

EPISODE 183

[INTRODUCTION]

[0:00:13.3] AVH: Alright, who is ready to go back to school? Luckily, in this case, that does not mean writing hundreds of pages of papers and trying not to fall asleep in class. Not that I ever did that of course. Because today we're talking about Paleo University. My interview is with Caitlin Allday, she's the Founder of Paleo University as well as the Director of Content and the organization's nutrition coach. She is a personal nutrition coaching consultant, she studied nutrition at NYU, completed her dietetic internship at Texas ANM and she's a registered dietician and nutritionist.

She's also kind of like the Indiana Jones of Paleo which we get in to in the interview but it just sounds cool, so I wanted to say it here too. Caitlin has been playing around with the paleo model of evolutionary nutrition in her own life for about a decade and she said that after working with clients for years, she realized that the main issue for many people is not the idea of what to eat, it's knowing how to cook healthy, real food in a way that's simple and convenient and efficient and sustainable.

We all know that it's easy for people to get overwhelmed when you're trying to break long standing habits and form new ones, right? It's not easy. So Caitlin decided to create this resource where all the recipes, tutorials, meal plans, grocery list and kitchen skill info, all that stuff is in one place to make it easy and accessible.

To have a real community around it to help people learn and be inspired and help form those healthy habits. Today, we're going to chat with her about what she offers and maybe get some tips on how to be healthier and more skilled and more proactive in the kitchen.

That's it, back to school time guys but I promise this time around, it will be fun so here we go after a brief word about our show sponsor.

[SPONSOR MESSAGE]

[0:01:58.8] AVH: Today's podcast is sponsored by Clean Made Market and the Clean Made Food Fest. Taking place this October 21st and 22nd at the California Market center in downtown Los Angeles. This market plus food fest is essentially a family friendly, health and wellness lifestyle experience for folks who want to enjoy some healthy food and learn about new brands, products and services for clean living.

The Clean Food Fest is this all-inclusive tasting event that features more than 50 of So Cal's best chefs and restaurants and whether you're Paleo, Gluten free, Vegan, all of the above, this festival has food for you and whatever your preference, the event is judgment free but it's also free of gluten, dairy, soy and refined sugar which I know us paleo folks are into.

Clean Food Fest is basically, it's a great event for people with food sensitivities but just people who love food and like to eat well and healthfully. The coinciding Clean Made Market, it's all about clean living. So attendees can learn about and shop a bunch of sustainable brands, products and services as well as checkout interactive workshops, cooking demos and talks from industry leaders and categories like beauty and wellness, energy and sustainability.

Tech, pets, fitness, I could go on. And, Paleo Magazine is a sponsor of the event so we will have a lounge there so you can come and hang out and say hi to us as if you didn't have enough incentive to go to this already. Yeah, it's going to be great, if you want to learn more or attend this event, check them out online at cleanfoodfest.com.

[INTERVIEW]

[0:03:30.5] AVH: Alright Caitlin, welcome to the podcast, thanks for being here.

[0:03:33.4] CA: Thank you for having me.

[0:03:34.5] AVH: We've been having some fun offline conversations already about the trials and tribulations of doing a podcast and listening to your own voice but I think we're all set now, you're ready to go?

[0:03:45.5] CA: Yes, yeah I am.

[0:03:46.7] AVH: Alright, cool, let's dive right into it because I have lots of questions for you and I'd like for you to start just kind of giving us a bit of background about yourself and why you developed Paleo University?

[0:03:58.7] CA: Okay, my background is kind of long and meandering. I actually have a previous background, a previous life in classical archeology and I have my masters in classical studies. I used to do study, the ancient people of Rome, specifically. I actually studied what are called the vessels of consumptions.

What that means is basically anything that they ate off of or carried food in and all of those things. When we would go to an excavation, my job would be to kind of analyze the ceramics and figure out, okay, you know, what layer are we in, what kind of amphora did they have here, things like that.

Because of that, it meant that I was actually also studying what ancient peoples were eating. There was you know, this kind of wonderful blend of archeology and anthropology. It was –

[0:04:43.2] AVH: Was it cool and glamorous and sexy like Indiana Jones or not?

[0:04:45.9] CA: Of course, it was. Every day it was just a new wonderful discovery of golden statues and all sorts of things. No, it's really, it's a lot of digging in the dirt.

[0:04:55.2] AVH: That's pretty cool though, I mean, it beats sitting at a desk a lot of the time, right?

[0:04:59.5] CA: Absolutely. I will always say like it gave me opportunities that I would never have had. I excavated in Crimea in the Ukraine, I have done a project in Lisbon and Portugal and I spent many summers in the bay of Naples and Italy, did some work in Rome, yeah.

It's the best excuse to traveling, you get to see the world and you know, always have something fun to go do. Absolutely and I loved it and I would have loved to stay a lot of ways but you know, at a certain point, it was a choice of if I would have had to move to Italy to continue my career in

it. You know, if you're not aware, the Romans didn't really make it over to America, so not a whole lot of opportunities here to be an active archeologist in that specific area.

But my husband and I kind of as a family decided that it didn't make a whole lot of sense for us to go ahead and move so we stayed here. While I was studying ancient Romans and as I said, you know, I was looking at their dietary patterns, it was also around the same time that I sort of discovered the paleo, evolutionary nutrition movement.

It really vibrated with me and it made a lot of sense again of being you know, ancient dietary patterns, we've been looking at anthropology, evolutionary science, all these other things. My mother is also – she's a botanist and she is an educator for Allan Savory if you know who that is and his Virginia land processes and things and so you know, anything that made sense about getting closer to eating the way that we should have been eating.

Or eating the way that our bodies were developed eating, made a lot of sense to me. As I kind of kept going and I was you know, almost a decade ago and I was – everything I was reading was about nutrition. Everything I was consuming was just constantly – listening to podcast, Rob Wolfe, you know, going to Mark's Daily Apple, all these things.

Again, you know, almost a decade ago so there wasn't a whole lot out there at the time and I was just trying to consume everything I could. Then about four years ago, I turned to my husband and I was like, "Do you think I should maybe go into nutrition?" And he sort of had this exasperated look on his face and like "Thank goodness, you finally figured it out."

"I'm so tired of listening to you talking about nutrition all the time. Yes, go talk to somebody else." I thought about it a lot and I decided that I actually wanted to go the traditional route so I ended up going to NYU and doing their dietetics program there and so I did my – all of my nutrition course work at NYU but then I ended up doing my internship in dietetics here in Texas.

My husband and I had moved here. I'm from Texas originally, he's from New York and we came back to Dallas for him to do residency. I did my internship here in Texas and yeah, I am a registered dietician or dietician nutritionist, however you want to say it.

I've been a nutrition coach for years though, prior to that, primarily in the cross fit space because around the same time I got into paleo, I got into cross fit. Not in the normal way, I think a lot of people get into cross fit and then get into paleo. I kind of got into them like at the same time but through different channels. Yeah, that's the quick and dirty about me.

[0:07:47.2] AVH: Well, I got to say, that's a very unique route to paleo eating because I've heard many stories about how people find their way to paleo and it's usually like – I wasn't feeling so hot, I did some research and then I found this.

My friend was annoying and kept talking about paleo so I tried it. But I mean, you came from a much more unique sort of route, it's pretty cool.

[0:08:08.2] CA: You know, I mean, I do have some of the classic stories. You know, when I was a kid, you know, my mother would cut out wheat or cut out dairy from my diet from time to time because she noticed that when I ate this thing, I didn't feel so great.

Actually, at one point, when I was on an excavation in Italy and when you're on excavation, you don't really get a whole lot of control over your diet and it was after I – being pretty much Paleo but again, I was on excavation so I ate what they gave me. Which was a lot of pasta and a lot of bread and things and then I came home and I was sick for a month.

That actually got me down the path to realize that I was celiac. I found out about oh goodness, six years ago now that I was celiac. No matter what I do, I'm always 100% gluten free for that reason. Yeah, it wasn't a sickness thing for me for the most part, it was just – I was living in New York and not eating well.

Wanted to get back to the way I grew up. A lot of paleo is very much how my mother cooks. If she doesn't recognize all the ingredients on her plate, she won't touch it.

[0:09:06.0] AVH: Right, got it. You're a registered dietician and now you founded Paleo University. Tell us how you made that step because as you said, you started like with a more traditional route and from what I can tell, Paleo University is not necessarily traditional. But you can kind of explain that and then also give us the elevator pitch about what Paleo University is.

[0:09:27.5] CA: Okay, as I said, you know, I had discovered paleo and primal and whatever – your evolutionary nutrition, that’s really the term I like to use. I discovered that well before I actually went into dietetics and went and did the registered dietician route.

I decided to do that route for many reasons and it is definitely difficult and I definitely found that there were times where I kind of had to keep my mouth shut a little bit because it wasn’t always within the standard wisdom.

Though, I will say to kind of defend the field a little bit. There are more people who are more interested and accepting of this style of eating and really kind of watching this space very closely, than I think a lot of times we think.

You know, often times there’s this kind of – it’s us versus them mentality and I really don’t think that’s what it is. Why Paleo University though was started was because when I started working with clients, I would tell them you know, we’re going to eat, we’re going to focus on meat and veggies and that means that a lot of the foods that you’re used to eating are not going to be involved in your diet anymore because they’re just not nutritionally dense and we’ve got to make room for the more nutritious foods.

The standard thing, right? The grains come out, the legumes come out, the dairy comes out, all of those things. Okay so then what do I eat? You eat meat and veggies and then again, what do I eat? Okay, meat and veggies. Then I started realizing that while that answer was easy for me because that’s how I grew up.

For most people, meat and veggies is very limited. Their idea of meat and veggies is like chicken and broccoli and that’s it. They probably don’t even like – barely like chicken breast. It really occurred to me, I needed to create something for my clients, that’s really where paleo started. Was I needed to create some for my clients to reteach people just basic techniques around cooking and even for those who know how to cook.

You don’t have to think about it, you sign up for Paleo University, you get five recipes a week, you get a shopping list to tell you exactly what you need to buy for all those recipes and you get

a step by step video instruction for each recipe. Each video is like two minutes long or less and it's really super quick and it just steps you through the whole process and try to take as much of the mental clutter out of the process.

You know, you don't have to think about it, you know this is going to be good nutritious food that's going to taste great and you know, that's it. Yeah, we are asking people to do work, this is a service where you call away and they bring you the food or it's premade or you got all your ingredients shopped for.

You do have to do the shopping, I'll give you the grocery list, I've taken care of that part and I do use the model of here's how you prep so you can cook through the week. What we realized is a lot of people have a tendency, they do a massive prep day on Sunday.

They want to cook everything for the week on one day but by the time people get to Wednesday, sometimes even Tuesday night, they're already tapped out and it just doesn't taste as good.

Instead, it's how do I prep all of my raw ingredients on Sunday and it takes less than an hour to prep ingredients and sometimes it's even half an hour or less. If you take that time on Sunday to just prep the raw ingredients, you put everything bags, you label them for which recipe they go with.

When you come home at night on a Tuesday evening, you can just pull it out of the fridge, throw the onions in a pan, throw the chicken tenders in a pan and get cooking and you know, you can actually do cooking techniques that will primarily allow you to walk away and come back.

There's not a whole lot of hovering in the kitchen.

Pretty much all the recipes are going to be start to finish, you're going to be able to start eating them a half an hour later. Sometimes it's a little bit longer. You know, we have a roast beef recipe that of course it's got to roast for closer to an hour in the oven and if that's the case, you know, you're not watching it the whole time, doing its thing and you could be getting the kids ready for the next day. Or you know, I don't know, sitting on the couch and vegging out for a minute after a long day's work, whatever.

That was the big sort of incentive behind Paleo University for me was I just – my clients were basically asking for it.

[0:13:13.7] AVH: If someone signs up with Paleo University, is it meant to essentially take the place of a nutrition coach or would you still, or does Paleo University offer nutrition coaching alongside with whatever your membership is or explain how that kind of works?

[0:13:30.1] CA: Yeah, Paleo University is not actually meant to take the place of a nutrition coach and it's not even actually meant to tell you what kind of diet to follow, we call it Paleo University to allow people to understand what the template is that we use and really, we are broader than paleo. If you want to go with the specifics and you know, I think when people early adapt paleo, they get really rigid about what they're eating and what they're not and then I think if you're in it for long enough.

You really kind of realize that the whole point was never to say never ever to anything ever. We just have to switch the ratio, we just have to think of you know, no, it's not that I'm never going to have dairy ever again in my life. It's just, I now know that when I have too much dairy, I feel really – you know, I don't feel so hot or what kinds of dairy I feel okay on. You know it's that testing thing that we talk about all the time.

You know, you have to figure out what works for your body but the template we use is the evolutionary nutrition of both. Now, I do use butter from time to time. Now, if someone doesn't want to use butter, they don't have to. Every so often I'll throw cheese, again, that's an optional ingredient. I keep that sort of few and far between and the idea is that, if you come in and you want to be 100% paleo, you can absolutely do Paleo U but honestly, if you're not paleo at all, you can still incorporate these recipes into your life and you're going to get more nutrition period.

That was my point was if someone does these five recipes, they're getting more nutrition regardless of what they're doing the rest of the time.

[0:14:49.1] AVH: That brings up a quick question for me. Do you worry then that the name Paleo University may close off to certain people who, because there are people who – you know whenever they hear about paleo or to hear any kind of thing that sounds trendy, they immediately dismiss it. That's a trend, that's just eating meat, that is not like Atkins.

I'm not following that, that sounds like whatever. Are you worried that there may be some people who could be helped by this or would be very interested in it, but may not even look into it because of the name and because paleo is in the name?

[0:15:20.4] CA: Absolutely. Yeah, that's the question that my business partner and I had and we've tried to sort of figure out what we want to do and we've had thoughts about potentially rebranding at some point in the future but I also think that – sorry, there's my dog.

The movement is such that paleo also gives people a generalized sense of what is going on. I would love to name it Evolutionary Nutrition University. But that's like, that's a – not at all. Paleo University just, it really incorporated a lot of what we're trying to do because at the root of it, we want to give people the foundations and the skills to be able to cook for themselves and to take back their own health through cooking.

Because every time someone else prepares your food, you're trusting them that they care about your health and nutrition. Let's be honest, restaurants don't, they care about their bottom line. That's because they're a business and that's what they should be doing and we have somehow been led into this since that if I'm going to the health food place, like that's, they're healthy, they're there to serve me healthy food.

They might think that that's what they're doing but again, they have to let the bottom line and part of dietetics training, is training in you know, large kitchens and all these other things and you really see what they do and you realize, there are a lot more things coming out of packages than people realize.

You think those cookies were made from scratch in the kitchen, they probably weren't. Yeah, absolutely, using the term paleo was something that we kind of went back and forth on. I do think right now that was the best term we have as catch all. I think that it's just up to us who

really understand a true meaning of it and a true value of it to continue to educate people about what it really means and to not let the nay sayers and the people who are like, “That’s the caveman diet, it is just a bunch of dudes sitting around eating raw meat.”

I was like, no. You know, that’s a complete misrepresentation and it’s no, it’s not – this isn’t a historical reenactment. We understand the fact that pretty much everything in our modern grocery store is not what our paleolithic ancestors would have been eating because that’s not the point.

The point is, Broccoli is still closer to what we would have been eating than pop tarts.

[0:17:29.4] AVH: Sure, exactly, yup. I mean, I agree with you that paleo, I mean, I still think that there’s a lot of value to that term and of course, maybe I’m bias as a writer for Paleo Magazine and then the host of this podcast. But I mean, even a great example is I don’t know if you’re familiar with Paleo FX which is this big conference.

There was this huge uproar last year because they decided that they were going to change their name to be more inclusive and to open it up and they sent all these emails and reached out to people and said, “What should we change our name to?” And there was such back lash that they decided to keep the name Paleo FX after all of this back and forth about changing their name.

[0:18:02.3] CA: I missed that. Because we actually launched at Paleo FX this year, we were there, that’s where we did our sort of you know, our coming out party as it were. I saw the email that went out and that said they were going to change it to whatever else it was going to be. I missed the email.

[0:18:16.7] AVH: Really interesting because yeah, we just got the email that said like, “After listening to all of your feedback, we have decided...” And it’s like, that’s really saying something that the community is big and passionate and strong and that it does, there is still –

It's not just a trendy word, there is meaning behind it and it means something to people. I think that's pretty cool. A question that I have for you now, if someone signs up, walk us through like how it works in terms of the work that is expected of you, what you guys provide and how that –

How the whole package is kind of different than – you know, there is a lot of information already available online. There's lots of piece meal stuff you can pick from here and pick from there and watch this video and look at this recipe. How does the whole process differ from you know, kind of doing it that way?

[0:19:08.0] CA: Yeah, as I said before, part of the reason why I created it was because of you know, my client's needing the help and part of what I realized was you know, when I started within the space like as I said, the resources were pretty limited.

This was about a decade ago. You know, there were some but it was a lot of you have to figure out for yourself. You had to kind of really be willing to comb the internet and a lot of, there's even websites now like Elana's Pantry if you know that one.

That she now has a whole paleo section. Back in the day, she didn't have that. You had to go on there and use her recipes because they weren't gluten free and modify in this way and that way. Now she's created a whole space for paleo which is awesome.

You know, in my perspective for my clients was, there's so many amazing recipes out there now. Just Google it, right? I can get on the computer, type it in and you're going to find a wealth of things. Then what I realized was, it is overload, it is mental overload.

It is confusing, it is where do I start, is this recipe going to taste good and not for nothing? A lot of paleo recipes are, sort of mimics of non-paleo recipes. They require some, you know, usually a large list of other ingredients to make them work because you know, we're trying to make paleo low main or whatever the thing is.

To my mind, that just – I was a little weary of sending my clients to websites when I was concerned that the person was going to pop up. My paleo cupcake. Because that has infiltrated the paleo space and while a paleo cupcake might be amazing from time to time, in my view,

that's still not in keeping with the actual heart of paleo, that's just maybe a better quality cupcake. But it's still a cupcake.

I was weary to send my clients to a place where they might see that and think that it was acceptable. With Paleo University recipes, relative minimal ingredients, we're not trying to sort of recreate a whole lot of standard dishes. It really is, here's how you cut a great piece of meat and the vegetables to go on the side.

Now, with a lot of spices and ingredients from all over the world because I think that's a great way for people to start to explore and try different things. Mexican spice pallet or Italian or north African, all of those things come in, Indian. There's a lot of flavors there but it's not necessarily recreating like a dish from one of those places, it's just sort of using those flavors.

How Paleo University is different is it is a complete package. We curate five recipes for you ever single week and the recipes are going to have – one is going to be chicken as the protein, one is going to be beef or pork, then you're going to have an egg based dish and then there's some kind of fish or seafood based dish and then a fully veggie dish.

Now, the fully veggie dish could be dinner in and of itself or it could be a side and you decide some other protein to put with it. What that chicken category, it's also turkey and it's just kind of the general poultry category.

You get five recipes and from top to bottom, you have the shopping list. Everything you need to cook the recipe exactly as they are and that recipes are very easily modified. So if you are cooking for more people than the recipe calls for, you know, you buy four chicken breast instead of two, that kind of thing.

Then you can come home and we give you an entire prep list and I tell you everything you need to prep and how you need to prep it and there's a video that goes with those prepped ingredients to show you how to cut the things, in the way that I'm talking about on that list.

At a certain point, if you've watched the video, you know, 20 times, you're going to know how to chop an onion effectively and you don't need to watch it anymore. But it's for everybody, you

know, because nothing. There are plenty of people out there who have probably never chopped an onion and don't even know where they would start.

We want to cover everybody. You get that prep list and again, the ideas that you then are going to take, you know, an hour or less on Sunday or Saturday, whatever is your day. Tuesday, I don't care.

You do all your prep that day and then when you come home, you're going to cook the recipes and most of my recipes again are done 20, 30 minutes. There's all the video instruction that goes with it. As I'm cooking, if the recipe and this was part of the thing with the recipes.

A lot of times recipes are written for people who know how to read. It might say, you know, cook until golden, well what does that look like? We wanted to have the visual representations that someone could look on the video and also you know, that's becoming a more and more popular thing, those sort of short, quick videos.

You know, you can watch it in less than two minutes and you know exactly what to do and so I'm stepping you through the whole process and it's kind of like – I'm there guiding you through it. That way – I cook in an actual kitchen, that is not a sound stage, that is my business partner's kitchen.

He allowed us to go in and put mounts in his ceiling for cameras, like that is a legit kitchen.

[0:23:38.5] AVH: Yeah. I really like that you offer like basic kind of kitchen skills as well as the recipe stuff because as you said, you know, I've chopped an onion before but I don't know if I'm doing it right. I kind of just play around.

I'm sure there are better ways to be doing all the things that I'm doing. I know that a lot of people, and I was this way – it took me a while to really kind of own the things that I was doing in the kitchen. I didn't grow up like learning how to bake or cook a lot, whatever.

I didn't have a lot of confidence with it and I think that – I also think sometimes when it comes to like really healthy, basic, simple, paleo meals which can be just as delicious as something fancy,

there's like this self-deprecating. "There's nothing fancy, it's not a lot of work, it's just easy, it's just simple."

That's not a bad thing. I mean, having very basic, knowing how to cook a piece of meat, knowing how to make some vegetables, some fresh vegetables taste good. I mean, it doesn't have to be complicated to be impressive and delicious. I think that it's cool that you're offering like more than just here's the recipe, go do it.

[0:24:42.9] CA: Well, and that's actually part of the reason why I hesitated for a while and starting Paleo U or something like Paleo University was because my thought was, this isn't a recipe, this is like just cooking.

It took me a while to realize that, for other people it really is a recipe, it really is, they don't know how to do that. I had that thought of like, "Is this going to be too simple, are people going to be thinking like – that it's not worth it?"

The feedback has just consistently been like, "My gosh, that dish was so great, I love that combination." And you know, we have a tendency, at least once a month, there's a frittata that's thrown in. The idea is with like that, you kind of learn the technique of a frittata and so eventually, my goal is that you don't necessarily need to read the instructions. You kind of just see, oh it's frittata, here are the ingredients, cool, and then you can do it on your own.

Some of what it is you know, maybe you're an expert in the kitchen and you know everything and you're better with knife skills than I have. Awesome. Sometimes we just don't know what to cook and we can't – you know, we need that help, that inspiration. That's a lot of what his is and I keep my recipes seasonal for the most part.

You know, we just transitioned into our fall recipe so we're going to start seeing like figs are showing up in the recipes, sweet potatoes are beginning to show up, squash, things like that. Whereas in the summer, you wouldn't have seen any of that and you're not going to see watermelon because you know, while it's still like a hundred degrees in Texas.

It's technically, you know, should be fall in a couple of days and water melon is not really appropriate anymore. You know.

[0:26:07.7] AVH: Don't rush us into the fall, I want to keep this watermelon as long as I can eat it.

[0:26:11.0] CA: Goodness. You must not be in Texas if that's what you're saying.

[0:26:14.5] AVH: No, I'm not, but you know, I'm from Canada so I'm used to like eight to 10-month winter so I will take heat as long as I can take it. But I am looking forward to some like squash and sweet potato and pumpkin stuff. I can't lie about that. You have a really extensive recipe database too, are you developing all the recipes?

[0:26:31.7] CA: Yes Ma'am, that is all me and its' only growing, every week another five new recipes get out into that database and yeah, it's pretty much on me. My goal is eventually, I'd love to have some other people come in and do a guest week and then do their own recipes.

I know, I'm friends with one of the owners, of Food Kitchen in New York. I talk to him a little bit about maybe trying to...

[0:26:52.8] AVH: Jordan?

[0:26:53.4] CA: Yeah, Jordan, yup. I wanted to get him and talk to him about maybe us coming up there and doing something with them and maybe talking about them doing a couple of guest recipes for us at some point. So that would really be fun. I talk to couple of other people too about that. So we are hoping to get that done and there's other stuff we want to do too as we keep going and expanding. We have a knife partner we work with who have a knife store, they do some really beautiful German style knives. We're going to actually have one of their guys on and show more basic knife skills. Sort of teach us how to do, be even more efficient in the kitchen with the knife skills. So yeah, as we develop that but the recipes right now they're all me.

[0:27:32.1] AVH: So how many people are working with Paleo University? If you are managing clients, if you are managing the back end, if you are creating all these recipes, what else are you doing and how do you have the time to do it?

[0:27:47.4] CA: Well partly I have a great business partner and he manages, he does a lot of the more business side of it. So he has the MBA and he manages more of that side and I am just you know I'm content creation. So yeah, I do all the recipes and we also have a lot of free content that comes out. So you know we have articles every week where I just talk about different nutrition stuff or I review a book or something like that. To just give people more information.

And on Thursdays, I direct people to other recipes on the internet or other scientific stuff that is coming out on other things. So we have other content that is coming out all the time that I am developing. As far as how I have time to do all of that, sometimes I don't know how I have that. But you know part of what it is for me has always been working on trying to work ahead as much as I possibly can. So when we do filming, we are actually filming like six or seven weeks of content at a time.

So we are constantly trying to push forward. The biggest hang up on that is we do use seasonal ingredients. So we were trying to film some fall recipes a month ago and we're really having a hard time finding squash. So we had to hold off and we'll be filming that – we are actually going to be doing our next filming session next week. For me that's what it's been is trying to constantly work on working in advance and working forward.

We are doing a Thanksgiving maybe it is not going to be a 100% paleo because I don't think that you necessarily need to be paleo at Thanksgiving. I think it is really hard to make like paleo friendly Thanksgiving recipes but it will be a 100% -

[0:29:14.7] AVH: Stuffing.

[0:29:15.0] CA: Right, exactly. So instead I am going to do my traditional cornbread dressing recipe where I use goat's milk instead of cow's milk and it is a 100% corn that kind of thing. So yeah, it's not a 100% paleo by any means but again my perspective has always been that if you

eat – even if you were to eat paleo 24/7 for six days out of the week and you had one day that you ate other things that were not as nutritious. That is still only 52 days out of the year versus your 165.

That is a really good ratio, you want to enjoy Thanksgiving with the family, then enjoy it. But if you also want to make recipes that are maybe not going to leave you feeling as crappy. I don't know about you, but if you go through eating really good high quality nutritious foods to not, you get that weird food hangover thing that is not pleasant. So trying to minimize that. So we are developing stuff for Thanksgiving already and actually already thinking into the New Year as well.

Because everybody with their New Year's resolutions and we want to give people, we want to help people stick it them. Because resolutions sadly often times fail and so we want to find a way to help people stick with it though.

[0:30:23.1] AVH: I think one of the things you are saying about the idea of balance and moderation and not aiming for perfection but aiming for again, a balance that is healthy and positive for you is the important part. That's what's going to help with people's resolutions too because nobody is perfect a 100 at a time. Nobody is and most of us don't want to be either. We just find and really finding moderation like everyone says "Moderation, moderation."

That's actually much harder than almost anything else because it is almost easier to be really, really strict right? You follow these rules, you never deviate there is your life for good or bad. But finding moderation is tough because it's different for everybody and everyone has to find that place where they're happy and they are enjoying things and they feel good and they are healthy and they have a good relationship with food. I think that you know not being too dogmatic is the way to go with this for sure.

And one of the things that I think is cool about Paleo University is the community aspect, right? Where you have this community forum and you have people that can talk with each other and ask questions and talk about that a little bit.

[0:31:29.6] CA: Yes, you know what I've realized with a lot of my clients is that the ones who have been the most successful are the ones who have a support system in their life. I think that is true of anything, right? If you have the people in your life who is also doing the same thing as you and our onboard then it just makes your life so much easier and while the paleo community has an end, if you leave in certain hotspots like Austin where they hold Paleo FX.

There are paleo friendly restaurants there and that's awesome. So you can go out to eat with your friends and still be pretty much eating on point. But what happens if you live in the middle of nowhere Minnesota? Well you may or may not have the same kind of community support there and you might still be having to find that community support online and that's where I started. I had to find that support online. So we wanted to create an online community that helps to build that support in.

And so we've been trying to build that in and it is a place and people will post photos of foods, or ask questions or just simple things too. If you haven't tried this recipe yet, go try it. It is the best ever and we wanted to just create that space because we know that the more people engage with each other and engage with the process the more successful they are ultimately be. So that was that and right now we're doing it on Facebook.

And we may or may not eventually move it over onto the website actually and just have a forum section on there. So yeah it is a private group on Facebook that we use. Then we also have our public page too and there is a lot of interaction that goes on, on the public page too.

[0:33:01.5] AVH: You mention before that you were getting some feedback about certain recipes and things like that what has the response been from people so far and how are you getting out in front of people and letting them know that this service is available? I am always fascinated by how people find ways to connect with potential clients and people who can be helped by what you are doing.

[0:33:23.4] CA: The feedback has been overwhelmingly really positive. People are very excited about what we are doing and excited about some of the future things that we want to do too. We are eventually going to build in an adaptable system where people can actually go in and

choose their own recipes and will help create their own personalized meet because I know people like recipes. They want to create repeating them, whether or not I do.

And so you've got a lot of stuff down the pipeline that we want to be creating. For us, Rob, he's my business partner. He handles more of the card keeping side and getting things in front of people and it has been a bit of a struggle. We have been going back and forth between do we focus a 100% social media and digital and we have our Instagram account and we have our Facebook page. But how much do you invest in doing Facebook advertising and those sorts of things versus going to Paleo FX or going to local cross fit competitions because we do a lot within the cross fit space.

And with cross fit community, that's a big part where Rob and I both, we love cross fit and we are avid cross fitters and that's actually for us where a lot of this started was a need for it in cross fit. In all the exercise modalities out there, cross fit has nutrition as the base of the pyramid. Cross fit is doing something in the nutrition space that no other movement is doing when it comes to the fitness space. So it is sort of a perfect union, so we've been going into cross fit boxes and working with athletes and stuff there.

So you know it is a balance to try to figure to figure out, we of course going to approach you know realize okay, we need to also do print media. So you know with Paleo Magazine it is like having an actual advertisement in there because so many people are in this mentality that print isn't as important as visual anymore. But from our experience if you can get our message in front of people as soon as possible we are doing better.

Rob has talked to some people who are some pretty big advertising execs and what they've actually said is, things like Facebook, it should be a part of it but it actually shouldn't be as heavily relied upon as small businesses have a tendency to think. Because people don't know your name yet and so if they see an advertisement from you, they might be interested but you haven't built any kind of brand recognition yet. So really what it is we are trying to build word of mouth.

And we are just trying to get in front of people and we've been working with trying to create a partnership with different grocery stores, especially like whole foods because a girl born and

raised in Austin. I grew up going to Whole Foods and a lot of what they do is just so easily tied into what we do with the paleo space and if you want to go find any kind of paleo, if you want to go find paleo mayo or any of these things, that's where most people are going to go.

It's going to be at whole foods to find that stuff so you can try to work with them or with any other people to get that bigger audience but it is a struggle. Just trying to figure that out. Paleo FX was a really big important moment to us and we had so much fun and it was awesome to get to talk to everybody. You can tell I could talk to a wall and have a wonderful conversation. I love to talk and so if you put me in front of a group of people and I'm going to have fun.

So things like that again, trying to build word of mouth because I think especially with something like this, it's a personal connection and food and nutrition and health are so deeply personal and they are so important. I think that people really need to see my passion and they need to see my care and it's really hard to do that in a digital way. Or even in a print way. So trying to get in front of people as much as possible. That's also why we like the video format.

As opposed to just to do a recipe post or photos or things like that because as people watch they get to know me and they get to know my personality. I hope eventually they feel more like, "Oh yeah I know who she is" because I also do videos that are a little bit more talking about some of those more nutrition aspect of things and not just the cooking stuff. I go a little bit deep on some stuff. I had a video on the glycemic index and is it useful, or is it misused or that kind of stuff so allowing people –

[0:37:27.5] AVH: That grassroots kind of interaction and promotion is more authentic and it build things more slowly but it builds them again, more authentically. Like when you have people passing along information word of mouth because they really had a good experience or they know you and they know what you've done and they know again like you said the care that you put into a that kind of stuff that builds and builds and it is accumulative and that's really useful stuff.

And it is funny you actually mentioned Paleo FX, I have an even better idea for you. Do you know about Paleo Expo that we're doing, at Paleo Magazine?

[0:38:02.7] CA: No, what about this?

[0:38:02.9] AVH: So I am going to talk to you more about this offline and we have decided Paleo Magazine has decided to put on their own show in Colorado this coming summer and it's going to be cheaper for people to attend. It's going to be the way it's lined up, no one has to miss sessions or miss any events. Anyway, it is going to be awesome. Super pumped about it and it seems like something that you can go and talk to people and it would be –

[0:38:29.5] CA: No that sounds awesome I definitely want to hear more about that. That is really exciting. I am very excited that you guys are going to be doing that and we need more of them. We need more of these events in this space and the more the merrier in my mind. So that's awesome definitely very excited about that and definitely have talked to you more about it and as you mentioned the grassroots thing.

And as you said it, it grows slowly but from my perspective people are so excited about what we are doing. We had such great feedback at Paleo FX. I know that what we are doing is helping people and even if honestly I help one person, that's enough for me. Of course I want to help as many people as I can but at the end of the day, yeah I also know what growing a small business is. My mom is an entrepreneur my whole life and so you watch.

It takes time and you have to be willing to just put the time in and you can't expect it to necessarily turn overnight and you might not even necessarily want it to because sometimes if things grow too fast and you're bogged down with it and you don't know what to do. So I think growing that organically and yeah, I believe in the neutral admiration society. We've certainly had conversations because a lot of people work within the affiliate program system. I think that there are ways to do affiliate programming that is ethical and that are really upfront.

And that are wonderful and that help everybody involved but I also think that especially in nutrition and health, there is a lot of stuff that has been done that's very shady and that's been done under the table and that makes me very uncomfortable. Again, coming out of the actual medical nutrition science phase, coming from the dietetic space I've been very weary because you know it's illegal for me to take money for a referral or to refer somebody for money.

As a client, as a one on one client. So we have to have the conversation about what do we do with affiliate. And right now we don't have any kind of affiliate system. We support people and they support us and we hope that we can keep working in that manner. Because again I think that if people see our product and they know that it is going to help their clients, I'd like to believe that they would realize it's value and to go ahead and just recommend us anyway.

Again as you asked about before, my goal is not to take the place of a nutrition coach. I think that you should still be working with somebody on top of Paleo University. I personally do take on clients of my own and have them use Paleo University as well as working with me.

[0:41:00.9] AVH: Got it. We're almost coming to the end here but one question I want to ask is and I think you said this maybe on your website. To a lot of folks, people are becoming more and more educated and at least knowing how to educate themselves about health and nutrition and a lot of people these days are pretty informed about generally what is healthy and what isn't right? It's taking that next step to actually knowing and making the right choices and being proactive.

And preparing stuff and doing the kind of work that it takes, especially at first when it seems like a hurdle. That is really the sticking point and that's what's tough for people. I don't want you to give away any of your secrets. People are going to have to sign up with Paleo University but I always like to leave listeners with something positive and something they can do before we go. I would love for you to give just a couple maybe high level tips or piece of advice you'd give to people who are maybe just starting to implement paleo into their lives.

They are trying to figure out how do I do this, it does seem restrictive, it does seem a little intimidating. What are some things that people can start thinking about and doing right now that will empower them and make them feel better about making these choices?

[0:42:12.5] CA: Yeah. The first thing I like to tell people to do especially my clients when they do feel a little overwhelmed and they do feel restricted is I say go walk into the grocery store and actually walk in the first section and stand there and look around. Don't go in there thinking you are going to buy whatever you are going to buy. Normally I'm big on a grocery list but the first time going in, look at the entirety of the produce section.

And realize how many options you really do have because we had a tendency to limit ourselves. We eat carrots, we eat tomatoes, we eat lettuce and that's about it. We don't think of things like onions as being vegetables and garlic as being vegetables. And you don't realize that there is also five different types of lettuce and there's asparagus and then depending on where you grocery shop, there's going to be other things that are going to be a little bit different.

You are going to have leeks, you're going to have okra, you're going to have zucchini, you're going to have all of these other things. The list of foods that you can eat is actually larger than you think it is and so the first thing is to go and physically look and remind yourself that there are a lot more options than you think there are and the same thing in the butcher section. Go and stand there and don't just go –

So many people have a tendency to buy their meat pre-package or they go and buy the deli slices or whatever but actually go and actually stand at the butcher case. Go and stand at the fish monger and realize I don't know about you but there are times when I go to the fish monger and I do not know what half of these fish are. Oh my goodness there are a lot of choices here and what to do with those things. It's just reminding yourself and opening yourself up to that whole world of possibility.

And that trick of sticking outside of the grocery store because that is usually the produce and the meat. I love that trick and I think that trick is really, really wonderful in the beginning. When you start to gain confidence then you can start going through the aisle again because there are things in the aisle that you can use. That's where the olive oil is going to be, that's where the balsamic vinegar is going to be, that's where canned tomatoes.

And honestly if you buy high quality canned tomatoes and pay attention to the quality of the product you buy, canned tomatoes are not the end of the world. The same thing with frozen vegetables and if that's where you need to start, start there. I also like to tell people don't be really harsh on yourself in the beginning. Maybe it is in the very early phases for you it is more restrictive because that's before right? Being more restrictive is sometimes easier than being moderate.

Sometimes in the beginning maybe it is easier if you just come up with a meal that you like and you can repeat several times and you just get comfortable with it and get comfortable with eating that food. When you get to that point then you can start to play and you can start to open up other things and play with different cooking techniques. Most people I know hate Brussels sprouts and then you give them a roasted Brussels sprout and it's a whole new world.

It's hard and every single person is different. Every single person's barrier to entry is going to be a little bit different. I have someone I am working with right now and every time we change up what we are doing she goes back to being restrictive in the first few days and it's because it is easier for her and so, it's like "Okay that's fine," because it's only a couple of days. Then you start to layer in other options and you start to realize what you can do.

I also want to remind people too that it's okay if you don't make the perfect choice one day or one meal. That doesn't mean that that entire day is completely screwed right? The next time that you make a food and drink related decision which, we make somewhere upwards of 200 food and drink related decisions every single day. So every time you do that, you have the option to make a better decision. Maybe you went into work and there were donuts and you were tempted.

It was Friday and everybody was having one you wanted one. Then does that mean you have to have pizza for lunch? No, it means that you can make a better choice at lunch. That whole day has not been messed up because you ate a donut for breakfast.

[0:46:11.6] AVH: We have all fallen into that trap. How many times have I've been like, "Oh I ate this cookie might as well eat the rest of them," and it's downhill from here.

[0:46:20.8] CA: How many times have you've been like, "Oh it's Tuesday and I have already made a bad choice. I'll just start again on Monday." And now you have done six days of just losing.

[0:46:29.4] AVH: But it's funny that you say that too because on one hand I immediately felt overwhelmed when you said we made some 200 food or drink choices a day but then I'm like, "That's 200 opportunities to make a good choice too." If you make some bad choices you have

so many opportunities to make good ones and I think that is a perfect place for us to end off because that makes me feel good. Where can folks learn more about Paleo University? Where can they follow you guys online and all that good stuff?

[0:46:57.9] CA: So as I said we are on Facebook as Paleo University. We are on Instagram as @paleouniversity and the website is www.paleouniversity.com so it's pretty easy if you want to look for us we are under any of those given names. So yeah you can find out more information there. You can always reach out and you can send an email to info@paleouniversity.com and it will make its way to myself or Rob whoever needs to see it and we'll get to you. As I said, Paleo University is its own thing and I also work with people one on one as well.

And we do everything we can to try and give people the best tools to take back their health. Our tagline is "Hone your skills own your health," and that's really what we believe in.

[0:47:42.0] AVH: I love it. Alright Caitlyn thank you very much for your time. I really appreciate it and thank you also for the – I think it was curry beef with the apples and onion?

[0:47:54.0] CA: Curried pork with apples and onions, yeah that's one of my favorites.

[0:47:55.9] AVH: Thank you specifically for that because that was very enjoyable this week. I was telling people online I got to look through. I have been spending sometime on Paleo University too and again, I've been paleo for 10 years. I like to eat the same things over and over again but I don't like trying new things and it is amazing to just have that inspiration, something different, something new and someone doing a little bit of that leg work for you.

So it's awesome and best of luck and thank you and hopefully we'll be in touch and we'll maybe hangout at Paleo Expo this summer.

[0:48:27.9] CA: Yeah it sounds awesome. Thank you so much.

[0:48:29.7] AVH: Thanks Caitlyn.

[END OF INTERVIEW]

[0:48:32.9] AVH: Alright everyone thanks for listening. If you try out Paleo University, let us know on social media at Paleo Magazine. We'd love to hear from you on what you think, that's your homework and thanks again to our show sponsor Clean Maid Market and Clean Food Fest. This is taking place in LA on October 21st and 22nd and if you want to know more you can check them out at cleanfoodfest.com and you can find them on Instagram @cleanmaid and @cleanfoodfeest.

Give it a go and let us know what you think. Next week, we are taking to Devyn Sisson. She is the progeny of none other than Mark Sisson, everyone knows and loves. He's the man behind Mark's Daily Apply but Devyn has a lot of stuff going on herself. She has launched a cookbook, she is opening a primal restaurant in California, she's got a lot going on and she also talks to us in a more serious note about her struggles with orthorexia. I think that that's a topic that I think will be near and dear to a lot of people's hearts who were involved in the health and fitness community.

I think this is going to be a good episode. I'd love for you to subscribe to Paleo Magazine Radio on iTunes so you catch it and if you enjoyed this episode, the last request I have for you is to just tell somebody about it. Pass the goodness along so that other people can listen and benefit and I can keep my job and we're all happy. So if you like it let us know, let other people know, share the love that would be great and that's it. Until next time, thanks for listening.

[OUTRO]

[0:49:55.8] 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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