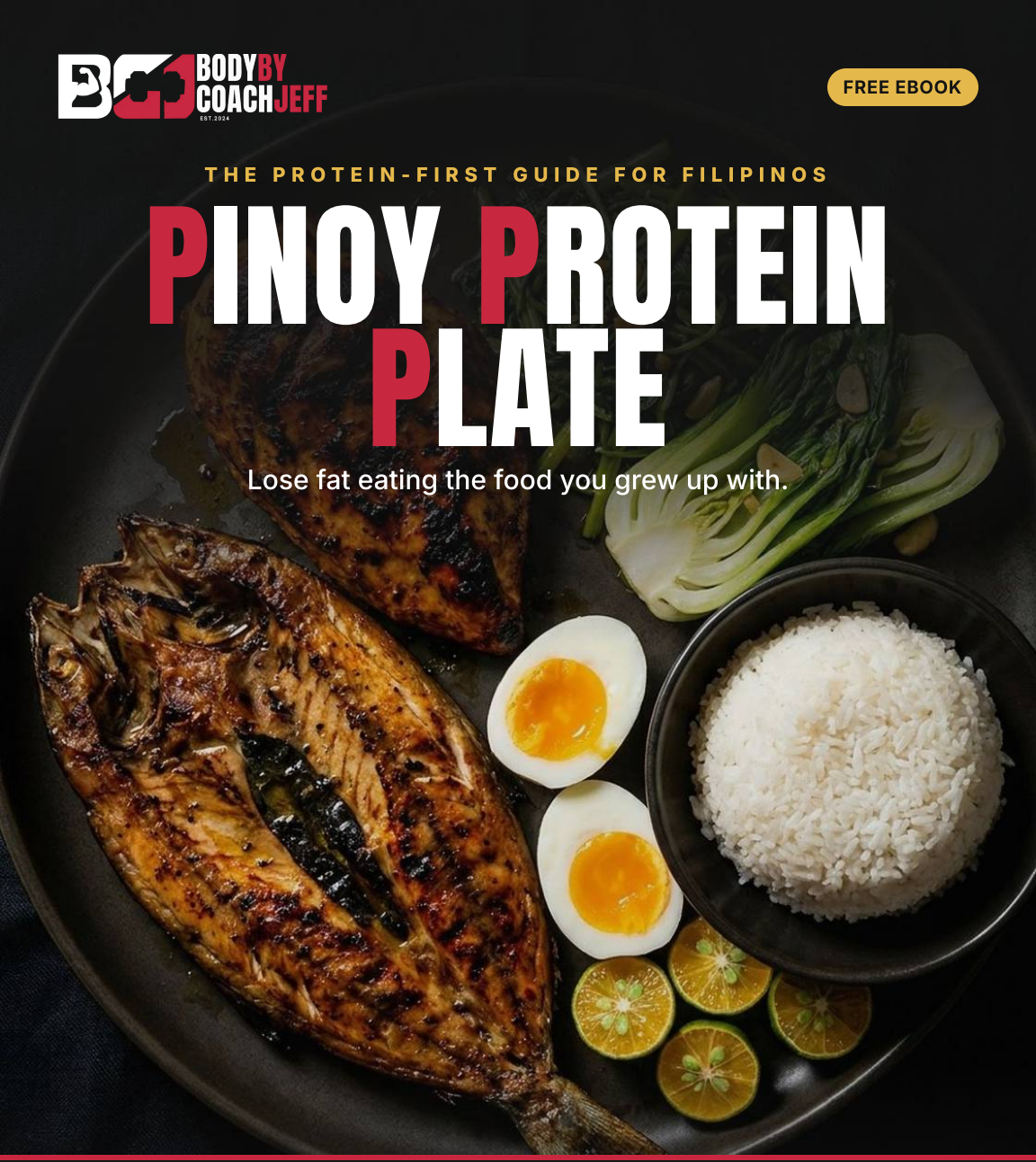
BODY BY COACH JEFF
EST. 2024

FREE EBOOK

THE PROTEIN-FIRST GUIDE FOR FILIPINOS

PINOY PROTEIN PLATE

Lose fat eating the food you grew up with.



Coach Jeff Alagar
NASM-PBC · ISSA Certified Nutritionist

FROM COACH JEFF

WHY I MADE THIS

I've been lifting since 2013. In 2016, after recovering from esophageal diverticulum, I got serious about structured training and nutrition.

I bulked at Gold's Gym, stepped on stage at PCBF Mr. Philippines in 2018 (didn't place, learned a lot), and came back at MuscleContest 2022 for a **Silver in Men's Physique Novice** and a **Bronze in Masters 30+**.

I also work a full-time job in digital marketing operations. So I know what it's like to eat well with zero spare time.



Prep, 2018.

Coach Jeff Alagar

NASM-PBC · ISSA Certified Nutritionist



2016 → 2017 → 2018 stage.

FROM COACH JEFF

THE REAL PROBLEM

Since 2024 I've coached 156 clients in about 11 countries. The same problem shows up almost every time:

Filipinos don't overeat ulam. We overeat kanin and under-eat protein.

Rice is a staple, and I'm not asking you to quit it. You just have to build the plate in the right order. One rule, one plate, and a grocery list that works in a palengke in Mandaluyong or an Asian grocery in Dubai.

REAL CLIENTS, REAL PLATES



Raymond -13.6 kg
37 weeks



May -11 kg
31 weeks · mom



Reynald -12.6 kg
33 weeks · Japan

Day 1 vs latest check-in. Coached clients, first names only. Results vary.

THE PROBLEM

WHY "KANIN + KONTING ULAM" STALLS FAT LOSS

A mountain of rice, a small piece of ulam. Full for an hour, hungry again by merienda.



TYPICAL PLATE	PINOY PROTEIN PLATE
2–3 cups rice, small ulam	**Protein first, rice measured**
Protein by accident (~15–20 g)	**Protein on purpose**
Hungry by merienda	**Full until the next meal**
Muscle lost while dieting	**Muscle kept while dieting**
Cut rice completely, then binge	**Rice stays, portion fixed**

THE PROBLEM

WHY PROTEIN

1. **It keeps you full longer.**
   Protein is the most filling of the three macros, so cravings drop between meals.

2. **It protects your muscle.**
   In a calorie deficit your body looks for energy. Enough protein (plus lifting) tells it to burn fat, not muscle.

3. **It burns more to digest.**
   Your body spends more energy digesting protein than carbs or fat. Small edge, every meal.

> **Muscle kept = metabolism kept.** That's why people who diet on rice and crash diets end up "skinny fat" and regain fast.



THE RULE

ULAM FIRST

Hit your protein number at every meal. Build the rest of the plate around it. That's the PPP: protein first, always.

1. **Get your daily protein target.**
   Use the free calculator and pick "Fat loss".

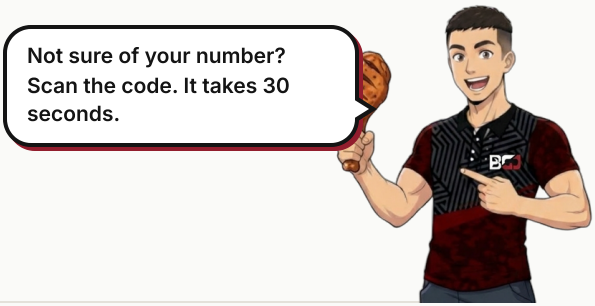
2. **Divide it by 3 meals.**
   That's your protein per meal.

SCAN ME

Protein calculator

bodybycoachjeff.com/calculators/protein/

> The calculator is the source of truth. If anything in this guide ever disagrees with it, go with the calculator.



THE RULE

YOUR NUMBER PER MEAL

WEIGHT	DAILY (2.2 G/KG)	PER MEAL
55 kg	121 g	**~40 g**
65 kg	143 g	**~48 g**
75 kg	165 g	**~55 g**
90 kg	198 g	**~66 g**

Above ~60 g per meal? Split it into 3 meals plus a protein merienda.

2.2 g/kg matches the calculator's fat-loss setting (range 2.0–2.4 g/kg). Over 50, the calculator suggests 1.2–1.6 g/kg. Use the calculator for your exact number.

WHAT 40-50 G LOOKS LIKE

FOOD	PROTEIN
200 g raw chicken breast	~46 g
1 can tuna (drained) + 2 eggs	~32 g
1 medium bangus (edible part)	~50 g
3 eggs + 1 can sardines	~35 g

Not sure what 200 g looks like? Weigh it for 2 weeks and your eyes learn it. Digital food scale: bodybycoachjeff.com/go/food-scale

BUILD EVERY MEAL IN THIS ORDER

THE PINOY PROTEIN PLATE (PPP)

PPP for short. When you hear me say PPP, it means one thing: **protein is the priority** on every plate.

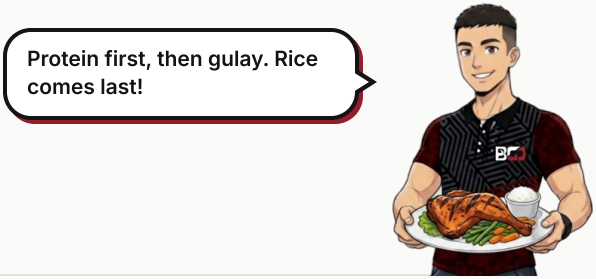
1. **Ulam (protein) first**
   One to two palm-sized portions, enough to hit your per-meal number.

2. **Gulay, half the plate**
   Kangkong, sitaw, pechay, talong, sayote, malunggay, ampalaya.

3. **Kanin, one fist**
   About ¾–1 cup cooked rice. Not unli.

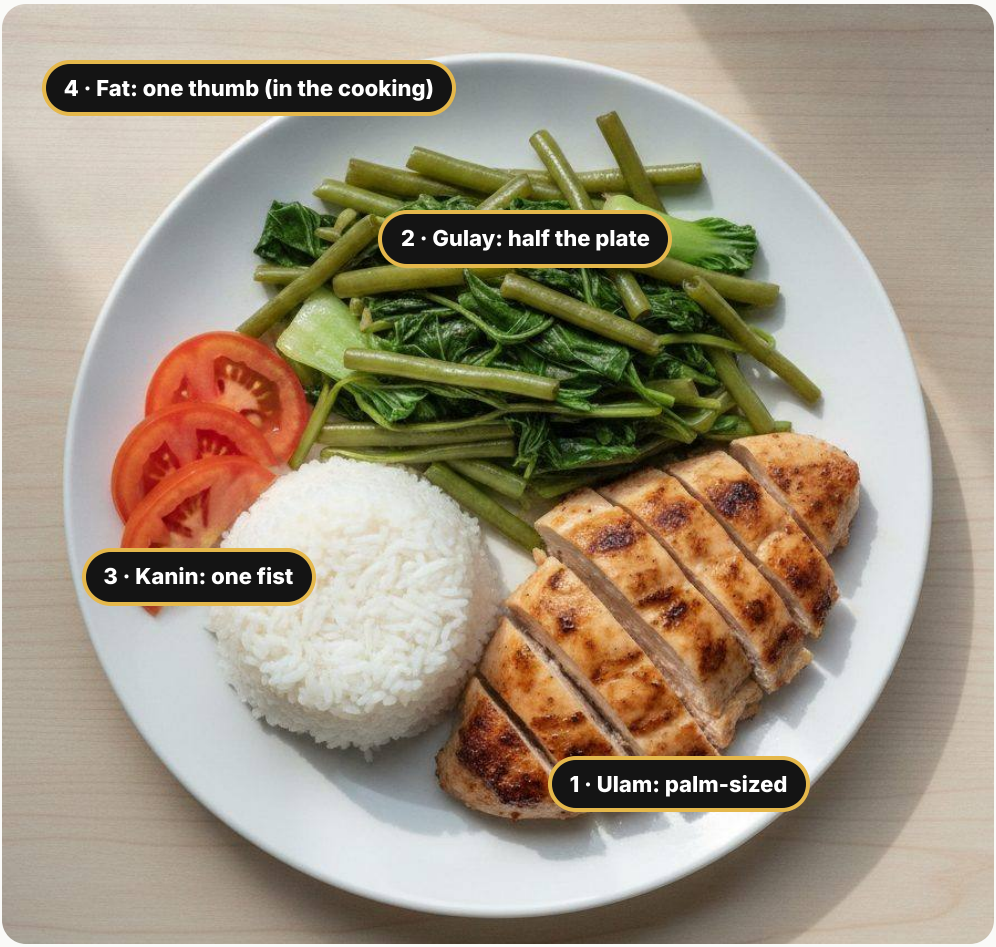
4. **Fat, one thumb**
   Cooking oil or the fat already in the ulam. Watch the mantika.

Quick check before you eat: Is the protein the biggest thing on the plate? Is the rice one fist?



THE PLATE

WHAT IT LOOKS LIKE



BEST VALUE FIRST

PROTEIN PER ₱100

FOOD	PRICE	PROTEIN / ₱100
Monggo (dried)*	₱118/kg	~200 g
Eggs, medium	₱8.34 each	~70 g
Chicken breast fillet	₱305–385/kg	~68 g
Tofu, firm (packaged)	₱82 / 550 g	~67 g
Whole chicken	₱200/kg	~65 g
Tilapia	₱155/kg	~65 g
Sardines in tomato sauce	~₱30 / can	~57 g

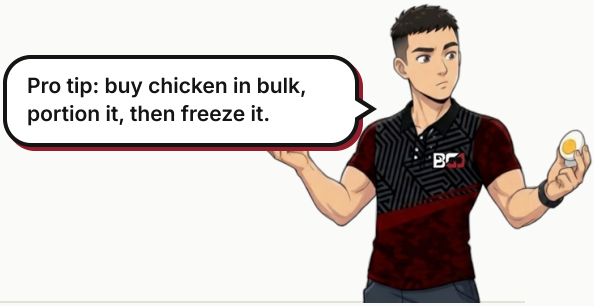
*Monggo comes with a lot of carbs. Pair it with an animal protein.

CONTINUED

PROTEIN PER ₱100

FOOD	PRICE	PROTEIN / ₱100
Bangus	₱218/kg	~55 g
Pork kasim	₱320/kg	~55 g
Galunggong	₱250/kg	~48 g
Beef (rump)	₱495/kg	~42 g
Canned tuna in oil	~₱52 / can	~38 g
Whey (5 lb tub)	₱60–90 / scoop	~27–40 g

Prices: Metro Manila palengke (DA Bantay Presyo), GrabMart and Lazada, Nov 2026. Edible portion counted for whole fish and chicken. Prices move, so re-check each edition.



PROTEIN PER PESO

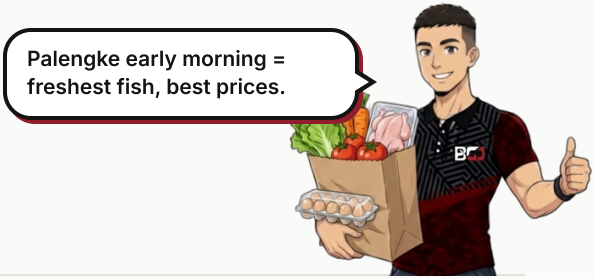
BUDGET TIPS

1. **Fillet is convenient, not cheapest.**
   Bone-in breast (₱220–250/kg) or a whole chicken gives about the same protein per peso if you debone it yourself.

2. **Palengke tokwa beats packaged tofu.**
   Usually cheaper for the same protein.

3. **Tuna in oil is mostly oil.**
   ~350 kcal a can. Drain it, or buy tuna in water.

4. **Eggs and chicken are the base.**
   Beef, canned tuna and whey are convenience, not the foundation.



FOR OFWS AND FIL-AMS

ABROAD? SAME PLATE

IN PH	LOOK FOR ABROAD
Chicken	Rotisserie chicken (Costco, Walmart, Carrefour, Lulu), frozen breast bags
Eggs	Egg flats, 30-packs
Bangus, tilapia, galunggong	Frozen at Seafood City or Asian grocery
Tokwa	Firm or extra-firm tofu
Tuna, sardines	Same cans; pick tuna in water
Kesong puti, milk	Greek yogurt, cottage cheese
Whey	Supplement store or warehouse tubs



FOR OFWS AND FIL-AMS

NO-COOK PROTEIN DAY

A whole rotisserie chicken plus a pack of salad greens is a full day of protein for one person.

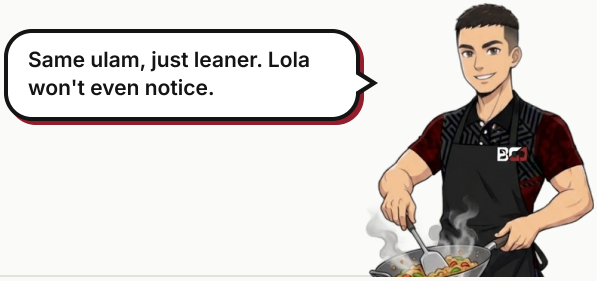


Add eggs and a can of tuna for backup meals. Rice, measured, from your rice cooker.

KEEP THE DISH, FIX THE PLATE (1/2)

ULAM SWAPS

ULAM	SMALL FIX
Adobo	Skinless chicken or kasim instead of liempo; skim the fat off the sauce
Sinigang	Fish, hipon or kasim instead of liempo; load up on kangkong and labanos
Tinola	Breast or skinless leg; extra malunggay and sayote
Bistek	Lean cut, sliced thin; go easy on the oil



KEEP THE DISH, FIX THE PLATE (2/2)

ULAM SWAPS

ULAM	SMALL FIX
Tortang talong	2 eggs per talong plus lean giniling
Tuyo + itlog + sinangag	3 eggs instead of 1, plain rice, add tomato
Giniling	Half giniling, half tokwa; add carrots and peas
Pritong isda	Inihaw or paksiw most days, prito once in a while

1 PERSON, 3 PLATES A DAY

BUDGET WEEK GROCERY LIST

Protein

- 1 tray eggs (30)
- 1.5 kg chicken breast
- 1 kg fish
- 6 blocks tokwa
- 4 cans sardines or tuna

Gulay

- Kangkong, pechay, sitaw
- Talong, sayote, malunggay
- Kamatis, sibuyas, bawang

Kanin and carbs

- 1.5 kg rice (uncooked)
- Kamote or saba

Fat and flavor

- Small bottle cooking oil
- Toyo, suka, calamansi, patis

Shop protein first. If the budget runs out, it runs out on the extras, not the ulam.

MID-RANGE METRO MANILA, NOV 2026

WHAT IT COSTS

ITEM	EST. COST
1 tray eggs	₱250
1.5 kg chicken breast fillet	₱510
1 kg fish (mixed)	₱210
Tofu/tokwa (~900 g)	₱135
4 cans sardines/tuna	₱160
Gulay for the week	₱350
1.5 kg rice	₱70
Kamote / saba	₱80
Oil and condiments	₱100
Total	**~₱1,865 (≈ ₱270/day)**

Save more: bone-in breast or whole chicken instead of fillet, and palengke tokwa.

FIND THE PROTEIN FIRST

EATING OUT

Mang Inasal

- Pecho (breast) over paa
- One rice, not unli
- Skip the chicken oil on the rice

Jollibee / fast food

- Chicken over burgers and spaghetti
- One rice; peel the skin off once in a while
- Water or a zero-sugar drink

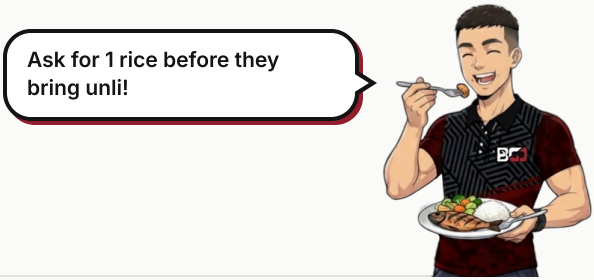
Carinderia

- Two ulam, one rice: one protein + one gulay
- Skip ulam that's mostly sabaw or mantika

7-Eleven

- Boiled eggs, plain milk, canned tuna
- Aim for 15 g protein or more per item

Any menu: find the protein first, then decide on the rice.



CLOSE THE GAP

BEHIND ON PROTEIN?

QUICK FIX	PROTEIN
2–3 boiled eggs	12–18 g
1 can sardines	~17 g
1 can tuna, drained	~20 g
1 glass milk	~8 g
1 scoop whey	~24 g

SUPPLEMENTS I RECOMMEND

COACH'S PICK

Whey protein

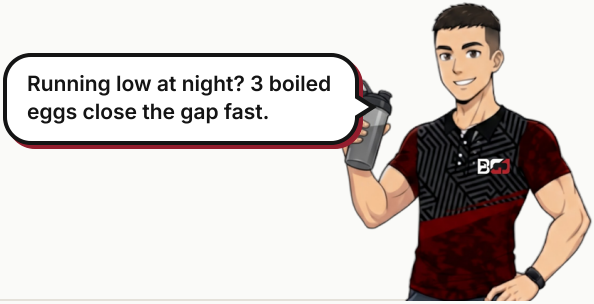
bodybycoachjeff.com/go/whey
Budget: bodybycoachjeff.com/go/budget-whey

COACH'S PICK

Creatine monohydrate

bodybycoachjeff.com/go/creatine
Budget: bodybycoachjeff.com/go/budget-creatine

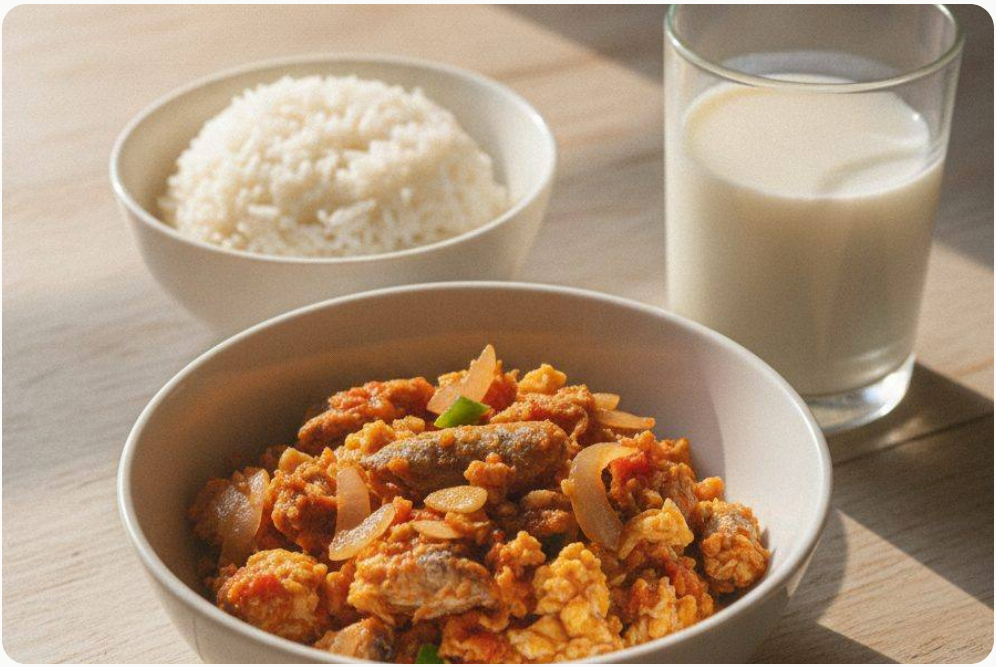
Supplements are a shortcut, not the base. Food first. Affiliate links: I may earn a small commission at no extra cost to you.



SAMPLE PINOY DAY 1/3

GINISANG SARDINAS WITH EGG

Example for a ~150 g daily target. Adjust portions to your own number.



BREAKFAST · 10 MIN

~45-50 g

- 1 can sardines in tomato sauce
- 3 eggs
- Kamatis, sibuyas, bawang
- ¾ cup rice + 1 glass milk

SAMPLE PINOY DAY 2/3

CHICKEN TINOLA



LUNCH · 25 MIN

~50 g

- 200 g chicken breast (raw)
- Sayote, malunggay, luya
- 1 cup rice

SAMPLE PINOY DAY 3/3

INIHAW NA BANGUS + ENSALADANG TALONG



DINNER · 30 MIN

~50 g

- 1 medium bangus (~400 g whole)
- Inihaw na talong, kamatis, sibuyas, suka
- ¾ cup rice

COACH'S STARTER KIT

GEAR THAT MAKES THIS EASIER

The tools I tell every new client to get. Each link opens my current pick on Lazada or Shopee.



Digital food scale

Every gram in this book assumes you weigh it. Weigh raw or cooked, just stay consistent.

bodybycoachjeff.com/**go/food-scale**



Budget whey protein

Same job, smaller tub, easier on the wallet.

bodybycoachjeff.com/**go/budget-whey**



Whey protein

~24 g protein a scoop for the days food falls short.

bodybycoachjeff.com/**go/whey**



Shaker bottle

Whey with water or milk, no clumps, no blender.

bodybycoachjeff.com/**go/shaker**



Meal prep containers

Cook once, portion for 3–4 days, grab and go.

bodybycoachjeff.com/**go/meal-prep-containers**



Measuring cups & spoons

For rice, oats and oil when you're not using the scale.

bodybycoachjeff.com/**go/measuring-cups**

Optional. You can start with nothing but your phone and a bathroom scale. These are affiliate links: buying through them supports Body by Coach Jeff at no extra cost to you.

NEXT STEP

RUN IT FOR 2 WEEKS BEFORE YOU JUDGE IT.

Ready to go past protein? The Fat Loss Blueprint gives you the full system: calories, steps, sleep and a 12-week gym plan.

NEXT STEP · ₱249

Fat Loss Blueprint

8 steps, Pinoy food swaps and a 12-week gym plan with demo videos. Less than your weekly milk tea.

Scan, or tap here: bodybycoachjeff.com/ebooks/fat-loss-blueprint/

Or: Want it done with you? Take the 2-minute coaching quiz →

YOUR FIRST WEEK ON THE PPP

- **Day 1:** get your protein number from the calculator.
- **Days 1–3:** build every meal ulam first. Check the plate before you eat.
- **Days 4–7:** shop with the budget list and prep 2 proteins ahead.
- **End of week:** message me on Instagram **@bodybycoachjeff** what changed. I read them.

BODY BY COACH JEFF

EST.2024

PROTEIN FIRST. ALWAYS.

Online coaching for Filipinos here and abroad.

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