

EPISODE 167**[INTRODUCTION]**

[0:00:00.2] AV: Okay, hey guys, I am fresh back from Paleo f(x) in Austin Texas, a three day health, fitness and wellness event centered on the paleo lifestyle. It was a crazy few days full of paleo treats, interesting informative sessions and most of all, lots of fun, happy, enthusiastic people. It was awesome, I hope you were there and if you aren't following us on Instagram, you should, check us out at paleo magazine and myself at The Muscle Maven to catch up on all the fun stuff we got up to at the show.

Now, over the next couple of weeks, I'm going to be releasing some podcast from the show, including one with Dr. Josh Axe but today's episode is a special around the show episode where I basically stalked people and ask them to talk to me.

We've got Mark Sisson, Sarah Ballantyne, *The Paleo Mom*, we've got the folks from Four Sigmatic, Natural Force, Picnik restaurant in Austin and a bunch more. I think this podcast will give you a sense of how bustling and full of energy this show was and just how much there was to learn and see and do. Make sure you're subscribed to Paleo Magazine Radio on iTunes or Stitcher so you can catch all of this podcast that are coming up from the show.

Also, a couple of very exciting podcasts we have coming up in the next couple of weeks that I will tease a little bit at the end of this episode. But, without further ado, here's a little slice of what went down at Paleo f(x) in May.

[INTERVIEW]

[0:02:01.0] AV: All right, we're here at the Paleo magazine booth with.

[0:02:03.4] MS: Wait, now.

[0:02:05.1] AV: None other than Mark Sisson here at the paleo magazine booth at the Paleo f(x), thanks for coming, it's great to see you again.

[0:02:10.9] MS: It's my pleasure.

[0:02:11.3] AV: How does it feel to be the most popular guy at Paleo f(x).

[0:02:14.4] MS: I'm gushing. I don't know if that's true but it feels great to have people come up and tell me their stories. I mean, that's the real gift for me being here, just seeing all of the results of all the work that we've all done collectively in the space to change people's lives.

[0:02:27.7] AV: Yup, it's such an enthusiastic crowd too.

[0:02:30.5] MS: Yeah, it's crazy how in to it they are and you know, they're open to new ideas which is the key to this whole thing. This is an expo with a lot of companies and are offering new experiences in the fitness world equipment or whether it's bio hacking or new foods and people are like, wow, tell me about that.

[0:02:51.2] AV: Have you seen anything new this year that's like extra exciting for you?

[0:02:54.2] MS: You know, I have to say, I've been so busy, I haven't even walked before yet.

[0:02:58.8] AV: You get stalked every two seconds to get a selfie, that's why.

[0:03:02.0] MS: I've been here three days and I've been doing podcast and documentaries and speaking in panels and stuff like that and it's fantastic but that one thing like, I got only a couple of hours left and I feel like I want to go walk the show.

[0:03:13.0] AV: Okay, I promise I'll let you go after this.

[0:03:14.7] MS: That's fine.

[0:03:15.8] AV: Your booth which is right over there, you've got a couple of new things here at the show too.

[0:03:19.8] MS: yeah, we have the mayonnaise which has been hugely successful, we've got a couple of new salad dressings, we have the green goddess we just created. We have a season, those are both creamy dressings or nondairy, no soy, none of the nasty stuff, it's all made with an avocado oil base. They taste fantastic. I mean, you be the judge of that.

[0:03:37.0] AV: I've eaten way too much. Very good.

[0:03:39.4] MS: They're like my new favorite products we make.

[0:03:40.7] AV: Yes.

[0:03:42.8] MS: I've got my new *Primal Kitchen Cookbook* just came out, we also have a *Primal Kitchen* restaurant booth here, we have this restaurant franchises that are going up across the country right now so we're talking to people about that opportunity.

[0:03:53.8] AV: Do we have any dates for...

[0:03:57.5] MS: The one in South Band is opening within the next few weeks, South Band Indiana. My kids are one of my franchisee's in the city, they're building one that's going to be open probably by the end of the summer in Los Angeles in the city. We have one going up in Portland Oregon and about eight more that are looking for space right now.

[0:04:14.0] AV: I know on the other side of your booth, you also have a setup for the primal...

[0:04:17.2] MS: Primal health coach.

[0:04:18.6] AV: I have to say, toot my own horn for a second here, I was one of the first people to take that certification, yes. I tell everybody how great it is, whether you want to be a coach and just want to know the stuff.

[0:04:27.4] MS: I mean, I think that's really important that you don't have to want to be a coach to benefit from that information. It is life changing for a lot of people.

[0:04:35.0] AV: Absolutely is. I guess it's still relatively new but tell us how it's sort of grown over the past few years?

[0:04:40.1] MS: Well, it started from certification with a lot of knowledge, I mean, what I wanted to do is take what I have in here, put it over here and you know, that's how I feel like the best way to leverage the information that I've accumulated through the app on the Primal blueprint over the years. You can doubt other people with that kind of experience and knowledge, be able to go out and change the world in their communities.

It started out as a certification program that we sort of put you through in this educational experience, we have some testing and now you're certified and you know what to do with it but enough people came to us and said, I wanted to get career of this, I want to be - but they incorporate this knowledge and ideas into my personal training career or I want to work in my office and I want to be the wellness director of my company.

Or I'm a physicians assistant and I hate it when the doctor says, well, you know, you have to eat better and exercise. This is like, what does that mean? Now you can spend 45 minutes with a physicians assistant who knows exactly how to order what you have.

There are a lot of opportunities here to take this knowledge and make a living from it and that's really — we add it to the back end of what you did, a certification still robust and is the best out there. Now we have coaching modules, we know how to build a business and we keep adding to that body of knowledge.

[0:05:56.0] AV: Yeah, it's lucky for us because those of us who got in early got the main bases of information. You keep sending this...

[0:06:02.8] MS: I'm sorry.

[0:06:03.5] AV: I mean it's great, we could keep learning, I just keep coming to us, it's perfect. Okay, so I have to ask you The Paleo State of the Union that was a couple of days ago. I guess the news is that next year this is not going to be Paleo f(x), it's going to be Health FX.

[0:06:16.0] MS: Yeah.

[0:06:16.9] AV: What are your thoughts on that?

[0:06:18.0] MS: You know, I don't know so much about the thought process behind that but I suspect what will happen is, same exhibitors will be here with the same mindset and the same parameters about what is healthy and what is you know, clean eating and they'll be using the term paleo I'm sure and I think that the organizers wanted to expand the marketing out to include people who might have not either heard of paleo or had a point of view about it being too caveman thing so I think it's — from that aspect, you'll be the same quality of exhibitors and talks and presentations and symposiums.

They're going to try to expand it out to a wider — cast a wider net for attendees.

[0:06:58.4] AV: I suppose at the end of the day, the name matters less than the intent and the content and what we're really kind of communicating.

[0:07:04.9] MS: No, that's exactly right, I mean, we're trying to change the world with what we do and however we can leverage that, in the best way possible that this most number of people healthy again, I'm all for it.

[0:07:14.8] AV: Yeah, me too. Okay, so what folks want to buy some of your stuff, if they want to learn more about the coaching, where do they go?

[0:07:20.5] MS: Primalhealthcoach.com, for the coaching experience, marksdailyapple.com for the blog, primalkitchen.com for the food. The foods are available at whole foods at Grover's, Railey's, sprouts a lot of the top. Brick and mortar places and you can go online, you can go to thrivemarket.com, we're the top selling mayonnaise on Amazon every day for the last year so you go there. Yeah.

[0:07:42.4] AV: You guys are taking over. And sooner than people to go to restaurants and you know, it's very exciting, all right. Thank you so much for your time, enjoy the rest of your show.

[0:07:49.5] MS: Thank you, thanks.

[0:07:51.1] AV: All right, I am here with Sarah Ballantyne at E Vital Proteins Booth at Paleo f(x). Sara you are very busy, tell us what you've got going on here?

[0:08:00.4] SB: Vital Proteins and I have actually been working since Paleo f(x) last year on a new co grounded product called Collagen Veggie Blend and it was – you know, I love these guys, these guys have been doing amazing work, they are feeling such an important void in our community with their products and we just got talking about like hey, what people really need right now is like vegetables made easy.

That became just like this, for me it's such a passion right? How can I get people to make this healthy choices and make it as easy as possible in their homes? We've been working, developing this product for — it was almost a year, we launched a month and a half ago and so we're here, we're sampling it, we've done some really cool recipes with it, we've got a beat hummus with collagen veggie blend in it and a mock tail, because why not?

[0:08:48.2] AV: Mock tail, yeah, kind of missing out.

[0:08:49.7] SB: yeah, no, totally. We're celebrating the fact that you know, people are loving this product and it's really helping people, what I love is that people are saying how different they feel consuming it because of course it makes sense right?

You up your veggie intake by three servings a day, you're going to feel that, that's going to be a pretty amazing thing but it's really nice to have that feedback. We're hanging out, we've got long line of people who are reading at book signs and yeah.

[0:09:16.4] AV: I mean, this is about as super food as you can get. I know I love Vital Proteins, we've had them on the podcast too, their products are such high quality and collagen is one of the few supplements I'll say that I've taken — when I take it regularly, there is such a tangible noticeable difference in my health, in my nails, in my skin and how I feel.

Collagen with the veggies, it's like, it's a perfect product.

[0:09:40.8]SB: What I love about this guys just in general is I think they've honed in on products that whole food based supplements but they're really even within paleo, if you're just doing that standard paleo, we're still missing out on some really important nutrients and this guys have figured it out what those nutrients are, what are the whole foods sources and how they can make it palatable and easy and convenient for people.

So that we can actually round out the nutrition. If we can't get access to organ meat, if we're not making bone broth in our homes every week. How are we going to make those nutrients easy for everybody to get and now we've just you know, one upped all of it by adding vegetables to that mix as well.

[0:10:21.9] AV: One of the great things about a lot of this products too is that they're unflavored, they're very easy to mix it to anything, you put in water or what have you and then some of them are kind of nice and tasty, the collagen beauty greens serve on the sweeter side. This is cool because it's on the savory side.

What are some quick and easy ways to incorporate this into your daily life?

[0:10:38.5]SB: For somebody who likes straight vegetable juices and you know, doesn't mind the actual juice that has no fruit ingredients, you can just mix it with water with a spoon and it is really that easy to do straight.

If you're somebody who needs a bit more like — you like a sweeter smoothie or you like a sweeter vegetable juice, you'll probably think that it tastes bitter because it is a supplement, it's not actually a cup of buttered coffee right? It's not the same category in terms of deliciousness.

People have been doing all kinds of really neat smoothies with it, one of my team members introduced me to your frozen blueberries and ginger kombucha which is an amazing combination and for my kids, I make it with coco powder and frozen bananas.

They think they're getting away with like ac chocolate milkshake and I'm like, three servings of vegetables kids. My kids are pretty savvy. They know when they're eating liver and they don't

mind like, they get it but they still feel like they're cheating getting away with something because they're having chocolate and I'm like...

[0:11:37.9] AV: Every kid likes that.

[0:11:38.4] SB: Right? Yeah.

[0:11:40.3] AV: Before I let you go, tell me really quickly about your new book.

[0:11:42.5] SB: My new book is called *Paleo Principles* and it's coming out this September. It is the entire science behind the current mainstream paleo so it really is dissecting where we are as a community now. I'm providing the entire scientific background behind it.

The idea was really to provide information for the skeptics and the critics and really just like, let's get every on the same playing field here, let's have a conversation and it really is, it breaks things down into foods that are unequivocally amazing, nourishing foods that we should all be eating plenty of.

Foods that are absolutely not going to do us any favors, that we should most of the time at least eliminate and then foods that the science is not cut and dry, there's pros and cons, they're going to work for some people and not for others and then how do you figure out if those foods work for you and then that in 42 chapters of science is paired with 233 recipes.

It's a one stop shop but it is all of that detailed science that I think a lot of people out there are just hungry for, they don't want to buy in now to any kind of dietary recommendations without really understanding them.

[0:12:52.2] AV: That's good. It's good that you're speaking with skeptics too, it's very easy sort of to preach to the choir that already understands and knows the slice deal but to explain the reason behind it and the science behind it, that's really important because that's how you get new people.

[0:13:05.5]SB: One of the things I did for this book is I actually went through and read critiques of the paleo diet online and read as many different ones as kind of okay, where are these misunderstanding what paleo is, where are these criticisms that are just crazy talk and where are this criticisms that are actually valid, let's have a conversation about it and I actually really tried to address all of it.

Even a little bit of the crazy talk but I really wanted to bring scientific validity to the entire paleo movement. This is not ambitious at all right?

[0:13:33.3] AV: Yeah, that's super easy. Well thank you very much for your time, I really appreciate it, we're very excited for September, we can all get to read the book, where can we find out a little bit more online.

[0:13:43.0]SB: You can always go to my website, thepaleomom.com, that is home central for everything that I'm doing, links to my social media sites, links to all my projects, links to my online programs and of course information for books and anything else new that I'm doing.

[0:13:54.8] AV: Awesome, thank you very much Sara, enjoy the rest of your show.

[0:13:57.4]SB: Thank you.

[0:13:59.0] AV: All right, I'm at the paleo magazine booth at Paleo f(x) and I am with Naomi the owner of Picnik in Austin which is giving us a lot of delicious food this weekend. Thank you for going there and drove, that's very exciting and she has an exciting new product she's going to tell us about. How's it going Naomi?

[0:14:15.1]Naomi: It's been awesome, we're just super excited to be kind of in the hub of everything paleo being here in Austin, Paleo f(x) is always a super exciting time for us because we have an opportunity to show our business and our product to so many different people who kind of live and breath this lifestyle.

You know, we got some exciting developments over the course of the last year and August of 2016, we opened a restaurant, full service restaurant up on Burnett road so fully gluten free, soy

free, corn free, peanut free, we have really wonderful food selections, kind of an elevated diner. We also have a specialty diet menu that caters to people who are looking for options that might be egg free, nut free, who maybe can't have any added sugar like honey or maple so we try and be super conscious about the products that we're providing for our customers.

To kind of cater to as many people as possible and then in gosh, I guess just about three weeks ago, we launched a line of bottled butter coffee which I had been working on for three years now so definitely been a labor of love and we dealt with just so many complications because it's just really difficult, you can't make liquid and fat mix and stay suspended for long periods of times without issue.

It's been a really big passion project for me, super exciting that we finally launched it. We have three different flavors, I have a cappuccino which is unsweetened, unflavored version that has grass fed butter, MCT Oil and grass fed whey protein but this is for people who might be like ketogenic or sugar free, then we have two of our really fun flavors, our mocha and our dirty chai, both of which are sweetened with maple syrup, the mocha has coco powder and coco butter and the chai has a combination, a bunch of really nice warming spices, cinnamon, cardamom and ginger.

Yeah, they're super fun and the thing I'm really excited about is those products are all shelf stable. The benefit of that is if you're someone who lives this lifestyle, you can take this products with you on the road anywhere and you don't have to worry about them being refrigerated, even if your car is hot, it's not a big deal. They're shelf stable not because of preservatives or anything like that that we add, it's processed in a sterile environments that we can have an elongated shelf life and that it really is easy to bring with you on the go.

We just try to kind of solve a solution you know? Come up with a solution for people who live this lifestyle and they don't want to travel with like all their bold products, you have to have a blender accessible and all the stuff if they have butter coffee. It is so exciting for all of us who love this products, want this products and yeah, like you said, there are a bunch of powders or packets you can bring with you but some of us don't want to go through that.

Some of us want a pre made, delicious, one lay is – quality stuff and we just want it ready and available for us.

[0:17:06.5] AV: You did that.

[0:17:07.3] Naomi: Totally

[0:17:08.5] AV: What's the response been at the show?

[0:17:10.9] Naomi: It's been awesome, I mean, I think we've seen something really interesting over the last couple of weeks because we've had some product and like a whole foods store and then some snap Kitchens around the area, central market and then we've had our online launch and we've seen a kind of a different response across the board.

With the people in the paleo community or who follow us like on Instagram, our online sales, we tend to see you know, more people really going after the cappuccino because we might have more people in our community that are ketogenic but when we're out in kind of the normal world, yeah, people really resonate with the flavors.

It's been cool, I feel like it was a good thing for us for the company to be able to offer that variety so we could really – in the beginning, engage the customer feedback but I mean, I would say that people have really just said nothing but positive things because we worked so hard on trying to get an amazing flavor and also the convenience factor of making it shelf stable.

I think that you know, we really couldn't ask for a better response to be honest with you.

[0:18:18.0] AV: You can pick this up at your spots and you said a couple of snap Kitchens locally and folks throughout the nation can get them online, is that right?

[0:18:25.8] Naomi: Correct. We sell them online through our website at picnikaustin.com. Also, you can get them on the barefoot provisions website but in August we're launching nationwide with whole foods. 371 stores within whole foods. You're outside of Austin or you're in Colorado,

we're in southern California, you'll be able to have access just by going into the refrigerated beverage section. That's a big deal.

[0:18:52.6] AV: Congratulations.

[0:18:53.0] Naomi: Thank you. I'm so excited.

[0:18:55.2] AV: I'm sure you got plenty of extra spare time and spare time that you have. Next what you have to do is take picnic national because I want – I mean, I live in New York where we have lots of great options. We don't have a picnic and we need a picnic, it's amazing.

[0:19:09.9] Naomi: Thank you.

[0:19:10.3] AV: Austin, when I come to Paleo f(x), I'm so excited, your food is so good, it's such good quality and it's exactly what paleo folks want. Maybe next year when I chat with you, you'll be telling me some other...

[0:19:22.2] Naomi: Yes, I was going to say, you know, we actually are in the process of looking at some real estate and a couple of different markets so I can't officially announce those markets yet but definitely we have seen that we have a product that isn't really out there yet and that more people need to take note of.

It's really a safe place for people of any and every dietary preference to eat and so it's in our best interest too to make that more widely accessible to people around the country. Yeah, I will definitely take note of New York because we've had several request for that in recent months. Very exciting.

[0:20:01.5] AV: So many exciting things going on, congratulations.

[0:20:03.5] Naomi: Thank you so much.

[0:20:05.1] AV: Thanks for your time and we'll see you again soon.

[0:20:08.4]Naomi: Thank you.

[0:20:09.7] AV: Okay, I'm here at Paleo f(x), I am at the, This Pie is Nuts booth which is probably what you would expect, delicious pies made with nuts and I'm here with Diana, the founder. How's the show going Diana?

[0:20:22.7]Diana: It's amazing, these are our people. We love it.

[0:20:27.1] AV: All right, you won, you just won, you got a best of award in paleo magazine right? For?

[0:20:32.2]Diana: For the best guilt free dessert of the year.

[0:20:35.8] AV: Yeah, I would agree with that because I never feel guilty when I eat all of your pies.

[0:20:39.1]Diana: And you've eaten some?

[0:20:43.1] AV: What do you have here today at the booth?

[0:20:44.1]Diana: We've got all of our pies and we've got our granola and everything on this table is vegan, gluten free and paleo certified and we make everything out of nuts and it's all in house, we don't use any box mills, cans of coconut milk, we are making everything from scratch.

[0:21:00.5] AV: You could order it online?

[0:21:02.0]Diana: Yes, the granola we can order online, we're going to start shipping our pies very soon and today, and tomorrow, we're doing a special, we're going to do, you buy any two items, you get a third one, whatever one you want for free.

[0:21:14.8] AV: The good thing about this pies too is that they are personal sized because I, like if you made a full sized pie, I'd eat it, it's great that these are small enough that you can just have — it's like a perfect snack, you can kind of take them with you, they're affordable.

[0:21:26.7] Diana: That's exactly right. Since they're not like fat free or low fat, you eat one piece and you feel satiated and you also feel like you ate something that is so good for you, you walk away and you're like, I'm really glad I ate that.

[0:21:37.8] AV: I am always really glad I eat this. Thank you very much for your time and enjoy the rest of your show.

[0:21:42.6] Diana: I will, we're so excited to be here.

[0:21:44.9] AV: All right, I'm here at the Four Sigmatic booth with Taro and there's a lot of delicious mushroom stuff going on, how's the show going?

[0:21:52.3] Taro: Pretty good. It's like meeting a family here.

[0:21:54.8] AV: Yeah, it is right?

[0:21:56.6] Taro: Always new people as well but there's a lot of familiar faces that I only get to connect maybe once or twice a year. I feel like coming back home.

[0:22:03.8] AV: Has anybody who's come by to ask questions, are there people who are sort of still kind of unsure about it or is everybody pretty open and into it?

[0:22:12.7] Taro: Well, yeah, there is still people who have never heard of mushrooms but compared to a lot of other shows we do, people are here pretty knowledgeable about them, especially like compared to even last year and there's a big shift.

The mushrooms are definitely talk of the town right now, it's all the craze, there's still people who have never heard of them and we start from the one on one.

[0:22:33.6] AV: Right. What has been the most popular at the show so far?

[0:22:36.7] Taro: You know what? It used to be the Lion's mane was the least popular of our main mushrooms and now has become maybe the most popular one. A lot of people are, I think brain has really become a focal point, I think before people were more focused on gut health, auto immune and even energy and now feel like the brain health and nervous system is really a focused area.

People are more turning into the lion's mane. I would probably say, that I think is still people love the mushroom coffee the most but outside of that, I think Lion's Mane is probably the one that people are really gravitating towards for which I love because it's good to switch things up a little bit.

[0:23:11.1] AV: yeah. My favorite is still Rishi because I drink that before bed and it calms me down and nothing calms me down. It works. It can make me fall asleep.

[0:23:20.4] Taro: Yeah, and this is one of the only shows where we also have the Rishi spores which are like super powerful, they usually cost like sometimes even hundreds of dollars and you have here like a Paleo f(x) like a deal on it under the table.

[0:23:34.7] AV: Speaking of under the table deals. I'm going to let you go now so I can buy some Rishi spores. Thank you very much and enjoy the rest of the show.

[0:23:41.2] Taro: Thanks a lot.

[0:23:42.1] AV: All right, I am at the Kitchen booth at Paleo f(x) and I'm here with the founders of Kitchun, how is it going ladies?

[0:23:47.7] Female: It's going awesome.

[0:23:49.3] AV: Very good.

[0:23:49.6] Female: Great time.

[0:23:50.5] AV: Awesome. I'm seeing a lot of delicious things here, actually I've been eating a lot of delicious things here at your booth but I think you've got some new stuff, can you tell us what you got coming up?

[0:23:59.6] Female: We have pies there which is a no bake grain sweet pie crust, it will replace the graham cracker crusts for that grain free individuals, that will launch his summer and it is delicious.

[0:24:13.1] AV: How do you come up with the clever names because that's one of my favorite parts is looking. I mean, The marketing too, like the cute little cookies that are always doing stuff. How did you come up with the fun random...

[0:24:22.1] Female: Well we can't take all the credit, we worked really well with the branding company but it's been a collaborative effort and I think we've worked really hard to have a voice over entire brand and has conversation and humor to it. I think we've accomplished that.

[0:24:36.3] AV: You're doing a great job and also seeing your faces, like knowing the people behind it, it makes a difference but I think that's what makes this event different too is that it's a bunch of companies with real people who really stand behind their products and care better right?

[0:24:49.2] Female: Yeah. We enjoy the things we make, we love getting to talk with the individual that actually eat our product, we love hearing them tell us that our product is the best in the world. We've heard that several times today, the world.

[0:25:02.0] AV: That's a big deal. I mean, you got to feel pretty strongly about a cookie and some granola to say that right?

[0:25:08.8] Female: We do.

[0:25:09.4] AV: I mean, these cookies are incredible. You got to eat them, okay. What else do you like about the show? Is there anything else that you've — I mean, I guess you haven't really been able to leave the booth much. Is there anything that's kind of interesting to you?

[0:25:18.4] Female: No, but where we're sitting today, we get to see a lot of the talks and hear a lot of the information so that's been helpful and then, this is our third year here so seeing our vendor friends again each year so that's been fun and you know, staying in touch over the year.

[0:25:36.6] AV: Okay, remind us again where we can find you guys online and on social media?

[0:25:40.7] Female: Online, Amazon.com, the Kitchun.com. Instagram is thekitchun.

[0:25:52.8] AV: You got to put a little sass on it. All right ladies, thank you very much, I hope you enjoy the rest of your show.

[0:25:56.2] Female: Thank you.

[0:25:56.9] Female: Thank you.

[0:25:58.1] AV: All right, I'm here at Natural Force Foods at Paleo f(x) and I have Tony Federico the original OG host and I think that Paleo Magazine Radio's mystery voice a little bit. Tony welcome back.

[0:26:09.5] TF: Hey everybody, welcome to Paleo Magazine Radio with Ashleigh Van Houten.

[0:26:14.2] AV: Oh look at that? Okay I think we all missed you a little bit so how's the show going so far?

[0:26:17.5] TF: It's been going great. This is my sixth year at Paleo f(x) and I haven't missed one. I remember in 2012, the very first show at the Stark Center on the UT Campus, it was just a bunch of rag tag barefoot kind of weirdoes and we were talking about these far out ideas and now six years later, all these different elements of the paleo lifestyle that used to be seen as extreme are now being brought into popular culture.

Butter coffee is normal, wearing blue blocking sunglasses is almost normal. Everybody is quantifying everything so all of these things that came from paleo are now making their way into the population at large and so it's exciting to see how this small group of individuals really has made a difference and made an impact on the world.

[0:27:08.8] AV: So how are you experiencing the show differently now that you are with one of the companies sitting versus being maybe here on behalf of Paleo Magazine?

[0:27:17.2] TF: Yeah, I am not recording people, not recording conversations, I am not doing what you're doing which is a little bit sad. I liked having that experience but I am still having conversations. I'm getting to talk to a lot people about why I made the switch and they're maybe worried that me and Paleo Magazine are fighting but that is not the case. It's all good, it's just growth and evolution.

It's exciting for me to be working with a company that has my values in terms of the quality of the products, the sourcing and to be able to help build a brand and to help people through things that they're directly putting into their body not just words that are coming through into their ears. Obviously you need both but it was time for me to try some new things and I am really enjoying it and I am appreciative of the opportunity to still be here and getting to seeing you doing your thing.

[0:28:09.4] AV: Meet me on the other side again, that's great.

[0:28:10.4] TF: Yeah, exactly it's fun.

[0:28:11.3] AV: Speaking of new things, you have a new product that you launched just before the show that I think has been very exciting for a lot of people. So talk about that?

[0:28:19.8] TF: Yes, so the new emulsified MCT oil that we just came out with allows you to use MCT oil the way that you use a coffee creamer. So you don't have to blend it, you don't need to bring a magic bullet in your car, it mixes in both hot and cold beverages. So for someone like me

who almost exclusively drinks cold brew, if I'm drinking coffee I like being able to mix it with a spoon. I actually don't really even need to mix it all yet in there. It's already done.

Working from home, I don't know if people remember but I also worked a gym job in addition to hosting Paleo Magazine Radio. Now at Natural Force I am working at home, so the MCT Oil really helps me with the intermittent fasting protocol that I have been able to implement. It's been really well received in the ketogenic community as well because the one gram of carbohydrate in there is from soluble fiber, no sugar everybody like to get their ketone production boosted naturally and that's what the MCT oil does.

We actually have something that literally came out two days ago it's our marine collagen. I don't know if you had the chance to try any of it Ashleigh.

[0:29:16.2] AV: Not yet, I need to.

[0:29:16.6] TF: So we'll fix that but for any of you out there listening, the thing that we like about this marine collagen, you get all of the essential vital amino acids that are missing from muscle meat. So all the chicken breast and all the fish fillets that people eat although they might have protein, they are still missing important amino acids that are part of your hair, skin, nails, joints, these collagen products as you probably, add those back.

The marine collagen is a sustainable product because it's from wild caught snapper that after they had the fillets removed, they would just be thrown away. So instead of throwing them away, we're using the whole animal, extracting the collagen out and we're able to produce a very clean, very pure product with absolutely no fishy smell or taste or whatsoever.

[0:30:03.4] AV: And it looks like Cain is doing the audio version of photo bombing this interview. No, he doesn't – you don't want to? Okay.

[0:30:09.1] CAIN: I am not participating in any way, shape or form.

[0:30:10.7] AV: Okay, you're not participating Cain? Oh come on, he's giving us – All right.

[0:30:13.8] TF: He just gave us the hand.

[0:30:14.7] AV: That's okay. Okay but the marine collagen is a big deal for folks maybe who for whatever reason are comfortable with these products or?

[0:30:23.5] TF: Exactly. Yep so it's Presbyterian friendly with people who would avoid a beef product for whatever reason, this is a good alternative and you are still getting all the benefits of collagen. So it is nice to be able to offer that additional option.

[0:30:36.3] AV: And like the collagen cap tides, it's flavorless, it doesn't taste like anything.

[0:30:40.5] TF: Flavorless, odorless, mixes very easily so if you add it to your coffee, your tea, your smoothie, baked goods, your regular cooking you're definitely not going to notice it's in there but it's still going to have those positive health effects.

[0:30:50.4] AV: Awesome and I can say that the emulsified definitely has vanilla flavor too.

[0:30:54.4] TF: Yeah.

[0:30:55.0] AV: Which is a big deal because one, I'm not a huge butter coffee person. I am just going to go out there and say this has just enough of that kind of – it's not even sweet but it has that nice brown creamy taste and unlike you, I only drink cold coffee so it never really works for me before but this mix is perfect. It tastes like it's too good to be true and it's amazing.

[0:31:16.7] TF: Yeah, it almost reminded me of like back in the day when I used to eat cupcakes, almost like vanilla icing. I can have like an icing sort of taste.

[0:31:23.7] AV: Totally but without the guilt, that's really what we are talking about.

[0:31:25.3] TF: Right and sugar and everything else, yep and inflammation.

[0:31:28.8] AV: Perfect. So for people who want to buy some of these stuff or to get more, where do they go?

[0:31:34.4] TF: Obviously our stuff is all over amazon.com, so you can go there. We've just created the subscribe and save option for a lot of our products, that's something that we have to go through. For people who aren't familiar with selling products on Amazon, it's a whole ecosystem and rules and regulations etcetera but we've got subscribe and save enabled now in some of our new products like the collagens and MCT's so you can really get a great price there.

Obviously you can find them on naturalforce.com as well. We are actually in the middle of a huge total top to bottom website redesign. So that is an exciting thing that people can keep an eye out for and we're constantly coming out with new products and we've got some really exciting new stuff that we can't wait to share with people. So hopefully you follow us on social media @mynaturalforce and we'll keep sending you stuff Ashleigh so we'll keep you hooked up and trying it all as well.

[0:32:23.7] AV: Yeah. I appreciate that. Thank you so much for your time and enjoy the rest of your show and I can't wait to try the beef roast.

[0:32:29.8] TF: Awesome. All right let's make it happen.

[0:32:31.4] AV: Oh and you're welcome back anytime.

[0:32:32.7] TF: Okay, I'm still welcome.

[0:32:34.0] AV: All right thanks Tony. All right we're here at the Paleo Magazine booth, the last day of Paleo f(x). I'm here with Carly with Beekeepers Naturals and we have to talk to her because I have talked to a number of people from the show in the past three days and I've been losing our voice because all we're doing is talking and yelling and apparently these products have been sorting people out. So tell us a little bit about your company.

[0:32:57.0] CS: Yes, so we make sustainably sourced super foods from the hive. They are all coming from remote apiaries in pesticide free locations and what we do is trying to find natural solutions to modern problems and our tagline is naturally sourced obsessively tested which is

why we go so well with the Paleo and AIP community. So this little guy right here, this is Bee Propolis and this is what everyone's been using at the show to save their throats and prevent from getting sick.

What Propolis is the substance the bees use to line the hive and keep it germ free. So it's made of plant and tree resins and it's literally the immune system of the hive. So they even line the inside of the new born baby bee cells to create a sterile environment. Now for humans, it's antifungal, antiviral, antimicrobial, antimicrobial and anti-inflammatory. So it's basically nature's antibiotic.

[0:33:41.1] AV: Okay, so now is this something that you want to use when you're feeling sick? Do you want to do it proactively or both?

[0:33:48.2] CS: You can do both. So you can totally use it preventively. The nice thing about this is there's so many positive effects. It's going to fight inflammation, it's filled with polyphenols, caffeine acid, vitamins, minerals, antioxidants, something that you can absolutely take every day and it will help to boost your immune system and prevent getting sick and then when you are feeling run down or your body's under stress or you feel that tickle in your throat, you can just spray like crazy and it really will kill the bug before it starts.

[0:34:10.5] AV: So is this going to help me out when I get on the plane tonight?

[0:34:13.5] CS: 100%, I do not travel without this. We'll send you home with a lot of this.

[0:34:17.6] AV: Perfect. So what else do you have here?

[0:34:19.4] CS: All right, this is really cool and this is our new nootropic product. This is actually a brain shot. What's in here is we've got royal jelly which is the food of the queen bee, we've got the coco monnieri which is a leaf traditionally used for Ayurvedic medicine with adopt to gynecology thinking coco loca. That's all of this in here so it's one shot. It's going to help in focus, memory concentration, it's also got anti-inflammatory properties for the brain. So it's a really healing, nourishing tonic for your brain.

[0:34:43.6] AV: And what does this taste like?

[0:34:44.7] CS: Try it. It tastes good.

[0:34:47.3] AV: Oh we're going to do this live. Okay talk about some more of your products while I am opening this.

[0:34:51.0] CS: Okay, this is one of my other favorites, this is called Bee Powered. It's all of our super foods from the hive in a raw sustainably sourced honey base and we actually did medicinal grain dosages. So in one teaspoon you are getting 745 milligrams of royal jelly, 532 milligrams of raw bee pollen and 43 milligrams of Propolis and it's because it's all in the raw honey base, it's full of live enzymes which acts as a fantastic carrier and it tastes great.

[0:35:13.7] AV: So this one I did try and it's delicious but how do you use this? You just have a little teaspoon every day?

[0:35:19.4] CS: I have a teaspoon every morning. It's awesome for boosting energy levels. You've got the brain healing royal jelly, the propolis for the immune system, the pollen for amino acids, protein, vitamins, so yeah, I like to do a teaspoon every day. We have a lot of people who put it on their smoothies, you could put it on avocado, use it as a salad dressing, anything like that. The one thing you don't want to do is apply too much heat to this just because it has royal jelly in it and you don't want to lose any of that royal jelly magic.

[0:35:42.3] AV: Okay, so this is two servings right? I can have one?

[0:35:46.0] CS: You can do one. It's a high dosage formula so you can do a full thing. I do a full thing every day.

[0:35:49.8] AV: I'm just going to have a sip here first but I'll take it.

[0:35:52.3] CS: Right because it is all healing super foods, it's only going to be good for you.

[0:35:56.4] AV: Let's do it.

[0:35:57.1] CS: Cheers. What do you think?

[0:36:00.4] AV: Oh yeah, that's really interesting. You got that honey taste and also smoky.

[0:36:06.2] CS: Yeah, it's powerful stuff. You can really taste all the differences. The nice thing to this is it's zero grams of sugar so if you are in ketosis, this one is a honey based obviously but if you are in ketosis they're good. These are not going to kick you off of it.

[0:36:19.6] AV: I feel smarter already. Okay so if people want to buy some of this, try some of this, where do they go online?

[0:36:26.1] CS: We ship internationally, hit up beekeepersnaturals.com and yeah, like I said we ship internationally. We have tons of info in our site and we are also very committed to saving the bees so please do check us out.

[0:36:37.1] AV: Awesome, thank you so much Carly. I appreciate it.

[END OF INTERVIEW]

[0:36:39.1] AV: All right folks. Thanks for listening and if you are feeling inspired by all of these smart paleo people, you can learn more about the show at paleofx.com and you can learn more about Paleo Magazine at paleomagonline.com. You can subscribe there as well and remember, if you have any questions about the magazine, if you have any questions or comments about the podcast or even about paleo in general, please don't hesitate to reach out to us on social media, Twitter, Facebook and Instagram @paleomagazine. We do see it, we do see you and we'd love to talk to you.

So next week is a pretty good deal on the podcast. I am talking with big wave surfer, Laird Hamilton and former professional volleyball player turned author and model, Gabrielle Reece. They embody the term power couple. Laird invented in my opinion, insane sport of towing surfing and together they run multiple food and apparel companies. They travel the world with

their XBT Fitness and Lifestyle program which I got to try by the way last summer and we talk about that.

They have their own TV shows, documentaries, podcasts and so much more. They also have a pretty big family and in my opinion, create an awesome way of life that really focuses on health and happiness and our interview is going to focus on this lifestyle and the choices they make to achieve it and maybe some things that are going on behind the scenes that we don't know about. So it's an incredible eye-opening interview. I think we could all learn a lot from it. So make sure you don't miss it. Subscribe to Paleo Magazine Radio for free on iTunes or Stitcher. Until next week.

[OUTRO]

[0:28:13.8] 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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