



# Our Hen House

CHANGE THE WORLD FOR ANIMALS

a 501(c)3 nonprofit organization

## Interview with Matt Frazier

By OUR HEN HOUSE

Published October 5, 2013

*Following is a transcript of an interview with **MATT FRAZIER** conducted by **JASMIN SINGER** and **MARIANN SULLIVAN** of [Our Hen House](#), for the [Our Hen House podcast](#). The interview aired on Episode 195.*

JASMIN: I'm so thrilled about today's podcast episode because Matt Frazier is someone who I have followed for quite a while now. He, of course, is No Meat Athlete, which also rhymes. It's the day of poetry here on Our Hen House. Sure, Gretchen was on last week reading poems, but she didn't know "Anat" and "a lot." And she also didn't know "No Meat Athlete."

MARIANN: Yeah, did you know that Anat is also hot?

JASMIN: She is hot. Wow. I'm sure Matt Frazier's hot too because he runs like seventy thousand miles every two hours. But what I love so much about Matt Frazier is that you don't actually have to be a bona fide athlete to really get a lot from what he has to say. But you can be and still get quite a lot from what he has to say.

MARIANN: Well I'm definitely not an athlete, and I got a lot from what he has to say, so I think he's really got a sane, sensible voice out there for people who, no matter what stage of fitness they're at.

JASMIN: And I'm so excited that *No Meat Athlete* is now a book, and he's gonna tell you all about it. So, without further ado, here is Matt Frazier.

Matt Frazier is a vegan ultramarathoner, the founder of the blog [nomeatathlete.com](#), and the author of the book *No Meat Athlete: Run on Plants and Discover Your Fittest, Fastest, Happiest Self*, which you can find out more about at [nomeatathlete.com/book-info](#). The book is available just about anywhere books are sold. Matt is currently doing a US tour for *No Meat Athlete* throughout October and November. Find out more about Matt's tour at [nomeatathlete.com/book-tour](#).

Welcome to Our Hen House, Matt.

MATT: Thanks a lot. It's great to be here.

JASMIN: It's so exciting to be here. We were just having this chat before we started recording, and I was so excited about the fact that you've heard our podcast before and then you were excited that I follow *your* work, and it's just like one of these funny things where I'm a little bit star-struck right now.

MATT: Yeah, I felt the same way. I was even a little bit worried reaching out to you, thinking, are they really gonna want me to be on their show because -- I don't know.

JASMIN: Oh my God. It's very exciting. I think the work that you do has been so important for so many people and animals. And it's also been important for me personally because as a runner, I'm *constantly* going back to your resources and I think that nobody lays it out as thoroughly and accessibly, and almost like you're talking to your friend, as you do. And so I'm just thrilled about your brand new book, and I'm elated that you're going to share some of your wisdom with us today on Our Hen House. Can you start by telling us a bit about your new book?

MATT: Sure. Yeah, the book is called *No Meat Athlete: Run on Plants and Discover Your Fittest, Fastest, Happiest Self*. And it's basically my blog in a book, in terms of the attitude and the topics that I'm covering. Granted, I didn't just take blog posts and piece them together and say, "OK, here's a book; buy it." But it has a lot of recipes, a lot of the recipes that I actually eat. I consider myself much more of a, I don't know, practical eater? I eat what's cheap and quick and that my kids will like too, rather than necessarily like, what is the optimal food for performance?

So, a lot of really practical recipes like that; training plans for common distances like 5K, 10K, half-marathon, mostly focused on running but with the attitude of kinda talking to someone who's not really into sports yet. I tried to have some advanced content in there for people who are familiar with my site already, but I also wanted it to be something that someone who's already vegan but kind of wants to be a better example and not feed into the stereotype of, oh, if you're a vegan then you're skinny and weak, and they want to show that they're strong by running a marathon, or doing it for whatever other reasons they may have.

MARIANN: I think that's great. So your book is more for vegans who want to start running than it is for serious runners who want to optimize their diets? Or is it for both?

MATT: No, it's really for both. It's divided into two sections, and I did it with exactly that in mind, that people from each group might find one section really valuable to them and the other one kind of like a good refresher, maybe a good way to kind of get to the next level in that, you know, make their diet a little bit healthier, do their running a little bit more efficiently or whatever. But yeah, it's really written for those two different groups of people.

JASMIN: Yeah, I think that that has really come through in your blog as well. I think there really is something for everyone, and I think I mentioned to you earlier that when I was running a half-marathon last year, and it was during the really shitty part that you just don't want to keep, you just -- I think, Martin Rowe, I just read, he wrote about it recently and he called this part "misery," and that's the official name of it, I believe. When you're on any race, you come to a point and it's called "misery." Anyway, I was there, and then I spotted these two women running together, like 20 feet in front of me, and they had "No Meat Athlete" shirt on. And suddenly I just was so excited, I felt like I was among community and it was motivating and it was exciting. And I started screaming that I was vegan too, and blah, blah, blah. Anyway, so we have heard a lot about the growth of vegan diets among athletes. We've been lucky enough to have some of these folks on our podcast, like Rich Roll and like Scott Jurek and John Salley. But a few weeks ago, we had Gene Baur back on, and he was telling us that the vast majority of the people he has run into in the

ultramarathon world still rely heavily on animal products. How big is the vegan trend? Is it growing?

MATT: I think it's certainly growing. I'm myself fairly new to that scene. Like, I was a marathoner for ten years or so, but only recently have gotten into the ultrarunning. And in that community, there are a large amount of vegans. It's certainly no strange thing to say "I'm a vegan." Like, no one looks at you funny and says, "Wow, how do you do that without the protein?" or anything. People understand it, I think, in ultrarunning. Gene just did an Ironman, so I've heard the triathlon community is a little bit more macho, type A, and they don't want anything to do with eating whatever, sprouted bread or lentils. They want the steak and everything else. So, maybe he was kind of thinking about that particularly, but I think in ultrarunning, it really is growing and it's accepted. I mean, Scott Jurek of course, all that he's done for the sport and for veganism in the sport, I think that's really where it's growing more than anything else, or at least where it's already caught on more than in any other sport.

JASMIN: Mm, interesting.

MARIANN: Yeah, that's really interesting. And another trend among some athletes is paleo, and of course you see that a lot in the crossfit community, a whole other somewhat new and very vigorous type of exercise. And so how would you compare the paleo approach to the vegan approach?

MATT: I wrote a post about this recently, and it was way more controversial than I expected. It was called, "Why Vegans and Paleos Should Stop Hating Each Other." And I wrote it entirely from a non-ethical perspective. I tried as much as possible to leave that out of it and just look at the two diets as far as performance in sports, long-term health. And the conclusion that I kind of drew from it or that I just have noticed is that we tend to think that we are exact opposites. And if you think about ethics, then yes, in many ways vegans and paleos are very, very opposite.

But if you just look at the types of foods we eat, most of the Western culture even, 95 percent of them probably eat McDonalds once, twice a week, just eat processed foods every single day, many types of processed foods. And if you look at the healthy version of a vegan diet or what I think is the healthy version, and then the, I guess the purest form of the paleo diet, like before a lot of the marketing comes in and makes it about bacon and hamburgers and whatever else, they're really, I mean, we have so much in common that we both are focusing on the whole foods and agree that dairy's not good for health and anything processed isn't good for health. So, the paleos eat the meat, the vegans have the beans and grains the paleos, the purest paleos won't eat. But other than that, that's maybe 20 percent of the diet, everything else is really, really similar. So, I don't think it's coincidental that both diets are getting popular now and both inducing athletes who are having success with both.

MARIANN: Yeah, I think you make a really good point. People always act surprised that people who go on paleo diets feel better. But when you think of all of the crap that they're taking out of their diets, of course they would feel better. As you've pointed out I think, there might be some long-term health implications, as we all know, from eating that much meat and dairy, or meat, not dairy. But that's another issue. It's no wonder they would feel considerably better quickly. You mentioned milk, and Gene actually -- not to make this

whole interview about Gene, but he's one of my few entrees into the world of sports -- he mentioned that milk is still widely used as a post-race recovery food at triathlons. What is the story with that?

MATT: I think particularly it's chocolate milk, and I think the reason it's so popular is that after a workout you want a certain ratio of carbohydrate to protein. Milk happens to be a single food that fits that ratio, I mean, when you add chocolate syrup to it, so then it becomes whatever. In a cup of milk, maybe there's 35 grams of carbohydrates, mostly sugar, and eight or ten grams of protein. I don't really know what it is, but it's like a single food that does have that ratio of nutrients. I think you can get the same thing if you want, when you drink chocolate almond milk and have a handful of nuts, and you'll get a very similar carb-to-protein ratio. So, I think it's caught on because it's easy and it seems like, it's just easy to remember. You don't have to think about a ratio. You just know, drink a glass of milk and you'll get what you need. I don't think there's anything magical about it and I think you can do exactly, and better. I mean, all the phytonutrients and things that are in plant foods that really do help out with recovery as a lot of athletes have shown, and that's why people like Brendan Brazier and Scott Jurek have chosen this diet, specifically for the performance, at least at first. So, I think as popular as that is, I don't think there's all that much to it or that milk is some super recovery food.

JASMIN: We all find it difficult sometimes to get our talking points straight about, whether we're talking about a diet that's vegan, in that it contains no animal products, and a diet that's optimally healthy. There seems to be a lot of confusion about this. How do you get this information across?

MATT: It's really tricky. Because on my site and to the audience that I'm writing to, most of them are there, they're expecting me to be talking about health. So, when I say "vegan" and "health," those terms to me are interchangeable. I choose a vegan diet as the most healthful diet I can for long-term, and in my case and it seemed in many others' cases in short-term, even sport performance, for recovery reasons, injury prevention. But yeah, I've noticed that I have to be much, much more careful. I heard you guys were discussing the article that Huffington Post picked up of mine about the weird vegan foods and yeah. And I listened to what you guys said about it, and you really did raise some good points, that a lot of that is about health stuff, but when people hear vegan, not everyone else is talking about "health" and "vegan" in the same breath or assuming they're interchangeable the way I do. So, that's a difficult thing, and I really haven't figured that out as I start to speak to wider audiences that aren't yet familiar with me.

MARIANN: Yeah, I find it difficult as well. I think that we all struggle. Perhaps the words just aren't there, and they don't have a universal meaning yet for people to understand what different things mean. But yeah, there's the Oreo issue.

MATT: Right, exactly.

MARIANN: They're vegan, but they're not exactly a health food, though they are yummy.

JASMIN: Damn it!

MARIANN: So, you're talking about how you communicate with people; how would you basically characterize your communication style vis-à-vis diet? What works best for you?

MATT: Well, I came to this diet sort of unexpectedly. I was never the type of person who I had envisioned would become vegan or vegetarian. And suddenly I just, actually after I owned a dog, I started to feel this sort of connection with animals that I hadn't before, and just started feeling really wrong about how I was eating. But what never, ever worked on me was the high-pressure, in-your-face stuff, like, "here's pictures of animals being slaughtered, so therefore you shouldn't eat animals." For some reason, that always turned me off. As much as it opened my eyes, it just was scary to me. It was like this weird thing, I didn't want to go down this sort of road. I'd rather just kind of be oblivious. So, I kind of talk in a manner that I think would've resonated with me ten years ago.

And I try to -- that "weird vegan" article I wrote, that was sort of an exception because I try generally not to -- I try just to show that you can really do this and be sort of chill about it. Like, you don't have to become an activist just because you're becoming vegan. You can just make it a personal choice, and if it were your desire, you could basically live your life as a vegan and not have anyone really know. I mean, surely your closest friends when you went and hung out with them, ate dinner, would probably catch on. And I'm not saying that I have a desire for nobody to know. I mean, certainly I think a big part of it is spreading the word. But my point is that I try to just get across that you don't *have* to. You can still do a lot of things, including sports and whatever else, very much just like the way everyone else does. But you can make this personal choice, and I try to express that, and I think that does reach a group of people that a lot of other channels aren't necessarily reaching.

JASMIN: Yeah, I agree with that. I think that the world of athleticism has been an important tool for getting people to go vegan. And I also agree that I think that sometimes people associate going vegan with being an activist and of course, I love that, that they want --

MATT: Sure.

JASMIN: But at the same time, I know that that scares a lot of people, especially initially. There's all of these words that are so scary and sound so permanent and sound so radical to them, and so that might hold them back. And so, I think it's great, I think it's an important tool for people to see veganism as something that they can do, and that they can do as, as you're saying, a personal choice. I feel like after they make that personal choice, they will eventually start to see it as a moral imperative, but we don't need to tell them that initially.

MATT: No, I think you're right. Yup, I think you're right. I think of my site as sort of, and even the tone of my book, as kind of a gateway into this whole thing. Like, I didn't, in my book -- I don't think oil is the healthiest food that you can be eating as an athlete. I don't think it's necessarily bad, but I think there are better choices. But I included that in the recipes in my book because I eat it because I think it's good. And I just, I didn't want people to say that, wow, this is so extreme, they don't even use oil in their cooking.

JASMIN: Mm-hm, right.

MATT: So, I try to like make it a gateway into how it's happened for me. And I went down the weird rabbit hole with it and started sprouting things and drinking Kombucha. So, I did it, it worked for me like that. I'm sure it happens exactly the same way for people who come to it through my lower-pressure approach I guess.

JASMIN: I love that article you wrote for the Huffington Post, by the way. It really resonated with me. It was very funny, I just felt like you were in our living room or something. But I thought it was great. It was a really popular article, and I could see why. And I think that things like that -- people aren't completely stupid all the time, so I'm sure they could parse out the fact that you're vegan from the fact that you maybe grow your own Kombucha.

MATT: Right, right.

MARIANN: Yeah, well, most people are completely stupid all the time. But not all of them are. All right. You know, it's interesting. I've noticed that in your book, your advice on running also tries to, to some extent, I think, take this kind of low-key approach. And I noticed that you sometimes tell people, especially beginners, to slow down. Can you explain?

MATT: Yeah, I hated running up until I was 20 years old probably and just decided to do a marathon out of this sort of, not atypical thing for college people to do. My roommates and I one day decided we wanted to run a marathon to lose fat, and by the end of the night, three of us who had never run more than three miles before were signed up for a marathon. So, I just came to it from this position of like, I had hated the mile run in gym class, I had dreaded that day. And from my own life, that's what running was to me. I thought it was, you had to be going really fast, and you had to, when you finished your mile or whatever you were doing, you had to be doubled over, gasping for breath, or else you didn't do it right. You didn't get the right workout in. And what marathon training taught me, actually after a few marathons that didn't go so well, what I finally learned was that the way you start enjoying it is you just slow down. Like, no one ever made a rule that running has to be fast, except for I guess the gym teacher and the other kids in the class who would make fun of you if you were the slow one. But if you're just doing it for yourself, slow down by two minutes per mile and just get to the point where you can do it in a sort of relaxed way, so that you can run further than you've ever gone before. And it actually feels good. Like, it feels good to go out and move, if you're doing it at an intensity that's not getting into this crazy anaerobic fight or flight response, so--

MARIANN: I think it's so interesting that this is just one more thing that we have to unlearn from childhood.

MATT: Yeah, I know.

MARIANN: I know, a lot of things have to be unlearned from gym class for a lot of people, I think. That's just one more of them. "When I think back of all the crap I learned in high school, it's a wonder I can think at all." Great line. So, what other advice do you give to people who are just getting started?

MATT: One of the -- well, there are two other ones. One is find a goal that inspires you, like, really, really inspires you, and that you're almost embarrassed to tell people about because it seems so out there and you're worried they would laugh at you and say, "What? You don't do that, you don't run a marathon." I think having something like that is so important. If your goal is just to lose five pounds or lose ten pounds so you can fit into whatever jeans or what -- I mean, that might motivate you for a couple times, but very quickly that's gonna wear off. If you have some just obsession that you just want to do this for whatever your reason is -- maybe it's because you're a vegan and you want to demonstrate that it can be done, maybe

just for whatever else, you want to show your friends and family that you have this in you. I think having something like that is so powerful and so important and just really underlies everything if you want it to last.

The other thing that a lot of people do wrong with running form is they -- again, something we have to unlearn and partially from school and gym class and all we've learned about running shoes and everything is, we take these really long strides when we run because shoes allow us to run -- the way running shoes are designed, they have a big cushy heel on them that allows us to run in a way that's really not natural. And if you take your shoes off -- and I heard one of you mentioned that you have the barefoot type shoes, the five fingers.

MARIANN: Yeah, I do.

MATT: You run in a pair of those. If you come crashing down on your heel with this really long stride, it hurts and so you can't do that. So whether or not you wear that kind of shoes or real shoes, if you just shorten your stride and quicken it, and you should take about 180 steps per minute, which would be three per second, so you can kind of line it up if you just stare at a clock or something on a treadmill and just get three steps per second, so much else in your running form just comes into place. Your strides get shorter, your weight stays over your feet, you don't have this coming crashing down on your heel. So much takes care of itself if you just take faster steps. So that's like the one form key to remember is just take quicker steps.

JASMIN: So, Matt, how does your diet change when you're training for a race?

MATT: Well, for the most part, it really just changes in that I start eating more when I'm putting in more miles. And it's not something that I necessarily do consciously. I don't say, since I'm running ten more miles each week, now I need to eat 10,000 more calories each week. I don't really do it like that. I just prefer to listen to my body and listen to the hunger signals and the "stop eating" signals. And I think once you -- as you move towards a diet based on whole foods or almost entirely whole foods, you can really get in tune with those signals that so many of us have sort of lost touch with from just eating processed foods, because processed foods, foods that are -- when you extract oils from a food and then put them into your stomach, it doesn't fill up your stomach the way that many calories is supposed to do when it's part of a food that's whole and intact. So, if you're eating mostly whole foods, your body will quickly kind of learn when it needs to eat and when it needs to stop eating. And honestly that's really the major change that I make is just letting it naturally adjust.

I do pay attention to what I'm eating before, during, and after workouts, within an hour of the workout itself. I eat a lot more sugar during that period than I would if I were not training, particularly dates are something that I eat all the time for running. They're like fantastic, the way energy gels are, but they're entirely natural and whole-food. And they just do such a good job and they taste really good too. So, honestly, really not that many things change other than more calories in general.

MARIANN: More calories, that sounds good to me.

MATT: Yeah, right.

MARIANN: So, you had mentioned before the importance of setting a goal. And it used to be, I remember the day, when running a marathon was a huge, huge accomplishment. And of course it still is. I'm not undercutting that. But now it seems like nothing's really a big deal unless it's an ultramarathon or a triathlon. The stakes keep getting higher and higher and higher. But on the other hand, most people, probably the majority of people, don't exercise at all. So how do you deal with this gap in motivating people? How do you motivate people to get started when the goal seems so unattainable?

MATT: Well, I think you're right that it does seem like that. But I don't really think that's a new thing. I think it's like, as you get into it, you just kind of discover that there are people out there doing more, of course. So, I recently ran a hundred-miler, my first one, and that was a huge deal for me. That was -- took a lot of work --

MARIANN: Oh, big deal, Matt.

JASMIN: A hundred...

MATT: But honestly, once I did it, or even as I was training for it, I started realizing that people were doing far, far more than this. And they're like, "oh, so this is your first hundred?"

JASMIN: That's amazing.

MATT: And like, people run 135 miles through Death Valley. You talked to Rich Roll. I think he's planning to do that sometime soon or at least he crewed for it this year. People do 200-mile run. Whatever you want, people will do it. So, just the deeper down, the deeper you go into it, you're gonna always find someone who's more extreme. But yeah, how do you motivate someone who or people who are so used -- and we all are kinda stuck in this idea that we should just live our normal life and the great things, the extreme things are for other people and we should just kind of stand by and watch and just sort of do our role and not speak up.

I think it takes some effort to get out of that, but honestly I think the way you do it is just by really letting yourself kind of dream for a little bit, and say, I'm just gonna pretend like there aren't limitations and what would really, really excite me if I could accomplish it within the next, say, year and a half? And write down a bunch of things. And it's hard because you'll start writing down things and you'll realize that you are censoring yourself just because of the way we've learned to do that in the culture unfortunately. But do the exercise a couple times and you'll get better at it, and you'll find something in there that really, really does excite you. That's -- writing down things that are impossible or perceived to be impossible, it's really exciting to try to pretend for a little while that you can achieve them. And then when you do that, you'll find one that you might say, okay, it seems impossible, but maybe if I just kind of took my time and gave myself two years to get there and took steps and planned it out and made it my obsession, then you can do a lot more than you expect.

I've heard it said that people underestimate what they can achieve in ten years but overestimate what they can achieve in one year. So, the point is kind of dream big, but give yourself enough time to do it. If you go out of the gate way too hard and say, I'm gonna make it into the Olympics next year, or next four years or whenever the Olympics is, if you go out too hard and pick something that's so unrealistic from a time frame perspective,

that's not good. But I think just giving yourself time and dreaming really big, I think that's such a great thing and can change a lot of things about your life too.

JASMIN: Yeah, that resonates a lot with me. I love that, just goal setting in general. And you're right, people can really surprise themselves with what they can accomplish, once you just look at things a little bit differently and stop all of the negative self-talk. Do you have a most memorable race experience?

MATT: Well, my first marathon was pretty memorable, but in a bad way. We didn't -- I didn't know what I was doing. My friends who were training, who were with me, we were in college, we were -- our goal really was drinking first, and second, marathon training. So, that didn't go so well. But we did all finish the marathon, but the last -- the 18-mile mark of the marathon was my halfway point in terms of time, so the last eight miles took as much time as the first 18. So, you can imagine how painful that was, and it was memorable for that way.

I would say the most memorable from a positive standpoint was when I qualified for the Boston Marathon. Now, speaking of big goals, that was -- I finished that first marathon in a time just under five hours, I guess it was like a 4:53 or something. And I had gotten in my head that I was gonna qualify for the Boston Marathon. I didn't want -- because, at Boston, which is such a great, famous marathon, they don't just let anyone in there. You have to actually qualify because it's so popular. They would fill immediately if they let anyone in. So, you had to run a 3:10 marathon when I was trying to do it to get in, which was over 100 minutes faster than my first marathon time. But I got obsessed with this goal that I was going to do it somehow, some way or another. And it was totally unrealistic. People thought it was ridiculous, friends bet me money that I couldn't ever do it.

And when I actually did that, it took me seven years to get there, and I went actually vegetarian first, long before I went vegan, but vegetarian about six months before my actual qualifying race. So, six months after I went vegetarian I did it. I was about ten minutes shy of it right before that. And I really do think that going vegetarian helped me to take those last ten minutes off. But when that actually happened, when I actually was in that final point two and looking at the clock and realizing that this moment that I had envisioned for seven years now, like intensely envisioned it, that it was ready to happen. When I crossed that finish line and hugged my wife and I said, "I did it," and tears were kind of coming down my cheeks, it was just like, that to me was an amazing moment. That was a life-changing moment for me.

JASMIN: That's so wonderful. Do you feel like when you run, can you relate your running to your veganism on a level beyond just sustenance? I've been thinking about this issue a lot, and I know that people like James McWilliams write quite frequently about the connection to nature and to just advocacy in general. And I'm not actually sure that that resonates with me, to be honest, but I know for a lot of people it does. Do you find that there are deeper connections between the way you view the world and the way you view your athleticism?

MATT: There are, and it's not the earthiness and the connection with nature. I'm just not that type of runner. Like, I've never been the type of person who just loves running for the sake of running and just getting out there and connecting. I like it, like what I just talked about, all the goals and stuff, and I hope you can tell how much that, just how sort of passionate that I am about that sort of thing. So, running, for me, is kind of a means of tapping into that, and like a means of expressing this belief that you can accomplish a lot of

things that you don't realize you can. Running happens to be the one that, the sport that I chose to do that with, but it's not that I was called to it because I'm so deeply connected with running in particular. That's just sort of how it ended up.

But this isn't quite what you were asking, but between veganism and running, I've noticed that as I've gone vegan, I've become much, much more, much simpler in the way that I eat. And I used to be all into kind of gourmet cooking, and not very healthy cooking either, but I've become so simple in the way that I eat, like so many different variations of a grain, a green, and a bean in a single pot, and just a few seasonings, not going crazy, cooking with - - not making a huge mess in the kitchen, cooking something that's quick and simple. And that idea of simplicity and practicality, that has also spread into the way that I run and the way I think about running. So, I don't run with like a big Garmin GPS watch on or the heart rate monitor or any of that, and often not an iPod. I'm trying to keep it all as simple as possible. I like the minimalist shoes, not quite the barefoot style shoes. I tried that a little bit. But I just really like the idea of keeping it just really simple and as much as what running is at the core and what it's meant to be. So, those two things, the way I eat and the way that I run, they have that in common for sure.

JASMIN: But what our listeners really want to know is what's your favorite smoothie?

MATT: That's a good question. A smoothie itself is my favorite, in that I eat it really every single day, or drink it, I should say. It actually is almost like eating it because of the way it's become so thick and not the most appealing to someone who's never had it before, but I love it. So, what I do, the constant in my smoothie is that -- I have a Blendtec, one of those super high-speed blenders. And I will start with a whole bunch of seeds, like walnuts, pumpkin seeds, flax seeds, and chia seeds, grind those up into a little powder, then add strawberries, blueberries, raspberries, any mix of berries is good, some spinach, some kale, ice, water and a banana. And honestly that's all I need. That works for me, and I just love -- I mean, I don't love the taste as much as how it makes me feel. I just feel like starting the day basically with a blended salad with nuts and fruit on it, that's a pretty good -- you can't go very wrong that way nutritionally.

JASMIN: I totally agree. And even if the rest of the day is shot to hell, you know you started off on that foot.

MATT: Exactly.

JASMIN: And I couldn't agree more. Sometimes there, our smoothies look and have the consistency of pond sludge. Like, they're this ugly brown, and they're thick, and you can't quite -- a spoon would be too soupy, but a straw, like, you seriously have to work on your jaw muscles. And yet, it's lovely, and after you're done you just, I don't know, it's not even the super food bullshit. It's not like, "oh, I had my spirulina, I can go do my day." But it's just knowing that you've just flooded your body with all of this amazing food. I just, I love that, it's like, it's second in importance to my mornings as cartoons, which just is the exact same thing. Like, you start your day off with cartoons, and you can do no wrong for the rest of the day.

MATT: Doesn't matter what you do for the rest of the day.

JASMIN: Exactly. Well, I am just so thrilled that you're out there and you're reaching so many people, both vegan and not yet vegan, with your messages of how to really optimize your life with running, with health, with nutrition, with veganism, for the animals. I know that your book, a portion of the proceeds is being donated to Farm Sanctuary and other sanctuaries as well.

MATT: Yep.

JASMIN: And I know that you really do care deeply about animal issues and environmental issues. And I feel even more strongly now than I did before that you really do approach your writing like you're everyone's friend. And you clearly are just coming at this from such a accessible, hand-holding place, and I love that. When I started running a couple years ago, and I started listening to some podcasts about running, I felt like I was just this pathetic lump that would never accomplish anything because everyone made it seem like you had to buy all of this stuff. It was so expensive. And you had to accomplish all of these goals, you basically had to devote your life to this, and you couldn't work, and you couldn't have fun, and you couldn't have relationships because you had to constantly be thinking about your next run and your next this and your next that. You break all of that down and yet, people who follow No Meat Athlete wind up succeeding even more, because of how easy and fun you make it. So, thank you for all that you do. And I really look forward to this new book.

MATT: Thank you. I really appreciate that. That means a lot to me. What you do with your show is, to me, far beyond that kind of amazing. I don't know, just the way that -- the people that you reach and the way it has caught on, I'm totally flattered that you would say those sort of things about what I do. So, thank you very much. I really appreciate you having me on here.

JASMIN: Well, we appreciate it too. Thank you so much, Matt. We'll talk to you soon, take care.

MATT: All right, bye.

JASMIN: Bye.

That was Matt Frazier. Learn more at [nomeatathlete.com](http://nomeatathlete.com).