

Mark's Daily Apple

PRIMAL SHOPPING GUIDE

A Quick Reference Guide to Trusted Online
Vendors Selling Primal-Friendly Products



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FOR MORE PRIMAL FUN VISIT
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WHY A PRIMAL SHOPPING GUIDE IS NECESSARY

A constant refrain on Mark's Daily Apple is to eat local, eat fresh, and shop at farmers markets. While I maintain that this is the most reliable way to get the best, most nutritious food, it's not in the cards for everyone, nor are "local" options always enough. After all, what's a person to do in the dead of a Minnesota winter for local grass-fed beef? How am I supposed to get local coconut oil, living in Los Angeles, when coconuts don't grow here? Just because a food is neither local nor fresh doesn't preclude its importance - or even necessity - in a Primal lifestyle, which is why people need a dependable, reliable guide to online vendors selling Primal-friendly products.

There are a lot of people trying to cash in on the growing Primal/paleo/ancestral movement, and not all of them deserve your money. Instead of sifting through the endless options and trying to discern value yourself, you can use this eBook to point you in the right direction. My team and I have done our very best to vet each and every retailer in this eBook to ensure they meet the highest standards and provide value to those living a Primal lifestyle.

However, since we aren't omniscient and our priorities may not line up directly with all of yours, the responsibility of vetting a company ultimately falls to you. We've done a lot of legwork, though, and I think you'll find you're generally in good hands. For further reading on the subject, be sure to hop on over to Mark's Daily Apple to read the hundreds of articles available on how to choose the best [poultry](#), [chicken](#), [beef](#), [pork](#), [eggs](#), [olive oil](#), [chocolate](#), and tons of [other Primal foods](#).

We'll be updating this eBook periodically when new Primal shopping options become available. If you are a Mark's Daily Apple newsletter subscriber you can access the latest edition of this and all of your other free eBooks and premium content by following the instructions in the weekly newsletters. If you aren't a newsletter subscriber, you can subscribe [here](#). It's free, and comes with a ton of perks.

Last, if you own or know of a company that you think has been overlooked, or if you take exception to any of the retailers included in this eBook, please tell us about it [here](#).

Grok on!



Mark Sisson

MEAT SHOPPING GUIDE

Plants may form the bulk of volume on the average Primal dinner plate, but animal products often comprise the bulk of the calories. Animals and their meat offer vital nutrients that we just can't find anywhere else, making the acquisition of high quality, grass-fed and pasture-raised meat incredibly important. In the past, all animals were raised naturally. Cows and sheep grazed grass, chickens scrounged in the yard for bugs and greens, and if we're going to try to pattern our way of eating after our ancestors', we need to eat meat from traditionally-reared animals.

Put aside health issues for a second, though. If we want to effect real change and strike a blow against industrial meat production methods, we have to put our money where our morals are and buy grass-fed, humanely-raised meat.

MEAT SUPPLIERS

BRANDON NATURAL BEEF

www.brandonnaturalbeef.com
Brandon Natural Beef treats its cows like the ancient, ancestral mountain ruminants they are. They dine on a diverse and nutritious blend of wild grasses and forage, including timothy grass, blue grama, red top, and clover. They quench their thirst in mountain streams. They freely roam the mountain pastures of the southern Colorado Rockies. When they're processed for slaughter, it takes place locally, so their stress levels are lower and their meat remains tender, up through the 21 days of aging until it reaches your mouth. The result from all this meticulous care is delicious beef that's higher in minerals, vitamins, and beneficial fatty acids than almost every other example you could find.

Our favorite: Grass Fed Organ Sample Pack

You've been wanting to get into offal for awhile now, so why not just jump right in with a sample pack so you can try them all and figure out what you like best?

SHOP NOW >>

DIESTEL TURKEY

www.diestelturkey.com
Diestel is a big operation that's run like a small family ranch. And, since its inception in 1949, the Diestel family has been raising delicious turkeys in the Sierra foothills. They even coined their own term - range grown - to replace the oft-abused and mostly meaningless "free range" and describe what

their turkeys actually do: live on a Sierra range, roosting in bushes and trees. Diestel turkeys are fed a vegetarian diet of fresh-milled (on site) grains, but they also have access to whatever invertebrates scuttle underfoot. Then, when they're ready for processing, the turkeys are handled right there in the Diestels' own facilities, ensuring they can maintain quality control over the entire process.

I'm a huge fan of Diestel turkey, and not just because the meat tastes good or because my dog loves their hearts and necks. I also like the fact that they are committed to true sustainability:

They provide a natural environment (the range) for their birds, thereby eliminating the need for food additives or antibiotics.

They do almost everything in-house, thereby reducing the need for fossil fuel usage.

They run their used water through a filtration system that purifies and refines it, making it suitable for reentry into the ecosystem.

They compost all their organic solid waste.

They even have an official Director of Sustainability, Jason Diestel - a swell guy, a steward of the environment (and its inhabitants, both fowl and non-fowl) and great friend to Mark's Daily Apple.

In addition to the Primal stamp of approval, Diestel Ranch has also earned the mark of approval from [local food coops](#), who are notorious for their attention to detail.

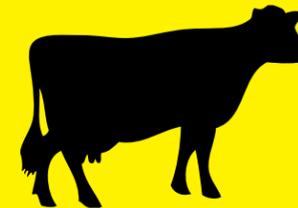
Diestel turkey is widely available in Whole Foods markets.

Our favorite: Basic Hen Chicken is good, but it's getting harder and harder to find birds that were raised well with real access to the outdoors and all the benefits it provides. What I like about the Diestel hens is that even though they aren't organic, they still receive excellent outdoor access to the Sierra Mountain Diestel range, filled with bugs and wild grasses, in addition to their quality feed. The hens are tender, flavorful (as opposed to mealy super-market poultry), and strike the perfect balance between lean and fat. Plus, they'll feed you for a week and the carcass will make nearly a gallon of really rich stock, made all the more richer because these turkeys' joints are particularly gelatinous due to all the walking around they do.

SHOP NOW >>

MOSEFUND

www.mosefund.com
Mangalitsa pigs are unlike any other pig you've likely had the pleasure of consuming. For one, they are woolly. Seriously: the Mangalitsa pig has a woolly coat that just looks awesome and fairly silly. You almost want to hug one if they didn't taste so darn good. Second, the pigs from Mosefund are imbued with a mouth-watering otherworldly amalgamation of fat and lean. Third, Mangalitsa pigs are what pigs used to be like before people became scared of fat and started clamoring for "another white meat" (they are literally a European heritage breed introduced to the US). Fourth, the Mangalitsa produces mostly monounsaturated and saturated fat and even some omega-3s with very little omega-6 polyunsaturated fat, in stark contrast to your standard industrial hogs with up to 30% omega-6 PUFA in their fat.



HOW TO PRIORITIZE RUMINANTS (BEEF, BISON, LAMB)

- 1 GRASS-FED AND GRASS-FINISHED, ORGANIC** Nothing but grass their entire lives; organic certified.
- 2 GRASS-FED AND FINISHED** Nothing but grass their entire lives.
- 3 ORGANIC** Access to pasture guaranteed, but also get some grain.
- 4 PASTURE-RAISED** Usually grain-fed some of the time.
- 5 CONVENTIONAL** Start out their lives on grass, but finish on grain.



HOW TO PRIORITIZE POULTRY

- 1 ORGANIC PASTURED** Significant access to pasture, including bugs and forage greens. Organic feed.
- 2 PASTURED** Significant access to pasture, including bugs and forage greens.
- 3 ORGANIC** Some access to outdoors, but usually not pasture. Organic feed.
- 4 CONVENTIONAL/VEGETARIAN-FED/CAGE-FREE**

Our favorite: Bacon - It's bacon, but it's not your everyday Oscar Mayer, floppy, slimy bacon. Mangalitsa bacon is denser and stiffer, owing to the low PUFA content, and it makes for a more resilient cooked slice and hardier leftover bacon fat. **SHOP NOW >>**

NORTH STAR BISON

www.northstarbison.com
Bison is the ultimate cow. The enhanced beef. If you like the rich, beefy flavor of grass-fed beef, you will love bison. North Star Bison may be the premier source of bison in all the land. They attempt to recreate the buffalo's natural habitat, offering their herds plenty of wild forage and grasses. Plus, all the slaughtering takes place out in the pasture, instead of inside a cramped, unfamiliar slaughterhouse filled with other animals waiting to die. This makes for more tender, less stressed-out meat.

If bison's not your thing, they also offer excellent grass-fed beef, lamb, venison, ostrich, turkey, and chicken.

Our favorite: Bison Brisket

Bison brisket is a little leaner than beef brisket, so it requires more careful, skilled cooking, but if you get it right, it's better than just about anything. Worth the minimal risk. **SHOP NOW >>**

PRESCOTT FROST

www.prescottfrost.com
Prescott Frost is named thusly because it's a farm committed to realizing the grand vision of the man himself: an economically and environmentally sustainable way to raise beef on their natural diet of grass that allows the farmer to prosper, the land to improve, and the animals to live as they were intended.

He's doing a great job of it so far, and the beef he's producing is fantastic.

Since Prescott Frost beef is flash frozen, you don't get any crystallization of the moisture within the meat and, once thawed, it's identical to fresh, never-frozen beef.

Although this doesn't really have anything to do with the beef, being the great-grandson of one of the greatest poets of all time, Robert Frost, isn't too shabby, either.

Our favorite: Monthly delivery of 8 lbs ground beef, 4 packs hot dogs

This is a nice entry level order, just to get a taste for Prescott Frost beef. If you like the ground and dogs - and you absolutely will - you'll probably want to move on to some more extensive orders. **SHOP NOW >>**

SLANKER'S

www.texasgrassfedbeef.com
Ted Slanker is what you might call a "meat extremist," but a loveable, extremely knowledgeable one. He's as passionate about meat as anyone I've ever seen, well-versed in the grass-fed versus grain-fed science, raises pastured and even the rare "grass-fed" pigs and poultry, obsesses over fatty acid minutiae to the point of funding analyses on his own meat. The man loves and respects his meat and refuses to eat, raise, grow, or slaughter anything but the best. Not everyone sticks to their guns like Ted Slanker does, and thankfully he just so happens to be providing us stuff to eat and nourish our bodies.

If beef's not your bag, Slanker offers a host of other options, including seafood, pastured pork (from wild hogs who eat zero grains) and poultry, buffalo,

dairy, pet food, pastured heritage turkeys, lamb, and condiments, so you're sure to find something you want. I know I have trouble browsing his store without filling my shopping cart.

Our favorite: Whole Roasting Luau Pig

Dig a hole, fill with coals, wrap pig in banana leaves, place pig in hole, cover, wait, pig out. **SHOP NOW >>**

TENDERGRASS FARMS

www.grassfedbeef.org
Tendergrass Farms is committed to providing excellent grass-fed beef, pastured pork, pastured turkey, and pastured chicken to its customers, but they are equally committed to sustaining the local grass-fed family farmers with whom they work. The big reason why the little farms are getting crowded out and bought out by larger corporations is

FINGER-LICKING GOOD

Pictured below:
Tendergrass Farms' Beyond Organic Chicken Thighs
SHOP NOW >>



WHERE'S THE BEEF?

Pictured above: with an 80:20 lean to fat ratio, Thompson River Ranch makes the best ground beef burger we've ever had. **SHOP NOW >>**

because they are small and have little leverage. When you pool together underneath an organization like Tendergrass, however, you gain the leverage of a larger company without having to sacrifice your integrity or the quality of your product.

Doesn't that sound like a great place to get your pastured meat?

Our favorite: Pastured chicken thighs

Pastured chicken is, sadly, a rarity nowadays, and chicken thighs are easily the most underrated cut of bird. So when they began offering pastured chicken thighs, I jumped at the chance. See, I like a fatty piece of chicken, but most chicken out there is way too high in omega-6 fatty acids due to all the corn and soy they eat. Pastured chicken thighs are fatty, too, but the varied pasture-rich diet makes for a better fatty acid profile. **SHOP NOW >>**

THOMPSON RIVER RANCH

www.thompsonriverranch.com
You hear a lot about Kobe beef from Japan, where a specific strain of wagyu cattle are massaged daily, fed a diet of barley, wheat straw, potatoes, and beer, and allowed to live a stress-free existence to produce meat that goes for hundreds of dollars a kilo. At Thompson River Ranch, they're raising 75-100% wagyu beef cattle. You can find American wagyu, but it's usually half wagyu, half angus, and totally grain-fed. Nothing wrong with that, necessarily, but it's not 75-100% wagyu raised on grass and finished on grain.

These are grass-fed, grain-finished - but it's not the intensive grain-feeding you see



ALL-AMERICAN BURGER

The all-American, classic, diner style burger, complete with special sauce and a french fry bun.

INGREDIENTS FOR THE BUN

3 medium potatoes (3" diameter) cut into 1/4" thick potato rounds
2 tablespoons duck fat + more for pan
1 tablespoon sesame seeds, optional salt, to taste

FOR THE BURGER

1 pound Thompson River Ranch-ground beef
1/2 yellow onion, finely diced salt & pepper, to taste for the special sauce
1/2 cup mayo
1 teaspoon tomato paste
2 teaspoons worcestershire sauce
2 teaspoons prepared horseradish
1/4 cup dill pickle chips, finely diced salt & pepper, to taste

DIRECTIONS

- 1 Preheat your oven to 400°F.
- 2 Bring a large pot of water to a boil. Add potato rounds and cook for 5 minutes. They should still be firm, but not entirely cooked through.
- 3 Drain potatoes and pat dry.
- 4 On a baking sheet, toss potato rounds with duck fat and season with salt. Bake for 25 minutes, flipping once, halfway through. Sprinkle with the sesame seeds, just after flipping, if desired.
- 5 While potatoes are baking, divide the ground beef into 8 equal balls and form the balls into patties. Season the patties with salt and pepper. Press diced onion onto the outside of each of the patties.
- 6 Heat a cast-iron skillet on medium-high and cook the burgers until they're done to your liking, about 2 to 3 minutes per side.
- 7 Mix all ingredients for the special sauce in a mixing bowl.
- 8 Serve burgers stacked between the potato buns, drizzled with special sauce, and layered with lettuce, onion and tomato, if you feel inclined.



GET THE BOOK

Recipe from *Primal Cravings: Your favorite foods made Paleo* by Brandon and Megan Keatley

SHOP NOW >>

in industrial feedlots where it becomes a race to get the cow as fat as possible before it keels over. No, at Thompson, the cattle are long-raised, meaning they eat less calorically-dense food at a slower rate and gain weight more slowly than industrial cattle, making for a more cohesively marbled piece of meat and a unique fatty acid profile rich in monounsaturated fat. Oh, and the cows are healthier, happier, and allowed to live their naturally longer, more "cow-y" lives.

These guys have been supplying PrimalCon with beef for three years running. Several of my employees (and their friends and family) have standing orders and get all their beef from Thompson. Brad Kearns, my writing partner and longtime friend, goes through almost 300 pounds of their ground beef a year. You can connect personally with company principal Clydene Bultman to set up a direct order of frozen meat to your home, and receive a discount for mentioning MarksDailyApple.com.

Our favorite: Ground beef - Best burgers you'll ever have. Enough fat that you don't really even have to grease the pan and it stays moist and juicy even when well-done (but don't do it well-done). **SHOP NOW >>**

TX ORGANICS

www.txbarorganics.com
Northern California ranchers TX Organics don't waste words talking about themselves, their mission, or any kind of manifesto. They are extremely no-nonsense, preferring instead to make it all about what really matters to customers: the quality of their cattle. And the TX Organics black angus cattle are decidedly Primal, living

out their 100% grass-fed and grass-finished lives on wild, natural grasses and forage in a stress-free environment. Plus, third party testing confirms that their pastures are completely free of pesticides, herbicides, and fertilizers, so you don't have to worry about any untoward chemicals making it into your meat.

Our favorite:

A nice 12-cut swathe of TX Organics' offerings, including ribeyes, stew meat, ground beef, a chuck roast, and top sirloin. **SHOP NOW >>**

US WELLNESS

www.grasslandbeef.com
Everyone's favorite paleo darlings, these guys ship nationwide and offer grass-fed beef, lamb, bison, free range chicken, and heritage pork, plus tons of other related products. They even have a Paleo section, so you know they know what's up.

US Wellness isn't actually a farm. Rather, it's a collection of the best farms, most of which are run by the very same people who started the company in 2000. So, instead of having pork, beef, lamb, bison, and poultry all crammed together in a single ranch run by a jack of all traders (but master of none), you're getting meat from true species specialists. The lamb comes from dedicated, devoted lamb ranchers, the bison from dedicated, devoted bison ranchers, and so on. The end result is fantastic meat with the stamp of approval from the entire ancestral health community.

Sign up for their [newsletter](#) to get the inside scoop on upcoming sales. A big barrier for some people when it comes to grass-fed beef is price, but US Wellness almost

always has a great package deal on tap.

Our favorite: Liverwurst - Everyone knows they should be eating liver and other organs, but not everyone is willing to get up the courage to actually cook the stuff. Luckily, US Wellness' Liverwurst is a delicious combination of grass-fed beef liver, kidney, heart, and trim that makes it easy. Heck, your kids will even eat it (and like it). **SHOP NOW >>**



SEAFOOD SHOPPING GUIDE

Humans have a history of shoreline living, and for good reason. Water provides vital hydration, offers the perfect spot to hunt animals who've gathered to drink, and houses some of the most nutrient-dense animal and plant life on this planet. But perhaps most importantly of all, seafood - fish, shellfish, and crustaceans - provides the long-chain omega-3 fatty acids and marine minerals that we have evolved to require for optimal health. Without a minimal amount of seafood, humans just don't thrive. That's why ancient humans who lived inland had to make periodic forays to the coast to trade for fish and shellfish, even if the coastal dwellers were their mortal enemies. If that didn't work, they'd sometimes kill the fishermen and eat their organs, just to get at their omega-3 rich tissues. Seafood is just that important.

Nowadays, seafood is just as crucial (if not more so), but we have more people than ever living inland without easy access to fresh fish on demand. Sure, you can head to the grocery store to buy freezer-burned farmed salmon for a premium, or you can order high quality wild Alaskan salmon, flash-frozen upon being hoisted out of the wintry sea and delivered straight to your door. No cannibalism required.



HOW TO PRIORITIZE SEAFOOD (USING A SPECTRAL SYNTHESIS OF NUTRITION AND TOXIN LOAD)

- 1 WILD-CAUGHT, OILY FISH**
Sardines, mackerel, salmon, Pacific tuna (Atlantic tuna is much higher in mercury than Pacific).
- 2 SHELLFISH (WILD-CAUGHT OR FARMED)** Oysters, mussels, clams; farmed shellfish are raised just like wild shellfish live.
- 3 LEAN, WILD-CAUGHT FISH**
Cod, snapper, halibut; good source of protein, but not omega-3 fats.
- 4 SAFE FARMED FISH** US tilapia, barramundi, crayfish, catfish, trout; varying levels of omega-3, but good farming practices means low levels of toxins.
- 5 LARGE PREDATORY, HEAVY METAL-RICH FISH** King mackerel, shark, swordfish, tilefish; high in mercury without sufficient nutrients to make up for it. Avoid.

SEAFOOD SUPPLIERS

LOKI FISH CO.

www.lokifish.com

Growing up, I was really into Norse mythology, and Loki was always my favorite of the gods. He was sneaky, conniving, and charismatic. Yeah, he ultimately betrayed his brethren, but a kid can overlook that character flaw if the total package is cool. So when I came across Loki Fish Co., I was intrigued.

Turns out the fish is just as good as, if not better than, the name of the company. It comes from the waters of southeast Alaska and the folks at Loki catch it themselves. In fact, they only sell the salmon and halibut they catch, just to ensure it's sustainably caught, flash-frozen at sea, and up to their exacting standards.

Our favorite: 10-Pound fillet sampler

Some people like Sockeye, some Coho, some King; I like them all! **SHOP NOW >>**

SEABEEF

www.seabeef.com

It's not just a clever name. SeaBeef is one of my favorite online proprietors of some of the best wild Alaskan salmon I've ever had the pleasure of devouring.

I love a good story almost as much as I love a good piece of fish. And SeaBeef is a vision realized. Founded by two friends who grew up immersed in the Alaskan seafood industry and wanted to bring their passion - wild-caught Alaskan salmon - to the entire nation, SeaBeef is a vision realized. Every

day, they ship flash-frozen, wild-caught fish (primarily salmon) from the icy waters of Alaska to your doorstep, even if your doorstep happens to reside on the other side of the country. If you can't get fresh-caught salmon the day or two after it's nabbed from the water, flash-frozen SeaBeef is your next best bet.

Our ancestors purposely lived near the coastlines in order to get their hands on seafood. With a service like SeaBeef, coastal living is no longer necessary.

Our favorite: Sockeye Salmon

Sockeye Salmon is the reddest salmon around, which indicates a surplus of astaxanthin, a powerful antioxidant. It's leaner than, say, King salmon, but the fatty, omega-3-replete skin on Sockeye is a nice counterbalance to the lean when eaten together. Plus, crispy Sockeye salmon skin beats out bacon in my book. **SHOP NOW >>**

VITAL CHOICE

www.vitalchoice.com

Vital Choice carries every sort of salmon you could want, whether king or chinook or sockeye, as well as jerkys and caviars and halibut and cod and crab and oyster and mussel - to name just a few - but what really sets them apart from the rest is the incredible quality of their canned seafood.

Most people would agree that fresh seafood is best, sure, but you really can't compete with the convenience of seafood in a can. The big problem with most canned fish are the cans themselves - they're usually lined with BPA, a potential endocrine disruptor. Not Vital Choice canned seafood. Whether it's the sockeye salmon, the troll-caught

albacore tuna, the Portuguese mackerel, the Portuguese sardines, or the dungeness crab, every can of Vital Choice seafood is certified to be free of BPA. That means you can bust out a can of mackerel for lunch, worry free. That means you can whip up some tuna salad with homemade mayo without worrying about the can lining interacting with your estrogen receptors. That means you can have high quality, healthy, delicious seafood whenever you want, without having to cook or defrost anything.

Best of all is the fact that Randy, the founder of Vital Choice, used to be an Alaskan fisherman. That means he's been there in the trenches, hauling out fish and crab and shell with cold hands out of colder waters. That means he knows good fish from bad. That means you the consumers are safe in his (fishy smelling) hands.

Our favorite: Canned Seafood Sampler

I tried to choose my favorite, and I couldn't do it. It just wasn't happening. I like being able to have what I want, when I want, whether it's sardines on a salad or canned crab in a stir-fry. I strongly suspect that you will too. **SHOP NOW >>**

WILD PACIFIC SALMON

www.wildpacificsalmon.com

As the name might imply, Wild Pacific Salmon specializes in wild Pacific salmon. Actually, it's more accurate to say they specialize in wild Alaskan fish, including Sockeye salmon, King Salmon, Coho Salmon, halibut, and Pacific cod. All their fish are top notch.

What truly sets them apart, however, is their dedication to the sustainability of Alaskan seafood. After all, aren't we all ultimately interested in eating this delicious fish for the rest

of our lives? We could all go wild for a few years and eat a fish a day, but that wouldn't last long. The only way we get to eat good fish the rest of our lives is by supporting - with our dollars - those companies that follow sustainable fishing practices. Wild Pacific Salmon certainly puts their money where their mouths are; a portion of all their proceeds are donated toward conservation efforts in Alaska and the Pacific Northwest. You should do the same. And, hey, you end up with some fantastic fish in the process!

Our favorite: Alaskan Seafood Combo Pack

Because one can't simply choose between Sockeye salmon, Coho salmon, King salmon, halibut, and Pacific cod. **SHOP NOW >>**

SOCK IT TO ME

Pictured below: Seabeef's beautifully deep red Sockeye Salmon **SHOP NOW >>**



ONE FISH, TWO FISH

Pictured below: Vital Choice's Canned Seafood Sampler **SHOP NOW >>**



GROCERY + SNACK SHOPPING GUIDE

While Primal people pride themselves on shopping at farmers' markets for fresh produce and meats, cooking quality food at home every day, and avoiding the allure of processed, prepackaged junk food, life has a way of getting the best of us. We can't do everything by scratch, not if we have a job or a family, and sometimes we just need a quick snack or meal that we know is good for us. With that in mind, I've collected the very best online sources for Primal groceries, snacks, and treats. From cooking oils to beef jerky to seaweed snacks to dark chocolate, I've got you covered. The following vendors are all Primal-approved and their products are all available for online ordering.

Don't beat yourself up because you want a sweet treat or need something quick and easy to eat when you don't have the time to cook. It's a reality of modern life, and it doesn't have to be unhealthy or even unPrimal.

GROCERY + SNACK SUPPLIERS

AMMIN NUT

www.amminnut.com

Ammin is a California almond company putting out no-nonsense almonds and almond butter. There's not much more to say, because they let the quality of their nuts speak for itself, and there's not much more to their butters than almonds (which is how it should be).

Our favorite: Naked Almond Butter

Naked Almond butter comes from almonds that have been blanched, which removes most of the phytic acid and deactivates any potential gut irritants. It's a blank slate.

SHOP NOW >>

CAVEMAN COOKIES

www.cavemancookies.com

Everyone likes cookies. I've never disputed that fact. The problem is that most cookies are grain and sugar-laden monstrosities that leave you doubled over with pain in your rapidly expanding gut. Caveman Cookies, on the other hand, are just as delicious as "regular" cookies without the terrible ingredients. They're gluten-free, dairy-free, and sweetened with a bit of honey and/or maple syrup.

Our favorite: Tropical Caveman Cookies

Macadamia nuts, coconut, ginger, almonds, and honey: simple, pure, and healthy ingredients that happen to taste really, really good when combined.

SHOP NOW >>

EPIC BAR

www.epicbar.com

Driven to vegetarianism by a run-in with a particularly loathsome outdoor cattle feedlot, EPIC Bar founders Taylor Collins and Katie Forrest were eventually driven back to omnivorism by their waning muscle mass and inability to recover from their training. They couldn't just go back to eating regular old, poorly-raised animals, however, because that's what got them into this mess in the first place, so they began eating locally-raised grass-fed and pastured meat from the farmers' markets.

Since Taylor and Katie were always out on backcountry expeditions, they needed a humanely-raised, pastured alternative source for portable animal protein. (Unfortunately, grass-fed steaks are kind of tough to grill on the trails.) To circumvent their reliance on conventionally-raised jerkys and energy bars, they created the EPIC Bar, a combination of pastured meat (bacon, bison, beef, and turkey), dehydrated fruit, and savory nuts.

Our favorite: Bison Bacon Cranberry Bar

The pastured bacon and tart cranberries meld with the lean bison for the perfect mouthful of fatty, salty, tangy.

SHOP NOW >>

ETHEREAL CONFECTIONS

www.etherealconfections.com

Ethereal Confections makes chocolate treats that wouldn't be out of place in some fairy wonderland. Truffles, bars, bulk chocolate - you'll definitely find something that you'll love. And most of their treats are gluten and dairy free, and low in sugar.

Our favorite: Stone Ground Cacao, Freeze Dried Blueberries, Fennel, and Anise I always thought fennel and anise were redundant. Not with cacao in the mix.

SHOP NOW >>

LUCERO OLIVE OIL

www.lucerooliveoil.com

Most people think the best olive oil comes only from Greece or Italy or elsewhere in the Mediterranean, but that isn't true. Lucero Olive Oil comes straight from California, where the Lucero family have been drawing on their century-old olive trees for many years to bring you the best extra virgin olive oil you can get your hands on.

Our favorite: Manzanillo Certified Extra Virgin Olive Oil

Bold, peppery, with a big kick at the end, the Manzanillo is a polyphenol-rich nectar that makes your food taste good even as it protects your body from oxidative damage.

SHOP NOW >>

THE NEW PRIMAL

www.thenewprimal.com

Really good grass-fed jerky. Killer design, too, enough that I'd probably still visit their website and buy their products even if the jerky was bad - which it's not.

Our favorite: Just Jerky

Exactly what is says: just jerky. It's your standard jerky flavor, just done really, really well.

SHOP NOW >>

NICK'S STICKS

www.nicks-sticks.com

Nick's Sticks are the Primal answer to gas station beef sticks. Whereas the latter is comprised of MSG and substandard beef byproducts, Nick's Sticks contain either grass-fed beef or free-range turkey and quality spices.

They're far tastier than any other meat stick you've had before, and far more wholesome.

Our favorite: Free Range Turkey Snack Sticks

I love beef, but sometimes I like to mix things up. These fit the bill.

SHOP NOW >>

NIKKI'S COCONUT BUTTER

www.nikkiscoconutbutter.com

I gotta say: Nikki makes some incredibly addictive coconut butter blends. She starts with organic coconut butter - the flesh and fat of the coconut blended into a spread, basically - and adds various tasty ingredients to change things up and improve upon the original. Yeah, there's some honey, and yeah, you're going to want to eat the entire jar, but this is an excellent source of healthy fat and a far better alternative to typical desserts.

Our favorite:

Midnight Mocha

Coconut butter, cacao, espresso beans - I can't imagine a better thing to put in your mouth by the spoonful.

SHOP NOW >>

NUTIVA

www.nutiva.com

Nutiva is best known for their coconut products, like flour, sugar, oil, and manna, but they make a number of incredible products, including red palm oil plus chia and hemp products. Now, I don't usually go for hemp or chia seed. Just not a big fan. If you're going to, however, Nutiva makes great stuff.

Our favorite: Extra Virgin Coconut Oil

Quite simply, the best tasting virgin coconut oil I've had the pleasure of eating.

SHOP NOW >>

PALEO TREATS

www.paleotreats.com

Just because you're Primal doesn't mean you need to live an ascetic existence free of pleasures or vices. Paleo Treats fit the bill, I'd say, seeing as how they're dense pucks of cacao, various nuts, coconut, and other assorted Primal favorites. As vices go, Paleo Treats are pretty mild - but they don't taste like it. This is the kind of Paleo dessert that your conventional buddies will love.

Our favorite: Cacao Now

This might be the most intense mouth explosion of cacao I've yet to experience. The pistachios are a nice and surprising inclusion, too. **SHOP NOW >>**

PRIMAL BLUEPRINT

www.primalblueprint.com

I'm biased of course, but I'd be remiss if I didn't mention my own website. At Primal-Blueprint.com you'll find Primal Fuel, the first great tasting all-natural, high-protein, moderate-fat, low-carb meal replacement shake. Thousands of Primal enthusiasts swear by the stuff, and I enjoy a glass myself nearly every day. It's a quick, easy, cost-effective, and convenient way to get a balanced snack or meal on-the-go.

Our favorite: Primal Fuel

SHOP NOW >>

PRIMAL ISLAND

www.primalisland.com

Crispy, slightly sweet Primal granola made from coconut flakes, almonds, pecans, hazelnuts, a touch of honey, spices, coconut oil, and flax. For my money, this beats out traditional granola made from grains and loads of sugar. Even if you don't eat milk, this stuff is great dry.

Our favorite: Toasted

Coconut Grain Free Granola

This is their only offering as of yet. **SHOP NOW >>**

PRIMAL PACS

www.primalpacs.com

The Primal Pac is a simple yet perfect blend of organic grass-fed beef jerky, salted macadamia nuts, marcona almonds, dried mango, and cranberries. It's got perfect ratios of all the macronutrients - fat, carbs, protein - and a whopping dose of micronutrients - from all the awesome ingredients - to fuel active Primal lifestyles on the go. They also do just jerky.

Our favorite: Primal Pacs

The original is the best, for reasons outlined above. I always keep a few on hand. They're great on grueling hikes. **SHOP NOW >>**

PURE INDIAN FOODS

www.pureindianfoods.com

India has a long tradition of using high quality, grass-fed clarified butter, or ghee, in their famous cuisine. Nowadays, many restaurants are unfortunately replacing the real ghee with fake, less expensive, unhealthy vegetable oil-based ghee, but that doesn't mean there aren't some companies still making the real thing. Pure Indian Foods specializes in grass-fed ghees (including some spiced ghees), Indian spices, and healthy teas. Even if you don't do dairy, you can find something delicious and nutritious from their selection of spices.

Our favorite: PRIMALFAT Coconut Ghee

A 50/50 blend of two of our most favorite fats - grass-fed ghee and coconut oil - with an awesome name. How could we not pick this one? **SHOP NOW >>**

SANTA BARBARA CHOCOLATE COMPANY

www.santabarbarachocolate.com

Every time I bring these chocolates out at PrimalCon, the barefooted mob descends with enough rapidity and gusto to shock a zombie horde. It's so good that they'll drop their grass-fed short ribs for a chance at a handful of truffles.

Our favorite: 3 lb Pure Cacao

This is the best cacao around - pure, no sugar, nothing but unadulterated cacao. The adventurous can eat it straight up, no sweetener added, while the more timid can incorporate it into various chocolate treats and recipes.

SHOP NOW >>

SEA SNAX

www.seasnax.com

For many people who've gone Primal, it's not the bread, the pasta, or the pastries they miss - it's the crunchy snacks. Sea Snax seizes on that inherent desire for crispy food and makes a healthy version made of seaweed, sea salt, and olive oil.

Our favorite: SeaSnax Classic Family 4-Pack

The original is the best. It tastes entirely of the sea. **SHOP NOW >>**

SLANT SHACK JERKY

www.slantshackjerky.com

This is really cool jerky, and here's how it works: you choose what type of beef you want, what flavors, what rubs, all that sort of stuff, and Slant Shack makes your jerky when you order it. That's right - made to order, customized, grass-fed beef jerky. It really doesn't get better or fresher than that.

Our favorite: Welcome to the SlantShack

A variety of favorites, includ-

ing Bronx Pale Ale, Original, Spicy RedRub, and Vermont Maple Glaze with Garlic, all grass-fed.

SHOP NOW >>

STEVE'S PALEOGOODS

www.stevespaleogoods.com

All sales at Steve's Paleogoods go toward funding Steve's Club, which is a program designed to help at-risk and underprivileged youth get a fresh start through fitness, nutritional counseling, and mentorship. In my book, that's reason enough to buy some of his Paleogoods, but it doesn't hurt that the food is incredible!

Our favorite: Grass-Fed Paleokit

Grass-fed and finished beef jerky, dried fruit, nuts. Simple, effective, delicious.

SHOP NOW >>

SWIZZ MIX

www.swizzmix.com

Swizz Mix makes trail mix, but not just any kind of trail mix. Swizz Mix contains zero added sugars and no added seed oils. Instead, they expertly combine fruits, nuts, and seeds to ensure a crispy, crunchy, sweet-enough mix that's packed with healthy fat and protein. Plus, it's got a real snazzy name.

Our favorite: Sweet and Spicy Mix

Can you tell I'm a sucker for sweet and spicy things?

SHOP NOW >>

TANKA BAR

www.tankabar.com

The Plains Indians relied on the bison for the bulk of their sustenance. They were masters at drying bison meat for long term storage, and they were fond of combining dried bison with berries for energy and protein. The Tanka Bar is the optimized modern

version of that ancient form of food preservation using pasture-fed buffalo meat and dried cranberries. It's also quite delicious.

Our favorite: Tanka Bar Spicy Pepper Blend

The tartness of the cranberries meshes well with the kick of the pepper blend set against the backdrop of finely dried bison meat.

SHOP NOW >>

TROPICAL TRADITIONS

www.tropicaltraditions.com

The traditional cultures that lived and thrived in the tropics are among the world's healthiest people. Fresh fish, fruit, beach living, and plenty of sunlight? What's not to love. Tropical Traditions can't bring you everything that made tropical living so healthy, but they can bring you excellent coconut and red palm oils, coconut-fed soy-free eggs, freeze-dried berries, and even wild-caught fish and grass-fed meat, to name a few of their offerings.

Our favorite: Expeller pressed coconut oil

Extra virgin coconut oil gets most of the press in Primal circles, for good reason, but sometimes you want a heat stable, flavorless highly saturated cooking fat. Expeller pressed coconut oil fits the bill for when you need to do some high heat sauteing with a healthy source of medium chain triglycerides.

SHOP NOW >>

YOUBAR

www.youbars.com

The idea of a compact, portable energy bar is alluring, but very few of them are actually healthy and Primal. YouBar allows you to create your own food bar, drawing on a huge assortment of Primal (or not) ingredients to make the bar

of your dreams.

Our favorite: The Paleo Bar

The best option is to create your own. If I had to choose, though, I'd pick the Paleo Bar over the other pre-made ones.

SHOP NOW >>



SHAKE THINGS UP

Primal Fuel, the first great tasting all-natural, high-protein, moderate-fat, low-carb meal replacement shake.

SHOP NOW >>



FITNESS EQUIPMENT SHOPPING GUIDE

These days, most of my workouts consist of bodyweight movements, sprints, and lots of slow moving. I'll hit the weights on occasion, but not nearly as frequently as I used to. I make a point to say that for me, at this point in my life, with my goals - play, injury avoidance, general health and fitness - that regimen is perfect. It's not for everyone, though. If you want to maximize your strength, you can get an arguably better workout using quality equipment.

Here are some of our favorite fitness equipment vendors.

FITNESS EQUIPMENT SUPPLIERS

AEROSLING

www.functional-movement-shop.com

Who hasn't admired the physique of male gymnasts? I know I have. What's most impressive is that they attain those physiques with minimal use of weights. Instead, they do almost all their upper body training on those unsteady, dynamic gymnastic rings that force you to develop supreme balance and strength in order to perform. The only problem is that most gyms don't have rings, so people by and large aren't getting access to the best upper body workout around. Luckily, AeroSling changes that. It is a portable ring system that allows you to do full-on gymnastics workouts in a park, on a trip, or in your backyard.

SHOP NOW >>

ALPHA STRONG

www.bealphastrong.com

Alpha Strong makes a variety of sandbag products. Unlike most other sandbags, however, these are built to take a massive beating. So, instead of carefully placing your bag on the ground, you can toss it. You can slam it. You can swing it and throw it as far as you can, as hard as you can, and it won't break. Strength training isn't a dainty pursuit.

Our favorite: Thy Sandball™

This is a combination sandbag/kettlebell/medicine ball that weighs up to 30 pounds. That may not sound like a lot, but just try tossing the thing around for a minute first.

SHOP NOW >>

CALROPES

www.calropes.com

Have you ever wrestled an anaconda out of a river onto the shore? No? Me neither, but I gotta think that training with CalRopes are pretty close to it. You get the sore forearms, the insane core strength, and the high intensity interval training of battling a giant snake without the puncture wounds, asphyxiation, and fatal constriction. I'd say you're better off with the CalRopes.

SHOP NOW >>

GIBBON SLACKLINES

www.gibbonslacklines.com

A huge aspect of the Primal lifestyle is play. That is, humans aren't meant to be workhorses slaving away and then coming back home to slump on the couch until it's time to eat and sleep. Just because we're adults doesn't mean we shouldn't be enjoying ourselves on a visceral, physical level. It doesn't mean we shouldn't spend a day down at the park with a slackline strung up between two trees. Hopping on the slackline is like walking a long, narrow trampoline. It's not quite a balance beam or even a tightrope. The slackline is like a moving, living organism that you're trying to ride, using just your feet and your balance. It's fun, but it's really hard.

Slacklining is hardcore training. Better yet, it's inadvertent training. It's improving your movement, balance, strength, and agility without realizing you're even doing it because

you're having so much fun. It's the perfect fusion of play and progress: the very best kind of training there is.

SHOP NOW >>

PRIMAL PRAXIS

www.praxiseverywhere.com

It's every fitness nut's dream to have a mobile gym that you can take anywhere and everywhere. The Primal Praxis, an innovative system that allows you to attach exercise bands to any surface and perform an endless variety of strength movements - is that dream realized. Suffer through dismal, barebones hotel gyms no more.

SHOP NOW >>

PRIMAL STRONG FITNESS EQUIPMENT

www.primalstrong.com

If getting really, really strong and fit is your ultimate goal, you're gonna need some barbells, kettlebells, medicine balls, and assorted other fitness equipment. It's just a fact that if you surround yourself with the best tools for the job, you'll be motivated and empowered to get the job done. And if that's your situation, Primal Strong makes some of the best fitness tools around, including barbells, bumper plates, kettlebells, conditioning ropes, gymnastics rings, and just about anything else you could want.

SHOP NOW >>

RAD ROLLER

www.radroller.com

When you're training hard, muscles knots up, fascia gets sticky and tight, and your movements get stiff - unless you're doing something to recover from your workouts. Massages work great, and it'd be awesome if everyone could afford a personal sports massage therapist after every workout, but that simply isn't in the cards for anyone

but the most elite athletes. Luckily, the RAD Roller is a massage therapist that fits in the palm of your hand. Mash out tight muscles, unstick glued-on fascia, and improve your mobility. It's not a pleasant experience, applying the RAD Roller to a body part that needs it, but it's a necessary one if you want to train at your best. Plus, you pay for it once and it's at your beck and call for time immemorial. No tips expected.

Our favorite: RAD Roller

SHOP NOW >>

ROGUE FITNESS

www.roguefitness.com

They get approval by KStarr, which is enough for us. If you've got a tight calf or a sticky quad or some piece of your body that's holding the rest of your back from moving fluidly, wrap a Voodoo floss band around the offending part to compress it, do the movements for a minute or two while wearing it, and then remove the band. You'll be amazed at how much easier it is to move, and how much better your joints feel.

SHOP NOW >>

RUMBLE ROLLER

www.rumbleroller.com

Much more than a simple foam roller, the Rumble Roller is the ultimate tool for grinding out your painful bits so that you can move faster, glide better, and lift heavier. It's festooned with high-profile bumps designed to ferret out the sensitive, sore, tight spots on your body. With a regular foam roller, you can kind of avoid the tight spots. The Rumble Roller hunts them down, regardless of your attempts to avoid the pain. It'll hurt, but it's for your own good.

SHOP NOW >>



GOOD VIBRATIONS

Pictured right: Mark's fave Vibram's KSO (Keep Stuff Out) Fivefingers
SHOP NOW >>

STRONGER GRIP

www.strongergrip.com
 Strong Grip makes stuff for the people who like being the crazy looking ones at the park swinging around the unconventional strength equipment: the clubbells, the maces, the sledgehammers, the grip training implements. But as different as these tools might appear, they will get you strong, improve your grip, and make you fit, because these are also some of the oldest, most traditional methods of strength training around. A thousand years ago, people got strong by wielding heavy tools, by doing real work. Stronger Grip equipment replicates and perfects that type of strength training. **SHOP NOW >>**

TRAPEZE RIGGING

www.trapezerigging.com
 Every kid, except maybe the one with a healthy fear of clowns, has dreams of being in the circus. At Trapeze

Rigging, you can buy swings, rings, tightropes, trapeze setups, hula hoops, and every other piece of circus fitness equipment imaginable. You no longer have to join the circus - or spend time with clowns - in order to play on circus equipment. **SHOP NOW >>**

ULTIMATE SANDBAG

www.ultimatesandbagtraining.com
 If you want a versatile, constantly challenging piece of strength-training equipment, look no further than the Ultimate Sandbag. Not only can you adjust the weight upward or downward depending on your strength and level of experience, you can perform a virtually unlimited variety of movements using a sandbag. Looking for a traditional strength training workout? Load it up to max weight and do low reps. Want to supercharge your hike? Sling a sandbag over your shoulder for the duration. Want a

cardio workout? Do high rep cleans. Got a partner? Play catch with it.

SHOP NOW >>

VIBRAM FIVEFINGERS

www.vibramfivefingers.com
 If you're reading this, you may already have a pair (or three) of Vibram Fivefingers. If you don't, you're really missing out. See, the whole premise behind Vibram Fivefingers is that humans are born with bare feet, with these exquisitely intricate extremities that have been crafted by two million + years of evolution to be the ultimate in bipedal performance. Going barefoot is, then, the most natural, efficient, effective, enjoyable way to move around and experience the world, except for the fact that we live in a world made for shoe-wearers. Wanna go to a store? Shoes are required. Wanna walk down a sidewalk strewn with dog poop? You might want some shoes. Feel

like going for a hike through rocky, gravelly terrain? Shoes will keep your feet from getting poked. Most shoes, with their big heels shortening your calf and thick rubber soles preventing you from feeling the ground, really suck, though.

Not Vibram Fivefingers. VFF emulate the barefoot experience while protecting your feet from rocks, dog poop, and social contracts. You get the benefits of being barefoot - development of strong arches, lower levels of impact on your joints, promotion of proper posture, proprioceptive awareness of the ground beneath you - without the downsides.

Our favorite: KSO

This is what I wear on hikes. Allows me to feel the ground while offering enough protection against rocks and other sharp objects.

SHOP NOW >>