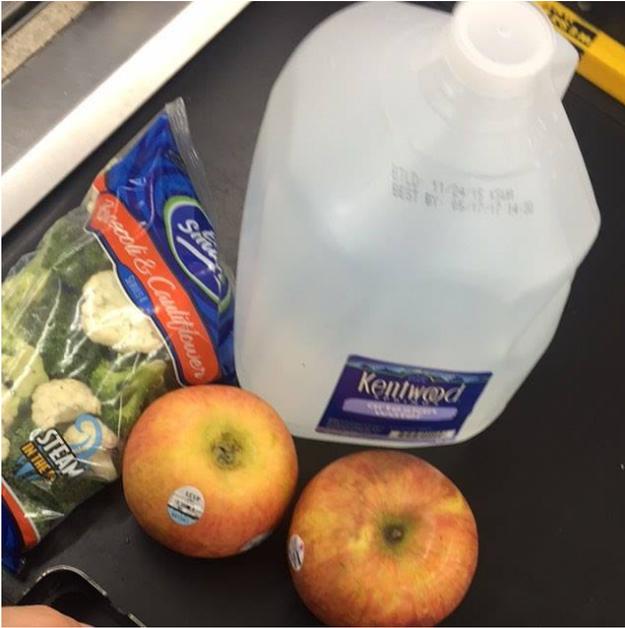


# Mak'n' Groceries



How I Shop  
What I Cook  
What I Eat

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I often get the question:

"Hey man, could you share some of your recipes?"

The short answer is "no."

It's not because I'm being greedy, or an asshole. It's just that I don't really create dishes in the traditional sense. I don't really concoct my meals in a way that requires the specific details provided in a recipe.

I like to eat plants, mostly raw, and drink only water (about 99% true if you consider my spirulina/water drinks, and green tea).

Instead of specific recipes, I'd like to share some generalities, concepts, and grocery staples with you that I've found be great in providing the ingredients for a virtually an infinite supply of food (plants) combinations.

Where I come from, in the Bayou of Louisiana, here's how we describe the act of making a list, getting in the car, and food shopping: "mak'n' groceries."

As in, "Mamere's out mak'n groceries."

This document describes as best I can how I make groceries. And how I eat to fuel my life, including a full-time job servicing shit pumps and mobile homes, and about a hundred miles of running each week.

I hope this can help answer some questions for you guys n gals embarking on an overwhelming-at-times shift of the traditional food paradigm.

And just for fun, I'll include some of the responses and objections I hear all the time, and try to answer them as honestly and helpfully as possible.

## Ditch the Animal Foods

Let me start by saying that just getting rid of animal proteins from the starting line-up of your diet is a huge step in the right direction.

It is not just about losing weight, looking better, or running faster; it's about health.

If you haven't seen [this video by Dr Michael Greger](#), do yourself a favor and take the time to watch it.

Here's an easy link if you need to type it in:



bit.ly/medicine-food

When I first started going in the animal-free direction (you can read the whole story at [JoshLaJaunie.com/fjl-manifesto](http://JoshLaJaunie.com/fjl-manifesto)), I ate a lot of what I think of as transition foods.

Veggie burgers, vegan cookies, pizza with fake cheese - that sort of thing.

Russell Simmons [talked about those foods on the Rich Roll Podcast](#). He wasn't against them, but he put them in their place: "It's like methadone, man... you need that crutch to get off the hard stuff."

That's exactly how I see it too. But that crutch, like all crutches, should be temporary.

Here's why: your weight loss/health progress will stall eventually because of the caloric density and processed-ness (is that a word? how about "processicity?") of a lot of technically animal-free vittles.

Hell, Oreos are vegan. But what logical human could make a case that they're health food?

You could make the case that "at least they're vegan," but where does that get you?

Do you really aspire to be moderately unhealthy? Call me crazy, but I don't find that too motivating.

If you're starting out, I'd apply the same principles to the vegan fake food that I'd apply to meat: less than 10-12% of overall caloric intake.

The whole point here is to get used to eating minimally-adulterated plants. You may have more trouble in the beginning and find yourself leaning on calorically dense and processed animal-free vittles too much.

It's not the end of the world, but it's not where you should stop just because you've given up meat.

Comprende? (👉for the coonasses)

**"But you don't have kids! You don't know how hard it is!"**

My wife and I do not have kids. Our mothers remind of this on a semi-regular basis, so I'm pretty sure it's still the case.

Please understand that my staples may be lacking in the kid-friendly area, unless your kid is all about kale and nutritional yeast. I get it.

There are wonderful sources for kid-centric food options. But kids need to eat a healthy diet too, which means a shit-ton of fresh, unadulterated plants.

Yes, this may require significant effort on the parent's part, but I would think it's worth it to set do them the solid of setting that norm and example for them early.

But hey, what do I know? I'm not a parent.

If you want to use your kids as an excuse, I don't know how to stop you.

## Make'n Groceries

I go to the grocery store almost daily. Not only because I buy staples for the pantry, but because I grab snacks and lunch there as well.

Almost every morning I stop at the local grocer to grab a couple apples. I used to religiously stop at Starbucks; now I do this.

While out and about, if I'm hungry and want a snack, I'll stop at the nearest grocery store (there is always a grocery store around) for an apple, banana, maybe some raw natural nuts, maybe a bag of cut broccoli and cauliflower.

Maybe I'll grab a package of asparagus to snack on (these are great raw if you just eat up to the woody part you'd normally discard), or some citrus, or a container of cut fruit, maybe some berries...you see where I'm going here?

There is a plethora of fast food, with no labels to read, that offer amazing nutrition and the fiber to fill you up and get your belly satisfied.

**“Fuuuuck dat! I want a meat! No wonder you lost weight; all you eat is produce!”**

I hear ya, bruh. I've been there.

Beef jerky and a Coke Zero replaced the Snickers (or Score, or Twix, or 100 Grand...), bag-o-chips, and an Icee that used to be my go-to snackage as I started to “eat right” (because carbs!)

I know it's hard to comprehend all at once, which is why I mentioned the transition foods earlier.

But to have these at the ready takes a lot more time, energy, and prep than just stopping in and grabbing some shit from the produce depart of the “nearest grocery store” per Siri.

Think of snack time as raw plant-eating practice. Sit-down meals are a different story.

For sit-down meals I usually just cycle through a handful of favorites. I make these faves ahead of time, and keep em in the fridge. I'll go over those in a minute, but they will and should change over time, persistently moving toward better for the sake of your health and the example you are setting for the ones you love. I mean, if that's your bag.

Regardless of where I eat and when, here are some of my grocery staples.

## Produce



The first thing you see in almost any grocery is the produce department. You can find everything you need, technically, right here.

When I cruise through this section I'm seeking greens and fruit, tubers and gourds, bulbs and sprouts. But, in my case, I usually opt for the following:

### **Fruit**

Apples  
Bananas  
Watermelon

### **Vegetables**

Kale  
Collards

Mustard greens  
Kalettes (baby kale sprouts)  
Brussels sprouts  
Broccoli  
Broccoli slaw  
Roasted unsalted peanuts in the shell (occasional)

### **Center Aisles (Dry Goods)**

Very little time is needed here. I'm seeking things like:

dried beans  
grains (barley, quinoa, oats, brown rice, etc)  
nutritional yeast  
mustard  
Sriracha sauce



No-salt veggie stock  
Chili powder

That's about it for the center aisles.

### **The frozen section**

Frozen cherries  
Frozen mango chunk  
Frozen precut seasoning blends (used for bean and/or green prep)

And that's really about it. I'm in and out fairly quickly, but I go pretty often.

## **Food Prep**

Here's how I put together these items for consumption.

### **Breakfast most days**



A big bowl of frozen fruit (mangos! Try em) with some cut up banana, and a splash of rolled oats mixed in. I sprinkle a little cinnamon and/or a little coco powder on top.

This can be made several ways, by mixing several different combos of fruits, by cooking it if you like, maybe even throw the whole thing in a blender and make it a smoothie. I mean, it's basically a deconstructed smoothie.

However, I'd consider the smoothie a transitional thing or a once-in-a-while treat. I think the body responds better to not skipping the chewing process.

### **Lunch most days**

I usually prepare a big pot of beans or taters early in the week, and keep them at the ready for meals all week. I send some with my wife for her work fridge, and I save some for myself to have during the week.

A lot of times what I have for lunch is what I call a warm salad. I'll heat up beans and whatever grain I've prepared for the week, or taters and dump it on top of a salad of kale, broccoli slaw, onion.

Then mash the hot beans or taters into the greenery and douse the whole thing with nooch (the informal name for the terribly-named



nutritional yeast) and Sriracha, maybe top it with a little mustard and fresh pico de gallo.

This is a massive salad! And it will barely fit in most normal bellies, but being full is a great deterrent to overeating.



### **Snacking**

Throughout the day, to put out fires of hunger, my go-to food is the almighty honeycrisp apple. Sometimes I may eat 6 apples in a day (don't tell Dr McDougall lol). While on the go, apples are a great way to get a quick, crispy, nutritious fix.

But I also like to buy bags of cut broccoli and cauliflower. This is another favorite snack, and I find eating them at the exact moment when I used to make those compounding, difference-making food fuck-ups, snack time, really helps to reset my expectations of snack time and gives me some raw veg

practice, create that new normal on purpose, if you will.

I used to stop in at gas stations and grab a bag of nuts thinking, "Plants! Tasty! Win-win!" Now I'm much more careful; I read the ingredients. Most of the time, nuts are tricked out with added oils, salt, and other artificial flavorings. Those are not healthy options.

We often trick ourselves into the "I didn't do too bad, I just had a pack of cashews" sentiment, but all cashews are not created equal. Well, maybe they were created equal, but we fuck most of them up before we package and sell them, so be careful and real with what you call a healthy option.

### **Supper most days**

Supper is usually really light in our house. Eating too much late in the evening is something I try to avoid. Not necessarily because of the calories, but because of the digestion process itself.



It takes energy for your body to process food, and if your body is starting that process after, say, 7:00pm, then it's not enjoying the full healing/regenerative benefits of sleep. So, we kinda graze lightly for the evening meal in our home.

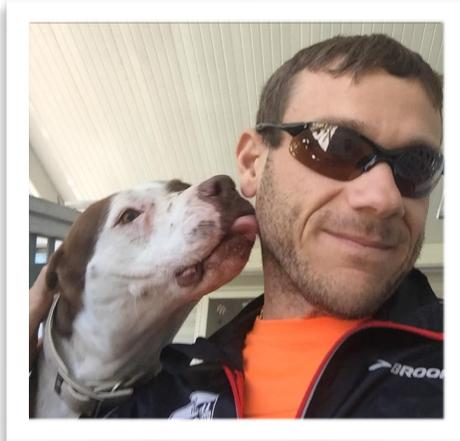
I'll have some fruit, or a less gigantic serving of beans and rice, or even another small bowl of oats and frozen mangos.

And a metric shit-ton of water. However much water you drink, it's not enough. js. Step it up. More water!

## The Virtue of Monotony

90% of the time I eat the same there basic things at every meal. Just like a healthy body weight and athletic ability, monotony is natural (“blasphem!” says the coonass 😂)

Monotony is part of nature’s protocol. I mean, you don't ever hear a squirrel be like, “Fucking acorns! Again?!”



Anyway, if we can adjust what we expect from meal times on a daily basis, it will serve us in not only taking steps toward health (of which relative athletic capacity is a part!), but it will also allow us to find more enjoyment in areas of life that don't get paid for at a drive-thru.

### That’s It!

I hope this little document answered your questions about eating a healthy, simple, plant-powered diet.

As you can see, I keep it simple, and look at my food as fuel for the really important things in my life.

That said, I love eating, and I don’t ever get bored with my meals.

Got questions? Comments? Find me on Facebook and let me know what you think.

Peace,  
Josh

### Did you find this report helpful?

I hope so; I deliberately kept it basic and actionable.

If you’re looking for support, guidance, and possibly some coaching in improving your diet and lifestyle to improve your current health and future prospects, give me a shout at the email address below.

### Share the Love

Can you think of three friends who would benefit from Mak’n’ Groceries? Send them to JoshLJ.com to get their own copy.

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