

EPISODE 259

[INTRODUCTION]

[00:00:19] AVH: Hey guys, welcome to Paleo Magazine Radio. I am your internet friend, Ashleigh Van Houten, and I appreciate you joining me as always. Before I introduce today's guest, I want to shout out a recent podcast review I got on iTunes because this one appears to be personal and thus, I love it. It's from someone called phat trainer who says it's their go to podcast for nutrition and it says, "I used to go to CrossFit NYC with AVH," that's me, "before she became a world-famous podcaster."

That's very nice. I am totally famous; I think like 10 people on the internet know me. No big deal. Anyway, they go on to say, "now I listen to quite a few PMR podcast for my up to date nutrition info. Thanks, AVH for keeping me informed on all the newest and coolest nutritional information."

Thanks for making me feel famous, shout out to CrossFit NYC, AKA the black box where I started my CrossFit journey circa 2009, maybe a little bit earlier and that gym was super legit and old school and some of my fondest memories from when I first moved to New York from that gym and the friendships I made there.

I don't know who wrote that, so if you hear this review, send me a message so I can say hi and also make sure you fill out the form to enter to win some paleo cookbooks, it's at the bottom of our show notes for every episode, you just have to click the link, fill out the form and since you come to the podcast for nutrition info, you might as well get yourself a free cookbook, right?

Thank you again for that review, thank you to anyone who takes the time to leave me a rating and review because it's actually legitimately important to the existence of this podcast, for people who enjoy it, to give us formal feedbacks. The podcast can be seen by more people and stay relevant and stay useful, thus, giving me a reason to get out of bed every morning. No pressure.

All right, on to today's interview with the founder of Paleo Powder Seasonings. This is a kind of cool business origin story and if you're someone who really needs to pay attention to the ingredients and the quality of your food. If you are AIP, if you have autoimmune issues, things as seemingly safe or innocuous as spices can actually have a huge impact because we don't always know exactly what's in them. Might be worth checking out this company.

They're really taking their spice blends up a notch in terms of quality and taste, I actually, they sent me some to try and I've been using them a lot. You know, if you're somebody who doesn't put a lot of thought into spices like you've got your salt and pepper shakers on the table and that's it, you're really missing out.

Especially if you're someone who eats #clean and maybe complains about how it can get boring like yeah, eating plain chicken and unseasoned vegetables definitely gets boring, but you can fix that by you know, without adding a ton of bad stuff, but just kind of playing with spices.

All you need to do is have a kind of sense of adventure and stocked spice pantry. Anyway, I hope you enjoy the interview. Here is a bit more information real quick about our show sponsor, Jones Diary Farm.

[SPONSOR BREAK]

[0:03:05.6] AVH: They are a family owned business, they're based in Wisconsin, they've been around for 130 years. I mean, they must doing something right they're best known for their sausage, dry aged center cut bacon, naturally smoked ham and Canadian bacon. They're dedicated to high quality ingredients, the sausages are made without binders, fillers, gluten, preservatives, MSG, Nitrates, Nitrites, all the kind of creepy stuff that you can probably find in your average grocery store breakfast sausages.

They make them in small batches, they use only fresh, never frozen, hormone free pork, chicken and turkey. They get all of their meat from local producers in the Midwest, so it's always super fresh and they've sent me a bunch of stuff to try and I enjoyed it. I'm totally a breakfast person and there's the only thing better than eggs in the morning is eggs and bacon and sausage and every other kind of breakfast meat.

Obviously, I'm into it. I am not particularly sensitive to products being like the highest quality. I can have like the bacon that has a bit of like sugar or whatever preservatives. But this stuff, the taste and the quality is, I mean, second to none. Worth checking out and if you are super picky about your breakfast meats and your meats in general, they actually have a section dedicated purely to paleo. If you go to jonesdairyfarm.com/paleo. You can check all of it out and you should do that.

Now, on to the interview.

[INTERVIEW]

[0:04:32.3] AVH: Hey Dustin, welcome to the podcast.

[0:04:35.1] DG: Hey, how are you?

[0:04:36.4] AVH: I can't complain. It's Wednesday in late February, so I guess I could complain a little bit, I'm here in Canada. But generally, life is good. I can't really complain.

[0:04:47.8] DG: Yeah, not to upset you, but I'm sitting here in central Texas and it is 50 degrees and not a cloud in the sky.

[0:04:55.8] AVH: Yeah, well you know, I like to say that the cold weather helps me appreciate the warm weather and I believe that actually to be true. I'm trying to find a silver lining.

[0:05:02.7] DG: Nice.

[0:05:04.1] AVH: Yeah. Dustin, I'd love first if you can just kind of tell our listeners a little bit about you and your story and how your company came to be?

[0:05:12.7] DG: Well, thank you, yeah. Paleo Powder I guess like, I don't know if most companies but Paleo Powder was not designed to be what it is today. It was kind of a hobby so

for me, my journey like a lot of people that probably listen to this podcast and follow or learns about the paleo diet or keto or just being healthier has a journey.

My journey started when I was 28 years old. I'm 35 and I was 28 years old, I had a doctor that basically went to my annual physical and I weighed 313 pounds and I was 28 years old and one of the good things that I had – looking back at this, but at the time, was kind of a punch to the gut, the doctor said you were too young to be this fat. Or you're too fat to be this young – one of the two things, right?

[0:05:57.3] AVH: Either way it's yeah, reckoning.

[0:06:00.3] DG: Yeah, it's good, I mean, not to go down a rabbit hole but you know, everybody has a purpose for the why, why they get up in the morning and do what they do. If it's through a grueling workout or if they truly stick to like watching what they eat and not falling back into different things, everybody's got a why. For me it was my father, you know?

My father would tell me his doctors would send him, he was 400 pounds and his doctors would say, "you've got great blood pressure and great heartrate." Which I just call BS on that because it's fine, your motor starts but your wheels are broken off, your transmission is busted, you've got a nice CD player but otherwise the vehicle does not move, right?

Not to go down anyways, but that's what for me the doctor is saying that I wish a lot more doctors would say that. This goes to general practice guy, right? I started doing CrossFit, I didn't know what CrossFit was, I had a buddy of mine that was doing it, he said, "hey man, come on, the first two workouts are free. Just come try out."

[0:07:04.3] AVH: That's an intention, when it's free, I'm always like yeah, can't hurt anything.

[0:07:07.3] DG: Yeah, why not, right? I mean, it's a workout, what's the worst thing that happens? I get a little healthier? Did the workout, I played football in high school, played football in college. I always weighed between 290 and 310 pounds, depending if it was of season or in season. But being a financial adviser, being behind a desk, meeting with clients, there was no need in the world for me to be 313 pounds and I sure was hell wasn't muscle. I started doing

CrossFit, you know, went to the first two classes, kicked my butt, but I mean, I think the cool thing for me, if anybody actually reads about why CrossFit was started and everything else.

There were people in my class that were 60 years old, there were people in my class that were heavier than me, men, women, whatever, I think the cool part of that was the community that it brought together. Everybody struggles, everybody's stuff.

From December through July or through June, I went from 313 to 292. That was not changing my diet, that was just working out two days a week, doing CrossFit and then living my life the way it is and of course trying to eat better, not knowing what the heck better was. Then this buddy that I was working out with me, he played football at Baylor and he was – the original was like 405 pounds, 400 pounds and anyway –

He got down like 350 and I was like hey, you want to go grab lunch? He said no, "I've got to go meet with my nutritionist." Nutritionist? How the hell did you get a nutritionist? He's like hey, "it's Adrienne, our coach Adrienne, has a program, you know? Go talk to her, she'll hook you up." You know, whatever. I said, "yeah, I want to do that." I met with Adrian and you know, was basically a 30-day elimination diet, right?

I don't even like using the word diet because I like to put things in boxes, but it was the paleo diet, no grains, no alcohol, no legumes, no sugars, you know, she said, "don't measure anything, don't count anything." She gave me a list of foods that are appropriate to eat between proteins, carbs and fats and she used to do that, we're going to weight at the beginning and measure and weigh in 30 days and measure.

In that 30 days, I'm just an average guy, I'm not – I have two jobs. I'm have a normal dude, normal anybody listening to this, right? I went from 292 to 277 in that first month. The last time I weighed 277 pounds, that was like 29 years old, 28, 29 years old. Last time I weighed 277 pounds, I was 16. You know, anyway.

Then, once I saw that, I was like man, that was only 30 days. I can do this and I'm a normal human being, right? I fell off the wagon, you know, I gained maybe five or six pounds. We would

do caveman challenges, we would do stuff through our CrossFit gym and got down to 258 pounds, which about 258 to 259 today.

My nutritionist, my coach, my community is kind of what helps me lose my weight. Before I weigh 313 pounds, I did barbecue competition, so that's kind of trying to type Paleo Powder into this.

[0:10:08.0] AVH: A different kind of competition from a CrossFit.

[0:10:09.4] DG: Yeah, different kind of competition, there's a lot of beer, a lot of alcohol, a lot of food, there's a lot of bacon, but otherwise.

[0:10:15.9] AVH: I mean, barbecue competition sounds great to me. Maybe it's not the kind of thing you want to do two or three times a week like CrossFit, but sounds about alright.

[0:10:23.2] DG: Yeah. For me, you know, I had to change my world and my surrounding and again, I think for my story, a lot of it pivots around Adrienne, my CrossFit coach from CrossFit Round Rock. I mean, she was my kind of my guide and my coach to work out, she's my guide and my coach to nutrition and kind of what spurred Paleo Powder was she wanted, on their anniversary party, she wanted barbecue, she wanted me to cook barbecue.

She said, most of the seasoning blends, right? Any blend, most of the blends on the shelf have sugar, gluten, MSG or other filler junk in it, right? She said, just go get individual spices and make a mix. Cooked the barbecue, everyone loved the barbecue, I had a little bit left over. She came over and I said hey, "I'm putting this on my eggs, I'm putting it on my sweet potato – I'm putting it on everything I cook just till I run out of it."

"Why don't you sell it?" I said, "cool." She said, "hey, there's this thing coming to Austin," so I lived at the time, I lived in Austin Texas.

[0:11:20.2] AVH: There was a big health and fitness community there too.

[0:11:22.6] DG: Well then, they said, because I think this is where I met you in the past. But you know, she's like, "hey, there's this thing that's getting started up called Paleo f(x). Go and check it out." I actually got a booth and my claim to fame is that my booth was right next to Epic Bar.

You know, I think that was Epic's second show and anyways, we were next to – Paleo f(x) and the paleo community has kind of helped me evolve this passion project or hobby from being a – we have a couple of different blends, right? But our stuff is, our goal is to be diet specific, convenient to anybody.

You know, the first year I was at Paleo f(x), I just had one bottle of seasoning, it's what I made in my kitchen. It just had table salt, onion, garlic, pepper, white pepper, cayenne, I mean, all the ingredients from back, there's no secret, right? You can do it yourself. But I had a lot of people come back and say, why don't you have a healthier salt, right?

I left that and came back next year with the paleo powder pink which is our pink Himalayan salt, our best seller, but it has a high mineral content salt in it. It's salt base, everything's sugar free, gluten free, MSG free, just pure spices but it's a convenience, right? Well-rounded flavor but convenient.

Come back to Paleo f(x) the next year. It's kind of like I guess like a competition, you get your butt kicked, you learn from, you come back next year, you get your butt kicked, come back and so the third and fourth year, I came back, I had people come by and say, I can't have pepper, right? I can't have night shades.

I'm very lucky that for me, I'm just fat. I'm trying to –

[0:12:51.3] AVH: That's my problem too you know? I talk about this on the podcast all the time, I have zero food sensitivities, if I eat whatever I want, I get chubby, that's like my blessing and my curse. But it can sometimes make it tougher because you can't – it's harder to cut things out of your diet when you don't have like a real pressing need to, you know what I mean?

[0:13:09.1] DG: Yeah, I mean, so yeah, people talk about the night shades. I talk to Sarah, *The Paleo Mom*, right? She was just a total huge help. I mean, her website, live in a town of 5,000 people. I recall, it's like the sad diet, but in my town, we're a German community, right? Noodles.

I don't know if you ever had noodles or German noodles, but it's pretty much noodles or dough, right? Flower and butter. A couple are dried, but that's pretty what it is, carbs and butter. Then a lot of fried food, that's what I grew up in. You know, when I hear that people have like rheumatoid arthritis, when I hear people talk about gut problems, when I talk to people about rosacea, you know, stuff like that, stuff that falls on the autoimmune spectrum. I mean, *the paleo mom* website is just a –

I mean, your brain can't absorb what they've put into that. She was –

[0:14:03.2] AVH: She's incredible, she's been on the podcast. Her book is like literally the only book you need on health. I'd like to walk back just the story a little bit now some specific questions. How did, from that first month, you were doing CrossFit, you were losing weight, you were feeling better than you did, essentially, sort of like a whole 30 thing.

How after that initial kind of positive experience that you had, how did that evolve and become a lifestyle rather than just okay, I'm just going to do this for like a month or two to lose a couple of pounds, feel better and then kind of continue on my way. How did that evolution happen?

[0:14:37.4] DG: I mean, I think everybody has a why. My why was my dad, right? Everybody's got work, they've got stresses and there's times where you're like screw it, I'm going to have ice cream or I'm going to have whatever, right? I'm going to drink alcohol.

Everybody's got stresses, right? Ways to do that. For me, that first month for me, that was the most I think pivotal, was the fact that I saw the data, right? I saw – I felt my clothes, I took a picture with my pants that I used to wear, you know? Seven months ago, in front of a mirror to what I was wearing today, right?

That kind of gave me the catalyst to say look, I'm not too far and I think that's where people get – I wasn't too far to where it's like no, "I don't need to be 300 pounds, I can get to 250, I can get

to 225, I can get to.” I mean, that’s where I think everybody’s like, for me, what is my – is it 200 pounds, is it 225? You know, I’m six one. You know, what’s that weight that where I don’t hurt and feel good but now, it was staying in that CrossFit community, staying around, you know, likeminded people and then having your coach and having that accountability, I mean, that’s –

I’m a huge – I don’t like putting things in boxes, I think that sometimes what hurts like paleo or keto or CrossFit, you know, because people don’t want to put things in boxes, but if you actually hear what they say, they do, it’s like, I don’t do CrossFit, but you know, I do functional movements and I do some power lifting and you’re stretching. Yes, you do CrossFit.

I do high cardio. You do CrossFit. You know, you don’t want to be in a box, but like for me, my box was my family and having those people doing, talking into doing CrossFit events, right? Or other little local things where you had short term goals to accomplish.

Having people you know, having your coach that was your nutritionist is to weigh you. You know, it had some accountability to be there versus being on your own. Seeing the proof in the pudding that first month and actually seeing the results. And then for me, I know, I think I have a little bit of arthritis in my lower back. I really don’t have to stumble that far of the beaten path before my body just kind of throws some signals to say, “hey, you need to get this back in order.”

[0:16:50.2] AVH: Next up. You mentioned when you were telling your story that you had two jobs, you still have two jobs, is this Paleo Powder still literally like one of two jobs?

[0:16:59.0] DG: Yes, it is. I have been a financial advisor for the past 12 years and it’s been like I said it from the very beginning, Paleo Powder wasn’t supposed to be what it is today. Two days a week, last year was kind of a juggling year, two years ago, we had our first son. That into my wife.

Thank you. My wife was running Paleo Powder and then you know, she was going to be a stay at home mom, that’s what our goal was, that’s’ what our plan was, that’s what we want done. When any mothers listening to this podcast, will know exactly what stay at home mom does and it’s 24/7, so the stuff that she used to do became buried, either 9:00, 10:00 at night. Hey, I need some labels updated, right? I need this tweet to the website updated and she finally sit down

after all day of taking care of him and taking care of the house and taking care of everything else.

At 9:00, 9:30 when she'd sit down and kind of – I'd have to say hey, work on this. The past two years, it's kind of been a lot on me kind of doing two jobs. We've grown from 300 product and 300 stores, that was kind of our goal, is to be a convenience product, right? To be on the aisle, in the seasoning aisle that anybody can grab, you don't have to buy it online. You can if you want to, we're on Amazon, we're not on website but the idea was to make it affordable and easy and the best way to do that is have it in stores.

That was our whole mission last year so I juggled being a financial adviser. I actually am a certified financial planner, I took that last year, it's just a crazy stupid crazy year last year.

[0:18:34.9] AVH: Do you see it being something that eventually you'd like to have it be the only job or is this always going to be more of a passion project for you guys?

[0:18:42.6] DG: No, for my personal situation, I am doing, at max capacity of what I can. I can't quit my other job for the next three years that you know, just contracts and everything else, but yeah, I'm building a team around me, building support instead of just be all on my shoulders.

Yeah, I mean, the goal is for it to be what it is, we were actually – I guess I can share it on here but we're actually coming out with another line of products, which will come out, we're going to actually present them at Paleo f(x) and we're doing a paleo powder season coating mix.

I don't know if I can use the word, but it's kind of like a paleo shake and bake, right? Nut based, we're actually – we got four different products right now, pecan meal with paleo powder pink in it and almond meal, flax seed meal and paleo powder pink. We have a salt free version because most of them have sodium in it and then we have one that's got coconut flour on the meal, paleo powder pink. Kind of a savory and sweet mix.

[0:19:42.5] AVH: That sounds delicious, I'm excited about those.

[0:19:45.4] DG: Yeah, and then trying to just actually work with some cassava cracker people to maybe buy some of their crumbs and even have an AIP version. Yeah, back to the thing, for the

next couple of years, I'm going to have to pull double duty and I'm trying to be as efficient with my time as I can and surround myself with the right people to help me. It alleviates some of that stuff off my plate, but yeah, we will see in three years what happens and how that goes but you know we grew a lot last year with Whole Foods, Walmart, Sprouts, Haris Teeter. We are over 2400 stores. You can check us out on the website but yeah, it is only growing and doing my best that I can to take this passion project and turn my weight loss and my journey into some entrepreneurial shit if you want to call that.

[0:20:30.8] AVH: It is very cool. Those new products are really exciting. It seems like with spices, it is almost equally about what's not in them as what's in them, in terms of how healthy they are, right? Because one thing I never even really thought about until I started getting into this is that spices often have, I guess maybe preservatives, but like anti clumping agents and things that can really upset people and I think most of us again until we educate ourselves just think like, "oh this is a spice blend."

It is just going to be spices in it and there is a lot more to it than that. So, can you talk a bit about that and why your products are cut above?

[0:21:05.9] DG: Well yeah, so the biggest because this has been a challenge for me at grocery stores or buyers or whatever. I mean our seasonings cover, you know our paleo powder pink covers like the keto diet, paleo diet, higher mineral salt. Higher mineral salt has a sodium base in it. We have a salt free for heart disease and heart, diabetics or people who are watching their sodium intake. We have an autoimmune blend that has nightshade free, pepper free.

And then we have a low FODMAP one that has no onion or garlic in it. The purpose behind it was so that somebody that has IBS or suffers follows the FODMAP protocol or the autoimmune protocol was to be able to give them with everything else that's changing around them. With everything else that is going on in their life, if they are married, if they have kids or they have a job or two jobs that they are able to just grab one bottle of seasoning that fit their profile, their lifestyle.

And to be at jumping off point, right? And most of the seasonings you find on the shelf, they are getting cleaner I mean I think that's one, you know you got us and I'll even do a plug with Primal

Palate because they are an awesome brand as well. So, we complement each other. The season we use are non-radiated, so a lot of the herbs out there are heat with radiation to kill the bugs and the micro bugs that are in them. You know the anti-caking agents, if your seasoning gets clumped up especially if you are having something that is clean, just shake it.

That is all you got to do, keep it in a cool dark dry place, like your cupboard but if it clumps up shake it. The seasoning will last about three years. There is no sugar. A lot of seasonings from the big boys to down I mean the second, third, fourth ingredient is sugar. Even in organic seasonings sugar cane is the third ingredient. It is organic, but it is still sugar. So, I don't want to say it but you know we use high quality ingredients, but I think the main thing that we focus on is if we can help somebody that has an autoimmune disorder or IBS or a FODMAPper.

Or just trying to eat paleo or keto and they are coming from a world of fast food or premade meals, they just buy our bottle once and they go through it and they learn how to cook and they learn how to do stuff and then they want to be on their own and do their own flavors because they know what the restrictions are and I think we have actually helped somebody. That is our focus. I mean we would love for people to buy us every month and use us in all the meals they're cooking.

But we know that people want to have different flavors for tacos or different flavors for steak, which is perfectly right. Where we try to fit in, we try to fit with clean ingredients, again staying away from sugars, spoon fillers, anti-caking agents, MSG, flavor enhancers and really focus on people with dietary needs to help them with the jumping off point to make their adding flavor to their food easy and simple and then if we can help them stick to their program for an extra day, an extra week, an extra month then here at Paleo Powder we felt that we have helped somebody move the pendulum forward.

[0:24:05.6] AVH: Right, you mention the barbecue competitions. Do you have a background in food and cooking and food preparation? Was this when you decide to start to actually packaging and making these spices and selling them was there a huge learning curve for you or were you already in that world a little bit?

[0:24:22.4] DG: No, so like I said again, I am just the average Joe. I grew up in a small town, I learn how to barbecue from my grandpa. There is actually two other seasoning companies or three other seasoning companies here in my hometown so.

[0:24:35.3] AVH: Well I mean it is Texas, right?

[0:24:36.8] DG: Yeah so, I mean seasoning especially barbecue seasoning and barbecue in Texas is I will say it is engrained into you, but yeah, like I said I've been football in college. As soon as I got out of college, I was a financial adviser. I am competitive and so anybody who has done any competition, it can be anime, it can be CrossFit, it can be dominoes, it can be cards, it could be debate, barbecue competition, it is a competition and if you are a competitor, you are going to go and fail and learn and become more successful.

I mean my barbecue journey had taken us – we cooked all the way from our little town up to Kansas as the American Royal which is in Kansas City which is the largest. If anybody watches food network and all the barbecue competitions on TV. We cooked at that competition and we came in top half out of 486 teams from across the world. So, it is just being a competitor and trying to always improve and I don't really know if that matters what you're in.

If that is barbecue competitions or seasoning business or financial adviser or a stay at home mom or working out or whatever. It is just that if you have any competitiveness in you, you figure out as you go and improve. So that is that, yeah. I guess I was an average Joe. I am not a chef, I didn't have any background, culinary background. It was all learning and just again sticking to the core of how do we make something taste good? How do make it fit people's diets.

There is a white space, there is a void that grocery stores not offering to autoimmune people at the time, grocery stores weren't offering anything to IBS or FODMAP or anything paleo on the shelf was typically a bar. We wanted to focus on if you are buying your seasoning that means you are buying meats. That means you are buying veggies. That means you are cooking your meals. So hopefully if we can again turn people to, more people who use our seasoning it means that is more. Or any type of seasoning it means that they are cooking more of their meals which is hopefully getting them closer to their goal than buying something from a fast food chain.

[0:26:33.9] AVH: It seem like a lot of successful companies were created as a result of just developing something that the individual needed like they saw that they were missing something personally. So, they created it and figured, “hey if I need this then somebody else does too.” It seems to be kind of a good plan of attack a lot of the time. What was the testing process for you? So, you are developing you’ve got a small range of spices now that are specific as you said to like AIP and different kind of requirements. What was the process of developing those?

Was it like just researching? Like, hey here is the FODMAP that people need, here is what AIP people need and just taste testing and going through the process that way?

[0:27:14.8] DG: Yeah, the short answer is eggs.

[0:27:19.9] AVH: If it tastes good on an egg.

[0:27:21.0] DG: Yeah, if it tastes good on an egg that is our guinea pig, right? I think it is hard and I’ve listened to a couple of your podcasts with entrepreneurs, I think it is really hard to get true, honest feedback from people because people don’t want to hurt your feelings and you want honest feedback because I mean, I don’t eat FODMAP. I don’t have an IBS problem, but when I’d only really tasted those seasoning when I needed to cook it or try to make it.

So, I don’t care if it tastes good. I need somebody that is eating that way, has already have those things ticking out of their life to say, “hey does this fit your palate right now?” and it was kind of hard. So everything we used is basically just off of eggs. Like I said we use *the paleo mom’s* website. You know we work with Sarah, we were able to kind of see here is our limitations or here is our playground of what’s qualified or what is appropriate for autoimmune protocol and went from there.

And then with FODMAP, same thing, you know use the multiple FODMAP websites, but again, went there to see what those requirements are, what restrictions where, what was allowed, what’s not allowed. At the end of the day came up with three different recipes, mixed it with eggs, they’re scrambled eggs mix them with the same amount of seasoning and my wife and I

would just put a plate in front of us and we would take a bite out of each plate and look at each other.

And she would write down the one that she liked, I would write down which one I liked and that is pretty much how the RND process went.

[0:28:55.3] AVH: I like it. I like to be in the next round of scrambled egg taste testing because I am into that.

[0:29:00.8] DG: Well coating mix is a little cooler because we are doing steak, we are buying rib-eye and cut it up into strips. So, I am using air fryer to do a rib eye steak fingers. That is a lot better than eggs.

[0:29:16.4] AVH: I just brought an air fryer and I am in love with it.

[0:29:19.0] DG: Nice. Yes, I would definitely have to get you some samples for RND purposes.

[0:29:24.7] AVH: Yeah, I am very excited. You know I am purely work purposes not you know?

[0:29:28.6] DG: Yeah, work purpose.

[0:29:29.7] AVH: Yeah, what is the most popular product right now?

[0:29:32.1] DG: Our Paleo Powder Pink is our most popular because I think that's what most people – they don't have restriction, a majority don't have restrictions to onion, garlic, nightshade, salt. But the two that are right on the sales is Salt 3 and AIP. So, when I have gotten back from store data is that salt free especially at Whole Foods and we sell our number one seller at Whole Foods is the herb salt free and I don't know this because people are –

Because one of our partners that helps us, she likes the salt free because they cook on a salt block and so I personally don't, but they do. So, I don't know how many people out there actually salt blocks to cook with but that would make perfect sense to say, "hey I am going to control my sodium or control myself through the block and not adding it." So anyway, it is about

being the salt free is moving rally fast in the AIP. Again, that is one out of five Americans suffer from autoimmune disease of some kind.

And that is attack on the proteins; there are so many different things I think just as people are educated about what autoimmune means and not to extend the podcast, but I listened to all your podcast with the Bonafide Provisions and I was literary at the bank this morning talking to one of my friends and she said her grandson, he is 12 months old, 11 months old and he's had sinus infections and ear infections forever, right? And as soon as she said that I'm like, "you got to look at Bonafide Provisions."

"Your gut is at the center of all that stuff, you've got to look at bone broth. You've got to do research" and again, coming from a town of 5,000 people you know nothing against my town or community. I love my town; I love my community but you know healing the gut through food in my town is kind of hokey-pokey.

[0:31:20.0] AVH: Yeah, still not intuitive to a lot of people.

[0:31:22.5] DG: But I mean hopefully I can walk around at 50 plus pounds, 60 pounds lighter than I was and when I talk and when I say something, hopefully people can look at me and be like, "oh he is lost to almost a plate and a half," you know? Yeah, I mean I might listen to what he says and I am not asking him to listen to me. I am like, "ey go check out *the paleo mom*" right? Go check out FODMAP, Google FODMAP, go check out the keto diet, go check out bone broth, Google stuff.

I mean your gut is what makes your mood to everything. And I am not the expert to do that but I really truly believe that and so sorry, yeah, I mean listening to your podcast and listening to Bonafide Provisions, that story kicks my story's, but that I was able to take that and hopefully I impact her, you know? So anyways, sorry.

[0:32:13.0] AVH: No, I appreciate that story and there's no – all of these stories are good because what they are showing is that education is key and that also living by example can help a lot of people even more so than podcast trying to teach you and tell you what to do. You are living by example, you are telling your story and you're inspiring people and maybe giving

people some incentive or some encouragement to try to do some things that will make themselves feel better.

Or maybe make their family feel better and that is important that is the way to do it right? So yeah, I appreciate you taking the time to come and talk to us and tell us about your company and I guess one last question, you got these coatings coming out, that I am very excited about but are you always kind of an RND for like the next spice or are you happy with the size of the company right now?

[0:32:58.7] DG: So, we try to focus – the short answer is yes and no. We are happy with where we're at because like I said earlier about another company, I mean I feel like we fit a certain market and we want to stick with our core which is convenience, diet specific, you know we want to be the – we want to make it easier on somebody, right? In our world having one bottle of seasoning in your counter is the perfect world because it is our world, right?

But like I said, as people grow and evolve, there are other companies and I can give Primal Palate a plug because they are a great seasoning, they have multiple AIP blends. So, if you are using ours because they don't have an all-purpose. We have an all-purpose, they have different autoimmune protocol ones that fit and our two companies can work hand in hand and we don't need to attack each other. We don't need to duplicate what they are doing.

You know I think about us is a team or whatever even though we are two different companies. Our focus is just one bottle of convenience and if we fit in your life for as long or as short as we do that's great but there are other people out there who specialize in that. You know Foddy and FODMAPped or another company that have FODMAP taco seasoning or FODMAP steaks using your FODMAP fit. So, you know I am plugging other companies, but that is just the evolution.

[0:34:11.2] AVH: There is room in our cupboards for all good companies. Like I got a lot of different because sometimes you feel a different spice on your scrambled eggs, right?

[0:34:19.6] DG: Exactly.

[0:34:21.0] AVH: You need to have a space for it as long as they are good quality and they are healthy and they are transparent companies who are trying to do good things which I think both you and Primal Palate are both great examples of that and I know that you guys also were kind enough to set up a discount code for our listeners. Do you have that right off the bat? I think I have it here actually, it was code "paleo mag" for 25% off.

[0:34:42.2] DG: Yeah, paleo mag 25% off your entire order at paleopowderseasoning.com yeah.

[0:34:48.0] AVH: Yeah, our listeners need to take advantage of that because you got some good stuff and so when you said you are going to launch the new products at Paleo f(x) will they officially be on your website, any earlier than that? Do you have a date you can give our listeners?

[0:35:00.9] DG: Our goal is to have product on the website by April 1st. It could be sooner, but if you go to our website and sign up for our email list, I mean I know every website does that. We don't send out a ton of emails. When we do send out, we try to be as valuable as we can and have good insight, but we will send out an email as soon as this is up on our website and as soon as it is up on Amazon because it is going to be on both platforms.

Hopefully by April 1st, we will email everybody out. It would be on our Instagram. It would be on Facebook, we are excited about it but yeah, we feel like this is our next step to help grow Paleo Powder as a brand, but we feel like the coating mixes was again another category that doesn't have a grain free option per say in this. You got breadings, you got bread crumbs, you got panko, you got that stuff, but it is not grain free.

So, I feel like we'll be able to come make some noise with the grain free product that has flavor in it plus the coating mix just like a chicken tender you buy from wherever that is fried and floured or an onion, we are actually going to play with onion rings tonight. So stuff like that, we will let everybody know, but April 1st and then if you go to Paleo f(x) we will have some smoking deals on them because we want people to get to try it and we are actually at Paleo f(x) each day.

We are going to do from about noon to one, we are going to do tasting stuff. So, if you want to just come by, if you don't want to buy it and you just want to sample it, we're going to have a lot of vegetarian or vegan option and we will have a meat option just to sample taste and get your feedback right there.

[0:36:30.2] AVH: Awesome, life is too short to have a plain chicken breast so thank you for your service. All right, so paleopowderseasoning.com and where can folks follow you on social media?

[0:36:39.0] DG: @paleopowder on Instagram, Paleo Powder on Facebook, @paleopowder on Twitter.

[0:36:44.7] AVH: Awesome, easy enough. Thanks Dustin.

[0:36:46.4] DG: Thank you, I appreciate your time.

[END OF INTERVIEW]

[0:36:52.7] AVH: All right, that is it for this week. Thank you for listening, I appreciate you being here as always and supporting the show. Thanks again to our show sponsor, Jones Dairy Farm. They offer delicious high-quality meats, hormone-free with no gluten, preservatives, fillers or anything gross. Just delicious breakfast meats that you can enjoy with your eggs every morning or for lunch or for dinner. I am not going to judge you. They are doing important work. So, check them out at jonesdairyfarm.com/paleo and give their stuff a try.

And join me next week, I am having a super fun episode actually. It is not so much of an interview. It is more of Q&A conversation and I brought on a very awesome smart knowledgeable friend of mine to help me answer some of those questions that were sent to us on social media. Her name is Beth Lipton and she is a recipe developer. She is a health writer. She and I are like two peas in a pod because we are just obsessed with food, but also being healthy and healthy food, but also sweets. So anyway, we have a good time.

So, she and I get together to answer some of your questions about paleo eating and autoimmune issues and shopping and resources and all kinds of stuff. So, it was really, really fun and I hope you join me next week to listen and learn. Thanks, and have a great week.

[OUTRO]

[0:38:05.8] AV: The intro music for Paleo Magazine Radio is a song called Stronger performed by Alter Ego and I hope you love it.

[END]