

NUTRITION GUIDE

The Dietary Fat Guide

Why fat isn't making you fat, and how much you need.

Dietary fat has a branding problem, the name alone makes people think it's the enemy. It's essential for hormones, energy and long-term health, especially for men over 30. This guide covers the honest picture.

8 Best Sources

Daily Application

Common Myths

Do's & Don'ts

BILLY BUTLER

PT · Dad of 2

WHY DIETARY FAT MATTERS

Dietary fat is essential for hormone production, including testosterone, something men over 30 already produce less of naturally. It also supports joint health, vitamin absorption, and long-term satiety on any nutrition plan.

THE NUMBERS

- **GENERAL GUIDE**

20-30% of total daily calories for most people, adjusted to personal preference.

- **MINIMUM THRESHOLD**

Don't go below roughly 0.5g per kg of body weight, this is where hormone issues can start.

- **BALANCE**

Once protein and activity-based carbs are set, fats typically fill the remaining calories.

THE FOUNDATION RULE

Never go on a very low-fat diet long term. This can genuinely impact testosterone and hormone health in men, and the risk isn't worth whatever marginal benefit it's assumed to offer.

8 BEST DIETARY FAT SOURCES

Olive Oil

MONOUNSATURATED

14g/tbsp

Excellent for cooking and dressings, well studied for heart health benefits.

Avocado

MONOUNSATURATED

15g/100g

Nutrient dense with fibre and potassium alongside the healthy fat content.

Almonds/Nuts

MIXED

50g/100g

Convenient, portable, easy to add to meals or eat as a snack.

Salmon/Oily Fish

OMEGA-3

13g/100g

Provides omega-3s which support heart and brain health specifically.

Eggs

MIXED

5g each

A genuinely underrated fat source alongside their protein content.

Chia/Flax Seeds

OMEGA-3

31-42g/100g

Plant-based omega-3 source, easy to add to porridge or yoghurt.

Peanut Butter

MIXED

50g/100g

Calorie dense and convenient, good for those needing to eat in a surplus.

Cheese

SATURATED

33g/100g

Fine in moderation as part of a balanced intake, not something to fear entirely.

HOW TO APPLY THIS DAILY

Fat is calorie-dense, so a little consideration goes a long way in your daily planning.

Include a source at most meals

This aids nutrient absorption from other foods and keeps you satisfied for longer between meals.

Prioritise unsaturated sources

Olive oil, nuts, avocado and fish should make up most of your intake over fried or processed sources.

Be mindful of calorie density

A tablespoon of oil is roughly 120 calories, easy to underestimate when cooking or dressing food.

EXAMPLE DAY — BALANCED FAT INTAKE

Breakfast: Eggs — natural fat content

Lunch: Olive oil dressing + avocado

Dinner: Salmon — omega-3 rich

COMMON MISTAKES & MYTHS

Fat is one of the most misunderstood macronutrients; these are the biggest culprits.

1

Going very low-fat for fat loss

This can measurably impact testosterone and hormone health in men, without a proportional fat loss benefit.

2

Believing all fats are equal

There's a real difference between olive oil and deep-fried food, source matters as much as quantity.

3

Fearing fat as a food group

The total calorie count of a meal matters more than which macronutrient it comes from.

4

Underestimating calorie density

Fat has more than double the calories per gram of protein or carbs, easy to over-consume without noticing.

5

Ignoring omega-3 intake specifically

Most people get enough total fat but too little omega-3 relative to omega-6, oily fish helps rebalance this.

MINIMUM DAILY FAT INTAKE BY BODY WEIGHT

Body Weight	Minimum Daily Fat
70kg	35g
80kg	40g
90kg	45g
100kg	50g

DO

- ✓ Include a source of fat at most meals, it aids nutrient absorption and keeps you satisfied.
- ✓ Prioritise unsaturated fats (olive oil, nuts, fish) over heavily processed fried foods.
- ✓ Understand that fat is calorie-dense, a little goes a long way when tracking intake.

DON'T

- ✗ Don't go on a very low-fat diet long term, this can genuinely impact testosterone and hormone health in men.
- ✗ Don't assume all fats are equal; there's a real difference between olive oil and deep-fried food.
- ✗ Don't fear fat as a food group, fear the total calorie count of a meal, not the macronutrient itself.

THE BOTTOM LINE

Fat is essential, not optional, particularly for men over 30.

Hit your minimum threshold, prioritise unsaturated sources, and stop treating it as the enemy.

WANT THE FULL SYSTEM, NOT JUST ONE PIECE?

This guide is one piece of the puzzle. The Fit Dad Challenge brings training, nutrition and mindset together into one 6-week programme built around a dad's actual life.

[Join the Fit Dad Challenge — £99](#)