

EPISODE 210

[INTRODUCTION]

[00:00:10] AVH: Hey everybody, welcome to paleo magazine radio. Guys, you know Paleo f(x) is coming up and I'm pretty excited as always. It's a great place to learn and meet new people and get inspired. But more than anything, it's just fun. Everyone there is nice, everyone's there to have a good time and learn and there's so much to do, so much to eat, don't forget that part, very important.

If you're going to the show, make sure you come hang out at the Paleo Magazine booth, it's impossible to miss because it's the big one, as soon as you enter the main show floor, come say hi, grab a magazine, whatever you want. I will be there and I'm pumped to chat and learn and eat and do all these things.

I'm really pumped especially that I'm going to be moderating a couple of panels this time around and they're both ones that I'm really interested in. One is on bio markers for health and wellness and the other is about physical training for aesthetics versus training for performance. And both of these are things that I experiment and play with a lot in my own life and so I can't wait to be a part of it and if you're going, check out these sessions because they're going to be awesome. You can come say hi to me and it will be a great time.

If you're not going to go, you can follow along on social media, @paleomagazine and my own Instagram, @themusclemaven. I'm going to be posting on both of those accounts regularly during the show that you can you know, stay on top of all the cool stuff that's going on and not be left out. Stay tuned for that.

But this week, we have a quick podcast interview with Michelle Norris, she's one of the founders of Paleo f(x) and she's talking about all about what we can expect at the show, what's exciting and new and also, really candid interesting talk about the changes from last year to this year. If you follow along with Paleo f(x), you may remember that there were some talk and some movement. Some uncertainty around changing the name from Paleo f(x) which didn't end up

happening and we get into a really great conversation about that thought process about why maybe there was the decision, the thought changing and why it didn't end up happening.

We talked about how we can all sort of work together to organically and authentically grow this healthy paleo-primal community, whether we like the word, whether we're going to keep the word forever or not. It's a really great conversation and yeah, that's it, if you have any questions, feel free to reach out to me about Paleo f(x) and here is my chat with Michelle.

[INTERVIEW]

[0:02:28.9] AVH: All right Michelle, thank you so much for taking the time to chat with me today, I appreciate it.

[0:02:33.4] MN: Thank you so much for having me, I appreciate it. I'm not sure when you're actually posting this podcast but today is Paleo f(x)'s anniversary.

[0:02:42.1] AVH: Really? It's the anniversary today?

[0:02:44.4] MN: Yes it is, we launched this in 2012, we launched it on March 14th which happens to be Pie Day we just found out ended up, also happens to be me and Keith's anniversary.

[0:02:59.5] AVH: What a day to celebrate, are you doing anything to celebrate or you're just going to keep working your butts off?

[0:03:04.8] MN: We're going to work our butts off until later this afternoon and then Keith and I are going to have an anniversary dinner and we're going to go check out some stuff at South By.

[0:03:13.4] AVH: Nice. That's awesome, congratulations on many happy occasions today.

[0:03:20.5] MN: Thank you, I appreciate it.

[0:03:21.8] AVH: Tell me what, you know, as we're gearing up for the show, which is coming up very soon, what's keeping you guys busy right now? What are you guys working on as we're getting close to the day?

[0:03:31.0] MN: Well, we actually have walkthrough today at Palmer because we are changing everything for our VIP's and getting some really cool stuff and for VIP batch holders and so we were walking through, making sure we had all of that stuff in place and that the team that's working on that kind of has everything going there.

Then of course, we launched out the schedule and so the schedule is being filled out on the website now as we're all being put in and trying to get all the speakers on to the website, trying to get all of that done. We got all of this crazy things going on right now in these last few weeks before the event. Yeah, pretty crazy here.

Paleo f(x) headquarters is buzzing, there's lots of people in and out of here all day long and we have pretty large team and part of our team is remote but a lot of them have been coming in because it makes, sometimes that face to face is a little bit, makes things a little bit easier.

All that going on and anyway, we're just you know, clicking along, it's going.

[0:04:33.2] AVH: Awesome, I mean, I guess the face to face thing does makes sense because that's kind of the whole point of Paleo f(x), right? We're this big community that's spread out all over the place and we have great sort of social media and online connections and ways to get together and share but that's what's so special about Paleo f(x) is people coming together and meeting in person and actually putting faces to the voices and names and talking and being together which is what's so cool about it, right?

[0:04:58.0] MN: Yeah. That is exactly it. The thing is that you know, you can get online stuff anywhere, you can get online information, you can get most of the information that's going to be shared, well, not all of it but some of the information that you can get at Paleo f(x), you can get it online but the difference is being up close and personal, with all of these people and having that energy of it, live event.

There is just not anything that's like that and being around a bunch of likeminded people, and it's just really a completely different thing to go and see this information in person. Be able to go walk up and you know, the people that you've been following, the people that changed your life, be able to go up and tell them.

"Hey, you know, this is how you changed my life and that I follow you," and what have you. It's an awesome give back to them because that's the thing that they look forward to the most and that they really enjoy the most about Paleo f(x) is that the fact that they get to meet these people one on one and small groups and what have you and be able to hear from them firsthand how they've been able to change their life.

I mean, that's the – at the end of the day, yeah, they're – we all have bills to pay and we want to make money but at the end of the day, the main reason, the majority of these people that are in this, the thought leaders around paleo movement are in it to change lives.

That's the real currency that really makes a difference for some of these thought leaders is just to hear that and get that feedback.

[0:06:26.3] AVH: Right, I totally agree and as somebody who goes to a number of these sort of health and fitness industry expos, I have to say, Paleo f(x) has a really special vibe. The positivity and the excitement and the enthusiasm people have just to be there and to talk to each other. It really is special. I'm super pumped to go again this year.

One question I have for you, as somebody who is you know, gone for a few years and people who follow this show and love this show, you know last year, there was talk about possibly changing the name and then that didn't end up happening.

Can you walk us through a little bit what the decision making process was around that and the decision to keep the name Paleo f(x)?

[0:07:04.8] MN: Absolutely. Yeah, there was – we originally started talking about rebranding and the reason being is that we watch our numbers every year, we watch how many people return

and how many new people we're bringing in. The amount of new people that we were bringing in, that number was going down.

We were concerned about that because the main reason we want to put Paleo f(x) on is to proliferate, is to really get this message out and get, you know, get more people onboard and to really spread the message that this is a really viable answer to a lot of the healthcare and sustainability issues that we face currently.

We saw that number dwindling, we planned for this way ahead of time, we had planned several years ago that there would probably be a point in time where we needed to abandon 'paleo'. The word 'paleo'. We set out, we acquired 'Health f(x)', we acquired the IP and the website, we negotiated the pricing and finally go that, we kind of just had that sitting in our back pocket for quite a number of years.

When we started seeing our numbers going down for the last two years on new people coming in, we were getting concerned and then what happened is Keith and I have attended quite a few conferences, not paleo conferences or ancestral conferences but other conferences where people know who we are and we would have lots of people come up to us and say, you know, paleo thing seemed so cool but there's no way that I could do it.

My response back is always, "What is your lifestyle, what is your way of eating?" I always am very amused by some of the answers that I get. What we realized was happening was we literally had 10 different people that we asked this question to who came back and six out of the 10 responded a Whole 30 and the other four responded Wild Diet.

I was like, okay, those are paleo, they kept saying paleo is too restrictive and of course, when they said they were on Whole 30, I started laughing. I was like, do you know that Whole 30 is paleo and I said, naturally, it's far more restrictive than paleo and they're like -

[0:09:16.9] AVH: Right, it's a more restrictive version of paleo, yeah.

[0:09:20.5] MN: No, they had no idea and the thing is that's because Melissa and Dallas Hartwig did a very good job of marketing that and not putting that moniker on there. There are a

lot of people that just come to the table with preconceived notions about what paleo is or they heard what paleo is and it's not accurate.

I've had everything from, "You eat nothing but raw meat to your raw – you do raw everything to you're almost all bacon to," you name it, I've heard it and I'm like, we're just carnivores and I'm like no, we're very balanced. This is a very balanced nutrition lifestyle, we are all about whole foods, we eat a lot more vegetables than most vegetarians do, we don't eat processed, it's like no, this is a whole foods diet.

This is just a natural diet, it's the way we were intended to eat, it's the way mother nature created this whole situation for it. When we started hearing that, we were getting, we were like, okay, it might be time to make the change.

We started really looking at it and we made the decision that we were going to go ahead and change it. We sent out an email to all the speakers and every single speaker was onboard and was behind us and said, they totally agreed with us and they supported what we were doing. What happened is, when we made the announcement at the event, we ended up getting feedback which was great.

The thing is that we are not opposed to saying we were wrong at all, we have no – because at the end of the day, this is a vehicle for the people that we serve and so when we had a lot of attendees coming back and very concerned and we've tried to explain to them. This is actually so that we could cast a wider net.

This was not to get away from paleo, it was just so that when we start talking about health in a more broad based sense that people that might have had a preconceived notion about paleo and would not be interested, what might be interested in coming and hearing because – then, they would be exposed to paleo.

That was what our initial intention was around that whole thing. What happened is, we had all this feedback come back from attendees, we had exhibitors, we had sponsors coming back and they were voicing their concerns, they were all really great concerns, very good information.

It made us realize that we should have probably gone and asked first before we started making the decision but you know what? It is what it is, it's what happened and then we had some branding and SEO experts that came in and they said, "Look, we want to talk to you about you rebranding."

We were like, "Great but we don't have the money to pay you." They were like, "No, we have a vested interest in what you're doing so we want to explain to you why we think this is a bad idea for you to rebrand," and what they showed us was that we were actually not tapping in to all these new people that we could be tapping into.

They were showing us how we were missing that complete, all of these people that we had never gotten our information in front of. We were like "Wow, okay," they're like, "You're leaving a lot of brand equity on the table, that's just not a very good idea."

What we decided to do is keep Paleo f(x) and so now, we're getting positioned in the next couple of years or hopefully over the next year just depends on how things go. What we want to do is create one day, health f(x)'s that happen all over the country so that we can bring those people, they'll be exposed to the paleo information but then we can bring them in to the wider paleo group.

That way, if there's somebody that does have like this preconceived notion that we're wanton carnivores and that we eat nothing but raw meat that they have an opportunity to hear what we really are without that in their way.

That's our plan so that we can – because our whole mission and point for all of this was to continue to grow the movement and push this into the mainstream so that we are a viable answer to what's happening with healthcare to turning around some of these healthcare issues and the sustainability issues that we face.

[0:13:23.8] AVH: Okay, I love this, I really appreciate you giving this feedback and I think this will be really helpful to people who love this movement who love paleo, who love Paleo f(x) and now I think feel a little bit more informed about what's going on. I really appreciate that and I love the idea of the smaller, Health f(x) events.

Because one of the things that I'm always trying to accomplish with this struggle, having the podcast be named paleo. Paleo Magazine Radio is that I don't want to just keep preaching to the same people, it's great to have a loyal community but you want to reach out to other people and you want to change some of those preconceived notions for whatever reasons that people have about paleo.

That it's inaccessible or that it's difficult or whatever. I think that any outreach we can try to do and any new ways we can try to evolve are going to be super positive and helpful. I think that's awesome.

Related to this conversation, can you – do you have any idea in terms of attendance so far this year as far as attendees and exhibitors or any new vendors that are exciting?

[0:14:25.3] MN: Yeah, we have a lot of new exhibitors and sponsors that are going to be coming to Paleo f(x) this year. We're really excited about, there's going to be a lot of product launches as you're probably aware.

We've had lots of really successful product launches at Paleo f(x) in past years. Epic launched at Paleo f(x) in 2013 and of course we all know that they were able to sell, to General Mills recently and that's a really cool thing. We have buyers from mini stores that will be there like Whole Foods and we're just really excited about the fact that we have so much new stuff going on.

Obviously, everybody loves the old standbys and that type of thing and the things that we all go to and gravitate towards on a constant basis are used on a daily basis, but it's really cool when you start seeing some new stuff that's coming out.

Yeah, you'll see a lot of that on the floor this year.

[0:15:21.2] AVH: Awesome. Can you tell us about, because I'm seeing all kinds of buzz and people talking about it and including Ben Greenfield and Mark Sisson and all the big names. Tell us about Keto f(x)?

[0:15:34.4] MN: Okay, Keto f(x) was our online summit and it was our first one that we had decided to do. Obviously, keto is huge right now, there's just an enormous market for it but there's also just enormous lot of information and misinformation and so, what we wanted to do was get that information out to people that were interested and wanted to know about keto and wanted to just figure out if it was right for them.

Because you know, the thing is that at the end of the day, keto is not right for everybody. We just wanted to make sure the everybody had the right information so that they could make their own informed decision. It was extremely successful, we had, I believe 20 speakers and we did the online summit, it was online and it was free and then you could buy forever access to it. We will have – it is being turned into an evergreen product so it will be available again fairly soon. It's just not available right now for anybody new coming in just yet.

We will have that available and we actually have an amazing Facebook group that is extremely active that is on facebook, it's the Paleo f(x) keto, I think it's Keto Curious. I'm sorry, I can't remember the exact name of it that I can try to find that real quick and then let you know.

We have been really proud of the fact that we had so many people were so excited about it and so heavily involved and it's yeah, it's Keto f(x) for the keto curious and keto crazy powered by Paleo f(x).

[0:17:08.1] AVH: Very cool, yeah so I mean I think that's similar to Keto f(x), Health f(x) like making these kind of smaller and some of them can be online and sort of off shoot more specific events are really helpful because as you said, this industry and this community is evolving and even within paleo, there are a lot of different interests and challenges and needs and all of those things. So having that stuff available is super cool.

I'm not going to keep you too much longer but I guess just one second to last question. You already spoke to it but as the schedule is being put out this week, are there anything you want to tease or any maybe new speakers or a keynote speaker or a session or something that is especially exciting that you want us to know about?

[0:17:48.3] MN: Yeah, so I am really excited about the fact that we are going to have Dr. Joseph Mercola. We're going to have J.J. Virgin this year. Dr. Carl Metter is coming back, of course we have our regular cast of characters, Rob Mark, Chris Kresser, Sarah Valentine, Nora Gedgudas, all of the big names, we have Dennis McKenna that's coming this year and Paul Chek and so these are people that we've been trying to get for years and finally, giving the opportunity.

To get it on their schedule and really work. We have some big names that we're working on for even next year already that we've been working on for a while and so really excited about the opportunities that you are going to have to see some of these really great speakers coming to Paleo f(x) and so yeah, probably the one that I'm the most excited about is J.J. Virgin and then Dennis McKenna. That's going to be a big deal.

[0:18:41.8] AVH: That is super exciting, Paul Chek personally very, very excited about that. That is huge news. It's so exciting that every year people can go and see the who's who in the paleo world and learn everything new that their research is showing and they are passing along and then we are getting this new folks that we haven't seen before, I mean that is going to be huge. I am super excited. Okay, so if people want to learn more or if they want to get a ticket, where should they go online like a website and social media to follow along with Paleo f(x)?

[0:19:13.7] MN: Okay, so you definitely want to follow along with everything to do with Paleo f(x) on Facebook and then of course our website, paleofx.com and you can get tickets there and we have all kinds of specials because this is Paleo Awareness Month. We were able to get this nationally deemed paleo awareness month for the month of March which worked out really perfectly since it is the anniversary of Paleo f(x) and that is actually not planned.

So we have a lot of specials, a lot of stuff going on so I believe my team will be getting back with you before you post this so that you would have a code, a discount code to give to your people if they want to purchase tickets. But there's all kinds of specials right now on our website and on our social media. You can get your tickets through there and follow along on everything that's going on and you are definitely going to want to, if you can't make it to Paleo f(x), definitely stay tuned to our Facebook.

Because we have Facebook Live's coming out all through Paleo f(x) up from the floor, from talks, from all kinds of stuff so you'll definitely not want to miss that.

[0:20:23.3] AVH: Awesome, that is very exciting and I'll be sure to pass along, yeah, we'll chat and make sure we get some codes and some information for our listeners to make sure that they can get there and participate and follow along with you guys as well as following along with Paleo Magazine's social media because we always do tons of social media around the event and Facebook Lives and Instagram Lives and all kinds of fun stuff because we get to go and hang out and have fun with everybody else.

So we like to share it too but Michelle, thank you so much for taking the time. We're super pumped to be a part of it again this year and yeah, happy anniversary.

[0:20:55.3] MN: Thank you so much, I really appreciate that but we're also excited that you are going to be coming this year and you are actually going to take part in doing some moderating for us and so if anybody that listens to your radio show is interested in getting an opportunity to meet Ashleigh, I think you should show up because she will be on stage and she will obviously be much of her time actively with the magazine booth and walking around the floor and doing stuff from there but don't miss the opportunity to get a chance to meet Ashleigh.

[0:21:21.5] AVH: Oh yeah, meet and greet. I will be handing out autographs left and right, probably not but no, I am very, very excited to be a part of it so I can't wait. I am super proud to be a part of it. So thanks again Michelle and I will see you in a month.

[0:21:34.6] MN: Yes, see you soon.

[END OF INTERVIEW]

[0:21:40.3] AVH: Okay everybody that's it for this week. The countdown at Paleo f(x) is on. I'm excited to go, I'm excited to share it with you when I get there. So please don't forget to follow along on social media, Instagram and Facebook @paleomagonline and personally my own Instagram account @themusclemaven and as always, if you enjoy the podcast make sure you're subscribed on all of the awesome platforms where you can listen to podcasts.

So iTunes, Spotify, Stitcher, all that good stuff and if you like it, leave a review, I'll read it, it will make my heart warm. I might send you a t-shirt or something. It's just a good time all around.

Okay, next week's podcast is an interview with a friend of mine that I met at I believe it was actually maybe Paleo f(x) last year. He's the host of Wellness Force podcast and he is going to talk to us about mental health and wellness and spirituality and personal growth and Ayahuasca.

So yeah, drugs and hallucinations and self-experimentation and I'm getting a little queasy just thinking about it, honestly. So that's how you know this chat is going to be good. You won't want to miss it. I think it's going to be very, very interesting. So yeah, join me and Josh when we chat next week. Thanks for listening.

[OUTRO]

[0:22:12.8] 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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