

Paleo Solution - 256

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Robb: Howdy all, this is Robb Wolf back for another edition of the Paleo Solution podcast. They have not shut us down and people are still listening so we're still doing it. But we'll see how much longer that goes on.

Today, I am very honored to have two of my very dear friends, folks who have done more to perpetuate, promulgate and generally perpetuate these ideas of Paleo ancestral health, Keith and Michelle Norris. How are you all doing?

Michelle: Doing great. Doing wonderful. Thank you for having us on.

Keith: Going to hang that on us.

Michelle: Yeah. Wait a minute. That was all my line. I was going to say you're to blame. I mean you're responsible for helping us start paleo.

Robb: Yeah. I take no responsibility for that at all. So, I know everybody is familiar with you guys but you both have very interesting backgrounds. Keith you're ranging from high level athlete and then working – we brush with the pharmaceutical industry. Michelle, you've got an extensive business background. Give folks a little bit of your background.

Michelle: Go ahead, Keith. Oh, okay. Well I'm a trained chef but my background has been extremely varied. I'm kind of a serial entrepreneur and I've been a project manager, used to building Starbucks I know that's horrible, I'm awful.

Robb: I think it's doing God's work. I mean more caffeine in the world, the better. So I have no issue with that. I'm not that person.

Michelle: So I've just done all kinds of things but I love business. I really believe heavily in capitalism and really kind of in the mom and pops type of capitalism but did go work for the man sort of. I worked for a small business that actually built Starbucks. So I really enjoyed that and then when everything kind of went bust and Harold Schultz came in and said

oh yeah we're going to shut this down and stop building so many Starbucks, I lost my job and everything.

I did a lot of chef-ing and stuff on the side at that time and I was food writing and everything. And that was about the time Keith started dabbling and was a little bit before that that Keith had started dabbling in Paleo and we had just kind of gone Paleo at that time. So, it's been a little crazy. It's been a real crazy ride. So I don't know and this kind of took off. So we shifted everything. The kids were still in the house at the time. And when you have kids, you kind of stay in a job and you have to have steady pay check because they like to eat. And I don't know if we can...

Robb: Oh ungrateful little buggers.

Michelle: I know.

Keith: That's funny how that works.

Michelle: We decided that once they were out from under our roof and we could do things the way we wanted to and kind of pursue our passions, we decided to run for it. The only ones that we have to worry about now are the dogs and they can eat on trash cans and they're pretty cool with that.

Robb: Or if you guys passed out unconscious, they'll just consume you. So I mean it's a kind of a win-win all the way around if it goes totally sideways. Nice. Keith, give folks a little bit of your background and then remind them about your early blog work on Theory to Practice, that was one of my favorite writes for ages.

Keith: Yeah, so I came up as a young, type A, win at anything cost athlete starting at about 11 years old actually. Running a huge track and field and doing some kickboxing on the side. Had the opportunity to be around some of the absolute best coaches anywhere. And of course I didn't know at that time and really didn't appreciate it but hey, I was winning a lot and was doing very well.

Looking back on it, these coaches really knew what they were doing. I mean for a 12 year old to be in a weight room, a 12 year old sprinter to be in a weight room working and not in a body building sense but in a very systematic planned out, periodized weight training system which is kind of unheard of at that time. We're talking '76ish. This is going back.

I kind of morphed out of the sprint team, track and field once I hit puberty full blown, I kind of flowered into this different type of athlete that was starting to get run down at about 60 meters in the sprint. So I was wondering what the hell's going on here.

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Anyway, I still have some decent quickness. I was able to parlay that into a really good football career. Moved on, play through high school, played at Texas State. After my football career was done, I went into the military for nine years. And this whole time, I just had this very, very, very keen interest on strength and conditioning.

Unfortunately at the time that I was done with college, nobody made any money at this thing called strength and conditioning. Nobody. I mean we had Boyd Epley out in Nebraska who was making some money at it but other than that you can be a starting grad assistant and that was about it money-wise.

Had a family by this time, very, very young. Both Michelle and I both have kids while we were still kids. So the grad assistant thing wasn't going to work out. I had to put some food on the table. So I went in to the military but I still had a keen interest in strength and conditioning, read everything I could get my hands on, trained, trained others while I was in and just kept learning, learning, learning and going on.

Flash forward a little bit further I had an opportunity to work with some D1 Athletes at East Carolina University, still picking up a lot of tips and learning the whole time, was immersed in the evil empire of the pharmaceutical industry. Pushed that agenda just as hard as I could until I rose up to the ranks, rose up to the ranks a little bit and figured out hey, these people really don't have the human condition at heart. They have a bottom line at heart and that kind of a cold slap in the face to me to somebody who thought he was really, really doing good.

And I don't want to totally bash the pharmaceutical industry, they do some fantastic things but let's face it a lot of their R & D money goes to the next Viagra and that's bottom line. They've got to pay bills, they're an entity that needs to make money just like any other entity that needs to make money. And so the next antibiotic is not first and foremost on their list.

Got dissolution with that, started writing the Theory to Practice blog which has been on a bit of hiatus here lately while I'm doing some site redesign.

Robb: Yeah and I'm pissed about that by the way. I've had to start cooking up my own stuff. So I'm mad about that.

Keith: It will be back soon. And so Michelle and I have a couple of other businesses that we run other than site.

Robb: Yeah, like 16 of them.

Keith: Yeah and so it's a constant juggle. Right now the Theory to Practice thing I've got a client of mine who's working on that. It will be really not here and maybe about the next month. And so I have some fresh content there. But that's the Keith Norris story in a nut shell. It's kind of ironic that while I was pushing the pharmaceutical industry, at the same time Michelle was pushing the Starbucks industry. So oh my, how we have changed in the last few years.

Robb: Well, you haven't tapered off on your coffee consumption much other than that. So how did you guys get on to this Paleo concept? And this was around 2006, 2007 that you guys started sort of fiddling with this stuff or was it a little earlier than that?

Michelle: A little earlier.

Keith: Interesting story. I want Michelle take it.

Michelle: Yeah, it was just a little bit earlier than that. Well actually Keith, I mean he found you and Art De Vany. So you kind of need to tell that story.

Keith: I'll just kick it off how it started and then Michelle can tell you how she thought I was freaking out to lunch for a while. Essentially I had a friend he was coaching wrestling at a high school and of course they were doing it the old school way you know diet down to where the kids are emaciated and they're having their asses handed to them on the mat.

And so I said hey, why don't we go about this a little bit different and how about not diet them down all the way like that but let's put them on kind of a lower carb gig throughout the season, not ketogenic but just a little bit lower carb. Don't cut the crap out of their diet. And you know let's

kind of maintain their weight within about five pounds of what they're going to wrestle at.

Robb: That was a shocking idea.

Michelle: I know.

Keith: Which is exactly what you told me, this is ludicrous, this is how we've always done it and I basically said hey, you know what you guys sucked last season. You sucked ass. How about try this my way. You can't be doing any worse than – so he's like yeah you're right okay.

But to really truncate the story, he was a smart guy, he wanted some documentation to read on how this diet would not affect his athletic performance. And I was like okay well I'll dig around and pull you up some stuff and show it to you.

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Anyway, while doing that I ran into a crazy guy named Robb Wolf and another one named Art De Vany. And well I was looking at the total performance aspect of this. You guys kept dropping in these bombs about these diets a healthy diet too and here's why. Of course I blew that completely off, I could not give a crap about it at that time. I was totally not into performance.

But as I started reading these things I was like you know I think these guys might actually have something here. I think they're not total crack pots, I think this diet may actually be.

Michelle: But still debatable.

Robb: Art's not but I'm clearly dodgy...

Keith: So anyway that's how I got into this and I started eating the diet and feeling better. I've got a whole hypertensive issue that I could talk about that was totally alleviated after I cut out grains. And I let Michelle take it from there. Michelle, started having some fibromyalgia issues and was just feeling shitty and then I let her take it from there.

Michelle: Yeah. I have been diagnosed with fibromyalgia, chronic fatigue syndrome. I was just having every time I ate I was so sick. I mean literally just sick

every single time that I ate. And Keith kept saying I think you have this celiac thing.

I thought oh he's completely lost his mind and so whenever we were talking about it – at the time now remember I'm an Italian chef. I mean my specialty is Italian. I make my own pizza dough, I make my own pasta and our kids of course love that stuff. And Keith loved it. And he had stopped eating it and every time that I made anything that was relatively carby, sorry.

Robb: Somebody's getting mauled in the background.

Michelle: Yes. We have wild dogs that come in. I apologize. Any time that I made anything relatively carby, Keith made his own dinners. And it was about a year later, he's not wanting to be cheered with the head with that or anything but every time I would complain about my stomach he go I really think that you needed to get this thing check out, I really think you might have celiac.

So, about a year later we were having some kind of, one of the kids was having a birthday or something and I was making lots of pizzas and lots of pasta and what have you. And there he was making his own dinner. And I looked at him and I said you might really never going to have my pizza or pasta again are you? And he said no. And he goes I really think you should check out the celiac thing and so I did.

And of course I know I've told you the story before Robb but they of course wanted to cut into me and do the whole colonoscopy thing I thought you know. How about I just cut that stuff from my diet and see how that works.

Robb: Kind of similar to the wrestling coach deal. It's like let's just experiment and see how things get worse, better or stay the same. And make an assessment from there.

Michelle: And so I did and three weeks later everything was gone. The fibromyalgia was gone, the chronic fatigue syndrome was gone. And what was interesting was everybody in my family had been diagnosed with an early onset rheumatoid arthritis. That was gone. I finally had control over my migraines for the first time in my life since I was 17.

I mean it was like coming out of a fog. It was totally different. It was a complete life changing thing. But what was even more amazing, no of course I was angry about it, I wasn't happy about the whole thing that I had to eat this way to be healthy. I was mad because I'm giving up all the foods that I love.

And so I was kind of in a denial state. At some point I'm putting all these foods back in my life. I was a food writer at the time and so I was writing for other people and I kept writing. I didn't ever change the way I was writing. I kept writing my pasta recipes whatever. I kept writing all that stuff.

And then about three more weeks later, I was six weeks into Paleo, we had not seen all the kids, parents and everything for our sons baseball team for about – we had probably hadn't seen them before about eight or nine weeks actually. And I have been into it about six weeks. And we saw them for the first time in quite awhile and whenever I saw them they were like oh my god you look amazing. You look like you've lost all these weight.

You know I haven't been fat but I had that bloat and that puffiness that you have and all of that stuff. And so they were just like you look amazing, you look healthy and you look really vibrant. And I felt healthy and energized and vibrant. And then that's when the light bulb moment went off and I thought oh okay I think I can help people with this. So that's when the evangelist was born. So anyway, that's kind of how we kind of got started with all of it.

Robb: Keith, you were very, very popular with the Theory to Practice blog. You guys have been motoring with the efficient exercise kind of technology for a long time, lots of bandwidth, lots of credibility there. Michelle, you continue to write about food and clearly shifted your focus more into this kind of Paleo genre. But what was the idea for this Paleo f(x) thing? Where was that born? Was that at the bottom of a 12 pack or something like the way teenage mutant ninja turtles was born? Where did that come from?

Michelle: On a runway in LAX.

Keith: Actually the idea was born on the tarmac of LAX.

Robb: Interesting.

Keith: Yeah, waiting to depart Los Angeles from the first Ancestral Health Symposium. And so Michelle and I and that was a great symposium. I mean if you think back Robb, that was the first time that most of us ever met each other face to face. And it was a fantastic conference and we absolutely loved it. Had a blast. Got escape the Austin summer heat for some nice 70 degree Cali weather was fabulous.

Anyway, when we got down we were sitting on the tarmac getting ready to take off from LA to comeback to Austin. And we just kind of looked at each other and said that was an awesome conference but there's not – I said there's not a single one of my clients that would have gotten anything out of that.

It was way too over their head. I loved it. Michelle loved it but we're geeks. And everybody who was there were geeks. There was nobody who was a lay person who was there.

Robb: There were a few pocket protectors in the audience for sure.

Keith: It was definitely a propeller head conference which was cool.

Michelle: We had the nose tape going for sure.

Keith: But we said you know here was a great opportunity to dial this down a little bit and kind of do a rubber meets the road type of conference. How do you explain this whole ancestral evolutionary mindset and that to somebody who has no clue. But that you can totally change your lives by teaching it to him.

Robb: And have that power of that community event where people can network and connect and share stories and all that.

Keith: And that was the genesis of the whole idea. And then we say well let's do it and we were initially going to do it at one of our efficient exercise studios which now is laughable to me. It's absolutely laughable. But that's what we're going to do. We're just going to bring in a few people and have it over a weekend at efficient exercise.

Once the idea got started, Robb once you came on board and you were the first one to go okay you guys are freaking crazy, I don't know what

you're doing but I get to hang out on Austin for a few days so sign me up. And it just took off from there. And it's just been a wild ride for the last four years.

Robb: And I just have to share a little bit of the story. My wife is probably the only other person beside you guys that kind of knows the back story on this. This was a couple of weeks before Zoe was going to be close to being born. We were getting in the strike zone. So Nikki was pretty nervous. So we all agreed that we would get in there and just make as much use of me as we could on basically like a day, day and half or something like that.

And I was like a roofied call girl on this thing. I got drugged from panel to talk to panel to talk and then because Keith and Michelle are running this whole thing. I stayed with these guys. And we didn't leave the event until probably close to midnight. You guys lived out way on the other side of town. So we didn't get home till after one. And then you guys had to be back at the end till like five.

So in addition to just getting drugged through this thing which is totally awesome but I was on another planet by the end of this gig. I think I was on like 15 panels in a way and in about 18 hours and then these guys lived out on the other side of town, went home with you guys. We have to be back at the event by six a.m. or something. That was the biggest kick to the jimmy that I have had in a long, long time. But it was a blast, it was good. It was good.

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Michelle: Yeah, we noticed that you never accepted the invitation.

Robb: It would probably take some tazers and straight jacket to have me stayed with you guys on a Paleo f(x) weekend. The weekend after that, I'll go eat your food and drink your tequila. But that weekend I steer clear if you guys know.

Keith: Yeah. Well you can ask anybody that stays with us during that time period, well to make you...

Michelle: Now, we [Cross-talk] house in Austin.

Keith: Michelle and I are blowing and going for that entire week. I mean it is, I tell everybody I trained all year for the week of Paleo f(x) because it's no sleep and it is going a hundred miles an hour the whole time.

Robb: The growth has really been amazing and I know when you guys first kicked that off like Mark called me, Mark Sisson and we always chat about these things. He like what do you think about this thing? And I'm like it can either be genius or could be an absolute train wreck. I'm not entirely sure on who's going. That was my thought too.

The first event was amazing and it's just a really – it's gotten legs like none of the other kind of ancestral oriented conferences have because I think you guys have done a really great job of stratifying the material that's offered. Clearly there's plenty of material there for the propeller heads and the folks that wear their pocket protectors like myself.

There's incredibly accessible elements to it for people that are brand new to this thing. They're getting drugged there by family members or significant others and so there's a really great spectrum of material for folks to access. And you know I've got to say you guys went after some things that frankly are not popular in the same way that just talking about protein, carbs, fat seem to keep people excited.

You guys early on we chatted about what we all felt was important. You know the sustainability story really needs to be front and center. And you guys really championed that. It's becoming a more popular thing. People are starting to connect the dots like the work of the Farmer the consumer legal defense fund, Savory Institute, Polyface farms.

Whether you eat Paleo or vegan or whatever the story is if you have kind of an idealistic view of nutrition that is different than the standard American diet and this kind of industrial food complex story. If you value something different than that and you are not focusing a lot of effort in showing up the ability to access that food that you want, that stuff is liable to go away and you're liable to become very, very difficult to access.

And so you guys really championed that. You had some amazing people show up there at the first event and then you know, subsequent events clearly but it was pretty amazing that the quality of folks that you were able to rope into that first gig and how well received.

Folks came up to me after the first event in between talks and particularly after that first sustainability talk. And they were just kind of like I've heard you mention this and it never really made sense but having eight or ten people up there all talking about the same message and one person's a lawyer, one person's a biochemist, one person's a farmer and they're all talking about the same story and the importance of the sustainability piece. That was really powerful.

Keith: Yeah and we really want Paleo f(x) to be an activist organization. We don't want it to be idle, we don't want this to just be an intellectual pursuit. We want people to go out and do something. Kick some ass, make some changes. Change your corner of the world in as big or as little away as you can but make a change. And sustainability is huge and like you say without that I mean we're all screwed, doesn't matter what we eat, you're going to be screwed.

Robb: I would argue that you guys have been I think I already mentioned it but you guys have been far more successful than any of the other events that have been put together around this story. And I think part of that is that you are focusing, the focus is broader and more inclusive on the one hand. But I've got this sneaky suspicion too that part of the reason why you guys have been more successful is you guys are actually that evil entity that is a for profit activity.

Like you guys want this to actually be a successful business. And I think that that has driven your evolution in a way that is different than other enterprises. Do you guys have some thoughts on that?

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Michelle: My hope is that yes we will be a successful business. You know the backside of the story of that and it's interesting that you bring that up is that Paleo f(x) has been very successful in theory, financially and as a business it has not. We completely restructured Paleo f(x) as a business this year and we are finally set for it to actually be a successful business.

We've been running it – the thing is that Keith and I, we don't care about the money. The big thing for us was we wanted to spread the movement and for the movement to continue to get bigger and that was our whole goal and focus. But the thing is in one of our other businesses we have access to some pretty incredible self-development people and one of the

things that we learned through that was that it's okay for us to make money doing this but if we make money, we're actually going to have more reach if we do.

And so in thinking through that we were like oh okay actually we need to make more money so that we can actually get bigger so that we can actually reach more people and that we can actually be more successful and that has been our whole driver. That's one of the reasons why a lot of people, our ticket price, we've kept our ticket price down on purpose so that it's accessible to people.

We offer as much as we do because we want it to be as enticing as it is so that people go you know I'm getting a lot of bang for my buck here. I mean conferences like ours should be upwards of \$1,500 to \$2,000. I mean there are a lot of conferences whether that much and there's only three or four key notes speakers.

We've got at least 15 to 20 really good key notes speakers and then you've got a lot of speakers who can command that kind of price even on their own that are not key notes. Some of our key note speakers should be getting well over that price by themselves. And that's it. The driver is just to spread the message.

Keith:

And the simple fact of the matter is money is simply energy transfer and it greases skids. It allows us to be very, very nimble into change on a dime and without that, without having a capital behind you to be able to pull that off you're dead on the water. You can't move, you can't change and you can't affect for the better.

Michelle and I may be the biggest libertarians you'll ever run into but that is we're capitalist and we're libertarians and we look at money as energy transfer and that's it. And to be able to propel this message out the greater world which is exactly what we want to do. I mean we're not keeping Paleo a secret. We're charging as hard and as fast as we can to spread this message out far and wide to everybody. And to be able to do that, you got to have capital.

Robb:

And clearly you're singing in the choir on that. We may literally drop our listenership down to six people. But I'm at point in that whole story. I could have gone – the fact that I have championed this kind of market

based intervention ranging from health care to sustainable food production, it's not popular.

I could have gone a lot of different directions and I've done recently well with the endeavors that I've been involved with. But in the back of my head I've known that making people aware that tying this thing into some market oriented features like you say Keith so that this thing is very responsive, kind of spins on a dime.

One of the challenges that I see within academia is that it becomes an institution and once something gets institutionalize then it needs to be protected, it becomes very slow to evolve and adapt and to bring new information into the midst. And we definitely need our randomized control trials and what not.

But what has driven the growth of this whole ancestral health movement interestingly, we've definitely had more research occur and particularly the last five years. But that has all been driven by this market element of books and blogs and podcast and events like both AHS and Paleo f(x) but I would argue that the broader reach of Paleo f(x) has been more capitalizing in that process.

And the fact that now folks like Terry Wahls are being invited to the American Multiple Sclerosis Society event, that is happening because there's 15 times more chatter on the MS society's website talking about Paleo and the Wahl's protocol than all the other approaches combined.

And that's not yet scientific validation but I still have this sneaky suspicion that when people go out and buy cars and home stereos and they compare and contrast and talk about these stuff on the interwebs, people figure out the things that are working and the things that aren't working rather quickly. And I think that there's incredible power with that. So I'm fully behind you guys on all that stuff and clearly we're cut out of the same cloth with all that.

Keith: Money builds a bigger microphone and that's exactly the way we look at it.

Robb: Absolutely. And you know that's also been part of why I've been so adamant that the Farm to Consumer Legal Defense Fund out of everything that's going on, those folks are possibly the most important

entity in this whole movement because there will come a point where we pop our heads up high enough on the radar that some of the establish entities are going to want to take our heads off.

And we need someone like the Farm to Consumer Legal Defense Fund, I work with those guys a lot, I talk with those guys a lot. They're getting positioned so that maybe at some point we have some spin off entities like when we start trying to do some of these decentralized market oriented health care interventions. We're going to pop up on some radars and some folks are going to go after us and we're going to need somebody to be able to get in and represent us.

That cant happen but for free forever from people practicing law so we need to capitalization to be able to shore up all that stuff. So it's pretty damn interesting. What do you guys see as both the opportunities and the challenges over the next say like three to five years in growing Paleo f(x) itself? What do you feel like is going to be some easy growth areas and what do you feel like will be some significant challenges?

Michelle:

Personally I think a lot of the challenges are combating some of these me to type companies who are jumping in just to make a buck off from Paleo. Those are going to be particularly for us, those are going to be some of the challenges for us.

And the actual movement itself is trying to combat I mean there are several companies out there that are trying to capitalize and unfortunately they have ingredients in them that are saying that they're Paleo and they're not. We've got soy in the products and everything. It's like come on do your homework.

So it's hard to combat that especially for people who are new to Paleo don't really know the story and don't know how to read labels, don't know how to do stuff and they're thinking oh well it's a Paleo product and don't really understand that that's not how we roll.

And all of these – the thing is that it's nice to have convenient products that are Paleo but at the same time that's kind of what we rail against a little bit. And so we're going to have to, that's I think one of our biggest problems is us trying to figure out what really does work for us in that sense is the convenient products that we want to consume and what we

don't because we are still getting into the process stuff. You know what I mean.

And so I think those are things but at the same time we want to hold up those companies that are good and that are trying to work for our good and that are using those good ingredients and that are using the things that are going to ultimately be good for us and that will help us in the long run that's for me, that's where I see things because I'm working from that point of view. So I say that is one of our challenges.

Robb: Yeah, Mark Sisson is cracking out a new line. I think one of his first offerings is an avocado oil based mayonnaise with pastured eggs. I have a huge complain about that product though and that it does not yet come in a one gallon container.

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These little pint size containers. I'm like Mark you're slaying me here. I'll have a recycling boxes up to the ceiling from ordering this stuff. But there are some folks that are going in and really looking at some of those like some salad dressings and some different things that do add the convenience but they're doing that extra step of using things like avocado oil and pastured eggs.

What folks don't fully grasp when you start saying okay I'm going to do pastured eggs or I'm going to make some jerky and it's going to be from a hundred percent grass fed, grass finish beef. We start creating these diversified economies that go much, much beyond just that product itself. There's all these back story involved with that.

I've just been talking with the Savory Institute and I was approached by some folks that are interested in producing kind of a leather based clothing, shoe line type of deal and I had the idea of hey, why don't we see if we can source all these stuff out of Savory Institute hubs.

And so we've been doing some work in that regard. Interestingly and ironically it looks like we could source all the material from the Savory Institute hubs. The cost wouldn't be any different than getting hides from conventional leather manufacturer but we can do some more ecologically sound tanning practices.

We've got that close loop element of the grass fed production and then we're also supporting the Savory Institute hubs which are arguably reversing desertification and doing all kinds of fantastic things from an ecological perspective and we're creating this decentralized, diversified, economic kind of development efforts that just don't happen overnight and we have to really commit to one, to your point Michelle thinking it through and hopefully doing it as right as we can and being willing to modify things when we need to.

But it takes a little bit of time to make that stuff happen. But it's very interesting seeing the birth of some of these other I guess kind of peripheral or support industries that will help this thing go.

Keith:

I kind of look at it in another way. I'm a polisci guy so I look at this at some point the money that is generated through Paleo $f(x)$ is going to wind up funding a lot of political activities in whether people like it or not, whether you like politics or not, I mean you got to fight the man at his game which means let's take one example here in Texas, the raw, unpasteurized milk laws it's freaking effing ridiculous that we have to jump through the hoops if we have to to get our hands on raw, unpasteurized milk here in Texas. It's absolutely ridiculous.

But every time the bill comes up to be pass it gets shot down because the Dairy association has money. They can spend on this propaganda about how people are going to die on the streets from drinking raw, unpasteurized milk. And this is just one example. This example is going to go on and on and if we're talking about farm subsidies, I mean it just go on and on and on.

The only way that we're going to be able to make real change in Washington and in local government is you've got to have money to be able to back candidates, you've got to have money to throw at the process to get this thing changed. And you can raise your voice, you can do all of this but essentially and people don't like to hear, you're going to have to throw money at it. I mean that's the only way it's going to change.

Robb:

And you know I just have to throw in there. I'm not personally from a health standpoint a fan of raw dairy. I still see, my opinion, too many issues with dairy to make it a really broad recommendation but I will go

lay down in front of a speeding car to protect the raw dairy producer because their freedom and the ability for other people to freely access that individual is more important than my personal opinion on that stuff.

And so that's another piece of the story that even though we can construct some very high minded, idealistic approaches to all of these stuff, there's still a reality that the most important piece of all these is freedom of access and individuals having the ability to make choices for themselves. That's really where the rubber hits the road.

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The fanaticism of the Paleo scene is both an amazing benefit and also something that makes me just want to run away in the woods and never come back near the interweb sometime. Sometimes I will literally look at I'm kind of like god did I have a hand in creating this disaster. When people are eating their own young online.

So it's something that I try to gently at times and other times when I'm jetlagged and tired and not so gently remind people as long as – and Joel Salatin is so eloquent in talking about this. If folks want to have conventionally raised meat and do that whole thing that's fine. Just let us do what we want to do too. Can we please have that option.

Keith: We were not asking for any subsidy. We're asking for a level playing field so that these people can actually compete with the mega farmers. Right now the tables are so tilted. The mom and pop shops, the mom and pop ranches they can't compete. I mean economically they simply cannot compete.

Robb: And I remember maybe the first Paleo f(x) and I think I've mentioned this a couple of different events. Is it ideal that currently a lot of our grass fed meat producers like Massa meats is a sponsor of my podcast. Those folks currently ship me around the United States, is it the most ecologically sound thing to box that stuff up in Styrofoam and ship it around? No. But we are not yet at a spot where the local demand for those folks can completely meet all of their needs.

And so we have to make again be flexible with this and keep in mind that the goal clearly is to be able to source produce and consume a lot more of our food on a much more local level. But that doesn't just happen

overnight. So we've got to be a little bit flexible on some of these other pieces until we get those industries up and going and they're self-sustainable.

Keith: Yup, exactly.

Michelle: I agree.

Robb: So guys, what else? What else should we let folks know? Who's going to be at the upcoming event in April?

Michelle: Oh. We have lots of surprises. There's going to be a lot of really cool, new stuff at Paleo f(x). We have tripled in size this year. So we have Olive Palmer this year. So what you saw last year, now will be more than double which gives me heart palpitations. I just have to tell you.

I walked into that cavern the other day and went oh my god, I have to fill this place. Anyway, it's crazy. We've got a lot of really cool stuff. We have an award show that we're going to have this year. So it will be our first annual award show. And then we have Paleo f(x) answer to the football combine and crossfit games. We have the warrior rumble.

So it's Paleo f(x) royal rumble so people can come and compete. And you can only do this at Paleo f(x) because you have to have an arcs machine to be able to compete. And it's really cool so we're going to have that. We've got a lot of really cool stuff coming. We have – obviously you and Robb planned to show up again which we're very appreciative of. I mean you and Mark planned to show up again. And Chris Kresser and Dallas and Melissa. And we have some really cool new people coming on the same. We have over 250 submissions this year.

It was very heartbreaking to turn away as many people as we had to turn away. But they were all really good and first world problems obviously. Great problem to have.

Robb: I think doc Parsley and then also Dr. Michael Ruscio will be there. Tucker Max again. I'm advocating for a wrestling mat so that we can get some jiu jitsu in between sessions. Keith, if you can find somebody with a disinfected wrestling mat from a local high school then I would greatly appreciate it.

Keith: Our immune systems are in tip top that we can take the infected mat.

Robb: Okay perfect, perfect.

Keith: [Cross-talk] will be there too speaking to BJJ so she can throw you around a little bit too.

Robb: Nice. Whitney was supposed to be on my podcast a week ago but something weird happened. She had a quick trip to Chicago or something I forget exactly what happened. So will get that buttoned up.

Keith: Cool girl. You definitely want to interview her.

Robb: Awesome girl.

Michelle: That's one girl I don't want to meet now and have her be on my bedside.

Keith: She is a fire breather man.

Michelle: I don't know how you go from Miss U.S.A. to that but she's a bad ass for sure.

[0:45:00]

Robb: Well, I tell you how you do it. You look good the whole way. That's pretty easy. You look good the whole time. Well awesome guys. I'm very, very grateful for all the work that you guys have done. I'm very grateful and honored that you guys took a leap of faith and reached out to me and had me involved not only the first event but subsequent events. I haven't worn out my welcome yet. So that feels awesome.

The only downside for me of doing these events is that kind of wish that they were a week and that we could all spend multiple days just going out to lunch and lifting some weights and hanging out and stomping around. But clearly that's not really possible. At least not currently, maybe someday we'll turn this thing into a weeklong event. But Michelle will probably not enjoy that.

Michelle: That's to come but...

Keith: Yeah, it's seriously looking that way.

Michelle: We are, we are looking at that possibility. So yeah, we are looking at that. We are super grateful to you for believing in us and for taking a leap of faith and helping us get it off the ground so we really do appreciate that

even though sometimes we do blame you. At night, sometimes I do curse you, no I'm kidding. But we really do appreciate you believing at us and being involved in helping us get it off the ground. And we just really appreciate you putting your faith on us.

Robb: It's been an honor for me and it's always a ton of fun. And I think we probably will have the whole family out there this year. So we'll have Zoe and Sagan in tow, the whole Wolf pack will be there. So you guys better be stock up on barbecue. Zoe can dust about a half pound of ribs by herself in a sitting.

Michelle: What?

Robb: Be prepared. Be prepared.

Keith: Austin is so cool and the fact that even by our standards, bad barbecue is kick ass to anybody else.

Michelle: That's right. Well we've have plenty of barbecue for everybody. So we're all prepared so that's going to be a cool one, a cool thing for everybody, a barbecue place, one of the best barbecue places actually popped up right across from Palmer.

Robb: Right, right.

Michelle: Literally across from Palmer so I think everybody is going to be very pleased.

Robb: Well awesome guys. I can't wait to see you. I think I've got to talk, brewing that I'm working on with – hopefully it's one of the – I'm excited I think it might be one of the better talks that I've put together looking at kind of the novelty of our modern environment and this idea that the fact that anybody isn't obese, diabetic and broken is actually kind of miraculous.

And hopefully it will lift some inner child beating that folks give themselves when they find this lifestyle changes difficult. I think if we can wrap our heads around this kind of evolutionary medicine idea that there was a time when we would have been dumb to not eat the crispy crème or anything else that came our way. And now we just have a little bit too much access to it and if we can embrace that then we still need to figure out how to change.

But hopefully the morality and the self-flagellation that grows out of that difficulty hopefully that will go away a little bit. But that's what I'm working on.

Keith: It sounds like an awesome talk and awesome topic too.

Robb: It will either be really good or it will be a complete fart in church. We'll see how it goes. We shall see.

Michelle: I have to tell you your submissions are the ones that I enjoy the most because you're so self-deprecating. It cracks me up, I go through the thing. And we have a question where it says why are you qualified to speak at Paleo f(x) and it says low standards. I never laughed so hard in my life when I saw that.

Robb: I was like I don't know if anybody reads any of this stuff.

Michelle: Oh I do. I read them all. I have to read them all but I laugh every time I read yours because it says low standards.

Keith: Well Robb, just to let you know we will have a couple of psychedelics panels as well and workshops. So if it goes too far south, you can just slide into one of those just for a little bit.

Robb: You're singing my song now. That sounds perfect. That sounds perfect. Well guys, it was great to have you on the show. Really looking forward to Paleo f(x) this year. I will have links to the events so that folks can purchase tickets online. And I know you guys have more and more media coming up kind of highlighting what that event will look like and who will be there. Awesome.

Michelle: Yes. Thank you so much.

Robb: Take care. Keep all the wheels on the wagon until we make it Austin and we'll see you guys soon.

Keith: Right on.

Michelle: Thank you. Thank you so much for having us on.

Robb: Huge honor, will talk to you soon.

Michelle: Okay, bye.

Robb:

Bye.

[0:50:16]

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