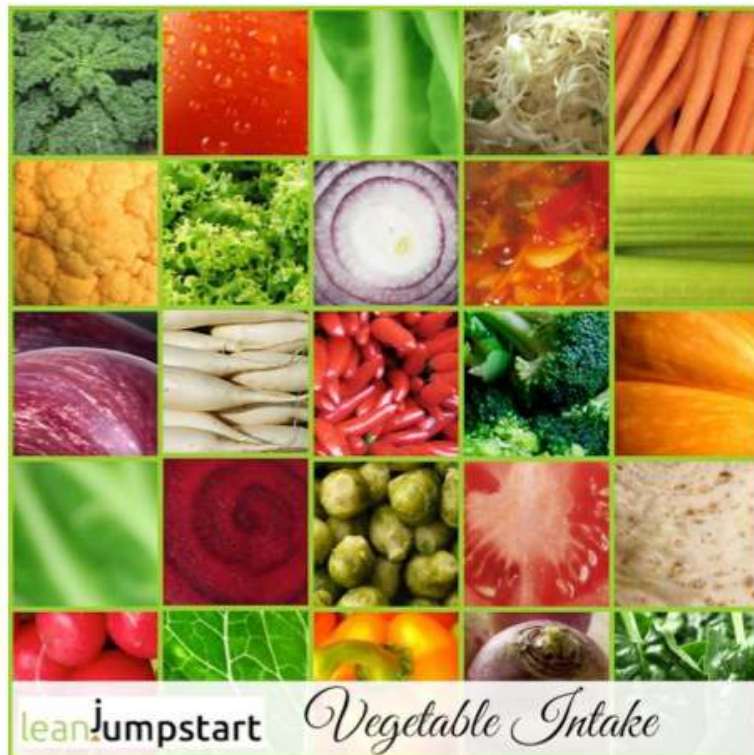


WEEK 4:

Eat More Vegetables



Chef Habit: *Increase and Automate Your Daily Vegetable Consumption*

Your change this week is to develop the habit of **eating more vegetables**. For a “lean jumpstart,” I will give you a suggestion for an easy and immediate 3-step habit change. This tiny routine change will help you to increase and automate your daily vegetable consumption.

WHY: Vegetables contain an abundance of health-promoting phytonutrients and vitamins. Phytonutrients give foods their delicious flavors, unique aromas and wonderful colors. This alone would be reason enough to implement them in your meals as often as possible.

Another wonderful component of vegetables is their indigestible fiber resulting in amazing digestive benefits and chewy texture. Fiber binds more water while filling up the stomach and the intestines. You eat less and thereby automatically save calories. Also, veggies balancing effect on blood sugar can help keep your appetite under control.

If you eat many vegetables, you will automatically consume less fat and bad cholesterol (LDL). Additionally, you will eat fewer calories than with a meat- or sugar-based diet. If you are successful at implementing this important keystone habit, it will be much easier to manage any future changes.

HOW: Start with small changes and don't give up too early! With each daily venture, your taste buds will become more acclimated to the flavor and your aversion will dissipate.

When preparing meals, always nibble a portion of the raw vegetable that you will be cooking. That way you will eat two portions (raw and cooked) within one meal. If you didn't plan to use any vegetables for a meal, nibble at least one carrot.

Step 1: Use the action of “preparing a meal” as a trigger.

Step 2: Develop the routine of eating one portion of raw vegetables whenever you are preparing them for a meal. This works best with carrots, celery stalks, tomatoes or peppers. The rainbow chart of colorful vegetables on the next page will give you some inspirations.

Step 3: The immediate reward could be that you satisfy your first hunger or feel full earlier. If that doesn't work as a reward, perhaps self-talk does. You could just say, “I'm awesome,” to yourself whenever you eat a portion of raw vegetables while preparing a meal.

For accountability, you might want to draw something like a green dot in your weekly habit planner for each day you ate an additional portion of veggies.

Rainbow Chart of colorful vegetables

Color	Vegetables	Nutrients	Possible Health Benefits	
Green	Artichokes Arugula Asparagus Broccoli Broccoli Rabe Brussels Sprouts Celery Chayote squash Chinese cabbage Cucumbers Endive Green Beans	Green Cabbage Green Onions Green Peppers Kale Leafy greens Leeks Lettuce Okra Peas Snow Peas Spinach Watercress Zucchini	Chlorophyll Fiber Lutein Calcium Folic acid Vitamin C Calcium Beta-carotene	<ul style="list-style-type: none"> • Reduce cancer risks • Lower blood pressure and LDL cholesterol levels • Normalize digestion time • Support retinal health and vision • Fight harmful free-radicals • Boost immune system activity
Yellow/Orange	Butternut Squash Carrots Pumpkin Sweet Corn Sweet Potatoes Yellow Beets	Yellow Peppers Yellow Summer Squash Yellow Tomatoes Yellow Winter Squash	Carotenoid Beta-Carotene Flavonoids Lycopene Potassium Vitamin C	<ul style="list-style-type: none"> • Reduce age-related macula degeneration • Lower the risk of prostate cancer • Lower LDL cholesterol and blood pressure • Promote collagen formation and healthy joints • Fight harmful free radicals
Red	Beets Radicchio Radishes Red bell peppers	Red Chili Peppers Red Onions Tomatoes	Lycopene Quercetin Hesperidin	<ul style="list-style-type: none"> • Reduce the risk of prostate cancer • Lower blood pressure • Reduce tumor growth and LDL cholesterol levels • Support joint tissue in Arthritis cases. • Scavenge harmful free-radicals
Blue/Purple	Egg Plant Purple cabbage Purple Belgian Endive	Purple Peppers Purple Potatoes Red Cabbage	Anthocyanin Vitamin C Fiber Flavonoids	<ul style="list-style-type: none"> • Support retinal health • Lower LDL cholesterol • Boost immune system activity • Support healthy digestion • Improve calcium and other mineral absorption • Fight inflammation • Reduce tumor growth • Act as an anticarcinogens in the digestive tract • Limit the activity of cancer cells
White/Tan	Artichoke Cauliflower Fennel Garlic Mushrooms Onions	Parsnips Potatoes Shallots Turnips (Kohlrabi) White corn	Anthoxanthin Allicin Beta-glucan EGCG SDG Lignans	<ul style="list-style-type: none"> • Provide powerful immune boosting activity • Activate natural killer B and T cells • Reduce the risk of colon, breast and prostate cancers • Balance hormone levels reducing the risk of hormone-related cancers