MEASURE • VALIDATE • PERFORM

UNLOCK YOUR ATHLETIC POTENTIAL

NUTRITION BASICS

Calories and Macronutrients

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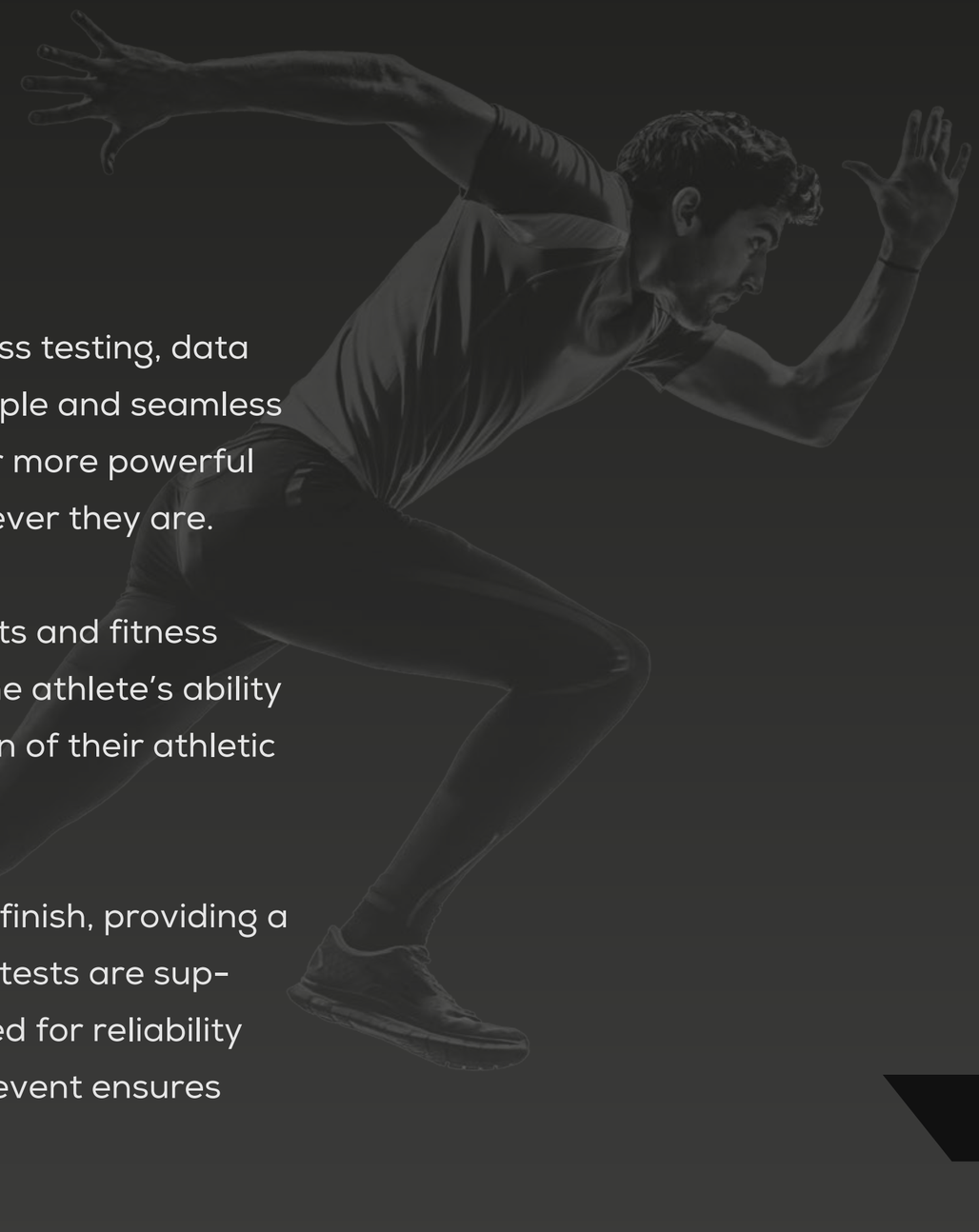
About Us



Project MVP was born to help athlete's reach their potential. We make fitness testing, data analysis, benchmarking, talent identification and athlete development a simple and seamless process for you. We let you know if you need to get fitter, faster, stronger or more powerful and then provide the expertise to help you attain your personal goals whatever they are.

Our battery of tests have been developed by industry leading sport scientists and fitness professionals. Using the very latest in sport science technology we assess the athlete's ability to perform a wide range of disciplines, which provides a clear representation of their athletic potential.

Our experienced coaches guide the athletes through the tests from start to finish, providing a fun and competitive environment that is filled with learning experiences. All tests are supported by current scientific based evidence and have been closely scrutinised for reliability and validity. Furthermore, the strict delivery of the tests at each and every event ensures that these standards are consistently upheld.

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Nutrition

This ebook and attached calorie calculator will inform you of how many calories you should be consuming to maintain, gain and lose weight. You will also learn about the three macronutrient: protein, carbohydrates and fats, what their purpose is and how they are relevant to your diet.

Calculating your calorific needs.

Firstly, start by calculating your basal metabolic rate, this is the number of calories your body requires if you were to lie in bed all day long. There are plenty of BMR/RMR calculators online. The only difference between the two is that RMR (Resting Metabolic Rate) takes into account the energy you use to digest food. Except in a clinical setting you will be fine using whichever calculator you come across. See the appendix for the raw formulas used to calculate this score.

Once you have your BMR you will then multiply by one of the following dependent upon your activity levels.

Factor Of Multiplication	*Activity Level*
1.2	Sedentary - Little to no exercise
1.375	Light exercise or sport 1-3 times per week
1.55	Moderate exercise 3-5 times per week
1.725	Very Active - Hard excercise 6-7 times per week
1.9	Very hard excercise and physical job

Example:
26-year-old male, 70kg, 170cm tall, moderately active.
BMR = 1637.5 Kcals
Moderate active so 1637.5 x 1.55 = 2538 Kcals

Calculating your Macros

After discovering how many calories you should be consuming you now need to split these calories into protein, carbohydrates and fats. You can do this in this easy to use download here.

Protein

Proteins are known as ‘the building blocks’ it’s what you need to consume to repair and build muscle after exercise. When you exercise you create microscopic tears in the muscle fibres, by consuming a high protein meal after exercising your body can deliver amino acids (small proteins) to the muscle and assist in its repair, recovery and rebuild.

Protein rich foods include meat, fish, milk and eggs to name a few. But how much of these foods should you be consuming? Typically, a good digestible amount of protein is 20-40g in a meal. Therefore, it’s up to you based upon taste, cost and preference for variety, some like to eat different flavours and others like to eat the same thing knowing that it’s easy to prepare. Find what suits you!

Food	*Gram of protein per 100g of food wieght*	*What 40g looks like*
Egg	13	7 medium eggs, 6 large
Chicken/Turkey	31	Just less than a chicken breast
Rump Steak	22	8oz steak
Milk	3.6	2 pints
Greek Yoghurt	10	Just less than a pint pot
Salmon	20	200g - 1 to 2 fillets
Tuna (Tinned)	23	2 tins

Depending on your body composition goal at the time your protein in-take varies, ranging from 1.8g/kg of bodyweight during hypertrophy (to allow for more calories from carbs) to 2.2g/kg during a weight loss/cut phase, this is to maintain muscle mass whilst in a calorie deficit, plus the extra protein helps you feel fuller for longer staving off any cravings and finally protein uses the most calories to digest so there is a smaller net gain in calorie intake.

Another consideration to make when your goals change from fat loss to muscle gain is lean vs fatty proteins. To get 31g of protein from chicken you need to eat 100g and consume 165 calories or consume 150g of rump steak to get your 31g of protein, costing you 260 calories. You can see from this that leaner meats give you more room to play with, you can use the extra 100 calories to add a sauce for flavour.

Fats

Once vilified by the media, now praised because fats are often accompanied by more nutrients than carbohydrates. There are varying forms of fats that range from highly beneficial to down-right harmful to us, so it's understandable that many get confused. Fats is nearly twice as calorie dense as protein and carbohydrates, meaning just a small increase in fat can drastically increase your calorie consumption.

If weight loss is your goal, keeping an eye on fats should be a priority, if weight gain is your goal, eating the fat on your steak isn't the worst idea.

Trans-Fats

These are the harmful fats, often found in deep-fried fast food and processed foods such as cookies, frozen pizza, ice cream and doughnuts to name a few. These should be eaten in moderation, it's not sensible to recommend people avoid these foods completely because cravings arise, and people binge. Be aware of your consumption and set some personal rules, for example 1 day a week or 2 occasions at weekends; find something that suits you and make sure you incorporate these into your daily calorie requirements.

Saturated and Unsaturated Fats

Saturated fats are found in fatty meats, cheese and butter amongst others. Consumed as part of a healthy diet saturated fats don't pose a threat to your health. It is when your diet is low in fruit and vegetables and a large proportion of your calories are made up by processed and fatty foods that someone would raise a concern.

Unsaturated fats are liquid at room temperature and found in natural foods such as olive oil, avocado, egg yolks, salmon, nuts and seeds. Omega 3 is a type of unsaturated fat; your body cannot produce this, and it has been shown to help cholesterol and heart disease. Ensuring most of your fats come from a natural food product that has come from a farm or the sea is a great way to live.

Carbohydrates

Now currently the pantomime villain of the media the simple carbohydrate is the staple of a sportsperson's diet. It is the main energy source during exercise where the intensity is moderate to high (not a walk or a single 100m sprint). As you digest carbohydrates your blood sugar level goes up to provide readily available energy to any muscles that require it, if this energy is not immediately required it will be stored in your muscles as glycogen to be used later. When you exercise your muscles convert this glycogen back into glucose to suit the energy requirements.

Sugary drinks and sweets contain a lot of glucose and fructose which take little time to be converted into usable energy, these 'fast-release' carbohydrates are great for exercise that lasts over an hour and high performance is key. Brown rice and pasta spike your blood sugar

levels less and are released at a slower rate, these can be used post-exercise to replenish the glycogen in your muscles.

The issue arises when consuming too many carbohydrates when you aren't exercising enough to utilise them for their intended purpose. People then end up in a calorie surplus which results in weight gain. Ideally your carbohydrate intake should be concentrated around when you are exercising, carb up to fuel the work up, consume carbs to assist recovery. If you are likely to be sat around at a desk for a large portion of the day, fewer carbs would be sensible. Carbs for breakfast can help replenish the overnight fast and 'fuel the day' however sugary cereals where you are hungry again in an hour are not the way to go. Brown bread with eggs to mix protein, carbs and fat is ideal. Oats with nuts, seeds and fruit is another super choice

Piecing it all together

It may seem overwhelming to begin with and like you're back in a maths lesson. However, after a week or two you'll soon have a few set meals that you can make in bulk and know the calories for. Have a few set snacks that rotate each week or two you can either bulk make or buy. Consistency is key and preparation empowers consistency more than anything else.

Your total calories for the day can be split evenly for the amount of meals you prefer to consume using the example above of 2538kcals and he prefers to eat 4 meals a day. That's 634 kcals a meal consisting of 35g of protein, 68g of carbs and 25g of fat. If you exercise early morning you may want to have a heavier weight of calories in the morning and the opposite for the evening. As with every recommendation, find what works for you to achieve the best consistency!

Each meal should be made up of all three macronutrients.

Appendix

BMR for men

BMR (metric) = (10 × weight in kg) + (6.25 × height in cm) – (5 × age in years) + 5

BMR (imperial) = (4.536 × weight in pounds) + (15.88 × height in inches) – (5 × age) + 5

BMR for women

BMR (metric) = (10 × weight in kg) + (6.25 × height in cm) – (5 × age in years) – 161

BMR (imperial) = (4.536 × weight in pounds) + (15.88 × height in inches) – (5 × age) – 161

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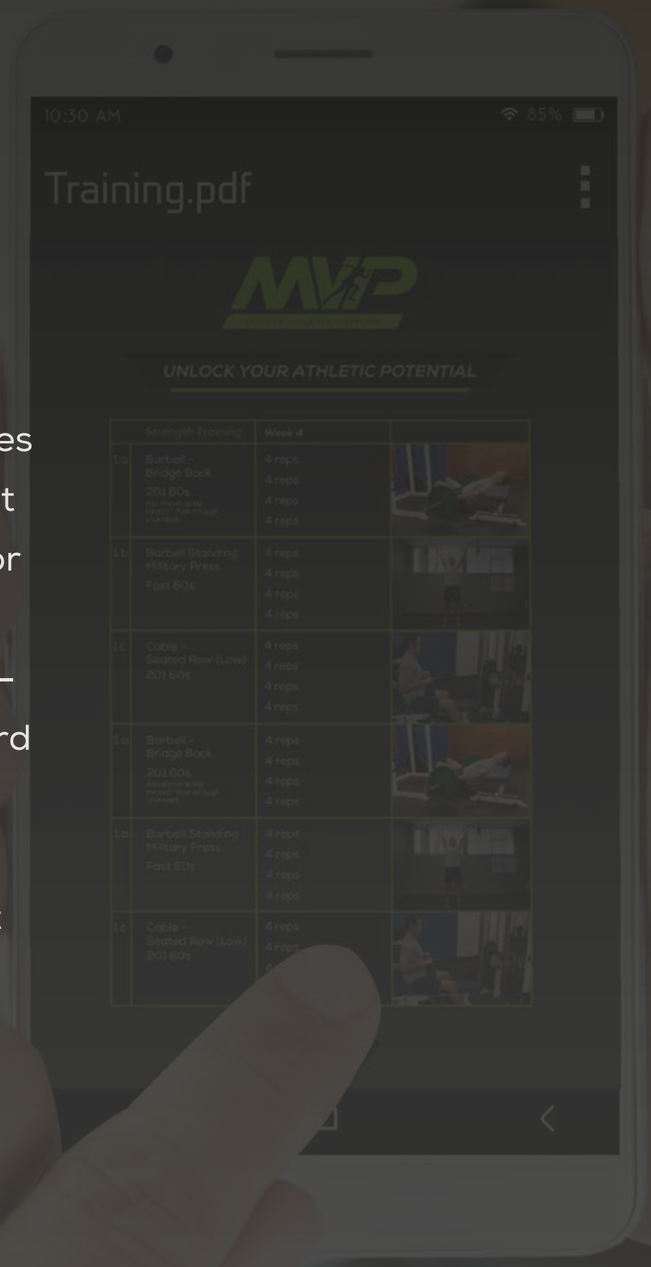
Start Your Journey With MVP

You are now part of the MVP team! We now fully understand your strengths and weaknesses and the training program given in this ebook is a great start to your MVP journey but doesn't take into consideration any of your physical characteristics. We can create bespoke plans for you, online, based on your test results to help you be the best you can be and reach your goals whatever they are. With our connections we can guide your development with the potential for USA college scholarships or even pro team contracts with the right amount of hard work and talent!

Please contact us on hello@projectmvp.co.uk or call 020 3923 4938 to find out more about how we can be part of your journey to reach your potential



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