**Scoop Content Framework for Core Blogs**

Nutrition is about focusing on what is getting into the body. So it’s the first line of defense or the very foundation of health. And we tend to eat when we are hungry. But do we really know what hunger is?

This is the first question we will tackle

1. What is hunger? How is hunger different from appetite or cravings. Why understanding this and diffusing the concept of hunger which most people regard as a crisis can be a first great step towards healthy living.
2. What is food? Food is that which we need for satiating the hunger and optimal performance of our bodily and mental functions. So approach we will take here is by the very definition of food it is the healthiest possible nourishment one can give to oneself. We’ll look at what food comprises. This might depend on many factors. This should ideally also involve a study of what human beings evolved to eat. If you feed vegetables to a cat it will die very soon. So what is it that humans were wired to eat for optimal functioning.
3. What are nutrients? Macro vs Micro and the whole spiel. These are the agents through which food serves the different purposes it is required to.
4. Energy
5. Carbohydrates
6. Protein
7. Fats
8. Vitamins
9. Minerals
10. Why calorie counting and macros don’t even scratch the surface and how micronutrients are the missing piece in the puzzle of holistic nourishment.
11. Human Body vs the Car
    1. Where is the quality assurance of fuel going inside?
    2. How to determine quality and track it?
    3. Where is my maintenance schedule?
       1. Tracking involves tracking input sources but also serum levels of various nutrients and biomarkers through periodic blood tests.
       2. How often should I get my nutrients checked?
       3. How ofter should I get my Comprehensive profile?
       4. How do we then calibrate intake with blood levels to identify personalized bioavailability of nutrients?
       5. How does my genetics affect my requirement, intake and absorption of nutrients?
       6. How do we customize the maintenance schedule for each user?
    4. How to come up with a maintenance schedule for this most sophisticated piece of engineering on earth: the human body.
    5. If you want to go from A to B - you need to first know where you are i.e. A. Whence came tracking.
12. Challenges in Tracking: Input Sources
    1. Groceries and Recipes (self-cooked)
    2. Food Order and Delivery (Door Dash, Zomato, Swiggy…)
    3. Restaurants
    4. Snacking
    5. Fast Foods
13. Fasting
14. Nutritional Paradigm shift in how we perceive chronic diseases: Diabetes is not caused by consumption of sugar but by non-consumption of food to satiate hunger and instead indulging in cravings fueled by the increasingly toxic food environment we live in.
15. So how do I deal with such systemic problem? By crafting the right environment and automatic behaviors (habits and services) instead of willing our way through the problem.
16. How can Scoop help? We’ll track input, create the right food environment and enable automatic behaviors through services that eliminates the need of will power. Outsource your will to Scoop and we will make this journey a breeze for you and everyone through economies of scale.