



# 7-DAY *Vegan Meal Plan*





# GOOD NUTRITION SHOULD BE SIMPLE...

I believe that nutrition has become far too complicated. We have been told for far too long, to reduce this, and increase that, without really knowing how we can apply great nutrition simply.

It's almost as if we've been expected to become nutrition scientists!

Well—that's my job. I AM a nutrition scientist and I hope that this guide can help to show you that achieving your physical and mental goals, and applying GREAT nutrition is actually quite simple. Sure, you're going to have to put the work in... but I'm guessing that's not your challenge. The challenge is in knowing what to do, and how to do it, and to get the best bang for your buck... both literally and figuratively!

Change won't always be easy, but the habits and behaviors that make the biggest impact on your health and performance are simple...

CLIFF

Cliff Harvey ND, Dip.Fit, PhD (c)



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*Cliff Harvey ND, Dip.Fit, PhD (c) is an author, clinician, and researcher.*

*In over twenty years in clinical practice, he has helped clients to achieve superior health and performance, ranging from Olympians, Commonwealth Games and professional athletes, through to entrepreneurs and business people, and those with chronic and severe health conditions.*

*In the nutrition and health field, Cliff is considered an industry leader and was one of the pioneers of both low-carbohydrate nutrition, and mind-body medicine in New Zealand. He has used his education, training, and practical experience to transcend the effects of Crohn's Disease and Bipolar Disorder to achieve success in both business and sport. He is a former two-time world champion in All-Round Weightlifting and multiple world record holder. Cliff is also the founder of the Holistic Performance Institute, and is the co-founder of the online coaching program Reconditioned.Me (with Scott Gooding), and Nuzest International, a manufacturer of nutritional supplements sold around the world.*

*Find out more about Cliff at [www.cliffharvey.com](http://www.cliffharvey.com)*

# CLIFF'S KEYS TO GREAT NUTRITION

## *Hydrate*

Drink two glasses of water upon rising.

Every cell in your body requires water to function correctly, and those functions inevitably include the processes that allow you to build and maintain muscle, lose body fat, and think clearly. Without enough water, you will be unable to perform at your physical and mental best, and as little as a two percent loss in water can drastically impair your physical and mental function.<sup>1-4</sup>

The human body loses about 100 ml of water per hour on average, through sweat, breathing and urination, and so, we all need at least two liters per day to remain properly hydrated. Even though you get a little from food, especially if you're eating a nourishing diet that includes water-rich foods like berries and vegetables, you should still make sure that you are drinking enough water throughout the day.



One of the best ways to ensure that you are drinking enough water is to start your day with two large glasses, first thing upon rising. That way you can immediately offset the dehydration effects of the water lost during sleep. In my clinic, we've found that when people do this, they typically drink more water through the day and are able to easily stay well-hydrated.

### **EXTRA TIP:**

Give your morning water a boost by adding a whole-food based multi-nutrient booster.

## *Eat Meals, Not Snacks!*

Despite being told for decades that we should eat small, frequent meals and to snack and 'graze' throughout the day, consistently snacking is perhaps THE worst habit if you want to feel, look and perform better.

When we snack, we tend to over-eat, and we are never properly satisfied. Snacks are also generally lower in essential vitamins and minerals, and healthy fibers and starches than complete, balanced meals. Evidence suggests a strong link between snacking behaviors and both increased obesity and poor quality food choices.<sup>5</sup>

A better option is to have similar sized, well-balanced meals spread throughout the day. This fits

better with our natural pattern of 'fight or flight' (the stress response of sympathetic nervous system dominance) when we are most active, versus the 'rest and digest' (or 'relaxed state' of the parasympathetic nervous system) phase in which we can digest food optimally. When we are 'sympathetic nervous system dominant' (i.e. when we are active and under pressure at work or play) blood supply is drawn away from the gut to supply the working muscles, while digestive enzymes and stomach acid secretion is reduced, and movement of food through the gut slows. So, snacking, especially when we're 'on the run' reduces how well we can digest food and can result in cramping, pain and bloating, the common symptoms of irritable bowel, along with dysbiosis (bacterial imbalance in the gut).

#### **EXTRA TIP:**

Of course, snacks aren't 'bad'. Sometimes, it's completely fine to have a snack bar (like Nuzest Good Green Snack and Clean Lean Protein Bars) or a smoothie (e.g. Nuzest Clean Lean Protein) in place of a meal as a convenient, on-the-go option.

## *Create GREAT meals!*



Many people are confused about nutrition, not because of a lack of information, but because of info overload! There's also far too much 'what' and far too little 'how.'

This confusion is unnecessary, because for most people, most of the time, meal planning is surprisingly easy. Meals should be based on a protein food, with lots of veggies, some healthy fats, and carbs added after these to help provide the energy you may need.

So, a daily meal should be: 1-2 palm sized servings of a protein food, 3 fist-sized servings of vegetables, and 1 thumb-sized serving of healthy fat.

Start with this and if you need some extra carbs to fuel exercise or muscle gain, then go for it! Add a sweet potato, potato, whole grains like rice, quinoa, millet or amaranth, or other natural, whole, unprocessed carb choice.

#### **EXTRA TIP:**

Some great vegan protein options include: sprouted lentils, mung beans or chickpeas, black beans, tofu or tempeh, and remember that other foods like nuts and seeds (and even veggies!) also contain protein and help to contribute to getting the optimal amount of crucial amino acids. Great healthy fat choices include olive oil, coconut oil, flax oil, macadamia oil, and hempseed oil.

## *What About Treats and Vices?*

I like to think of my treat foods as foods for the soul...

There's no reason why, if you eat healthy, nourishing foods overall, that you can't have the occasional treat. A strategy that works really well for me and my clients is to have 1 sweet treat (mmmmmm donuts!) and 1 savory treat per week (burger night!).

**Alcohol.** Although it's probably best to abstain for optimal health, around 4 drinks or less per week isn't likely to do any harm.

**Coffee.** The evidence actually suggests a likely benefit from drinking coffee for health (yay!). Stick to less than 3 cups per day, in the morning, and if your sleep is affected negatively or you feel jittery or anxious, cut back or think about abstaining completely or switching to decaf or tea.





# The Plan . . .

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<i>Breakfast</i>	<b>Green Tofu Scramble</b> Cook mashed tofu as if it were scrambled eggs. Add herbs to taste and serve with tomato, avocado, and salad greens.	<b>Grain-Free Muesli</b> with added berries and almond or coconut milk or unsweetened coconut yogurt.	<b>Smoothie Bowl</b> See recipe on page 9.	<b>Breakfast Smoothie</b> See recipe on page 10.	<b>Grain-Free Toast</b> with almond butter.	<b>Phat Coffee</b> 1 scoop Smooth Vanilla Clean Lean Protein, 1 Tbsp MCT oil (blended).	Optional fasting
<i>Lunch</i>	<b>Not-Egg-Salad Sandwiches</b> Made from the left-over tofu scramble, with salad greens, capers and red onion, a touch of vegan mayo and a slice or two of gluten-free, sourdough, grain-free or other quality bread.	<b>Sprouted Lentils</b> with salad greens, pumpkin seeds, olive oil and salt and pepper.	<b>Vegan Burritos</b> Black beans, salad greens, shredded carrot, onions, jalapeno, guacamole. Serve in soft corn tacos or in lettuce or cabbage wraps.	<b>Vegetable Stir-Fry</b> with pan-fried tempeh. Pan fry your tempeh with your choice of herbs and spices. Add mixed vegetables of your choice. Feel free to use a little soy sauce or tamari.	<b>Lentil Dhal</b> Start your meal with a large side-salad, and serve with just a little rice, or use cauliflower or konjac rice if trying to reduce your carbohydrate.	<b>Black Bean Burgers On Gluten-Free Buns.</b> See recipe on page 12.	<b>Tofu Sushi</b> (either roll or nigiri style), Use rice, pickled ginger, carrot, sliced cucumber, and tofu or tempeh as your protein. Feel free to use cauliflower or konjac rice if you want to reduce carbohydrate.
<i>Snack</i>	<b>Cliff's 'Go To' Smoothie</b> See recipe on page 7.	<b>Cut Vegetables</b> See recipe on page 8.	<b>Super-Green Tropical Smoothie</b> 1 cup kale, 2 scoops Smooth Vanilla Clean Lean Protein, 1 Tbsp hempseed oil, ½ cup diced pineapple, a splash of coconut water, with water and ice.	Good Green Snack Bar or Clean Lean Protein Bar	<b>Orange-Cream Smoothie</b> See recipe on page 11.	Good Green Snack Bar or Clean Lean Protein Bar	Smoothie with greens, berries, and protein.
<i>Dinner</i>	<b>Sprouted Lentils</b> with salad greens, pumpkin seeds, olive oil and salt and pepper. This is my 'go-to' easy vegan meal! So simple yet so tasty.	<b>Vegan Burrito Bowl</b> Black beans, salad greens, shredded carrot, onions, jalapeno, guacamole.	<b>Vegetable Stir-Fry</b> with pan-fried tempeh. Pan fry your tempeh with your choice of herbs and spices. Add mixed vegetables of your choice. Feel free to use a little soy sauce or tamari.	<b>Lentil Dhal</b> Start your meal with a large side-salad, and serve with just a little rice, or use cauliflower or konjac rice if trying to reduce your carbohydrate.	<b>Black Bean Burgers On Gluten-Free Buns.</b> See recipe on page 12.	<b>Tofu Sushi</b> (either roll or nigiri style), Use rice, pickled ginger, carrot, sliced cucumber, and tofu or tempeh as your protein. Feel free to use cauliflower or konjac rice if you want to reduce carbohydrate	Quinoa and edamame, konjac salad

## Notes:

A great time saving tip is to make too much at night, so that you have lunch for the following day. Lunch can be the trickiest meal to 'get right' consistently and having a ready-made option, ready-to-go will make achieving your goals that little bit easier.

If you're not hungry in the morning when you wake up (or at night), there's no need to force yourself to eat. Intermittent fasting may not be for everyone but it can be a great way to help you to 'auto-regulate' your energy intake (a nerdy way of saying eat the right amount!)

If you're not too hungry in the morning, but want something...and you're wanting to reduce your carbs a bit, try a vegan Phat Coffee! This includes MCT oil to help encourage increased ketone creation and fat burning and Smooth Vanilla Clean Lean Protein for support of muscle tissue, and to provide body and taste to your blended coffee...it's delicious!



## Cliff's Go-To Smoothie

### INGREDIENTS

- 1 Tbsp peanut butter,
- ¼ cup blueberries
- 2 scoops Rich Chocolate Clean Lean Protein
- 8-10 oz unsweetened almond milk (more if needed)

### DIRECTIONS

1. Blend all ingredients until smooth







## *Veggies + Hummus*

### **INGREDIENTS**

- Your favorite fresh veggies
- Hummus

### **DIRECTIONS**

1. Chop up veggies
2. Dip in hummus



## Smoothie Bowl

### INGREDIENTS

- Handful of frozen berries
- 2 scoops of Clean Lean Protein (flavor of your choice)
- 8-10 oz unsweetened almond milk (more if needed)
- 1 Tbsp nut butter (optional)

### DIRECTIONS

1. Blend all ingredients until smooth
2. Pour into bowl and enjoy





## Breakfast Smoothie

### INGREDIENTS

- ½ cup frozen blueberries
- 1 Tbsp nut butter
- 2 scoops Clean Lean Protein (your favorite flavor)
- 1-2 cups of water
- Pinch of sea salt (optional)

### DIRECTIONS

1. Blend all ingredients until smooth







## Orange-Cream Smoothie

### INGREDIENTS

- 1 large orange
- 2 scoops Smooth Vanilla Clean Lean Protein
- Pinch of cardamom
- 1 Tbsp flax or hempseed oil

### DIRECTIONS

1. Blend all ingredients until smooth



## *Black Bean & Spinach Burgers*

### INGREDIENTS

- 1 can rinsed black beans
- 2 baby peppers (½ cup chopped)
- ¼ cup chopped onion
- 1 Tbsp light soy sauce
- 1 cup baby spinach, packed tightly
- ¾ cup oats
- ½ cup Just Natural Clean Lean Protein

### DIRECTIONS

1. Whiz black beans, peppers, onion, soy sauce, and spinach in a blender. The mixture shouldn't be completely smooth but still retain a few small chunks.
2. Combine the oats and protein and hand mix (with your hands!) through the mixture.
3. Form into patties.
4. Pan fry in a little oil or brush with oil and bake at 350°F for approx 15-20 minutes



## CLEAN LEAN PROTEIN COMPLETE PEA PROTEIN

A "complete" protein providing the key building blocks required for optimal body function, energy production, repair and development. Made from Premium European Golden Peas and flavored simply and naturally, Clean Lean Protein is high in protein, yet low in carbs and sugar. All natural, and free from all the bad stuff.

- ✓ Protein in its purest form
- ✓ High protein (up to 84% protein with no fillers)
- ✓ Low fat and low carb (less than 1g of net carbs)
- ✓ No added sugar
- ✓ Free from all common allergens

## CLEAN LEAN PROTEIN BAR 100% PLANT-BASED PROTEIN ON THE GO

Our premium European Golden Pea Protein blended with whole food ingredients, pressed into a tasty and convenient bar form. Make quality nutrition even more accessible when you're on the go!

- ✓ Complete nutrition with pea protein, essential fatty acids, vitamins, and minerals
- ✓ Whole, all natural ingredients, including raw nuts, seeds, and fruit
- ✓ No added sugar
- ✓ Gluten, dairy, and soy free

## GOOD GREEN SNACK BAR THE ULTIMATE MULTI-VITAMIN BAR

A complex multi-vitamin, multi-mineral snack bar that makes it simple to be healthy. Each bar is packed with 75+ ingredients including carefully selected fruits, vegetables, pre and probiotics and digestive enzymes for all of the good stuff and none of the bad!

- ✓ Nutritional support and insurance in convenient bar form
- ✓ Supplies half the daily requirement of vitamins and minerals
- ✓ Body-ready forms of ingredients
- ✓ Quick, tasty, convenient

### A Note from Jonathan Edwards, CEO Nuzest North America

I was there in New Zealand in 2012 when we first launched our products, and I saw Nuzest become the country's best-selling vegan protein and one of the most loved plant-based nutrition brands in less than two years.

We got it right. The products are the quality that people are looking for AND they taste great - you can't beat that!

We can't wait to do business with you and together help your customers thrive and be their best, healthiest selves!





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