Victory isn’t just sweet. Done right, it’s savory, crispy, and sometimes pickled too.

We know there?s a nutrition story behind every win. And the most successful nutrition strategies are the ones in tune with your biology, everyday life, and long-term goals.

This starter guide illuminates the simple-but-targeted efforts that can lead to big changes in how you feel and progress over time.

WHAT’S IN IT FOR YOU?

Every time you eat or drink is another opportunity to support your physical and mental well-being.

BENEFITS OF GREAT NUTRITION

Feeling energized, focused, and physically strong all day

Boosting your immune system

Speeding the recovery process

SHAWN DASSIE
TACTICAL HUMAN PERFORMANCE

FUNDAMENTAL 01

Optimizing with quality

Focusing on the quality of what you consume has a direct impact on your gut, your body's ability to manage inflammation, the efficiency of your brain, and your ability to physically perform.

Optimizing your nutrition choices with hydration, nutrient-dense foods, and high-quality supplements will ensure your body has the raw materials it needs to be at its best, ready to perform, and able to recover.



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OPTIMIZING WITH QUALITY

HYDRATION



Water is essential to your body.

Adequate hydration helps support energy, mood, focus, cognitive performance, appetite regulation, and core temperature.

It's often the simplest place to improve with the biggest potential impact, so consider focusing on this area of your nutrition strategy first.

YOUR DAILY GOAL

Drink ½ to 1 ounce of fluid from water or natural, unsweetened beverages per pound of body weight per day.

BENEFITS

Gut

Your gut lining forms a barrier to keep harmful bacteria outside of the body while letting beneficial nutrients in.

Optimal hydration supports motility through the gut and allows the gut lining to support bacteria balance.

Brain

Optimal hydration results in a more active brain and better memory and mood.

Even if you become dehydrated, research shows that you decrease fatigue, and improve short-term memory, attention, and reaction time almost immediately after rehydration.

Inflammation

Being hydrated reduces stress on the body, leading to a decrease in long-term inflammation.

Preventing mild dehydration can have a positive impact on the cells by avoiding an increase in the release of inflammatory markers like histamine and C-reactive protein.

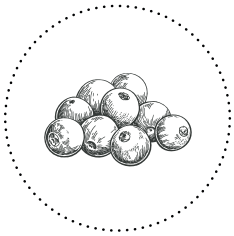
Sports and physical performance

Maintaining hydration during activity optimizes energy and performance.

Losing just 2% of your body weight during exercise can impact endurance capacity, power output, focus, and how hard your workout feels.

OPTIMIZING WITH QUALITY

PRODUCE



Produce is packed with micronutrients that serve as essential components to influence the body's immune function, supporting its ability to reduce the risk of illness, injury, and fatigue while also maximizing focus and optimizing energy production.

We encourage a variety of colors because each color encompasses a different nutrient. So the more colors you eat, the more nutrients you get, the more systems you'll support, and the healthier you'll be.

YOUR DAILY GOAL

Consume a minimum of three servings of vegetables and two servings of fruit over the course of your day. An ideal plate contains at least three different colors to ensure greater nutrient density.

1 serving = 1 cup raw veggies, ½ cup cooked veggies, 1 medium-sized fruit, 1 cup chopped fruit (fresh or frozen)

BENEFITS

Gut

Many fruits and veggies have a variety of prebiotic fibers, which are critical to establishing the right balance of bacteria in the gut.

Fermented produce like kimchi, sauerkraut, natto (fermented soybeans), and miso paste contain probiotic qualities, which also support the balance of gut bacteria.

Brain

Fruits and veggies are loaded with B vitamins, which benefit energy production for the brain, synthesis and repair of DNA / RNA, and neurochemical communication between the brain and other areas in the body.

Antioxidants found in fruits and veggies help counteract the unstable, potentially dangerous free radicals causing oxidative stress in the brain.

Inflammation

Fruits and veggies are naturally high in antioxidants, supporting your body's ability to manage the damaging effects of inflammation.

They're also packed with fiber, helping the body stabilize blood sugar and manage inflammation.

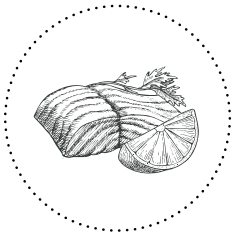
Sports and physical performance

Foods like beets and tart cherries support endurance and reduce muscle soreness.

The nutrient density of fruits and veggies plays a role in optimizing metabolism for energy production and recovery from the stress exercise places on the body.

OPTIMIZING WITH QUALITY

PROTEINS



Proteins support the building of lean mass but are much more versatile, helping with hormone production, immune function, and enzymes that power key functions in the body.

When possible, source unprocessed, organic, and grass-fed protein for better fat composition and higher-quality meat. Choose wild-caught fish, and free-range or cage-free eggs.

YOUR DAILY GOAL

Meet minimal protein needs of at least ½ to 1 gram per pound of body weight per day, depending on goals, activity, and age, evenly spaced throughout the day.

1 serving protein = 20 grams protein: 3 ounces meat or fish, 2 eggs, ¾ cup Greek yogurt or cottage cheese, 3 ounces soy, 1 cup milk, 1 scoop whey or plant protein

BENEFITS

Gut

Dietary proteins are essential for the growth of gut bacteria. However, too much protein can affect the balance of gut bacteria. So be thoughtful of protein sources and amounts that contribute to gut balance.

As protein intake increases, the importance of fiber in a variety of forms also increases to support gut bacteria balance.

Brain

The brain relies on protein to create the neurotransmitters it needs to communicate.

Protein especially plays a role in the types of neurotransmitters that our body can create and that are available, which directly impacts how we think, feel, and process information.

Inflammation

Getting a variety of protein sources can play a role in improving inflammation.

Getting the protein you need helps your body combat overall inflammation, but including a rotation of plant-based proteins as well as proteins high in omega-3 fatty acids (e.g., salmon and tuna) helps decrease inflammation in the body.

Sports and physical performance

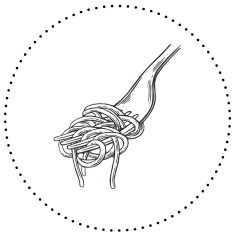
Meeting protein needs supports efficient recovery and adaptation from training.

Consuming 20 to 40 grams of protein (depending on body size) post-workout supports recovery.

Whey protein or high-quality, plant-based protein is a convenient way to get what you need.

OPTIMIZING WITH QUALITY

HIGH-FIBER CARBOHYDRATES



Carbohydrates can be a great source of energy, as they're the primary source of fuel for your brain and body during high-intensity activities. The amount of carbohydrates you need depends on your goals, biology, and intensity and duration of activity.

Choose fiber-rich carbohydrates that are minimally processed with at least 3 grams of fiber per serving. Look for products with minimal added sugars (try to keep close to 0 grams per serving).

YOUR DAILY GOAL

Aim to get at least 35 grams of fiber each day to optimize gut health, energy, and overall well-being.

1 serving carbohydrate = 15 grams carbohydrate: ⅓ cup brown rice, ¼ cup quinoa, ¼ cup oats (dry), ½ cup potatoes, ½ cup corn, ½ cup whole-wheat pasta, 1 slice multigrain bread, ½ multigrain bagel, ¼ cup granola

BENEFITS

Gut

High-fiber carbohydrates are essential to maintaining a healthy gut.

They help feed the beneficial bacteria, keeping them plentiful and supporting overall health.

Brain

High-fiber carbohydrates are slowly broken down into glucose, giving the brain sustainable energy. And they feed gut bacteria, which play an important role in brain function.

Sports and physical performance

High-fiber carbohydrates provide a sustainable energy source for muscles, supporting the gain of lean mass, minimizing muscle loss, and maximizing fat loss.

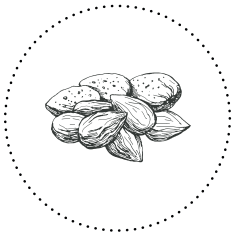
Inflammation

We eat carbohydrates so that our body has the glucose it needs for energy. In order for our body to use the glucose, it has to release insulin to get that glucose into the cell.

High-fiber carbohydrates slow down digestion and create a more even glucose curve, which results in a more even insulin curve. High levels of insulin create more inflammation in the body. So higher fiber carbs reduce the amount of insulin needed, which results in less inflammation.

OPTIMIZING WITH QUALITY

FATS



Fats contain powerful nutrients and antioxidants for cellular repair of joints, organs, skin, and hair.

They also help release energy slowly to the body, keeping you feeling full longer, helping regulate blood sugar, and stabilizing your energy levels.

Fats are also needed for absorption of fat-soluble vitamins A, D, E, and K, which are carried in food and absorbed into and carried by the bloodstream.

Source certified-organic fats when possible, and limit any inflammatory fats like vegetable oils.

YOUR DAILY GOAL

Incorporate a variety of fats to support optimal health, especially unsaturated and omega-3 fatty acids.

1 serving fat = 7 grams: 2 tablespoons seeds, 7 to 10 nuts, ¼ avocado, 1 ½ teaspoons olive oil, 1 tablespoon nut butter, 2 tablespoons hummus

BENEFITS

Gut

Omega-3 fatty acids have been shown to play a positive role in helping to correct gut imbalances by increasing the number of beneficial bacteria.

Brain

Omega-3 fatty acids play an important role in building membranes in brain cells, minimizing deterioration and enabling the brain to work more efficiently. They've also been shown to help minimize inflammation in the brain.

Inflammation

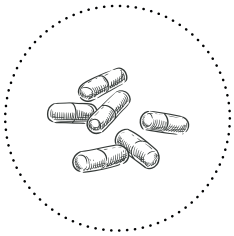
Omega-3 fatty acids reduce the production of chemicals and molecules linked to inflammation.

Sports and physical performance

Omega-3 fatty acids have been shown to open up blood vessels and allow oxygen to move into skeletal muscle tissue more efficiently. They've also been shown to improve nerve conduction, positively affect muscle activation, and help minimize muscle soreness.

OPTIMIZING WITH QUALITY

SUPPLEMENTS



It's always ideal to get as many nutrients as you can from food, however, it can be difficult depending on your lifestyle, health status, and the demand that's placed on your body. That's where you can fill in the gaps with smart supplementation that complements your diet.

With any supplement, you should talk to your doctor or dietitian first, especially if you're taking medication or managing a chronic condition.

YOUR DAILY GOAL

Be consistent with whatever supplements are best for you. There's no one-size-fits-all answer when it comes to supplementation.

When choosing nutrition supplements, be sure to verify that the products are:

+ Third-party tested and free from banned or prohibited substances
+ From a reputable company that has a record of conducting ethical business
+ Free from artificial sweeteners, colors, and unnecessary additives
+ Effective and well-formulated with benefits that are relevant to you

BENEFITS

	Omega-3	*Probiotic*	*Vitamin D*	*Multivitamin*	*Protein*	*Creatine*	*Beta-alanine*	*Nitrates*	*Tart cherry*	*Collagen*
Improving gut health	X	X	X							
Reducing inflammation	X	X	X	X					X	
Boosting brain function	X	X	X	X	X	X				
Sport and physical performance					X	X	X	X	X	X

These are some foundational basics, but there are a number of supplements that could provide additional benefits. Speak to your dietitian or doctor if you have questions.

OPTIMIZING WITH QUALITY

FOOD GUIDE

These are some of our favorite sources for quality nutrients.

Protein

+ *95% lean ground beef or turkey*
+ *Beans and peas*
+ *Chicken (skinless)*
+ *Eggs*
+ *Fish (non-fried)*
+ *Lean beef steak*
+ *Lean ham steak*
+ *Lean jerky*
+ *Cottage cheese*
+ *Yogurt*
+ *Milk*
+ *Tofu*
+ *Trimmed pork chops*
+ *Tuna (in water)*
+ *Turkey (skinless)*

High-fiber Carbs

+ *Beans (black, kidney, navy)*
+ *Black-eyed peas*
+ *Brown rice*
+ *Chickpeas*
+ *Corn*
+ *Green peas*
+ *Lentil, black bean, or pea soup*
+ *Quinoa*
+ *Sweet potatoes or yams*
+ *Whole-grain bagels, bread, tortillas, or cereal*

Fats

+ *Olive oil*
+ *Raw seeds (pumpkin, sunflower)*
+ *Natural nut butters (almonds, peanut)*

Sources of omega-3s (per serving):

+ *Salmon and mackerel (~4 grams)*
+ *Avocados (~223 milligrams)*
+ *Flaxseed and flax oil (~2 grams)*
+ *Chia seed (~4 grams)*
+ *Walnuts (~2.5 grams)*
+ *Soybeans (~1.2 grams)*
+ *Tofu (~1.5 grams)*

Sources of EPA (per serving):

+ *Mackerel (430 milligrams)*
+ *Wild-caught salmon (350 milligrams)*
+ *Sea bass (180 milligrams)*
+ *Oysters (300 milligrams)*

Sources of DHA (per serving):

+ *Mackerel (590 milligrams)*
+ *Wild-caught salmon (1.2 grams)*
+ *Sea bass (470 milligrams)*
+ *Oysters (230 milligrams)*

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FUNDAMENTAL 02

Energizing with structure

Now let's get into the second fundamental: creating a consistent structure to ensure you have the energy to be at your best.

Daily fueling strategy

Consuming three to six meals is typical for the majority of people and supports most goals. If you want to try intermittent fasting (eating two or fewer meals per day), consult with a registered dietitian to ensure you're getting all the nutrients you need.

Composition

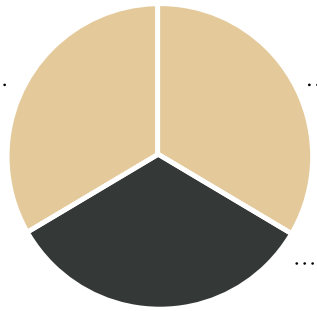
In addition to a consistent daily fueling strategy, building your plates with the right portions of nutrients is the other key to powering your daily performance and bolstering progress toward your goals.



BUILDING PLATES BASED ON ACTIVITY LEVEL

Consider how active you are (and if you're trying to lose weight) as you figure out the composition of your plates. Make sure to incorporate healthy fats in the preparation or as an additional component to round out your meal or snack.

MODERATELY ACTIVE

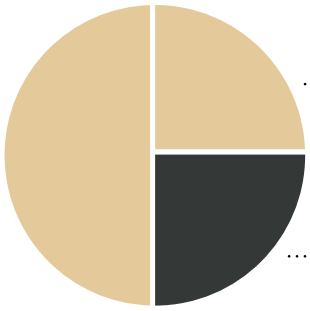


1/3 *plate colorful produce*

1/3 *plate lean protein source*

1/3 *plate fiber-rich carbs*

VERY ACTIVE

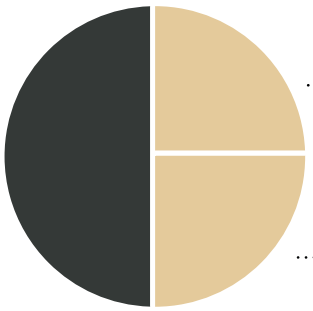


1/2 *plate fiber-rich carbs*

1/4 *plate colorful produce*

1/4 *plate lean protein*

LESS ACTIVE OR AIMING TO LOSE WEIGHT



1/2 *plate colorful produce*

1/4 *plate lean protein*

1/4 *Minimal carbohydrates*

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