



Gain the Competitive Edge in Football

Football is tough – and it's demanding, both physically and mentally. At the high school, college, or professional level, the most successful players stay one step ahead of the game. Vince Lombardi summed it up, "You never win a game unless you beat the guy in front of you. . . You've got to win the war with the man in front of you. You've got to get your man"

The rigors of training and competing place heavy demands on the body. Players give an all out effort one day and do it all over again the next. So how do you provide the energy for the power, strength, and speed necessary to beat the guy in front of you?

Understanding the body's response to physical exercise is the first step in gaining that edge. Today, athletes are seeking most effective and safe techniques for fine-tuning conditioning and training regimens. Players need maximum power and an extra boost of energy. Muscle development and peak performance require sufficient energy that comes in the form of *power-nutrition* from foods with the right blend of nutrients. *Power-nutrition* makes every calorie count. A balanced meal plan helps athletes achieve maximum potential, stay at the head of the game, and remain in the game longer.

One model of high level conditioning and proper nutrition is Jerry Rice, retired at age 42 with 20 NFL seasons. Another example is Bengals' running back Rudi Johnson, who, in the 2006 off-season, upgraded his conditioning and training program. What was different from other years is that Rudi added a well-planned nutrition program developed by a board certified sports dietitian. Rudi's *power-nutrition* provides the fuel and nutrients that support a rigorous regimen for building and maintaining his "power machine."

Power-nutrition, an indispensable component of an effective training and conditioning program, super-charges the body, enhancing endurance, speed, and strength,. The right diet anticipates the demands of the sport and refuels the body for the next contest.

Nutrition, the body's source of energy, significantly contributes to developing a first-class athlete. Diet also helps

1. avoid pitfalls such as dehydration, cramping, and mental and muscle fatigue
2. boost the body's immunity
3. accelerate recovery
4. minimize injury.

Football is tough . . . and demanding. Today's smart football player is more fit and knows, "*Nutrition can make the difference between paying well and playing your best.*"

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