

POWERED **BY BEEF**



Performance Through Protein

THE PROGRAM



Protein Plates

Consuming 30 grams of protein, like BEEF, as part of a whole plate diet, 3 times a day, keeps athletes fueled for any activity.



Hydrate

Dehydration is a recipe for poor performance. Water is the perfect ingredient to avoid fatigue during practice or games.



Sleep

Sleep quality and quantity can determine performance abilities. 8 -10 hours is recommended.

THE PROCESS



Meal Planning

Find easy, delicious beef-powered meals to help fuel student athletes as well as their biggest fans!



Community

It takes a village, and this program supports parents, coaches, and sports enthusiasts before, during and after the sports season.



Research

Evidence based research is the cornerstone for this protein-anchored sports nutrition program.



PERFORMANCE THROUGH PROTEIN

Fueling the Student Athlete

Following basic sports nutrition tips can help student athletes play to the best of their competitive ability. Regular exercise and physical demands of student sports requires a well-balanced nutrition program.

- A meal plan containing appropriate amounts of macronutrients (protein, carbohydrates and fat) and micronutrients (vitamins and minerals) is essential to provide enough energy for growth and activity.
- Fluids are also essential for hydration to support growth and athletic performance.
- Since children and adolescents are still growing and developing, it is difficult to predict a young athlete's needs, which makes it crucial for active youth to consume a well-balanced, nutrient-rich meal plan.
- Protein helps build and repair muscles and aides muscle recovery when consumed after exercise. While protein is essential for building and maintaining muscle, carbohydrates are the primary fuel for activity.



North Dakota Beef Commission

Bismarck, ND * 701-328-5120 * ndbeef@ndbeef.org