Date: 10/1/20

From: Alex Joneson

To: Professor Keller

RE: Proposal to write a “How to Eat Vegan as a College Athlete” Guide

Problem Statement:

Many athletes have a preconceived notion that eating meat and dairy for protein and overall energy is the only way to do it. Also, many would argue that not eating these two sources of energy will halt progress and even regress your body back to what it once was due to a lack of vital nutrient rich properties found in meat and dairy. The best of the best, Professional athletes, have shown that eating a vegan diet effectively is possible which shows in their results. The number of athletes switching over to the vegan diet is growing every day because it works and benefits the body in ways many are unaware of. These Professional athletes have showcased why they are doing the vegan diet, but the problem is, how? Another point to make is that they are putting thousands of dollars into their diets every month which begs the question, can someone do it effectively on a fixed budget?

Purpose:

“How to Eat Vegan as a College Athlete” will instruct college athletes, competitive or not, how to effectively eat vegan and how to do it on a fixed budget. Not only will it save money to put in your pocket, but it will include added benefits to the overall health of anyone on the plan. As long as the reader follows the guide closely and consistently, it will show the advantages physically to going plant based. The main purpose of this guide is to enhance the life of a competitive person who wants to feel better about the way they eat and know why it makes them feel the way it does. Food has a huge influence on your mood and the mental aspect plays a huge role in what you should put on your plate for every meal of the day. Showing purpose in what you eat is a huge confidence booster as well. Knowing you are giving your body the right kind of fuel throughout your day improves mood and performance day in and day out.

Topics to Investigate:

* How Meat and Dairy negatively effects the body
* Health Benefits and studies that back them
* Meat and Dairy Alternatives
* Price comparison between Real and Alternative Meat and Dairy
* Uncommon Foods that can be introduced into your diet
* Where to shop and how

Audience:

The audience will primarily be college athletes looking to add another advantage to their diet. However, this can cater to anyone who is moderately active. Everyone has a certain type of diet they follow, some diets broader than others. The goal here is to captivate an audience who wants to learn more about nutrition, how the vegan diet can be incorporated, and how it benefits you as an active individual. The “How to Eat Vegan as a College Student” guide could also offer some benefits to certain people recovering from injuries. Reduced inflammation and essential amino acid intake are just a few of the things that help with recovery. The guide will not give a step by step guide on what to eat to recover from injury, but it will offer ways to recover from exercise which can be partially used to treat injury. Another big problem with being a student athlete is time management. Since many college athletes are on a fixed time schedule, it will be a main focus to make sure that shopping, preparing and eating these meals can be done quickly while still enjoying them. This will appeal to classmates and teachers! I also want to cater this to people who like watching professional sports. I plan on mentioning famous athletes who have switched over to this vegan diet to show just how sustainable and performance boosting it can be. This plan will not be a carbon copy of what the professionals do, but it will somewhat resemble what these athletes would eat if they were on a fixed income as well as a packed time schedule

Methods and Procedures:

The best method to gathering the necessary information to write the guide is through research on the internet as well as personal experience. Adding to this, there are plenty of shows, movies that go into depth on the health benefits of the vegan diet when it comes to athletic performance. Another method to gathering information is personal experience. As someone who took part in this vegan diet and as someone who has experienced changes in feeling, budget, and many other aspects that go along with switching to a new diet, it will be a great way to share my input first hand. The plan is to start with the research into the added health benefits to pull the reader in and inform them on why they should start this diet. I will make sure that these facts are cited properly and that they are organized in a way where they are easy to comprehend. From there I will move into the alternatives that can pull you away from the Meat and the Dairy so that it is easy to make the transition. There are many high-quality alternatives out there and I want to show why this is a great way to substitute. High quality comes with a price, so I will show the reader how to mix and match with what works with their budget. I will have hypothetical budgets for two separate college athletes and take show what the differences are in each situation and what they get out of what they spend. Next, I will go into various stores and see which ones have the products researched online and which ones do not. I will then put together a list of meat and dairy alternatives that work from each store and which ones fit with each meal depending on where you are shopping. Lastly, I will tell the reader how to prepare their meals and make sure that each meal can be cooked and put in a to go container for their busy lifestyle. One small but fun thing I would like to add is desserts. I don’t want to create the notion that this will be a crazy strict diet that is boring and bland. Everyone deserves to have a treat from time to time and this guide will allow this in your diet and will provide the options for vegan treats that can be found in local stores. This will hopefully keep the participant excited about meals and snacks.

Qualifications and Resources:

I was a Student Athlete at Purdue Fort Wayne for 4 years on the Men’s Soccer Team. I feel like I am qualified to be able to explain what an athlete goes through in any given week. Also, how they should eat, when they should eat, and why they should put certain foods in their system for certain reasons. I experienced eating a vegan diet as an athlete and was uneducated on the topic at the time. All I heard was that it was good for you and I never got the full direction on what to do. As an athlete I have resources available with the Athletic Department’s nutritionist and plan to use her as a source. I also experimented with a vegan diet after soccer when I started lifting weights and putting on muscle. It was a totally different experience that worked for me since I did the research on my own and learned what it took to be successful in what I was doing. I still have a lot to learn about the topic but that will come with research during this memorandum. This will include scholarly articles, documentaries, tv shows, and plenty more. All of these will of course be cited and checked for validity.

Work Schedule:

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| --- | --- | --- |
| Task | Time | Completion Date |
| Gather Research Findings | 2 weeks | 10/15 |
| Procedure | 1week | 10/22 |
| Condense Information | 1 week | 10/29 |
| Progress Report | 1 week | 11/5 |
| Revise Procedure | 1 week | 11/12 |
| Evaluate Usability | 1 week | 11/19 |
| Submit Guide/Presentation | 1 week | 11/25 |

Budget:

The budget for me associated with this guide will not cost any money in terms of research. However, throughout the guide I will be giving hypothetical prices to show the amount of money that must be spent on a typical grocery run to a certain store. The budget aspect of this guide will be catered to the users and will give an in-depth analysis of what they are looking at each time they need to restock on groceries. I may decide to start doing this for the next few months, but more information on that will be in my next revision on my guide. I will make sure that I accurately depict an average student athletes’ budget and portray a day in the life as best I can based off of my personal findings being in that area not too long ago.

Call to Action:

Year after year, the vegan athlete community grows in numbers and in this particular case, I set out to explain why and how athletes do it. A great way to show how to do this is through research I have done thus far, personal experience as an athlete, and reaching out to find out as much as I can from whoever I can. The vegan diet has gotten a bad wrap in the past, especially for athletes, and I hope to shed some light on the positive aspects of this life changing diet and the innovations in the industry that have helped many people switch to a plant based diet. I believe that there is a need for this guide to be written to allow student athletes to finally find the diet that works for them and be able to experiment with something that can change their lifestyle for the better through a comprehensive guide. I hope that this can also become a guide to anyone who is not competing against someone, but rather against themselves. People set personal goals all the time when it comes to health and nutrition. This guide will not only cater to college athletes, but it will also cater to the driven everyday competitor.