

Nutrivore90 Challenge Guide

What if healthy eating stopped feeling like a battle—and started feeling like second nature?

Welcome to the Nutrivore90 Challenge Guide—your orientation to the why, how, and what of this 90-day nutrition challenge.

In this guide, we'll walk you through:

-  Why Nutrivore90 works (and what makes it different)
-  How to build meals and meet your daily goals
-  What actions to take to stay on track and build consistency

Nutrivore90 is more than a food challenge. It's a behavior change experience **grounded in the science of nutrient density, habit formation, and mindful eating**. While the Nutrivore philosophy teaches you what to focus on (*nutrient density over restriction*), **Nutrivore90 is the how**. It gives you the structure, accountability, and time frame to actually practice the habits that bring that philosophy to life.

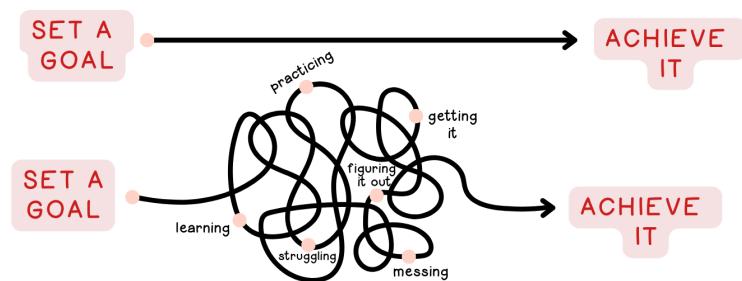
Why Choose Nutrivore90?

Most of us already know that eating more vegetables, whole foods, and balanced meals is good for us. But **information alone doesn't change behavior**.

What makes Nutrivore90 different is that it gives you a clear, doable path to turn that knowledge into action—and into long-term habits that actually stick.

This challenge is built on the understanding that change doesn't happen overnight. It takes time, repetition, and reflection. **That's why the 90-day structure matters. Research shows it takes 60–90 days to truly internalize a new habit—to make it feel automatic, even boring.** That doesn't mean eating boring foods, but rather, the mental and emotional effort

GOAL SETTING REALITY VS. EXPECTATION



required to eat a healthy diet is the same as anything else that you do daily on autopilot: brushing your teeth, your morning commute, or watching your favorite show on TV.

Nutrivore90 isn't about quick fixes. It's about lasting transformation.

And you don't have to do it alone. While this challenge is completely customizable for solo participants, you're also invited to be part of a growing Nutrivore community—thousands of people working on building the same habits, sharing their wins, and encouraging each other every step of the way.

Across social platforms like Instagram, Threads, Facebook, and TikTok, you'll find others using the hashtag **#Nutrivore90** to post their meals, reflections, and "aha" moments.

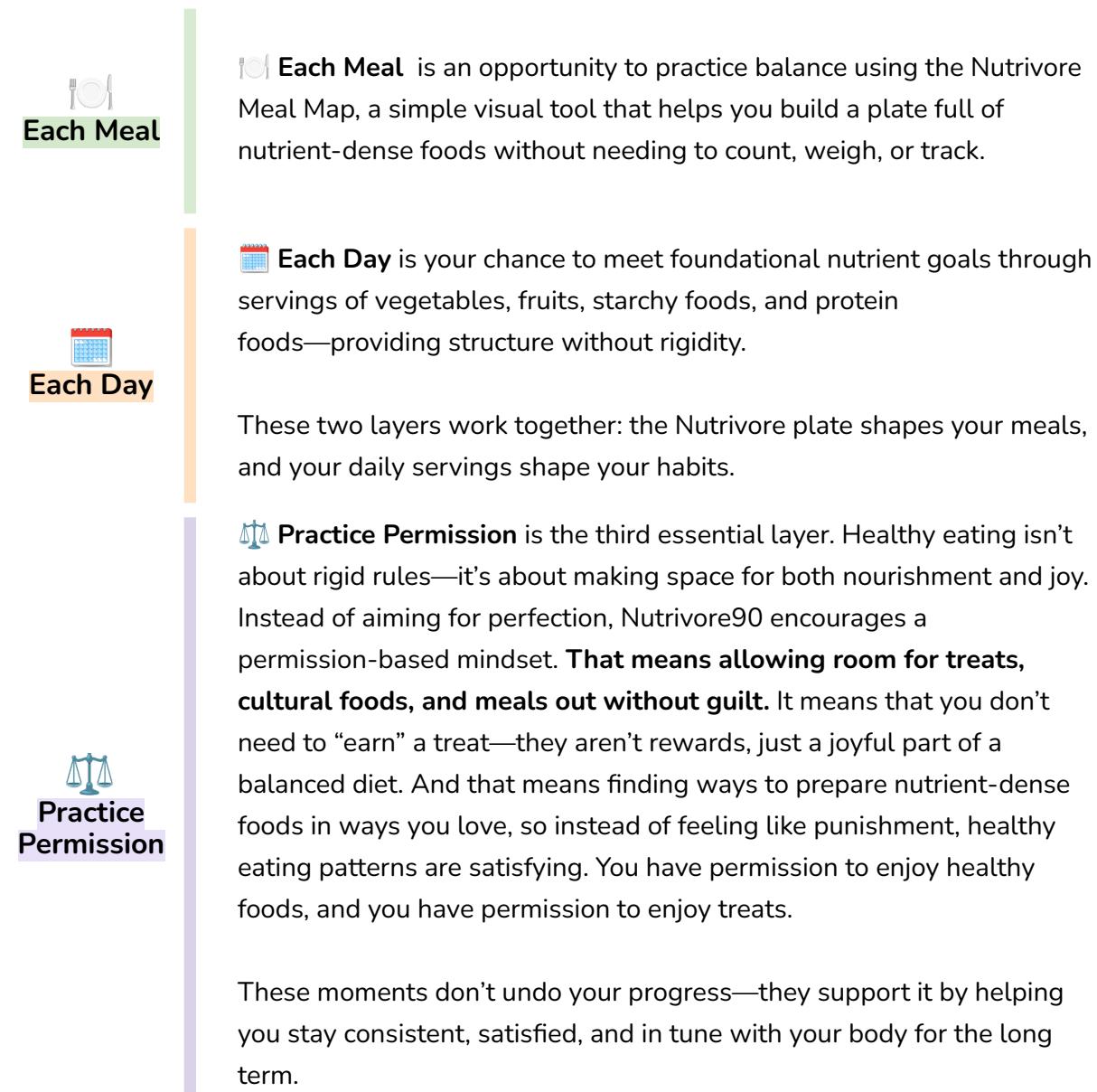
Whether you're posting your own progress or simply cheering others on, community support can add motivation, perspective, and a whole lot of joy to your journey.

By the end of the 90 days, you won't be wondering, "What do I eat?" You'll be naturally reaching for balanced, nutrient-rich foods and making decisions from a place of nourishment, not deprivation. And hopefully, you will have made some new friends along the way.

How to Do Nutrivore90

Now that you know the "why" behind Nutrivore90, let's break down the "how."

This challenge is built around two key ideas: how you build each meal and how your daily choices stack up over time.



Let's take a closer look at your Nutrivore90 to-do list, the details of the healthy eating patterns you'll be implementing and the lifelong healthy habits you'll be building over the next 90 days.

Each Meal

At the core of the challenge is the Nutrivore Meal Map—a visual guide to help you build balanced and nutrient-rich meals without counting, tracking, or overthinking it.

 **50% Fruits and Vegetables** — colorful options like leafy greens, broccoli, peppers, mushrooms, cauliflower, and berries

 **25% Starchy Foods** — nutrient-dense carbs such as beans, lentils, sweet potatoes, winter squash, and whole grains

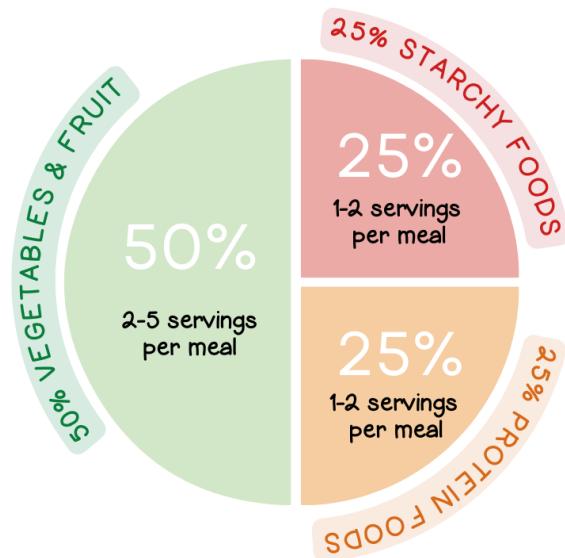
 **25% Protein Foods** — high-quality options from animal or plant sources like meat, poultry, seafood, eggs, tofu, tempeh, and legumes

This isn't about strict measurements—it's about learning to build plates that are satiating, satisfying, nutrient-dense, and balanced. You also get to add healthy fats, herbs and spices, condiments, garnishes, dressings, sauces, and other flavoring ingredients to enhance nutrient absorption and enjoyment.

 **Tip:** Many people prefer to enjoy fruit with breakfast and vegetables with lunch and dinner. That's a great way to balance your plates and hit your daily servings!

Nutrivore plates also support balanced macronutrients—protein, fat, and carbohydrates—helping you stay energized, full, and focused throughout the day. Starchy foods and protein are especially helpful for keeping blood sugar stable and avoiding energy crashes, while vegetables and fruits bring fiber, antioxidants, and a wide array of vitamins and minerals.

Think of each plate as a chance to practice nutrient-focused balance that feels flexible and doable.



📅 Each Day

While the Nutrivore Meal Map helps you balance each meal, your daily serving targets help ensure you're getting the variety and volume of nutrients your body needs to thrive across the whole day.

🥦 **5 servings of vegetables** spread across meals or snacks, focusing on variety and color.

🍎 **2 servings of fruit** with your meals or as snacks, and fresh, frozen, or dried all count.

🥔 **3 servings of starchy whole foods** like beans, lentils, whole grains, or root vegetables, spread throughout your meals

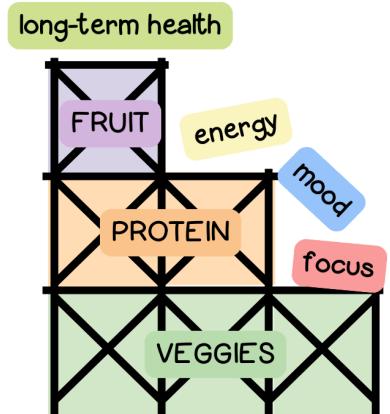
🥩 **3 servings of protein foods** from animal or plant sources, spread throughout your meals.

These are not rigid rules—they're flexible goals. Some days you'll hit all four. Other days, just one or two. That's okay. The point is to build consistency over time, not perfection in a single day.

You may also customize these goals to meet your individual needs. For example, you might scale up your protein servings to support athletic performance or preserve muscle mass during weight loss or menopause. Or you may need more servings of starchy whole foods to meet increased demand during pregnancy and lactation, to support muscle recovery, or to promote digestive regularity. The point is to listen to your body and adjust accordingly.

Think of these targets as nutritional scaffolding: they support your energy, mood, and long-term health. And when life gets chaotic, they help you stay grounded—because even one nutrient-dense meal is a win.

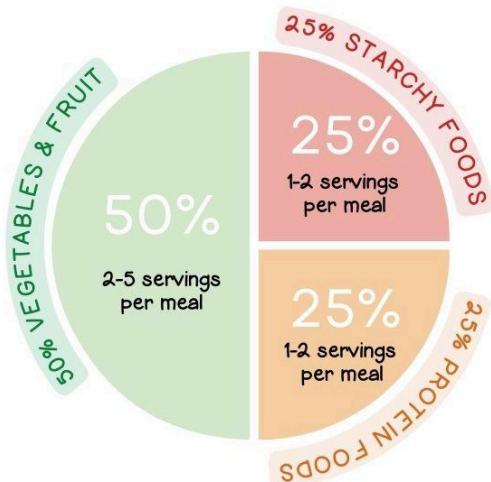
The more you practice, the more natural this becomes. You don't need to overhaul your life. You just need to show up consistently, make nutrient-focused choices most of the time, and stay curious about how those choices affect how you feel.



Nutrivore90 Cheat Sheet

EVERY MEAL

Your Balanced Nutrient Rich Meals



EVERY DAY

Your Daily Servings of Nutrient-Focused Foods

- 5** Vegetable SERVINGS
- 2** Fruit SERVINGS
- 3** Starchy Food SERVINGS
- 3** Protein Food SERVINGS

Many people find it easier to eat their fruit with breakfast and veggies with lunch and dinner.

Nutrivore Meal Map

50% Vegetables & Fruits



1/2 PLATE FOR VEGETABLES AND FRUITS:

Fill half of your plate with a variety of vegetables and fruits, ideally covering a range of colors and types throughout the week to maximize nutrient diversity.

Aim for 2-5 servings per meal.

25% Starchy Foods



1/4 PLATE FOR STARCHES:

Fill one quarter of your plate with starchy foods (such as whole grains, root vegetables, or legumes), ideally choosing pulse legumes at least a few times per week.

Aim for 1-2 servings per meal.

* If choosing whole-food plant proteins like lentils or edamame, merge the starch and protein quarters of your plate.

25% Protein Foods



1/4 PLATE FOR PROTEIN:

Fill one quarter of your plate with a protein food (such as meat, seafood, eggs, or plant-based proteins), ideally choosing fish or shellfish at least a few times per week.

Aim for 1-2 servings per meal.

FAT?

Where's the fat? It could be part of any section of your plate, whether that's roasting vegetables with olive oil, dolloping sour cream on a baked potato, or serving your steak with chimichurri. Choose healthy fats more often, including nuts and seeds, seafood, avocados, olives, olive oil, and vegetable oils.

Practice 80/20

Eat 80% nutrient-dense, whole foods. The other 20%? That's your space for flexibility, celebration, and joy.

Nutrivore isn't about restriction—it's about nourishment. And that **means giving yourself permission to include treats, cultural foods, meals out, and your favorite indulgences without guilt**. These foods don't sabotage your progress—they support it by helping you stay consistent over time.



Studies show that getting up to 20% of our calories from ultra-processed foods has no negative health impact—truly, any food can fit into a healthy diet. We can intentionally leverage these foods to create more sustainable eating patterns—whether that means budget-stretching staples, convenient options on busy days, or nutrient-light foods that bring joy and comfort.

Because here's the truth: If you're not getting joy and satisfaction from your food, it doesn't matter how "healthy" your diet is—you won't be able to stick with it long term.

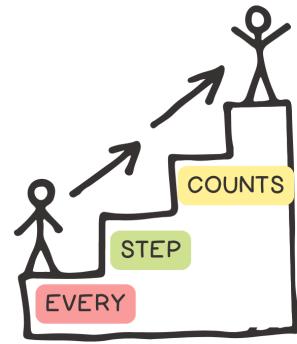
In fact, research shows that when we label foods as "bad," we increase our risk of guilt-driven eating patterns, cravings, and rebound behaviors. This is the diet rollercoaster: restrict, crave, overeat, feel shame, and repeat. Nutrivore is designed to help you step off that ride.

That's why part of Nutrivore90 is about reshaping our mindset around foods we may have once restricted—not with guilt or shame, but with empowerment and enjoyment. Instead of labeling them as "cheat foods" or "junk food," we call them what they are: *quality of life foods*.

These are the foods that bring comfort, nostalgia, convenience, or celebration. And far from derailing your progress, they can actually help you stay consistent. When you regularly nourish your body with balanced, satisfying meals, it becomes much easier to include these foods without overthinking—or overdoing—it.

By practicing permission and balance—not rigid rules—you'll create a way of eating that supports both your health and your happiness. One that feels flexible, kind, and sustainable for the long haul.

Progress Over Perfection: You don't have to do it all, or do it perfectly. Every step you take toward nutrient density counts. This isn't about short-term dieting—it's about building long-term health.



Remember

🌿 More **nutrients** = ⚡ More **energy**, 🧠 better **focus** , 💪 better **health**

🌿 **Small changes** = 🌳 **Big impact** over time

✖ You are not failing if you aren't perfect. 🚶 You're **learning**.

💡 Tip: If you're struggling with your relationship with food, especially around feelings of guilt, control, or compulsive patterns, it's okay to ask for help. Working with a qualified professional—like a registered dietitian who specializes in disordered eating or a therapist trained in intuitive eating—can be an important part of your healing and growth.

You can explore resources or find support through the [National Eating Disorders Association \(NEDA\)](#) or by speaking with your healthcare provider.

Why This Matters

We live in a world where diet culture, conflicting advice, and processed convenience foods make it hard to eat well. Nutrivore90 helps cut through the noise. It brings you back to the basics of nourishing your body with foods that help it function at its best—without restriction, shame, or obsession.

This isn't about perfection. It's about progress. It's about reconnecting with food in a way that is joyful, simple, and sustainable.

You're not doing this to be "on a diet." You're doing this to build the habits that make healthy eating feel automatic.

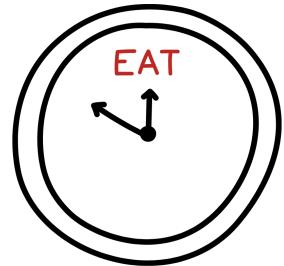
You're doing this to finally answer the question: "*How do I actually eat better—and keep it up?*"

This is how.

Let's go.

When to Eat

The daily serving targets of Nutrivore90 are based on eating three meals per day (each meal including a serving of a protein food, a starchy food, and two or more servings of fruits and/or vegetables). While you are welcome to adapt this challenge for your preferred eating schedule or if you have a medical condition that necessitates more frequent mini-meals, it's worth taking a moment to highlight the benefits of breakfast, and how eating breakfast can support your Nutrivore90 goals.



Beyond being another opportunity to enjoy nutrient-dense foods known to support long-term health, eating breakfast regularly also supports your hormones, appetite regulation, nutrient intake, and overall health.

Eating breakfast daily is associated with:

- **Reduced risk of type 2 diabetes** (55% lower compared to regularly skipping breakfast!)
- **Lower risk of cardiovascular disease** (21% lower!)
- **A longer life** (32% lower risk of all-cause mortality)
- **Better cortisol rhythm and stress hormone regulation**
- **Lower risk of depression** (about half)
- **Lower blood pressure**
- **Improved insulin sensitivity**, including lower glycemic responses to subsequent meals
- **Reduced appetite and increased satiety** (especially when you opt for a higher-protein breakfast, including at least 30 grams of protein)
- **Reduced evening cravings** for high-fat, high-sugar snacks
- **Overall higher diet quality** and lower risk of nutrient insufficiencies
- **Healthier weight management**

What counts as breakfast? In the scientific studies that have established the above benefits, breakfast is typically defined as a meal that contains at least 20% of your daily calories and which is eaten within two hours of waking (some studies specify before 8:30 am).

What if you love intermittent fasting? Intermittent fasting (like skipping breakfast) is a dietary structure that can help some people reduce calorie intake; but the most up-to-date

research shows that intermittent fasting does *not* have special health benefits beyond what calorie reduction already provides (not even autophagy). In addition, intermittent fasting increases hunger compared to the same amount of calories spread out throughout the day (i.e., eating breakfast, lunch, dinner and maybe a snack), which makes it harder to stick to long term.

If you're someone who practices intermittent fasting, consider gently setting it aside during your Nutrivore90 challenge. This is a habit-centered approach built on nutrient density, balanced meals, sustainable eating patterns, and a better relationship with food—so it's a great opportunity to see how these diet priorities make you feel. You can always return to your usual routine afterward, but we encourage you to give this structure a fair shot!

What if you're not hungry in the morning? A lack of morning appetite and/or upset stomach in the morning may be caused by:

-  **Poor sleep**
-  **High stress and/or elevated morning cortisol**
-  **Low or high blood sugar**
-  **Low blood pressure**
-  **Eating dinner too late**
-  **Certain medications or medical conditions**

There's a vicious cycle effect for many of these potential causes of poor morning appetite, and eating breakfast regularly (even a light one) can help to improve blood sugar regulation, blood pressure, stress responses, appetite and eating behaviors later in the day, and even some sleep parameters. **If persistent nausea or lack of appetite occurs, check in with your doctor to rule out underlying conditions.**

Quick Tips for Getting Started

-  **Plan simple breakfasts:** eggs + toast + fruit, overnight protein oats, Greek yogurt + fruit + granola, or smoothies
-  **Prep ahead:** batch-cook breakfasts or keep easy options on hand
-  **Keep meals balanced:** include protein, healthy fats, fiber-rich carbs, and colorful produce (hello, Nutrivore90!)
-  **Do the best you can:** if all you can stomach in the morning is a banana or a piece of toast, that's okay! Work on the habit of breakfast first, and once your morning appetite improves, you can revisit breakfast composition.

Remember, breakfast and regular meals aren't rules—they're tools. And in Nutrivore90, every tool we use is there to support your well-being, not to restrict it.

When to Enjoy a Snack

If you need a snack, that's okay! The Nutrivore90 daily meal structure is designed around three balanced meals per day, but snacks can absolutely play a role. A snack is appropriate if your schedule necessitates more than 5 or 6 hours between meals, if you're feeling very hungry between meals (which may be a sign to reevaluate whether your meals are large or balanced enough), or if you have a medical condition that requires smaller, more frequent meals. Focus on nutrient-dense snacks that include a source of protein, fiber, and healthy fat to help keep you full and satisfied.

That said, evening snacking—especially after dinner—can interfere with circadian rhythms, digestion, and sleep, and is associated with poorer diet quality and more difficulty managing hunger the next day. Unless you have a medical condition that requires it (such as reactive hypoglycemia or pregnancy), it's best to aim for satisfying meals that reduce the need for late-night snacking and to not eat for at least two hours before bedtime.

What to Do Next: S.M.A.R.T. Goal Setting

This section is all about turning insight into action. Now that you've reflected on where you're starting from, it's time to decide what habits you'll practice first—and how to build them in a way that actually sticks.

Some people thrive with a big commitment and feel energized by jumping in with both feet. If that's you—amazing! Go for the full challenge right out of the gate and use the structure of Nutrivore90 to build momentum.

Others feel overwhelmed by doing everything at once, and that's okay too. You'll make just as much progress by focusing on one habit at a time and layering in changes gradually.

Some people thrive with a big commitment
Some people like to focus on one habit at a time



BOTH ARE TOTALLY OK!

The Nutrivore90 challenge is designed to support both approaches—because success isn't about doing it perfectly, it's about doing it in a way that works for you.

Whether you're jumping into the full Nutrivore90 challenge or focusing on one habit at a time, the key to success is building small, sustainable shifts that compound over time. That means your goals should feel specific, doable, and relevant to you. Not someone else's version of healthy. Not what diet culture says you "should" do.

Now that you've completed your Temperature Check, let's turn your observations into action—starting with a S.M.A.R.T. goal: something **Specific, Measurable, Achievable, Relevant, and Time-bound**.

Look at your reflections and ask: What felt easiest or most obvious to change? Choose a small, realistic habit that you feel confident you can succeed at. That first win builds momentum—and success layered on top of success creates long-term transformation.

Don't worry about tackling everything at once, if that feels too much. Start with one meaningful change, practice it consistently, and build from there. 

Some examples of great first goals:

-  Get 2 servings of vegetables every day for one week
-  Build one balanced Nutrivore Plate per day using the Meal Map
-  Include protein in every breakfast
-  Practice permission by intentionally enjoying one treat without guilt

 **Remember:** these goals aren't small—they're focused. They give you something you can succeed at, repeat, and build on over the next three months.

If the full Nutrivore90 challenge feels like too much, it's okay to break it into smaller pieces and build habits over time. Here's one way to approach it:

Sample Habit-Building Schedule:

Weeks 1–2: Focus on getting 5 servings of vegetables per day 

Weeks 3–4: Add 2 servings of fruit per day 

Weeks 5–6: Start building one fully balanced Nutrivore Plate per day using the Meal Map 

Weeks 7–8: Include protein with every meal 

Weeks 9–10: Work on practicing the 80/20 mindset and permission-based eating 

Weeks 11–13: Focus on consistency to turn these changes into healthy habits.

Or, customize it even more:

 **Focus on lunch only**—make it your most balanced meal and let breakfast and dinner evolve more slowly.

 **Spend the first few weeks working on mindset, not meals.**

 **Track symptoms or energy levels before changing your eating at all.**

No matter how you start, layering your habits like this helps reduce overwhelm and gives each step a chance to stick before adding the next one. You can even recommit to a second time through the Nutrivore90 to keep building habits step by step in a way that works for you.

This isn't a pass/fail challenge. The goal is consistency over time, not perfection every day. You can scale this challenge up or down as needed—and still be successful.

What matters most is that you pick *something*, start practicing it, and pay attention to how it makes you feel. **Your challenge. Your pace. Your success.**

S.M.A.R.T. Goal Builder

Use this quick checklist to turn any intention into a SMART goal:

S

S – Specific: What exactly do you want to do?

Example: “Eat more vegetables” becomes “Eat 2 servings of vegetables at lunch.”

M

M – Measurable: How will you know if you've done it? Track your servings or write it down daily.

A

A – Achievable: Is this realistic for you right now?

Start with what feels easy or obvious—not overwhelming.

R

R – Relevant: How does this goal support your bigger health or mindset goals?

Connect it to your why: more energy, better digestion, a sense of calm around food.

T

T – Time-bound: When will you start, and for how long will you practice it?

Try committing to 7 days, then reassess and build from there.



Pro Tip: Start with the easiest habit to build momentum, then layer in more once it feels automatic.

Staying Consistent & What to Expect Along the Way

You've got your goals. You've started practicing. Now it's time to talk about the real challenge: **sticking with it**—especially when life gets busy, your motivation fades, or a stressful day throws your routine off track.

This is totally normal. In fact, it's expected.

The magic of Nutrivore90 isn't that you'll do it perfectly every day—it's that you'll keep coming back to it, again and again, until the habits feel natural. **Consistency over time is what creates lasting change.**



What to Expect When Motivation Dips

Every new habit feels exciting at first. **But somewhere around the 2–4 week mark, that excitement fades.** The new behaviors start to feel boring or effortful again. This is where most people fall off—but not you.

You're ready for it—because now you know what to expect and you've got a toolkit of strategies to help you move through it below.

Strategies for Staying Consistent

Here are some powerful ways to stay on track, even when things get messy:

- ⌚ **Revisit your “why”** – Keep your deeper motivation front and center
- 📝 **Use visual reminders** – Print your Nutrivore Meal Map or post your daily serving targets somewhere visible
- 🍳 **Batch cook or meal prep** – A little planning ahead makes it easier to make nourishing choices when time or energy is low
- 🛒 **Lean into healthy-option convenience foods** – Pre-washed greens, frozen veggies, or canned beans are all great Nutrivore staples

 **Reframe negative self-talk** – Catch those “I blew it” thoughts and replace them with curiosity and compassion. You’re not off track—you’re learning what works.

 **Reflect weekly** – That’s why every Nutrivore90 email includes reflection prompts to help you stay grounded in your progress

 **Stay accountable** – Share a win, a meal, or a moment with the #Nutrivore90 community on social media to keep your momentum going

 **Leverage Nutrivore tools** – Utilize the [Nutrivore Weekly Serving Matrix](#) to easily track your servings of nutritionally important foods, and feel good every time you check a box

 **Engage with others** – Check out the community action steps in each email to connect, cheer each other on, and feel less alone in the journey

 **Set check-in reminders** – Add a weekly reflection time to your calendar

 **Celebrate small wins** – Every serving of veggies or balanced meal is a success

 **Leverage the [Nutrivore90 Community on Patreon](#)** – This is a completely optional add-on to the free Nutrivore90 challenge for those who want a deeper community experience. For just \$1 per day, you'll receive daily videos, daily Nutrivore90 journal prompts, a dedicated space for your weekly accountability homework, community chats, recipe swaps, and Q&A opportunities with Dr. Sarah and the Nutrivore90 team. Joining is optional, but this vibrant community is the absolute best way to stay motivated, inspired, and supported every step of your Nutrivore90 experience!

If You Fall Off... Here's What to Do

Everyone has a rough day (or week). Life gets busy. You might get sick, go on vacation, or just lose focus. That doesn't mean you've failed—it means you're human.

Don't start over. Just pick back up. Make your very next meal according to the Nutrivore Meal Map. That's it. No shame. No "catching up." Just a return to the habits you've been building.

If you've been away for a while, go back to something that felt easy—like getting 2 servings of veggies with dinner, or choosing a piece of fruit for a snack, or building just one balanced meal a day. Let momentum rebuild naturally.

 **You are not behind. You're still in it. You're still growing. You're still learning.**

Success isn't about perfect execution. It's about how you respond when things don't go perfectly. **You've got this.**

You're Ready to Begin!

This is your starting line. You have the tools, the knowledge, and the support to make the next 90 days a meaningful, sustainable step forward.

- Use your SMART Goal to take your first step
- Revisit your "why" when motivation dips
- Lean on the #Nutrivore90 community for encouragement

You're not alone—and you don't need to be perfect. **You just need to keep going.** 

