

# THE WHIPPLE WAY



Walk off the pounds, add years to your life,  
and gain new levels of fitness

[www.FitnessFromScience.com](http://www.FitnessFromScience.com) | Bruce Whipple

## How To Get To Your Healthy Weight Fast!

Let me ask you a question. How long do you want to live?

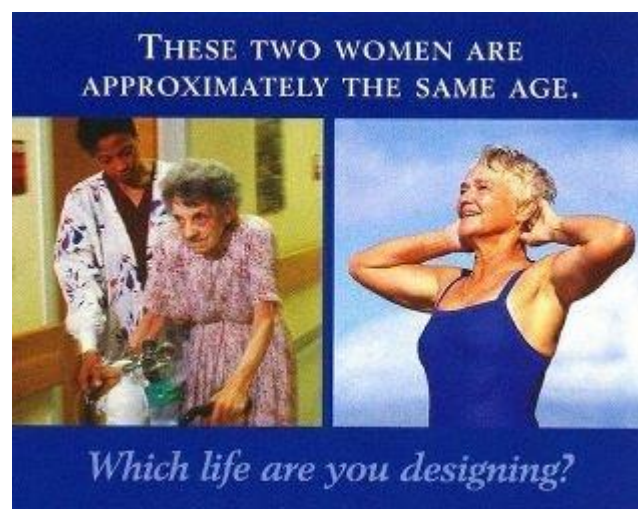
I know that sounds like a question that has a pretty obvious answer. Namely, as long as possible, right? Well maybe not. Let me tell you about a conversation I had with a very good friend the other day.

We were catching up, he has been a friend since college, and I was telling him about writing this report. He asked me what it was about and I told him it was about what to eat to lose weight quickly but it was based on the way the healthiest and longest living people in the world eat. He said he had a discussion with his wife recently and she said she had no desire to live long as she looked at her bedridden father and mother.

That kinda threw me for a loop...

Probably just like you, I don't picture myself bedridden in my later years. I explained to him that this report was about what people do to be active as they age. I bet that is your goal also.

But it got me to thinking that my friend's wife has a point. How we age is important. If you look at these two women, who are just about the same age, their situations are very different.



Which woman you want to age like I'm sure is obvious.

So what do you need to do to live like the healthiest and longest living people in the world? And how do you achieve your healthy weight fast and maintain

it? Well grab a cup of tea or beverage of your choice, sit back and read on. And you'll learn exactly that.

First, hello and thanks for downloading this report. I'm Bruce Whipple and I've spent more than a decade working with doctors and nutritionists to learn what works and what doesn't to eat like the healthiest and longest living people in the world. But enough about me. You want to know how to eat right to lose weight fast and to do it healthy!

This report has one purpose and one purpose only. And that purpose is to show you what the longest living people in the world eat and how quickly eating the way they do will get you to your healthy weight. But talk is cheap, so I'm going to give you a roadmap map and action plan you can follow for two weeks and let you judge the results for yourself! First we need to build the foundation!

Do you think we can learn something from the people who live the longest in the world? And what do the people who live beyond 100 years old eat? That is what The Whipple Way is all about. The Whipple Way is really going to let you know what to eat, what eating a healthy diet will do for you and why changing your diet is often so hard. Oh yeah, I knew I forgot something....and how to lose more weight, faster and without starving yourself than you would have thought possible. So let's get started.

I wrote this report for you because I bet you're a lot like me and have struggled to find a way to lose weight and keep it off.

### What Is The Whipple Way?

The Whipple Way can be summed up in one phrase: "Eat Clean to Get and Stay Lean." It's a simple, effective nutritional plan that works with a minimal exercise regimen. I designed the Whipple Way to help people 50 and older lose up to 5 pounds in the first week and then 1-2 pounds every week thereafter until they reach their goal weight.

Several years ago I travelled to Japan and was amazed at what I saw. The Japanese people I spent time with were noticeably younger looking for their age, thinner than what we're used to seeing in the United States and they ate very differently than we do in America.



How's that you ask? If we look at the Okinawans of Japan. There's a lot of things we can learn. First, the women living in Okinawa are the longest living women in the world! This island was often been referred to as the land of the immortals and for good reason. Okinawans have far less heart disease, cancer, hypertension and Alzheimer's disease than we have in America.

I've always said 80% of health is in what we eat; so what do Okinawans eat?

They eat several meals a day in small bowls. Small bowls doesn't sound like it's anything special, right? Well let's think again. A study at Cornell University showed that just by changing the size of the plate (from a large 12" plate to a smaller 10" plate) people ate 28% more on a large plate versus a smaller sized plate.

Why do you think that is? Do you remember what your parents told you as a kid? If you're like me they told us to "clean our plates" usually followed by a reminder that there were starving children somewhere in the world. I never understood how finishing my food would help starving children in Africa but Mom told me to clean my plate and that's what I did. Most people still clean their plate. So let's use a smaller plate or the small bowls used in Okinawa.

The "Whipple Way" I've put together has its basis in the Okinawan diet (why not eat like the people who live the longest, right?) but it has been modified by me to include the best lessons learned from scientific studies. We'll get to the specifics of The Whipple Way before long but first let's learn a little more about the Okinawans diet.

### Lessons Learned

OK. So what do the Okinawans do? Let's look at what their diet looks like.

1. Lots of vegetables (they eat a lot of sweet potatoes rather than rice)
2. Lots of legumes (beans, peas and lentils but they eat mostly soy)
3. Moderate fish particularly near the coast
4. Hardly any meat and meat products
5. Hardly any dairy products
6. Moderate alcohol consumption

So if you boil that down their diet is low in calories with enough volume to be satisfying, rich in omega-3 fats, high in monounsaturated to saturated fat ratio and focused on low glycemic index carbohydrates.

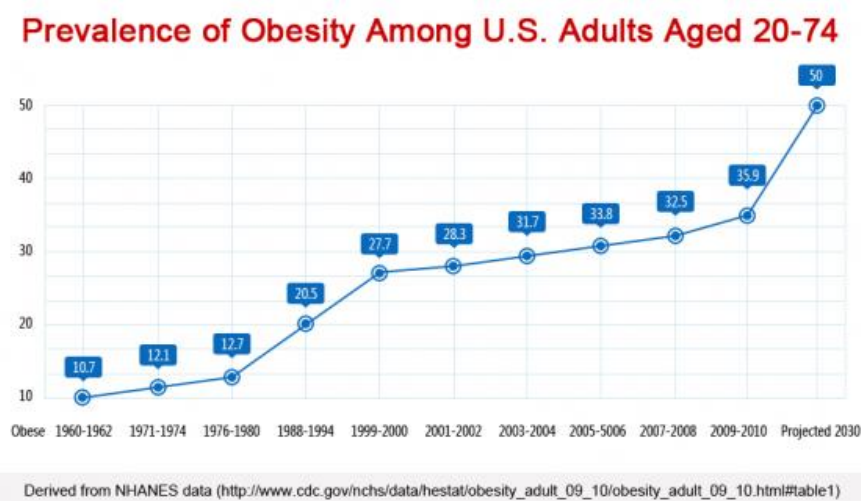
### Here We Go Again - Yo-Yo Dieting

Sure we've been on diets where we would lose weight but then a year later we'd step on the scale only to find that we weigh the same, or even more hideous, more than when we went on that diet a year ago. So we're frustrated and believe that while the testimonials we see are impressive somehow they don't apply to us. And why shouldn't we feel that way because each of those testimonials comes with the warning "results aren't typical".

If we stopped to think for a moment why would we ever work a program that at the outset you were being told it won't work for you essentially? Great question, right. Well, the answer is because we are desperate to find something, or anything, that might help us lose weight.

### America's Obesity Epidemic

We realize we're too fat and frustrated as hell. We start to think it must be us. And that's kinda true. But it's also true for almost 70% of Americans who are either overweight or obese. And that trend just keeps growing. Just take a look at this graph and you'll be sick to your stomach.



OK, the first thing that should freak us out is that this chart is for OBESITY only. If you add people that are overweight, but not YET obese, the numbers will pretty well double.

## What's My BMI?

So how much do we need to weigh to make it on this graph? Take me for instance. I am 6'3" and according to the BMI ([Body Mass Index](#)) calculator I should weigh no more than 199 pounds to achieve a BMI of 24.9 (the upper limit of a normal weight). I move into the lower limit of "Obese" at a BMI of 30 or a weight of 240 pounds. And remember 240 pounds is the lower limit. Click this [link](#) to see where you are if you like.

## Why Wasn't Obesity Always A Problem ?

But let's take a walk down memory lane. Back in 1960 only 10% of Americans were obese. So what happened? Well in large part super stimulating (salts, fats, sugars) foods happened.

Sit back and take in this next fact because it's mind blowing.

Here's a quiz. Ready?

There are only three species in the world that are obese.

Now take a guess at what those three species are.

You know what? That really wasn't fair because there are a ton of species in the world. So how about a hint? All three live in the same place. A house.

Does that help? What's your guess?

You're right. Humans, dogs and cats. That's it. Those are the only three species on the planet that have an obesity problem.

How about you and I take a look around nature.

- Do the birds out our window have a weight problem?
- Does that chipmunk on the rock wall look fat?
- Do the fish in the pond down the street look fat after you put on your polarized sunglasses and can see them?
- Does that crow up in the tree cackling away look like he's fat enough to break the limb?
- We could keep going but why. Because every answer is going to be the same. And the answer is. NO...they aren't fat.

## Why Is Obesity So Rare Except In People, Dogs & Cats?

Now the hard question. Do you know why only humans, cats and dogs are the only species with a weight problem? And do you know why Americans didn't have a weight problem in the 60's or before?

We might say people exercised more but that isn't really true. Think about your parents and grandparents. Were they going out for a morning run? Probably not. Sure they might have walked more and didn't sit in front of the TV or a computer as much as we do today but could that explain the epidemic rise in obesity? Not really.

At this point you're saying enough! What's the answer?

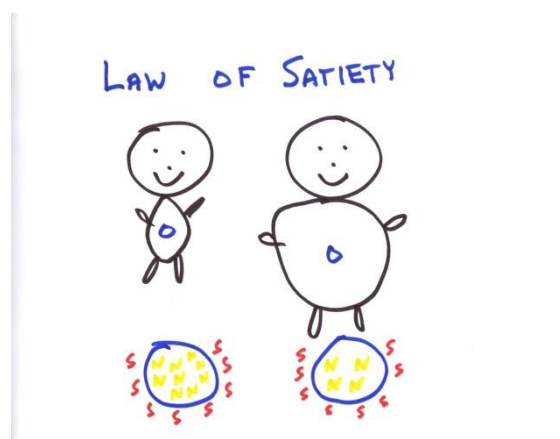
And the answer is pretty simple. Most people would answer we eat too much and exercise too little. But that's not really it. Super stimulating foods happened. Processed foods loaded with fats, sugars and salt.

But why would these foods make such a difference in our weight. Because those foods fool every instinct we have. How's that? Let's find out.

## The Law of Satiety And What It Means To You?

In nature there is a "Law of Satiety" I did a [video](#) explaining it but let me give you the highlights.

We all love cartoons so I'm going to use a couple.



Here we have a thin person and one with a weight problem. The person with the weight problem is functioning just like they should while the person who's thin is really the oddball. I know you're thinking...WHAT?

Hang on for a second before you think I'm nuts. Just like the animals in nature we have "stretch" and "nutrient" sensors in our stomach. See those "S"'s and "N"'s in our cartoon characters' stomachs? And when we eat, the "stretch" sensor says "I feel like I have a pretty full belly" and the "nutrient" sensor says "I feel like I got the right mix of nutrients" so...let's stop eating. That's why with food everywhere almost every species, except the three with a weight problem, don't have a weight problem because they stop eating when these two sensors say "enough".

### Enter The Standard American Diet

But the Standard American Diet isn't the way we were intended to eat. It's packed with really high fat, sugar, salt and calories and almost no whole food (not processed) plant based foods. Or like our parents would probably say "real food". Remember hearing "eat your vegetables". Yeah...I do and I bet you do too.

So when our two cartoon figures above eat their double cheeseburgers, large fries and a milkshake they get a ton of calories but not much "volume" and so the guy with the weight problem says "My belly doesn't feel full" and he eats a little more. Well, "a little more" if he's lucky. While our cartoon friend on the left who doesn't have a weight problem somehow has nutrient sensors that say "I don't feel totally full but I feel like I had enough". He's the freak. And if we stop and think, I bet you have a friend or two who eat "crap" all the time and never gain a pound. Right?

### A Few Potato Chips And YIKES – Look What Happens!

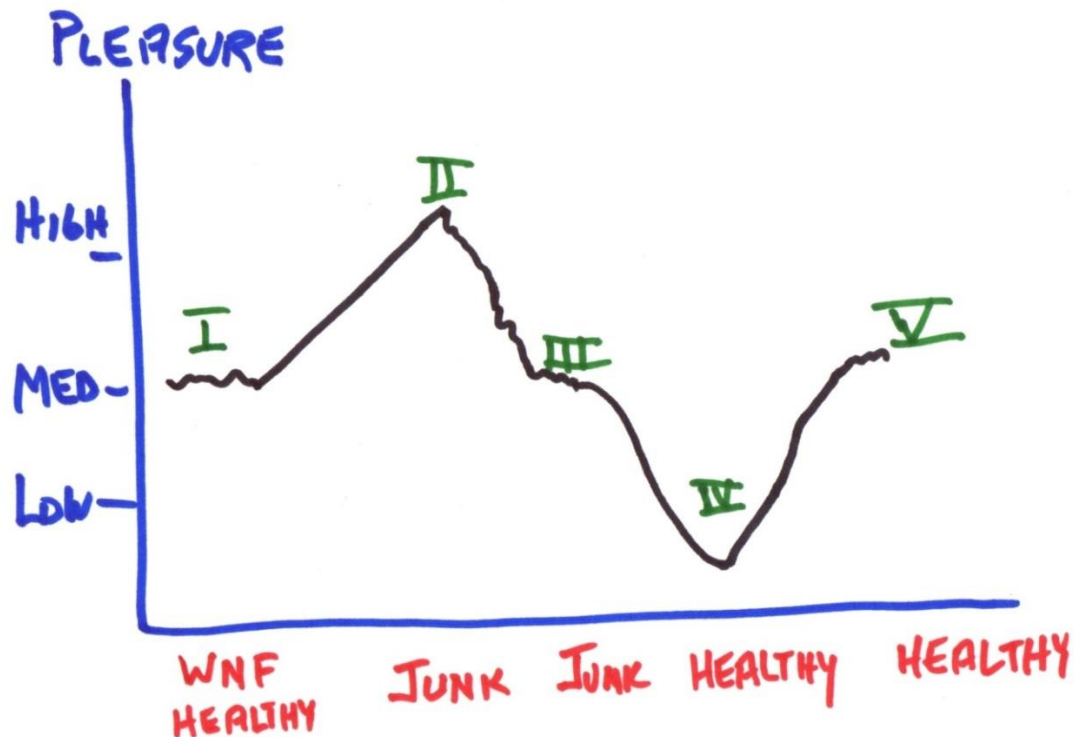
And it doesn't take too much of the Standard American Diet eating to generate a weight problem. In fact, let's take a second and do the math. A pound of fat is 4,068.7 calories...approximately (OK I know...4,068.7... really.. but I do have an engineering degree so please give me a break). So let's say we ate 11 to 13 potato chips four times a week. Not crazy, right? 11 to 13 potato chips are about an ounce and 160 calories. But add it up and that ounce of potato chips four times a week would be  $160 \text{ calories} * 4 \text{ days a week} * 52 \text{ weeks a year}$  or 33,280 calories. And since we know there are 4,068.7 calories in a pound that's  $33,280 \text{ calories} / 4,068.7 \text{ calories per pound}$  or 8.18 pounds. WOW...that's 8 pounds in one year we gained. See the problem? I bet we both do.



## The Pleasure Trap!

OK, so we know what the problem is but what the hell do we do about it?

In our heart of hearts we pretty much know what we shouldn't eat if we want to lose weight, right? So why is it so hard? Let's look at another cartoon.



If we look at the pleasure we get from food (Low, Medium, High) and the types of foods we eat (whole natural foods {WNF}, junk or healthy foods) the picture becomes clear.

We, and all animals in nature, were designed to eat whole natural foods and that food gives us a moderate amount of pleasure (Zone I). But when we eat "junk" foods, which have pretty well become what the majority of Americans eat, they are loaded with sugars, fats and salt. Your body gets a flood of dopamine (a neurotransmitter chemical that regulates pleasure) from these superfoods (Zone II).

We naturally adjust to a super stimuli. Remember going outside to play in the snow as a kid? What happened when you went back inside? Yup...you couldn't see until your eyes adjusted from that super stimulus of the white snow and sunlight. The same is true with junk food and your body lowers your pleasure to adjust and you slip into Zone III. Bummer, right?

### Detox!

So, if you decide you want to eat a healthier diet, guess what happens? For a while you slip into Zone IV because you're not eating those manufactured super dopamine producing foods. But the good news is Zone IV is temporary and after a few weeks you get back to a good, natural state in Zone V.

But I'm not going to lie to you. The simple truth is Zone IV isn't going to feel good just like any detox period. But it helps to know it's temporary and you'll be much happier and healthier on the other side of Zone IV.

### Rats And The Standard American Diet!

But let me take you back to Zone II for a minute. Studies have been done on laboratory rats that are fed normal foods and then bread and chocolate are introduced. The rats stop eating the normal foods and only eat the super pleasure generating bread and chocolate food (loaded with sugar, fat and salt) and do you know what happens? On average they gain 49% of their body weight in 60 days. Enough said right?

### The Motivational Triad!

So why is this important to understand? Really important! Because your brain is wired to do three things, seek pleasure, avoid pain and conserve energy better known as the motivational triad. That's why we instinctively move to the shade when we're hot and why the leopard goes after the young, slow or injured antelope that's the closest. So when you are in Zone II all your instincts are telling you that you're doing exactly what you should be doing. Makes sense and why Dr. Doug Lisle who presented this information in his book "The Pleasure Trap" named it that. Simply put when you eat wrong it feels right and when you eat right it feels wrong (in the beginning).

## How To Change?

So if you wanted to change what you're eating, assuming you are not eating a whole natural food diet already, here's what you can do.

First, just knowing Zone IV is temporary helps a ton. Yeah it may take a few weeks but you will feel better and be much healthier...not to mention probably a lot lighter as you get into Zone V. But to help you get through Zone IV more quickly there are a couple things you can do. More on that in a few minutes.

We all love experiments so what do you say we do one? Let's take the next two weeks and let the proof be in the pudding. Will you like eating a whole food plant based eating plan? I don't know. I do know if you do eat this way I can't think of one reason why you won't lose up to 10 pounds in the next 2 weeks assuming you'd like to lose some weight.

A lot of people who think about a whole food plant based eating plan have questions. And you know what tops that list of questions? Take a guess.

You're spot on... they say "I could never eat that way; where would I get my protein?" Fair enough. So let's talk about protein.

Is protein important? You betcha it is. Protein is critical to good health. But how much do we need? The Recommended Dietary Allowance (RDA) for protein is .8 grams per kilogram of body weight. But let's translate that to what your scale probably is set to, namely pounds. So .8 grams per kilogram is .37 grams per pound.

Let's make it easy. Just [click here](#) and use the online protein calculator (just put in your vitals and click protein and "submit"). But as an example a 5'6" 50 year old woman who's lightly active needs 51 grams of protein a day. As a reference 8 ounces of beef is about one cup and is 46 grams of protein.

So how could she get 51 grams of protein?

Well....she could eat the following?

One cup of soybeans is 68 grams of protein

One cup of lentils is 50 grams of protein

One cup of tofu is 40 grams of protein

So let's take a look at a sample day of a whole food plant based diet

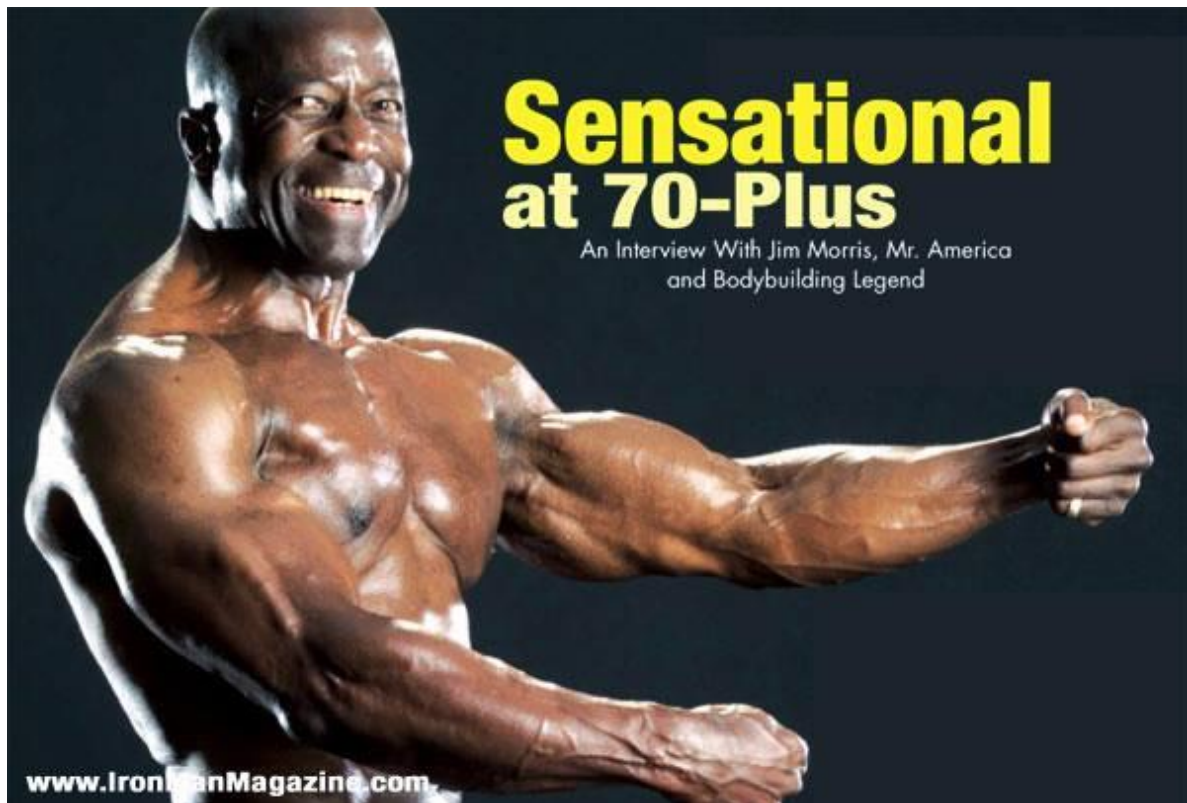
		Protein (grams)
<b>Breakfast:</b>	1 cup Oatmeal	6
	1 cup Soy Milk	7
<b>Lunch:</b>	2 slices Whole Wheat Bread	7
	1 cup Vegetarian Baked Beans	12
<b>Dinner:</b>	5 oz firm Tofu	12
	1 cup cooked Broccoli	4
	1 cup cooked Brown Rice	5
	2 Tbsp Almonds	4
<b>Snack:</b>	2 Tbsp Peanut Butter	8
	6 Crackers	2
TOTAL		67 grams

So we were looking for 51 grams of protein for our 50 year old 5'6" woman with with light activity and this pretty simple, quick meal plan for a day is 67 grams. And we haven't thrown in any snacks throughout the day yet.

So you can see getting enough protein isn't hard at all, right?

Yeah, that sounds all right but are there any athletes who eat a whole food plant based diet? Let's see.

Well, take a look at Jim Morris (over 70 and a long time vegan body builder). Before you keep reading take a second to reread that last sentence. Yes, the man in this photo is over 70 years old. WOW!



And a short list of world class athletes that eat a plant based whole food diet are.

- Martina Navratilova (Tennis - 59 grand slam victories and a record 9 Wimbledon championships)
- Dave Scott (Triathlete – tied for the most Ironman World championships)
- Carl Lewis (sprinter - 9 Olympic gold medals)
- Venus Williams (Tennis – multiple championships, two Olympic gold medals in the 2012 London Olympics )

So, any way we cut it, we know we can get enough protein. That's not a problem.

The next thing you often hear is that I don't have time to cut up all these vegetables and do all this cooking. So, how about for this two week "experiment" we say each meal has to be able to be cooked in ten minutes or less start to finish?

I'll give you a 14 day plan that follows the ten minute rule a little later but first we have to do a little housekeeping.



## Setting Up Your Experiment

Let's set up your laboratory for your two week experiment. Heck, we can do almost anything for two weeks!

It's time to clean up your laboratory. The first thing you want to do is clean out your fridge and pantry of those things that will call to you late in the evening, usually, saying "come eat me". I'd encourage you to pitch them out but since this is an experiment and you don't know if it will work for you at least make them harder to get to. OK?

How can you do that? Well you could go to the pantry and grab the chips, cookies or whatever we're not going to eat and put them in a box and put that box out of sight; like in the basement. That's not as good as pitching it out but it will force you to have to work to get to it which gives you a chance to think whether you really want it.

Do the same in the fridge and freezer. If you don't want to throw out the things in your fridge you could tape a *post it* note on that bottle of soda. Something like "This experiment is only 2 weeks and you are losing weight. Have some water instead, please".

I know from my experience that "bits and bites", as my first nutritionist called them, can add up. I used to grab a handful of raisins or a scoop of peanut butter without thinking...and you'd be surprised how many calories you can add that way.

OK. So now we've gotten rid of those distractions. What's next?

Let say for the next two weeks we are not going to eat any fast food or those great tasting drinks at Starbuck's (If you grabbed a tasty Venti White Hot Chocolate for example you'd have a great tasting drink and 590 calories, 15 grams of saturated fats (75% of the daily RDA) and 78 grams of sugar. It does have 20 grams of protein though. Nobody's all bad, right?

So now we've gotten rid of the crap in the fridge and pantry and made the decision to skip fast foods. Since we're on a roll, let's also add processed foods to our two week "no zone". Processed foods are all those foods that we

normally stick in the microwave for 5 minutes and they are usually loaded with sodium. Are you still with me, AWESOME!

### So What The Hell Can I Eat?

In a nutshell you want to eat foods that are nutrient dense but not calorie dense.

A really general rule of thumb on calories is that one pound of the following have the calories listed.

- Vegetables – 100 calories per pound
- Fruits - 300 calories per pound
- Legumes - 600 calories per pound
- Animal products – 1,000 calories per pound
- Junk food – 2,300 calories per pound
- Nuts & seeds – 2,800 calories per pound
- Oils & fats – 4,000 calories per pound

Here's some help on what to eat and what not to eat.

You can eat as much as your stomach can hold of foods that are 300 calories per pound or less and not gain weight. These are most fruits and vegetables.

You can eat generous portions of foods that are between 300 and 800 calories per pound and still lose or maintain your weight, generally. These are starchy vegetables, whole grains and legumes. The bottom line is you can eat these foods freely (as long as they don't have added sugar, oil, fats, or salt) and lose weight. No calorie counting required!

Foods with a calorie density of 800 to 1,800 calories per pound should be eaten in very small amounts if weight loss and maintenance is the goal. These are baked goods like breads, bagels, crackers, and those dried fruits (regular fruit is fine).

Steer clear of foods over 1,800 calories per pound. They'll kill your weight loss! These are the junk foods, nuts, seeds, oils, solid fats (like butter). Let's drive this point home. A ¼ cup of peanut butter is 760 calories. Yikes!

Heck, I used to shovel in at least that amount with two generous scoops as I did a “drive by” of the pantry some nights.

### The Whipple Way

When I put together The Whipple Way I wanted to take the diet the longest living and healthiest people in the world eat (the Okinawans) and then improve that diet to include the latest scientific studies findings. To do that I included the addition of six servings of vegetables a day, no meat (to start), no added oils and low sodium.

You can have vegetables any way you like raw, steamed or boiled. Boiling or steaming vegetables really cuts down the volume so you aren’t chewing all day long. You’d be amazed how good a bowl of spinach tastes when boiled and drizzled with a good balsamic vinegar. At least I was amazed and pleasantly surprised. And there are tons of naturally flavored balsamic vinegars.

We are going to stick to foods and weight loss in this report but a couple of non food tips. I’d encourage you to “move” each day. The choice of that movement or exercise is up to you. If physical exercise is new to you and, after being cleared by your doctor, just start by walking briskly for something like 30 minutes each day. Easy enough, right?

It might be a little out there for you but why not add a short meditation to your two week experiment. If you’ve never meditated before, when you wake up just sit quietly in a dark room without much noise and concentrate on your breathing. You’ll see how tough this is at the beginning. When your mind wanders from your breathing, and it will, just think “wandering” and go back to your breath. That’s your anchor!

I would really encourage you to use a food log. [Here’s a template](#). In the attached 2 week eating plan I want to give you the power to structure a lot of your own meals. You know your tastes and likes better than I do.

So what should you do? OK. Let's get cracking!

- Print out the food log and each night write down your meals for the next day.
- Then look at your food log before you eat anything and think about if it is on your log. Taking this time will make eating conscious. I know this sounds weird but it's amazing what you can eat without even thinking about it.
- If you eat or drink something that's not on your food log just write it down. I wouldn't worry about quantity (except those really high calorie foods I mentioned earlier). This two week experiment is to eat from a list of foods and see what you're eating.
- Check your weight upon waking. Do it at the start, mid-week of each week and at the end of your two week experiment.
  - a. Celebrate your success and please share your experience with me at [my personal email](#)

A 24 hour water only diet (maybe from Saturday night to Sunday evening) will turn off the salt, fat and sugar receptors and whole natural foods will taste surprising good Sunday night. Whether you want to try this is up to you.

And, if you switch to a whole food plant based natural diet with no meat, dairy and oils you are going to love what the scale tells you. When I did this I lost 8 pounds my first week.

### Why The Whipple Way Diet?

I really hope this report helped you and shed some new light on what you might be eating instead of the Standard American Diet.

But you know what? I never told you why I named this report The Whipple Way.

Well I wanted to pick a diet that would give me the best shot at living to 100 and being healthy and active. So why not name it the way I am now eating...The Whipple Way!

And if you change your eating habits to get to a whole natural food, plant based diet your chances of living to 100 are greatly increased. And while I can't and won't tell you that you will live to be 100, I can tell you that if you eat this way your biometrics will move towards or into the zones they should. Weight, cholesterol, etc. etc. etc. will all get better and you know what. The results of eating this way ARE TYPICAL!

To Your Quantum Leap In Health!

Bruce Whipple





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and gain new levels of fitness

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## The Whipple Way Quick Start

Would you like to know exactly what to eat with step by step instructions for the next two weeks of your experiment?

I let a friend read this eating plan and would you like to know what he said? He said “ I read your eating plan and thought it was excellent!”. Well I liked hearing that. But then he went on to say “What I really liked is you told me exactly what to do. And I was shocked at how little the meals cost and how fast they were to prepare”. Since that’s what I was shooting for my focus group of one was a huge success!

I am hoping you have the same experience. I think you will. This is a pretty quick read so let’s get cracking and you will fly through this plan.

And, at the end of reading this, I am hoping you’ll hit the reply button and let me know if it hit the mark for you.

If you have made it here, you are well on your way to taking control of your nutrition and achieving your healthy weight quickly. So...



Now the fun part. Let’s answer the question of what you are going to eat over the next two weeks of this experiment.

First, let’s set our goals and ground rules for this experiment. OK?

When I thought about a two week plan I wanted to choose a plan that addressed most of the common concerns like...

- I don’t have the time to make this healthy stuff
- I am not a chef and don’t know how to cook
- It’ll cost too much
- Healthy food tastes lousy
- I need meat to get my nutrients

I have done tons of reading recipes and it's confusing as hell sometimes to pick the right ones. And if you find recipes you like you often need to spend a small fortune to get all the ingredients, tools etc. etc. etc. And then sometimes a recipe can take an hour to cook. So let's solve those problems.

Finally, I found Jeff Novick. His approach fit the goals I had and so I've included some of his tips and recipes along with some additions by me. So here's our two week plan.

This approach is a minimalist approach except for one thing. It's minimalist in the cost, number of ingredients and time from start to finish (10 minutes or less). However, it's not minimalist in nutrient density. These foods are super healthy and you will see that in how you feel and the weight you're able to shed.

### The Essentials!

So when we look at our foods, here are the *Ten Essentials*.

- A. Ten prepackaged foods (not processed foods) are the basis for this two week plan.
  1. Frozen vegetables – inexpensive, no prep work and no waste
  2. Frozen fruits (no sugar added variety) – berries, cherries, etc.
  3. Intact whole grains – Brown rice, basmati rice, quinoa, buckwheat, oats (Quaker quick oats or any organic variety) and Wheatena.
  4. Success Brown Rice – “boil in bag”...cooks fast in ten minutes.
  5. Whole Grain Pasta – Penne, fettuccine, etc... Brown rice pasta if you want gluten free.
  6. No added salt beans - Eden brands have no added salt and are ready to go (to avoid the soaking and cooking time)
    - 1) Black, pinto, kidney, garbanzo & red beans
  7. No salt added tomato products (whole, puree, paste etc.) Pomi is a great choice and close to “fresh from the garden” tasting.
  8. Dry fruits – used mostly as a sweetener
    - 1) Raisins (be careful they are pretty calorie dense and easy to overeat)
    - 2) Medjool dates
  9. Nuts & seeds – very calorie dense - use to add thickness – go easy
    - 1) Almond butter – no salt added
    - 2) Almonds etc.
    - 3) Tahini
  10. Spices – premixed choices cut down on the number you'll need like...
    - 1) Mrs. Dash – table blend
    - 2) Pumpkin pie spice
    - 3) Cajun mix

### Cooking Is Expensive!

Another common complaint is “Eating this way costs too much and takes too long”. The recipes that follow are about \$5 per day and take about ten minutes to make. From start to eating. As long as your water is boiling. WHAT! Yes, let’s say that again.

**The recipes that follow are about \$5 per day and take about ten minutes to make.**

### Your Cooking Gear!

When people think about cooking they often say “I can’t afford all those tools, utensils and fancy machines”. Fair enough. For a working kitchen you’ll need the following but for these recipes you can even skip the blender and food processor if you don’t have one.

- A can opener
- A couple of knives – mostly for cutting open boxes and frozen food bags
- A set of measuring cups and spoons – but you’ll see we won’t use these a lot
- A cooking spoon or ladle ....or a spurtle if you want both in one
- A blender ([Oster](#) is inexpensive)
- A small food processor
- A small pasta pot (a [Demark stainless steel 8 quart 4 piece multi cooker](#) costs around \$40)
- A small sauce pan with a lid (3 quart is fine)
- A sauté pan/skillet (12” or so is fine)

### Time For A Check-up

What do you say we do a pre experiment reality check?

Supports fast & safe weight loss - ✓  
Inexpensive - ✓  
Quick - ✓  
Easy Preparation - ✓  
No fancy cooking skills needed - ✓  
Limited number of ingredients to buy - ✓  
Healthy - ✓

We’re on a roll so let’s keep going.



## Two Week Plan

What do you say we figure out what you'd like to eat for the next 2 weeks?

I've given you six recipes. All can be ready to eat in about ten minutes including the prep time. They are all high in nutrient density but low in calories. Oh yeah...and very filling. Our goal is not to starve ourselves.

### What's A Food Log And How Do I Use It?

Let's give you the power to decide what you want to eat when. How that's...you ask? We're going to make it really easy just like the shopping, meal preparation and cooking time. Just [click here](#) to get your food log.

OK. Now that you have your food log look at the five recipes below and decide what meals you want when. Each recipe will serve two people generously (not portion control needed just eat until you are almost full) and then the leftovers will be perfect for lunch the next day. So there is no lunch cooking. You like this so far? What's not to like.

### What Ingredients Do I Need?

All these recipes consist of 5 basic ingredients and all meals can be cooked in around 5-10 minutes from start to end.

All are prepared in a large pasta "style" pot which will make plenty for everyone and enough for leftovers which, again, can also be lunch the next day.

Exact measuring and weighing isn't really important for these recipes. I'd encourage you to do a little tasting along the way for what you like. But don't worry, you'll have enough guidelines to follow if that makes you nervous at the start or you're new to cooking.

**We're going to use the items below as our main ingredients but each recipe will have what you need.**

- 1) Canned (or Aseptic Packaged) Tomatoes (whole and/or pureed), No Salt Added, 28 & 14 oz.
- 2) Canned Beans, No Salt Added (Eden Foods are my favorite and BPA free), 15 oz
- 3) Frozen Vegetables (individual and/or variety mixes without any of the sauce/spice packs)
- 4) Starchy Vegetables (brown rice, potato, sweet potato, barley, etc)
- 5) Spice/Seasoning

By changing the type of beans, type of vegetables, the type of starch and the seasoning, you can come up with different dishes. Everything is salt free and no salt added. If your taste buds don't like that sprinkle some (maybe 1/8 teaspoon) salt on top at the table before eating.



Quick quiz. Which has more salt a slice of bread or a serving of potato chips. Surprisingly, it is the bread because it is baked in rather than on top. Hence, the reason for sprinkling on salt if you need it. But I bet you won't need to.

### The Meals!

#### **Dish 1- Mexican Fiesta**

- 1) 1 can no salt added Puree tomatoes – 28 oz (or 1 can (14 oz) whole , 1 can (14oz) pureed)
- 2) 2 cans no salt added Pinto Beans (15 oz) ( or , 1 can black beans and 1 can Pinto beans)
- 3) Birdseye Frozen Pepper and Onion Mix (3 lb), and Frozen Corn (1/2 lb) (you might also add a small amount of green, leafy vegetables like a ¼ cup of frozen collard greens or greens of your choice)
- 4) Success Quick Cooking Brown Rice (1 large bag)
- 5) Mexican Spice Mix, or Hot Sauce

Cook the Success Quick Cooking Brown rice (boil in bag) in a separate pot of boiling water. Just drop the bag in the water. Don't cut it open.

While the brown rice is cooking, add all the other ingredients into a large pot and heat it over high heat, stirring occasionally. Just cut open the bags and cans and pour away. Use the full 3 pound bag of pepper onion mix, ¼ of the 2 pound bag of frozen corn and ½ cup from the bag of frozen collard greens. Put the unused frozen vegetables away in the freezer as everything is cooking.

When the rice is done (about ten minutes) cut the bag open and place the rice in a bowl.

Let's add a few spices to our cooking mixture of vegetables. Add the spices (Mexican Spice Mix or hot sauce – you can also add your own mixture like 2 cloves garlic or 1-2 teaspoons of garlic powder, 1-2 teaspoons of chili powder, 1 teaspoon of no-salt chipotle seasoning and no more than 1/8 teaspoon of cayenne pepper) just before taking the vegetables off the stove and stir them in. Experiment with the spices and taste the dish as you add and stir them in.

Serve on a generous bed of rice and top the rice with the beans, veggie and tomato mix. Enjoy!

#### **Dish 2 - Italian Pasta Primavera**

- 1) 1 can (28 oz) whole no salt added tomatoes
- 2) 1-2 cans no salt added Dark Red Kidney Beans (14 oz)
- 3) Frozen Broccoli, Cauliflower, Carrots- sometimes called a California blend (3 lbs total), you can also add ½ pound onions and if you like ¼- ½ cup frozen collard greens (or bok choy, spinach etc.)
- 4) Whole Grain Pasta (1 lb) – Penne or your choice of pasta
- 5) Italian Spice Mix, basil and garlic

Cook the pasta in separate pot.

While the pasta is cooking, put all the other ingredients into a large pot and heat. You can chop up the whole tomatoes in the pot if you like to make a chunky sauce. Add 1-2 teaspoons of the Italian Spice Mix, 1-2 teaspoons of basil with 1 teaspoon of minced garlic). Add all the frozen vegetables (California blend, ½ pound of frozen onions and greens) and the kidney beans. Cook over high heat stirring occasionally until hot.

When the pasta is done, drain, rinse, and then mix the pasta together with the tomato vegetable mix. Enjoy!

### **Dish 3 – Potato Cauliflower Curry Stew**

- 1) 1 can no salt added whole tomatoes (28 oz)
- 2) 1 can no salt added garbanzo beans (15 oz)
- 3) Frozen cauliflower (2 lb) , peas ( ½ lb), onions ( ¼ - ½ pound) and ¼ - ½ cup greens (your choice)
- 4) 2 large potatoes (I would also cook a bag of our boil in bag brown rice - see below – if you want something new you could try a quick cooking Basmati rice)
- 5) Salt Free Curry spice mix (maybe also some fresh ginger if you are up for it)

Microwave the potatoes (about 5-7 minutes) and when they are done, cut them into 1 inch pieces. (If you do not want to use a microwave, you can dice the potatoes into 1 inch pieces and cook them in the pot in just enough water to cover them. Either way, when the potatoes are done, put all the other ingredients in the pot. Why not try peeling some fresh ginger root and cut about two “pinkies” worth of diced ginger to put into the pot. Heat over high heat stirring occasionally. Add the seasonings. This can be served with brown rice. If you want rice, while the potatoes, beans, and frozen mix with the spices are cooking just boil some Success Brand Quick Cooking Brown Rice. Serve the mixture over the brown rice. Enjoy!

### **Dish 4 - New Orleans Vegetable Jambalaya**

- 1) 1 28oz can whole tomatoes (no salt added)
- 2) 1 can 14oz can red beans or kidney beans (no salt added)
- 3) 2-3 lbs frozen vegetables (about 1 pound each of frozen corn, carrots, zucchini, yellow squash in equal parts). For your greens just add ½ cup collards (traditional in New Orleans).
- 4) Success Quick Cooking Brown rice (1 large bag)
- 5) Louisiana Cajun Seasoning

Cook the brown rice (Success Quick Cooking).

While the rice is cooking, place the tomatoes (cut them up again while in the pot –usually quarter them), and the veggies in a pot and heat on high heat stirring occasionally. Add in 4 cloves of garlic (diced) or minced garlic, add 2 tsp of the Louisiana Cajun mix or if you prefer (1 bay leaf, ½ tsp thyme, 4 tsp paprika, ¼ tsp cayenne pepper). Heat over high heat stirring occasionally until hot.

When the rice is done, place the rice in a bowl and serve the tomato vegetable mix on top. Enjoy!

### **Dish 5 - Longevity Soup**

- 1) 1 can whole tomatoes (28 oz), or 1 can whole tomato (15 oz) and 1 can pureed (15 oz)
- 2) 2 cans of your favorite beans (kidney or garbanzo)
- 3) 3- 4 lbs of your favorite frozen veggies (often you can find a “soup mix”) plus 1 lb of frozen collards
- 4) Add about ½ the bag of boil in bag rice (opened this time obviously)
- 5) Add 1-2 tsp Mrs. Dash Table Blend (You can also add fresh ginger, garlic)

Place the tomatoes in a large pot. Add in 1 28 oz can of water. Then add in all other ingredients. Even the rice. Bring to a boil and then simmer 10 minutes. Add some more water if it isn't soupy enough for you. Enjoy!

### **Day 6 – Magical Miso Soup (courtesy of my friend Jennifer Fugo)**

- 2 inches dried wakame sea vegetables
- 5 cups water
- 6-7 shitake mushroom caps sliced thin
- 6 ounces extra firm tofu (diced into ½ to 1 inch cubes)
- 2 heaping tbsp. unpasteurized sweet white miso, diluted in a small amount of water
- 2-3 scallions, minced (use both white and green)

Crumble the wakame into the water, add the shitake mushrooms and tofu and bring to a boil. Cook 4-5 minutes. Turn off the flame, and add the diluted miso to the soup (miso is a thick paste that needs to be thinned before adding it to the soup; otherwise it remains a lump). Let the soup sit, covered, for 2-3 minutes. Garnish with scallions. Serves four. I often add some cooked brown rice to this soup as the stock is thin.

Depending on your family size double these recipes if you need to. So we have dinners and lunches covered. You can rearrange some of these for the second week and that way use up any left over ingredients.

I'd also add in some servings of vegetables and salads as you need to. Just watch the salad dressings. I never thought I would, but I really enjoy the flavored balsamic vinegars. They are often thicker than regular vinegar and you don't miss the oil at all.

### **Breakfast!**

Hey....what about breakfast? After all isn't it the healthiest meal of the day?

I almost always have oatmeal for breakfast. Just take ¼ cup quick oats (like Quaker or any brand of your choice), ½ cup water, 1 tbsp. raisins, or medjool date, 1 tbsp. flaxseed meal or chia seeds, ½ cup frozen mixed berries – but leave the frozen bag of berries in the fridge to thaw and your ½ cup of berries will have some juice as well. Mix all these ingredients in a sauce pan and cook for three minutes or so. Add some cinnamon or even better pumpkin pie spice mix on top in your bowl after you've scooped out what you want and that's it. You could add unsweetened almond milk if you like it thinner.

### You Made It!

OK. So there you have it. The basis for The Whipple Way, the psychology of weight loss, some sample eating plans and some tips on how to start your day.

The ball is in your hands now and I know if you follow this plan you'll be really happy with the results and food.

Keep in touch with your questions. I am an email away at [Bruce Whipple](mailto:Bruce.Whipple@fitnessfromscience.com). So please let me know how this is working for you and anything I can do to help.

To Your Quantum Leap In Health,

Bruce Whipple



p.s. – I am glad you've read the report and this meal plan. Thank you. I'd like to ask you for a small favor. Would you please, click on this link or if you printed this off go to your computer or phone and tell me what you thought of this information? Was it helpful? Is there anything else you would like to have seen in it? This is a "living document" so I will absolutely update it to fit your needs. My email address is [bruce.whipple@fitnessfromscience.com](mailto:bruce.whipple@fitnessfromscience.com) . Thanks again!