

EPISODE 166**[INTRODUCTION]**

[0:00:10.2] AV: We're always looking for that balance between eating things that are healthy and eating things that are delicious. We know by now that those two things are not mutually exclusive but sometimes you slip up and find yourself in one category or another; eating delicious things that are decidedly not good for you or eating lots of healthy things that just maybe aren't that exciting.

Jared Toay, owner of Jared's probiotics likes to come up with new ways to give you both, by making probiotic drinks and snacks like granola, kombucha, probiotic soda, and even probiotic beer. How many of you perked up at that last one? Anyway, Jared is an expert on probiotics and gut health and he's as passionate about teaching people as he is about experimenting with new and tasty fermented products.

So in this interview, we talk about gut bacteria, probiotics, prebiotics, what kefir is, how it's possible to make a soda that's actually pretty healthy and a lot more. Don't worry, he boils it down in a way that's very easy to understand. That's enough for me, time to hear from Jared of Jared's probiotics.

[INTERVIEW]

[0:01:41.0] AV: Hey Jared, welcome to the podcast.

[0:01:42.9] JT: Hey, I actually appreciate you having me on, thanks very much.

[0:01:45.7] AV: Glad to have you here. You're traveling right now is that right?

[0:01:49.7] JT: I am. The life of a business owner, yes, that means I travel quite a bit.

[0:01:54.7] AV: Awesome, all right. Let's get into it. You are a digestion expert, you're an authority on fermented foods, you own a company offering this delicious fermented drinks and

food and based on what I've read about you, you may have had I guess some health issues that led you to kind of finding your own healthy solutions but tell us what brought you to fermented food specifically?

[0:02:16.5] JT: Sure, you know, that's the generally the first question. You know, the thing about it is that I like to share commonalities basically with everybody especially when we talk about fermented food. My situation is really — I found out over the course of time Ashley is that when you or when a body or when somebody gets stressed, essentially, you do one of two things as it relates to food.

You either eat too much or you eat not enough. I was the type that you know, I'm type A anyway so what happens is I had some stressful situations, I was going through a divorce at the time and created a lot of stress in my life and I just stopped eating and so what happened is I was you know, a healthy weight and I actually got down to about 130 pounds.

If you see me, it's not a good look for me and I kind of had this what I call an aha moment where basically I just said that I needed to make some changes and I realized that the first thing that I needed to do was really just start eating and so I started to eat and you know, I noticed that my mood's kind of changed a little bit and I started to feel a little bit better but as it progressed.

I started just to eat more and more and not really caring about what I was eating. I went from like 130 all the way up to about 200 pounds. I was at my heaviest and in that course of time, I noticed that I always had a lot of digestion issues and I'm surer that there are probably many of the listeners here that it's pretty troubling when most of your day is focused on the things that you could or couldn't eat.

Or how foods are going to affect you digestively speaking and that's really a horrible way to go and that's what I found myself is that most of the time I was really just not even focused on how delicious the foods were but really on how it was going to upset my stomach and so I did a little bit of research and I found out that — I just read about some fermented foods.

Went to the store and bought a jar of Bubbies. I still love that to this day but it's some sauerkraut and...

[0:04:08.7] AV: That's our favorite brand, Bubbies, that's so cool, that's my favorite kind. Okay.

[0:04:12.5] JT: There you go, we'll pitch that out there. What I did notice, even again, I started eating it really and of course I love sauerkraut but I started eating that every single meal and I religiously did that for well over six months and I just noticed that I started to feel better and I think that what happens is that especially when you talk about mental health and the way that your mind works is that people take that for granted and happiness and being excited and positive really goes a long way especially when you have a good healthy digestive system.

I noticed that I did a lot of journaling, I'm a big writer and I started noticing that I was feeling 10 times better and it just was really a great experience for me. I went from 200 pounds and through the course of really focusing on better digestion, I lost probably about 30 pounds, I competed in some body building shows but a lot of that was again due in large part because of the fermented foods and I made fermented foods and I really tried to incorporate that not only in my diet but my kid's diets.

I saw some changes in my sons and it was really great. That's how I really got into speaking and talking specifically about fermented foods and probiotics and how beneficial they are, not only for your gut health but also for your mental health and physical health as well.

[0:05:31.3] AV: Got it, okay. I think it's fair to say that our listeners are pretty smart folks and many of them probably have a good handle on what probiotics are already. Just in case, give us sort of pitch about what probiotics are, why they're so important and what the best ways are to get them?

[0:05:48.5] JT: You know, the way that — I like to simplify things Ashley, I'm not very smart so what I like to do is really break things down pretty simply and so probiotics in an of itself, all their main function is initially, is to help break down sugars and starches in your body. By doing that, it basically helps your body better digest those types of foods. You can get them from a lot of sources, you can get that medically and freeze cap, in capsule forms. I found that the best way to do it is to get it naturally through foods.

What happens is when you have a food that is made up of sugars or starches and you create an environment where the bacteria that's naturally found in the foods themselves, the water or the medium that you could and it has a food source. What happens is those bacteria eats the food source and it creates a couple of things, it creates yeast and enzymes to help break down the sugars and starches. Those probiotics are an offset of basically the bacteria that is broken down in those sugars and starches.

[0:06:59.0] AV: Okay.

[0:06:59.3] JT: As I said, you can get them from a lot of sources but basically, any type of food that has a sugar or starch, you're breaking down those sugars and starches and in turn, it creates probiotics which help your gut, help you digest foods, it improves your immune system. I mean, your whole body is made up of bacteria and of course I focus a lot on the gut or the bacteria related with your intestine but your gut and your brain are made of the same type of tissues.

It's very important to have a very strong working, healthy gut and the probiotics secrete enzymes as I said to help break down the sugars and starches, really better digest your food.

[0:07:44.1] AV: Okay. I have a lot of questions and I'm going to be probably skipping all over the place so I apologize. I hope people can follow it but I just want to make sure I get the question out before I forget it. Okay, you mentioned this that of course, to get everything that we need, whether it's vitamins or minerals or probiotics, it's always best ideally to get it through your diet right? Some people maybe can't make that work or maybe they want to try to make change more quickly or whatever.

So people can turn to things like supplements and probiotic pills right? Which I always assumed was a pretty safe and effective way to improve your gut floor right? I always thought, you know, maybe you take antibiotics or you were really sick and so you need to get things sorted out, you'd take some probiotic pills but I think from doing some research on your website that you might not think that that's the best option always or talk about that a little bit?

[0:08:34.7] JT: Sure, yeah. This is a judge free zone. You know, if people don't have the ability to make or buy fermented foods, yes, probiotic pills are an okay solution. What happens is that you know, part of the biggest misnomer that I found, especially in the pharmaceutical industry is how those probiotics work in the body.

Because what happens is that you make the general assumption, or not you but the pharmaceuticals or anybody, you make a general assumption that just by taking a pill, it's going to do exactly what you intend it to do. Unfortunately, it doesn't.

When you take a supplement, your body has to do four, five, 10, 15, 100 different things to get the benefits of those pills and so you know, part of taking a probiotic pill, it's always funny, I say, well, you know, I probably would believe it and endorse it if they said, you only need to take 15 of our pills and don't need to take any more.

The idea is that by taking a pill or supplement form, that's why they tell you, you have to take it every single day because essentially what happens is that by taking those supplements or taking those pills, all it's doing is it's going again and trying to break down the sugars and the starches, that's — Have you ever — hear on the radio Ashley, they have this, I'm not going to say the name, but they have this pill that basically helps you to lose belly fat, have you ever heard those?

[0:09:54.2] AV: Yeah.

[0:09:56.2] JT: What happens is that most people don't know that those are actually just probiotics or a strong dose of probiotics. The belly fat that people have are those sugars and starches in your body, it's basically just waste that your body hasn't figured out how to get rid of.

When you take those supplements or those belly fat pills, what happens is those probiotics in the pills are going around and they're trying to break down sugars and starches, that's its main job. When people think about probiotics, you think about living bacteria that is populating your gut that is living healthy and strong and improving your immune system and unfortunately, people don't coordinate their diets in order to do that.

Just because you take a probiotic supplement does not mean that it's going to populate your gut. You could have the worst diet in the world and you could have the worst digestion and the worst gut health in the world. Probiotics are not going to live there, it's going to of course, you take a supplement, it's going to break down the sugars and starches and then move on its happy way.

But in order to have a good healthy gut, you have to make sure that your intestine is a fertile ground or a place where those probiotics can live. That's why as I say, supplements, again, it serves the purpose if you want to, if you feel like you're bloated or if you feel like you want to offset some antibiotics, yes, that's a great source and you could do it and there's lots of pills and lots of companies that have high bacterial count that would do the job.

I believe that in order for everyone to be healthy and strong for longer term, you have to really populate your gut with good health bacteria and the best way to do that is through natural foods.

That's why, pills do a purpose, my goal is to show people and talk to people about how you can ferment just about anything and make it easy to digest and actually help your body become strong. The key is they're called prebiotics and you know, we could certainly discuss that but those are foods that the probiotics feed off of.

If you, I tell people this and you decide that you want to have supplements and continue to take supplements especially probiotic pills, then make sure that your body is loaded with prebiotics or prebiotic foods so that those probiotics can live and prosper and grow healthy and strong.

[0:12:16.0] AV: Okay, that was my next question was prebiotics because I know just enough about those to know that that's the food the probiotics eat. What comes first, where do you get prebiotics, do you do them both at the same time, is this like, are they both ideally part of your everyday diet? Talk about prebiotics?

[0:12:32.8] JT: Sure. Yeah, again, that's the biggest misnomer is that — I like to think of it as if you have a lawn, you know, let's say it's just a yard and there's nothing special about it, you know, in order to get that lawn nice, green, lush with strong healthy roots, yeah, you could throw the fertilizer out there, you could throw the grass seed and just let nature take its course.

Continue to water it and eventually you're going to have a strong, healthy garden. But you know, prebiotics are just simply just fibers that you can get from things like dandelion greens or you can basically, a lot of green leaf vegetables or garlic or you know, those are things that your body — those probiotics actually feed off of.

If you decide that you want to take probiotic pills, generally you can get a lot of those, you probably would be surprised where you get prebiotics but you know, bananas and all sorts of things are prebiotic foods. You can get it from one of my best sources that I found that when I was either trying to really populate my gut, it's called Inulin.

I used to take that as a supplement and that's a great prebiotic and so I was loading up on probiotic foods as well as loading up on inulin. Initially I know that a lot of your listeners wouldn't do this but there's unmodified potato starch is a great source for foods and again, I know that's not paleo but I mean, there are things that you could take basically to just make sure that those probiotics have the foods that they need to become big and strong.

Again, you just look at it as a lawn, in order to get the lawn lush and green, you have to have the strong roots, in order to do that, you have to fertilize it and make sure that the grass has food to feed off of which is basically what probiotics and prebiotics are.

[0:14:16.9] AV: Are prebiotics, I mean, it's funny, you mentioned the potato starch, I actually played with that a little bit too. Whether or not it's paleo I think it's kind of up for debate for people anyway but are prebiotics then often resistant starch?

[0:14:28.5] JT: Yes. Because again, it's harder for the body to break down and so therefore, it stays around and the probiotics as I said, it's easier for them to just nibble on, I like to say it's a cow, basically they're just nibbling on grass and they eat a lot of it constantly, it's not like they make one big sitting and then sit down and relax.

It's just a constant grazing and that's the way that I look at it.

[0:14:53.9] AV: Okay, I think it's important to note here that I think what you're saying is in order for probiotics to work, there are a lot of other things that have to be happening, you really have to be working to sort out your diet and lifestyle too, even if you're taking the right probiotics, if you're eating bad food, if you're not sleeping, if you have a lot of stress, if you're doing a bunch of other harmful things to your body, probiotics are only going to do so much right?

It's like it's one tool in the toolbox to sort out your digestion.

[0:15:21.2] JT: Right, again, you know, I think that's part of the reason why I get along so well with many people and different lifestyles is again because I've really focused on okay, regardless of your lifestyle because you know, I'm sure that there's lots of listeners that probably drink or smoke or do whatever.

There's no right or wrong way to handle that. Obviously those are lifestyle choices but if you decide that you want to do that, why not give your best, your body the best ability to break down the foods that you eat and get rid of the impurities that you put in your body?

Probiotics certainly can do that. Yes, if your diet consist of McDonalds and you know, fast foods and other things and you decide that you want to take probiotics, basically its job is only going to help you breakdown those starchy foods which is beneficial. I mean, you don't want your body really to slow down a processed hamburger bun.

Taking a probiotic to help digest those foods would be beneficial but you know, again. I'm focused really on the bigger pictures of getting what you need in order for your lifestyle to break down the foods that you're eating so that you can eliminate the waste and become a healthier weight.

Yes, if you throw in a bad lifestyle and it makes it harder for your body to do that but again, that's being in the business a long time and I'm sure that's not easy to do. There's psychology issues there but there's a whole host of things but yes, digestion is so important yes.

[0:16:52.4] AV: Right. Okay, here's an interesting question. If someone is eating, has a really sorted out paleo diet and they're eating a diet that is very low in sugar and probably starches as

well, do they have as much need of probiotics? Dare probiotics going to do the same thing in their gut that they would in someone else's?

If you have barely any sugars and starches to break down, what are they doing?

[0:17:19.9] JT: That's a great question, again, as I said, the primary function of a probiotic, that's its first job is really to break down the sugars and starches. If it's not, if there's no sugars and starches that need to be broken down then its job is then to populate and live and so — I mean, there are a lot of things that are happening in your gut, I mean, serotonin, your happy hormone is produced in your gut, you produce a lot of B vitamins in your gut, your immune system is made up in your gut, how quickly your body responds to adaptogens or problems that are in your environment.

Yes, taking probiotics, if you do have a limited starch or limited sugar diet then your probiotics or the probiotics that you're taking, it's basically eliminating one step, the possibility of it then populating your gut and doing those things that I mentioned. Helping your body produce B vitamins and digestive enzymes and things that are necessary to improve your immune system, as I said, that's the key. Yes, I would highly encourage and actually you probably would see greater benefits by not having a lot of sugars and starches in your body to basically help improve your immune system.

I don't eat a whole lot of sugars and starches. I eat a lot of fruits, certainly and yes, I understand those sugars and starches but processed foods. Probiotics as I said works much better for me than it would be for somebody else that has a processed rich diet.

[0:18:43.6] AV: Okay. If someone is working to heal their gut and they have I guess pretty intense issues. Maybe it's not something that needs medical intervention yet but they have poor digestion, they have a history of eating foods that aren't good for them and they know they have gut problems. How do you — what are the first steps you take? Obviously you're going to want to try to move towards a more whole food, unprocessed diet right?

I would imagine would be the first thing right? Then do you immediately go in with the probiotics and the prebiotics, do you do this in stages, how do you know, is it sort of like a chicken before

the egg thing? Because I've had friends maybe who have gut issues, I'm like, well you should take some probiotics and but if their gut is so blamed or if they have this issues like the probiotics maybe aren't doing the things they're supposed to be doing, it's like, what's the order, how do you attack it?

[0:19:36.3] JT: That's a great question. I do get that all the time and the way that I address it is specifically this. Somebody was to ask me that question, I would say, well how is your digestion now? How are you eating? Do you eat, are there certain foods that you don't eat or that you can't eat?

If somebody just tells me, "No, it just seems that I constantly have this tummy ache" and I would certainly ask, is it after different types of foods but let's say that that is not, they just have some just general issues, again, I'm not a medical doctor so I'm not professing that but if somebody just tells me that they eat naturally or best they can they just have, they're not going to the bathroom properly, I would suggest that they go and get some probiotic rich foods.

Whether it's some pickles at the store, or they buy a Kombucha or they buy Kefir or a little bit of sauerkraut and try that, to incorporate that into their diet first. See how their body responds. That's the easiest way to do it because what happens is in foods, when you ferment foods, there is significantly more probiotics in naturally fermented foods than there is in probiotic supplement.

By eating those foods, you can tell a whole lot and if somebody tells me that after eating just a little portion of some sauerkraut or drinking a little bit of a kombucha that they notice maybe that their bowel movement's increased, that's a great place to start.

If somebody tells me then you know, having those types of foods, it really made things worse, then it's a larger issue and probiotics are not necessarily the first step that they need to do, because somebody really has a negative reaction when they have some sort of fermented food, that's really kind of a broader medical issue that probably needs to be addressed.

Again, because what a fermented food is, it's in its simplest form, very easy to digest. If somebody is having a problem digesting let's say, or even drinking a Kombucha which again, it's

a liquid and if your body's having problems with that, there is a larger issue that probably needs to be addressed as I said, medically.

What happens, I don't deal with that a lot but I do notice that people — when you just have a little bit and when I started, I was just eating one table spoon at time and again, what I noticed is that I was going to the bathroom more frequently, the consistency was there, I mean, I don't want to get too graphic but I just noticed a difference. I attributed that really to my body better using the nutrients from the foods.

The thing is that everybody eats for a specific reason, you eat foods to power yourself through the day. Why not try to make it as easy as possible to get all the nutrients from the food. By eating fermented foods or just a little bit of it, what's happening is your body is then using the vitamins and the minerals and it's then in turn doing what it should do naturally.

If you have a negative reaction to that as I said, that's a medical issue, you probably would want to talk to somebody about that. But nine times out of 10 by just incorporating a little bit of fermented foods and I'm not talking a lot, I'm just talking about a little bit of fermented foods, then what happens is that you're going to notice a significant change and that's where I always recommend that people start.

[0:22:39.1]AVH: Okay. This question is kind of two fold. First is, can you overdo it on probiotics, can you take too much or eat too much and the second part of that is, and this is still going back to probiotic pills, I've talked to people who I guess it's like different pills have different strains of bacteria right? they would suggest like you take this ones for a while and then you take a different — make sure you take a different strains, you're not just taking the same ones and you're making sure you're populating your gut with all kinds of different strains.

I would imagine maybe that's not a concern if you're eating food versus if you're eating or you're taking pills but maybe talk about that too. Can you take too much of the same kind, can you overdo probiotics at all?

[0:23:20.2] JT: Well, I'll phrase it like this is that you know, again, the body is going to do what the body is going to do, you can't force the body to do something, eventually it's going to adapt. Let's say that if you — I don't call it overdosing but I'm going to use an illustration.

Let's say that you have a cup of coffee, Ashley and you fill it up and you tell them you want a little bit of room for cream and then what happens is that you take the half and half and you start to fill up the half and half with, excuse me, in the cup and it starts to overflow.

What happens is that the body essentially works the same way, is that if you put too much of it, basically it's just going to get rid of it. If you overload your body with probiotics or probiotic foods. Like I said, it's going to take what it needs and then basically eliminate the rest.

What I always say is that let your body tell you when you've had enough. If you have a tablespoon of fermented foods and you don't notice a change then increase maybe two table spoons. As I said, if you do take a lot, whether it's a supplement form, yes, your body's basically just going to take what it needs or that it can use at that time and then eliminate the rest.

Now, elimination may be a little bit more violent than what you expected? But it's still going to get rid of that and so it's not — I'm all about just listening to your body and focusing on the best way that your body's telling you.

The body's always doing something, the problem is that most people just really don't pay attention to what the body is telling them. If you do take a lot of probiotics or probiotic supplements or probiotic foods, again, it's going to tell you when you've had enough.

You know, looking at it, again, you have a very inexpensive probiotic supplement. Most people generally are going to gravitate towards the lower priced probiotic supplements. Well, let's say that you know, it's a hundred million count which is very low and you buy that and you take that. You don't notice a change but you take that every day for 60 days.

The thing is that your body's probably not even getting enough to utilize that but let's say that you bump the count and let's say you're not taking a hundred million but at one time, you're

taking 50 billion. Well, what's going to happen is that your body may then respond differently to that larger dosage than you would at the hundred.

But most people don't — they just assume that reading it on the package is that you only take one and it should be good. But everybody's body is completely different. You just have to listen to your body and it will tell you when too much is enough.

[0:25:40.2] AV: Got it, okay. When it comes to food products that are fermented or probiotic products. How can we be sure we're getting good sources? Like not all Kombucha and sauerkraut is created equal right? What are some things that we should look out to make sure that the products are actually fermented and that they're good quality that are going to help us?

[0:25:59.6] JT: Well first of all, it's going to say that from a marketing standpoint, business are going to promote that it's naturally rich, it's probiotic rich. They're going to say that. If it doesn't say that on the package generally it's not but let's say if you look at it and you can't find it, look at the ingredients. I always like to look at the ingredients. If you see anything like vinegar, sugar is the first one or two ingredients then I would probably say 95% of that is not naturally probiotic.

So when you buy probiotic foods and you can get many of those in Whole Foods nowadays but if you just look at the ingredient list, there's not going to generally be any fillers at all. There is not going to be words that you can't pronounce. There is going to be probably four or five ingredients, maybe six but again, you are not going to see a whole lot of vinegar. You are not going to see a whole lot of sugars, you're going to see those natural foods.

You will see a lot of salt and things of that nature but that's the first thing when it comes to foods. When it comes to kombucha, that's a little bit harder notion to take. I would say that if you see a kombucha that is pasteurized or that mentions that because they want to sell it nationwide so they are going to have to pasteurize it, I'd certainly say stay away from that. So the best way that you can do that is just to stay local or buy within a slightly smaller region of kombucha.

Or the drinks again because it's much harder to add additives and things that are not probiotics. So drinks are a little bit easier to manage. You are not going to find a whole lot of other things. When it comes to foods like classic pickles, those aren't probiotics. The probiotics are in the

packages or those plastic bags, those are not going to be probiotics again because they are filled with vinegars that kill the probiotics.

[0:27:40.6] AV: Got it, okay.

[0:27:42.8] JT: So not all probiotic foods are created equal. As I said the first thing I would do is I would look at the labels and it's going to say it, they want to promote that, that's a big deal so they are going to tell you that it is. Then like I said, if you can't then just look at the ingredients if it says sugars, vinegar, a word that you can't pronounce within the first five ingredients I would say 99% that it is probably not probiotic.

[0:28:04.4] AV: Got it, okay. So tell us the different between water kefir and kombucha because when I think of kefir I think of those tangy, mildly carbonated dairy based drinks that's what I think and these are products that you offer too, right? So can you talk about those for a minute?

[0:28:23.0] JT: Sure, yeah. The thing is that kombucha and water kefir is a culture. It is basically a combination of that bacteria and yeast that feeds on sugars that creates yeast and probiotics and so kombucha is a fermented tea. In order to have a fermented drink you have to have a couple of things. You have to have a sugar source whatever you choose and then you have to have water or a medium and so kombucha is a fermented tea.

So the kombucha which is that culture of bacteria and yeast, feed on the caffeine in the tea and the sugars that you put in it and then as I said, it creates a probiotic drink. Water kefir or dairy kefir, essentially the differences between the two are the sugars that it feeds off of. So when you see dairy kefir, it's feeding on the lactase which is the milk sugars. Water kefir focuses and consumes just regular sugar or whatever any other types of sugar.

In most instances it is going to be regular sugar but that's the difference. So kombucha feeds is a fermented tea and sugar whereas the water or the dairy kefir is basically just the fermented sugars and water. So that's the first thing and then what they do is they just produce different strains and I did a video on it just recently but the kefir there is more of the lactic acid bacterium which is more probiotic based. You are going to find more of that in kefir than you are going to be in kombucha.

So I like to say that it is actually kefir but the kefir drinks are more probiotic drinks whereas the kombucha is really a better digestive aid and so you can get really technical and you can do some scientific studies and find some differences. I drink both but as I said, if somebody's wanting a more probiotic based drink, you're going to find more of that good probiotic bacteria in the kefir than you are going to find in the kombucha.

But you know again, each body is different. I consume both, I like both and so you're getting a significant amount of different strains in both types than you are from probiotic supplements. I hope that it helped you explain a little bit.

[0:30:44.2] AV: No that's helpful and you did mention it earlier too about kombucha, some of the bigger companies and they pasteurize their drinks and that is defeating the purpose a little bit but I also noticed that there is often a big range with kombucha in terms of sugar levels and I know obviously sugar is necessary to make the drink but some of them have more sugar than others and is that an issue? Obviously most of us are trying to cut down on the amount of sugar that we are taking in so is that another red flag if these drinks are super high in sugar then you are probably not getting the best?

[0:31:20.7] JT: Not necessarily, you probably didn't expect me to say that but that would more or less go along the lines of marketing because if you are going to have a drink and kombucha is going to do what it naturally does, if you were to drink plain kombucha, you're not going to find a whole lot of sugars in there. Unfortunately, most people aren't going to go and buy just a plain kombucha because kombucha in it of itself is a little vinegary and it's an acquired taste.

Although mine, I use honey in green tea so you don't have that but most instances the first time that you taste kombucha there is a vinegary taste and so what they'll do is they'll add the sugars in order to appease the pallets of their consumers. So if you find kombucha that is very high in sugar or higher in sugar or maybe add lots of additional sugars, you're just going to have to go on your pallet. If that's something that you don't mind and your diet, you're okay with it, certainly you can go ahead and do that.

If you are watching sugars, the best choice is just going to get some plain kombucha. Unfortunately there is not a whole lot of plain kombuchas on the market. There is a couple but that would be each individual. The sugars and the things that they are adding are strictly from a marketing or consumer standpoint and that's all that they're trying to do. My goal is to get people actually to try it and to enjoy it as oppose to holding their nose and guzzling it down.

First time users or first time consumers of that say, "Hey this drink is really great and I would consume that on a regular basis" so as I said, if you are trying to reduce the amount of sugar, yes, go with something plain, go with something that is doesn't have a whole lot of additives to it. That's the first choice.

[0:33:02.2] AV: Okay, that is good to know though because it's not necessarily that it's a lower quality product, it's more about pallet.

[0:33:09.3] JT: Exactly, yeah and I love kombucha. There's all types of kombucha from all different vendors that I consume. That's not the issue as I said you're going to find something that appeases to your pallet and if your goal is really to try to incorporate probiotics or digestive aids, you want to find something that tastes good. Unfortunately in the health industry, what happens is you focus on the health first and then as a result, you turn off a lot of people.

Now granted you can add a lot of sweeteners but my philosophy and the way that I look at it is that if you are going to make something healthy why not just make it taste good as well, not defeating the whole health purpose and so there are plenty of companies that just add fruit juices or just fermented fruits that tastes great but as I said, my goal is to get people better digestive health and the way that we do that is through kombucha or the sodas or whatever that you try to do and it just tastes great and that's important to me so.

[0:34:03.2] AV: Yeah, speaking of food that tastes great I just tried your probiotic granola for the first time this morning and I was a big fan and I guess that's not something that I would ever have considered could be a probiotic. I am thinking, okay we got our drinks, the kombuchas and then we've got pickled or fermented vegetables. How do you make a probiotic granola?

[0:34:26.0] JT: Again, if all you're doing is that you have the foods that have the sugars and starches and when you ferment things again, it creates as I said that lactic acid bacterium. So everything that you tasted in that is fermented in some way. So from the fruits to the coconuts to the nuts and everything that you have in there it's basically I am trying to make it as easy as possible for the body to digest. So it's fermented, it's soaked and strained and sprouted and it's just phenomenal.

So most people don't know that you really can ferment just about anything that has some sort of sugars and starches and even if it doesn't you can actually make it better for your body to digest through the process of fermentation.

[0:35:13.1] AV: Right, so talk about that a bit because I believe and correct me if I am wrong but you offer kits too for people who want to start making their own probiotics at home right? So can you talk about that process a bit and how people can be creative? It doesn't have to be sauerkraut, you can play with things.

[0:35:30.5] JT: Right, you actually can and that's the fun thing about it. People have the misnomer about fermented foods and they initially think sauerkraut or pickles or something along those lines but again the goal of fermentation as I said is not only to produce the good bacteria but also to make it easier for the body to digest and so having the tools to do that and even recently, there's probably a lot of your listeners that do like that goo or I don't know what it was. Somebody had mentioned it to me but it's like a quick energy sugar-based product that you squeeze in a packet and it basically gives you energy etcetera.

[0:36:06.5] AV: Yeah, that's like long distance runners and stuff.

[0:36:09.5] JT: Right so what I did is I just fermented some strawberries and created a paste out of that and it's the same exact thing and there was no unnatural ingredients in it. It wasn't filled with dextrose, it was just fermented strawberries that as I said just pureed and then just put it in a paste form and did exactly the same thing. So figuring out that you can ferment anything from something as simple as just taking an onion and fermenting it.

Or taking some kefir and putting a little bit of water in it and some sugar and fermenting it that way or a cucumber or making salsa. There's so many things that you can do and all it takes is just a little bit of salt, a little bit of water and a little bit of patience and you can really just ferment about anything. Now the issue is whether or not it tastes great. That's the thing, if you want something to taste great, generally you are going to have to do a little bit more care.

Do a little bit more things but if you're just looking for a probiotic or a fermented food, you can ferment just about anything and it's very simple to do. As I said with just some water, some salt and the foods itself so it's pretty simple.

[0:37:15.8] AV: Right and that's cool. I mean that's where the experimentation and the fun comes in. You have a little fun with it, you play around with things and see what works and what doesn't but I guess it's also part of taking a bit more maybe ownership and responsibility for the things that you are putting into your body and if you're making these things yourself and trying them out, that's a cool thing. That's a fun process.

[0:37:34.8] JT: Yeah and actually that granola that you tried was an accident. It's a mistake that I made and it just turned out great. I've done everything and I've fermented everything. It's funny that I'd have in some of the workshops that I put together, I'll ferment anything and I'll try anything. I've fermented a soft drink, I tried to culture a soft drink and it didn't turned out so well. From things that I find at the Asian markets, I would try to ferment just about anything.

And if you can do that, it's really simple to do. As I said I am not very smart and so I like just to take things and just leave it be and let nature do it's course but yes, you can as I said ferment just about anything and a lot of times it's going to be the accidents that you do.

[0:38:18.7] AV: Yeah, that's awesome. That granola is definitely a happy accident because I have tried a lot of granola and that was a good one so.

[0:38:26.4] JT: Did you notice the taste? I mean most people it's the taste or the texture and that the taste and the texture that you have is done from the fermentation. So when you ferment things Ashleigh you'll notice as I said, it's not crunchy and hard and crispy. It's that natural

texture when those sugars and starches have been broken down. So it's more pliable so to speak.

[0:38:48.0] AV: Yeah, it was chewy almost. It was really nice, yep very different probably from what most people are used to. Tell us about another product I want you to talk about a bit and you elude to it earlier but the sodas. How are those different from kombucha or the other drinks?

[0:39:04.4] JT: Yeah, it's kefir water. As I mentioned, all it is it's a fermented sugar water. It's all organic and what I'm doing is I am basically just taking the cultures of the kefir. I am putting a little bit of sugars and starches in it and letting it naturally ferment and then what happens is after we get done and it is finished, done, it's fermenting then I take that water and I just add a lot of organic ingredients, let it ferment some more, strain it off and bottle it.

So that's all that it is. It's just fermented sugar water that I flavor using all organic ingredients. So again, it's the water kefir not the kombucha so there's no caffeine or anything along that lines. Like I said, it's just fermented sugar water and I think that's it. I think the lavender lemonade is what I sent you.

[0:39:55.5] AV: Yeah, I didn't want to try that first thing in the morning but I will be definitely trying it today.

[0:39:59.7] JT: No, it's good and the goal of what I try to do is to really try to create some ideas of some old fashioned sodas. Again because my goal Ashley is to get people into that necessarily hadn't really been on the probiotic band wagon and so by making something whether it's root beer or cola or cherry cola that uses that organic ingredients, most people can associate with, okay this tastes exactly like a root beer or this cherry cola is phenomenal and that's the best thing.

I think if you can get somebody that loves your product, that thinks that it is phenomenal and can't tell, I always say that I make sodas and oh by the way they are healthy and I won an award on the ginger ale and so I'm just really proud of the way that it's turned out but part of it as I said it's just making something that tastes great. Again that is something from the business standpoint.

[0:40:49.8] AV: Yeah like the sodas, I literally just learned these things existed over the last couple of weeks. I think I messaged you when we first started talking that I saw this other one in a health food store and that I tried it. You can't believe that something can taste just like a regular soda but it's good for you, the ingredients were incredible and then you are wondering why would we be drinking this sugar crazy high fructose corn syrup garbage when we can drink something that is actually good for our bodies that taste the same. It was fantastic.

[0:41:19.0] JT: You know that's the hard part Ashley. There are plenty and again, this is from a business standpoint, I could create and I could make just plain kefir water. I probably wouldn't have a whole lot of people that would buy it. I mean I could talk at nauseam about the health benefits and that's great but you can take all natural ingredients. You could take organic things, you could throw things together and just as I said, let nature do its course and you're going to produce something, at whether or not it tastes great and if you try to make 15 different things and you have the persistence to try to make 15 different things and you have one that turns out phenomenally and something that you love and that your family could eat every single day, it's a win-win situation.

I technically call them a pro-pop, a probiotic pop but most people think why not drink soda. Well it's technically not, the only reason I call it soda or a pop is because there's the carbonation in it but as I said all I did is kefir water that's been flavored and I love it so I could talk about it all day.

[0:42:17.3] AV: Yeah, so do you have any new products, new flavors, new projects anything coming up that you want to tell us about?

[0:42:26.2] JT: Sure, yeah. I am quite excited. I actually have a probiotic beer and it's called Beer Biotic but it's a probiotic or fermented beverage that it is gluten free, that's grain free, that tastes exactly like beer and I actually won an award that I put together a pitch like a Shark Tank but I put together the idea and I made beer and I presented it and I actually won. So it's a big project, there's nothing like it on the market today and so the rules and regulations to try to get it out is pretty lengthy.

But that is a huge project so I am really trying to revolutionize the way that the food and beverage industry really look at things not only from the drinks standpoint and the food standpoint from the granola but also beer. I don't know about you and I am not assuming anything but I do enjoy beer but the problem is that there are a lot of people that just want some alternatives and I'm quite excited because I took it around the home brewers association and started it.

I didn't even told anybody how it was made and I made it and I was really proud of it and I took it around some home brewers associations here where I live and people had no idea. They were giving me advice and it was insane and I didn't tell them anything. I didn't tell them that there was only three ingredients in it. I didn't tell them that there was no wheat in it. I didn't tell them anything and basically that this was my first try and the feedback was pretty phenomenal.

[0:43:50.3] AV: Very cool, yeah I'm sure we have a lot of paleo listeners who enjoy a cold beer every now and then who'll be very excited about this news. What's the alcohol content on those?

[0:44:00.2] JT: Most of the beers that I have it's well over 10%. From a standpoint of a larger scale production, what do I want? You could certainly make the lower alcohol but as I said, what I was doing is the goal of the beer biotic is not necessarily so that somebody is going to buy a six pack and drink all six. The point is that if you like the taste of beer and you want to put and you like to have an occasional beer, one would do the trick and that's how I present it.

So as oppose to again overdosing or overdoing and putting too many things in your body at one time is not good regardless of whatever you're doing and so beer is exactly that as well. I don't want nor do I want somebody to drink a whole lot of beer. So the idea as I said if you have something that tastes exactly like beer that has a mouth texture and if you ever had a gluten free beer Ashley, part of the issue is the texture. It's like beer flavored water.

I don't know it's hard to explain, there's really not a consistency there. If you can get past that all you need as I said is maybe half a glass and you can get your probiotics, you can get your beer fixed and I don't know I'm pretty excited about it. So I know that that's — anyway but yes.

[0:45:10.2] AV: Yeah, that's cool. Okay so you're based in Tulsa is that right?

[0:45:14.4] JT: Yeah, I live in Tulsa. I have a large commercial kitchen in Oklahoma City that I commute to three to four times a week but yeah, that's where I am based.

[0:45:21.5] AV: And folks can order throughout the US your products, right?

[0:45:25.9] JT: Yeah, they can order online.

[0:45:27.8] AV: Okay and I know I've been following a lot. I actually did know a little bit about this beer thing because I have been following you on social media and I know you do and you mentioned before you do a lot of cool videos and you like to share with a lot of multimedia, can you tell our listeners where we can follow you and learn more about your stuff?

[0:45:45.0] JT: Yeah, I appreciate that. Again, I love sharing things. I mean the idea is I generally don't like to pitch and promote and sell. It's the idea of I just want to better educate people. So if you went to Jared's Probiotics basically just Google that, you could find whether it's on Twitter, Instagram, if you did Jared's pro-pops or probiotic sodas, again it's Pro-Pops. Jared's Pro-Pops but I love the interaction and as I said my goal is really to help educate people in the better uses of probiotics and how it can be incorporated to the diet.

Just unique things that you can do and create using your own two hands to make delicious foods that are healthy and great tasting. So yeah, you could go and there is a lot of places but I'm quite active on Instagram, a lot of that and that's how we connected but you can find me anywhere really.

[0:46:34.2] AV: Very cool, okay so I know I will continue watching your journey on Jared's Probiotics on Instagram and thank you so much for today. I feel like I learned a lot, I feel like after eating some granola this morning I'm ready to go. I am very excited and yeah, thank you for sharing your information and we'll continue to follow your journey and hopefully get some beer here for too long.

[0:46:55.0] JT: I hope so and I appreciate you having me on. Just a last little bit again, regardless of if you've never checkout any of my products or anything, if any of your listeners can, the key to better health is really focusing on better digestion. So it doesn't matter if you start taking my products or any products in general, if you just first focus on better digestion whether that is eliminating foods in your diet or adding foods in your diet.

Whatever it is then generally you're going to become healthier and that's really the goal is to get people optimally digestively speaking just on a better path and I think that that's the key for everybody. Your listeners, you, me to live a long time is to really have great digestion so that's my goal and if I can do that and if somebody listened to this and said, "Okay yeah I need to focus on better digestion" that's what I really want to achieve today. So I appreciate you having me on.

[0:47:48.8] AV: I like it. I agree with you completely and I also think that there are very few meals that a little bit of sauerkraut doesn't make better so what's to loose with that really?

[0:47:57.4] JT: Yes, I agree a 100%.

[0:47:59.1] AV: All right Jared enjoy the last of your travels today and take care. Thank you again.

[0:48:02.5] JT: I appreciate you having me on. Have a wonderful day.

[END OF INTERVIEW]

[0:48:04.0] AV: All right guys make sure you check out Jared's company at jaredspropops.com and definitely follow him on Instagram @jaredsprobiotics. He's always doing great videos and showing his process and his new products so he's really fun to follow. Now next week, we have a fun special episode from Paleo (f)x, which took place in May and I got a chance to walk around this paleo health and fitness expo and chat with people from business owners to paleo leaders like Mark Sisson and Sarah Bowentine to learn more about what they're up to and what they thought of the show.

If you weren't there, it's a fun little peek into what's like to be there with all the noise and excitement and delicious paleo treats you can imagine. So stay tuned for next week and if you don't have your copy of the June-July 5th annual best of paleo awards issue of Paleo Magazine, make sure you get your copy. In this issue, we honor the best of the paleo community from bloggers to authors, cookbooks, doctors, food companies, skin care, treats and so much more.

It's absolutely full of inspiration and new things for you to try to either kick start your paleo plan or maybe take it to the next level. So make sure you check that out and make sure you subscribe to the podcast on iTunes or Stitcher so you can download our podcast automatically every week.

All right, that's it for today folks. Thanks for listening.

[OUTRO]

[0:49:22.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

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