

# PROTEIN GUIDE

HOW MUCH, BEST SOURCES AND  
HOW TO HIT YOUR PROTEIN

TIME FOR HEALTH



FAT LOSS SIMPLIFIED

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# Welcome

I hope this guide provides you with the tools you need!



## Lexi Wright

I am Lexi Wright the co-owner of Time for Health. I grew up on a dairy farm in Alberta, Canada and in my early teens became invested in my health and wellness. Struggling with my weight as a kid, working out became a priority early in my life. My transition to a lot of days traveling in my early 30's as an editor for our family dairy cow publication, Cowsmopolitan, provided it's challenges with too much fast food and unhealthy food choices. The introduction of more bread and pastas into my diet during this time lead me to quickly learn I had some serious food in tolerances especially to wheat.

With the advice of naturopathic doctors and taking a food sensitivity test along with the help of a Nutrition coach, I was able to identify some key ingredients for success. I became aware of the best ways to eat clean and healthy, manage my macro-nutrients and lose weight, while improving my gut health and ultimately put my allergies at bay.

Joining a Crossfit gym also increased my confidence and lead me to learning how to fuel my body instead of starving it. However soon I became obsessed with being 100% compliant I always felt the need to be that much leaner. I was SOOO focused on my diet and exercise that I wouldn't eat dessert or have a drink of alcohol and I was completely obsessed with tracking my food.

Over the last 10 years I have learned how to adapt to these challenges and through calorie cycling I am now am able to maintain my weight and live the lifestyle I want without crazy restrictions and tracking full time. Now as a NCI Certified Level 1 Nutrition Coach, Mindset and Gut Specialist I am able to help frustrated dieters reset their metabolism and get off the ever ending diet cycle eating the foods they love without crazy amounts of cardio.

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# WHY PROTEIN IS IMPORTANT

- Protein is involved in countless reactions and processes throughout the body.
- Your body is always breaking down and rebuilding proteins.
- Protein overfeeding studies suggest that it seems to be near impossible to store protein as body fat, even in a calorie surplus.
- Protein helps you build and maintain muscle mass and maintain when in a deficit.
- It's the most satiating macronutrient, meaning it keeps you fuller longer.
- With a whopping 20-30%, protein has the highest thermic effect of all macronutrients. Carbs: 5-10% consumed are burned via TEF. Fat: 0-3% of calories consumed are burned via TEF
- Long story short, you should probably address your protein intake

# ARE YOU EATING ENOUGH PROTEIN

- Are hungry 1-2 hours after your previous meal?
- Are you tired when you shouldn't be?
- Are you flabby when you used to be muscular?
- Do you feel weak when you lift weights, run, do yoga, or do anything strenuous throughout everyday life?
- Are you getting injured and not recovering quickly?
- Is your hair falling out? (it might sound weird, but is an important sign of lack of protein intake).

If you answered yes to any of these questions, then you more than likely are not eating enough protein.

# DETERMINING PROTEIN INTAKE

- It depends! For most people a optimal protein intake seems to be around 1.8g – 2.2g/kg (0.8-1g/lbs) of lean body mass or goal weight.
- Technically, you don't have to go all the way up to 1g/lb. Though that's what we have seen work best with our nutrition coaching clients over the years. Especially when dieting, you'll want plenty of protein to stay full and battle cravings.

## BEST PROTEIN SOURCES

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- Land animal sources – These high quality protein sources are complete, and well-absorbed by the body. Both lean (low fat) and higher-fat cuts of meat are essential parts of a healthy diet.
- Sea animal sources – Fish and other sea animals like shrimps and lobster. These high quality sources include some of the leanest, or 'pure' protein sources out there. Also the fattier options, like salmon, are incredibly healthy for you – get those omega 3's!
- Other animal sources – Eggs and dairy products (e.g. skyr, cottage cheese) are lower in protein per 100g, but are among the highest quality protein sources you'll find.
- Supplements – First, make sure most of your protein intake comes from minimally-processed, REAL foods. Then, feel free to supplement your diet with a daily scoop of quality whey, casein, or combined plant based protein powder.
- Protein-rich alternatives – These include your plant based options. Although these foods are really medium-protein carb and/or fat sources, they can work as great alternatives!

# LAND ANIMAL SOURCES

Land Protein Sources	Calories	Protein	Carbs	Fats	For 30g of Protein:	
Pork tenderloin, separable lean only	104 kcal	21.0g	0.0g	2.2g	143g	5.0 oz
Turkey breast (skinless)	109 kcal	23.7g	0.1g	1.5g	127g	4.5 oz
Ruffed Grouse, breast, skinless, raw	112 kcal	25.9g	0.0g	0.9g	116g	4.1 oz
Pork sirloin, boneless, separable lean only	115 kcal	22.8g	0.0g	2.6g	132g	4.6 oz
Moose	126 kcal	29.3g	0.0g	1.0g	102g	3.6 oz
Duck, meat only	131 kcal	18.3g	0.9g	6.0g	164g	5.8 oz
Goat	135 kcal	27.1g	0.0g	3.0g	111g	3.9 oz
Venison	150 kcal	30.2g	0.0g	3.2g	99g	3.5 oz
Ground Turkey, fat free	151 kcal	31.7g	0.0g	2.7g	95g	3.3 oz
Elk	154 kcal	30.8g	0.0g	3.4g	97g	3.4 oz
Reindeer	159 kcal	29.8g	0.0g	4.4g	101g	3.6 oz
Beef Steak, Sirloin, No Visible Fat Eaten	160 kcal	29.9g	0.0g	4.5g	100g	3.5 oz
Chicken breast (skinless)	164 kcal	30.9g	0.0g	4.5g	97g	3.4 oz
Chicken thigh, skin removed	165 kcal	27.7g	0.0g	6.0g	108g	3.8 oz
Ground Bison or Buffalo	179 kcal	25.5g	0.0g	8.6g	118g	4.1 oz
Beef liver	185 kcal	29.1g	5.1g	5.3g	103g	3.6 oz
Lamb Chops, Loin, No Visible Fat Eaten	196 kcal	28.4g	0.0g	9.2g	106g	3.7 oz
Beef Steak, Tenderloin, No Visible Fat Eaten	204 kcal	30.7g	0.0g	9.0g	98g	3.4 oz
Hamburger or Ground Beef, 90/10	206 kcal	26.6g	0.0g	11.1g	113g	4.0 oz
Ground Turkey, lean, 93/7	213 kcal	27.1g	0.0g	11.6g	111g	3.9 oz
Chicken thigh, skin eaten	232 kcal	28.2g	0.0g	13.2g	106g	3.8 oz
Hamburger or Ground Beef, 85/15	233 kcal	25.9g	0.0g	14.4g	116g	4.1 oz

Other Animal Sources	Calories	Protein	Carbs	Fats	For 30g of Protein:	
Egg whites	48 kcal	10.9g	0.7g	0.2g	275g	9.7 oz
Greek yoghurt, nonfat	59 kcal	10.2g	3.6g	0.4g	294g	10.4 oz
Skyr	59 kcal	10.6g	3.8g	0.2g	283g	10.0 oz
Greek yoghurt, lowfat	74 kcal	10.4g	3.9g	1.9g	288g	10.2 oz
Low fat yoghurt, 2% fat	82 kcal	10.5g	4.8g	2.3g	286g	10.1 oz
Cottage cheese, 4% fat	97 kcal	11.1g	3.4g	4.3g	270g	9.5 oz
Egg, whole *	150 kcal	12.6g	1.1g	10.6g	238g	8.4 oz

\*Most calories from fats

# SEA ANIMAL SOURCES

Sea Protein Sources	Calories	Protein	Carbs	Fats	For 30g of Protein:	
Cod	78 kcal	17.8g	0.0g	0.7g	169g	5.9 oz
Crab Leg	78 kcal	17.9g	0.0g	0.7g	168g	5.9 oz
Clams	82 kcal	14.7g	3.6g	1.0g	204g	7.2 oz
Flounder	82 kcal	15.2g	0.0g	2.4g	197g	7.0 oz
Lobster	84 kcal	19.0g	0.0g	0.9g	158g	5.6 oz
Halibut	86 kcal	18.6g	0.0g	1.3g	161g	5.7 oz
Canned Tuna (Water), Drained	87 kcal	19.4g	0.0g	1.0g	155g	5.5 oz
Pollock	87 kcal	19.4g	0.0g	1.0g	155g	5.5 oz
Shrimp	100 kcal	24.0g	0.2g	0.3g	125g	4.4 oz
Scallops	111 kcal	20.5g	5.4g	0.8g	146g	5.2 oz
Grouper	111 kcal	24.8g	0.0g	1.3g	121g	4.3 oz
Snapper	121 kcal	26.3g	0.0g	1.7g	114g	4.0 oz
Anchovy	124 kcal	20.4g	0.0g	4.7g	147g	5.2 oz
Tilapia	129 kcal	26.2g	0.0g	2.7g	115g	4.0 oz
Tuna	137 kcal	23.3g	0.0g	4.9g	129g	4.5 oz
Yellowtail	139 kcal	23.1g	0.0g	5.2g	130g	4.6 oz
Trout	143 kcal	20.8g	0.0g	6.6g	144g	5.1 oz
Canned Sardines, Drained	150 kcal	23.2g	0.0g	6.3g	129g	4.6 oz
Herring	153 kcal	18.0g	0.0g	9.0g	167g	5.9 oz
Canned Sardines (Water), Drained	195 kcal	25.3g	0.0g	10.4g	119g	4.2 oz
Mackerel	200 kcal	18.6g	0.0g	13.9g	161g	5.7 oz
Salmon	202 kcal	20.4g	0.0g	13.4g	147g	5.2 oz

Supplements	Calories	Protein	Carbs	Fats	For 30g of Protein:	
Soy protein powder	384 kcal	88.3g	0.0g	3.4g	34g	1.2 oz
Pea protein powder	364 kcal	76.7g	3.0g	5.0g	39g	1.4 oz
Whey protein powder, 24g per scoop *	382 kcal	75.9g	12.5g	3.1g	40g	1.4 oz
Whey protein powder, 18g per scoop *	352 kcal	72.6g	7.1g	3.7g	41g	1.5 oz
Whey protein powder, 30g per scoop *	411 kcal	61.7g	18.1g	10.2g	49g	1.7 oz
Spirulina	395 kcal	57.5g	23.9g	7.7g	52g	1.8 oz
Nutritional yeast	396 kcal	52.0g	38.0g	4.0g	58g	2.0 oz
Hemp protein powder	498 kcal	50.0g	30.0g	19.8g	60g	2.1 oz

# PLANT BASED SOURCES

It is important to recognize that Plant based sources do not have the amino acid profile that animal sources do to build and maintain muscle. Also most have as many carbohydrates as protein so they are a combined source of macros.

Plant Based Alternatives	Calories	Protein	Carbs	Fats	For 30g of Protein:	
Wheat gluten (seitan) *	373 kcal	75.2g	13.8g	1.9g	40g	1.4 oz
Edamame pasta	371 kcal	42.9g	35.7g	6.3g	70g	2.5 oz
Gardein, beefless ground	146 kcal	21.2g	9.9g	2.4g	142g	5.0 oz
Lentil pasta **	366 kcal	26.8g	60.7g	1.8g	112g	3.9 oz
Chickpea pasta **	385 kcal	26.4g	56.1g	6.1g	114g	4.0 oz
Lentils **	362 kcal	24.6g	63.4g	1.1g	122g	4.3 oz
Spelt (unprepared) **	361 kcal	14.6g	70.2g	2.4g	205g	7.2 oz
Quinoa **	368 kcal	14.1g	64.2g	6.1g	213g	7.5 oz
Amaranth **	379 kcal	13.6g	65.3g	7.0g	221g	7.8 oz
Teff **	367 kcal	13.3g	73.1g	2.4g	226g	8.0 oz
Oats **	382 kcal	13.2g	67.7g	6.5g	227g	8.0 oz
Edamame **	130 kcal	11.9g	8.9g	5.2g	252g	8.9 oz
Ezekiel bread **	226 kcal	11.8g	41.2g	1.5g	254g	9.0 oz
Spelt bread **	244 kcal	9.0g	47.6g	2.0g	333g	11.8 oz
Black beans, canned, drained **	143 kcal	8.2g	26.1g	0.6g	366g	12.9 oz
Chickpeas, canned, drained **	144 kcal	7.1g	22.5g	2.8g	423g	14.9 oz
Green peas **	83 kcal	5.4g	14.5g	0.4g	556g	19.6 oz
Gardein, beefless tips ***	231 kcal	25.3g	11.2g	9.4g	119g	4.2 oz
Hemp seeds, unhulled ***	529 kcal	24.8g	27.6g	35.5g	121g	4.3 oz
Beyond meat sausage ***	262 kcal	21.7g	7.0g	16.4g	138g	4.9 oz
Almond ***	620 kcal	21.2g	21.6g	49.9g	142g	5.0 oz
Gardein, meatless chick'n strips ***	197 kcal	21.1g	6.3g	9.7g	142g	5.0 oz
Tempeh ***	209 kcal	20.3g	7.6g	10.8g	148g	5.2 oz
Pumpkin seeds, unshelled ***	464 kcal	18.6g	53.8g	19.4g	161g	5.7 oz
Flax seeds ***	569 kcal	18.3g	28.9g	42.2g	164g	5.8 oz
Beyond meat patty ***	231 kcal	17.9g	3.5g	16.2g	168g	5.9 oz
Chia seeds ***	510 kcal	16.5g	42.0g	30.7g	182g	6.4 oz
Gardein, meatless meatballs ***	174 kcal	15.6g	10.2g	7.9g	192g	6.8 oz
Walnuts ***	701 kcal	15.2g	13.7g	65.0g	197g	7.0 oz
Tofu (not silken), firm ***	113 kcal	12.0g	3.8g	5.5g	250g	8.8 oz

\*Pure gluten \*\*Most calories from carbohydrate \*\*\*Most calories from fats

# MACRO COMBO SHEET

## HELP WHAT DO I EAT!?!

### NEED CARBS + FAT

Chia Seeds  
Fruit & Nut Butter  
Berries & Coconut Milk  
Peanut Butter & Banana  
Chocolate Bar  
Coconut Cookies

Nut Butter Fudge  
Avocado Toast  
Bread & Olive Oil  
Donuts  
Fries  
Dried Coconut Flakes

Coconut Flour  
Potato Chips  
Tortilla Chips  
Popcorn & Butter  
Fried Plantains in Oil  
Chocolate Covered Fruit

### HIGH VOLUME LOW MACROS

#### SNACKS

Seaweed Strips  
Air-Popped Popcorn  
Sugar Free Jello  
Rice Cakes  
Shirataki Noodles  
Celery / Carrots

### NEED CARBS

Fruit  
Dried fruit  
Potatoes  
Squash  
Root Veggies (Taro)  
Rice  
Honey / Syrup  
Corn Tortillas  
Popcorn (Plain)  
Jam/Jelly  
Gummies / Candy  
Kombucha  
Juice / Gatorade  
Cereal  
Breads  
Balsamic Vinegar  
Barbecue Sauce  
Sundried Tomatoes  
Wine / Beer

### NEED PROTEIN

Deli Meat  
Egg Whites  
Whey Protein  
Turkey Breast  
Chicken Breast  
Pork Tenderloin  
Turkey Jerky  
Soy / Tofu  
Shrimp  
Canned Tuna in Water  
Black Bean Pasta  
Cod / Flounder  
Non-fat Cottage Cheese  
Non-fat Ricotta  
Collagen Peptides  
Bone Broth (fat removed)

### NEED FAT

Olive Oil  
Olives  
Avocado  
Coconut Oil  
Coconut Milk  
Almonds  
Walnuts  
Brazil Nuts  
Nut Butter  
Mayonnaise  
Butter / Ghee  
Bone Marrow  
Fish Oil  
Sesame Oil  
Flaxseeds  
Hemp Hearts  
Salad Dressing  
90%+ Dark Chocolate  
Almond Flour

### FRUITS & VEGGIES

Cucumbers  
Celery  
Zucchini  
Cauliflower  
Mushrooms  
Cabbage  
Radishes  
Pickles  
Blueberries  
Strawberries  
Lemon / Lime  
Sprouts

### BEVERAGES

Seltzer Water  
Iced Tea  
Hot Tea  
Coffee  
Kombucha  
Cashew Milk  
Almond Milk  
Zero Vitamin Water  
Water & Lemon  
Flavored Water  
Chicken Broth

### NEED CARBS + PROTEIN

Non-Fat Flavored Yogurt  
Oats + Yogurt + Whey  
Crackers & Deli Meat  
Protein Shake & Fruit  
Fruit & Non-fat Yogurt  
Egg Whites & Potatoes  
Tuna-Rice Poke-Bowl  
Quinoa or Wild Rice  
Beans / Lentils / Peas  
Whole Wheat Bread  
Cereal & Skim Milk  
Whole Grain Crackers  
Non-Fat Sorbet / Fro-yo  
Veggie Burger  
Fat Free Pudding  
Non-Fat Chocolate Milk

### NEED PROTEIN + FAT

Hummus  
Cheese...ALL The Cheese!  
Nut Butter  
Steak / Beef  
Eggs, Egg Yolks  
Canned Oysters / Sardines  
Bacon / Pork Belly  
Whole Milk  
Plain Whole Yogurt / Dairy  
Full Fat Sour Cream  
Cottage Cheese  
Chorizo / Sausage  
Chicken Thighs  
Salmon, Fatty Fish  
Coconut Milk Protein Shake  
Beef / Pork Jerky

### CONDIMENTS

Salsa  
Mustard  
Apple Cider Vinegar  
Kimchi  
Sauerkraut  
Lemon/Lime Juice  
Coconut Aminos  
Hot Sauce  
Horseradish  
Fish Sauce  
Non-Fat Sour Cream  
Non-Fat Cottage Cheese  
Nutritional Yeast  
PB2 + Water  
Lakanto Maple Syrup



# BEST SOURCES OF PROTEIN

Below you'll find 6 criteria for deciding on which proteins to go for.

To figure out what protein foods you want to include in your diet, ask yourself:

- Is it a complete protein source?
- Do I have any sensitivities/allergies to this food?
- Do I digest it well? (Especially important with dairy)
- Do I go with a lean/fattier option? (Check both calories and protein contents)
- Do I enjoy eating this food? (Super important!)
- Does it align with my values? (Think veganism, certain religions, etc.)

## IMPOSTERS – HOW TO TELL

We see a lot of foods mentioned as high protein!



Things like peanut butter, nuts, bars, wraps that are noted as “high” protein are actually higher fats or carbs!

How do you tell?

Take # of calories eg: 200 then 20 grams of protein or at least 80 of the 200 calories should come from protein.

# HOW TO HIT YOUR PROTEINS

## Step 1)

As you learned above, first multiply your goal weight by 1.8g – 2.2g/kg (0.8–1g/lbs) of your goal weight.

## Step 2)

Then, decide how many meals you want to have. Most of my online nutrition coaching clients go with about 4–5 meals a day.

## Step 3)

Next, divide your daily protein goal by the amount of meals you want to eat.

Step 4) Per meal, choose which protein you want to have. Most people need about 30g–40g/meal to hit their daily intake. Of course, you do need to tweak the amounts depending on your optimal protein goal if you need more.

In-between-step) If you track your food in an app like MyFitnesspal or Cronometer, great! Then go ahead and pre-log your proteins. Pro-tip: while you're at it, you might as well log the rest of what you're planning to eat too 😊

Step 5) Finally, all you need to do is actually eat your proteins!

## SIMPLE TIPS

- PLAN PLAN PLAN
- Prioritize protein early in the day
- build your meals around protein
- Eat your protein first at every meal
- Swap your cereals and breads at breakfast for higher protein options
- Plan your protein the day before
- Make it easy on yourself make double for supper and eat the other half for lunch the next day
- Aim for 30–40 grams protein at each meal or 5–6 oz (135–140 grams) cooked meats
- Greek yogurt and cottage cheese no less than 1 – 1.25 cup
- Protein shakes or ready to drink shakes like Premier protein, Core, Fairlife and Muscle milk
- Eat high protein carbs (wraps etc)
- Choose lower fat options for both meats and dairy (cottage cheese and greek yogurt) to optimize amount of protein
- Track after each meal
- Track your supper before you eat it so you can top up

# BE CREATIVE

- Add protein powder into Core/Fairlife
- Use RDLs as creamer
- Protein oats, overnight oats and protein pancakes
- Protein bark – greek yogurt frozen with nuts, choc chips etc
- Yogurt with Fat free jello mix – is like a custard
- add cottage cheese to eggs and/or egg whites
- use yogurt and cottage cheese for creative snacks with choc chips, peanut butter
- use yogurt and cottage cheese in pancakes
- search out high protein recipes (or use ones I have given you!)

# ROAD TRIPS

- Prioritize protein early in the day
- take a cooler with protein packed. Greek yogurt, cottage cheese, cold meats, beef jerky or turkey jerky
- Protein shakes or ready to drink shakes like Premier protein, Core, Fairlife and Muscle milk
- Protein bars (remember this is a carb and protein source typically)
- Pick options in restaurants that are protein heavy and starch light
- Track it so you know for next time
- Look at my fast food survival guide has great choices for over 25 restaurants
- Eat protein and veggies or salads at lunches so you have room for suppers with carbs, desserts or drinks



When the owners of Time for Health, Jamie Humber and Lexi Wright met, their common interest in fitness, health and wellness were some of the key things that brought them together and made their relationship stronger. During the Covid Pandemic they built a in home gym that included all the equipment Jamie needed for Strength Conditioning and Lexi's Crossfit programming needs. Now they are bringing their knowledge of nutrition, health and training to you through their easy to navigate 21 Day Challenges and One on One coaching programs (3, 6 and 12 month) to give educate and give people results and Fat Loss for Life.



*Thankyou!  
for trusting us!*

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"If you continue to think the way you always thought, you'll continue to get what you always got."