

# My Grocery List Survival Guide

A guide towards simplifying life in the kitchen

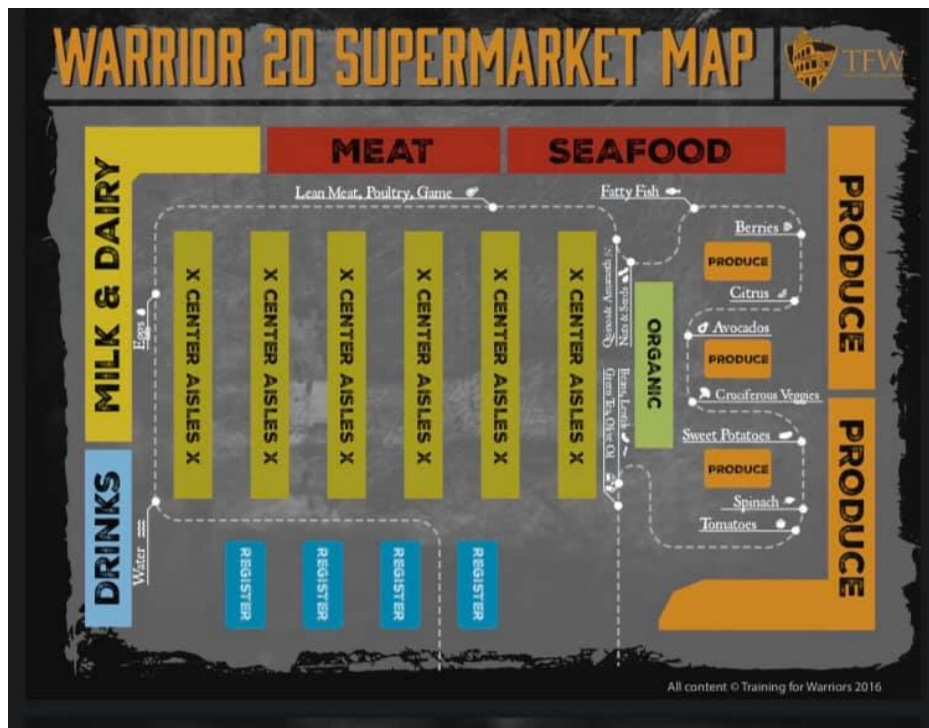
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## Introduction

First, let's start by recognizing that the more complicated you make food, the more intricate the recipes, the more options you have, the harder it is to know how much you are eating, the harder it is to choose an adequate amount, the more impossible it becomes to remain mindful. Sometimes eating for a goal is plain, and less exciting and sexy than you hoped. I leave the sexiness to the personal chefs, which I do not have. All I want is a solid foundation to feed myself and my family, get most of my nutrients from the food I eat, look good and feel good, with ample energy to train and keep up with my kids. I don't have time to make food sexy.

Let's also recognize how disastrous the food industry is in this country. Did you know that modern grocery stores are designed to confuse you, to lure you down aisles you don't need to enter? They are marketing at it's finest. Want to know a secret? Stay on the outside of the aisles, walk around the edge of the store, that is where you will find all of the whole foods. Don't believe me? Think about how your local store is laid out... the produce section, followed by the butcher, seafood market, the deli, the bakery and then dairy is in the coolers along the outside as well. Do most of your shopping here. (Photo courtesy Training For Warriors)



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## What this guide is NOT

A culinary masterpiece. A long list of compiled spices, sauces, garnishes and plethora of ideas to cook creatively. This guide will not help you become a famous chef, you will not impress your neighbors with fine French cuisine or complex Italian dishes.



As wonderful as this way of eating can be, I leave it up to the restaurant or the occasional creative evening of cooking with my family. I find it too difficult to account for the amount of nutrients in these types of dishes, and the sauces and hidden fats are far too calorie dense and rich for my taste and calorie budget on most days. I strongly believe that simplicity is the key to success, and living simple breeds a manageable life and keeps the finer dining moments that much more rewarding!



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## What this guide IS

My grocery list. It was easy to compile because it hardly ever changes. A few times a month I will branch out on a Friday night or a special occasion and shop for special ingredients. But let's be honest, I don't have a lot of free time to spend getting creative, even with the best intentions, this girl shows up with the same appetizers, side dishes and desserts at every party, ever. My friends still love me. And the food gets eaten, because just like exercise selection, *everyone needs the basics*.



In this list are my basics. The fresh items I tend to purchase almost every week without fail, the shelf-stable items I purchase less often but we keep in stock.

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I have to remark on where I buy my products and why. I have three main places I purchase food, one out of necessity, one because of price and quantity, and the third a specialty shop.

I am not embarrassed to say that I shop for a lot of my basics at Costco. I appreciate three things about this company; they strive to research the brands they sell, they support local products if possible, I can buy in bulk. There are however things like cashew milk, peanut butter and chocolate that I purchase at the local grocer. And lastly, I purchase a small amount of dairy free, bulk seeds & nuts, and organic vegetables from the local organic grocer.

Should I buy organic, should I buy local? We all know by now that organic is better. There are more nutrients in the food, in the soil, and less harmful chemicals used to farm & fertilize. Local is cream of the crop, fresh (even more nutrients), supports local farmers and is sustainable. BUT I am not going to pretend that we all have the means or the headspace to buy all local and organic products. Not eating many vegetables now? That is step one. Just buy some damn vegetables, keep it simple. Once eating more vegetables becomes easier, then you can start expanding your shopping list to include organic. Budget tight? Pick and choose which foods you will buy organic, the local grocery stores are getting better at stocking organic produce, meats and dairies. Keep it simple. Keep it easy. It's better to just eat some darn vegetables, than no vegetables because you can't wrap your head around finding or paying for organic. Start small. Just start!!





## Protein

Chicken Breast (Local or Organic if possible)  
Pork Tenderloin  
Steak (Local only- Snug Valley Farm)  
Grassfed Beef Liver  
Organic Cage-free Eggs  
Cage-Free Egg Whites (Kirkland)  
Wild Atlantic Salmon  
Mahi Mahi or Tuna Steaks (whatever is available or less expensive)  
Canned Salmon, Tuna or Chicken  
Veggie or Salmon Burgers (Dr. Praeger's)  
Eggwhite Protein Powder (True Nutrition)  
Collagen Protein Powder (Vital Proteins)  
Chicken Bars (Epic Sriracha)

## Vegetables

Broccoli Crowns (organic if possible)  
Cherry Tomatoes (I call it a veggie dammit)  
Green Beans  
Cauliflower (Organic frozen riced)  
Brussel Sprouts (organic if possible)  
Mixed Greens (organic if possible)  
Kale (organic if possible)  
Carrots- All colors (organic if possible)  
Bell Peppers- All colors (organic if possible)  
Sweet Potatoes  
Red or White Potatoes  
Butternut or Della Cotta Squash (on occasion)

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## **Fruits**

Strawberries (organic if possible)

Blackberries (organic if possible)

Blueberries (organic if possible)

Raspberries (organic if possible)

Clementines

Bananas

Organic Frozen Berries (Kirkland)

Cherries/Pineapple (on occasion)

## **Grains, Cereals & Legumes**

Hummus (Sabra)

Sprouted Organic Oats or Steel Cut Oats  
(Bob's Red Mill)

Brown Rice

Black Beans

Whole Grain Rice Cakes

Ezekiel Bread

Whole Grain Gluten Free Bread (Udi's)

Gluten Free Flour (King Arthur Flour Mix)

Whole Grain Tortilla Chips

Popcorn Kernels

Dark Chocolate & Nut Bars (Kind)

Dark Chocolate (Hu or Lily's)

## **Fats**

Avocados

Avocado Oil

Olive Oil

Walnuts/Cashews

Raw Peanuts (I consider this a nut)

Brazil Nuts

Sprouted Organic Pumpkin & Sunflower  
Seeds

Butter (Kerrygold)

Shredded Cheddar Cheese

Powdered Peanut Butter (Organic PBFit)

Peanut Butter (Teddie's Crunchy!)

## **Drinks & Sweeteners**

Seltzer

Almond Milk (Silk)

Oat or Cashew Milk (Planet Oat)

Cashew Yogurt (Foragers)

Coffee Beans (Vermont Coffee Company)

Maple Syrup (New England)

Whipped Cream (Cabot)

Low Sugar Dried Cranberries



### **But how do I make a meal?**

Again, remember we are not the sous chef, we are smart, efficient and we keep things simple!

**Choose a protein from the list.**

**Choose a vegetable.**

**Choose a grain or legume.**

**Choose a fat** (don't forget if you are having a sauce or dressing, or you are cooking with fats, this is included in your fat from the column!).

**Add a fruit?** Go for it.

Cook them together. Cook them separate. Pan roast, crockpot, wock, broiler, bake, saute. Add your salts, peppers, spices, garnishes. Triple your ingredients when you make your meals so you have "food" leftover!



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Voila! So many different ways to prepare a meal, here we did a “grain bowl” style dish, using steak, veggies & potato with avocado oil as our fat.

You could use a wrap as your “grain” and fill it with protein & veggies, with an avocado spread!

Or protein on a bed of lettuce and rice with a slice of baked bread with butter.

Or throw your protein in the crockpot with all your veggies and let your family decide what they want to make with it. So.Many.Ways.





Hey, I'm Jess! I have been training clients and running jessvoyerfitness for almost 7 years, and have been stumbling through the sports nutrition world for the last few! It became apparent to me that nutrition was the largest barrier to better health for most of my clients, and I needed to do something about it. They were over-complicating, they didn't know where to look for good information, and progress stalled because shit at home in the kitchen wasn't working.

I firmly believe that food is amazing and is part of our culture, but it is also over-processed, over-thought, over-indulged. My goal is to help you understand where food fits into your life, how changing lifestyle behaviors gain you a sustainable, stress-free relationship with food, and your intentions as an athlete play a vital role in the overall picture.

Want to know more? Visit [www.jessvoyerfitness.com](http://www.jessvoyerfitness.com) or find me on social media!  

jessvoyerfitness

train the athlete within