Protein Powder Gets an Upgrade

A new protein powder that helps athletes achieve physical superiority

If you're serious about playing on the gridiron, you need high-quality protein – and lots of it!

Since BFS was founded in 1976 our focus has been on strength, conditioning and character education. It still is, but the state of the supplement industry is forcing us to take a stand and be even more careful about the supplements and food products we endorse.

In 2005 *BFS* magazine published a president's message that discussed the problems in the industry. Bob Rowbotham, then BFS president and now CEO, stated our position that athletes first need to eat well before considering supplements such as multivitamins/minerals. Rowbotham referenced an article published in the *Journal of the American Medical Association* that supported this view, emphasizing the situation that it's difficult to obtain all the essential nutrients from diet alone. But we're getting ahead of ourselves – let's talk about food.

In the early days of weight training, athletes got big simply by eating more foods high in protein – beef, eggs, milk and fish. One strongman

and bodybuilder who popularized this approach was Bruce Randall. On January 3, 1953, Randall weighed 203 pounds at a height of 6-feet-2, and by August 2, 1955, he weighed 401 pounds. A typical breakfast for Randall would include 28 fried eggs, two quarts of milk, and a loaf and a half of bread. The result of his training and diet was that Randall could deadlift 770 pounds, curl 228 pounds, dumbbell bench press 220 pounds for two reps, good morning with 685 pounds, and do one-quarter back squats with 2,100 pounds!


ManFeed Pro creator Paul Kruger

What's just as remarkable is that after he reached his peak bodyweight, Randall went on a low-calorie diet and lost 218 pounds in 32 weeks. He competed in the 1956 Mr. America, and in 1959 he won the NABBA Mr. Universe. Losing and gaining weight to such an extreme degree is obviously not a healthy choice to emulate, but the point is that Randall made his gains by focusing on basic foods high in protein. That's why when BFS thought about what type of supplement would serve our readers best, we thought about protein powders.

There are many advantages of using protein powders. One is that it's convenient. A post-workout protein shake can be made in minutes, compared to the time it takes to cook a meal of steak and eggs. Powders can be carried around in a thermos and mixed with milk, juice or even water for a high-protein meal. Further, when you factor in the cost of protein powder versus food, you'll find that the cost is lower than a meal you can purchase at a restaurant or, often, even make at home. But when BFS set out to find a great protein powder for young athletes, we were disappointed time after time. Until we met Paul Kruger.

A former football player at Oregon State, Kruger knows the importance of having muscle to reach the highest levels of performance on the field. He passed this knowledge on to his family, and today two of his sons are NFL linemen: Joe plays for the Philadelphia Eagles, and Paul Jr. won a Super Bowl ring with the Baltimore Ravens last year. Both Joe and Paul Jr. use Kruger's product, ManFeed Pro, with remarkable success. In this interview Kruger shares some of his concerns about the supplement industry that motivated him to develop ManFeed Pro.

BFS: *With protein supplements, do you always get what you pay for?*

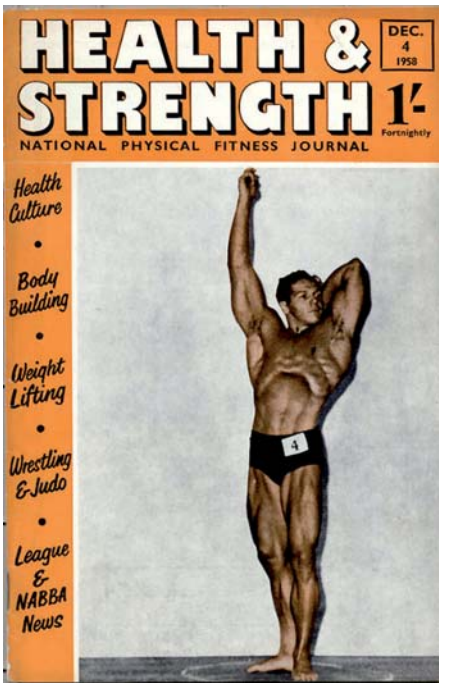
PK: There are some well-designed products on the market, and generally the quality of the product is reflected in the price. Unfortunately, a larger segment of the market today is taking advantage of the fact that the supplement industry is unregulated by the FDA.

BFS: *Does this mean the labels on supplements are not necessarily accurate?*

PK: Labels can be misleading. A label may say "100 percent whey protein," and yes, the protein in the package is 100 percent whey protein. What the consumer may not realize is that only 5 percent of the total powder in the container is whey, with the rest being cheap fillers.

BFS: *So what you're saying is that athletes who think they are getting 24 grams of protein from a serving of protein powder may in fact be getting much less than that?*

PK: Exactly. I was at a football camp recently and I asked the 400-plus



In 1955 strongman and bodybuilder Bruce Randall bulked up to 401 pounds, then trimmed down to compete in the Mr. America competition the following year. In 1959 he won the NABBA Mr. Universe.

kids in attendance how many of them were taking supplements. Every hand went up. When I asked how many of them were getting the results they expected from the products, only five hands went up. I believe that's because the products simply do not contain what they say they do. If these kids had been taking ManFeed Pro, I believe at least 300 kids would have raised their hands to indicate they were getting the expected results – and most of them would have results far exceeding their expectations.

BFS: *Many supplement products, including protein powders, have been found to be tainted with ingredients that could cause an athlete to fail a NCAA drug test. How does your product address this issue?*

PK: ManFeed Pro is made of natural products – it does not contain fillers or manmade, synthetic products. Also, all of our ingredients go through

ManFeed Pro is NCAA compliant and contains four natural sources of protein: milk, chia seeds, rice and soy.

an extensive screening process to make it NCAA compliant. ManFeed Pro is currently being used by many colleges, such as the University of Utah, and of course my sons use it in the NFL. Evan Smith, formerly with Utah State University and now with the University of Wisconsin, gave this endorsement: "ManFeed Pro has been an essential part of our football team's nutritional growth. It has helped us increase team hypertrophy/size better than any other supplement that is NCAA compliant."

BFS: *What ingredients make your protein powder different from others?*

PK: Rather than calling ManFeed Pro a protein powder, it would be more accurate to call it a meal replacement because besides protein it also contains carbohydrates, healthy fats and fiber.

BFS: *What are the protein sources in your product?*

PK: There are four sources of protein: milk, chia seeds, rice and soy.

BFS: *Isn't soy considered a poor source of protein?*

PK: In fact, soy protein is the only commonly consumed plant protein that is nutritionally complete, meaning it contains all of the essential amino acids in sufficient quantities to help meet the body's requirements. The medical and nutrition communities, as well as the United States Department of Agriculture (USDA), recognize soy protein as equal in quality to animal protein. Soybean has great health benefits. This legume is packed with protein, carbohydrates and healthy fats, and provides your body with an ample energy source.

Paul Kruger's football-talented sons (left to right), David, Mark, Joe and Paul Jr., stand alongside Doug Elisaia (center), director of strength and conditioning coach at the University of Utah. David, Paul Jr. and Joe played for the Utes.

BFS: *Why rice and chia seeds?*

PK: White rice provides instant energy that feeds the muscle cells quickly, and it has digestive and anti-inflammatory properties. Rice contains protein and is a great source of dietary fiber. Chia seeds contain protein and are a very rich source of omega-3 acids, B-12, fiber, calcium, phosphorus and zinc; the seeds also aid the digestive process of converting carbohydrates into sugars. Researchers have proved that chia seeds are a good addition to the diets of athletes due to the high hydrophilic nature of the seeds, such that they can absorb approximately ten times their weight in water. Intake of seeds mixed with water helps the body to hydrate even in the toughest situations.

BFS: *What message do you want to convey to our readers about your product?*

PK: Dietary supplements have become a $32 billion industry since the mid 1990s. Unfortunately, consumers are being taken advantage of by supplement companies due to federal laws that prohibit the Food and Drug Administration (FDA) from regulating the companies. Unlike many supplement products today that are made with synthetic fillers, ManFeed Pro is made of natural products the body knows exactly how to use. After being disappointed by so many other products, strength coaches and athletes are letting us know that ManFeed Pro works! BFS

"MANFEED PRO has been an essential part of our football teams nutritional growth. It has helped us increase team hypertrophy/ size better than any other supplement that is NCAA compliant."

Evan Simon,
Strength and Conditioning Coach
Utah State University

"Green Life Labs product MANFEED PRO, is my go to supplement. No matter whether I am in the middle of my season or training in the off-season MANFEED PRO provides the healthy, natural nutrition I need.

This product WORKS."

Paul Kruger, OLB,
Super Bowl XLVII Champion

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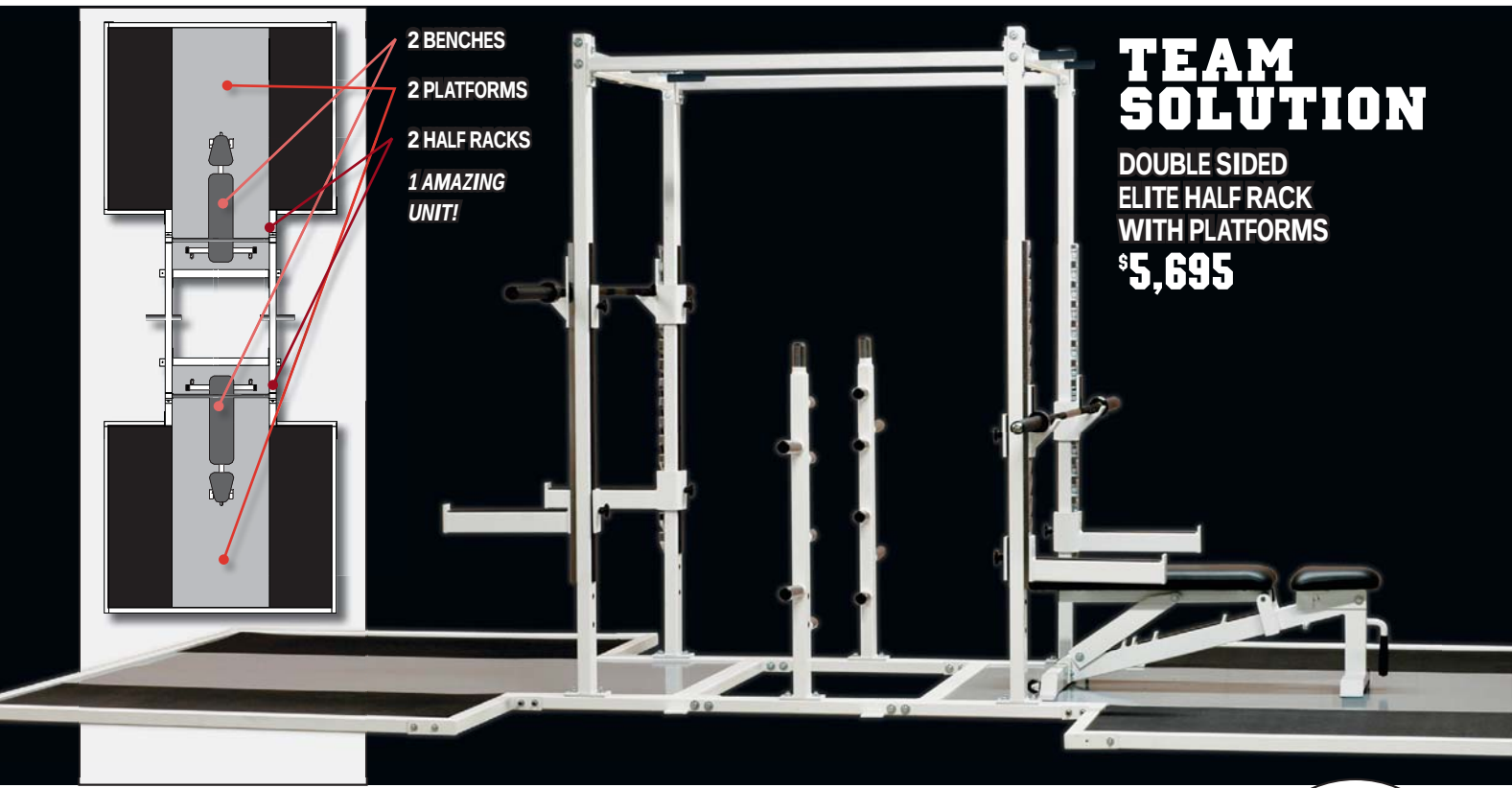

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