

**EPISODE 174**

[INTRODUCTION]

**[0:00:11.6] AVH:** Hey everybody. My guest today is basically the most popular person in the paleo world Michelle Tam runs a blog called Nom Nom Paleo and I mean, she has like 345,000 followers on Instagram which in today's world, I mean, that makes you a pretty big deal. It's because her work goes beyond paleo.

Her recipes and her podcast and her cookbooks appeal to anyone who likes good food. The fact that her recipes are healthy and paleo are basically like a happy bonus for most people and her stuff is great for busy people, families with kids because Nom Nom Paleo really is a family affair. Her husband and kids feature prominently in her podcast and her work and even her cookbooks are kid friendly, they're bright and colorful and full of helpful cartoon illustrations.

Guys, she even has her own action figure, how cool is that? She has a new book called *Ready or Not*, which is full of recipes that are organized based on your enthusiasm and readiness level which I love. She has sections for making ahead for emergency, last minute meals for dishes when you're feeling inspired and have plenty of time and then those days when you really cannot be bothered but you got to eat.

I've never seen a book laid out this way so it's really cool. Today, we're talking about her book, what else she's up to and how she manages an extremely popular online presence with a book tour and also, you know, not forgetting to feed her own family in the process.

Michelle is one of the coolest people in the paleo world and I know you're going to enjoy this interview as much as I did. But, before we get into it, I have some very exciting news from Paleo Magazine which you may have already seen us talking about on social media.

Paleo Magazine is proud to present the first annual Paleo Expo coming late in August, early September 2018 to the Denver area. The paleo expo is a two-day event dedicated to connecting the paleo community which I know you guys love right?

You love getting together and eating and working out and hanging out with fellow paleo people, right? Tickets are only 50 bucks and more than 10,000 people are expected to show up. We've got more details coming as we get closer but we wanted to put that out there and tell you guys because we're so excited.

If you want more information as an exhibitor, you can email [exhibitor@thepaleoexpo.com](mailto:exhibitor@thepaleoexpo.com) and if you just want information on attending and coming and hanging out, visit [thepaleoexpo.com](http://thepaleoexpo.com) or just send us a message on any of our social media channels at Paleo Magazine. All right, that's it, hope you enjoy the interview with Nom Nom Paleo.

[INTERVIEW]

**[0:03:16.1] AVH:** Hey Michelle, welcome to the podcast, thanks for being here.

**[0:03:19.0] MT:** It's my pleasure.

**[0:03:20.5] AVH:** Before we get into the main topic which is your new book. What have you been up to lately? Have you had any fun travel or eaten anything especially delicious or reading anything good or has the new book kind of just taken up most of your life these days?

**[0:03:34.1] MT:** Well, the new book has definitely taken up most of our free time. That and our calendar and all the promotion behind it. I always make time for food and hanging out with my family so we are currently in Portland because we kind of bounce back and forth between Portland and the bay area. We're in the bay area when the kids are in school but any time the kids aren't in school, we're up in Portland.

That's just kind of my favorite place in the world but we have stuff that keep us in the bay area, so we're here and there all the time.

**[0:04:09.4] AVH:** What's cool about Portland? I've never been and people keep telling me I got to go and what's so awesome about it?

**[0:04:14.4] MT:** You must go, there's so many great things about Portland, the fact that it's a city but there's also nature really easily accessible, the people in Portland are really awesome and super nice and the food scene is amazing like everybody, I mean, I don't know if you've ever seen the show Portlandia but

**[0:04:33.0] AVH:** Of course.

**[0:04:34.1] MT:** It is kind of like that.

**[0:04:37.5] AVH:** Do you have to ask the waiter about the life's history of your chicken and stuff before you –

**[0:04:42.3] MT:** You know, they do it but it's nice right? Because they care. It's super easy to eat paleo or gluten free, even AIP like for a foodie that has food restrictions, it's like nirvana.

**[0:04:56.8] AVH:** Right, cool. I got to get there. What about the weather? What's the weather doing right there?

**[0:05:01.3] MT:** Right now, the weather's really nice, I mean, it's a little hotter than I like because I like it like in 70 degrees or cloudy and rainy.

**[0:05:11.9] AVH:** Really.

**[0:05:12.7] MT:** That's why I love Portland too because most of the time it is cloudy and rainy.

**[0:05:17.1] AVH:** Well you would love where I am right now because it is absolutely just rain, drenched and cloudy and overcast.

**[0:05:25.8] MT:** I love that.

**[0:05:26.8] AVH:** I guess every once in a while, kind of makes you feel cozy to be inside but we can switch up because I love the heat, I like where it's like nice and oppressively hot all the time.

**[0:05:36.7] MT:** Yeah, my friends who are on the east coast always tell me that and I just don't understand.

**[0:05:41.8] AVH:** Yeah, I guess maybe because we only get it in like short bursts so we really you know, we kind of we really live for those days. I listened to your podcast recently about your new book and it was interesting because you said that originally and maybe this is pertaining to your first cookbook but that you weren't really into the idea of writing a cookbook originally and that's why you decided to move forward and develop your app instead.

Can you talk about that a little bit and why you decided that cookbooks were a good way to go?

**[0:06:11.2] MT:** Well I've always loved cookbooks so it wasn't so much that I didn't want to create a cookbook, it was just the form of the cookbook was kind of what we were kind of tinkering with and way back – our first cookbook was published in December 2013 but it does take like a couple of years to develop a cookbook and so back, I think in 2011 and 2012 when we were thinking about creating something.

I think everybody like all our friends who are paleo bloggers had book deals and like that's cool and I love cookbooks but you know, there are these cooking apps that you can create on iPads, because for a while, that was like the big kind of new thing that seemed really cool and so we just decided to throw ourselves into that and develop a cooking app.

Not knowing anything about app development and cost and we're not developers so you know, we had to hire people so looking back now, I probably – I don't know that – I would definitely not advise someone now to go and develop a cookbook app.

**[0:07:18.4] AVH:** Right.

**[0:07:19.5] MT:** Back then, I think it was a great learning experience and we created something that we were super proud off but ultimately I think because we have to keep on updating the app and maintaining it forever, we're like, you know what? I think a book is something that's super permanent, you know, you have it on your shelf, you can take it out.

Nobody's going to update in IOS and mess it up you know?

**[0:07:44.1] AVH:** Yeah, maybe sometimes not knowing how difficult a project is when you get started is like a blessing in disguise right?

**[0:07:51.0] MT:** Yeah, I think that.

**[0:07:51.9] AVH:** You didn't know tough it was.

**[0:07:52.1] MT:** Right, I think that's kind of what always happens to us because we always come up with some cockamamie idea and we're like, let's do it, we just throw ourselves 100% into it without really researching it before we jump into it. Just like when we developed, we developed these little mini Michelle action figures, kind of as marketing for our first book.

The whole process of making that doll, we didn't know and now we're like yeah, I don't know that I'd recommend to someone else at this part.

**[0:08:24.4] AVH:** I shouldn't look at my own action figure because I do really like those, I think that's a pretty badass thing.

**[0:08:30.3] MT:** I mean, we love it but it is like the most money stupid thing we could have ever looked up besides the app.

**[0:08:36.5] AVH:** Alright, fair enough. Well, it seems like maybe you were a little bit skeptical in the beginning of you know, the idea of that hard copy, sort of analog book but I think that your cookbooks and a lot of these other really popular paleo cookbooks and even our magazine for example proves that when something really is sort of quality and it's really speaking to something that people want.

They will get that sort of hard copy and they want it like you said, on the bookshelf, they can take it off, you can touch it, you can feel it, you know, there's some value to that for sure.

**[0:09:05.9] MT:** For sure, I think they were saying like millennials these days are really in to like taking notes in notebooks and actually having a day planner because this is really unique thing because they were grown up just totally digital whereas someone like me in their early 40's, well, look at all this amazing stuff you could do digitally.

**[0:09:26.0] AVH:** It's so funny what's considered like hipster cool these days. I'm on such a weird cusp of being a millennial but I'm like one of the older ones that still kind of grew up without the internet when I was young and didn't have a cellphone until like a normal age and all that kind of stuff.

Yeah, it's kind of adorable to me to – the idea that like reading a real book on the subway instead of reading it off your phone is like quaint now. Anyway. I'd love to talk a little bit about your podcast too because as a fellow podcast host, I'm always interested in kind of learning more and I think it's cool that it seems like it's always a family affair right?

Do you always do the podcast with your family?

**[0:10:02.5] MT:** We do, this is another thing, action figure, the iPad app and our cookbooks are all things and this podcast are things that we just throw ourselves into without realizing just how much work is involved and so.

**[0:10:16.8] AVH:** Yeah, I mean, I can only imagine how much work it is to get your entire family co-ordinated on a podcast. I do this just with myself and my guest and there's still you know, some mental work that goes into putting this together, I can only imagine when you have you know, your entire family involved too. How do you manage it?

**[0:10:16.8] MT:** We haven't really, that's why I think we started and then we were doing them every – I think we were publishing maybe once every two weeks or once a week and then it became like once a month and then I think by our 17<sup>th</sup> episode, we took like a year break. It's because it was just so much work and we do want it to be like a family affair because the kids want to be involved and I think it's kind of a fun way to kind of get to know us.

Because I think Nom Nom paleo isn't just me, Henry, my husband is the reason why you know, the graphics and the cartoons and all the visual stuff is so cool. I'm cooking for my family and you know, I think it's good for other people to hear like these are my real kids and this is how they feel about the food I make them.

I think I'm a big podcast fan and I think when I started it, I was like "Henry, we should totally do a podcast because they're like super fun and it's super cool." He didn't know anything about it and so he started researching about how to do it and how to edit it but he's like the total perfectionist and so he – when he does something, he wants it really well produced and have like little music drops and everything is just really tightly edited.

Even though it sounds very casual and so it takes forever for him to edit them and he has a full-time job. I think at the time we started, when we took our year break, you know, that's when we were going kind of full throttle with the second cookbook and it was, I think it was basically like Henry was like, "You know what? Something's going to give and I'm probably going to die if we don't stop at something."

Okay, let's stop the podcast because –

**[0:12:21.6] AVH:** That's the cool thing about that process is you can always start and stop it you know, again, it's pretty flexible that way.

**[0:12:27.9] MT:** Right, I think because like you know, we have our family involved, like people are very understanding, they're like "No, you're very busy, we totally understand if you need to take time off." We took like a year off and we came back with two episodes recently but it's fun, we literally have it setup at our dining room table, we have some mics and a little sound board and we just chat around the table.

**[0:12:49.6] AVH:** Do you think that maybe one of the ways that you're able to balance such a busy kind of work life and then also this busy family life by combining the two in a lot of cases? I mean, some people, I guess speak for or against that kind of plan but for you guys, does that work kind of making sure that it's sort of all – it's a family affair all the time?

**[0:13:10.9] MT:** Yeah, I think so, I mean, I think we are, I feel like I'm very protective of my privacy but at the same time, it seems like I show everything to everybody but it's very highly curated. I'm very deliberate about what I kind of expose on Instagram or on Facebook or in the podcast.

I think I would give enough to let people know us kind of but I don't document every single thing like "hey, I'm taking my kid to camp right now and this is the address" you know what I mean? When we go eat places, I try to post after we've been there, I'm always with my kids if I'm posting something.

I think you know, it's a kind of fine line.

**[0:14:02.9] AVH:** Absolutely, I think we're all kind of playing with everybody, individuals and companies and whatever, we all kind of play with that line on social media with how much do you share and how "real" do you want to be and I mean I think, everybody, for the most part is curating it but some people curate to show way too much too, you know what I mean? Everybody kind of has their own sort of motives.

I did want to talk a little bit about your social media because you have an awesome Instagram account and you got a lot of followers and I think you answered my question but you manage your own social media right?

**[0:14:35.6] MT:** I do everything, the only thing I don't manage is on Facebook, I have a helper who helps schedule stuff to post. I answer all my own messages and I do my Twitter and I do Instagram like so.

I don't always get back to people right away.

**[0:14:53.4] AVH:** Yeah sure because you got like 320,000 Instagram followers or something.

**[0:14:57.0] MT:** I also don't know everybody that message me on Instagram. I only allow like people that follow to message me just because it would just be insane I think. Yeah, I do, I see

everything and it's really interesting because people will sometimes just say, you know, whatever they have on their mind, not thinking that I'm like a real person that reads it.

**[0:15:17.7] AVH:** Isn't that what social media's for though? Just giving like completely unsolicited opinions on other people's lives?

**[0:15:23.4] MT:** That's it. You know what's nice, I think this whole experience of you know, I guess Nom Nom paleo, I mean, I was just like a night pharmacist, you know, with two kids up until this happened and so before, when people would say like kind of rude things, I would think "Gosh, that's so mean." Now I'm like, whatever.

People just say things. I think when I respond personally though, people are like "gasp!". And you know anytime like someone says something and I actually write back, they never write back.

**[0:15:54.0] AVH:** Yeah, I've noticed that too and I guess that is one way of working to not take things personally is knowing that 99% of the time, absolutely is not personal or if anything, it's something about that individual right? It's not about you.

Yeah, I guess being a popular person on social media, you're going to learn pretty quick how people use it for good and for bad. For your Instagram, do you take all your own pictures and everything as well?

**[0:16:17.9] MT:** Yeah, well, if my husband's with me, he takes the picture because he's way better with visuals or if I'm by myself, I will take it and I will send it to him and then he'll edit it and then send it back to me but it is, it is just me or Henry.

**[0:16:32.9] AVH:** Okay, is the photography, the food photography is awesome, is that like a self-taught thing or how are you guys so good at that?

**[0:16:40.9] MT:** Henry is, he's just very artistic, I mean, in his real life, he's an attorney and so he has like a real day job but then when he's not at work, he does all the visual stuff for and I guess audio stuff for podcasting but all the visual stuff for our blog and app and cookbook.

He's just got an eye for art and he's really good at it. It's funny, he hopped on board because he started this whole blogging thing way before I did and he used to have like a daddy blog and then he had this fitness blog when he was doing P90X and I started, you should do a paleo blog because you're really into it and so that's how I started.

But then when I started, you know, Nom Nom paleo started getting followers, he's like, "You need to really work on your pictures." I'm like "I can't" and he's like, "Yeah you can, you know, the rule of three's and you need to do this" and I'm like "Dude, I can't see that, I can see if something looks bad or good but beyond that. You need to help me." And so that's how you know, it all started where he kind of came on board but that's also when everything started looking pretty.

If you look at the archives of Nom Nom Paleo, before I think 2011, it's really ugly, I wish I could just erase it. Since then, like I think, because Henry helps, it's gotten better.

**[0:18:09.1] AVH:** Well maybe it's good to have it there as a reminder of you know, how far you guys have come and grown and I guess that's one of the great things about doing projects like this as a family as you get to utilize all the skills that different people have right? You can't do everything.

**[0:18:24.0] MT:** Right. Now, when we do like Facebook lives and stuff. My older son who is 12 will like read the questions out loud to me. I think it's just a great, getting clear, like we were just talking about it the other day.

I was talking with my kids, I was like, you know what I love about just this whole Nom Nom Paleo enterprise, I have no idea where it's going to go and I have no kind of grand plans for it but it's just afforded all these really incredible opportunities. We've been able to travel places and meet people and eat things that we've never been able to do.

We created a podcast, you know, there's just lots of things. You know what? If anything this has taught me not to be afraid to try things and potentially fail right? because we do and it's okay,

you can always pick yourself up and try something new and there's just – it's been a really cool experience.

**[0:19:17.0] AVH:** That's an awesome lesson to learn too. I wanted to go back to your podcast, when you were talking about podcasts and you're a fan, what are some of your favorite podcast? Like food or fitness or health related, what are the ones you're listening to?

**[0:19:29.4] MT:** I don't have a ton of time but I definitely listen to like the Spork Full is one of my favorites, it's Dan Pashman's kind of food podcast. It's just really funny, it doesn't matter who he's interviewing, it's just a really cool – he just talks about really awesome topics that really opened my mind about food and culture and how food is just so important in understanding people and it's also really funny.

I also really like the Tim Ferris podcast a lot.

**[0:20:01.6] AVH:** Yeah, I listen to that one all the time, yeah.

**[0:20:03.1] MT:** I'm a huge Tim Ferris super fan.

**[0:20:05.2] AVH:** Yeah. He's got great guests too, yeah, that's one of those podcasts that it doesn't really matter what your interest – you know, where your interests lie, you're going to find something that interest you in his podcast.

**[0:20:17.3] MT:** Yeah, I also like Gastropod for kind of food related stuff. Then like I'll listen to stuff with my older son because he loves podcasts. He does all the true crime kind of ones but the ones we listen to together are like 99% Invisible I like a lot and This American Life of course, like Invisibilia.

**[0:20:37.9] AVH:** There's so many.

**[0:20:38.6] MT:** I think, what is that podcast Startup? Startup I started listening to and it was about you know, creating this startup podcasting company and I think it was while I was listening

to that and the fact that they took so long just to produce one podcast, like one podcast for them takes months for them to create.

That's when I was like, "Okay Henry, let's put a pause on this" because you don't need to create one like epic produced podcast in like two days, that literally is going to kill you.

**[0:21:12.9] AVH:** Yeah. Well, sometimes, it's good to know, you know, obviously you guys are busy people and you want to have your hands in like, this is a pretty big brand right? There's a lot of things going on but knowing when to hold on things and slow down a little bit is just as important as knowing when to pull the trigger on things too right?

Tell us about the new book, *Ready or Not*. Tell us about it.

**[0:21:33.5] MT:** So, *Ready or Not* is our new cookbook coming out, August first and it is our new baby and I'm actually looking at it right now. We spent probably two or three years on it after the completion of our first book. But basically, it has over 150 make ahead, make over and make now recipes.

It's like three books in one, it will help you cook whether you are ready or not. Because I think most people are kind of somewhere on that spectrum like I think sometimes I wish – I think I am a fly by the seat of my pants kind of cook and so I am always looking at my fridge like, "What can I make right now" but the reason why I created this was this way people who are always in a panic about what to make, you can look in the "make ahead" section to figure out how not to always be in that state.

And then for people who always plan ahead and can't figure out how to cook if they haven't planned, they can look in the "make now" section to figure out. So it's basically a no-excuses cookbook and to go along with that. We have a step for every single – I mean we have a picture for every single step. So it totally holds your hands with the whole cooking process and so I don't know, it's got tons and tons of cartoons. It's got jokes in it.

So we hope with the book that it will just get people in the kitchen and you know, making it a priority to cook for their families.

**[0:23:10.7] AVH:** So it's cool. It's for visual learners too right? So you can see well.

**[0:23:15.1] MT:** Oh it's totally visual.

**[0:23:15.9] AVH:** Yeah, okay that's cool.

**[0:23:17.6] MT:** And secretly, people are always asking why don't you come up with a kid's cookbook? And I think with our first book and this book, because there are so many pictures and literally step by step almost like a graphic novel and there are little cartoons of my kids, it is secretly a book that appeals to kids and there are lots of bright colors, every section is broken up by a certain color like "get set" is purple and "ready" is green and "kind of ready" is orange and so I think it is a super visual book that will appeal to kids and cooks of all skill levels and ages.

**[0:23:58.2] AVH:** Cool and is there a theme to the recipes or is it run the gamut from all kinds of different types of cuisine?

**[0:24:08.0] MT:** So I think naturally I cook more Asian inspired stuff just because that's what I am.

**[0:24:15.4] AVH:** Makes sense, yeah.

**[0:24:16.2] MT:** But there is stuff from all over like we have like roasted Catalan shrimp which is not Asian. We have a very small handful of baby back ribs, we have a pressure cooker Bossam which is Korean, we have Soup Lauki's, we have everything in here so people should be able to find something that appeals to them either by what it looks like or in terms of readiness. So yeah, there is a lot you can choose from.

**[0:24:46.8] AVH:** Cool and how is this book, I mean you've explained sort of the reasoning behind it and how it's organized but how is this book different from your first one and maybe what have you learned from the first process to the second in terms of putting these cookbooks together?

**[0:25:03.2] MT:** A lot. So the first cookbook, we were going to self-publish it. So we just were creating it on our own. We'd already created the app so we knew how to develop something like a cookbook and so for our first cookbook, it's like a bunch of recipes and it was broken down traditionally like these are desserts and we have broken it up by chicken recipes, beef recipes, vegetable recipes whereas this book is clearly marked off by your state of readiness.

And like in the "get set" section, it's all sauces and dressings and staples like my favorite way to roast two chickens at once, my favorite way to cook a bunch of chicken breast so you have emergency protein that you can use later in the week. So this book is hopefully setting you up so that you will have food in your fridge to either cook with or to repurpose in different ways so you can get food on the table quickly and have it be really tasty.

**[0:26:14.1] AVH:** It's really interesting the way you organize this book because I feel like it's hard especially with the sheer volume of cookbooks and stuff that are out right now even good paleo cookbooks. There are so many, it's sometimes hard to be original and I've never heard of anything organized this way before in terms of like your state of readiness for cooking. I think that that's really cool and I wonder if that's specific because your mindset is about cooking for families too.

Do you think that that's one of the biggest hurdles a lot for families to eat well because maybe they are always in a rush or they don't plan ahead when they can or is that one of the reasons why you put it together this way?

**[0:26:55.2] MT:** Yeah and I don't think it's just for families too because I think before we had kids, I was probably even worse. I think when you don't have kids you're like, "Whatever. I can have a bowl of cereal" you know? Whatever, it's no big deal but once you have a kid you're like, "Oh shoot! I have to keep this thing alive for 18 years and hopefully I don't mess it up" so I better figure out what to make for dinner besides a bowl of cereal.

And so yeah, I think the whole idea of doing it by state of readiness was because I myself I was like, "Gosh I'm so busy! I don't have time to cook" and it's so easy to outsource these days. I can just call for takeout or I can have something delivered and so I totally kind of put – I mean

before I went paleo, I totally just put cooking on the back burner and I didn't really think about it but I do think it makes a really big difference whether you are cooking for yourself or you're creating for your family.

To take the time, to cook your own food and know what you're putting in your body. It doesn't have to be perfect like I am definitely not a paleo perfectionist and I do love going out to eat but I think it's important to recognize what you're feeding yourself and what you're feeding your family and there are some kind of I think just basic cooking skills have gone by the wayside because people have just been so busy and people are working all the time and there's so many other things.

That you'd rather do than cook but it is a basic life skill like you've got to brush your teeth and you have to go to sleep and you should learn how to cook.

**[0:28:30.1] AVH:** Yeah and I think because we have so many options these days and relatively high quality in a lot of cases, fast food or easier options and maybe because we live in this world where everything is so quick and easy we think that it should be that way but there is maybe something to be said for slowing down and spending some time making your food and making that be an activity rather than just a means to an end, right?

I think that we can all – I'll never be the best cook in the world but I can do a couple of things and it's like enjoying the process is part of the fun right?

**[0:29:04.4] MT:** Right but also nobody wants to spend an hour and a half cooking dinner and so that's why I think there are certain like if you have the time, you can spend a little more time cooking things but maybe that just means you're just making a bunch of stuff so later in the week it will be a quick 50 minute dinner and so that's what we were hoping like there are certain things like we have meal plans at the end of our cookbook that basically have a whole week.

Of this is how your week of dinner plan should be and on Saturday or Sunday, this is what you cook and then on Tuesday you can repurpose like the Sunday gravy you made on Saturday and Sunday and put this on this noodles or you can turn that Sunday gravy into something I called Hangry Soup like you can make some skewers but later in the week, you can also reheat them

with this and so I think it's important to get basic cooking skills but you don't have to be like a gourmet chef.

You just need to be proficient and not cut your fingers off and the more you do it just like everything, just like any skill, the more you practice it the better you get at it and the more efficient you get at it.

**[0:30:18.9] AVH:** Right, can you tease any of these things? Like you just mentioned Hangry Soup which I am really interested in, can you talk about some? Are there any other recipes especially the sort of "make ahead" ones because I am interested in that that you can tease or sneak peak for us?

**[0:30:32.4] MT:** Okay, so there's a lot of stuff. So I have something in here called "Choose Your Own Adventure Egg Muffins". This is all stuff in the kind of ready section. So basically I'll show you that with whatever leftovers you have, you can make egg muffins and so I'll give you this ratio as long as you have this amount of leftover like cooked vegetable or meat and you add this number of eggs and you can pop them into a muffin tin and you'll have these portable egg muffins.

We call them "Choose Your Own Adventure Egg Muffins" as an homage to my favorite books when I was a kid but also because you don't have to be stuck like, "Oh I don't have this particular type of chicken that this cookbook author asked for" it's whatever you have in your fridge. And I have Flank Steak Super Salad using a creamy onion dressing that I teach people how to make in the "get ready" section. I have an all-purpose stir fry sauce that can be repurposed into paper wrap chicken and salad dressings.

As long as you have a mother sauce or a mother dressing, there are a bunch of other things that you can make in this book.

**[0:31:42.9] AVH:** Cool, do you guys stay informed on general trends in paleo like the different directions that people go in as the community evolves like whether these days you've seen –

**[0:31:52.1] MT:** Yeah like you know how Keto is super huge right now.

**[0:31:54.6] AVH:** Yeah like have everybody's high fat keto but even people who we come decided that like maybe white potato wasn't so bad, does that inform the recipes and stuff that you make or do you just stick to what you guys like to do?

**[0:32:07.8] MT:** I am totally cool with – I mean I am someone that I love learning new information about whatever kind of health trends. I am not a bio hacker. I like to see what the bio hackers are doing and then see if it has worked for them and then maybe I'll incorporate it. I am not an early adopter. I am the person that watches early adopters and so I am totally cool with white potatoes and so I think basically what Whole 30 says is okay now.

I am kind of okay with it but in the context of that Whole 30, do you know what I mean? And that is a strict reset. I think it's really important that people come up with their own paleo template whether that's high fat or it has more carbs on it, it's whatever works for you but you just have to be honest with yourself about whether something works for you and not just because you want to do that thing. I think I thought I could go more high carb and so I was eating a lot of white rice.

But then I think after I read Rob Wolfe's *Wired Deep* book, I bought myself a glucose monitor and when I measured my glucose after I ate some white rice I was like, "Whoa! Look at my blood sugar!" and no wonder why I'm so sleepy. It's not just because I am sleepy because I ate a meal. It's because my blood sugar is 200 something two hours after I ate it and so I think it's really – and other people like my friends can eat the same thing and their blood sugar is totally within the normal limits like an hour after they eat it.

And so I think it's really important that you just know what works for you and everybody is different, everybody has different genetics and different life circumstances, they have different stressors, they might not be sleeping. So I think people just need to figure out what works for them and it doesn't always have to be perfect because you have to live this life and you can't be miserable just eating perfectly "clean food".

But I think what we try to do in our books is to give recipes and most of our recipes are Whole 30 friendly but then you can change that. You can serve it with rice or you can serve it with potatoes. You can do whatever you want but the base recipe is a healthy and tasty recipe.

**[0:34:23.7] AVH:** Got it, yeah. I think that's one of the good things that's coming out of, again I use this no pun intended, the "evolution of paleo" is this personalized kind of approach to it and knowing here are the basic foundational ideas like you want to try to eat clean whole unprocessed foods but like you said, we all have our own goals and our own background and our own stressors and our own needs and so being able to really find out who you are and pay attention to how you're react to things.

And personalizing it for you I feel like that's the next step that people are really getting into and I think that is such a good thing.

**[0:35:00.8] MT:** I do too. I got into paleo because I wanted to be a healthier version of myself and so if there's new information about how I can do it better like I am going to listen to that and just because I originally learned that beans are bad for you, now it turns out that they probably aren't and there is a lot of great fiber in there that helps feed your micro biome. So I think there is just a lot of stuff and there's a lot of stuff we don't know and I think it's good to have an open mind about things.

**[0:35:32.6] AVH:** Yeah and it's always a work in progress because as you said, there is always going to be new information coming out and it doesn't mean, you don't have to take it personally. You are allowed to change your mind and you are allowed to keep learning and keep figuring things out and again that's part of the fun of it.

**[0:35:46.2] MT:** Right and I do understand that when people first find paleo, they like the super rigid rules and they get mad at people who don't follow them and I was that person seven years ago but now I'm like, "No" and I think as you do it longer, the more relaxed you are about it.

**[0:36:08.2] AVH:** Sure, yeah as you incorporate it into your real life, you start living it, yeah you've got to find the rules that work for you. So we're almost done here, do you have any other fun food trips or travels planned or is it basically just book touring now?

**[0:36:25.3] MT:** It is mostly book tour but I am going to make sure that I have really fun and good food adventures everywhere we're going.

**[0:36:34.6] AVH:** When does the tour start and where are you going?

**[0:36:37.2] MT:** I'm going all over. The book comes out August 1<sup>st</sup> and then on August 1<sup>st</sup>, we kick off our book tour here in Oregon. Our first event is at the Powel in Beaverton and then from there, we go to Seattle and from Seattle, we go to Denver and Minnesota and Chicago and Toronto and New York, DC, Atlanta and then Dallas, Houston and Austin and then LA and all over California. So we're going a bunch of places and people are like "Why aren't you visiting this place?" and I'm like, "Because I can't".

**[0:37:19.2] AVH:** Because I am visiting 20 other places.

**[0:37:20.7] MT:** Yeah, there are a lot of places I'd like to visit but everywhere that we are going I'm very excited because there is lots. The places that we chose are where I have a lot of readership and so all those places are normally pretty paleo friendly. So I am really excited to go and eat in a lot of those places.

**[0:37:35.9] AVH:** Yeah, very cool and can you remind our listeners where if we want to find out about the book tour, if we want to find out about the book and if we want to follow you on social media where we go?

**[0:37:44.8] MT:** I think if you just go to Nom Nom Paleo on every social media except for Snapchat which I am not really on anymore. You can find me I am @nomnompaleo on Twitter, Instagram, Facebook and then information on my book and our calendar and our tour is all on our website, [nomnompaleo.com](http://nomnompaleo.com) but I think if you go to [nomnompaleo.com/readyornotcookbook](http://nomnompaleo.com/readyornotcookbook) and you'll find it or you can just Google "Ready or Not Cookbook" and you'll find all the information about our book.

**[0:38:13.7] AVH:** Awesome, very cool. Well Michelle thank you so much for chatting today and best of luck with the new book and with all of the fun chaos that comes with it and yeah, I can't wait to follow you.

**[0:38:23.8] MT:** I know, I was telling Henry like, “I’m going to have to find like a flow tank in every city”.

**[0:38:28.5] AVH:** Oh yeah, well that’s it. There is something, you are going to Toronto and New York and all those places. Not only is there great food, there’s all kinds of cool – that’s actually a whole other topic that we could have gotten into but all these new meditation practices.

**[0:38:41.7] MT:** I know, I’ve got to have to hit you up. You should tell me where I should go.

**[0:38:45.5] AVH:** Oh yeah, actually I divide my time between New York and Ottawa and so in New York, I spend way too much time researching all of these cool relaxation techniques because when you live in New York you absolutely need all of them. So yeah, I know I can definitely give you some pointers over there.

**[0:39:00.8] MT:** Hook me up because we just started trying the whole floatation tank and like, “Wow this is really cool”.

**[0:39:07.9] AVH:** Yeah, it’s pretty amazing right?

**[0:39:09.4] MT:** Yeah.

**[0:39:10.0] AVH:** Yeah, awesome. Well thank you again and enjoy the rest of your day and yeah, we’ll keep in touch.

**[0:39:14.1] MT:** Thank you, it’s my pleasure.

**[0:39:15.5] AVH:** Alright, bye Michelle.

**[0:39:16.6] MT:** Bye.

[END OF INTERVIEW]

**[0:39:18.1] AVH:** Alright, thanks for listening everyone and if you get a hold of Michelle's new book and try any of the new recipes, tag us on Instagram @paleomagazine so we can check them out and maybe repost some our favorites and feel free to reach out on any of our social media channels, Instagram, Twitter and Facebook because we always love to hear from you with any comments, questions or even suggestions of future podcast guests.

Now next week is for all of you bio hackers out there. I am talking to Dave Asprey, the inventor of Bulletproof Coffee and one of the most intense bio hackers in the world about his new book, Headstrong. This is the guy who plans to live to be a 180 and he does some pretty next level stuff to achieve that goal. His book Headstrong is all about improving your brain health and function through a number of lifestyle factors including the usual like food, sleep and exercise.

But also some not so usual things but you'll have to listen to the podcast to hear about those and it's worth it, trust me. So subscribe to Paleo Magazine Radio on iTunes or Stitcher and check this interview out next week and as always, I'm happy to answer any questions or just chat about paleo stuff with you. So reach out to me on Instagram @themusclemaven and we will take it from there. Until next week, thanks for listening.

[OUTRO]

**[0:40:32.8] AV:** Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

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