

# The #800gChallenge®

optimize<sup>me</sup>  
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. For mixed fruit and veggies, it generally ends up being ~100g carbs and ~500 calories.
- 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 fits on a standard dinner plate. It is also approximately 6 cups and as many leafy greens as you want.



## BENEFITS

- 1) Preference Flexibility.** The user chooses the fruits and veggies they want: low-carb, all fruit, Paleo-perfect, whatever!
- 2) Pushes Out Poorer Choices.** While "anything goes," the user has to make better choices to hit 800 total grams.
- 3) Allows User for Optimization.** The user can optimize the tool by maximizing diversity in their choices or hitting their macros goals.
- 4) Accepts Imperfection.** Few people can adhere to a perfect diet forever and it is questionable how necessary that is.
- 5) 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 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 when you weigh it.
- **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 spices only and weighed drained.
- Refuse (peels, cores, etc.) that are not consumed cannot be included.
- The expectation is that you weigh and measure at home, work, etc. You can eyeball 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.

*It's healthy eating  
without the  
obsession.*

## 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

**Join the  
community!**



**@optimizemenutrition**