

Paleo Solution - 159

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Robb Wolf: Hey folks! Robb Wolf here. Episode 159 of the Paleo Solution podcast. We're flying about 120 kilos lighter than normal, however because my large and in-charge co-host, Greg Everett, is getting ready for an Olympic weightlifting meet this weekend but I managed to go kick around in the public park and I found this dude, Tim Ferriss, multiple times number 1 New York Times Best Selling author. Tim, how are you doing, man?

Tim Ferriss: I'm doing great. It's exciting times and a big dog fight so I'm having a great time.

Robb Wolf: Well, we'll jump into that here in just a second. I'm gonna mention our show sponsors. Evolve Foods. If you go to evolvefoods.com, put in Wolf pack 2, you'll get a 10% discount off of anything you buy and then we have a new show sponsor, frontdeskhq.com. If you own a Crossfit gym or a similar service-based business, you might save some time and money with Front Desk's new point of service mobile app. You can automate payments, schedule appointments, take class attendance, manage digital documents, record photos, maybe even cook a turkey with this thing-

I don't know. If not, Tim's book will definitely tell you how to cook a turkey. But uh, frontdeskhq.com. Go check those folks out. We will see more from them soon. Dude, what's going on? So you're up in Seattle right now.

Tim Ferriss: I am. I'm up in Seattle with a startup called Creative Lives with a 2-day live course including all sorts of fun stuff. We have Mark Bell who is one of the top 5 totals ever in powerlifting and the 275 lb weight class we had Kelly Starrett come in for mobility.

Robb Wolf: Nice.

Tim Ferriss: We have Dave Camarillo, UFC Trainer, throw me around for a bit which is fantastic. We also had world class archer, world class basketball coach. The entire focus was looking for the 80/20 solutions in each of these areas. So what are the 20% techniques, 20% of principles that someone can pick up quickly to get to the 80% of the progress results of it all.

Robb Wolf: You said that you guys receive 30,000 tweets within the day with an hour. What was the timeframe for that?

Tim Ferriss: Creative Life is really impressive. It's the guys and one of the heads of Viacom TV, former head of *[inaudible]* for YouTube and then the founder and one of my very close friends, Chase Jarvis, who's one of the top photographers in the world, one of the top paid photographers in the world yet 37- the way that they engaged people to ask questions will win prizes in Twitter and so we had 37,000 @reply tweets.

Robb Wolf: Wow.

Tim Ferriss: Yes and it's just a span of a few hours so it's been wild I mean all related to The 4-hour Chef, of course but pulling everything out including the kitchen sink.

Robb Wolf: Nice. Right on. It sounds super fun.

Tim Ferriss: Yeah. Oh, it is. It is. It is, I mean, it's been a while since I had proper David versus Goliath dog fight and then for people who may not know everyone has been asking me for this book on learning and book on learning for 4 or 5 years and in the abstract learning can be really dry. So I wanted to choose something that would have a lot of adventures and misadventures and that ended up being the world of food in cooking, in culinary sadomasochists and idiot savants and all that, but looking at a recipe for learning that can be applied with cooking, learning languages needs 12 weeks with swimming, basketball, whatever and the publisher's Amazon Publishing, I'm their first big book and as a result on being banned by every Barnes and Noble in the country are being banned by almost every independent and making this book I believe the most banned book since Lady Chatterley's Lover in 1928.

Robb Wolf: Wow.

Tim Ferriss: Which is awesome and so it's been really fun so far. Stressful but I'm enjoying the fight.

Robb Wolf: Yeah. A little dust up is oftentimes pretty good for getting little bit of eyeballs on your project so I suspect it will not hurt sales at all so-

Tim Ferriss: No. No, it hasn't hurt and I mean the book trailer which was intended to be very cinematic kinda like the 4 Hour Body trailer. You can see it at the fourhourchef.com but it's on track to be the most viewed book trailer of all time and it's almost entirely due to the fact that people who are

attacking me in places like New York Times, Wall Street Journal or attacking Amazon, really.

Robb Wolf: Right.

Tim Ferriss: Like through trailer. So hey, I'll take it.

Robb Wolf: Right. Yeah. Seriously take that all day long. So when I first saw the title, you ping me, I don't know, a couple of weeks back, month or so back about the book coming out, doing the podcast and so it's a 4-hour Chef and I was kinda like, "Okay. A cook book. But as I started digging through this thing and I just gotta mention all the way to the back of the book, I have to give a serious hat tip to your choice in shotguns—the Remington 870 that was-

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Tim Ferriss: Oh! Thanks!

Robb Wolf: Other than the Benelli, that is definitely the top of the food chain in shotguns but that kinda illustrates my point: this is oh, so much more than a cookbook. So you just mentioned folks have been humping your knee for like a condensed how to learn to learn. Is that kind of the basic idea here and you used food as kinda the medium to get this idea going?

Tim Ferriss: Exactly. And what makes cooking I think interesting is that- and food, but I'll come back to that in a second so it's really a choose-your-own adventure guide to accelerated learning and also self-reliance and I view these 2 as very closely related. So that's how we get into the survival and stuff and hedge fund billionaire apocalypse and guns and all this crazy stuff.

Robb Wolf: Which I love by the way

Tim Ferriss: Yeah. It's like Calvin and Hobbes and Supermodels — there's something for everybody but it is a guide to exploring the human potential and using all 5 senses, it's very important and even 6th sense at a certain time and there's no faster way to train all of your senses than in the kitchen. It's certainly the ultimate dojo and starting place. And the recipe is, the grandest recipe, is this process of Meta learning that I've applied to learning Japanese or Spanish or swimming or figuring out how Mark Bell deadlifts or looking at any number of different things and it's that blueprint that you can apply to anything that's really the core tenet of the

book and it's been really fun, I mean, it's the first full color anything I've done.

Robb Wolf: Nice. Now it's funny in your timeline at the very beginning of the book you mentioned some of the YouTube dust up that occurred when you microwave some eggs in a Tupperware container. So you've been basically a non-cook, non-chef worthy individual your whole life up until recently.

Tim Ferriss: Yeah. Not only a non-cook but an anti-cook, I mean, I felt so strongly that it was a waste of time because of the grocery shopping and the prep and the cooking and cleanup and what I realized is that's 4 or 5 behaviors and if you look at all the research I've done that to BJ's Fogg with the Stanford Persuasion Lab, you try to get, let's say a 50 year old to quit smoking by texting. It probably won't work 'cause you're asking him or her to adopt two behaviours at the same time: learning to text and stopping smoking.

Similarly, cooking is one skill but people then rapping all these other things like grocery shopping, cleanups, but you can do is take out these other behaviours so you automate grocery shopping through let's say taskrapid.com. Okay. Check. You automate cleanup by just choosing 4 ingredients and choosing your recipes very well and then preps using like bamboo, compressed plates or paper plates for the first 6 meals. And the really embarrassing and fun part of this was people are accustomed to me kinda going out, figuring something out and then showing the highlight reel.

So it's like, "Oh, my God! I did this amazing thing! Look at me!" And it's like I pat myself on the back and with this I show my process start to finish trying to learn how to cook and attack and all of my failures and stumbles along the way and then what I do to regain my balance and keep going and continue trending upward that I think that's a more realistic reflection of what people go through whether it's Olympic lifting or tango or whatever, it doesn't matter.

It's not a straight line and so that was also very fun for me to do because I never want to appear as much as I use the word, I don't wanna appear super human or anything like that. I have a lot of weaknesses and there are a lot of things that have scared me off in the past including cooking so it's kind fun to go into the whole thing naked in a way which I don't think my readers have seen all too much.

Robb Wolf: Right. Right. And you know one of the sections in here and I forget what it was pertaining to but you had to go buy a generator and it ended up

being like a 600 lb generator and the whole thing ended up being a complete cluster and you were basically like life 1, Tim 0.

Tim Ferriss: Yeah.

Robb Wolf: Yeah.

Tim Ferriss: Absolutely. I mean the story is even if you never make a single dish in the book and only- I mean, really, if you were to break it down, it's a big book and I'm saying maybe half of it pertains directly to cooking and the rest are these adventures and misadventures like having the entire block go out in terms of Christina Howard in San Francisco for something like 16 hours and you just realized how ill prepared you are and how you can become the expression that I borrowed from a friend of mine, actually her father was a manual illiterate?

People become manual illiterates and another reason that I wanted to tackle cooking is I developed this like digital malaise over the last year or two where I'm doing all these things online and blogging and dat, dat, dat and enjoying it all but at the end of the day, I would close laptop and I'm like, "What did I do today? There's nothing physical but I can't show like clean our house. I didn't clean my house. That makes me feel good. I can't show that. I didn't build anything. I don't have desk that I'd go-" and really start to bother that I was using my thumbs for like the space bar and lifting weights occasionally.

Now it's pretty much that I wasn't making anything physical and it really began to like I felt like a piece of my humanness was missing and yeah, I try maybe do woodworking but it's too inconvenient, too far away, blah, blah, blah and then I was watching my girlfriend cook. It just kinda hit me all at once like "Food!"

Robb Wolf: I'm gonna have to eat again so why not figure that out? Yeah.

Tim Ferriss: And I start playing with it. And that became one of my tools for really reclaiming this like very primal human differentiator that I think is easy to neglect and you don't realize how much is missing until you add it back in and then it was like, "My God, I cannot believe how long I went without that." And then of course as you know because you read the book, I went off the deep end completely and I'm like "Okay, let's try to forage a meal from Golden Gate Park. Okay. Let's go to Alaska and hunt Caribou and forage black berries and scare off grizzlies and all this crazy shit and then all the guns and oh my God let down the rabbit hole and all that stuff."

But it's fun and I think part but at it's core what I want to convey to people, the virus that I want to spread is this joy of discovery and curiosity that a lot of people, myself included, I think lose progressively after childhood. And people need to reconnect with that. It is pretty exciting and the way I've done that is with food, animals, plants and getting outside. Who knew right?

Robb Wolf: It's super cool and you know like one of the- I think part of the reason why I've been successful in this kinda Paleo-sphere is in addition to just kinda the health elements and the performance elements, I've always pushed for sustainability and understanding where food comes from and like you're donating like 10% of profits to sustainable agriculture, some really, really good, worthy causes that keep us kind of in contact with where the food is coming from and an eye towards sustainability in the long haul not just grain fed, mega farmed death, deaf, seems to be kinda trend up until maybe about 6 or 8 years ago.

Tim Ferriss: Oh, yeah. Yeah, absolutely. And then there is definitely the macro goal of the book and I'm glad you brought it up. Then I met with people like Sam Kass who's the prior chef for the Obamas and also is involved with lot of food policy stuff and I basically said to him, I said, "Look, I have a big opportunity with this book. I don't wanna blow it. I really want to try to create a super trend, get 20 million people to change how they think about food.

They don't have to buy the book. How they think about, let's say, their breakfast and just change the sources of food for that one meal so that you can drive a demand which changes the food supply, transitions it from 4-5 hugely—obviously profit driven monolithic corporations like Monsanto, ConAgra etc. to go from very few large producers to very many smaller producers.

Robb Wolf: Okay.

Tim Ferriss: And what a lot of people don't realize is that something like 50% of these smaller or independently earned farmers are said to retire in the next 10 years. What that means is that land is gonna go up for grabs and that could go to strip malls, it could go to Monsanto, it could go to on the other hand the same type of smaller independently earned farmers. The last is really, if we want this country to not turn into mad max, that's the only sustainable option in my mind both for health and for the economy and so forth and so on.

When you diversify past monocrops, you know what I mean? When you get past soy, wheat, corn, the economic gain and stimulus is- even on a state by state basis in the hundreds of millions of dollars and in thousands and thousands of jobs created range.

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It's not a small thing but it starts with voting 3 times a day when you eat and the way that I have found at least you get people to change behaviours like that is you use a Trojan horse. And I'm sure you've seen this before, man. If I try to sell health, it is hard. It's a hard sell. And you can make it work but it's a hard sell so if I want someone to decrease the number of IUs that they use as a diabetic. The number of IUs in the insulin they inject. I'm not gonna try to sell health. I'm gonna sell sex and six-pack abs and 15 orgasms.

If you could take guys at too hard sex, continues to smoke and I tell you, "You know what? You're not gonna get boner 6 months from now if you keep this up and you're not gonna get laid because he may in fact change his behaviour and quit smoking. But I'm selling them what they want and giving them what they need in the end. If I may, just address I know a contentious point of say this low-carb diet like the legumes, right?

Robb Wolf:

Right.

Tim Ferriss:

I just wanna bring that up because it's an example of this low barrier to entry Trojan horse. That's the first. My dad needed to lose lot of weight. He was grossly overweight something like 240 at 5'6". I did not have him start exercising, I did not have him change all of his meals, I had him consume 30 grams of protein within 30 minutes of waking up. That's all I had him do — one behaviour. And although I have all these peculiar preferences for proteins and what-not, I gave him Myoplex ready to drink in the refrigerator, he did not have to do anything. It's simple.

And he ended up going from 5 lbs of average fat loss for up to 17.85 we trended it, watch all the blood markers and all he ended up losing 90 lbs and it was this chain of consonant decisions but it started with one simple thing. So what I would say is slow-carb and Paleo are not diametrically imposed. What I view it as, I view it as a progression o a continuum. And so I would view slow-carb diet as the perfect gateway drug to Paleo.

Robb Wolf:

Right. Right.

Tim Ferriss:

And the fact of the matter is I do not eat legumes every meal. I don't. I actually have decreased that over time but for the vast majority of people who will oftentimes do things incorrectly when they attempt the purist approach. And that's not everyone. There are people who can make the leap directly but I like to provide that bridge, that Trojan horse to people so that I can have the largest funnel possible at the top. That's all.

Robb Wolf:

And my point on this stuff has always been if you have somebody that's coming into the game, like my main deal with legumes has been some autoimmune potentials so if you have somebody that's sick, then we might tighten things up from the beginning but if we're looking at just fat loss, metabolic issues, then that's a perfectly reasonable spot to launch the person in.

And it's interesting like me working in a gym, I had to hold people super accountable and so I actually went the opposite direction where it was like the full rip the band-aid off, give me 30 days or kinda beat it kinda gig which ended up working well- worked well for my personality, it worked well on the gym but obviously that's a tool—that's one screw driver, yours is a hammer and so we need these different approaches to be able to reach people because for some folks, throwing the whole full on Paleo shtick at them it may blow them out them out of the water, it may be too much simply shifting their first meal of the day from like a scone to doing some sort of shake like a Myoplex gig obviously, that's a huge qualitative shift and then we're setting up good metabolic changes, good behavioural changes, so it's certainly staying flexible but that would be maybe helpful to reach more people.

Tim Ferriss:

Yup. Yeah. And what I would say also is that the adherence component is really important as you know and I look outside of my silos of interest whenever possible to try to borrow best practices so one of the places I looked was Nike Plus. I ended up doing- I've done some work with Nike and if you talk to their developers and their researchers, they found with, at that time at least that I start to connect with people who had been involved. 1.2 million runners, you could really pinpoint the habit development when they no longer had to consciously exert effort to run regularly or was that 5 sessions?

They had to log 5 sessions. And what they noticed was that the sessions—that the duration of the session is not important. And this can be borrowed very effectively because you want to provide not only the number of sessions required to develop a habit because if you're a coach certainly that's been a part of your job is behaviour modification.

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You wanna provide the highest degree of positive- this is my approach- the highest degree of positive feedback early so that they continue to log those sessions.

Robb Wolf: Right.

Tim Ferriss: And it's a psychological game. You need to make it, from my perspective, easily winnable in the beginning and one way you would do that for instance is by having it winnable like a check I have won today—30 grams of protein in 30 minutes within 30 minutes of waking up or you send them to the gym say "All you have to do is 5 minutes of exercise," like, "5 minutes of kettle bells strings you're out," okay? When you say that, chances are just like when I'm writing, I talked to one of the most successful ghost-writers in the world. He's written 60+ books and his quota for writing is 2 crappy pages a day. It's the same concept.

Does he write 2 pages a day? No. The math would never work but that if he writes 2 pages, he is happy. He's checked it off, he doesn't kick himself and then nuts over it and he oftentimes ends up doing more. Same principle applies. Okay. 5 minutes kettle bell strings that's all you have to do to win. Great. Most people will stay and they'll end up doing more. But on that one day that their kids have to come home early from school or whatever and they only do have 5 minutes or they missed one day, they don't abandon the whole program because they feel like they failed and can't recover.

So BJ Fogg is a good source of stuff on this persuasion lab at Stanford. You can look him up F-O-G-G. He's a man after your own heart.

Robb Wolf: Nice. Nice. I like it. I like it. It's interesting and just thinking this thing through like one of the areas that I felt like I failed people early in my ability to help affect change is the fact that I actually had a good culinary background like when I was wrapping up my biochemistry undergrad, I wasn't too sure where I was gonna go. I didn't wanna go into Synthetic Chemistry. I was looking at Medical School but I've always loved cooking and I really thought about culinary school and it's interesting I took that bias of my ability to actually cook and just as on the side my ability to cook actually landed my wife like you don't get someone who looks like her marrying me unless you can- you have like a giant penis or you can cook really well.

And so my happened to be cooking so it's interesting. So I really feel like some of my reach, some of my ability to help people was stymied actually because I was good in the kitchen and then I just assumed that everybody else was adept. I'm like I'm a moron so obviously you can cook. But you know.

So it's interesting you're coming at this from a background of like almost terror in the kitchen and then this process though, you've been able to reach millions of people by really being able to identify what the reality of what most other people face which is that they're not culinary inclined, that they're kinda like heating up water in a microwave may be challenging for them.

Tim Ferriss:

Yeah. Yeah, absolutely. And I followed all these things from Nike Plus to design the program, right? This is true of a lot of books but specially if cook books. Cook books are written mostly to be easy for chefs to write and what ends up happening- not always- but there's amazing books out there but very often there is no logical progression, right? And this is a major issue because people then do not often have the requisite skills to tackle the recipe.

In The Four Hour Chef for instance in the domestic section, and so there's the meta-learning section, the domestic, the wild which is all that crazy survival stuff- hunting and foraging and all that building hobo cans out of olive oil cans or coconut- other cans which really works, by the way or catching and cooking pigeons whatever - that's wild then you have the science section which is-

Robb Wolf:

It's a fully dig.

Tim Ferriss:

Yeah, yeah.

Robb Wolf:

Fully dig it.

Tim Ferriss:

It was really sort of by osmosis, teaching is really important scientific principles through food and I actually had Chris Young, who ran the experimental kitchen for Heston Blumenthal called The Fat Duck in UK, help with that section but that ended up being a number one ranked restaurant in the world while he was there and he also co-wrote Modernist Cuisine. Then we have the professional.

The reason that I explained the layout is in domestic, the purpose is to give you the fewest tools of fewest ingredients possible and to provide roughly 50 meals that take an average of 9 minutes total hands on time—

that's the prep time- and deliver the actual principles and techniques of 2 years of culinary school which is really aggressive, it's very ambitious. I probably took 5 years off my lifetime. It worked.

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But it happened and it does work and but the first recipe because this game is psychological as you know like trying to tackle anything you've been afraid of, these things that you've put on the shelf because you just assumed you'd never have the time or never be able to do like playing the guitar, whatever it might be. Check out the Axis of Awesome if you've ever been interested in playing your guitar. We can come back the second- but the first recipe in the book is Osso Bucco, right?

And people see that like, "What? Osso Bucco?" Like, veal shanks and the other thing sold for 35 bucks in Italian restaurants. It's like complicated. Complicated." I'm like, "No, no, no." This is why I want to show you the simplicity in chaos making Osso Bucco that people rant and rave about for 4 to 6 people. It's faster. It takes less time than they can really get scrambles eggs for one person. And it's incredible when the reveal is made and you're like, "Holy shit. That's fucking crazy!"

Robb Wolf: Right. Right.

Tim Ferriss: And all of a sudden you're like, "Wow! All of these things that are in many cases purposely made to seem complicated so someone can charge you 35 bucks for it are really, really, really simple." But there was just one thing you said cooking is the ultimate mating advantage.

Robb Wolf: Absolutely.

Tim Ferriss: Mating advantage. If you want to snag a wife or just get laid more-

[Laughter]

Men and women and their recipes and books specifically for seduction and things like that. So one is called MLBJ that's mostly for the women—that's meatloaf and blowjobs which is one Japanese woman said she's like, "That's the only thing you need to know to keep a man happy forever—cooking meatloaf and blowjob." And then there are other stakes and things but there is a process to that. Suffice to say cooking is the ultimate mating advantage.

Robb Wolf: Absolutely. I am a proof positive of that. Absolutely. So tell me again about this Axis of Awesome, the guitar deal.

Tim Ferriss: Yeah. Okay. Alright so I'm a firm believer in the power of constraints and the term constrain or constraint is often founded in negative way. But if you look, let's say the lean manufacturing from Toyota- removing steps, constraints, applying deadline to writing, a positive constraint. These all help you to be maximally creative and productive by blocking off certain options. It can be very, very powerful. So the Access of Awesome is like a comedy troop—it's a comedy musical troop.

Who uses I think 4 or 5 chords that you can learn literally like 15 minutes on the guitar. 4 or 5 chords and they play almost every world famous pop song that you've ever heard in like 10 or 15 minutes only using these 4 or 5 chords.

Robb Wolf: Oh, nice!

Tim Ferriss: It's so awesome! And then you realize, okay, like you could hack the guitar, right? I think it's a capo or might be a capo, I'm not sure how to pronounce, to actually minimize the wear and tear on your fingertips for instance. You can actually practice more. It's like a binder clip that you can put on the guitar then you have these 4 or 5 chords and then there's a progression.

You learn one or two songs that represent or embody certain principles that apply to others. And then you set your training regiment 'cause guess what, like whether it's your fingertips of your low back, like you are a physical organism that requires certain hyperadaptation.

Probably heard this before. Guess what? It's safe to say it applies to your brain. You wanna try to compress 6 months of culinary school into 48 hours which is something I did with the chef and like recorded the whole thing. You have to take into account like neurotransmitters. Okay. Maybe you want something like NZT like, "Great, here are a bunch of smart drugs you can use. But the Axis of Awesome is not only really just mind blowing from the standpoint of simplifying a really intimidating skill but also really hysterical so that everybody should google Axis of Awesome on YouTube and check it out.

Robb Wolf: I'll throw that in the show notes so that people can check that out. I'm super curious too 'cause I've been foxing around with the guitar for years and have a degree of aptitude but nowhere where I'd like to be. I certainly cannot entertain people for 15 minutes so-

[Laughter]

Tim Ferriss: Yeah. It's almost embarrassingly easy to do some of these things. You know what I mean? And when you get something. It's really impressive.

[Laughter]

You're disinclined to show how damn easy it is in some cases, right? And that's where you have these silos of expertise and when you breakthrough and you get a Chef drunk enough to be like, "Ah! You know, like, I feel like I've pulled the world over everybody's eyes. I'm a successful Chef in New York City like I can show you how to do this and you now in an afternoon," and you're like, "Really?"

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And they start showing you these things like "Wow!" it's really eye-opening and then you find somebody like Dave Camarillo for Jujitsu who's also in the book who's a master of sequencing, right? So the general process in that learning is deconstruction, just breaking things apart and testing a lot of assumptions then selection, doing the 80/20 analysis of taking the 20% of your material to focus on that will get you 80% more of the results. Then you have sequencing—putting things in the right order. So it's like your golf sucks, chances are the problem oftentimes is not your form; your form is fine.

It's the order in which you're moving the pieces in the chain that is off. This is true with all those any high speed or kinetic movement, right? And sequencing—so if Dave is really, really good in extremely logical projection—taking people who should not be good at Jujitsu, they're not physically built for it and making them incredibly hard to deal with and incredibly reliable.

I just remembered going there to AKA at the time when he's training Kane Velasquez who then destroyed Brock Lesnar, and Koschek and those people and his blue belts were so infuriatingly reliable. It was just unbelievable like they all were a pain in the ass to deal with and it's because he has a good recipe.

Robb Wolf: Yeah. Dave's amazing. I got to train with him years ago back in the early Crossfit days and he's like him, Roy Dean, Matt Thornton, some of these guys have really sat down and instead of it just being a hodgepodge of material which I guess would be somewhat similar to the way that

culinary arts are usually shot out there these guys have really broke it down to one specific path through the forest and then you can start branching off once you figure out that one way that works for you.

Tim Ferriss: Yeah. Exactly. Once you know the rules, then you can break them but when you have hodgepodge, the outcomes are always- it's like the spin of a roulette wheel and what I was gonna say is a Crossfit note. A lot of people don't realize this. So I trained at the Health and Fitness Academy in Mountain View starting in about 2000. So my first exposure to doing WODS was like mid 2000-2001 when the guys would come up from Sta. Cruz to train in Mountain View.

[Laughter]

Robb Wolf: Nice.

Tim Ferriss: So, yeah. That was back in the day, back in the day. Now it's all grown up.

Robb Wolf: It is seriously grown up now. Yeah. No doubt about that. So what's your favourite recipe in here?

Tim Ferriss: You know I hate to- it's kind of beat the dead horse but Osso Bucco is probably my favourite and that's why it's first just because- I have to read the quote, okay. Let me just get to it because I remember proofreaders who were again not just non cooks but like "I will never cook. I'm against it. It's waste of my time like I've worked this hard so I can go out to eat."

And one of them, Ryan Holiday, who's the Director of Marketing for American Apparel and just wickedly, wickedly smart guy also a big stomach, philosophy fan so we love each other but let me get to the quote. You may even have it in front of you but- so the quote was- he said "I'm not gonna do it. I did-" I asked him "Did you asked the book?" "No. I didn't do it." "Why?" "It's too complicated." But the steak recipe was amazing which is like 7 recipes later. It's 10 times harder.

Robb Wolf: Do you want me to bust it out? The quote for him?

Tim Ferriss: I got it.

Robb Wolf: You got it.

Tim Ferriss: And so I said, "You did the steak? It's a hundred times more complicated." He goes, "Oh, it was easy." I'm like, "Try the Osso Bucco. You have to do it. You're my proofreader and I'll buy you a goddamn

Dutch oven, just do it.” And just as a side note before I started doing any cooking, the only- I thought Dutch oven was only when you like farted under the covers.

[Laughter]

I had no idea it was an actual cooking vessel. It’s really embarrassing but so his quote is “Fucking delicious. Honestly one of the easier things I’ve ever cooked. You’re right to give this number one placement.” And I love it because it just mind blows people’s mind at how simple it- but there are other- there are definitely other recipes in here. In the science section there’s some really fun things and impro like taking a- using an anti griddle and you can certainly improvise this. You get a block of dry ice and put a baking sheet on top and get it hyper cool then you can make like Peppermint Pattie Popsicles that are just-

Robb Wolf: Amazing.

Tim Ferriss: You can do weird stuff like aragula spaghetti and homemade nutella powder and all that craziness for cheat day but I would say that the sexy time steak-

Robb Wolf: That one caught my eye.

Tim Ferriss: The sexy time steak is pretty cool for a few reasons. Number one, if you wanna boost testosterone, it’s actually pretty interesting approach and most people have not been exposed to pine pollen. Oddly enough, the male flower is effectively biochemically identical to testosterone. I’m not kidding you. And you do feel an effect, I mean, it’s like using AndroGel or something like that like you really feel an effect.

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So you have this some shot of pine pollen you can get on Amazon and the sexy time steak is effectively fat loading but one of the tricks- let’s give some of other trick. If you wanna get the perfect sear on a steak, everyone tells you get into room temperature and then you sear it, right? Because if you cook meat at really high temperatures, usually, and you take it straight out of the fridge, it’s usually burned on the outside-

Robb Wolf: Cold on the middle.

Tim Ferriss: Cold in the middle, like all black and blue meat. It’s gross. The way you get around that is- number one, you just preheat the oven at 200

degrees—that's where you're gonna cook it. This is how restaurants do it—200 degrees in the oven. Then what you do and I'm not gonna give all the tricks because it would just take too long but the one trick that I thought was so cool is you pat the steak dry and then you elevate it on something like a cake rack or whatever—you don't even have to really elevate it. And you put it in the freezer for 45 minutes and this is because the freezer is the driest place in your house, it's like Antarctica.

So you evaporate off all the surface moisture which is what you need to get a proper maillard reaction—that's sear. And then you take it out, you sear it really quickly while it's not frozen. It's been 45 minutes in the freezer. You get this incredible sear and then you throw some, let's say, rosemary under the steak so it doesn't overcook when it's in contact with the skillet and then you just toss it in the oven. And you let it cook at 200- I like to use a probe thermometer so I never, ever, ever messed it up; it's never undercook, never overcook, so just probe thermometer like 20 bucks holder to 135 degrees but you can also try to time it.

I recommend using a thermometer. Yank it out. You don't need to rest it because it cooked at a very low temperature and you slice that thing and you take, let's say, the rosemary that you had at the bottom, mop up some of the beef fat and paint fat on top, that rosemary fat paint—Oh, man!

Robb Wolf: I'm getting aroused right now just you describing it. You're not allowed to look at either so this is amazing.

Tim Ferriss: I can indirectly flirt.

Robb Wolf: Okay. So sexy time steak, osso bucco - as I've been cruising through this and just for the folks out there in Paleo land, the vast majority of these things look totally good to go. There's a couple of things that you would need to tweak a little bit but then hopefully in the process of learning how to cook people know how to modify.

Tim Ferriss: Sorry now I'm getting excited. I'm really glad you brought that up. Every recipe in this book is slow carb compliant except for the cheat meal days. I like my cheat meals also another controversial point. I like my chocolate croissants. I go nuts one day - but aside from the cheap day stuff and I do some stupidly like retardedly self-indulgent stuff like eat like a monster 15000 calories in Ben and Jerry's in 12 minutes and the competition of a body builder that was pretty ugly.

But every recipe is otherwise slow carb compliant and what that means is I would say actually there are very few legumes on this book now that I think about it. If you look at osso bucco there are very few legumes in fact in this book for the recipes. So it's probably 90% paleo I would say.

Robb Wolf: Yeah I would agree yeah.

Tim Ferriss: Absolutely.

Robb Wolf: So now the survival tips, having done the I Cave Man Show and living basically in a hut with stone tools for a while I've got say this stuff had me waxing a little nostalgic about all that. I fully get the connection of filling out and foraging your food because I've always been a little bit wacky that way and has kind of enjoyed that like doing a little hunting and fishing and trapping and everything but what put that on your radar? What was the connection for you to think about -

Like the pigeon flambe or whatever that you do with this thing? What got that into your mind because I really feel that's the foundational piece. Even if you don't go out and forage but having a little bit of that skill set is just so critical and so important and like you were talking about the mad max potential of the centralized food planning and production.

If there's some big hiccup in that what do you do?

Tim Ferriss: Yes exactly and what was really amusing to me I'll tell you how I got into in a second but what was amusing to me was when I was writing this book and putting this stuff together I cut 250 pages from this book, completed pages. Can you believe that? But I had my power go out for 24 hours and I realized I don't have a generator. All of my food is going to waste and I had 100 lbs of deer and all this stuff, not 100 lbs. It's probably 60 lbs and I realized almost all of my food would be bad in 24 hours if I lost power and the second thing that happened was I went to something called ERT which is emergency response training.

[0:40:12]

So Northern California Emergency Response Training that is taught by the fire department and the police department to civilians. They have groups they can activate help manage damage control during emergency situations like earthquakes for instance. At one point I'm going to mess up the numbers but it's something like "Okay. What's the population of San Francisco?"

This is the first thing they say “What’s the population of San Francisco?” 800,000, whatever it is. “How many fire engines do you think there are in San Francisco?” People are like 100, 50? They’re like 16. What that means is that if we have a major event which could be 6.5, 7 on the Richter scale. It’s happened before 1989 Loma Prieta Earthquake this is modern day San Francisco post many earthquakes 1989 World Series earthquake people went out without water, food, power for 10 days in some places in San Francisco.

There was rioting, there was looting. Gangs were car jacking people in Dolores Park and 911 effectively had to just turn off the phones. They could not respond. I got a bit of flack. It’s shit for getting interested in this stuff and people are like that’s paranoia, blah, blah, blah and then what happens? Hurricane Sandy in New York city and people -

Here’s the amazing part, people knew it was coming.

Robb Wolf: They did almost no preparation.

Tim Ferriss: Really smart people caught totally unawares. You’ve got people dying of flooding. You had people searching for food and this is New York City. So just the basic prep. This is what I said with Cost Co solution. I have a sidebar called the Cost Co Solution.

Okay look. If you don’t want to go crazy and go to latter day saint canneries and get major supplies and all that that’s fine but at least go to Cost Co where they have pre-made disaster kits. Get enough water for your family to last at least a week, get a bunch of canned foods and like even the Paleo folks get some beans, get some lentils for Armageddon, get certain types of sleeping backs, certain types of hand cranked radios, recharges etcetera, take three hours one weekend and just get this stuff because if not you’re spending \$300, \$500, \$600 a month on health insurance and you’re not going to spend \$250 on something that could very legitimately save your life your nuts. You’re totally nuts.

Your priorities are mixed up. So when it came down to the guns I met a guy named Steve Granelo among other people. I also got to know quite frankly people in the Navy Seals in the Police Department who were like nuts not to have basics in your house. You’re crazy.

Now when you hear it from the law it’s quite different from hearing it from your paranoid friend who does karate moves in his - You’re like “That guy’s nuts.” But the cop was like “Yeah you really should actually have ABC and E.” You should probably listen and when it came to the

hunting and all that I was also very anti hunting my entire life because I grew up on Long Island and we would have deer come across our property with arrows stuck in them, injured and just die these horrible deaths, beer cans on the side of the roads - that was my image of hunting. Just really negligent wasteful behaviour and I hated it.

Now when I went to meet Steve Rinella who's just incredible, has a show called Meat Eater on the Sportsman Channel but when you talk to him he's a real Michigan, sounds kind of like a hick not in a terrible way but sounds kind of like a hick and what you realized he's written for The New Yorker, The New York Times - he's an incredibly gifted writer but what makes him really really fascinating is number one he's a damned good hunter but he will say as far as hunters go there are better hunters out there and he's really amazing but he'll say "There are better hunters out there."

As far as chefs goes there are better chefs out there. But there are very few people who can combine it in the way that I do. For instance there's Escoffier who's the grand father of French cuisine and he created the brigade system, hierarchy of most kitchens they still use today and Escoffier I think it was 1906 spread out a three day banquet. It was 60 dishes - all these crazy sophisticated as fu fu as you get French stuff and Steve recreated this entire banquet by himself foraged, killed, caught, found every ingredient then cooked the whole thing singlehandedly.

[0:45:07]

Robb Wolf: Wow.

Tim Ferriss: That was a total stunt and he is a very good teacher. He took me on my first deer hunt and I chronicled the whole thing in this Anti hunters first hand and I photographed every step from the kill to the field dressing to the butchering to the cooking to the packing to the storing to the shipping - all of it and we used everything.

It was from that point on where I actually came to terms with not only feeling good about that type of hunting but feeling very natural about it. That was the weird thing. That's the weirdest thing for me man and fuck it. I don't want to sound too New Age or whatever but I don't think it's New Age. I think it's evolutionary biology.

As soon as I started field dressing, so cutting the animal open, taking the guts out, doing all that stuff and there is absolutely a method to that. You don't want to screw that up, 30 seconds into doing it or a minute into

doing it having my arms into this animal it was second nature. It was the weirdest thing. It's like an orphaned cat who knows how to hunt. Tripiest thing man.

There was this programming script that just got tripped and I was doing it and he was telling me is this your first time doing this? It was so Twilight Zone. It was really wild but it just showed as I said way in the beginning I didn't know what I was missing until I re-encountered it and in a way I was just like "Huh. This is what it feels like to be human. Weird. We're not designed to peck away at a laptop 8 hours a day, sit down all day long. We're just not designed for that."

Blew my mind, really blew my mind so that the hunting was really and it's not like I'm going to hunt a lot. I still have meat I want to go through or I'm not going to hunt more until I've made good use of it but that really changed my life and it made me so conscious of the food that I eat. I mean incredibly conscious. I have a bit of writing from Thomas Keller who's a French Laundry Cookbook. He's done the most amazing chefs in the world. To have two, three star Michelin Star restaurants you know this. It's like someone put in Men's Journal said "It's like winning the best actor and best supporting actor at the Oscar's at the same time."

It doesn't happen and he has a piece on the importance on the importance of rabbits and the importance of rabbits and he tells this horrifying story of his first time that he had to slaughter I think 10 rabbits and how he never wasted food or at least animals after that point because he knew what went into it.

Because in the kitchen, kitchens are pretty wasteful and you know this. You fire up a pork chop and shit I kept my eye on it for a few minutes and it's overcooked they just toss it in the garbage and the fire up another one and you don't do that when you have to kill your own food.

Robb Wolf:

I've done some hunting as a kid and then didn't do it for years and then the Discovery Channel show getting up and sleeping on the Earth, getting up, building a fire by hand, basically making the rest of your day focused how am I going to go secure some food and then actually finally killing a 650 lbs elk with a hand thrown spear it was just the craziest thing.

It sounds absolutely insane. I love hot and cold water and the internet and all the rest of that but that was some of the happiest time of my life. I've got to admit. It's not that I would necessarily trade this for that but if I could have more of that, that ability to get out, stalk animals, do the whole hunting process and there is just a serious gut check when you kill

something. It shines a little light on your own mortality and a little bit of the Lion King circle of life type stuff. It's a pretty important experience.

Tim Ferriss:

Absolutely and this is the first time I'm mentioning. I'm not sure they would like it but that's okay. Obviously you give a teaser. I actually went to Alaska 6 hours I went to Fairbanks. I did mention this in the very beginning but went with Steve Rinelli again and this is for caribou and we had bear encounters, foraging and it was filmed.

The whole thing was chronicled. So that's going to be an episode of Meat Eater coming up probably in a month or two and it looks fucking cold, side of a lake the whole time. It never stopped blowing. The wind, it was just bitter and we had bears coming into camp, grizzly bears like white in the cap it never gets dark where we were and I was so happy.

It sounds weird to say because you're going to sleep, you wake up, you don't know if you've slept for three hours or eight hours or how many hours. It's always light out.

[0:50:02]

I was - I never felt tired. That was the strangest thing to me. I never felt tired. And I always slept soundly. And we were gone for about a week and I felt like I've taken a 4-month vacation when I came back. It was so amazing to me. That's actually one of the things that convinced me to take February off. I take February off man. I've been sniffing the glue again with this addiction with digital technology. And it's time for me to go back into rehab. So I'm gonna take February off, private Indonesia, like a little bit of a surf and study Bahasa or something.

Robb Wolf:

Nice. I've got in the back of my head, like a 3-year, 5-year run on doing this stuff. And then I think it's gonna be like coconut farming in Nicaragua or something. I also still have satellite up link but at some point I can definitely be ready for something that -

At the beginning of the show, you mentioned just the ability to work with you hands and find something that you've done, that physical representation of the time that you spent on that task. And also, I just noticed it, when I sit on my ass all day, my health is horrible compared to when I'm out running around doing things. And like, I can go to jits, I can go lift some weights in a given day. But it's nothing compared to me being up on my feet active all day.

Tim Ferris: Yeah. And the physical creation part really, like human's tools, right? I mean [Chuckles], chimpanzees have tools too - not insulting their fishing skills.

Robb Wolf: Inner prowess?

Tim Ferris: Right. But human's tools, right? And building things, creating things, is really ingrained. And I just didn't realized how much so. And a friend of mine really made a great point. He's a very very very successful guy but spends too much time in front of the computer he gets depressed very - and this is technology see upright.

And he said to me, I could sit down all day in front of the computer and I could close a hundred thousand dollar deal and close the computer and I'll be satisfied with my day. I'd be pretty happy about it. He said, but if I close my computer, spend all day cleaning my house, left to right, front to back, and I see that before and after, I actually feel ten times happier after doing that than after closing that big deal on the computer. There's a lesson to be learned there. And for me, cooking was a gateway drug into reclaiming all that. And - how can I? This book, I think is it impacted me far more in a lot of ways than the other books. And I hope that's true for other people as well.

Robb Wolf: I've liked all of your books thus far. But I gotta say, this one has just really impressed me. I've only had it like three days. I know they shipped it out really quickly. But I've only had like three days to start carving through it. And it's only about 600 pages long. I'm a quick reader but I haven't mastered your skill of speed reading quite yet. But, it's just this really cool stem to stern treatment of food and learning. I'm pretty damn impressed with it. I'm actually excited to keep working my way through this thing. Is there anything else you want folks to know about this book and the project and the whole process that went into this?

Tim Ferris: I really appreciate you asking and obviously having me honored taking your time. All I'm saying is, I feel like this book explains how I was able to do the previous - the prior two books. So in a lot of ways, these books are kinda out of order. I didn't have the capability or experience or the contacts or any of that, to do this book properly until now.

This is the bedrock. Because if you accept as you should that you are going dire - alright? Time's finite. It's a non-renewable resource to get the most out of life, to really maximize your human potential you have to be a fast-learner. Not only do you have to be a master student, but you have to which is achievement. You have to appreciate the things once you

have them. Like, if you don't appreciate what you have, how is anything you get going to make you happy? It won't.

That's where, whether it's the swimming or the languages or the food or any of these things, it's not just about acquiring skills. It's about going through like a black and white experience of what you have to a high fidelity million colored experience of what you have. Life is short. Make the most of it. I really view this as the bedrock. And probably if I'd had the capability and all the other resources, I would have done this book first. I hope people really enjoy it. I put more into this than the last two books.

[0:55:00]

We'll see. We shall see. But if I have one hope, it would be that people who read it, whether it's the guitar, whether it's just swimming, which I couldn't - I could not swim. I grew up in Long Island; I couldn't swim since three years ago. Pass the ball which I was always embarrassed by because this junior high coach who told me I dribble like a cave man. Maybe on point, okay. Screw basketball. I was humiliated and just assumed I couldn't ever get good at it.

And then I had a really good coach. Break it down. I shot my first three-pointer in the weekend. Take these skills, these dreams, these hopes that you've kinda put on the shelf but have gathered dust and to take them off and just go balls to the wall after. Check out of Axis of Awesome. It does not have to be complicated.

And I would love people just kind of gird their loins whether they have them or not. And just like buckle down and charge after one of these skills. You've let atrophy or just disappear. That would really make me happy if people do that. So, we'll see. We'll see. But that's pretty much all I have to say.

Robb Wolf: Nice man. Awesome. So you've got this thing rolling. When is the official release date?

Tim Ferris: Yup. Book can be ordered now in Amazon. It's out in November 20th. So everything will shift, things will probably shift the day before or day of. And yeah man, it's game time. So it's right now, pretty much.

Robb Wolf: Awesome, ride on. Ride on. We'll have a link to the Ferrero Shift in the show notes. I'm definitely gonna dig up the Axis of Awesome and throw that in the show notes so that people have that. Dude, really excited for you. Like, this is an amazing project. Although I have to say your quality

control slipped, you let some kind of low brow characters into this thing? There's some sort of drink recipe on page 153. I can't believe you let that slap dick into this thing.

Tim Ferris: My publisher was like, we should really try to buy some *[inaudible]* Robb Wolf, there's something called a NorCal margarita.

[Laughter]

Tim Ferris: I was like, alright you know I've been trying to avoid that guy ever since The 4 Hour Body, but we'll let him slip in. Yeah if you're the dork ordering pinot noir bar at the bar with your buddies. We had NorCal margarita suggestions from Mr. Robb and we also have whiskey recommendations from Mark Andreson of all people - fibered Netscape billionaire extraordinaire.

But - the last thing I would say is, if you're up for it, people should get the physical copy of the book. And this is not in your times list thing. It was just I wasn't an illustrator for 2 years - a lot of people have known that. I want to be a colorful penciled my entire childhood. This is intended to be a beautiful tactile book. And I designed it to be experienced in 2-page spreads. And you just don't get that when you have to go page by page. The digital's great, don't get me wrong. But, if you're willing to get the physical, it is really intended to be a beautiful tactile experience.

Robb Wolf: Yeah, it definitely is. It's a great book. And again, really dig the Remington 870 at the end. That's again one of my faves so very cool.

Tim Ferris: Very cool. There are more guns in there, marksmanship, axe throwing, whatever. Chances are it's probably hidden in there somewhere.

Robb Wolf: I didn't see any ninja stars but that might be going a little bit off reservation with that.

Tim Ferris: That's the flower ninja. It's coming up shortly.

Robb Wolf: I think that the follow-up perfect. Well, cool man. Safe travels to you. Good luck on beating the banning. I have a feeling that's gonna be nothing but good for you. But, super excited for the new book.

Tim Ferris: Yeah. Thanks so much man. It's gonna be a bit dog fights. So if people wanna see a fight, definitely keep an eye on the blog, four hour blog. And there are gonna be some pretty big announcements coming soon. And

the incumbents are not gonna know what hit them. It's gonna be pretty awesome [Chuckles]. Thanks very much for having me man.

Robb Wolf: Really awesome man. Take care.

Tim Ferris: Alright.

Robb Wolf: Bye.

Time Ferris: Bye.

[0:59:18] **[End of Audio]**