

Eric Edmeades ([00:00](#)):

I think we need to all be careful now because we need to recognize that our children are creating the beliefs and rules that will govern the way they see the world and the way they behave in the time post pandemic. And so we have to remember through out all of this that our children are little meaning making machines. They're blank slates and they're making meanings and some of those meanings they will hold onto

Jon Vroman ([00:23](#)):

what's up front road dads. Welcome to the show. I've got my new friend Eric Edmeades here and Eric, if you don't know who he is yet, been married for 15 years, two kids, 22 and three and also the founder of WildFit. I want to thank somebody out there. I don't know who it was, who pointed me to Eric and said, you have to know this guy. You have to interview him and get them on the front road podcast. So here we are and uh, Eric, welcome to the show man. I'm so excited for this chat.

Eric Edmeades ([00:50](#)):

Hey, thanks so much for having me. I got to tell you, I get invited for a lot of cool podcasts, but in the minute it was about dads I was in. So thanks so much for inviting me.

Jon Vroman ([00:57](#)):

That's awesome. Well, I have to tell you, as I've told our guys many times that I didn't start this because I was the expert in the parenting space and I wanted to tell everybody what to do. I started this because I felt like I was getting crushed and uh, I needed help and I just started to do what had worked in other areas of my life, which was start by asking for wisdom of people who were succeeding in that space.

Eric Edmeades ([01:18](#)):

I've come to this new realization. The word expert is just way too easy these days. You know, all you gotta do is go sign up for one of Brendon Burchard's programs at expert Academy. Now you're the expert at whatever it is you're an expert at. But I got to tell you, the only experts at parenting in the world are children. Everybody else is just doing the best they can. Some of them. There are a few out there like Shelly Lefkoe or dr Shefali that I might consider specialists, but I think in order to find out if they really were experts we'd have to ask their kids.

Jon Vroman ([01:44](#)):

Yeah. Hey, you know, speaking of the names that you just threw out, a reminded me that we just had Akira Chan come and deliver a private message to our members. Are you in a Cura friends?

Eric Edmeades ([01:55](#)):

Of course. He is probably the one who recommended. Um, he, I know him through mind Valley and a number of projects, but I was one of the contributing parents to his amazing little humans project.

Jon Vroman ([02:04](#)):

Alright. The bridges are being built. I see how they're all forming. I got it. Cool. Yeah, he was a big hit with our group and I knew that whole little humans project would translate to some incredible value. So that's cool. How was that for you? What, what kind of, what was revealed to you through that process? Cause I know that being interviewed at times, sometimes you,

Eric Edmeades ([02:22](#)):

you can refine your own message. You know, it was interesting. I do quite a few interviews for different things and I get asked a lot of questions and I'm different than a lot of sort of like normal speaker types in that I'm not, I consider myself a bit of an ophthalmologist. I have a little bit of information about a lot of things. And so when they asked me to come in and talk about parenting, I'm like, well wait a minute, now you're interviewing Shelley Lefkoe and dr Shefali and you got all these like, like serious parenting specialists. Like you know why? And what it had come down to is, you know, there are times when I'm speaking about nutritional anthropology and that kind of stuff and I talk about how to parent relative to food and that's what they wanted me

Jon Vroman ([02:59](#)):

to really come in and talk about. And that's when I really, I guess that's when I really came with the idea of that it isn't about being an expert, it's about having distinctions that somebody else doesn't have in that moment. And I think every parent has those distinctions for another parent on a different day. And that's really what I got that day is that yeah, there are definitely things that I can teach in that area, but there are always going to be things that I could learn for sure. Okay. First of all, thank you for your work that you're doing in this space. I watched, um, message that you gave, maybe it was with mind Valley and one of the things that you had talked about with sugar and you had said the history that we have the evolution of man, you know, you go back many, many years that when you eat fruit your body's like, yes, this is in season.

Jon Vroman ([03:44](#)):

You know, take that in because you don't know when you're going to get it next. If I'm maybe butchering your exact statement. But that's roughly what I took from it this morning at breakfast, literally a couple of hours ago talking with my wife about our sugar addiction as a household and how we just have fruit constantly. We have blueberries every single day of the year. And I talked to her about trying to eat more in season and to limit the amount of fruit that we have available because of course the kids want to eat bananas and apples versus any of the vegetables because they're sweet. But years ago we would have to only eat them in season and we would have, you know, maybe some extended periods of time where we'd be fasting. I would love for that to be a little bit of that, to be the transition into, tell us about WildFit.

Jon Vroman ([04:35](#)):

Tell us more about your passion for helping parents and kids when it comes to health and nutrition. Just expand on that if you can. A little bit. We're in a weird, um, um, stage of development in civilization even before all this academic type stuff came along. I think of it like this for the vast majority of history, fruit [inaudible] carbohydrates were available rarely in seasonally, honey, these types of things, they weren't okay. You couldn't just go pick them up anytime you wanted to. And if you want to correlate this because the numbers are are too big for us to really understand, like when people talk about ancient Egypt, there's nothing ancient about Egypt relative to human evolution. You know, like in some form, one can argue that the earliest bipedal pre-humans are 5 million years ago, so 3,500 years ago is, you know, it's not ancient at all.

Jon Vroman ([05:24](#)):

What really is more ancient is when we start looking at, let's coordinate it like this. If we take a look at a and human history and correlated with say a 50 year old man, take the 5 million year human history and

turn it into a year old man. Well up until about a month ago, fruit was available seasonally and that was it. And then about a month or so ago, we started figuring out how to grow it and we could control it to some degree, but it was still seasonal. And then about two days ago we started having a grocery store where you could go get it, but it was still very seasonal. Like, you know, your parents would send you out with a shopping list to go Hey to the store and pick up some bananas

Eric Edmeades ([05:58](#)):

if they have any, you know, if they've got any. And then about eight seconds ago, we got to a place where it was available to us immediately, always without question, whenever we wanted. And so the trouble is, is that we've got this shopping list, which was basically went like this. If there's fruit, grab it. Cause it's almost never there. If there's fruit, grab it. Cause it's almost never there. And we still have that shopping list hardwired into our DNA, but now it's there all the time. And of course that's not so good for us. It's not so good for our pancreas. It's not so good for our energy levels. But I'll tell you what, it's also not really good for it is our immune systems. It really isn't good to slam ourselves with blood sugar on such a regular basis. Yeah. You've got a program available that kind of outlines.

Eric Edmeades ([06:44](#)):

Yeah. At least that's what I'm guessing. I haven't been through it. But from looking at your site, that's what WildFit is about. Correct. It's a, it's a profit is, I think the best way to describe WildFit is to say that it's really a program that lies at the intersection of nutritional anthropology and behavioral change psychology. Yeah. Here are some numbers that are fascinating. My publisher, mine Valley, probably one of the most forward thinking and substantial digital publishers in the world for education content. Our program is now two years in a row, the highest rated program on the platform, and I don't say that to impress anybody. It's more to make this point. Diet programs don't get highly rated and three month programs don't get highly rated. The longer your program is, the harder it is to get high ratings because people don't complete them normal.

Eric Edmeades ([07:26](#)):

The completion rate for digital and online trainings is in the realm of seven to 10% seven to 10% it's like people buy them, but they just don't complete them. They start them, they don't complete them. We have an 85 to 90% completion rate on a three month nutritional coaching program. So step number one, we're already orders of magnitude more successful than any other program in that way because of our completion rates. But then when we pull the people that have been, that have completed the program, 90% of them rate the program as as outstanding like that it worked for them. And when we pulled them a year later, 70% of them are still reporting being on track. Consider that less than 3% of people that do any diet program ever considered a success. So what we've done is by marrying really solid nutritional anthropology with behavioral change psychology, we aren't simply giving people a set of rules and constructs that slowly eat away at their self esteem every time they make a mistake.

Eric Edmeades ([08:20](#)):

Instead, what we've done is created a program. By the end of it, their relationship with food is so changed that that they have real, what we call food freedom, which is the ability to eat what they want as much as they want, whenever they want, without feeling guilty or without feeling regret about it. But equally the ability to eat, to not eat what they don't want to eat, what they wish they wouldn't eat when they didn't want to eat it and then ended up feeling guilty about it. Right. So it's like freedom to do what you want and to not do what you wish you wouldn't. And that's why it works so well. And what would

you say a dad needs to know about this space? About health? And we could even apply it to right now because I know you've talked about quite a bit.

Eric Edmeades ([08:58](#)):

I've heard you mentioned the last line of defense and really understanding that one of the things we need to be doing, especially during a season of a pandemic, is supporting your immune system, hydration, those sugar, veggies, fresh air rest. Right. What do dads need to really be thinking about? Cause, I mean some of the guys listening to the show are all dialed in on that stuff. They would feel like they're pretty darn good. But I bet a lot of people feel that they're pretty good. But there is something that they need to know. What do you think they need to know? Where's the, where's the high performer? Go from there if they feel like they've already got the basics down. Let's start with this. Let's talk about food and then let's talk about beliefs. So let's start with food for a minute. One of the things that is really important to understand is that if you introduce children to the junkier foods when they're young, what you're doing is removing choice from them.

Eric Edmeades ([09:47](#)):

It's in effect baptizing them in the junk food world before they were consciously able to choose that religion for themselves. And so what that means is that by the time they get to five and six years old and they would be able to start discerning consequence, they're already addicted. And so they're kind of in trouble. So any parents, the first message I have for them is that do the very best you can to keep those things away from your child until they understand consequence. Because if you let them try those things, once they understand consequence, they're more likely to make conscious decisions. Here's a good example. Most people will vomit the first time they drink dairy milk. It's very hard on the human system. Babies vomited up immediately and then they eventually develop a bit of a resistance. But because happens when we're so young, we don't have consciousness of that transition.

Eric Edmeades ([10:31](#)):

And so we end up with it as a habit. But if we waited until that child was six or seven years old and introduced it to them, then then they would vomit and go, well wait a minute now that doesn't make me feel good. Or they would eat sugar and they would experience their sugar crush and they would go, I don't like the way that makes me feel. And they would be able to make that decision more consciously because they at that age are beginning to discern consequence. So that's a big thing. Now for many parents are hearing me going, well I wish you'd told me that five years ago. Okay, so now you're stuck with a kid that does have the addiction and maybe has an estranged parent on the other side that won't pay attention to the rules and that kind of stuff.

Eric Edmeades ([11:05](#)):

Then it gets a whole lot more challenging then it's for me, it's a matter of lead by example. One of the examples that I, I actually shared this in the little humans thing with the carers project is that my son came to visit and I had this policy, he was growing up with his mom and I had the policy that if I had him for less than a week, I wouldn't try to enforce any food rules cause it just wasn't worth it. The three days of hell it wasn't. But if I had him for a week or more than I would enforce them heavily because it was worth fighting for three days to get that beautiful non sugar kid afterward. And that's just, you know, that was kind of my policy. So anyway, he was, he was at our house in Turks and Caicos and you know, he wanted to have his sunny delight or whatever that like garbage, orange juice type stuff was that he wanted to have at that stage.

Eric Edmeades ([11:44](#)):

And I made some smoothies, but what did I do? I made the smoothies, I made a big show of it. I put the glass on the counter, I poured out the smoothies, nice and pink with papaya and mango and banana and whatever. And I handed one to Elise and I handed and I took on myself and we just drank them. That's it. And he's like, Hey, what is that smoothie? Well, how come you didn't make one for me? They're for adults. Now this may sound really basic and simple, but the fact of the matter is, this is how we trick children in wanting alcohol by denying it to them. And so I was like, it's for adults. And he's like, Whoa. You know, could I try it? I don't think you'd like it. You, you want the other stuff with the sugar and stuff, right?

Eric Edmeades ([12:24](#)):

No, no, no, no. Can I try it? So I make him one, but I put it in a shot glass. That's all we can have. Yes, that much. So then he's like, I like that. Can you make me one? So now he's having smoothies with us in the morning. So then after about the third morning I start throwing handfuls of spinach and kale. But after pouring his out, so I pour his out pink and orange handed over and then I add, put the kale and spinach in and it turns green blended up hand one to Elise and one to me, Hey, why is yours green? Well cause you know adults, adults have it. The Greenway with the spinach and then the kale, strong muscles and bones and stuff. Well why can't I have it that way? So you know, instead of trying to push him or bribing or manipulate him, okay, I am manipulating them.

Eric Edmeades ([13:05](#)):

But instead of trying to push him or bribe him, I'm trying to lead. And I think that's a really big thing here is we all know this already, especially the kind of dads that are watching your program. Like we get that it's our behavior that they're watching and not our words that they're listening to nearly as much, but when it comes to food, it's even more amplified. And so leading by example is a big, big deal when it comes to food in this. In this case, I believe when you dissect your schedule, Eric, I wanted to ask you about priority order, right? I know you believe in all the things that we just mentioned, you know, hydration, no sugar, veggies, fresh air, like all that's important. But if you did have a priority order for yourself, what are your top three absolutely most important health habits that you have, you know in your life right now?

Eric Edmeades ([13:54](#)):

I want to give you that answer in two different ways. There's me and then there's humans. And what I mean by that is that when we create a priority list, we have to create the priority list through the lens of our identity and who we are. But there is an empirical answer to what you're saying. So we actually work, I'm working on a book right now called the evolution gap. And one of the things that it talks about is that there's a gap that has opened up between our physiological, psychological evolution and our pace of social change and our pace of technological change and civilization. And that gap, I believe is one of the biggest sources of pain and suffering and depression and difficulty on earth right now. Because what I'm basically saying is that our adrenal systems, our instincts, our software and our hardware evolved for a particular type of civilization, which was largely a Hunter gatherer based.

Eric Edmeades ([14:40](#)):

And now we live in this other world where there are things happening around us all the time that are not actually dangerous, but they trigger all the same danger emotions. So in order to close the evolution gap, one of the things we have to look at is what are the fundamental needs that we use to fulfill in

nature and how did we fulfill them before? And then how are we filling them now? And that's where the pain is. So the empirical answer to what you're saying is there are 14 fundamental needs of a human being and they're all incredibly important. But in urgency. And urgency and they fall into three categories. Physical, emotional and spiritual. Physical of course being the most urgent. And then the seven physical ones in order. And the first several, the order is absolutely empirical. And then after that, you know, it might take a little bit of research to really determine if one is slightly more important than the other.

Eric Edmeades ([15:27](#)):

But the first thing is breathing. It's gotta be about breath. Like you can only live minutes without air. And it's not just that you're getting air, it's how you're breathing. You need to be breathing deeply to communicate to your cells that your environment is safe, particularly during these times that right now, and you need to be breathing good quality air. So for those people, for example, who are in isolation at the moment, they got to open the windows and doors. Even if I'm not allowed to go outside, you got to get the fresh air need number two water. You already said it, you gotta be hydrated. And it's again, a matter of what you're drinking, how much and how regularly got to have that hydration. That's the next level of urgency. Because you can do a minutes without air. You can go a day or two without water, but you can go weeks without food.

Eric Edmeades ([16:02](#)):

It's not that people treat food like it's the big one. Yeah. Okay. Then about water real quick. Let me just ask the question. Are you, do you subscribe to the alkaline water concept? No, no, no. It's marketing. I mean, look, I'm not saying it can't have some benefit, but the whole argument, look, the pH argument is a very good argument that most people in my opinion are arguing the wrong way. And the argument kind of works like this. Uh, well if your blood's pH goes off, you would die. Okay. That may be true, but your blood's pH is not going to go off. It's just not going to. And the reason it's not going to is that you have a buffering system and your body controls the pH level of your blood. So even when you're having a very acidic diet, your penis level isn't going to go off enough to cause you any major problems.

Eric Edmeades ([16:49](#)):

It might start to begin to trend toward disease, but you're not not going to die from it and what your body does. Incidentally, you eat a bunch of say, acidic food or you're under a lot of stress which raises acid in your body. Then what happens is is that your body goes, Oh, I got to balance off this acid and it submits an application to the central bank of calcium, which is your skeletal system and it borrows calcium from the skeletal system to balance off, I guess it would probably be calcium bicarbonate, but an alkaline solution to balance off the acidity and so your blood pH returns to normal and your blood and your bones are slightly weaker, and then because we evolve to live through seasons, you would go into a season where you were eating predominantly alkaline foods that were causing a more alkaline reaction in the body, and then your blood would go, Oh wow, we need to get rid of some of this calcium, and it would redeposit it back in the bones.

Eric Edmeades ([17:36](#)):

Now, some people are saying, well look, if we just drink alkaline water, we're kind of hacking the system. I don't know how the science is on that. I don't agree with it. What I believe that we should be doing is as best we can, drinking natural water sources that our body evolved for spring water, glacial runoff, water, naturally existing water is ideal. And then if we're concerned about our pH, then you know what,

make sure you go through seasons that have increased how culinary and let your body do the right thing. Yup. Yup. All right. Yeah I did. And I don't mean to derail you there. I just had to ask because I no, you got to stop at any point. So we talked about air and water. I mean, you know, some people are going, well this guy, this is obvious, this is obvious.

Eric Edmeades ([18:11](#)):

Well if it was so obvious people you'd be doing a better job. It go back to air for a minute. Yeah. When you were, most people breathe this and they're sitting down all day. They're breathing incredibly shallowly. Do you know who breathe shallow, pray, pray, breathe shallow. We breathe shallow to be quiet so that we don't get hunted, and so when you breathe shallow, your DNA is going, Oh my God, I'm being hunted. When you breathe deeply, you say, I am the King of the jungle. So when you do deep breathing, you wouldn't look, look, let's check this out. You see, see these guys here? You see them? Yeah. All right. I have quite literally walked around a corner and there's been a lion there like I've, I've had that experience where I've walked around a corner and there's a lion right there. Yeah, okay. You don't breathe like this. Look Alliance.

Eric Edmeades ([18:57](#)):

You don't do that and you don't do that because that'd be dangerous. The only time you breathe like that is when there is no danger, so we got to breathe the right stuff. We've got to breathe properly, we've got to hydrate properly. Then the next one in origin priority is sleep. Especially when you're talking about immune function and cognition and healing of the body. Sleep is the time that it all happens. When you go into deep sleep, you do all the cellular repair. When you're in REM sleep, your mind is cleansing itself and it's assimilating memories and you gotta have your sleep. And if you ask any mother, particularly mothers who have been breastfeeding what it's like to wake up every hour and a half or two hours, I mean, they basically lose sanity at some point. You know, it's, it's incredibly difficult when you're not getting enough sleep and your immune system is definitely struggling and you don't get enough sleep.

Eric Edmeades ([19:41](#)):

The next need is for energy. Most people don't need to worry about this. Most people are getting far too much energy. Frankly, the problem, the thing they need to worry about is the energy source. Most people are getting their energy from cheap carbs and that's why we have a diabetic and obesity, or as Mark Hyman puts it, a diabetes epidemic all over the world. At the moment. You want to talk about a real pandemic? Diabetes is the real one. Here's what's crazy. Obamacare was supposed to save the American government about \$10 billion a year. You know what? I don't care about what political side. I'm just saying. A government agency did an evaluation and said it would save the U S government about \$10 billion a year. Nevermind what it costs people. I'm not getting into the political fray. I'm just saying it was going to save \$10 billion a year.

Eric Edmeades ([20:19](#)):

Do you know what diabetes cost the American government? Every year? \$260 billion. Yeah. It's a major problem and one of the reasons is that we get our energy from the wrong sources. We eat far too many carbs. Garbage carbs. Yeah, so we need good energy, but we want to get the good energy. We want to get really good, healthy fats. That's our ideal energy source. Then movement, you gotta move. There's a million reasons for it, but I'm just going to give you three. One, if you don't use your muscles, they atrophy. Yeah. If don't torque your bones, if you don't, if your bones don't get stressed by lifting weight

or by impact, then they get weak and frail. They need the impact. They need to be bent. When you do a big curl like that, it's not just your muscles that are working. The bone is being stressed and that stress communicates, I need more calcium.

Eric Edmeades ([21:02](#)):

And so you strengthen your bones. And lastly, your lymphatic system, your lymphatic system doesn't have a pump. Your cardiovascular system, you have your heart. Why do we have a heart? Well, because blood [inaudible] urgent and important. Why do we have a diaphragm? Because air is urgent important. Why doesn't the lymphatic system have a pump? Because it's not urgent. It's just really important. And our natural level of movement in the natural environment caused the lymph to move around through muscular, relaxing and contraction. And so we don't have a pump. We are the pump. And so if you sitting around and watching Netflix all day, you're not moving lymphatic fluid around your system and you are asking for trouble. And then we need non-energy nutrients. So these are the things that we get from food that aren't about energy. This is vitamins, minerals, and uh, you know, amino acids and fiber and all this kind of stuff.

Eric Edmeades ([21:48](#)):

We got to get the best stuff, especially right now with what's going on. Should I be supplementing aminos? Should the average dude be supplementing that? I don't believe so. I think the average diet of a buffet, Buffalo steak, every now and again, that's how they should be supplementing it. And I, I'm not a big fan of exoticness anything. I, I believe that what we should be doing first before taking any form of supplement is trying to satisfy the body's needs as best possible through natural means. And then if there's an observed deficiency, not in marketing, not in marketing, fear-based deficiency, but an observed deficiency, then we might look at supplementation. So for the moment, because I can't go and get tested and so on, I'm being a little precautious and I'm taking vitamin C, zinc and I take a little magnesium at night. I normally don't supplement a damn thing, but at the moment I'm taking a little extra precaution because I want some extra immune support, but I'm also eating vitamin C rich foods and you know, doing the right thing that way.

Eric Edmeades ([22:39](#)):

Probiotics, you know, probiotics are kind of interesting. Um, I have a very good friend who, uh, and he and I debate the probiotic thing often. I tend to feel like if you eat a really functional and healthy lifestyle in you, you spend time in nature and you, your hands are getting the soil every now and again, then you're overall microbiome is going to be fundamentally healthy. You're not going to need to take exogenous pro or prebiotics. And when you eat fiber, your body grows your gut bacteria in fiber. And so I am more a fan. I'm more a fan of doing the best we can to duplicate our natural lifestyle and supporting a healthy gut rather than trying to take exogenous probiotics. My wife and I subscribed to that for sure. She went to the Institute for integrative nutrition. She studied homeopathy. She does like health is her jam. And so when a doctor, a Fallon, uh, Sally Fallon I think is, uh, who I'm thinking about anyway, uh, she and I have both landed on as natural as can possibly be. I'm subscribed to the whatever the evolution of millions of years of what a body has been has been after. Logically it's hard to,

Jon Vroman ([23:46](#)):

it's, it's hard to not see something, some wisdom in that and, and let's be really clear cause every now and again people are going, yeah, but evolution is a theory. No, no, it's not the origin of the species in here. We don't know if we receded here by aliens or whatever. I don't care about all that. But if you

leave a living organism in nature, then natural selection will automatically favor those with breeding advantages and then those traits will get passed on. That's not a theory. It's observable. And so you're absolutely right. There is some stuff that just like, here's one of my things with food science, we get all this food science, Oh look, dairy products are good for you. No they're not. They can be good for you in certain ways, but in my opinion, the longterm impact isn't good for you. But there are going to be studies often paid for by people with a vested interests that might suggest in this circumstance. And the truth is in India, dairy products are good for people to some degree. Why? Because otherwise they'd be completely vegan and they'd be shy of B12. They'd be shy of the full amino acid. Sweet. So milk is a substitute for that. So in a sense it's healthy for them but with longterm consequences I believe.

Jon Vroman ([24:50](#)):

Alright guys, I want to take just a quick second to talk about something really important now and know you're listening to the show because you want to level up your game at home, but if you want to take the next step within front row dads, I want you to do something today which is text the words front row dads to three one four six six five one seven six, seven three separate words. Front row dads, it's not case sensitive. I want to send you a few things right away. First, I want to send you a recording from a masterclass that I recorded with my good friend and author of the miracle morning, Howe L rod. He's a father of two amazing human beings and we recorded a show called the five habits of a front row. Dad, I want to send that to you because I think it is well worth listening to.

Jon Vroman ([25:27](#)):

Second, I want to give you 45 minutes of a mind blowing conversation that I had with a woman named Kevin NAMI and the show is titled have better sex, hugely popular. This will rock your world and likely your spouses as well. But I want you to have access to this information. Number three, I want to give you access to 1300 other front row dads inside of our Facebook group where you can ask any question, share any win and give any resource that you think would be valuable to the community. And lastly, I want to include you in one email I send out each week. It's short, it's to the point and I pull from my life experiences along with the insights for more than 135 members of our brotherhood. I want to give you the best of the best in each email. So all you have to do is just text the words front row dads to (314) 665-1767 and we will get you started today. So let's talk about milk and then I want to go back to stress. So with the milk thing, I remember going through a phase where I did the whole China study, T Colin Campbell, casein turns on and off tumors, right? That whole piece and I knew like I went, okay, milk is bad. Then I remember Tatiana doing some work with her studies that basically was saying the problem with

Eric Edmeades ([26:43](#)):

all of that was it was pasteurized milk, which didn't come with the enzymes to break down the casein protein. Do you have a stance on the difference between pasteurized milk products and unpasteurized and whether or not unpasteurized would be better or how much better if they are? All right. I have a couple of kind of interesting questions for you. If I sat down with you right now and put a glass of milk in front of you and said that it was human milk, would you drink it? Oh, well that's an interesting one. So maybe, maybe like literally like breast milk. Yeah. Yeah. I would consider it because I'm not from your wife. No, I know it's still, yes, the answer is yes. I know that might not be the answer. It's a reasonable answer because if you're willing to drink dairy milk, you better be willing to drink human milk because that's obviously going to be better.

Eric Edmeades ([27:33](#)):

Right? Yeah. And what about pig milk? Would you, would you drink a glass of pig milk? I would have, I think that went out a little bit more. Rat milk. How about rat milk? Probably not. Okay. So I'm just trying to show you that there's, there's some judgment issues, right? Yeah, totally. Yeah. So why do we have that judgment issue? Why is it somehow okay for us to drink the mammary excretions from a mammal that has nothing biologically. I mean, I'd like to say it's grass grazing four stomachs. I mean, it's basically an alien. Right? Okay. So there's that. Yeah. But hang on, let's just step back for a minute. Let's just look at human milk. Human milk changes week by week for the needs of the human that it's feeding [inaudible] the milk changes week by week to be profit for the baby that it's feeding.

Eric Edmeades ([28:22](#)):

So what stage of development is the calf at for the milk that you're drinking? Right. I know. I don't believe it's a good idea at all and I think there's countless studies that prove that out. And anecdotally I can tell you that first of all, for me, dropping milk out was one of the biggest health upgrades I've ever had in my life because I suddenly had no more acne, my sinus infections were gone, ear infections are gone and all my stomach, you know, major digestive problems over in three weeks. Miraculous. That's anecdotal. It doesn't tell us anything scientific. But now I've had something like 20,000 people do our program and I have seen countless cases of the exact same thing. Sinus infections, ear infections, respiratory conditions, and by the way, ask any professional singer how they feel about milk in the week before they perform.

Eric Edmeades ([29:07](#)):

No way. Because it causes mucus. It irritates your immune system because it's foreign. You may as well be drinking alien milk. As far as I'm concerned. You don't have a strong opinion on this area. I do. I do. I'm, I'm, I'm concerned about it because I see some really sharps, mine's in the paleo, Quito and now carnivores space sharp, but they're violate. Look what got us onto this topic. You were saying, well wait a minute now if we just measure everything, my view of food science works like this, you see this study and then compare the results of this study with evolutionary biology and

Jon Vroman ([29:42](#)):

if it conflicts with evolution and biology, we got a question to study. Yeah, that's how I feel about it. Yeah, right. Well there's never ever like humans do not drink own milk after they're weaned. Like they get weaned and that's it. They don't even drink human milk after that. Now I suspect that about seven or 8,000 years ago, based on some, I think there was a, Paul ever said fountain milk proteins on pottery in, in I think in, in Europe, in Northern Europe where meal drinking kind of first started. And so I think probably what happened to that stage is as humans pushed every species of megafauna into extinction, they started becoming nose to tail eaters. Before that, humans probably were like many other predators where they kill something, eat what they want and leave the rest of the scavengers. But as they pushed all these megafauna species into extinction, they probably became nose to tail eaters.

Jon Vroman ([30:28](#)):

They started eating everything they could and as a consequence they probably started getting like congealed milk and utters and that kind of stuff. And so as a warning off of starvation. Okay, yes, eat the damn stuff. But as a daily ritual, pouring it on your cereal or drink. No, no, it makes sense. Yeah. That said, we don't really do milk at all. We did for a long time. Raw milk, like straight from the farm. And I think that was, yeah, of course. If I had to have it, if I was stuck in a desert, I keep saying to people if I was stuck on a desert on it, I am stuck on a desert Island right now. Are you in the islands right now?

Yeah. It's not a desert Island to be true, but I'm in the Caribbean. But you do something about kiteboarding down there, right?

Jon Vroman ([31:10](#)):

I do. That's your, is that one of your favorite sports? It really is. It really is. I've got to try it, man. It's on the hit list. But you got to do it. You got to get one of my dad's Scott Lowry does it. Yeah. The first week will kick your ass and after that it will become this unbelievably gentle, amazing sport that will only ever kick your ass if you ask it to. Yeah. Cool. Um, I'm intrigued man. So Eric, let's go back to stress for a second and I want to ask this question and then I'd love to wrap with, uh, I want to talk about some challenges that you might've faced in fatherhood and how you of overcame them. But I want to talk about stress for a second because this, for me, this is a personal question. I, I track my sleep with my aura ring.

Jon Vroman ([31:47](#)):

I have become fascinated with HRV last year in 2019. Just learning about it. I wouldn't consider myself an expert in the space, but I'm more fascinated. In July my HRV, I got it pretty, it was, it was showing a very high number and ever since then it's been on a slow decline and lately it's been really terrible and I've been going to sleep at 10 30 and I've been up at three 30 in the morning every single day and it just seems to be getting more and more intense now I feel on fire. I feel like I'm serving the brotherhood. We have more calls, more amazing connections, more. It's just, I feel like I'm on purpose. I feel like I'm in the hunt right now. Like every part of my biology is like, you know, it is time to deliver your tribe needs you more than ever.

Jon Vroman ([32:32](#)):

I need to know what your take is on my current situation, which I think represents a lot of guys out there and I've got guys in the group that I know have come to me and said, I'm having a hard time sleeping. My HRV is dropping. Right. I'm in fight or flight and I can't seem to get myself out of that into a parasympathetic state. So yeah, I do have some thoughts about that. Some of which you're going to, you know, you'll know and you'll have picked up cause it's, it's becoming quite common to talk about these things, but you know, cool. The room down, absolute dark for sleep. Chilly pad. Yeah. Here's one thing. When you wake up in the middle of the night, what's your first thought? Oh I w I should probably pay more attention to that, but I think it's probably like, is it, what time is it and is it time to go?

Jon Vroman ([33:13](#)):

I wake up and I look at the clock. I'm like, is it go time? Okay. And then you look over and what time is it? Usually about three o'clock. Okay. And then what do you think you go there now you're in bed. Yeah, I think, how do I feel? Should I get up? Can I go back to bed? I'm usually like, go back to bed, John, you need the sleep. And then if I lay there for 10 minutes and I'm not tired and I'm not falling asleep, I'm like, I'm just gonna get up. I'm just going to go do my thing. Yeah. So it's really interesting. I just interviewed Emily Fletcher from Ziva meditation and this same topic came up and so here's what's really fascinating is that humans have traditionally slept at least in three chunks and they sleep at midday. When the sun is at its hottest.

Jon Vroman ([33:52](#)):

We're, we're ultimately Savannah animals. That's where, that's where this DNA came from. And, and then we sleep at two chunks overnight. We did absolutely normal to wake up in the middle of the night.

Any number of reasons you could say to this? I mean, we've had fire for 2 million years, so it's probably a good idea to wake up at two or three in the morning and restock the fire because there are big nocturnal cats that like to eat humans and, and, and so I just four weeks ago was having yet another visit with the Hudson Bushman in East Africa. I've been visiting them now for 10 years and I've done many like longterm overnight stays with them where I'm with them for many nights in a row. And you know what? They all wake up between two and four o'clock in the morning and they just wake up and they talk and then they go back to sleep.

Jon Vroman ([34:30](#)):

And I believe that it's just a moment of vigilance, a moment of just checking in and everything's okay. A moment of making sure the fire is okay. So my advice about that is there's never heard this before. That's cool. Yeah, it's absolutely normal. It's absolutely normal. And here's my two strategies for you that I think are great. One is you look at the watch and the minute you see that it's 3:00 AM if there's any part of you that goes, okay, then you just screwed yourself a little, right? Cause what you just did is produce some stress chemicals. That's me. What I do is I look over and go 3m and I go, awesome. I love that it's 3:00 AM cause I've got like a good three more hours here cause I'm not in Robin. Sharma's find me at 5:00 AM club, I'm a six eight you know, so, so I, but I look at it go, ah, this is, cause you know what sucks is when you wake up a half an hour before your alarm and you're still needing a little more. So yeah, it sucks. So I get up and I go, it's awesome. And then I take the covers off and I lie there and I think about what I'm most excited about for tomorrow and I allow my body temperature to drop to uncomfortable level

Eric Edmeades ([35:38](#)):

with the covers off. And I think about what's great about tomorrow. And then I bring the covers back on, I close my eyes, I deep breathe and I'm gone. Just gone. Now that's method number one. Method number two is slightly more, let's say slightly more involved. But yeah, a little bit more evolutionary in my opinion. You wake up, you see that it's 3:00 AM and you do a little walk, you get up, you walk around the house, know, go outside. If you can open up a door, walk outside, breathe the night air, make sure that everything's safe, and then walk back to bed with the same idea. Thank God it's 3:00 AM and you do that all in like eight minutes. You're basically just walking around the camp, you're restocking the fire, you're making sure there's no leopards around. Your DNA is going to go see everything's okay.

Eric Edmeades ([36:23](#)):

And then you lie back down again, covers off, let your body temperature drop a little. Think about what you're excited about for the next day and then covers back on. And I'll tell you why they think about what's excited about next, say two reasons. The one is is that it's really difficult to hold two thought frequencies at the same time. So it's hard to hold onto the vigilance while you're thinking about what you're excited about. It's just really difficult to do that, right? So, so the first thing is you kind of drown out any anxiety or vigilance or any that kind of feeling. And then the second, the reason is, is that what's really fascinating is when somebody has positive anticipation about the next day, they sleep deeper. It's almost like the body goes, Holy crap, you've got a big day coming up. We best get you some sleep.

Eric Edmeades ([37:00](#)):

Now you can obviously go too far. If it's something super huge and exciting, it can keep you up, but I'm just talking about what are you feeling good about tomorrow? What are you feeling excited about and you'll find, I believe that you will allow yourself to return back into sleep because your body's going,

man, we best get ready. Mm. Vigilance is the wrong kind of excitement. Yeah, there's no, there's a leopard now. I could have sworn I heard a leopard. I'm not going to sleep till I know there's no leopard. Yeah, different strategies that I've tried because what I do is when I realize I'm up, I just get up and I just go downstairs and start working. Right? Or whatever. Even including watching movies, I've literally watched so many movies at 3:00 AM and even with my laptop open, doing whatever, the first clue right away.

Eric Edmeades ([37:44](#)):

Don't bombard yourself with those lights. Yeah, that's immediately a problem. You'll mess up your melatonin production immediately. So if you really want to ingest something, turn on a podcast and lie in bed and listen to it, you won't make it. You want me to get through it? The problem is right now you're, you're turning on all these big blue lights and your body shuts off. It's melatonin production. Now you're up for the day and you've robbed your mind. If it's a simulation capacity, you've robbed your body of cellular repair. You've robbed your digestive system of repair. Like, no, sometimes I'll read a book, I mean read right? I'm okay with the Kendall cause I can put the candle on really low, natural light, but I will not look at the phone. I will not look at the computer. That's just not good. Just wakes you up. So if you want to consume some content, then you go grab, you know, go grab a Simon Sinek podcast and uh, and, and listen to that. And as much, I mean this with all their specs, the world, much as I love Simon, you know, you fall asleep with those ideas. Go into your head, you're gonna wake up having a good day.

Jon Vroman ([38:38](#)):

So falling asleep. So I haven't said it. Let's not quote me quite of course. Of course. Of course. Now Simon and I can never be friends. Eric looking at the clock here man, I want to be really respectful of your time.

Jon Vroman ([38:50](#)):

I want to give space for this one last question and then I realized this is a hard turn from where we just were in maybe not the most elegant pivot, but let's just, first of all, thank you for all of what you just shared and did I, you've offered me some really interesting perspectives there that I had not considered before this show, which is always great because I feel like I know so much, you know, but that's my ego. I need to wrestle into submission. I haven't learned as in it's over. I am learning and you know, somebody asked me once when I will ever stop teaching, when I will stop touring the world. And when I'll stop teaching and I said, I will stop teaching precisely one month after I stopped learning. Yeah, yeah, exactly. Yeah, I get that sense, man. And I appreciate this so much, but w what I want to do is I want to ask if you space to talk about, and this could go anywhere and if it's in harmony with what we talked about, great, but if not, no big deal.

Jon Vroman ([39:38](#)):

What is one of your greatest challenges that you faced as a dad and how did you overcome it? Because I just think that we, well, I don't want to hang in that place of, you know, misery, you know, I do want to give space for where did you get your ass kicked along the way here? You've got a 22 year old and what did you learn? Yeah. You know, the biggest single ass kicking I got was when my wife and I split up and you know, there were a lot of things that were going on at that point. I suspect that she was dealing with some fairly serious postpartum depression and we were in our twenties you know what, people get

married and have children in their twenties need to have, give their heads a shake. Like honestly, you don't even know who you are until you're 30 and I'm not even sure about that.

Jon Vroman ([40:14](#)):

So, you know, here we are in our twenties you know, parenting and I don't know how to cope with what she's going through. She doesn't know how to cope with what I'm going through. And one thing leads to another and we end up in a pretty like icky divorce and we end up living in different countries. And I have a business that's in solvent, I don't have money and you know, and, and you know, we're having all these battles and legal fees and I'm, I'm, I'm estranged from my child a lot. I, there was one year, I think I got to see him twice in a whole year. I mean, it was, it was the most painful thing at that point in my life that I'd ever been through, maybe still is, frankly. And you know, so how did I handle it? Well, I called my dad and, uh, my dad's the first one to tell you that the best thing to do when I call them looking for advice is listen to whatever he said and do the opposite for business advice.

Jon Vroman ([40:55](#)):

Do the opposite. Right? But he's saying that because he and I are very different guys in a lot of ways, but he gave me advice that day that was life changing. And he said to me, what would you want Daniel to do in the same situation? And I said, well, I want Daniel to do this, this, this, and this. And he goes, then do those things because he's only going to learn from your behavior and you know, just be the example you want them to be. And so I, I made the decision at that point to make the best of my life in that circumstance. And that's what I ended up doing. And I also made the decision at that point to really make things right with his mom. And I worked hard at it. I would whenever, when it was my turn to drop him off after a visit, I would drop him.

Jon Vroman ([41:36](#)):

I would say, can you come pick him up at this year? Sushi restaurant and sushi was her favorite food. So I would order a bunch of sushi and then we'd sit and have sushi together and where she couldn't be nice to be on the phone. Suddenly she had to be nice to me cause Daniel was there. And maybe same for me, but you know, one thing led to another and she and I ended up forging a really nice co-parenting friendship to the point where I think twice now she's actually hired me to come in hired. I did it for free, but she's engaged me twice to come and speak for the students at our school. Right. Like so we have, we really, I'm really proud that we were able to create that. But I would say that was the biggest asking I got as a parent.

Jon Vroman ([42:07](#)):

It was painful. Yeah. Thanks for sharing that man. And uh, and so happy that you found that. Yeah, that positive space of co-parenting, that's such a great outcome. And what a great lesson for as soon as you said that, I was like, how would I want my son to navigate [inaudible] 19 situation if he were a dad or, or even just in general, how would you, but just thinking about it through the lens of how, what I want him to do it and then demonstrating that it's very powerful. Yeah. I think we need to all be careful now because we need to recognize that our children are creating the beliefs and rules that will govern the way they see the world and the way they behave in the time post pandemic. And so I've used this example a few times on our show, is that, you know, there are kids that grew up during the great depression and they were messed up about money for the rest of their lives because of what happened around them during that time.

Jon Vroman ([42:58](#)):

And it's not really because of what happened around them. It's because of the deductions they made. It's because of the things that they created. And so we have to remember, Oh, all of this, that our children are little meaning making machines. They're blank slates and they're making meanings. And some of those meanings they will hold onto it really important way. I want this to be the way I want children to remember this is that cool time when school got canceled for a couple months. That's how I want them to remember it. I don't want them to remember it at the time that people were afraid to go outside. I want them to look back when they're 20 and they're like, Hey, do you remember the whole pandemic thing when we were kids? Yeah, yeah. Oh yeah. That time when the schools closed down and we just got to stay home.

Jon Vroman ([43:35](#)):

I remember that. That's the memory. I want them, you know, that's um, it's interesting cause we started talking, we had mentioned a curate in the beginning and that's one of the things that he taught our dads in a private call was that he had taken away from the little humans experience. What do you want your child to conclude at the end of this interaction? Yeah. So a wonderful, that's a really important theme and it's a theme that I just want to give a visceral example of it. Please. You have a child of 18 months sitting on the floor and you want to leave. And so you just go pick up the child and take them out to the car and put them in the car seat at 18 months. They're not really saying a whole lot, but they really do comprehend a great deal. So here's the question. If you simply walk up and pick up the child and you don't collaborate, you don't give them warning, you don't describe what's happening, you don't explain what's going on, what is the potentially going

Eric Edmeades ([44:32](#)):

to deduce from you simply picking them up and carrying them to the car? Hmm. Well, they might deduce that they're unimportant, that they don't have any control over their destiny, that adults make all the decisions, that they simply have to do what you say their self esteem takes their first hit that day. Whereas if you say to the child, Hey, we're going to get going in about 15 minutes, would you like to get in your car seat now or would you like to play a little longer? Now you may be thinking at 18 months they don't have that kind of comprehension, but I'm going to say to you that you don't know when that comprehension begins and you may as well act like it's always there. Explain everything. I'm picking you up now. We're going to the car together and you make it a collaborative insurance. Now they're likely to do, I'm an equal player. I am valuable. I contribute, they care about me. That's the visceral example. There's so many people out there listening right now going, Oh, I've totally messed this up.

Eric Edmeades ([45:22](#)):

Just got to save some money for therapy later. Well, okay, look, I get that they're going to feel that way, but here's the thing that continues, right? And I know we're, we're at time and I actually have an interview starting shortly, but I want to leave you with one really funny story about this that you help the parents not feel so like, Oh my God, I've screwed up because look, kids will always recover at the end. That's the other side of this is that the Bushman treat children, the Hadza bushmen, they treat children like they are simply small adults. They don't treat them like children. They, they will help them when you're diminutive. Size prevents them from doing something to do, but they don't direct them how to live. Child's walking forward. The fire, they let the child walk to work with fire and they let the child burn themselves.

Eric Edmeades ([45:59](#)):

Cause the child only does that. It's like, it's a little harsh, but they're very much, we don't own our kids, they're just other human beings. So at the end of the day, our kids are here to live their lives, but we do want to be careful of the meetings they create. And here's the silly story. Aye was eating an Apple and I walked into the bathroom. I'm about, I don't know, eight or nine years old, maybe, maybe a little younger. And I'm eating this Apple and take a bite out of the Apple and I suddenly realized I need the bathroom. So I go into the bathroom, close the door, put the Apple on the shelf, sit down on the toilet. I do my number two, I come off the toilet, I wash my hands because I'm a good kid. You used to wash your hands even before.

Eric Edmeades ([46:33](#)):

And so I washed my hands and then I grabbed the Apple and I opened the door and walk out, take a bite of the Apple. My mom, I think about this from her perspective. She walks down the hallway, she hears the toilet flush, she hears the hands go, and then I walk out with an Apple in my hand. So in her model of the world, I was in there taking a dump, eaten an Apple, and she's like, you can't do that. That's disgusting. You can't cheat. She goes, that's dangerous. And I'm like, what? It's dangerous. And then of course she's like all parents, she gets distracted and doesn't complete the thought. So I'm left with the thought. It's dangerous. Only. No way to answer it. I, I don't know why it's dangerous. How could it, and you know how you get like, and this is back, this is BG, right before Google. So you couldn't just like go, why is eating an Apple while you're taking a dump? Dangerous. There's no way to get an answer to this. And so what did I do? I contemplated it for weeks and one day I'm sitting with some friends, I'm in some restaurant and you know how, remember his kids, he played with the straw. If you block the top, the straw you can, you

Jon Vroman ([47:30](#)):

fill the strop with liquid block the top, lift it up and the liquid still in there. And I realized if you block the bottom, the liquid stays in, you blocked the top, the liquid stays in, you block the top and the bottom, the liquid stays in. But if you open the top and the bottom at the same time, the liquid runs out and it suddenly hit me. It's dangerous because if you swallow at the same time that you Pope, that pipe is open at the top and the bottom and you fall right out of your own bottle. I'm nine years old and I'm suddenly terrified that I won't even chew gum when I go to that. Oh my God, we gotta be careful of the meat. Now, luckily I disavowed myself of that one after a few weeks, but, but the fact is is that we do absolutely want to pay attention to what hour children are deducing from every exchange we have with them, particularly in this sensitive time.

Jon Vroman ([48:14](#)):

Oh, and to do thing is such a perfect word to use in that scenario. That's funny. Eric, somebody could have paid me a billion dollars to guess what story this interview to have concluded that I never would have guessed that million years. Hey man, thanks for being here. This is really great. I know you got to split, but before you go, where can guys go connect with you? Where's your favorite channel? I mean, look, we can go to my Eric edmeades.com but truthfully, the best place to connect with me is Instagram. I manage it myself. My team doesn't touch it. It's me and I respond. The best place to come and get me is Instagram, but you can certainly get me@wwfericdoteandgetwildfit.com that's awesome. Well Erica, this has been a real joy man. Appreciate your time. Thanks for all your hard work, man. You've, you've done the deep dive, you've walked the path and now you're sharing it with other people and I'm so glad

that you've taken on the teacher hat because I've benefited from this tremendously and I know our men will too, so thank you sir. Hey, thanks so much for having me.

Speaker 3 ([49:12](#)):

Hey guys, if you haven't already done so, go right now to [front row dads.com/facebook](https://frontrowdads.com/facebook) and join the conversation that's happening right now on line. We designed this group for guys who are entrepreneurial in their thinking that are high performing guys with low egos. We're looking for the dads that believe in teaching their kids how to think, solve problems, and be real leaders. We're looking for guys who believe in being family, men with businesses, not businessmen with families. We're looking for the fathers who have great knowledge, but also believe that they have so much more to learn and we're looking for men who want to add value by sharing their wisdom and those that are willing to ask the questions that we all need and want answers to. That's [front row dads.com/facebook](https://frontrowdads.com/facebook) or simply go to Facebook, type in front row dads and you'll get to our group and what we put in there, links to all the podcasts and videos and other resources that you can't get access to anywhere else except for in this group. We want to give you the best ideas to help you with your marriage, balancing work and family life communication strategies with your spouse and also your children, travel ideas and even suggestions on the latest gear that would save you time and help you be more effective. We've got updates on upcoming events and so much more. Go right now to [front row dads.com/facebook](https://frontrowdads.com/facebook) and join the conversation. I'll look forward to connecting with you there.

Speaker 4 ([50:39](#)):

[inaudible].