Mark’s Daily Apple

PRIMAL SHOPPING GUIDE

A Quick Reference Guide to Trusted Online Vendors Selling Primal-Friendly Products
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
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, traditionally-reared animals.

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 supermarket 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 >>

MEAT SHOPPING GUIDE

BRANDON NATURAL BEEF

www.brandonnaturaleb.com

Brandon Natural Beef treats its cows like the ancient, ancestral mountain rumi-nants 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 turkeys - 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 underground. 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 stewer of sustainability: including bugs and wild grasses, in addition to their quality feed. The hens are tender, flavorful (as opposed to mealy supermarket 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 wooly 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 other-worldly amalgamation of fat and lean. Third, Mangalitsa pigs are what pigs used to be before people became scared of fat and started claming 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 PUFA in its fat, in stark contrast to your standard industrial hogs with up to 30% omega-6 PUFA in their fat.

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 supermarket 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 >>

MEAT SUPPLIERS

HOW TO PRIORITIZE RUMINANTS (BEEF, BISON, LAMB)

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/CASE-FREE

How to Prioritize Poultry

1. ORGANIC

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/CASE-FREE
Our favorite: Bacon - it’s ba-con, but it’s not your everyday Oscar Mayer, flabby, slimy bacon. Mangalitsa bacon is denser and stiffer, owing to the low PUFAs content, and it makes for a more realistic cooked slice and harder leftover bacon fat.

SHOP NOW >>

NORTH STAR BISON
www.northstarbison.com

Our favorite: Bison brisket. 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 pasture, instead of inside a cramped, unfeedable 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, skillful 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 thus—www.prescottfrost.com—so it requires more careful, leaner than beef brisket, Bison brisket is a little grass-fed beef, lamb, lamb, venison, ostrich, also offer excellent grass-fed mature throughout the meat and, once thawed, it’s identical to fresh, new-frozen beef. Although this doesn’t really have anything to do with the brand being the great-grandson of one of the greatest poets of all time, Robert Frost, it doesn’t shabbily either.

Our favorite: Roasting Lasagna 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.tendergrass.com

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 because they are small and have little leverage. When you're a small player, it becomes 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: Grass-fed chicken thighs
Preserved chicken is, sadly, a rarity nowadays, and chicken thighs are easily the most underrated cut of bird. So when they begin 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 >>

SLANKER’S
www.prairiesupply.com

Ted Slanker is what you might call a “meat extremist,” but a lovable, extremely knowledgeable one. He’s as passionate about meat as anyone—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 fat to acid mutton to the point of funding analyses on his own meat. The man loves and respects his meat and wants us to eat, raise, grow, or slaughter anything but the best. Not everyone sticks to their guns like Ted Slanker does, and that’s why 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, but-falo, dairy, pet food, processed 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.

WHERE’S THE BEEF? Pictured above with a 80-20 lean to fat ratio, Thonson River Ranch makes the best ground beef we’ve ever had.

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 rice, and then finally allowed to live a stress-free existence to produce meat that goes for hundreds of dollars a kilo. At Thompson River Ranch, we know that’s not true. Here, they’re raising 75-100% wagyu beef cattle. You can find American wagyu, but it’s usually “master of none”, it’s usually flavored because of an organ like Tendergarten, however, you gain the leverage of a larger company without having to sacrifice your integrity or the quality of your product.

ALL-AMERICAN BURGER

The all-American, classic, diner style burger complete with special sauce and a side of fries.

INGREDIENTS FOR THE SANGRIA
3 medium pears (or 3 darters)
1/3 cup (measured) red wine
2 tablespoons sugar
3 cups water
1/2 tablespoon ground cinammon

FOR THE BURGER
4 packs ground beef
1 tablespoon sesame seeds, optional
For the burger
1/2 yellow onion, finely diced
1/2 heads lettuce
4 packs hot dogs
3 packs of all time, Robert Frost, being the great-grandson of one of the greatest poets of all time, Robert Frost, it doesn’t shabbily either.

Our favorite: Potbelly bison burgers
North Star Bison makes for more tender, less fatty grass-fed beef, you will love bison.

SHOP NOW >>

US WELLNESS
www.uswellness.com

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, chicken, and so on. The end result is fantastic meat with the stamp of approval from ranchers, the bison from Thompson, Black Bear, the Bisons from TX Organics don’t waste their cattle. And the TX Organics black angus cattle are long-raised, free range, raised in a stress-free environment. This means they eat less calories 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 don’t waste their money, and the farmers don’t have to worry about any untoward chemicals making into your meat.

Our favorite: Mouth-watering swatch of TX Organics offerings, including ribeye, stew meat, ground beef, a chuck roast, and top sirloin.

SHOP NOW >>

TX ORGANICS
www.txorganics.com

Northern California ranchers TX Organics don’t waste their cattle. They are the ones that are actually making the stuff that we know as grass-fed beef. They know what’s up.

SHOP NOW >>

WHERE IS THE MEAT? Pictured above with a 80-20 lean to fat ratio, Thompson River Ranch makes the best ground beef we’ve ever had.

SHOP NOW >>

IN THE BOOK
Recipe by Primal Gourmet, Your Paleo Kitchen by Brendan and Megan Keatley

SHOP NOW >>
Humans have a history of shoreline living, and for good reason. Water provides vital hydration, offers the perfect spot to hunt animals we’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 procure 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 TOXIC 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 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.

6. **VITAL CHOICE** Vital Choice carries every sort of salmon you could want, whether king or chinook, as well as sardines and halibut. Vital Choice is a nice counterbalance to the lean when eaten together. Plus, crispy sockeye salmon skin beats out bacon in my book.

7. **Wild Pacific Salmon** Vital Choice carries four types of 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. Vital Choice carries four types of wild Pacific salmon. They are one of the few producers of wild Alaskan fish, and their products are certified to be free of mercury and other toxins.

8. **WILD PACIFIC SALMON** Vital Choice carries four types of wild Pacific salmon. They are one of the few producers of wild Alaskan fish, and their products are certified to be free of mercury and other toxins. Vital Choice carries every sort of salmon you could want, whether king or chinook, as well as sardines and halibut. Vital Choice is a nice counterbalance to the lean when eaten together. Plus, crispy sockeye salmon skin beats out bacon in my book.

9. **Seafood Supplier** Vital Choice carries every sort of salmon you could want, whether king or chinook, as well as sardines and halibut. Vital Choice is a nice counterbalance to the lean when eaten together. Plus, crispy sockeye salmon skin beats out bacon in my book.

10. **Sockeye Salmon** Vital Choice carries every sort of salmon you could want, whether king or chinook, as well as sardines and halibut. Vital Choice is a nice counterbalance to the lean when eaten together. Plus, crispy sockeye salmon skin beats out bacon in my book.

11. **Large Predatory, Heavy Metal-Rich Fish** King mackerel, shark, swordfish, tilefish, high in mercury without sufficient nutrients to make up for it. Avoid.

12. **Large Predatory, Heavy Metal-Rich Fish** King mackerel, shark, swordfish, tilefish, high in mercury without sufficient nutrients to make up for it. Avoid.
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.

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.

AMMIN NUT
www.amminut.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: 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 »

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 omnivorous 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 pasture 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 jerky 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 »

LUCERO OLIVE OIL
www.lucerooolveoil.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 harvesting 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

Roll, peper, 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 it says: just jerky. It’s your standard jerky flavor, just done really, really well.

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 »
Tasting all-natural, high-protein snacks is one of the most satisfying experiences in the Paleo diet. At Primal Blueprint you’ll find my own website. At Primal Island you can find thousands of Primal enthusiasts swear by the stuff, and I enjoy a glass myself nearly every day. It’s 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

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 buy these out at PrimalCon, the barefooted mob descends with enough rapacity and gusto to emptying one of these boxes. 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: Sea Snax 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 flavor, and what rub, all that sort of stuff, and Slant Shack makes your jerky when you order it. That’s right, made to order, crafted, grass-fed beef jerky. It really doesn’t get better or fresher than that.

Our favorite: Welcome to the Slant Shack

A variety of favorites, including Bronx Pale Ale, Original, Spicy Red Rub, and Vermont Maple Glaze with Garlic, all grass-fed.

SHOP NOW >>

STEVE’S PALEOGOODS

www.stevesspaleogoods.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.tanka.com

The Plains Indians rely 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. Kind 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-tasted 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, flavoured, and 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 good. YouBar allows you to create your own food bar, drawing on a huge assortment of Primal-inspired 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 >>

PRIMAL SHOPPING GUIDE // 11
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 gotta think that training with CallRopes 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 CallRopes.

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 >>

CALLROPE S callropes.com

Have you ever wrestled an anaconda out of a river onto the shore? No? Me neither, but you'd probably think that training with CallRopes 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 CallRopes.

SHOP NOW >>

GIBBON SLACKLINES 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, barbwire hotel gyms no more.

SHOP NOW >>

PRIMAL STRONG FITNESS EQUIPMENT www.primalsstrong.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, gymnastic 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. Massage 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

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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. It's festooned with high-pro

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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.

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FITNESS EQUIPMENT SHOPPING GUIDE

FITNESS EQUIPMENT SUPPLIERS

AEROSLING www.functionalmovementshop.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's a portable ring system that allows you to do full-on gymnas-tics workouts in a park, on a trip, or in your backyard.

SHOP NOW >>

ALPHA STRONG www.bluehalpstrong.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.

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PRIMAL SHOPPING GUIDE
Strong 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? Shoes will keep your feet from getting poked. Most shoes, with their big heels shortening your calf and thick rubber soles preventing your 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 >>