**Consumption for Performance**

One way to further explore the impact of diet on behavior is to consider how food/consumption impacts performance of elite professionals, such as athletes.

Two high-profile examples are American football player Tom Brady and Serbian tennis player Novak Djokovic. Provide the following resources to students as you ask them to explore these athletes’ diets and information regarding the diets’ effects on their performance.

**Tom Brady** has created a near-empire around his diet, including production of pure electrolytes that he advocates. Resources related to his diet include:

TB12 meals: [https://tb12meals.com/](https://tb12meals.com/pages/why-tb12-meals?gclid=CjwKCAjwj6SEBhAOEiwAvFRuKA16F9OVLO9iRYcGiajrtqScLVvfX14jAKrjLwhQuPmpWvz9SrI5-hoCB7AQAvD_BwE)

Tom Brady advocates “anti-inflammatory nutrition”. The following resources explains this idea a little more: <https://www.health.harvard.edu/staying-healthy/foods-that-fight-inflammation>

**Novak Djokovic** advocates plant-based foods for his peak performance.

The following resource describes typical meals eaten by Djokovic, and his explanation for their contents: <https://www.mensjournal.com/food-drink/foods-turned-djokovic-no-1-player-game/>

Consider this source that argues Djokovic’s diet is too rigid for most people: <https://www.sportscasting.com/why-novak-djokovics-diet-is-nearly-impossible-for-regular-people/>

After investigating their diets and claims surrounding them, discuss with students how food is considered a fuel for the body in these contexts. **Encourage them to find peer-reviewed research/evidence that supports or does not support the idea that food impacts athletic performance directly.**

Possible resources to mention include:

Guest, N. S., Horne, J., Vanderhout, S. M., & El-Sohemy, A. (2019). Sport nutrigenomics: Personalized nutrition for athletic performance. *Frontiers in nutrition*, *6*, 8.

Peeling, P., Binnie, M. J., Goods, P. S., Sim, M., & Burke, L. M. (2018). Evidence-based supplements for the enhancement of athletic performance. *International journal of sport nutrition and exercise metabolism*, *28*(2), 178-187.

Rodriguez, N. R., Di Marco, N. M., & Langley, S. (2009). American College of Sports Medicine position stand. Nutrition and athletic performance. *Medicine and science in sports and exercise*, *41*(3), 709-731.

A final topic that might be of interest to students is the marketing of particular products for performance improvements. Consider Gatorade, Powerade, Gu, and other drinks or supplements that claim to maximize performance of their consumers. One example that illustrates the power of marketing is the comparison of chocolate milk and Gatorade. Ask students to nutritionally analyze chocolate milk and sports drinks, and then find peer-reviewed research assessing their efficacies for restoration following strenuous activities. You can also ask them to summarize and share the findings of the research.

Potter, J. A., & Fuller, B. (2015). The effectiveness of chocolate milk as a post-climbing recovery aid. Journal of Sports Medicine and Physical Fitness, 55(12), 1438-1444.

Thomas, K., Morris, P., & Stevenson, E. (2009). Improved endurance capacity following chocolate milk consumption compared with 2 commercially available sport drinks. Applied Physiology, Nutrition, and Metabolism, 34(1), 78-82.