

Enhancing Performance and Maximizing Health for the Next Generation



Obesity Trends Among U.S. Adults Between 1985 and 2010

- Obesity: Body Mass Index (BMI) of 30 or higher

$$\text{BMI} = \frac{\text{weight (lb)} * 703}{\text{height}^2 (\text{in}^2)}$$

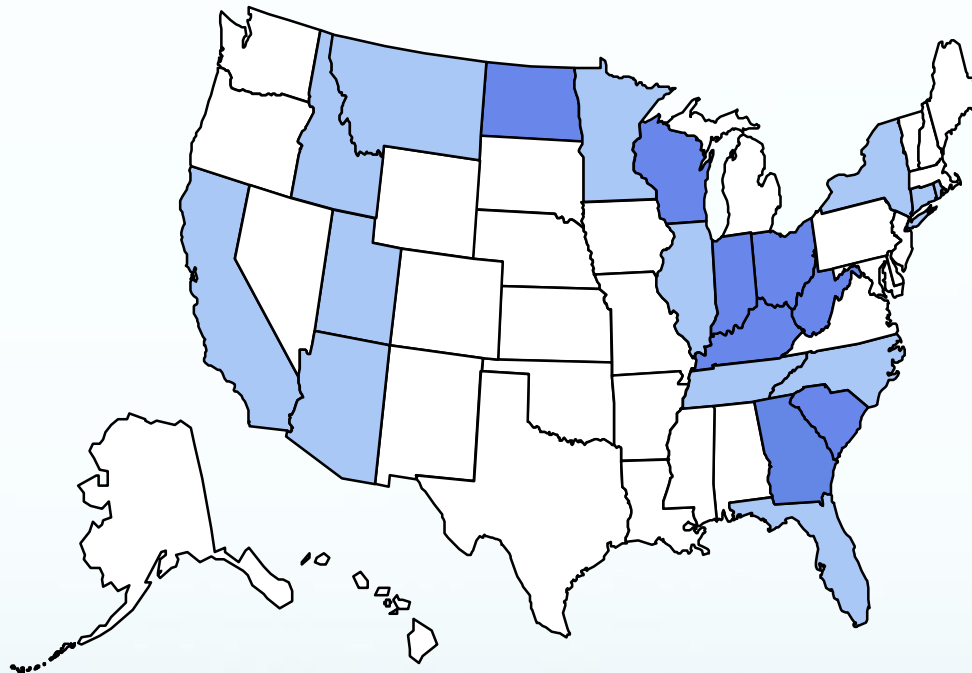
OR

$$\text{BMI} = \frac{\text{weight (kg)}}{\text{height}^2 (\text{m}^2)} \quad (\text{metric})$$



Obesity Trends* Among U.S. Adults BRFSS, 1985

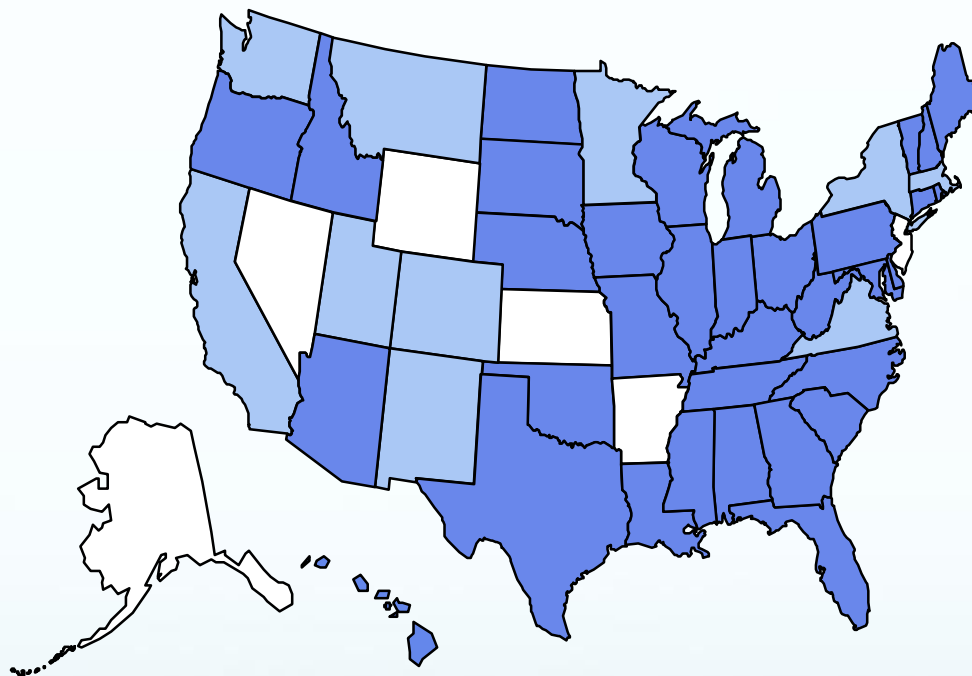
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)






No Data
 <10%
 10%–14%

Obesity Trends* Among U.S. Adults

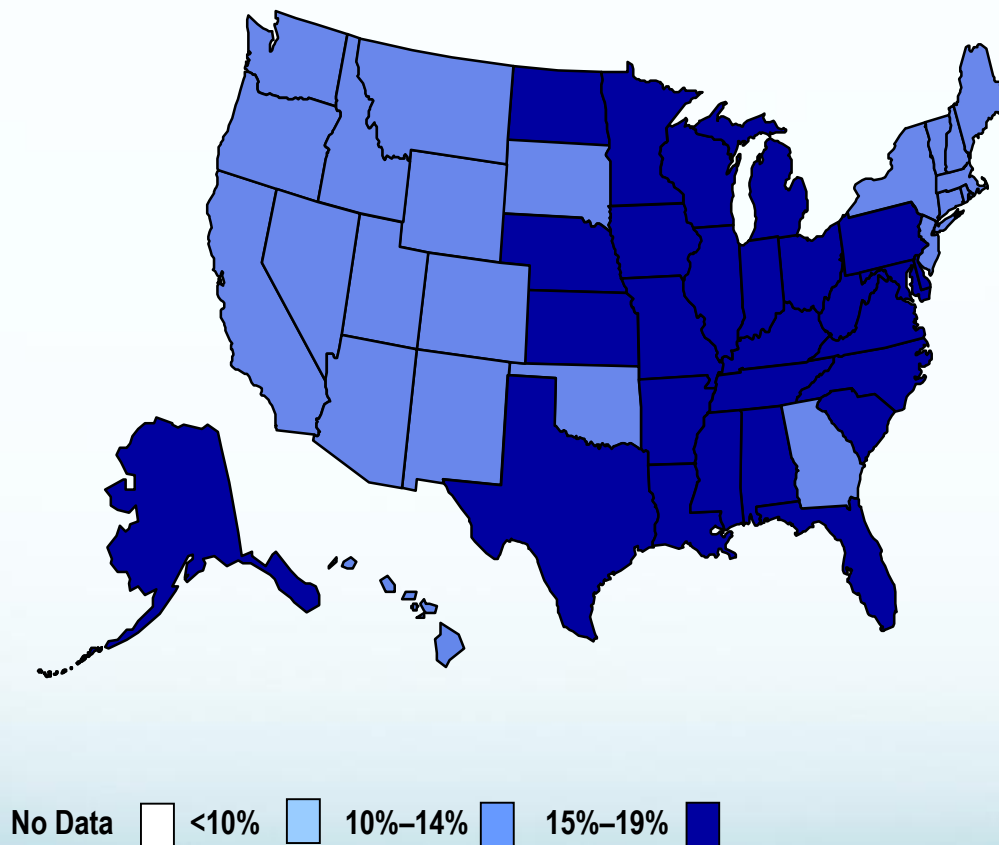
BRFSS, 1990



No Data  <10%  10%–14% 

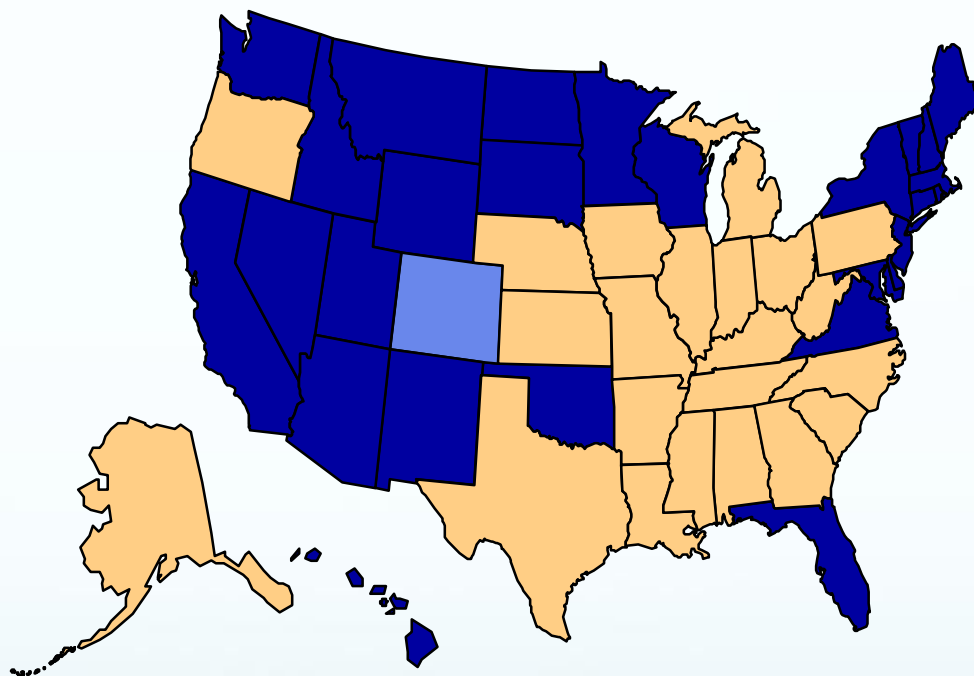
Obesity Trends* Among U.S. Adults

BRFSS, 1995



Obesity Trends* Among U.S. Adults

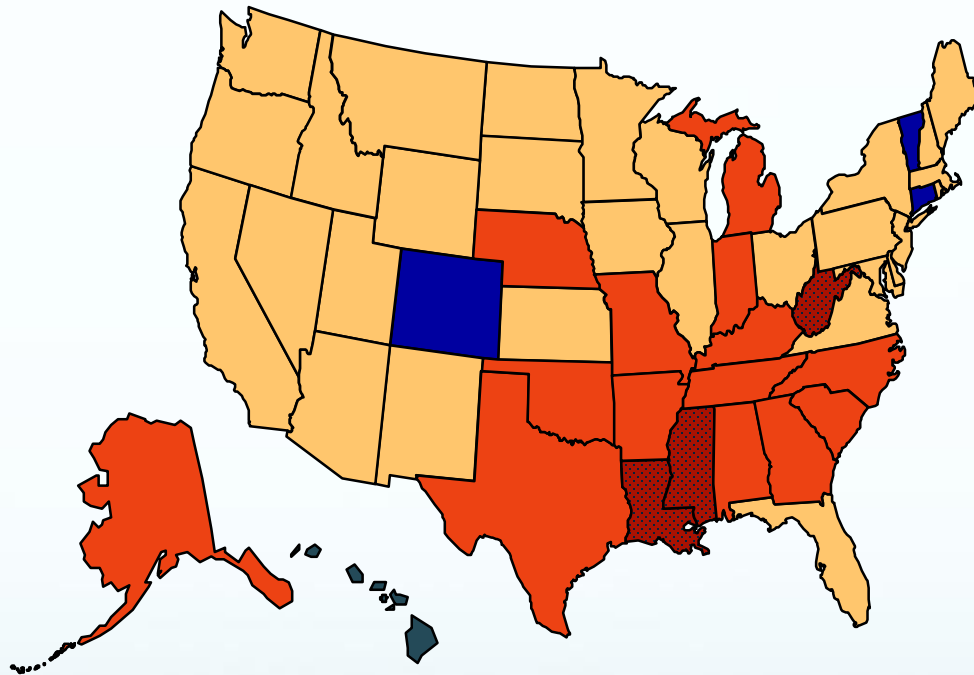
BRFSS, 2000



No Data <10% 10%–14% 15%–19% 20%–24%

Obesity Trends* Among U.S. Adults

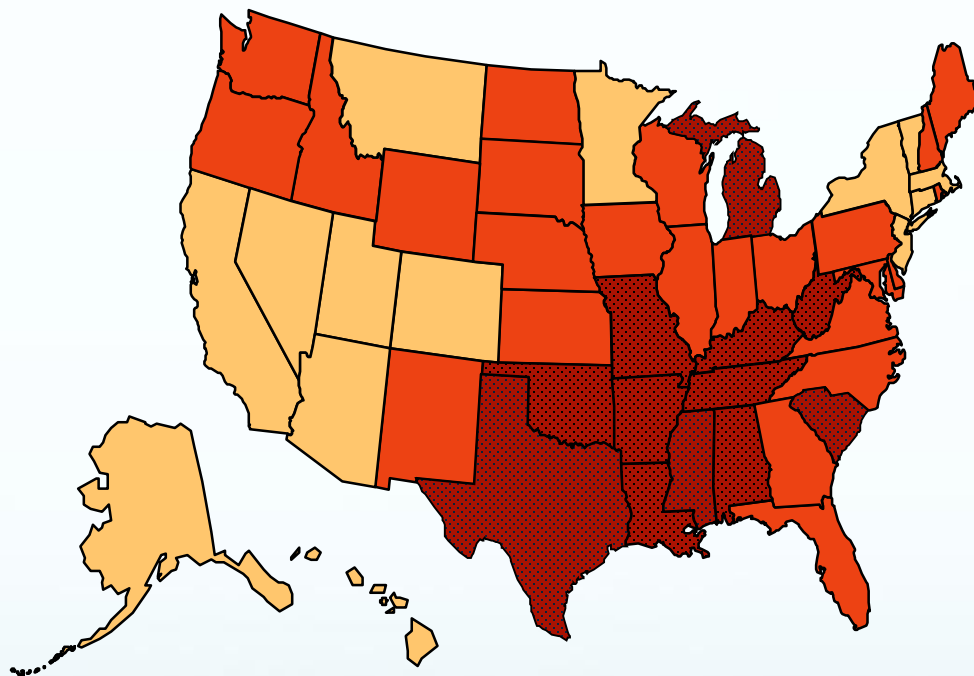
BRFSS, 2005



No Data <10% 10%–14% 15%–19% 20%–24% 25%–29% ≥30%

Obesity Trends* Among U.S. Adults

BRFSS, 2010



No Data <10% 10%–14% 15%–19% 20%–24% 25%–29% ≥30%

It's not just adults...

**Since 1971, obesity rates in
children have gone from 1 in 20 to
1 in 5.**

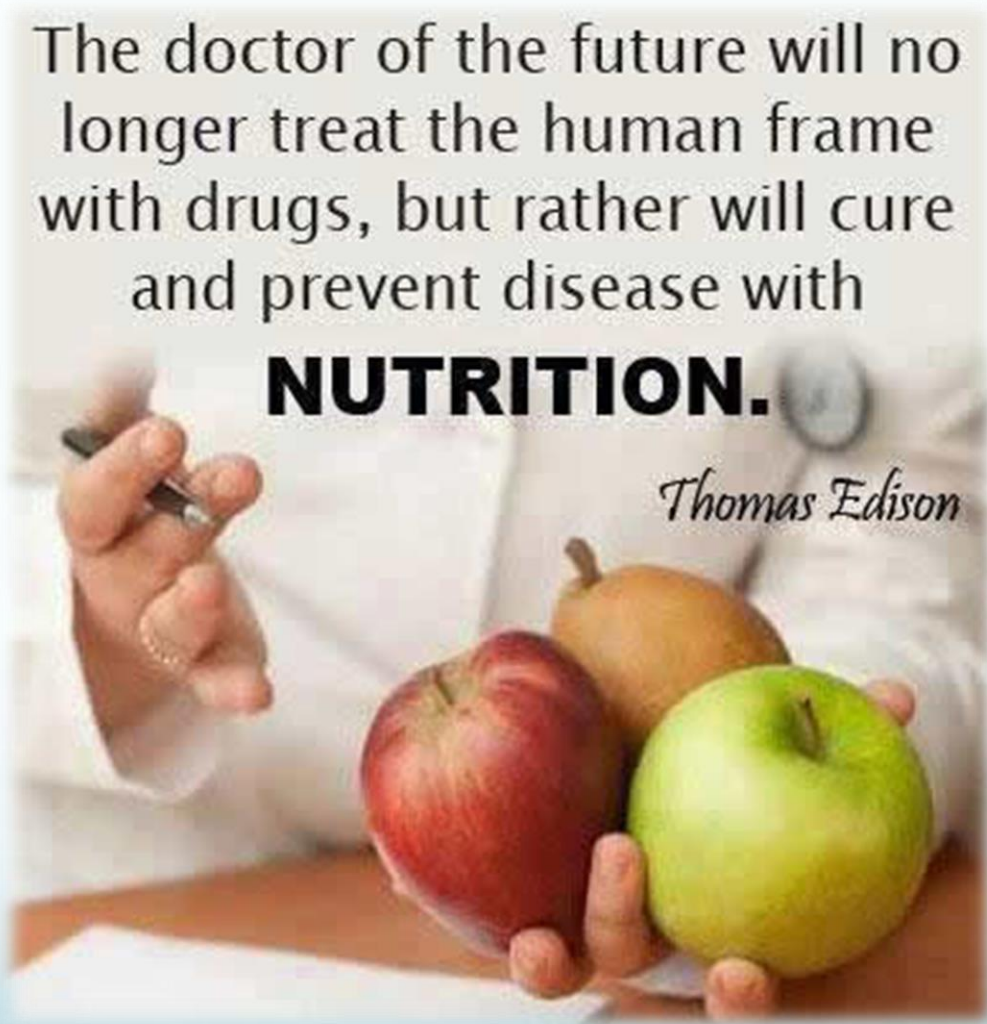
YIKES.



The doctor of the future will no longer treat the human frame with drugs, but rather will cure and prevent disease with

NUTRITION.

Thomas Edison



WHY???



**Processed
food industry**

**Increased
sugar
consumption**



**Incorrect
dietary
guidelines**

**Increased
portion sizes**



Nutrition Education

STARTS WITH MOM & DAD





**“If it doesn’t swim, run, or fly
or isn’t green and grow in the
ground, don’t eat it.”**



- **Charles Poliquin**

Real Food?



Real Food.



**Pre/Post Game Meals AND ALL THE
TIME MEALS...**

SAY NO



- Pasta
- Baked goods
- White Rice
- Crackers
- Cookies
- Chips
- Cereals
- Soy based products especially SOY PROTEIN ISOLATE
- All soda
- Juice
- **Processed foods... minimize things that come out of a wrapper**
- Fake sugars (splenda, equal, aspartame)
- Vegetable oil & canola oil
- Regular yogurt
- Corn

SAY YES

- Chicken
- Pork tenderloin
- Turkey
- Fish
- Lean ground beef
- Steak
- Turkey Burgers
- Almond butter
- Avocados
- Vegetables (especially green leafy ones)
- Berries
- Chia Seeds
- Coconut oil or coconut spray for greasing pans
- Almond milk
- Brown rice cakes
- Green tea
- Lara Bars
- Kind Bars
- Eggs
- Almonds
- Nuts
- Greek yogurt
- Fruit
- Brown rice
- Sweet Potatoes
- Oatmeal



Quaker Chewy Bar

- **Ingredients**

GRANOLA (WHOLE GRAIN ROLLED OATS, **BROWNSUGAR**, CRISP RICE [RICE FLOUR, **SUGAR**, SALT, MALTED BARLEY EXTRACT], WHOLE GRAIN ROLLED WHEAT, **SOYBEAN OIL**, DRIED COCONUT, WHOLE WHEAT FLOUR, SODIUM BICARBONATE, **SOY LECITHIN**, CARAMEL COLOR, NONFAT DRY MILK), SEMISWEET CHOCOLATE CHIPS (SUGAR, CHOCOLATE LIQUOR, COCOABUTTER, **SOY LECITHIN**, VANILLA EXTRACT), **CORN SYRUP**, BROWN RICE CRISP (WHOLE GRAIN BROWN RICE, SUGAR, MALTED BARLEY FLOUR, SALT), **INVERT SUGAR**, **SUGAR**, **CORN SYRUP SOLIDS**, **GLYCERIN**, **SOYBEAN OIL**. CONTAINS 2% OR LESS OF **SORBITOL**, CALCIUM CARBONATE, SALT, WATER, **SOY LECITHIN**, MOLASSES, NATURAL AND ARTIFICIAL FLAVOR, **BUTYLATED HYDROXYTOLUENE (PRESERVATIVE)**, **CITRIC ACID**.



Atkins Advantage Bar

INGREDIENTS: CHOCOLATE FLAVORED COATING [POLYDEXTROSE, PALM KERNEL AND PALM OIL, WHEY PROTEIN ISOLATE, COCOA POWDER (PROCESSED WITH ALKALI), SOY LECITHIN, ARTIFICIAL FLAVOR, SUCRALOSE, ACESULFAME POTASSIUM], PEANUT BUTTER FLAVORED LAYER [MALTITOL, PALM KERNEL AND PALM OIL, PEANUT BUTTER, PARTIALLY DEFATTED PEANUT FLOUR, NONFAT DRY MILK, WHEY POWDER, PEANUTS, SALT, SOY LECITHIN, ANHYDROUS MILK FAT, COCOA POWDER (PROCESSED WITH ALKALI)], GLYCERIN, PROTEIN BLEND (SOY PROTEIN ISOLATE, WHEY PROTEIN ISOLATE, SODIUM CASEINATE), PEANUTS, HYDROLYZED GELATIN, WATER, POLYDEXTROSE, PEANUT BUTTER (GROUND, ROASTED PEANUTS), CELLULOSE, NATURAL AND ARTIFICIAL FLAVORS, PALM KERNEL OIL, OLIVE OIL, CLARIFIED BUTTER, SOY LECITHIN, GUAR GUM, VITAMIN MINERAL MIX [DICALCIUM PHOSPHATE, MAGNESIUM OXIDE, ASCORBIC ACID (VITAMIN C), SODIUM ASCORBATE, VITAMIN E ACETATE, NIACINAMIDE, ZINC OXIDE, D-CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), THIAMIN MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), VITAMIN A PALMITATE, FOLIC ACID, BIOTIN, CHROMIUM AMINO ACID CHELATE, SODIUM SELENITE, PHYLLOQUINONE (VITAMIN K1), CYANOCOBALAMIN (VITAMIN B12)], SALT, MALTODEXTRIN, CITRIC ACID, SUCRALOSE, MONO AND DIGLYCERIDES, DIPOTASSIUM PHOSPHATE. FR02

CONTAINS PEANUTS, SOY AND MILK.

THIS PRODUCT IS MANUFACTURED IN A FACILITY THAT USES OTHER NUTS, SEEDS AND WHEAT.

If it claims to be a health food, it probably isn't a health food!



Pre/Post/Mid Game Snacks

- Nuts (almonds, cashews, walnuts, pecans, pistachios, hazelnuts, brazil nuts etc.)
- Almond, peanut butter or other seed butter spread on apples, celery, carrots, banana etc.
- Coconut flakes
- Seeds (sunflower seeds, pumpkin seeds etc.)
- Trail mix
- Yogurt and fruit and/or granola
- Plain granola
- Salami
- Cheese
- Fruit leathers
- Dried fruit (mango, apple chips, banana chips, cranberries etc.)
- Raw veggies (snap peas, sugar peas, carrots, celery, broccoli, avocados, pepper slices, etc.)
- Beef, buffalo or turkey jerky
- Applesauce
- Fruit (apples, oranges, grapes, berries, bananas, clementines, pears, peaches, etc.) + almond butter
- Hummus and veggies
- Sweet potatoes fries

Pre/Post/Mid Game Bars

THE **BEST** BAR EVER



Media Driven Daily Sugar Consumption

■ BREAKFAST

Cereal (3 tsp) +
orange juice
(5.5 tsp)
= 8.5 tsp

■ LUNCH

Peanut
butter (.75
tsp) + jelly
(6 tsp) +
bread (1.5
tsp)
= 8.25 tsp

■ SNACK

Nutella &
Go
= 5.75 tsp

■ DINNER

Salad dressing
(1 tsp) + pasta
(.25 tsp) +
sauce (1.75 tsp)
= 3 tsp

= 25.5 teaspoons



Real Food Driven Daily Sugar Consumption

■ BEAKFAS

T

3 eggs + 1
apple + 2
cups of
coffee w/ 1
raw sugar in
each

= 2.5 tsp

■ SNACK

Carrots +
hummus
= 0 tsp

■ LUNCH

Turkey roll ups
+ cheese +
lettuce +
grapes
= 0 tsp

■ SNACK

Raw
almonds +
beef jerky
= 1.25 tsp

■ DINNER

Grilled
chicken +
sweet
potato +
asparagus =
0 tsp

= 3.75 teaspoons

