

FREE GUIDE

The Ancestral Eating Guide.

What your great-grandparents ate — and how to bring it back.

A practical guide to building your ancestral nutrition foundation.

WHAT'S INSIDE

- The ancestral eating pyramid
- Traditional foods that heal
- How to source real, nutrient-dense foods
- Simple swaps for modern life
- Practical steps to get started today



INTRODUCTION

Why Ancestral *Nutrition Works.*

For most of human history, people ate nose-to-tail — liver, heart, kidney, bone marrow — the most prized parts of the animal.

10x

more B12
than beef
muscle

50x

more CoQ10
than steak

40+

bioavailable
nutrients
per serving

The 5 Pillars of *Ancestral Nutrition.*

01

Prioritise organ meats

Organ meats are nature's most nutrient-dense foods, providing bioavailable vitamins, minerals and essential compounds that support energy, immunity and longevity.

02

Eat grass-fed pasture-raised

Animals raised on pasture produce meat and fats with an optimal nutrient profile—higher in omega-3s, CLA and fat-soluble vitamins, supporting your health and theirs.

03

Prioritise ancestral fats

Healthy fats from animal sources like tallow, lard, butter and marrow fuel your cells, support hormone production and provide lasting energy and satiety.

04

Eat the whole animal

Nose to tail eating honours the animal and nourishes you deeply—diverse nutrients, fewer deficiencies and a connection to timeless traditions.

05

Minimise processed foods

Processed foods burden your body with additives, seed oils and refined ingredients that disrupt metabolism, increase inflammation and diminish long-term health.

The Ancestral Eating Pyramid.

Build every day of eating from the bottom up. The wider the layer, the more of your plate it should fill.



NEVER ON THE PYRAMID
Seed oils · refined sugar · ultra-processed anything

The 10 Foods Your *Great-Grandparents Ate.*

01

Beef Liver

Nature's multivitamin — the densest food source of vitamin A, B12, copper and folate on earth. One serving out-delivers a bottle of synthetic vitamins.

✦ 100–200 g, 1–2× PER WEEK — OR LIVER CAPSULES ON BUSY WEEKS

02

Bone Broth

Slow-simmered glycine, gelatin and minerals that feed your gut lining, joints, skin and sleep. The original recovery drink.

✦ 1–2 CUPS DAILY — OR USE AS YOUR COOKING LIQUID

03

Pasture-Raised Eggs

Choline for brain and liver, complete protein, and fat-soluble vitamins — almost all of it in the yolk. Never skip the yolk.

✦ 2–4 EGGS DAILY, COOKED IN BUTTER OR TALLOW

04

Sardines & Wild Salmon

Omega-3s, vitamin D and — when you eat the soft bones — more absorbable calcium than a glass of milk. Tinned counts.

✦ 2–3 SERVINGS PER WEEK

05

Grass-Fed Butter & Tallow

Stable, ancestral cooking fats carrying vitamins A, D and K2. What your great-grandmother fried everything in — before seed oils replaced it.

✦ COOK WITH THEM DAILY — RETIRE THE CANOLA

Round Out *The Ancestral Table.*

06

Full-Fat Fermented Dairy

Kefir, plain yogurt and aged cheese deliver living probiotics, K2 and easy protein — fermentation does the digesting for you.

✦ 1 SERVING DAILY, IF DAIRY AGREES WITH YOU

07

Slow-Cooked Ruminant Meat

Chuck, shank, brisket and shoulder — the cheap, collagen-rich cuts. Iron, zinc and B-vitamins in their most absorbable form.

✦ MAKE IT YOUR DEFAULT PROTEIN — BATCH-COOK ON SUNDAYS

08

Fermented Vegetables

Unpasteurized sauerkraut and kimchi seed your gut with live cultures and make every meal easier to digest.

✦ 1-2 FORKFULS WITH MEALS — LOOK FOR "RAW" ON THE JAR

09

Shellfish & Fish Roe

Oysters and mussels are the richest whole-food source of zinc, selenium and iodine — prized by every coastal tradition on earth.

✦ 1-2× PER WEEK — FROZEN OR TINNED WORK FINE

10

Raw Honey & Seasonal Fruit

Clean, quick energy the way it grew — with enzymes, minerals and fibre intact. Sweetness with a purpose, not a habit.

✦ 1-2 TBSP HONEY · FRUIT IN SEASON

Leave Behind. *Bring Back.*

You don't need a new diet — you need better defaults. Change what's in the pantry and the rest takes care of itself.

LEAVE BEHIND	BRING BACK
Canola, soybean & "vegetable" oil	→ Tallow, butter, ghee & olive oil
Sugary breakfast cereal	→ Eggs fried in tallow + fruit
Protein & granola bars	→ Boiled eggs, jerky, tinned sardines
Skim milk	→ Full-fat milk or kefir
Margarine & spreads	→ Grass-fed butter
Flavoured yogurt cups	→ Plain full-fat yogurt + honey + berries
Supermarket sandwich bread	→ Traditional sourdough
Soda & energy drinks	→ Sparkling water + lemon, kombucha
Vegetable-oil mayo & dressings	→ Avocado-oil mayo, olive oil + vinegar

◆ START HERE

If you only make one change this month, eliminate seed oils. It's the single highest-leverage swap on this page.

The 7-Day *Ancestral Meal Plan.*

	MORNING	MIDDAY	EVENING
Mon	Tallow-fried eggs, sourdough & butter	Sardines on sourdough, forkful of kraut	Slow-cooker chuck roast, carrots & potatoes
Tue	Ancestral morning smoothie	Leftover roast bowl + cup of bone broth	Pan-seared salmon, greens in butter
Wed	Eggs + leftover-roast hash	Full-fat yogurt, berries, honey & walnuts	Ground beef chili — blend in 10% liver
Thu	Kefir smoothie + two boiled eggs	Leftover chili	Whole roast chicken, root veg in tallow
Fri	Tallow-fried eggs + seasonal fruit	Liver pâté on sourdough toast	Bison burgers + fermented pickles
Sat	Sourdough French toast, raw honey	Sardine & cheese plate	Batch day — simmer broth, roast for the week
Sun	Eggs any style + leftovers	Bone broth + pâté toast	Lamb shoulder, potato mash with butter

◆ PRO TIP

Batch-cook Sunday: one roast, a dozen boiled eggs and a pot of broth — the whole week's foundation in one afternoon.

◆ RECIPES

The smoothie, pâté, tallow-fried eggs and bone broth are all on the Ancestral Kitchen page of this guide.

Simple Ways to *Eat the Rise Way.*

Ancestral Morning Smoothie

5 MIN

INGREDIENTS

- 1 cup raw milk or kefir
- 1 banana
- 1 tbsp ancestral protein
- 1 tbsp honey
- 1 tbsp collagen peptides
- 1/4 cup berries
- 1 tbsp cod liver oil (optional)

Creamy, nourishing, and packed with ancestral nutrients to start your day right.

Tallow-Fried Eggs

10 MIN

INGREDIENTS

- 2-3 pasture-raised eggs
- 1-2 tbsp beef tallow
- Sea salt
- Black pepper

Crispy edges, runny yolks, and rich, satisfying flavor that fuels your body and mind.

Beef Liver Pâté

25 MIN

INGREDIENTS

- 1 lb beef liver
- 2 tbsp beef tallow
- 1 small onion, diced
- 1 garlic clove
- Sea salt
- Fresh thyme (optional)

A nutrient-dense classic rich in vitamins and minerals to support whole-body health.

Bone Broth

12+ HRS

INGREDIENTS

- 2-3 lbs beef or chicken bones
- 1 tbsp apple cider vinegar
- 1 onion, quartered
- 2 carrots, chopped
- 2 celery stalks
- Sea salt

Slow-simmered for deep flavor and maximum mineral extraction. Pure nourishment.



TAKE THIS TO THE STORE

The Ancestral *Shopping List.*

At the Butcher

- Grass-fed ground beef — the workhorse
- Chuck or blade roast — for slow cooking
- Beef liver — \$3–5, the cheapest superfood in the store
- Marrow & knuckle bones — for broth
- Whole chicken — cheaper than parts
- Tallow or suet — your new cooking fat

Dairy & Eggs

- Pasture-raised eggs — two dozen minimum
- Grass-fed butter
- Full-fat plain kefir
- Plain full-fat yogurt — no flavours
- Aged cheese — cheddar, gouda, gruyère

Pantry

- Tinned sardines & wild salmon
- Raw honey
- Unrefined sea salt
- Extra-virgin olive oil & apple-cider vinegar
- True sourdough loaf
- Collagen or ancestral protein

Produce & Ferments

- Seasonal fruit & berries
- Carrots, onions, garlic — broth & roasts
- Potatoes & squash
- Leafy greens — for the butter
- Raw sauerkraut — refrigerated section

◆ ON A BUDGET

Ground beef over steaks · whole chicken over breasts · tinned fish over fresh · liver over everything — and ask a rancher about freezer quarter-shares.



Where to Find *Grass-Fed in Canada.*

High-quality grass-fed meat is available across Canada — you just need to know where to look. These are real, working sources.

Online Delivery

- **truLOCAL** — ON · AB · BC · QC
- **Beretta Farms** — organic grass-fed, ships Canada-wide
- **Papa Earth** — grass-fed & finished, Ontario farms
- **TK Ranch** — Alberta, regenerative pioneer
- **eatwild.com/canada** — directory of pasture farms near you

Local Farmers' Markets

- Connect directly with ranchers
- Ask about their farming practices
- Buy freezer quarter- or half-shares at the best price per pound
- Support your local community

Grocery Stores

- **Whole Foods Market** — ON & BC
- **Farm Boy** — Ontario
- **Thrifty Foods** — BC
- **Costco & Superstore** — grass-fed ground beef
- Look for "100% grass-fed" labels and local sourcing

What to Ask

- Are the animals **100% grass-fed and finished**?
- Are they pasture-raised year-round?
- Do they use any grain or feed supplements?
- Where are the animals raised?
- Can I visit the farm?

◆ GOOD TO KNOW

“Grass-fed” alone can mean grain-finished. The words you want are “100% grass-fed” or “grass-finished.”

Where to Start & Why.

Supplements aren't one-size-fits-all. Start with foundational, nutrient-dense options that support your unique goals—then build from there.

BEST FIRST SUPPLEMENT

Beef Liver Capsules

- Iron
- Vitamin A
- B12

A nutrient-dense foundation to support energy, metabolism, skin health, and overall vitality.

FOR HORMONAL SUPPORT

Women's Formula

- Vitamin B6
- Magnesium
- Chaste Tree Extract

Targeted support for hormone balance, cycle regularity, mood, and overall women's wellness.

PERFORMANCE STACK

Organ Complex

- CoQ10
- Zinc
- Selenium

A powerhouse blend to support mitochondrial energy, endurance, recovery, and everyday performance.

GUT & IMMUNE HEALTH

Bovine Colostrum

- Immunoglobulins
- Lactoferrin
- Proline-Rich Peptides

Supports gut barrier integrity, immune function, and digestive health from the inside out.

30-Day Ancestral *Starter Stack.*

WEEK 1–2

Foundation

- Build daily consistency
- Support digestion and nutrient absorption
- Fuel energy and reduce inflammation
- Support liver and detox pathways

WEEK 3–4

Deepen the stack

- Enhance cellular detox and repair
- Support hormone balance and mood
- Strengthen immunity and resilience
- Optimize long-term vitality



PRO TIP

*Take your liver capsules with a
fat-containing meal for optimal absorption*

“Real Food. Nothing Else.”

Every Rise product starts with one question: what is the cleanest version of this ingredient? We source from trusted Canadian and New Zealand farms — because there's nothing to hide.

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Subscribe & Save

10% off