in the late '70s and early '80s so I rebelled a bit, and also, Tony, which many people in the movement that you're a big part of can relate to, when I was a teenager, particularly in college, I was very into sports. I was going to the ACSM course, certified with NASM. I was all about

sports nutrition. I was a college athlete, but I bought into the fat-free, high-carb lie, and I believe that was a contributor to my illness as well, so the diet I consume today is so vastly different from what I was doing. I was really caught up in the fat-free snack-well craze of the early '90s, to my great detriment.

Tony: What was maybe a typical meal for you back then when you were, I guess you could say, indoctrinated into the low-fat way of thinking?

Jordan: It was so funny because I was very interested in nutrition to the point, Tony, where I would chart my daily macronutrients, and I remember trying to keep my fat as low as possible, and I'm talking about 800 grams of carbs in a day and protein level probably maybe 100 and then fat less than 10. It was stale, disgusting muffins that my parents would send me that were fat-free that if you dropped one on your toe it would break. Just awful stuff. Rice Dream. I'm sorry for mentioning brands, but look, this is not real food, but at the time, this health food junk food mentality was out there.

I figured if I want to be lean, I avoid fat, and boy, did that combination, along with an ill-time vaccine that I got when I was a late teenager, the first that I had received, along with some major stress my first year of college just doing too much, I believe led to my illness. People ask me, "Jordan, why did you get sick?" and they'll often expect me to talk about a specific dietary indiscretion or the aforementioned vaccine or whatever. I really believe that's not the best way to answer it.

I believe that I became sick so others could become well, and it really has been my passion for the last nearly 20 years to share that message of health, but more than that, hope, and I sit here today having received, this week alone, multiple, multiple e-mails. I'm not even in an active practice or actively coaching.

I write, research, and develop, but I'm getting so many people with serious cancer, with Crohn's disease, with MS, and they have nowhere to turn, and it just reminds me each and every day that what I can give them, more than a recommendation on macronutrient balance or increased zinc levels or avoid this or add that, it's hope, so more than anything I can do, it is to show people that no matter what situation you're in, your tomorrow can be better than today if you make the decisions that are agreeable to your body and consume the fuel we were created to consume.

Tony: At what point in your own personal journey did you realize that you wanted to make it your mission to share the message of health through natural food and, obviously, smart self-care practices? Was that something that you realized early on, or did it take some time?

Jordan: Oh, it took some time. It took me literally losing everything that I held dear. I was bedridden. I only left my home to visit doctors. I looked so disgusting that no one would go near me when I was out in public. I was in a

wheelchair, and before finding the answer to my health puzzle, if you will, I realized, "Goodness, I'm 19 years old, but I bet there's a lot of other people that are sick as well."

When you're a teenager, you're immortal. You don't think anything's going to happen to you. When I realized this illness was not just going away in a week, I said to myself, "If I can get well and help just one person overcome disease or, better yet, avoid it, then this living hell will have all been worth it," and I think, Tony, what I said then was, "I believe that whatever helps me I'm going to share with others to help them," and I knew that losing your health would mean you can't enjoy anything else in life, and I took my health for granted, as many do.

Even in the last 20 years I've seen diseases get named and I've seen diseases such as Crohn's disease, ulcerative colitis, autism in particular, various cancers, autoimmune diseases, I've seen them not just increase, double, triple, quadruple. I don't even know how the multiplier has gone but it has been radical, and all of the terms that I learned from reading hundreds of books and then studying naturopathy and nutrition, they are all now commonplace. It's absolutely amazing, and what we do has never been of greater interest and, really, of greater need than it is today.

Tony: What did your first efforts to get the word out, so to speak, look like? Did you immediately think, "Okay, I'm going to write a book," or was it seeking people to talk to? How did you actually cross that threshold, because I think a lot of people have health transformations and they're eager to share their stories and they might be feeling a little bit stuck when they start looking at the idea of, "Okay, how am I actually going to do this?" and it might get a little overwhelming. How did you conquer that fear and get yourself out there and put your story out there?

Jordan: I think, Tony, I was, just as many people are, I didn't have any initials before or after my name. All I had was my story and that photograph that I asked my mom to take when I was deathly ill that you refer to. I call it my before picture. That is really the greatest badge of honor, the greatest diploma that I could ever have, because you may not agree with my approach, but what you can't deny is that once I was dying and now I'm well, and I really didn't have a lot of options to share the message, and I decided to get a job at a local health food store.

As glamorous as it may not seem, for \$4.25 an hour I was stocking beans and corn chips – stocking, not eating, by the way – and I would take an effort any time somebody walked in to ask an associate in the supplement aisle or fermented food aisle, whatever it was, they'd ask a question, because people don't come in to the health food store simply for a brand of cottage cheese. They want to know how to help their child's asthma. They want to know how to help their parent's osteoporosis. They want to know about their cancer, and my associates in the store, they didn't always have that passion. It was just a job to them. S

I would jump out of my station, show them my before picture, and I'd say, "Listen, I don't know everything about psoriasis, but what I do know is, once I was dying and now I'm well," and I'd recommend a food, a supplement. I'd recommend they avoid certain things, read a health book, and it amazed me how a week, two, or three later, this individual would come in the store hugging me and say, "Jordan, you changed my life."

I remember vividly this woman who ... It's kind of a funny story because this was Palm Beach Gardens, Florida, so [inaudible 00:13:38] South Florida, and there was a woman who came in and her face looked like literally rare hamburger. She said, "I went to get plastic surgery," and where we were that was fairly common. She said, "They really botched it up." Her face looked raw. Lots of dermal layers gone.

I remembered when I was a child I had between second- and third-degree burns. My dad recommended a homeopathic and covered me with fresh aloe, and I have a scar the size of a dime, so I said, "You know what? Here's some aloe gel, but if you can get fresh aloe, even better. Take some wheatgrass." I think I recommended some fats to take internally and when she came back two weeks later, I didn't even recognize her, and that just speaks to the power of the truth, and I wasn't anybody.

I was just a guy with a story, so I would share that with people every day, and eventually one of the people that I sought help for my health wrote for a natural health magazine called the "Townsend Letter," and he said, "Jordan, I want to write about your story," and in August 1997 my story, along with the diet and the substance that I would later refer to as soil-based organisms, was published, and from that point on we were succeeding in business without even trying. We were, you name it.

It was kind of like Indiana Jones when your car is driving and you're holding onto a rope on the fender and you're being dragged. It was an amazing wild ride, but it really all started with my desire to share the message where I was. I didn't wait for a platform. I didn't wait for a book deal. I didn't have any seminar experience, and frankly, no one would come to hear me, but I had a story, so I think if someone says, "How do I begin to share my message?" tell your story, and Tony, today you mentioned earlier, with the Internet it's a wide-open world and it's a small one and people all over are becoming leaders and beacons of hope without the MD behind their name, without the seven years of schooling, simply by telling their story.

Tony: This humble beginning led to appearances on just about anything you can imagine, "Good Morning America," CNN, NBC, Fox News, Wall Street Journal, the list just goes on and on, so I think that's really a testament to the power of a really compelling personal, honest story. Now, I'm curious. How did your diet, when you first made this shift, when you first started to embrace real food and soil-based organisms, how does that differ from what you practice today? I know you, for the past five years, have been working

and running a farm. I'm just curious, how has your own personal diet evolved over the intervening time period?

Jordan: Tony, it's a great question, and I'm very proud to say, very little. I live in a world and we're part of a movement that is filled with hypocrisy, and I don't have time to go into details to tell you that many colleagues within the natural health movement say one thing and eat another, and I was determined, not just for my own health, but for my legacy, for my children, I do not differ in terms of what I practice versus what I've written about, but mind you, "The Maker's Diet" was written 13 years ago. My first book, "Patient Heal Thyself," 15 years ago, so there's certainly things that you learn, but if you look at the tenets of my message, they remain the same.

I've actively consumed bone broth. I believe in a very high-fat diet. I consumed fish roe just this morning. I'm on a road trip and I still managed to consume the weird, wacky, fermented foods. I had sauerkraut today, so it's been a very similar diet all throughout. Today, having turned 40, I emphasize certain foods a little more that are the anti-inflammatory, the joint, ligament, and tendon and skin building foods, but you know what? I wouldn't say that I follow a Paleo diet, and I know some people try to lump some things in Paleo, such as dairy. I am more of a biblio-diet, Tony, so the last several thousand years.

I like wild foods. I do a lot of dairy, more on the fermented side, and a raw cream is ... My body just loves fat, but I am a huge advocate of wild fish. I love wild meat. Not only do we raise organic and grass-fed beef, lamb, goat. I'm a fan of chevon, even though we name our goats, which can be dangerous when you also want to eat them. I love poultry. We have the most amazing eggs on the planet. I do them raw. I do them cooked.

Venison is a huge taste of mine, elk, you name it, so I'm a big proponent of what you would call a biblically correct, mixed, omnivorous diet leaning towards fat, fermentation, sprouts, et cetera, so I'm one of those people who ... I love plant foods, I love animal foods. I've tried everything in my career from veganism to macrobiotic when that was in favor to ketogenic diet, to fasting, so I've been exposed to a lot, but to me the principles that worked thousands of years ago still work today, and once you find the truth you don't leave.

Tony: That's awesome. I like how you're still paying homage to your parents including those sprouts in there. I remember many a lunch as a kid growing up with the old sprouts in the lunchbox and getting some weird comments from other kids in the cafeteria, so it's a nice little throwback, and I think we can certainly all get behind the benefits of grass-fed beef, fermented foods, wild foods, and regardless of what framework we use to get there, as long as you have those building blocks in place, you're probably going to be better off and likely experience really good health.

Now, let's get into some of the ventures that you've been breaking into.

Obviously, you have the farm going, you have the nutritional companies, and there's a new aspect of that, the ancient nutrition. Could you tell us about that?

Jordan: Tony, I have been blessed to be a part of some amazing product launches. As I mentioned earlier, we launched the very first soil-based organism formula in health food stores.

This is probably not very well known, and I just thought of it recently, but Garden of Life and I launched the very first coconut oil in health food stores in the early 2000s, and now there's dozens of brands, and a few others have been absolute barnburners, and what I look for in a product is something that can reach the widest variety of people, but more than that, the term "supplement," I think we confuse this, but the term "supplement" means something that we don't get or get enough of in our diet, and in the truest sense, it should be something that our ancestors used to consume and that we need, and I have been, since the early 2000s, a staunch bone broth advocate.

I've published bone broth recipes. I've recommended bone broth cleanses more than I've recommended juice cleanses for people with inflammatory bowel disease, autoimmune disease, and they don't understand. "Well, I thought raw was good. This is the total opposite. It's super cooked," and I explain to them that the nutrients and compounds in bone broth were in a form that was as easy to digest or more so than what people said juice was, but more than anything, vegetable juice, Tony, is a new food. I know that's hard for people to hear.

It's a new food because our ancestors didn't make vegetable juice because they couldn't juice a carrot with their feet or with their hands, but what they did was make one-pot meals. The gladiators, the Hebrews, the Middle Easterners, the Europeans, Western, Eastern, Native Americans. One-pot meals, and it often involved the best and most important part of the animal, and today, Tony, the reason that a lot of us who are sports fans get frustrated when our favorite athlete sprains an ankle, they have tendon issues, they have ligament damage in their elbow and sit out for a year due to Tommy John surgery. The list goes on and on.

Rarely does somebody miss a lot of time for an oblique strain or a quad strain. It's just much more rare. If you look at the number of games missed for joint, tendon, ligament, and bone issues, it's probably a multiple of 10, and why is that, Tony? Because we consume in our diets much more muscle building protein than connective tissue building protein, and the reason bone broth is so amazing is that it contains connective tissue proteins, collagens, glycosaminoglycans, glucosamine chondroitin, hyaluronic acid, and that is what we're missing.

Dwayne Johnson eats a bunch of cod and pounds of chicken. The average bodybuilder does too. They're loaded up on branched-chain amino acids and

methionine, but they're missing glycine and proline, which is the glue that holds the body together, so everyone listening, Tony, from an infant who has colic to someone who's 97 who wants to better detoxify and walk upright would benefit from the Paleo-friendly, gut-friendly, skin-friendly, joint-friendly, immune-friendly, detox-friendly protein source called bone broth.

It's not a miracle in that you take it once and you're cured, but when I had a knee issue six months ago the first thing I did was up my bone broth consumption to 24 to 48 ounces a day, which meant either one of two things: a lot of cooking and preparation, which is almost impossible to keep up with, plus a lot of chicken breast to make in chicken salad if you make chicken soup, or, buying a frozen brand ship in Styrofoam, expensive, and leaks in your refrigerator, and I did it. I did both.

I made some, I bought some, and on a trip to Florida I was without my frozen bone broth, which I was doing a massive amount every day, every morning and every evening, and I found an alternative by accident that became what I believe a new part of my passion is, to get bone broth to the people in the form of bone broth protein, the very first protein powder made exclusively from bone broth that is a real food.

If you look at whey protein, that's a fraction of a fraction. If you look at egg, it's egg white. The yolk is the best part. Beef protein is good, but it's still muscle meat, and if you look at our ancestors, even my grandmother who passed away, she was from Europe and she would feed us chicken. We would eat the breast and the thigh. She would sit in the kitchen, embarrassed, gnawing on the bones and cartilage and connective tissue hiding from us, but then again, at 82, my grandmother could probably beat me up.

Tony: Hey, there you go.

Jordan: So this is, Tony, something I'm so excited about, and it's brand-new, by the way. This is what I believe the Paleo community has been waiting for, and get this: I, because of my availability of bone broth protein, am able to consume three servings of this amazing product, so the equivalent of seven a half cups of bone broth a day regularly, on the road, at home. I'm never out, and I am so excited to now have this part of my healthy aging program, because I don't like taking isolated glucosamine made in a lab.

Collagen is good from the hide and the hooves of animals, but I've got to tell you, not only do I own organic land and raise animals, I have a beef and multi-species meat processing center and I know what we do with the hooves and hide, and it's not eat it, so this is truly something, from my standpoint, who dealt with gut issues, who dealt with inflammatory issues, to have this tool in my toolbox is incredible. Granted, it's not going to build massive muscle, but we're already eating muscle meat. We're already eating eggs. We're already getting some seeds, most of us.

The missing proteins are found in bone broth, and if you can make it for yourself, fantastic, but if you want a guaranteed supply of these missing proteins, bone broth protein is a great way to do it, and Tony, you're one of the first to be sharing it. This is the first radio interview I have done introducing this product, so one day I hope you'll be able to say you were the first person to talk about bone broth protein on the air, so hopefully exciting for both of us.

Tony: Hey, well that sounds great to me. You mentioned that you've seen some products before maybe made from hooves and hide and things of that nature. What really makes bone broth protein different? Is it making huge quantities of bone broth and, I guess you could say, distilling out the proteins from there? What's actually going on that makes this different from what you might be able to buy on Amazon as a collagen hydrolysate or something along those lines?

Jordan: Tony, it's a great question. Collagen hydrolysate, as you mentioned, it comes from a bovine source of hooves and hide, and it's primarily type 1 and type 3 collagen. The bone broth protein that we refer to is the essence of bone broth, which includes massive amounts of collagen hydrolysate in a form that includes hydrolyzed collagen type 2, which is amazing for healthy inflammation. Also, a whopping 1,200 plus milligrams of chondroitin sulfate a day, naturally occurring, that's not part of collagen products out there or gelatin. In addition, we have glucosamine and 600 plus milligrams of hyaluronic acid, all naturally occurring. Nothing is added.

Here's the craziest part. In addition to all of those amazing properties and compounds, because the bone broth that we produce is not made using veggies – nothing against veggies – it is all animal parts, we have a distinct advantage for electrolyte distribution, so one serving of bone broth protein delivers 270 mg of potassium and only 150 mg of sodium, so you're getting the equivalent of a couple of sports drinks with 20 g of protein, with the joint building, skin building, gut supporting aminos in a form that's amazing, and even to the point where if you look at ...

Bone broth is becoming so popular now, there's obviously detractors, so what people are saying is, "Well, the long-term bone broth product contains some free glutamate, and people with brain issues have problems." Well, we were able to extract all of the collagen and connective tissue components that a long-term bone broth would get without having the excess free glutamate, so if you're dealing with what people are calling a leaky brain, say that you have pervasive developmental disorders, autism, depression, et cetera, you're going to have minimal excitotoxin exposure from this product, and Tony, I would hate to say that bone broth protein is better than the bone broth you can make, because what would be better is just drinking the bone broth before we dry it, but it is so close to 24- to 48-hour bone broth minus the free glutamate, minus the salt, I might think it is better.

Here's the best part. I know I keep saying best, best, best, but bone broth is

amazing and I like to mix it in a lot of things, but say you're consuming juice, and I think juice is a little too concentrated, not enough protein. It's really hard to mix 12 ounces of bone broth in 16 ounces of green juice. I can mix a scoop of bone broth protein in my green juice, not take up any more space, barely taste it, and have 20 grams of protein in my green juice, slow the absorption of the sugars. It has the wonderful gelatinous properties in the gut so it almost time-releases it, but that's just the beginning. We can take it and make cookies with almond flour. We've made smoothies with coconut milk.

Here's my favorite. If you do consume grains, because, let's face it, not everyone listening here is grain free, if you did consume grains, and say it was quinoa, which is one of the more acceptable grains, you can actually boost your quinoa's protein level by 20 grams, and maybe it's not you listening. Maybe it's your family, but what an amazing tool to be able to do that, and I know, Tony, you had interviewed one of my close friends and partners, Dr. Josh Axe, previously-

Tony: Right. Yeah. Just a couple episodes back.

Jordan: Perfect. He has just written a book in combination with my team called the "Bone Broth Breakthrough," and just in a week we came up with 57 recipes utilizing bone broth or bone broth protein, and it's such an easy way for us to get the missing elements of our diet.

That's really what this is about. I want to deliver people something that the average individual can't or won't get in their diet but is so, so necessary, and Tony, I can't wait to see the results that people are going to achieve long-term. We're already getting great testimonials just from the previews of the product, but it really is something that I am willing to devote a significant amount of my life to because I just don't believe you come across solutions like this very often.

When Dr. Cordain came up with the "Paleo Diet," it was just a paper. Then it was a book that sort of trickled out there, and now look what it's turned into. To be able to be on the front end of something like that, it's really powerful, and I feel like this wave is coming.

Tony: Absolutely. I like the way that you framed the idea that supplementation. It's not just randomly inserting nutrients without any real rationale. For something like this, when we're talking about bone broth protein, what we're really talking about is the way that people used to eat, like you said, your grandmother in the kitchen chewing the ends off of a chicken bone, we're just really trying to get back to nature, get back to our food ways and our traditions, and inject that with a little bit of science, so making it a little bit more convenient and making it a little bit more accessible.

As far as the bone broth protein is concerned, I think it's interesting how you've done a little doctoring up, if you will. You have the pure version that doesn't have any flavoring, but then you've also got chocolate and vanilla

and then, I think my favorite, even though I haven't tried it yet, it's certainly the one that I'm eyeing, the turmeric, so kicking up to that next level, what influenced your decision to go that route and maybe add some flavorings and not just stick with the pure version?

Jordan: Tony, it's funny. The people that hear about this, they automatically assume it's going to taste weird, and I think we have that going for us, because when I tried this powder as a substitute for my bone broth, I was pleasantly surprised at how mild and slightly salty it tasted, which was really good and wholesome, and certainly the pure is amazing for recipes. If you're a purist such as myself, you're going to go for that. It's got 20 grams of protein, zero carbs, zero sugar. It's just perfect.

The turmeric – you and I share a lot of similarities – that is my go-to. In fact, just now, before our interview, I was mixing bone broth protein with Indian curry, so I had turmeric, black pepper, cayenne, lemon peel. Aw, man. It is amazing. The turmeric is just such an a natural, along with the bone broth, to further support healthy inflammation, but because we want this to be mainstream, not simply Paleo, not simply GAPS diet, not simply "Maker's Diet," we wanted to show people that this can be a protein powder just as any other product can, so we were able to put some nice flavorings, chocolate and vanilla, as you mentioned, still low-carb, 2 grams of carbs, 1 gram of sugar per serving, same 20 grams of protein.

Went to a friend of mine who works and anchors the NFL network and played in the NFL for eight years and had him try this. He was using another protein that was very, in my opinion, poor quality, but one of the top sports nutrition brands with artificial sweeteners. He said, "I drink this every day." We've got Hall of Fame baseball players that are already using it. It's really amazing, and we've got dancers using it and we have children using it. My 11-year-old is like, "Dad, I didn't have my bone broth protein today," so we wanted to try to stay pure to our message but also reach mass appeal, because this belongs in the hands of people that are not willing to change their diet. They need it as much as anyone.

All of these folks out there that are dealing with unhealthy levels of inflammation, that are dealing with gut issues, this is a boon to their health, so while I think the Paleo community will cherish it, I believe that the outside world will give it a shot if we can meet their needs as well, within our standards, of course.

Tony: That's really the idea. It's one thing to do something that's good for your particular tribe, but what we're really hopefully all here for is to do something that's good for everyone, the big tribe, if you will, all the people and the entire planet, and that seems like the path that you're on and I really appreciate the work that you're doing and I appreciate the time that you spent from your, what I assume, is a very busy day and taking some time to talk to us and be the first show that you shared this new product with.

Jordan: I'm excited to be collaborating with you, and I really look forward to hearing your feedback and others', and it's exciting. It's exciting to be giving people hope and offering something tangible that can make a difference in their lives, so thank you so much for helping us spread the word.

Tony: That was Jordan Rubin, author of "The Maker's Diet." You can find out more about Jordan by going to his website, makersdiet.com. I'll also include a link in the show notes to the brand-new ancient nutrition website, where you can find the turmeric-infused bone broth protein Jordan and I discussed on today's show. Next week on PMR I'm joined by Olympic rowing hopeful, Joseph Seaman. Here's a preview.

Joseph: ... actually used to be a pretty big fat kid at school, and then all of a sudden I started to get a little bit fitter, started playing rugby, and one day I walked into the classroom and my name was on a blackboard and it was with a few others as well, and we were asked to skip class and go down to the school gymnasium and to do a [inaudible 00:37:14] series of fitness tests. What this was was the start of a development program for the 2012 Olympics ...

Tony: To learn more about Joseph's journey to the Olympic Games, you'll have to tune in to next week's show. Until then, you can check out our full archive of Paleo Magazine Radio episodes on paleomagonline.com. This is the part of the podcast where I usually tell you about some really cool thing that you can find on paleomagonline.com, but today I'm going to do something a little bit different.

About a year ago, PMR regular Russ Crandall and I embarked on a journey to unravel the story of a single meal. We looked at the origins of each ingredient, how they were transformed from their wild counterparts into their domesticated versions, and how these disparate elements, hailing from all four corners of the globe, ultimately ended up on your plate.

We named the project "Deep Dish," and Season One, "The All-American Meal," is available now on Bandcamp. All you have to do is go to deepdishshow.bandcamp.com, and for only \$5 you can get our "Deep Dish Season One" e-book and audio program. I'll be previewing episode one on the podcast next Tuesday as a part of our weekly Paleo Radio Bite feature, so be sure to check that out if you're interested.

Paleo Magazine Radio is brought to you by the Paleo Media Group. Our show music features the song "Light It Up" by Morgan Heritage and Jo Mersa Marley. Paleo Magazine Radio is produced by me, and on behalf of everyone at Paleo Magazine, thank you for listening.