

THE MANIFESTO

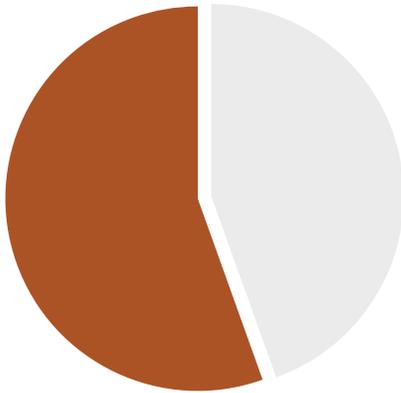
ONE INGREDIENT CHEF

Food
is the most powerful
force in our lives, and the
American diet is in a state of crisis.
The poor dietary choices we make are
killing more people than all other causes.

But the same source of destruction can also
be the solution. Learn how industrialized,
processed foods are devastating our lives
and how *The One Ingredient Diet* can
offer a simple, straightforward solution
to losing weight, healing your body,
and getting your health back
on track...

Andrew Olson

THE CRISIS OF FOOD IN AMERICA



■ % of deaths where diet is a risk factor

Source: CDC.gov

Heart disease kills 600,000 Americans every year...

A primary cause of heart disease? A poor diet.

Cancer kills 575,000 Americans every year...

A primary cause of many cancers? A poor diet.

Strokes kill 129,000 Americans every year...

A primary cause of strokes? A poor diet.

Diabetes kills 69,000 Americans every year...

A primary cause of diabetes? A poor diet.

Should I keep going? Add up just those 4 killers and we're talking about over 1.3 million people per year (55% of the total deaths) from diseases where diet plays a major role. But this isn't an impersonal statistic: **diet-related diseases are on track to kill most of the people you know.***

Forget guns, let's become afraid of french fries

The truth is, **the equivalent of nine 747s filled with people crash into the mountainside of the above diseases every single day** in America, killing everyone onboard. A great many of these deaths could have been prevented with simple dietary changes.

Imagine that you and your family are about to board one of these planes when you get a vision from the future. You see your plane taking off smoothly and rising to 35,000 feet before all hell breaks loose. Everyone onboard gets sick. Some are too weak to get out the seats, some go blind, others have limbs amputated or their chest cut open. Finally, in a heartbreaking ending to this horror show, the whole plane crashes into the Rocky Mountains, killing everyone onboard.



That story might be graphic, but it happens *nine times a day*. The good news is, YOU don't have to get on the plane!

This isn't just about death. You can't prevent your death, but you can live a healthier and more fulfilling life. In reality, the path towards this type of death is often as tragic as the end result itself. Surgeries, amputations, blindness, powerful chemicals that destroy healthy cells, long hospital stays, and much more. Even in the short-term, poor diet has tremendous personal and social consequences. When one is unhealthy, they become less productive and don't enjoy as much success. Depression is far more likely. Self-esteem goes down and relationships wither away. **Not only is food killing us, it is sucking the joy out of life while we're still alive.**

Food is the problem, but it is also the solution

Something has got to change. It is not too late to run off this plane, saving yourself and your family first, and then shouting the message to everyone who is willing to listen. **I want to show you how to get off that 747 simply by gaining a proper respect for food.**

This pathetic reality we face is caused simply by the bad choices we – as individuals and society – have made. Preventing (and reversing) these death sentences is often as easy as *choosing* to run away from the doomed 747 and make new choices. ***The One Ingredient Diet*** is a simple, foolproof way to start making the right choices about food. Let's get started...

***Origins and Evolution of the Western Diet:** *"In the United States and most Western countries, diet-related chronic diseases represent the single largest cause of morbidity and mortality."* - <http://ajcn.nutrition.org/content/81/2/341.full>



THE INDUSTRIALIZED DINNER TABLE

100 years ago, food was simple. It was planted. It was grown. It was eaten.

Over time, the food industry evolved alongside the industrial and technological revolutions. Food became efficient, cost effective, industrialized, and manufactured. Now, "food" is assembled by robots and filled with synthetic chemicals that are created in a lab. In fact, the food you eat today is "built" more like a computer and less like the stuff you imagine as being grown with dirt and sunshine. *Accountants and lawyers have more to say about your nutrition than farmers.*

I could give you plenty of research* to show that processed foods are unhealthy (surprise!), but it doesn't take a genius to understand that processed, chemical-laden "food" is really bad for your body.

One of the easiest way to combat this problem is to **focus on ingredients** and here's why: If a product just has 1 or 2 ingredients, it is likely to be less processed than a product with dozens of ingredients. **This simple logic is the basis of *The One Ingredient Diet*: cut out the ingredients and you cut out the industrialized processing.** It is an automatic way to return to natural foods.

But are ingredients really the important issue to living a healthier lifestyle? Find out for yourself. Take any fast food menu and look up the ingredients of your favorite meal (you can find them online). After doing this research, I discovered that a popular "fresh" and "healthy" sandwich contains ***One Hundred Fourteen ingredients in every bite*** (you'll find a full list of ingredients on the next page). Look at this list carefully. Try to pronounce the words to see how many you recognize. Absorb the fact that all of these ingredients are going right into your family's precious bodies with every bite you take.



Italian Bread (see below), Monterey Jack cheese (cultured pasteurized milk, salt, enzymes, artificial color), cheddar cheese (cultured pasteurized milk, salt, enzymes, artificial color) potato starch and powdered cellulose added to prevent caking, natamycin [a natural mold inhibitor], garlic powder, corn maltodextrin, long grain rice powder, salt, toasted bread crumbs (wheat flour, dextrose, modified wheat starch, sugar, salt, yeast, caramel coloring, paprika), spice, parmesan cheese solids (milk, cheese, cultures, salt, enzymes, calcium chloride), cellulose), modified palm oil, oregano, natural and artificial flavor (including butter extract), sunflower oil, whey, gum arabic, citric acid, yeast extract, lactic acid, calcium lactate, disodium phosphate and not more than 2% silicon dioxide added (as anticaking agent). **Italian White Bread:** Enriched wheat flour (wheat flour, barley malt, niacin, iron, thiamin mononitrate, riboflavin, folic acid), water, yeast, sugar, contains 2% or less of the following: soybean oil, wheat gluten, salt, dough conditioners (DATEM, sodium stearoyl lactylate, ascorbic acid, potassium iodate, azodicarbonamide), yeast nutrients (calcium carbonate, calcium sulfate, ammonium sulfate), wheat protein isolate, yeast extract, vitamin D2, natural flavor, enzymes.

Chicken Breast Strips (see below), teriyaki glaze (water, soy sauce [water, wheat, soybeans, salt and less than 0.1% sodium benzoate as a preservative], corn syrup, high fructose corn syrup, rice vinegar, modified food starch, tomato paste, garlic puree, ginger puree, oriental spice concentrate (sautéed ginger, chili garlic sauce [chili pepper, garlic, water, salt, sugar, rice vinegar, acetic acid, modified food starch], maltodextrin, sesame oil, salt, sugar, canola oil, soybeans, water, cornstarch, spice, wheat, natural flavoring, brown sugar, garlic powder, caramel color, vinegar and yeast extract), sesame oil, sesame seeds, distilled vinegar, dehydrated green onion, salt, dehydrated red bell pepper, natural flavor, spice, dehydrated onion). **CHICKEN BREAST STRIPS** Boneless, skinless chicken breast with rib meat; water, flavor (potassium chloride, maltodextrin, sugar, autolyzed yeast extract, gum arabic, molasses, flavors, salt, lactic acid, disodium guanylate and disodium inosinate, fructose, medium chain triglycerides, dextrose, succinic acid, vinegar solids, thiamine hydrochloride and artificial flavors), soy protein concentrate, modified potato starch, sodium phosphates, salt.

Sauce - Sugar, water, corn vinegar, contains less than 2% of corn starch, food starch-modified, spices, salt, toasted onion, dehydrated onion, poppy seeds, onion juice, sodium benzoate and potassium sorbate (as preservatives), dehydrated red bell pepper, caramel color, cucumber juice, calcium disodium EDTA added to protect flavor, celery seed.

Banana peppers, water, distilled vinegar, salt, calcium chloride, sodium benzoate (preservative), sodium metabisulfite (preservative), yellow #5, natural flavors, polysorbate 80.

Cucumbers, Green Peppers, Lettuce, Onions, Tomatoes



This sandwich is marketed as having just 6 grams of fat, but is nutritional content the issue here? After reading that list, does it sound like fat (a healthy and natural nutrient that your body requires every day) is what will cause the health problems? Not at all. This is why my eating plan mostly ignores calories and nutritional content and focuses on ingredients. As we will see later on, when you eat only real foods, as your body was designed to do, calories and fat automatically handle themselves.

These industrialized food-like products are destroying our bodies, but food – *real, whole, natural products that grow out of the earth* – are the only solution.

NOTE: this one sandwich is not the problem. This particular restaurant chain is better or worse than anyone else in the industry. I just randomly picked one of their sandwiches to illustrate that, if something as simple as a "fresh" sandwich has so many processed ingredients, what hope do we have? A Big Mac, Chinese takeout, and microwavable dinners are just as bad. Maybe worse.

***Worthy research on the dangers of processed foods:**

- **Origins and Evolution of the Western Diet** - <http://ajcn.nutrition.org/content/81/2/341.full> (highly recommended)
- **Processed Foods Addictive as Cocaine** - <http://www.businessweek.com/news/2011-11-11/fatty-foods-addictive-as-cocaine-in-growing-body-of-science.html>
- **Prevent and Reverse Heart Disease: The Revolutionary, Scientifically Proven, Nutrition-Based Cure** by Caldwell Esselstyn. <http://www.amazon.com/gp/product/1583333002>
- **How to Lose Weight Without Losing Your Mind** - <http://www.youtube.com/watch?v=xAdqLB6bTuQ>



THE ONE INGREDIENT DIET SOLUTION

The One Ingredient Diet's only guideline is to **eat plant-based foods that start out as one whole ingredient**. This is basic enough for a first-grader to understand, but powerful enough to save lives:

• • • • • **Eat plant-based foods** – For the average meat eater, this might sound like treason. But the fact is, a “vegan” diet without any animal products (i.e. meat, fish, dairy, butter, and eggs) is extremely good for your health, and as my recipes show on this website, you don't have to sacrifice taste or quality to eat plants. This type of diet has been shown to reverse heart disease, lower cholesterol, reduce the risk of cancers, reverse obesity, and improve health in so many ways. The evidence advocating a plant-based diet is mounting year-by-year and it is one of the smartest decisions you can make to improve your health and vitality.

• • • • • **That start out as** - As I first got started experimenting with “one ingredient” eating, I imagined myself downing handfuls of whole spinach, or entire bags of blueberries. Then, I realized that these foods needed only to start out as one ingredient that I could hold in my hand. What I did with them after that was up to me. That's when I discovered the power of this diet. By combining real, fresh, whole ingredients, I was able to create some of the most delicious meals of my life that just happened to be the healthiest as well.

• • • • • **One whole ingredient** – While a vegan diet is a great step, it's simply not enough. I had been eating a vegan diet long before I developed The One Ingredient Diet and I knew all the loopholes – there are many products (cookies, microwavable & packaged foods, chips, refined sugars, fast food, etc.) that are technically vegan, but still dangerous to our health. That's why the “one ingredient” guideline is so important. The idea is that nearly everything you eat will start out as one whole ingredient that you can hold in your hand.



Tomatoes, carrots, apples, brown rice, spinach, avocado, whole wheat, coconuts, etc. are all perfect foods for this type of diet. In fact, it's so simple, it hardly needs an explanation. **Just read the package and if it says, "ingredients: brown rice" go for it. But if it has a list of 300 mono-sodium-whatevers, forget it.**

A Few Exceptions and Clarifications...

As with all rules, there are exceptions. I strongly believe in intuitive eating (i.e. listening to your body) and the goal of *The One Ingredient Diet* is not to lock you into a rigid structure. This "diet" is more of a smart framework that gives you the *freedom* to improve your health without stressing every detail. While the first guideline (no animal products) is essentially unbreakable to me, there is some leeway in the second (one ingredient) guideline:

- ❖ **Multiple Ingredient Exceptions** – I make an immediate exception for foods that have two ingredients if that other ingredient is **water** or **sea salt**. For example, a can of beans might say, "*Ingredients: Pinto Beans, Sea Salt.*" Soy milk might say, "*Soybeans, Water.*" I also make exceptions for tofu and tempeh.
- ❖ **Bread** – Unless you make it yourself, bread is impossible on *The One Ingredient Diet* and I might recommend giving it up in the beginning. Personally, I occasionally eat natural, high-protein, sprouted bread (i.e. Ezekiel brand). Never, ever, eat white bread (see final point below). But whole grain bread, with very few ingredients that you can clearly describe, is okay.
- ❖ **Oils** – If food is power, oil is like the nuclear bomb. They are the most concentrated, calorie-dense foods on the planet, and they can be dangerous. Even "healthy" plant-based oils have been shown to contribute to a myriad of diet-related diseases and they



should be avoided as much as possible. Especially if you are overweight, I would recommend completely cutting out oils until you reach your ideal weight. But in my own cooking, I do make exceptions for oils *in small quantities and on rare occasions*.

- ❖ **Breaking the Rule** – Basically, you have the freedom to break the the one ingredient rule anytime you have a clear reason. But in order to cook with a multi-ingredient item, you must first be able to clearly identify and explain each ingredient in the food. It is fine to buy corn tortillas that have corn and a trace of lime (mineral), but you should first Google the mineral lime and understand why it is okay. Not only will this cut down on impulse cheating, it will improve your nutritional knowledge. Breaking the rules for a rare treat is also okay, and even I occasionally post recipes that break the rules. At the worst, processed multi-ingredient foods should not make up more than 5-10% of your total food consumption.
- ❖ **What 'One Whole Ingredient' Means** – Finally, it is important to understand the "whole" component. Many foods have just one ingredient, but it is not whole. Sugar is a good example. It might just say "sugar" under the ingredients, but this stuff doesn't just fall from the sky in perfect white granules! A *whole* sugar cane is processed and evaporated, leaving behind the unnatural juice which is technically one ingredient, but not whole. The same goes for white pasta, white rice, and other refined foods. These processed, partial-ingredient foods should be avoided as much as possible.

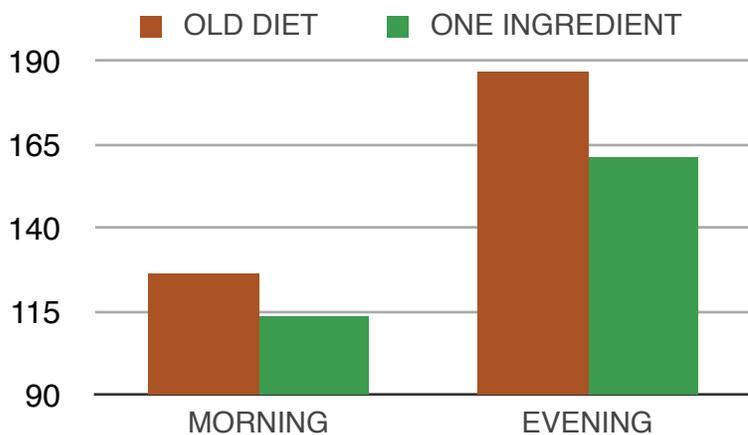


A PERSONAL SUCCESS STORY

Look, I'm just a kid who likes to make food. I'm not a doctor or scientist and I don't have access to large-scale research facilities to do tests and give you empirical data. Yet, I do have one story to share with you.

My mother has type 2 diabetes and has long struggled with weight management and eating a proper diet. I invited her to try *The One Ingredient Diet* for a month and the results were astounding.

We kept a log of her blood sugar levels in the months prior to and during the trial. In the chart below, the pre-trial numbers are in orange and the One Ingredient numbers are in green. In just one month, her blood sugar levels dropped so significantly that **she had to begin reducing her dependence on insulin.**



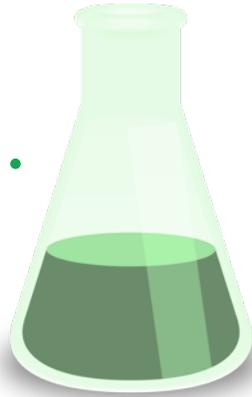
But perhaps most notable was her hemoglobin A1c scores. This is a blood test that measures the control of diabetes over the long-term (~3 months). After trying this diet for just one of those three months, her score was 6.3 - **anything under 6.4 is not even considered diabetic.**

In addition, without any changes to physical activity, she began losing about one pound per week and steadily moving towards her ideal weight.

It might be just one person, but I want you to understand how this diet can quickly make a real impact in your life and the lives of those you care about.



THE 'UN-SCIENCE' OF WHY THIS WORKS



Like every other living organism on earth, your body was designed to fit its environment like a hand in a glove. The fresh air is a perfect match for your lungs. The water in flowing streams is a perfect match for your hydration needs. And the food that grows out of the earth is a perfect match for your nutritional requirements.

Everything was in perfect balance until something happened. Our bodies didn't change in the last 100 or 1,000 years, but our food did.

As we've already discussed, food became industrialized to the point where the stuff on the shelves no longer meets our body's natural needs. It hacks our brains into thinking we're getting nutrition, but it is really just making us sick and causing damage.

A good example is sugar. Sugar in nature is always accompanied by fiber. Our bodies, then, are designed to eat sugar plus fiber together. When you consume sugar in its natural form (i.e., in a banana), your body processes it naturally and safely. But when a smart engineer learns how to squeeze out the sugar from the banana and discard the fiber, your body treats the processed sugar like poison. It damages your liver, spikes your blood sugar, and causes inflammation. Do this repeatedly and the effects directly lead to obesity, diabetes, cancer, heart disease, and a host of other problems.

Oil is another example. When is the last time you saw olive oil flowing down a stream? Olives are a natural whole food that have plenty of nutritional value. Like most foods, they contain water, fiber, protein, and fats. But when you press out the oil and discard the olive, you're left with a highly concentrated product that has almost a day's worth of calories in one cup! In fact, you would have to press over 700



olives to produce that one cup of oil. Your body doesn't know how to handle so many calories without the natural water and fiber, so it thinks you need **more** calories. This is why consuming oils contributes to overeating and obesity - the oils add hundreds of unnatural calories without taking up much space in your stomach. Your body gets confused and thinks it needs to keep eating until it feels "full."

The same kind of negative results can be seen with almost all substances that are industrialized or engineered. Your body was designed to eat foods in their natural form, so why not do that?

Another great benefit of *The One Ingredient Diet* is that there is no portion control. It is virtually impossible to overeat because your stomach will get full exactly when you've eaten the right number of calories. Strip out the overly-dense oils and animal products and everything works in balance.

The beauty of this "diet" is that it doesn't add anything new, in fact, it merely takes the wrong things away.

Whole, unprocessed foods are the simple answer. The beauty of this diet is that it doesn't add anything new, in fact, it merely takes the wrong things away. We don't need to be doctors or nutritionists to create a complex new scientific breakthrough. *The One Ingredient Diet* simply shifts your eating habits back into harmony with the natural processes of your body. It's so simple. Neither of us need a Ph.D to understand the incredibly valuable benefits of this lifestyle



THE THREE PROMISES OF REAL FOOD

At this point, you might be a bit apprehensive. It sounds so simple and powerful, but eating whole foods is such a departure from the Standard American Diet that it may seem like uncharted territory... *What will I actually eat? Will it cost more? Do I have the time? What if the food doesn't taste good?*

Fair enough. This is a big decision but the only way to get the answers is to **try it**. Dive in and watch what happens. If you do, I have three promises for you:

- 1** The **short and long-term benefits** will be immediately obvious to you. You will steadily move towards your ideal weight, you'll feel healthier, and it may even help *reverse* any health challenges. I can't guarantee you a longer, more fulfilling life, but science puts the odds on your side.
- 2** Once you learn the **simple cooking** skills that I teach you (for free) at OneIngredientChef.com, you will be able to cook in less time than before, and it will **cost less** than eating out or buying processed foods.
- 3** The things you learn how to cook will be some of the most **delicious food** you've ever eaten anywhere. We're not talking about chewing celery here – my recipes are both nutritionally balanced and completely satisfying.

Bonus promise: If you involve your family by cooking and eating together, your relationships will be deeper and stronger as a result.

These promises might sound outlandish, but they make complete sense in light of what we have already discussed. Food can change



your life for better or worse. We know that eating natural, whole food can dramatically improve your health, weight, vitality, relationships, and so much more.

But what about the other two promises? Is it crazy to think that you can cook this way in less time with less money **and** enjoy the best food of your life? Not at all:

The Best Food Ever

The purpose of OneIngredientChef.com is to teach you how to cook better than ever before. I don't just post ingredients and tell you to mix everything together. I guide you, step-by-step, through the process of making amazing dishes that your whole family will love.

Watch top chefs cook and one thing is obvious: *less is more*. Expert cuisine relies on the same principles of *The One Ingredient Diet*: fewer, fresher, more natural ingredients. It only makes sense that learning how to cook this way will produce some of the best food you've ever eaten.

Faster, Cheaper Cooking

There's no doubt: this diet requires more cooking. But the type of cooking you do will be fun, rewarding, and quick. When you learn the basics of cooking this way, it's a snap. You can whip up a healthy dinner for the whole family in less time than it would take to drive to the fast food place or pick up some takeout. Plus, fewer ingredients and home-cooked meals cost less than eating out or buying packaged, pre-made products that charge a premium.

Not only that, but I want to teach you how to **love cooking**. I want food to be something you and your family *enjoy* together. Rather than driving out to a restaurant, spend then night involving the whole family in the cooking process and eating your creations together. Your bodies *and* your relationships will be healthier as a result.



THE **POWER** OF FOOD

Food is power. We have all witnessed the destructive tsunami that food can create in our lives or the lives of those around us. In our developed society, it kills more people than anything else and it is more dangerous than all the guns and bombs we've created.

But if food is the problem, it is also the solution. Learning about food – and how to prepare the right types of food – can solve virtually all the problems we face. I believe that wholeheartedly and I have taken it upon myself to teach people how to make the right food.

When I hear people say something silly like, "**Oh, I don't cook.**" My only response is, "**Well, do you eat?**" Cooking and eating are just two sides of the same process. Taking an active role in creating the powerful nutrition that goes into your body is one of the most fundamental aspects of being human. It is this lack of understanding that got us where we are.

My mission is to teach you how to cook real food. My recipes walk you through the process of making natural, delicious food that can save the lives of yourself and your family.

I believe in the power of food to prevent disease, to treat disease, to reverse disease, to cure disease, and to reduce dependence on pharmaceutical medications.

I believe in the power of food to create vitality, to help shed excess weight, to improve emotions & moods, to build self-esteem, and to increase productivity.

I believe that cooking and eating with the people you love is the best way to strengthen relationships. The dinner table is a sacred place – especially when it holds a home-cooked meal.



WHERE TO GO FROM HERE

This is the end of my manifesto, but just the beginning of your journey. If you're serious about taking control of your diet, here's what I recommend:

1. Consider giving *The One Ingredient Diet* a test. Experiment with a few recipes and see if you can overhaul your eating, cut out the processed foods, and find a new level of health and vitality. Do it cold-Tofurkey or do it slowly. **Just do it.**
2. Establish cooking and eating times with the people you love. Get together regularly to make a fresh, healthy, unprocessed meal that you can share together.
3. **Get help** by visiting my website at OneIngredientChef.com where I give you step-by-step recipes to cooking delicious, "one ingredient" recipes that your whole family will love.

ABOUT ANDREW OLSON

*I'm Andrew Olson, the "One Ingredient Chef" and creator of **The One Ingredient Diet**. I am dedicated to helping you fall in love with food. I want you to learn how to cook the best food you've ever eaten while also becoming healthier than ever before.*

Visit my website to get free step-by-step recipes and more at OneIngredientChef.com

NOTE: *I'm not a doctor. Even if I was, I'm not YOUR doctor. You should always check with your own healthcare professional before making any dietary changes. This document is for educational purposes only and I assume no liability or responsibility for any individual's use of this information.*

This document and all content contained herein are Copyright © 2014 Andrew Olson

