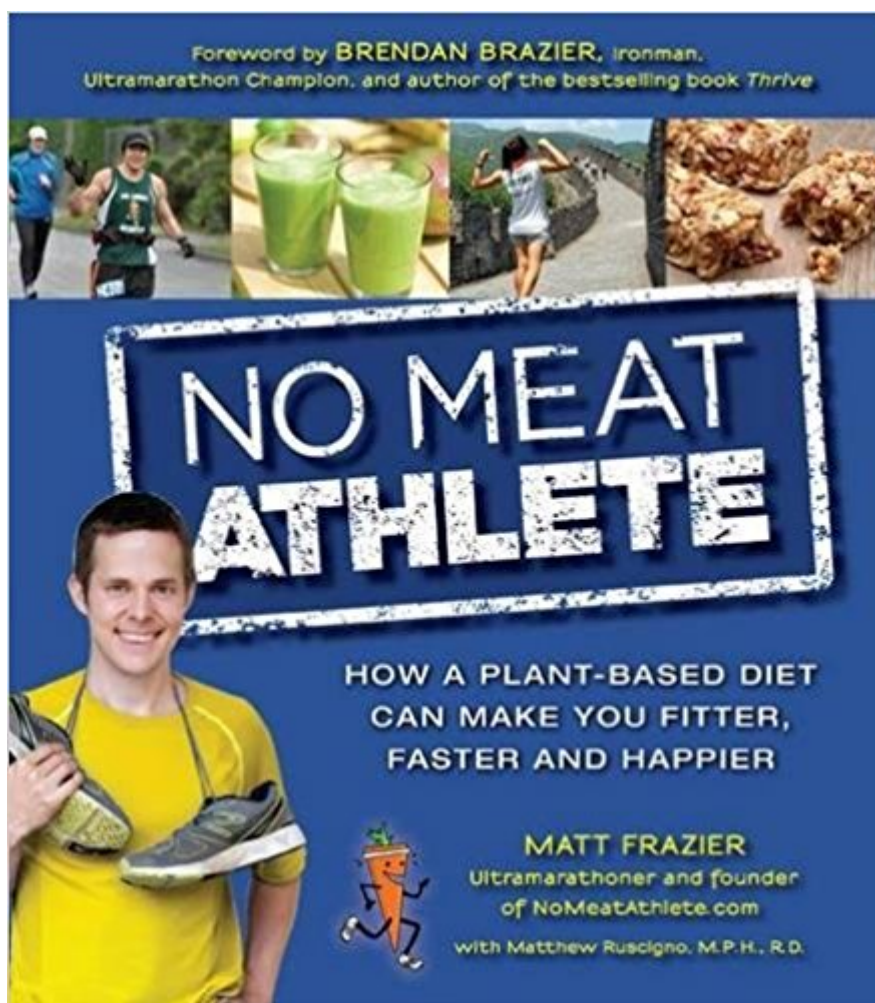


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# No Meat Athlete: Run On Plants And Discover Your Fittest, Fastest, Happiest Self



## Synopsis

Combining the winning elements of proven training approaches, motivational stories, and innovative recipes, *No Meat Athlete* is a unique guidebook, healthy-living cookbook, and nutrition primer for the beginner, every day, and serious athlete who wants to live a meatless lifestyle. Author, popular blogger, and 100-mile ultramarathoner Matt Frazier will show you that there are many benefits to embracing a meat-free athletic lifestyle, including:- Weight loss, which often leads to increased speed- Easier digestion and faster recovery after workouts- Improved energy levels to help with not just athletic performance but your day-to-day life- Reduced impact on the planet Whatever your motivation for choosing a meat-free lifestyle, this book will take you through everything you need to know to apply your lifestyle to your training. Frazier provides practical advice and tips on how to transition to a plant-based diet while getting all the nutrition you need--using the power of habit to make those changes last--and offers up menu plans for high performance, endurance, and recovery. Once you've mastered the basics, Matt delivers a training manual of his own design for runners of all abilities and ambitions. The manual provides training plans for common race distances and shows runners to create healthy habits, improve performance, and avoid injuries. *No Meat Athlete* will take you from the start to finish line, giving you encouraging tips, tricks, and advice along the way.

## Book Information

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## Customer Reviews

"If you've been waiting for the inspiration to turn your life around (by changing what you eat), here it

is. It might not make the industrial food complex happy, but you'll be glad you did." - Seth Godin, author of *The Icarus Deception*"Matt lays down a foundation for thinking about and moving in an important direction. His guidance feels safe and challenging. His wisdom and insight comes not a moment too soon." - Sean Astin, actor"Matt Frazier has done us all a great service by answering many of the questions asked when athletes are either curious or doubtful about changing to a vegetarian or vegan diet. Matt's the guy to listen to." - Danny Dreyer, co-author of *ChiRunning*, *ChiWalking*, and *ChiMarathon*"From basic nutrition to cross-training to what to eat for breakfast, everything you need to know to be a happy, healthy, and active vegan is here, no matter what size or shape you are!" - Isa Chandra Moskowitz, author of *Isa Does It: Amazingly Easy, Wildly Delicious Vegan Recipes for Every Day of the Week* and *Veganomicon: The Ultimate Vegan Cookbook*"As a runner who began competing in the days of the traditional steak training meal, I welcome this book's enlightening confirmation of my own experience: Athletes who pass on the meat can perform at the highest level and still enjoy their meals to the max. The human future will depend on a far more plant-based diet, and top athletes are showing just how rewarding that will be." - Ed Ayres, founder, *Running Times* magazine, and author of *The Longest Race: A Lifelong Runner, an Iconic Ultramarathon, and the Case for Human Endurance*"No Meat Athlete will not only power your strength and endurance, it will give you an extra edge in every aspect of your life." - Neal Barnard, M.D., author of *Power Foods for the Brain*"Matt Frazier is a rising star in the world of vegan athletes. Covering the mechanics of diet and training as well as the transformative nature of a whole foods-, plant-based diet, he demonstrates that a body running on plants is probably the one ahead of you at the finish line!" - Colleen Patrick-Goudreau, author of *The Vegan Table* and *The Joy of Vegan Baking*"Anyone can become a No Meat Athlete, and Matt Frazier provides the roadmap to wellness and performance no matter where the journey takes you." - Scott Jurek, world-renowned Ultramarathon champion and author of *Eat and Run*"In this fantastic book, Matt clearly lays out a simple but powerful plan for changing your eating habits. In small steps, you can create a healthier, stronger, more compassionate diet that will fuel the best version of you." - Leo Babauta, simplicity blogger at [zenhabits.net](http://zenhabits.net)"Inspiring, encouraging, and packed with practical information, this is a book that will help anyone at any fitness level learn to eat and train for optimal plant-powered health." - Virginia Messina, M.P.H., R.D., author of *Vegan for Life* and *Vegan for Her*"This book is a fantastic, no-fuss, no-judgment approach to plant-based eating and fitness. Whether you're curious, brand-new to this, or just keeping the blade sharp - get educated, get fed, get fit - read this book." - Osher GÃ nsberg, TV host, *Australian Idol*". . . filled with practical advice, solid nutrition information, running tips and training plans, and recipes to fuel athletes of all abilities. . . a

comprehensive guide to what you need to be healthy and fit while eating a whole-foods, plant-based diet." - Reed Mangels, Ph.D., R.D., co-author of *Simply Vegan* and *The Dietitian's Guide to Vegetarian Diets*". . . an inspiring and empowering book for people interested in being healthy, happy, and active. I highly recommend this accessible, life-changing book." - Gene Baur, founder, Farm Sanctuary"

Considering *No Meat Athlete* is about eating a plant-based diet and running distances most people don't even like to drive, Matt Frazier presents the tools and information he shares in a way that is downright approachable, leaving his readers energized with a sense of possibility." - Brendan Brazier, Ultramarathon champion, professional Ironman triathlete, and author of *Thrive*"

Matt Frazier takes all the guesswork out of maximizing your health the plant-based way with his bulletproof primer *No Meat Athlete*. Whether you are an elite marathoner or a weekend warrior, this clear, concise, and no-nonsense book is your one-stop roadmap to creating and maintaining a sustainable plant-based lifestyle. All hail the running carrot!" - Rich Roll, plant-based ultra-distance athlete and author of *Finding Ultra: Rejecting Middle Age, Becoming One of the World's Fittest Men*, and *Discovering Myself*"

If you were not feeling inspired or empowered before reading this book, you certainly will after. *No Meat Athlete* is the plant-based fuel that will keep you running strong!" - Terry Walters, author of *Clean Food and Clean Start*"

Well-organized, very accessible, and a joy to read. This book gives you the real how and why of healthy living with real-life applications and even actual training plans and easy recipes - Frazier nailed it with this book." - Sid Garza-Hillman, author of *Approaching the Natural: A Health Manifesto*". . . an excellent resource for the new or experienced athlete. If you are looking for an outstanding guide to improving your health and fitness, *No Meat Athlete* is the book for you." - Robert Cheeke, author of *Vegan Bodybuilding & Fitness: The Complete Guide to Building Your Body on a Plant-Based Diet*

Author and plant-based endurance athlete Matt Frazier runs several marathons and ultramarathons each year, and recently completed his first 100-mile ultramarathon. He is the author of the hugely popular blog, *No Meat Athlete*, which attracts 170,000 unique visitors a month. His newsletter and blog have over 35,000 subscribers, and his Facebook page has received 50,000 "Likes." He is the author of *No Meat Athlete* and *No Meat Athlete Cookbook*, and is featured regularly in running magazines, websites, and books, including *Thrive Foods* by Brendan Brazier and *Finding Ultra* by Rich Roll. He lives in Asheville, NC. [www.nomeatathlete.com](http://www.nomeatathlete.com).

Matthew Ruscigno, M.P.H., R.D., holds two degrees in nutrition and is past chair of the Vegetarian Nutrition Dietary Practice Group of the Academy of Nutrition and Dietetics. In addition to his public health work, Matthew has a private practice and works closely with vegan athletes. An athlete himself, he has raced "The World's

Toughest Iron-Distance Triathlon" in Eidfjord, Norway, ultra-marathons, and 24-hour mountain bike races. He is a 3-time finisher of the Furnace Creek 508, a 500-mile non-stop bike race that National Geographic calls the 8th hardest race in the world. Matthew contributed to the bestseller *Appetite for Reduction: 125 Fast and Filling Low-Fat Vegan Recipes* by Isa Chandra Moskowitz.

Using the same nonjudgmental, friendly approach that has made his website so successful, Matt Frazier has managed to condense an unimaginable wealth of information and support into this book. Health-conscience omnivores and strict vegans alike can benefit from his insight. As a plant-centered omnivore, I appreciate that Matt's goal is not to convert anyone to his ideology, but to have an open and honest discussion about what has worked best for him. The recipes are simple, and are designed for those of us who live in the real world and can't afford the time and money to cook gourmet meals with impossible to find ingredients. What his recipes do deliver, aside from great taste, is a gateway to plant based meals. And even if you are a meat eater, you can always use new vegetable recipes....I used his *Roadmap to Marathon* to train for my first ultra-marathon, and I can personally say that his demeanor and attitude as an author as just as valuable as his technical insight. Matt has accomplished a lot in his running career, but his raw honesty about struggling to stay motivated and fighting the constant battle of excuses are a true inspiration for anyone who thinks that a common person can't accomplish great things. He is genuine in his approach, and it shows. My only regret is that I won't get to run with him on his book tour. I owe this man a personal thank you.

I like his approach, but prefer not to consume oils myself. Found his book so far very helpful for forming habits, running form, etc. I preferred his book to *Thrive* for the most part, since *Thrive* seems to have oils in almost all recipes, and *No Meat Athlete* recipes etc. seem more helpful for oil-free; as well as his running centered approach. I do both yoga & running, although this book does not really talk about yoga. If you are a female and looking for a plant-based diet & yoga book, *The Woman's Book of Yoga and Health* is pretty close to plant-based, she recommends primarily plant based & avoiding many animal products. The *No Meat Athlete* Podcast is also pretty great. If I did not have enough cookbooks I already like I might get the *No Meat Athlete Cookbook*, especially since you can make many recipes oil-free.

I cannot say enough good things about *No Meat Athlete*. I've been interested in running for a long time and have run for a couple of months here and there, but Matt's advice and techniques are what

have helped me finally become a good runner. Since I read this book and started listening to the No Meat Athlete podcasts (which I also recommend), running has gotten a lot easier and more fun for me, and I haven't been injured or really had any lingering discomfort at all. I also appreciate Matt's laid back attitude about veganism. I've eaten a mostly vegan diet for several years and have always been put off by the people in the vegan community who are more abrasive in their attempts to get people to follow a vegan lifestyle. Matt's take on it is much more welcoming: while he and his co-author make a clear and strong case for all of the benefits of eating a vegan diet, they don't argue that it's the one and only way people should eat or shame anyone for not being vegan. The recipes in this book are also tasty and generally pretty quick to prepare, which makes it a good place to look for recipes to make on a busy weeknight.

I have been "leaning" towards being vegetarian with the ultimate goal of being vegan one day. This is a great book that explains how being vegetarian/vegan still works with being an athlete. The book isn't preachy about the lifestyle like so many others. The author explains how it took him years to finally be a vegan and he doesn't look down on you if you aren't. In addition to some of the eating, he also gives tips on how to better achieve your fitness goals. It provided me some different ways to look at setting goals and how to make them challenging, but still attainable. It was an easy and enjoyable read.

I read most of this book last year before it was released. I decided to re-read it all again (and leave this review) for two reasons. 1) I used the 5k training program in the book and am now using the half marathon training program. I wanted to be sure I didn't miss anything. 2) Matt is a friend and I wanted to be sure I read every word. What I love about Matt's approach to a plant-based diet is he is not preachy and he doesn't use a bunch of misinformed pseudoscience. He even states that eating meat sometimes is fine \*if you want to\* without making you feel bad about it. (He doesn't eat animal products, of course.) This is a great book whether you want to go all out plant-based or if you just want to start running. It's inspiring and an easy read. Another note: I used to hate running long distances. I actually started the 5k training (and created a small facebook group so others could join) \*because\* I hated running so much. The tagline to the FB group: "I hate running, let's run!" Over the course of the training I did a complete change. I not only enjoy running, but I look forward to it. Thanks Matt!

I am not new to a plant-based diet but I am new to running so when I decided to start training for a

half-marathon, I felt I needed some guidance on not just running but how to couple nutrition with running. The best advice from the book for me was what to eat before, during, and after running/working out. A lot of the info is from his really great, detailed blog but it's all in one place (this book) which is really helpful. There are some great recipes in there, too. He also has some race plans! You can tell Matt is really passionate about his healthy and active lifestyle and it comes through in his writing. He is reassuring, positive, and supportive in this book. Definitely recommend for those who wonder how you can be meat-free and an athlete!

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