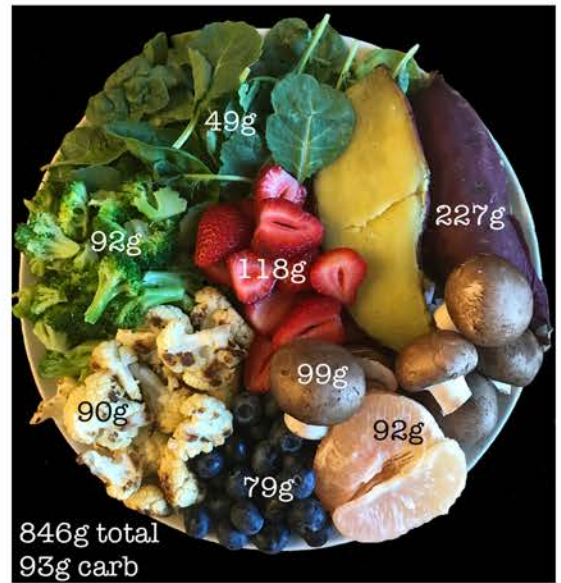


The #800gChallenge®

optimize^{me}
nutrition

THE CHALLENGE

- Eat a total of 800 grams (g) of fruits and/or vegetables a day.
- No foods are restricted during the challenge but only fruits and vegetables count towards the 800g total.
- Total calories (and macronutrient grams) are up to the individual based on their fruit and vegetable choices, as well as the other foods in their diet.
- Why 800g? It's a simplified metric to hit those recommended "servings" of fruits and veggies that are associated with better health.
- How much is 800g? 800g can fit on a standard dinner plate (see right). It is also approximately 6 cups (see below), and as many leafy greens as you want.



BENEFITS

-Preference Flexibility.

The user chooses the fruits and veggies they want: low-carb, all fruit, Paleo-perfect, whatever!

-Pushes Out Poorer Choices.

While "anything goes," the user has to make better choices to hit 800 total grams.

-Allows User for Optimization.

The user can optimize the tool by maximizing diversity in their choices or hitting their macros goals.

-Accepts Imperfection. Few people can adhere to a 100% perfect diet forever and it is questionable how necessary that is.

-Sustainable. Due to the flexibility, the lack of "no" foods, and the minimal tracking burden, applying the #800gChallenge® is a sustainable approach to healthy eating.

The #800gChallenge® in 6 cups



YES / NO FOODS

- Avocado: A fruit! Count it.
- Coconut: A fruit! Count it if you eat it as the fresh meat. Milks, juices, or flakes do not count.
- Corn: As in corn on the cob or whole kernels, count it! Corn derivatives (i.e., cornmeal, popcorn) do not count.
- Fermented/pickled foods (e.g., kimchi, weighed (relatively) drained, count. If the brine includes sugar, it does not count.
- French fries: **Commercially fried anything is out for the 800g total.** Cut up potatoes roasted at home are fair game.
- Grains (like quinoa and buckwheat) do not count.
- Legumes (beans) and peas: Except for peanuts, count them!
- Olives: A fruit! Count them.
- Nuts: Do not count towards your total.
- Tomato derivatives (e.g., salsa, tomato sauce): If the entire ingredient list is vegetables and spices, count it. Products that include water, oil, and/or sugar do not count.

THE FINE PRINT

-You must be able to weigh the food as a standalone or unprocessed item. It does not matter if the item is cooked, canned, frozen, or fresh.

-Dried fruits/vegetables and juices do not count towards the total.

-You cannot count fruits or vegetables in processed or packaged foods. Potatoes as potato chips, peas in a chicken pot pie, apples in an apple pie, do not count.

-You can count fruit and vegetables you weigh before making a recipe applied to the serving you consume (i.e., veggies in a chili, ingredients for blending in a smoothie).

-Canned items are ok if in water and/or spices only and weighed drained.

-Refuse (peels, cores, or skins) that are not consumed should not be included.

-The expectation is that you weigh and measure at home, work, etc. You can eyeball fruit and vegetable servings from restaurants. Use a restaurant's website nutrition information where available. Notes: leafy greens do not weigh much (~25g a cup) and most restaurant vegetable portions are ~75-85g.

-Do not worry about the oil contribution when weighing cooked items.



You can cheat any diet or system: when in doubt, do not count it.