



THE WHOLE30[®]

The 30-DAY Guide to TOTAL HEALTH and FOOD FREEDOM

From the best-selling authors of *IT STARTS WITH FOOD*

Melissa Hartwig and Dallas Hartwig





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FOR ATTICUS STONE
You are the whole world.



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the 30-day guide
to total health
and food freedom

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preface

The most often-quoted line in the entire Whole30 program is this one:

“It is not hard. Don’t you dare tell us this is hard. Quitting heroin is hard. Beating cancer is hard. Drinking your coffee black. Is. Not. Hard.”

Since we created the Whole30 in April 2009, thousands of people have told us that this line is what finally motivated them to start the program and change their lives. If you’re the kind of person who responds well to tough love (for which the Whole30 is famous), this line was written for you. It’s a well-meaning kick in the pants to put this challenge into perspective, retire your excuses, and start owning the changes you want to make in your life.

This is not hard. You’ve done way harder things. You can do this. It’s just one month.

We’ll always leave that line untouched, because it speaks to where we were when we created the Whole30, and the many people that message has inspired. Now, we want to share something else.

We know this is hard.

It may not be as physically challenging as birthing a baby or as emotionally draining as the death of a loved one, but changing the way you think about food is hard.

Our relationship with food is an emotional one. Food is our comfort, our reward, a trusted friend, a mother's love. You've got food habits, traditions, and associations that go back to childhood. You can't imagine how you would live (happily) without certain foods in your life. And we are asking you to give up those foods for an entire month.

Yes, the idea is threatening. Scary. Downright paralyzing. How will you celebrate, manage your stress, deal with a tough day at the office, bond with your family, enjoy life without cake, chocolate, wine, or bread?

We're not even going to *mention* cheese right now.

If the Whole30 was just another diet, a short-term quick fix, or a 30-day test of willpower, it would be easier. You can do anything for 30 days, and believing you could return to your old habits and foods a few pounds lighter when the month was over would make temporary restriction easier.

But the Whole30 is not a diet. It's not a quick fix. It's not even a weight-loss program. The Whole30 is designed to change your life. It's a monumental transformation in how you think about food, your body, your life, and what you want out of the time you have left on this earth. It's so much bigger than just food. It's a paradigm shift the likes of which you may only experience a few times in your whole life.

Big changes like that are always hard.

So we need you to know that we understand. In fact, that's exactly why we wrote this book. Because we know the Whole30 can be challenging, and we want you to be successful. We want to teach you as much as we can in the next 30 days so that you will succeed in changing your life.

It starts with food.

Improving your sleep, energy levels, mood, attention span, body composition, motivation, self-confidence, self-efficacy, and quality of life starts by changing the food you put on your plate. Yes, the Whole30 eliminates cravings, corrects hormonal imbalances, fixes digestive issues, improves medical conditions, and strengthens the immune system.

But the program will do so much more than you are expecting it will do. We know that, because we've seen it happen with thousands of people. What starts off as a "diet" somehow expands into other areas of your life, areas you didn't even know could be improved simply by eating good food. The next 30 days will initiate a healthy chain reaction throughout your entire life, imparting a sense of control, freedom, stability, and confidence that will inspire you to take on other personal development goals, big and small.

You'll feel better, so you'll want to do more. Which makes you feel even better, and want to do even more. It's the exact opposite of the cycle you've been stuck in—feel bad, eat junk food, feel even worse, eat even more junk food. We carefully designed the Whole30 to jump-start new, healthy habits, and keep you moving forward in a positive way more consistently

and sustainably than any quick-fix weight-loss diet ever could.

So we know how powerful this program is, but we also know how hard it can be, which is why we wanted to give you more than just our rules and some recipes. We've created a comprehensive quick-reference guide so that we can be with you every step of the way through the next 30 days. *The Whole30* is the accumulation of more than five years of experience with hundreds of thousands of Whole30 participants, several focus groups, and dozens of community surveys.

IT STARTS WITH FOOD.

Our first book, *It Starts With Food*, shares the behind-the-scenes of our general nutrition recommendations—the science behind our plan, and the background of the Whole30. We highly recommend you read it before tackling the program, especially if you're the kind of person who likes to know why you're doing what you're doing, happily geeks out on the science-y stuff, or needs a little more convincing that we really do have a solid basis for our guidelines.

We know what you'll need to be successful.

And we're giving it all to you here, because we want nothing more than to have you experience the miraculous

results that so many Whole30 participants have reported to us.

Part 1 of *The Whole30* explains the what, why, and how of the program. We'll detail the Whole30 rules and recommendations, fully prepare you for your 30-day journey, preview a typical program day by day, and walk you through a sample reintroduction schedule.

Part 2: Everything You Need to Know is the most extensive Whole30 FAQ ever compiled.

Seriously.

This is where we pulled out all the stops, combing our website comments, forum, social media posts, and emails to make sure we included all the answers to all the questions ever asked (we hope), and as much advice as we could possibly cull together from our team and experts in our community. We'll talk about what you can and can't eat, drink, and supplement with; how much to eat (not in the way you'd think, though); how to grocery shop; successfully navigating dining out and travel; managing cravings, stress, and the scale; adapting the program for special populations; troubleshooting your Whole30; and for the first time anywhere in print, our complete guide to Whole30 reintroduction.

There is so much good stuff in Part 2 . . . but there's still more to come.

Part 3: Whole30 Kitchen Basics will help you get your kitchen in order and teach you the cooking skills you'll need

for the next 30 days. We knew we needed to include this, because cooking can be one of the most intimidating parts of the Whole30—even scarier than the idea of giving up cheese.

The lesson we hope to teach you here, however, is that you don't have to make complicated meals with fancy ingredients. You just need to know how to prepare and cook the tasty basics, which we'll lay out for you in enough detail to get even the "I can barely boil water" people feeling kitchen-competent. In fact, you could cook your way through the entire Whole30 right here in this section, making what we call "ingredient meals"—delicious, tasty, varied meals that require no recipe, just healthy, fresh ingredients and the proper cooking techniques.

Eventually, however, you're bound to start feeling kitchen-frisky. Which brings us to Part 4.

Part 4: Recipes is the main attraction, so step right up and feast your eyes on all of this gorgeous food you could be eating for the next 30 days. Culinary Institute of America-trained chef Richard Bradford has created more than one hundred recipes in ten different categories, ranging from super-simple to slightly more involved (but still totally accessible). He doesn't use any hard-to-find specialty ingredients, and he doesn't require any exotic kitchen equipment—in fact, we'll give you a list of exactly what you'll need to cook your way through this book starting [here](#).

The best part is that every one of these recipes—even the super-simple ones—are alive with flavor. He's hit the food

trifecta here: recipes using simple ingredients that are easy to prepare and incredibly tasty. Don't be fooled by the short list of ingredients or the simple spices; the deliciousness of Part 4 will sneak up on you, you'll see.

Oh . . . and yes, we give you a meal plan. We knew you were going to ask that. It's [here](#). Of course, it may not look like you expect it to look, but we'll explain.

Finally, in the [Appendix](#), we'll give you a comprehensive list of Whole30 resources: where to find more inspiration for sourcing, preparing, and cooking Good Food; where to go if you need Whole30 help; how to connect with us throughout your Whole30 journey; and more.

Now, as you prepare to embark upon your Whole30 journey, we want you to know that we're with you, every step of the way. So before we begin, allow us to rewrite our famous "this is not hard" section, just for you:

It will be hard. You will not be perfect. Don't even try to be perfect. No one is judging, no one is keeping score, and there are no penalties for admitting that this is hard, you are struggling, and you need help. Be patient with yourself, because real change takes time. Be kind to yourself, and celebrate even the smallest of victories, because a series of small victories is all it takes to change your life. Finally, know that it's not 30 days—it's one day. One meal. One bite. Do this one bite at a time if you have to, because it's for the most important and worthwhile cause on earth—you.

Welcome to the Whole30.

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