

Paleo Solution - 201

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Robb Wolf: Howdy folks, this is Robb Wolf here. This is episode 201 of the Paleo Solution podcast and not necessarily in the studio, actually all the way on the other side of this North American continent with two of my best friends in the world Charles and Jules Mayfield of Paleo Comfort Foods fame. How are you guys doing?

Jules Mayfield: Great Robb, thanks for having us on. I can't believe this is the first time we've ever talked on your podcast.

Robb Wolf: It's crazy.

Charles Mayfield: Well I was on episode 100.

Jules Mayfield: Oh you were. You helped Boyd.

Charles Mayfield: I helped Boyd navigate the inter webs of so many weeks ago but yeah good to be on man.

Robb Wolf: It's interesting that Boyd could you know, probably take out your appendix if it ruptured, suture up a dissected aorta but getting him on the inter webs definitely bordered on an act of god. So yeah, that was awesome.

Charles Mayfield: That reminds me of a really funny story we could talk about later.

Robb Wolf: Okay. Like online or offline?

Charles Mayfield: Oh no, I'll tell it now. So there's a fellow in my hometown of East Tennessee that's a doctor and he owns this big farm and he's got this kid working for him that did some work for my brother and we could talk about all of that stuff. But anyway so Dr. Cox has Dip –this kid's name is Dip and knows the story that I guess Dr. Cox Combyn broke one day and he calls them asking them out to the farm and knows nothing of the Combyn at all. Dip's looking at it trying to explain to him all this different stuff and Dip's just this little wiry kid. He looks at him one time and he goes you mean to tell me you can cut a man's heart but you don't know how to fix a Combyn? And it's just yeah.

Robb Wolf: It's like well those are actually not transferable job skills although a Combyb would do an amazing job of cutting out a man's heart but.

Charles Mayfield: Yeah.

Robb Wolf: Yeah it only works one way. Let me before I forget here because on interviews I frequently forget to hear our podcast sponsors, the Performance Menu journal of nutrition and athletic excellence, PerformanceMenu.com. If you are into Olympic weightlifting, Paleo food just generally being a badass then you need to check that thing out. Greg Everett has been turning the crank on that thing for many a year now. A 30-dollar subscription gets you access to the year's goodies, \$100 subscription gives you access to all the back issues as well as 15% discount on any Catalyst Athletic product out of the store.

Then we have WellFoodCo.com. WellFoodCo is just the place to go if you want some sort of grass-fed jerky or grass-fed whey protein. As I've mentioned to folks before, we at Well Food company have committed to making our product line 100% organic, 100% GMO free. Not all that is finished yet but that's the direction we're going so get what you pay for on that our stuff. WellFoodCo.com.

FrontDeskHQ.com is your mobile-based solution for service-based businesses. Very cool. Front Desk just got out of beta. Had some a very nice venture capital run so they're doing great. They have everything from dog walking, guitar playing people. There's a knight court using FrontDesk. Basically anytime you need to schedule something use a merchant processor, they are your go-to place for that. International. You can find merchant integration with virtually anywhere in the world. So probably could even cater to drug cartels if they want to use the thing, although they usually don't schedule their executions and stuff so that might not work.

Then who am forgetting? Oh MasaMeats.com, MasaNaturalMeats.com. They are a new podcast sponsor. They are former clients of ours in Chico California. Ditched their day jobs, convinced their family to convert a small fraction of their normal cattle herd into grass-fed production and they figured out that that was a way better gig than doing everything conventional. So they actually are transitioning the whole process over to grass-fed organic etc. They have beef right now. They will have lamb and pork and poultry here soon so definitely check those folks out. If you go to the website, there are banner links for all of those goodies. Okay.

Guys, what's going on?

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Charles Mayfield: Well I want to give a couple of shout-outs to some of your show sponsors. We're making a transition to Front Desk here at our gym here in the ATL and then I got to give a big shout-out to Well Foods Company. Thanks to Robb, I've been involved with this Navy Special Warfare Crew and they asked me to go to Guam and --

Jules Mayfield: And he said yes.

Charles Mayfield: And I said -- you got to say yes once right?

Robb Wolf: Right.

Charles Mayfield: And it was a 19 hours in the air going there across three airports and I had a big old rug sack full of Well Food Co.'s jerky and a couple of various assorted items and it's saved me tremendously so.

Robb Wolf: That's a very good endorsement. Yeah the Guam trip for Naval Special Warfare is a gut check. There is no doubt about that and you're another three times zones east of me as well. Like I think you were in a spot where you could have flown east or west and it really would not have mattered too much for you.

Charles Mayfield: It was 14 hours' time difference so yeah.

Robb Wolf: Yeah close. So I don't know if everybody knows exactly the background that you guys have. One we met at the Jacksonville Florida crossfit nutrition cert that I did and Charles and Jules, Nicki and I were talking about this. You guys ended up somehow out at dinner with us after that.

Jules Mayfield: We stalked you pretty much.

Robb Wolf: You kind of did. Do you remember how that all played out? Like did you guys email me or did you -- like I just remember looking up out of giant glass of Nor Cal margaritas and seeing the just handsome couple sitting across the table from me and thinking how did these guys get here anyway so.

Charles Mayfield: Well Julie is very easy on the eyes.

Robb Wolf: Truly, truly.

Charles Mayfield: And we had just started getting into the paleo thing so Nicki was doing all of your admin enrolments for that. I don't know that she travelled to all of your stuff but she happened to be there and we brought down a bunch of homemade nut butters.

Robb Wolf: That's right. That's right.

Charles Mayfield: I don't remember if you liked it or not but we had found these coco roasted almonds at Sam's club and started making nut butter which is just liquid crack out of those things.

Jules Mayfield: Charles is pretty certain it was our next big business venture. That we were going to be selling homemade nut butters to make bucu money.

Charles Mayfield: Which a friend of ours actually is doing that now.

Robb Wolf: Which I find incredibly funny because me coming from Chico at the time, probably the nuts that you all were grinding came from literally like a quarter mile away from my backdoor or something so.

Charles Mayfield: Probably, probably so yeah I think that combined with I think Julie her research background is long and distinguished and I think she had looked into the fact that you were a really big fan of bacon and so she had looked up maybe like local bacon restaurants in Jacksonville for you guys the next day.

Robb Wolf: That's right. That's right. That's right. Yeah you guys hooked us up with a really good breakfast option actually the following day that's right. Gosh and so from those humble beginnings, we started hanging out and you know, did a couple of trips out there to do nutrition gigs for BTV fitness which is what you guys were affiliated with, are affiliated with. Then we did one of the primary I guess book launch locations there in Atlanta and it was at that event that Charles and Jules cooked this amazing spread for kind of little private party book launch feel. You know, the book already even though it was first week, it was pretty clear that it was going to do reasonably well and so your publisher if you read a quasi-successful nutrition book then always they start humping you need to write a cookbook following up on that. I was kind of thinking about it.

I'm reasonably handy in the kitchen but I don't know that I'm like cookbook handy in the kitchen. While I was shoveling down some five alarm curry, and it tastes great on the top end but I knew that about 3:30, 4 o'clock in the morning my southbound aspect was going to completely regret everything that I was eating. But if anybody ever hangs

out with Charles and Jules and you ask Charles hey is this hot and Charles tastes it and he's like oh no, that's not too bad.

Jules Mayfield: [Laughs]

Robb Wolf: He's a fucking liar. Like that's all I have to say. He's a liar or he's had any like capsicum related pain sensors in his face removed. Like you could probably be pepper sprayed with a fire hose and just be like yeah that really wasn't that bad because I've just made that mistake multiple times now. But that's where you know, I looked at these guys, I'm like hey you guys should do a cookbook and what was your response when I suggested that to you? I remember almost like a shocked --

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Jules Mayfield: I think we kept drinking initially what we did and that we --

Charles Mayfield: Whatever.

Jules Mayfield: We tossed around you know, between you and me and Nicki Charles and then Jeff and Melissa were with us at the time at dinner, we sat there and it was oh yeah let's do --

Charles Mayfield: Redneck --

Jules Mayfield: --redneck paleo.

Robb Wolf: That's right. That's right.

Jules Mayfield: From the trailer to the cave and all the working titles that ensued. So I think and then Charles really had the wheels turning. I thought it was all alcohol-induced conversation and everyone was pretty much joking. But then when Nicki contacted Erish at Victory Belt and said hey you guys should really talk then I think things started becoming --

Charles Mayfield: Yeah, yeah. I don't know if we've ever told you this like we literally came home that night and I looked at Julie and I said I really think you're serious and no, no that's not. I really do think they're serious and then the email came through the next day, and of course we're sitting at the house going holy crap.

Robb Wolf: Mother of god what have we got ourselves into. Anybody that's written a book, like it sounds fantastic when somebody suggests that you do one and then when you actually get into the process then you're kind of like I would like to kill that person for making this suggestion.

Jules Mayfield: It's not as easy as people make it sound. It's a great experience and I highly suggest anyone who's at all interested in writing. It's one of those life experiences to put on your bucket list but it is a lot of work. But again we thank our lucky stars that for whatever reason our paths crossed in Jacksonville and you and Nicki liked us and we liked you guys back because not only professionally has this been such a fun trip but you guys are truly some of our nearest and dearest and we love you like family.

Robb Wolf: We feel the same and I always like the bulk of the way our vision of labors works out when we hang out which you guys cook amazing food and I do as much cleanup as you will allow me to do which is absolutely amazing for because I'm used to both cooking and cleaning. So it really is a big thing for me when we get to go hangout. Julie, I don't know if people know that you have a background in epidemiology prior to this fitness and book writing and stuff like that. Do you want to tell folks a little bit about your experience with that?

Jules Mayfield: Sure. So for the last I guess from 2006 to 2012, I was working at the American Cancer Society and actually I'd been working with them previously when I was living in California on another one of their long term prospective study. So the American Cancer Society has been doing these long term follow-up studies for many, many years. Most notably they're known from in the 1950s saying hey cigarettes, cancer seems to be something going on there. Now obviously a lot of this gets into correlation. It's hard to do randomized controlled trials with cigarettes for example but they were able to establish the link between some pretty serious things out there. Moving forward we know that our environment has changed since say the 1950s. Are we still on?

Robb Wolf: Yeah.

Jules Mayfield: All right. Just checking. That our lives have changed a lot since the 1950s so they're recruiting a new cohort of at least 300,000 men and women between the ages of 30 and 65 all from throughout the United States to look at what people, their activity levels are, what they're eating, what they're drinking this that and the other.

So I was a study coordinator working on more the recruitment side so I don't have an MPH. I'm not a PhD in epidemiology but certainly worked with a lot of those people. So had a lot of fun conversations about is meat really bad and energy balance and a lot of these other hot topics that tend to come up that I would say from the perspective of people who come from the mainstream epidemiologic world, you know, those are

kind of the things that hold near and dear to their heart and hold true. But I think more and more they're starting to challenge these notions. It just so happens that Charles and I, you know, the gym was taking off, the book was taking off. We're bringing a baby into the world and so it became time of you know, they're doing great on the recruitment and they're actually almost done. The recruitment is actually ending in three months and so it became time for me to say I will be a study participant, I signed up myself. They have a sample of my blood so they can actually look at the genetic factors too as it relates to certain diseases and again being one of 300,000 who's part of this nationwide effort it's kind of a neat thing.

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Robb Wolf: Julie, what's the name of that study or have they named that one yet or is it going to be....

Jules Mayfield: Yes. So this is called the cancer prevention study 3 indicating that it's the third in the series of studies that they've done. Alpa Patel is the principal investigator and also a close personal friend of ours. Again, it's one of those things when people feel very powerless about what they can do in the fight against cancer. There are enrolment events happening all throughout the country. People can go and see where these enrollments are taking place by going to [Cancer.org/TPS3](https://www.cancer.org/TPS3) and if it just so happens that they can go and sign up, it involves filling out some lengthy questionnaires, providing a blood sample. It's actually also doing a research conference measurement because they know that that's one of factors as it relates to some of the metabolic conditions diseases so.

Robb Wolf: Nice, nice. very cool.

Jules Mayfield: That's...

Robb Wolf: And then you guys have been involved for a long time in another kind of philanthropic activity, Camp Sunshine. Can you tell folks what that is and you know how long you've been involved with that and what all's been cooking with that?

Jules Mayfield: For sure. So but way before Charles was in my life, I would --

Robb Wolf: Back in the salad years when things were good.

Jules Mayfield: Yes, exactly. I was fresh out of college and I was working at a children's hospital here in Atlanta and I was getting really bogged down into work being work and was kind of forgetting why I was working there in the first

place and at the time I was doing public relations in marketing. So I started volunteering at the cancer center and if you ever set foot on to a pediatric cancer floor, you would think that it's very depressing and doom and gloom. But walking on to that unit, these kids all they want to do is play. They want to go to the playroom. If they're a teenager they just want to be a teenager again and have their normal lives back to them. It was at this time that I was asked to come and escort a national news crew to Camp Sunshine.

So Camp Sunshine is the pediatric oncology camp here in Georgia. They have well over 200 days of programming for children in their families dealing with cancer whether it's bereavement programs or programs for siblings, programs for the tiniest of kids. It's really a tremendous organization. So that was back in '98 that I started volunteering with them so much – got so involved with them that when I moved to Los Angeles, I would fly back every summer for that week at Camp Sunshine because when you talk about wanting your priorities to be in check and what's really important in life. When you spend a week with these kids who perhaps are amputees and they're riding a horse for the first time or scaling the climbing wall or doing things that they thought they might never be able to do and they just tend to be kids, well it just refocuses your entire priorities in life and what you're doing. So I've been a volunteer there now for 15 years and Charles has started to do some fun events with them as well and it's just – it's something that's part of who I am and I look forward to more and more time that I can give to this amazing organization.

Robb Wolf:

That's awesome. That is awesome. I remember you know, when I pulled the plug on med school and I was really set adrift, I wasn't too sure what the next step was. Enjoyed biotech, so, so before I had tracked crossfit and that Dave Warner and Nancy and all those people and kind of went on that other track. It was interesting. I started volunteering in a cancer ward as well. You know, I had all kinds of stuff going on in my own head but the hours that I spent there, it just made my issues completely insignificant. I actually got to focus on somebody else who you know, enjoyed me like playing table tennis with them or whatever because they would absolutely kick the dog piss out of me and stuff like that. It was really amazing and I think volunteer work is something that folks just don't give enough thought to. Like everybody's super busy, everybody is time crunched and all that but it's amazing what you get out of some volunteer work. Like it makes the rest of your stuff like tolerable, doable, enjoyable, even when it's kind of onerous activity because you see the challenges that some other folks are going through. So it's pretty amazing

gig. I've been super impressed with you guys motoring through that for so long.

Jules Mayfield: I mean like I said I know for certain that I get more out of it than I could possibly give. I know there are some people who that's not their cup of tea or volunteering at an animal shelter is not their cup of tea that perhaps it's better for them or easier for them to write a check. Hey that's great too support your local nonprofit organizations because we all know that they need as much help as they can get. But if you are able to do some hands-on work whether it's project open hand or hands-on, what is it hands-on Atlanta?

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Charles Mayfield: It's hands-on Atlanta. I'm sure there are other hands-on here.

Jules Mayfield: Yeah or Habitat for Humanity or so many different organizations out there. But like you said, giving of yourself whether it's three minutes or a day or a week or however much time you can give it's so critical that we all do something to pay it forward.

Robb Wolf: Indeed. Well you know, in the show notes, we will put some stuff there to Camp Sunshine so that folks can track that down.

Charles Mayfield: Yeah I would just add if you do get the philanthropic bug in any way, shape or format, I would encourage people to really look at your local community. I think that's where the --

Jules Mayfield: Biggest bang.

Charles Mayfield: Yeah, the biggest bang for your buck and you know, you might run into some other people in your community that are doing the same thing and that's where it really boils down to is just getting together and supporting those that need it so. Yeah.

Robb Wolf: Totally agree. Totally agree. As I guess a couple of couples like Charles and Jules and then Nicki and I and then we have some other friends that we've hung out with and that we know collaboratively and everything. But we've had this kind of crossfit connection in the past, we have this paleo connection and then more recently we've had this whole breeder thing going on, which has been really incredible. So Zoe is 16 months old. Scooter, Scottie your guys' little one is nine months old now?

Charles Mayfield: Nine months on Monday, yeah.

Robb Wolf: Nine months on Monday.

Charles Mayfield: Yeah.

Robb Wolf: And we got to hang out about five months ago and Scooter was able to roll over a little bit, press himself up but he really couldn't escape or defend himself but Zoe was walking at that time. And she would --

Charles Mayfield: [Indiscernible]

Robb Wolf: She would smooch that kid until we thought his face was going to fall off. So we're going to -- we're pretty good bet that some sort of lifelong romance is going to grow out of that or they will absolutely detest each other at some point, one or the other. But you know, what -- what's it been like for you guys eating, you know, kind of following this paleo crossfit lifestyle having a kid like you know, going back and forth to the gym, interacting with family. Like what are some of the real big plusses and what have been some of the challenges to doing all that stuff?

Charles Mayfield: I would say you know, early challenges are we need to get Doc Parsley on the line here to talk about sleep obviously. But you know, it's kind of like any of those other experiences where you really just can't assimilate what it's going to be like no matter how many times people tell you what it's going to be like until you're there on the front lines.

Robb Wolf: Right.

Charles Mayfield: But the sleep thing was big and when you couple that with -- well we'll talk about the new book maybe here in a little while, but when you couple a new baby with a new book manuscript and all that fun stuff, it's just -- you just where did the time go. So just managing sleep and then energy levels and food. That was just a tap to the head. What else?

Jules Mayfield: Well I mean everyone's experiences is going to be different so some people are fortunate enough to have the baby who sleeps through the night at week 2 or something crazy like that and hey power to them. But I think the more and more that we experience and then of course the more I drive myself a little bit crazy by reading stuff because you're going to find way too much information about how to raise your child and sleep habits and all of that kind of stuff online. But every family situation is going to be slightly different and so Scott still usually wakes up one time and like to feed and does he technically need to feed at that time? I don't know. You know, certain pediatricians will tell you that they're fine without feeding at that time and you don't actually need to get up and

feed them. But the cortisol response that I have listening to him cry if I don't come and get him at three o'clock in the morning and feed him and put him back to sleep is pretty intense.

Robb Wolf: It's basically a wash either yes, yeah.

Jules Mayfield: Exactly.

Charles Mayfield: Yeah.

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Jules Mayfield: So I mean you know, being in the paleo scene, I did have an entirely paleo pregnancy in that gluten was not a part of my life during that time. I know Nicki's sister Crissy we would have the emails back and forth because I'd say you know, do you have any of these during your pregnancy and so on and so forth. I think Nicki and I were somewhat similar that we didn't really have massive food aversions if I recall correctly with Nicki's experience.

Robb Wolf: Right, right.

Jules Mayfield: And you know, people say oh well that means you're having a boy or that means you're having a girl. Well Nicki had a girl and I had a boy and neither one of us say that. So he or she N equals 2.

Robb Wolf: I've just got to say that all of the wisdom around shit like that, you know, it's like they're riding high or they're riding low or this or that. Like I think it would be more fun for me going to like a palm reader convention. You know, it just makes me want to shoot myself and I think that this is just my completely analytical like scientific side where I'm like this is just horse shit. There's nothing to this. Get off the internet, you know. Just eat some food and go to bed so yeah.

Charles Mayfield: I will say that there were a few times in the early months of Scott's existence and again Julie is incredible at reading and researching but we had a –you know, personally we had a few moments where it was I don't know what to do and maybe we need to read this book or read that book. I actually did kind of reach a tipping point where I put my foot down I'm not reading another book. You know, I can go read, I can go buy 30 books that say a completely different way to treat this, this symptom or this thing or this that or the other and I always kind of couched it to Julie with and none of these books, none of those people were eating the way that we're eating.

Robb Wolf: Right.

Charles Mayfield: So what does it really matter anyway. Scott's doing great, man. He's from a fitness standpoint and just from a coaching standpoint it is so fun to watch him move.

Robb Wolf: Right.

Charles Mayfield: I mean you know, every second is a learning experience and just how his body you know, rolls this way and how he sits up and all that so it's been amazing. I tell people too and you know, again back to the N=1 stuff, Julie was paleo pre and paleo post and everybody can have their own little experiment but I always view kind of a baby as the ultimate litmus test for things. Because theoretically they're clean and untarnished and they've got the healthiest GI tract you can imagine and we've had very little experience with Scott growing up.

Robb Wolf: Right.

Charles Mayfield: I mean next to none up until solid foods came in the mix a month or two go, I could count on one hand the number of times that --

Jules Mayfield: He spat up.

Charles Mayfield: He spat up. I look at that and I go sure N=1 but if there's going to be a tummy on this planet that doesn't agree with something it's going to be a fresh one and so far he's agreeing with everything that's going down the pipe so. Interesting observation.

Robb Wolf: It's pretty interesting. You know, Zoe had maybe about a three-week period of a little bit of it seemed like some reflux and a little bit of colic but it was by all accounts pretty mild and then she seemed to motor through that and you know, she hasn't really had any issues since then. Again you know, like N=1, these are super small sample sizes but she did catch a cold from me because I was traveling and she was probably about six months old and she was kind of croupy and lethargic and she had a little bit of a fever but then she bounced back pretty good and everything was fine. You know, we actually had a pediatrician appointment scheduled at that time anyway and he was actually pretty impressed. You know, her ears weren't real red and she was a little croupy and stuff like that but it seemed to go pretty well so I do still think that this generally eating well might actually have some benefit to it even for the kids. It's kind of amazing.

Charles Mayfield: Sure.

Jules Mayfield: Yeah. I mean the only two times Scott has had anything close to a cold was we came back from being at one of the navy gigs and he was in their little childcare setup. You know, we have him here at home so he's not in a childcare setup in Atlanta with us. But came home after being around have to go like 15 or 16 little ones, those navy folks sure know how to procreate.

Robb Wolf: They do.

Jules Mayfield: And came home just with a really runny nose but nothing much more than that. Then actually coming back from the bacon palooza the farm to consumer legal defense weekend came back and I was pretty certain that one of the nights there he had a fever and we drove home the way many hours in the car with a not feeling so great kid. He managed all right but came back and it turns out he had the roseola virus. So again the only times he's been sick is when he's been basically out of the home and experiencing all sorts of other germs but his body responds the right way. The pediatrician is not sitting there saying he needs to be on an antibiotic and we let it run its course.

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Robb Wolf: Right, right which is you know, it's one of those tough things. You know, you want to start getting in and fiddling and intervening but this is some of that stuff as we understand the hygiene hypothesis and all that that letting kids be sick when they're sick and not dosing them immediately with ibuprofen or Tylenol or something to suppress a little bit of a fever. Like that fever is important and good and it sucks because the kid doesn't feel good. They're cranky. Both you and they are probably going to miss a night of sleep but it's one of those things that I think taking that bullet and just riding it through can really have some good benefit for the kid down the road.

Charles Mayfield: Yeah and I think in the week leading up to Scott being born we went and bought like a three pack of hand sanitizers and I think we still have two of them completely full in our closet. Like we don't and we've got Phoenix running around, and I mean you and Nicki stay with us so there's dog hair everywhere and he's crawling around and biting on everything. I mean we don't – planes, I think I heard you talking to somebody about this one.

Robb Wolf: Yeah. Planes and airport just wipe me out. Like they seem like a toilet you know, like a urinal surface almost. Like the whole place.

Charles Mayfield: Yeah. But outside of that I mean I'll take him out in the yard and go grab grass and obviously I don't want too much of that in his mouth but dirt ends up getting in there.

Robb Wolf: Right.

Charles Mayfield: Dog hair and everything else and he's been holding up really well.

Robb Wolf: Yeah, yeah. I think I mentioned a couple of podcasts back that we'll go outside and you know, knock on wood Zoe has been really good about not sticking random objects at her mouth. Like she'll pick up a rock and she'll hand it to me and we'll look at it. You know, she just –she hasn't been the way that Caden was which Caden anything that was exactly in the range of chokable object the little bugger would like snatch it up and stuff it in his pie hole and then you're like desperately like trying to fish it out of there. Zoe really has not been like that. But it's the funniest thing rabbit pellets, she's managed to stuff two of them in her mouth and swallow them. Like if there's a glob of pigeon poop outside, there will be a rock, there will be a flower, there'll even be a bunny rabbit running around you know and she wants the pigeon poop and I'm like what is this. You know, it's yeah, yeah.

Jules Mayfield: It is what it is.

Robb Wolf: Indeed. So you guys, it was super cool we got to do the farm to consumer legal defense fund weekend. Charles, you brought your parents up. How was that? Like what was their take on, one what did you guys think of the weekend and what were your parent's take on that? Because it's interesting I don't know if folks know but your dad has a pretty good background in kind of food production and all that. Like what was his takeaway from all that stuff?

Charles Mayfield: Well I'll start with my takeaway. We originally signed up because it was an opportunity to kind of go up and see you and I have personally wanted to see Polyface Farms now I think since the day I saw food inc. It's just it's an amazing – they certainly portray it as this really cool place and it fit the bill as far as I'm concerned. So I didn't know a ton about the farm to consumer legal defense fund. I've looked into it a little bit and we've actually started a little bit with that crew because of the Weston A. Price stuff that's coming to Atlanta in November. But I went up there with a reasonably blank slate in terms of everything that they're doing and so my parents went up there with an even bigger blank slate, more blank slate but we all wanted to go up and see the farm.

My brother we have a family farm in East Tennessee and historically my family is in the dairy business so you know, all you paleo folks out there it's been a really interesting ride these past five years. But my family grew up in the dairy business. My dad it was a family farm. It's actually a 100-year-business that we sold back in 1991 to a big company Dean Foods. But we've grown up in the dairy business. Now this was not the grass-fed any of that fun stuff. Early on, I guess it was but before grass-fed was a hit.

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So we went up there just see Polyface Farms and I was personally very excited to introduce them to you because we're friends with you and that's always good. But my takeaways and just kind of what I thought it's just a truly magical place they've got up there and the things that Joel is doing and the reasons behind why he does what he does I think is his heart's in the right place. I was thoroughly excited to join up for the farmer consumer legal defense fund. Just seeing some of the stories and just hearing about how these local farmers are just being I would call it borderline harassed or something beyond that. Just doing what they want to do in a really kind of limiting our ability as consumers to get at whatever food we choose to eat was that lesson really kind of resonated with me.

As far as Dad, mom and dad I think they were blown away. Dad asked some really good questions to Joe Salatin while we were doing the farm tour, which I thought was great. I've kind of got this notion that we need to take our farm in Tennessee and kind of and slide a little bit more towards the sustainable model that utilizes some of those systems and protocols that Joel and his family used. And the whole paleo thing, you know, your talk on Sunday, Julie and I made a point with Scott up there with us that mom and dad actually made it into here to hear you speak. Obviously, there was some rhyme and reason behind that. My dad has heart issues, various other things in the last years and you know, I don't they're not completely off the wagon of fit and in shape. But we've been approaching this thing, this paleo drum for a while and my mom has always been kind of anything in moderation gal and we can say gluten-free at the top of our lungs but it's kind of like the parents that come to me at the gym and bring their kids in and say why don't you tell them how to eat because I cant.

Robb Wolf:

Right.

Charles Mayfield:

So one of the funniest things for me was we get in the car coming home and I'm driving. My dad brought a shotgun and we make it down the road

in a few minutes and he goes so I guess this gluten thing really can cause a lot of bad stuff. Yeah, dad I think it can, I think it can so.

Robb Wolf: Which out of an hour and 15 minute talk if that's the takeaway out of that whole scree that's pretty phenomenal. Yeah.

Charles Mayfield: It's pretty good. That's pretty good.

Jules Mayfield: I mean personally, I was devoted a little bit more to Scott than sitting in on the presentations and what not. But I think you know, having Weston A. Price people and paleo people there together all at the same time despite our differences I think that these farmers are facing such an uphill battle and when you've got them going head to head with I don't know the USDA, an organization like the farm to consumer legal defense fund is so critical. It was pretty powerful to see people from all walks of life coming together knowing that we're kind of all here for the same thing and let's put aside our differences. I think you even touched on that in your remarks there at Polyface Farms. But I mean I came back going man, you know, we need to absolutely make sure that every time we're in town we're supporting our local farmers at the farmers market and we're doing everything we can to make sure that they're getting the support that they need.

Robb Wolf: Yeah, yeah. You know, it's interesting because there's been a little scuttle bud here and there you know, about like is paleo good or is Weston A. Price better and just stuff that for me is more of an opinion piece. Maybe I'm right about my views on you know, raw dairy and sprouted grains. Like my opinion is that they're not fantastic. That a lot of people have problems with them. But that's my opinion. Maybe I'm right and maybe I'm wrong but definitely something that I saw when the farm to consumer legal defense fund started putting out this information or started getting on my radars is really the more accurate way to say it about these small family farms getting raided by the feds and milk poured out in the street. Artisanal pork production that was going to be served to a group of people deemed unhealthy and Clorox poured on it and stuff like that.

I just kind of lost my mind over that and I think that, I would hope that this would transcend whether you're more Weston A Price or paleo or even like vegan land.

[0:40:10]

Like this basic access to food like can we raise our kids the way we want to raise our kids, can we have access to the types of food that we want to access. You know, Joel had just a fantastic opening remarks that first day

at Polyface Farms, which he said I'm not the guy that's saying there should not be McDonald's. I just don't want McDonald's to say that I can't exist.

Charles Mayfield: Yeah.

Jules Mayfield: Right.

Robb Wolf: You know, I think that you could pick a host of political topics de jure and you will see people play out on that. You know, we won't make the this isn't the controversial truth so we won't ruin your guys good name with that so you might as well ruin Charles but we'll keep Julie out of that play.

Charles Mayfield: You could say.

Robb Wolf: But it's just something to kind of contemplate. You know, like my position has never been that I want to outlaw soda or chips or whatever. I would love for that stuff to not be government subsidized and I would like an equal playing field for people that want to produce their own food and do things in a decentralized way and I don't entirely buy the –you know, some of these things like a lot of the problems that the meat producers have. Let's say that you're not excited about the dairy. Let's say you're more on the paleo side. One of the big challenges that the meat producers face is that they need to truck all of their meat to a USDA inspection plant to get it processed. That maybe hundreds and hundreds of miles and so you've got the additional carbon footprint and price and all the rest of that versus simply being able to do some sort of an on-farm slaughter.

Charles Mayfield: Yeah.

Robb Wolf: Which there should be a way to certify that. Like if the government still wants their finger in this story and they still want their little slice of the pie or whatever, there should be some sort of reasonable way to get these people certified on a farm based level and they have certain policies and procedures that they follow and let's not make it so paperwork intensive that it just grinds them down to a nub. Let's make that thing go and then it ends up saving a ton of money and a ton of oil and it actually makes the food much less expensive.

You know, when people got a farmer's market and some of the costs that they are seeing with that grass-fed meat, frequently a big chunk of that cost is the fact that they could not do on-farm slaughter. They had to ship

it out get it processed, ship it back so you ship this stuff twice and had multiple handling points and it just starts popping the price up.

This is a lot of the stuff that's central to the farm to consumer legal defense fund is fighting the litigation on this story. Interestingly the raw dairy piece is probably one of the hottest contested elements in the whole story. Like it's one of the things that you know, there's actually federal mandates about raw dairy but there's also a number of states that have said we're not going to follow the federal mandate. So it's one of the really I guess a linchpin or a keystone element that if we can get some forward progress on that then these things like on farm slaughter and artisanal meats like being able to produce your own nonheat processed meat products and stuff like that, then those things face a much more likelihood of falling in the direction we would like so. So that's where linking arms and you know, really focusing on freedom instead of the tiny little nuances of our differences would really benefit everybody so.

Jules Mayfield: Sure. I think it's ridiculous here in Georgia that you can sell raw milk only for pet consumption.

Robb Wolf: Right, right.

Jules Mayfield: So you've got these farmers and of course the one farm that I support and get my eggs from every week they have their milk there and it's in quotation marks for pets. Hence so you know, people who want to buy raw milk, they have the opportunity to do so but these farmers basically have to live under this veil of well I'm selling it for pets.

Robb Wolf: Right, right.

Charles Mayfield: Well how far have we gone down the wrong path when the USDA at least from the opinions that we got to hear at this farmer event when the USDA seems to be their number one opponent?

Robb Wolf: Right, right. Their singular opponent.

Charles Mayfield: Well singular yes sure and then you know, Robb some of this stuff that you and Diana Rogers are doing in terms of kind of bringing this kind of back to the audience of the paleo solution podcast, you know, the gym to farm movement that you've got going on we're in a couple of different farms here in Atlanta just to get our membership out to support these folks. You know, you asked me what some of my dad's take-away was and it was funny because I've talked about kind of this evolution or

revolution of our family farm and his number one big concern is well where are your customers. You know, who's going to buy this stuff from you.

[0:45:22]

I feel like they're out there but the nice thing about a cow is if you can't sell a cow today, it doesn't die on the vine.

Robb Wolf: Right.

Charles Mayfield: You know, so you can slaughter it next week or the week after that but there's definitely a demand out there for these products. It's just that to your point some of the cost embedded in the current system make it less attractive for a lot of people so.

Robb Wolf: Right, right. Hopefully, you know, that was such an amazing weekend and I love doing stuff like Paleo FX and ancestral health symposium and stuff like that, but it was a pretty cool crystallization moment for me. I had ample time to contemplate it as both my flight going out and coming back was canceled and I got stuck in multiple airports. You know, the place that I feel like the most work needs to be done like we still need to do research we need to do all these academic things and all that but the thing that I find really fun and also the most important is really securing our food supply. You know, so stuff like this looking at permaculture, the Savory Institute, Polyface Farms, farm to consumer legal defense fund. Like in the future that's the stuff that I would really, really like to participate in and there's always opportunity for education based around like the molecular biology and endocrinology and immunology and everything. You know, it's easy to throw together a talk like that but really having the background be community and sustainable food production I think that that's definitely where my heart is. Like I would like to keep you on that until they throw dirt on me. It was a really, really amazing weekend.

Jules Mayfield: Well and especially for our kids. I mean for Zoe for Scott.

Robb Wolf: Right.

Jules Mayfield: For the little ones to want them to be able to access nutrient intense really good healthy foods versus it seems like every headline is about what are we genetically engineering or creating in a petri dish and these things that are no longer coming from the farm.

Robb Wolf: Right.

Jules Mayfield: That's all scary.

Robb Wolf: It is and again not to turn it into the controversial truth but when you think about energy and oil production and just all kinds of stuff like it really I think that –and you know, Joel has this just fantastic model. Like it's one of if not the most productive plots of dirt on the planet you know, some of the things that they've done that are really fascinating and beneficial they dug, what was it Charles 80 ponds on that one?

Charles Mayfield: I don't know how many ponds it is it's a budge but he said because they've got these ponds up in the hills where these tributaries feed from, that the water is coming downhill and I think he said he generates about 80 PSI.

Robb Wolf: Right.

Charles Mayfield: When they go to fill up that which is two or three times what you get out of most commercial sinks.

Robb Wolf: Well and he's been completely unaffected from any type of drought activity in that area whereas all of the farmers around him, they've had lower water the normal and so they've needed to bring in these trucks, the 2000-gallon water trucks to bring some water to the cattle and put some water here and put some water there. Joel has been completely unaffected by the whole thing and he had a great talk which I think the title was something like paleoing the landscape fire beavers and --

Charles Mayfield: Predators.

Robb Wolf: Predators yeah. Yeah and he was talking about how pre-Columbian era, there were millions and millions of beaver and they would create these beaver dams on the smaller tributaries of streams and rivers and that this basically created this really remarkable watershed where plants would grow and the water would percolate into the ground and so the groundwater was reestablished. You didn't have flooding.

Then the folks who moved here from Europe, in Europe they faced this problem of way too much water, you know, Scotland and Ireland and whatnot. So their solution there was draining everything. They came here and even though there was a lot of water around, it was somewhat terraformed from the beaver population. And then when they started draining everything, then we still had massive erosion and silt problems. In fact North America is actually reasonably dry by comparison to Europe and without this terraforming effort of stockpiling water at the tops of all

these small tributaries that the area ends up getting rather dry and then you have to start drilling for water and stuff like that, you know.

[0:50:14]

He even had some great solutions for like the roadways and whatnot. The way that we deal with the water on the roadways is to srews it away as quick as possible and his solution would be to create these holding ponds all over the place which then you can use that directly for watering. You can do aquaculture in it and grow fish and grow cod and add some frogs and all this stuff. It's really interesting and it's just nobody is really – it's fascinating to me because on the sustainability side the main voice that we hear is kind of this vegetarian, vegan, plant based diet kind of story which really doesn't take any of this other stuff into account because when you look at the Joe Salatin Polyface Farm story it's plants and animals. It's that and the animals part it seems to cause the hiccup with a lot of people. But it's pretty fascinating and you know, is a huge ray of hope for me when I look at the future and I think about what type of options our kids are going to have. Like there's a lot of big problems that we're facing but there's also some very smart people doing some innovative things and now with the internet and people interested in paleo and Weston Price and all those stuff then we've gotten opportunity to share this information and get people excited about it.

Charles Mayfield: Sure.

Jules Mayfield: Absolutely.

Robb Wolf: So you guys had – you know you mentioned that there may be was some shall we say tactical miscalculation writing a book during the closing stages of pregnancy. Do you guys want to talk about that a little bit and maybe mention what that book is?

Jules Mayfield: Weird, gluttons for punishment as you well know because when we wrote the first book it was okay let's see in a couple months' time we're going to open a gym, get married and write a book. Okay. Let's do it. so this time it was let's write a book, move our house, move our gym and have a baby all within I guess it was eight or nine months of each other.

Robb Wolf: Wow.

Jules Mayfield: So yeah, we're like I said gluttons for punishment and the whole cortisol thing just piled on. But yes, we had our deadline for the manuscript was about three weeks after Scott was born.

Charles Mayfield: It was 10 days.

Robb Wolf: Ten days.

Charles Mayfield: Yeah it was ten days.

Jules Mayfield: Tells you what I remember from those early --

Robb Wolf: Well and you know what's funny about that is it's usually the wife who is the hairsplitter on the numerical details like that so yeah that is funny.

Charles Mayfield: Yeah. Well you know, we started talking about this so we decided to try and take a stab at another book and we went out. We actually hired a literary agent for this book and happy to plug them, the Lisa Ekus Group has been fantastic to work with. So they started pitching us to a couple of publishers and the idea behind quick and easy was born probably four months, five months prior to Scott being born, is that about right?

Jules Mayfield: Uh-hum?

Charles Mayfield: So we got to work on the quick and easy and you know Robb it's kind of like paleo comfort foods from the beginning. You know, you kind of pointed us down the road of I'm tired of talking to all these southern folks that tell me I live in the south and I can't eat paleo so that's how Paleo Comfort Foods came about and this is really trying to tackle that I don't have time to cook piece. So yeah.

Jules Mayfield: But also, it transcends more than just this other angle. Certainly comfort foods is in the title but you ask anyone on the street what their definition of comfort foods is and you can go around the world and you're going to get a different answer to that.

Charles Mayfield: Sure.

Jules Mayfield: So for us, it's really a matter of hey let's bring the family back to the table versus the drive through. Let's give them some options so that they can get dinner on the table quickly and easily so that if they didn't remember to put something in the slow cooker, they didn't remember a few different things, they have the ability to make dinner very often in 30 minutes or less or breakfast or lunch or whatever the case might be.

Robb Wolf: Nice. You know, one of the recipes that you guys did is the butternut squash dip.

Jules Mayfield: Uh-hum.

Robb Wolf: We have made that almost daily since being in Atlanta. That stuff is absolutely amazing and we have used it not just as a dip but we'll do I guess like some lettuce wrapped type stuff. It goes in the lettuce wraps. If I make some scrambled eggs, we will garnish the eggs with this stuff. Like it is absolutely spectacular and we've tweaked it okay. We'll make it a little hotter this time, we'll make it a little more cuminy next time depending on what we have going on. But it's super quick to throw together and it's just absolutely delicious.

Charles Mayfield: Yeah man thanks.

Robb Wolf: Yeah well thank you guys. You know, and we still – now this show goes up 24th, right?

[0:55:06]

Charles Mayfield: That is the day of the book release.

Robb Wolf: That is the day the book releases so we're going to have links to Amazon and all that stuff. But as I mentioned with Dr. Perlmutter's book if folks really want to help you guys make a run for the New York times bestseller list, buying online is great. But if you can find Barnes and Noble, Borders or a local independent bookstore that reports to the New York Times you just have to ask them hey do you report to the New York Times, they'll say yes or no. If they say yes, that's where you want to buy it. Clearly, you'll want to buy about like 50 copies of this.

Jules Mayfield: Yes.

Robb Wolf: And you know, stash them for holiday gifts or something like that. But if you can make each purchase separate, you know, you buy one, cash out, buy another cash out each one of those counts them. Unfortunately, if you buy ten at a time, it only counts as one purchase. But the book is totally amazing and we don't have 100% details on your travel scene yet but it looks pretty likely that you're going to be in Reno for a whole foods local sustainability dinner somewhere around the October 25th right?

Jules Mayfield: Yeah, we're actually going to be on the road quite a bit in October so for any of your – I think you're up to eight listeners now bigger in any of these cities. We'll first hit Denver and then we're hitting Charleston, Houston, Dallas, Seattle, Portland, San Francisco and then we love nothing more than spending time with the Gowers and you and Nicki so hopefully Chico, Reno, at the tail end of that. So that's our initial travel schedule and we'll be doing events in all of those cities, book signing all of that. So

if you want your copy signed, come on out and see us. We're partnering with Le Creuset and some of their signature stores and we're doing an amazing giveaway next week. So if people are salivating at the thought of some Le Creuset in their kitchen, it's a pretty amazing giveaway that we're going to launch next week.

Robb Wolf: Cool and if you guys can throw together a quick little blog spot on that --

Charles Mayfield: Yeah I was gonna say, we'll put it up on the blog for sure.

Robb Wolf: Cool, cool awesome.

Charles Mayfield: Yeah.

Robb Wolf: Well sweet. Well that's Quick And Easy Paleo Comfort Foods, Charles and Jules still like there are a ton of really, really good paleo-oriented cookbooks out there but you guys really set the standard on this stuff and you know, clearly I've got a great relationship with you guys and all that. But I love what you guys have done like it is the go-to book for the Wolfoletti household when we're getting ready to do some cooking. Like Nicki has her nose in that all the time when I do my freak out and I'm like I'm not cooking tonight and it's on you then she basically grabs that book and usually we have everything on hand. If not she does a quick run to the store grabs a couple of little items and we're off and running and we have an amazing meal and not all that long. So I'm --

Charles Mayfield: And let's be honest, you hang out with us because of our food.

Robb Wolf: You know, Charles, you are easy on the eyes.

Charles Mayfield: Sweet.

Robb Wolf: Your wife similar to my wife is much as smarter than both of us combined and so that's nice because they keep us out of trouble. And then you and I have the mutual interest of shooting things so there you go

Charles Mayfield: Shooting things and --

Jules Mayfield: Spearing.

Charles Mayfield: --throwing things.

Robb Wolf: Yeah and throwing things and all of that.

Charles Mayfield: And all of that.

Robb Wolf: So yeah, yeah. Anything else? Anything we missed, anything we forgot?

Jules Mayfield: No, I mean again this book and the book before it basically exists because of you and Nicki so I guess that makes you the paleo cover foods godfather.

Robb Wolf: Sweet.

Jules Mayfield: I mean not only are you quoted in the foreword and I think you call us the quasi-official cookbook of the paleo solution but I think this is here because of you and our friendship but we appreciate you and everything that you do to change everyone's lives but especially ours.

Robb Wolf: I mean thank you and you know, what more could you ask for? Doing work that you like that seems to help folks, like that's very, very fortunate circumstances we all have very, very lucky.

Charles Mayfield: Yeah. I will mention too we've started thanks to you and Squatch and I shouldn't forget to say hi to Greg. I'm sorry we missed you today Greg. But we've been doing a biweekly post on your website now just kind of planning out meals for the week and throwing some –trying it for at least one recipe in there it's kind of hard to throw that many recipes in one week. But just trying to give people ideas on how to get a head start on putting some tasty meals on the table and tackling a busy week ahead. So check that out on Robb's site under the cooking tab I believe it is.

Robb Wolf: Yeah.

Charles Mayfield: Food tab so.

Robb Wolf: Sweet.

Charles Mayfield: Thanks for that.

[1:00:00]

Robb Wolf: Totally and thank you guys for doing that. I have humped their knee for a while for something like that so very, very stoked about that. Well cool, guys well I get to see you soon with part of your book tour and you know, when you guys come Nicki and I will actually do the cooking for you because I think you guys will be over it by that point. So I promise you guys the cooking cleaning will be on us on this trip so looking forward to it.

Jules Mayfield: Does that mean we're doing In-N-Out animal style?

Robb Wolf: That may be what it boils down to, but yeah that and maybe some ribs from Washoe down the street so either way though.

Charles Mayfield: Done.

Jules Mayfield: Awesome.

Robb Wolf: Awesome guys, Well thanks so much for being on the show and we'll talk to you soon.

Charles Mayfield: All right, sounds good.

Robb Wolf: Okay. Bye-bye.

[1:00:43] **End of Audio**