### BEEF’S ROLE IN A HEALTHY DIET

<table>
<thead>
<tr>
<th>Protein</th>
<th>Amount</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td>26 g</td>
<td>1 SERVING</td>
</tr>
<tr>
<td>Spinach</td>
<td>563 g</td>
<td>1 SERVING</td>
</tr>
<tr>
<td>Chicken</td>
<td>2172 g</td>
<td>1 SERVING</td>
</tr>
<tr>
<td>Pork</td>
<td>715 g</td>
<td>1 SERVING</td>
</tr>
<tr>
<td>Pork Loin</td>
<td>5 X 22.5</td>
<td>34/5 SERVINGS</td>
</tr>
<tr>
<td>Chicken Breast</td>
<td>8 X 34/5</td>
<td>82/3 SERVINGS</td>
</tr>
<tr>
<td>Shrimp</td>
<td>715 g</td>
<td>1.5 SERVINGS</td>
</tr>
<tr>
<td>Black Beans</td>
<td>15 X 2</td>
<td>4 SERVINGS</td>
</tr>
</tbody>
</table>

**The Importance of Protein**
Proteins are part of every cell in your body, necessary to build and repair muscle. They are also an important part of the immune and circulatory systems, organ function, hormones, enzymes, and antibodies. When digested, proteins are broken down into amino acids.

Our bodies only make 11 of the 20 amino acids our bodies need in order to ensure adequate essential amino acid intake.

**How does beef compare?**

- **26 g of PROTEIN**
- About 50% of a healthy adult’s recommended daily protein intake

**The Importance of Iron**
Iron is a mineral that carries oxygen in the blood. Beef contains "heme" iron, which is more easily absorbed than the "non-heme" iron found in plants.

Low iron can lead to anemia, fatigue, weakness, shortness of breath, impaired heartbeats, pregnancy complications, and delayed growth and development in children.

Iron is particularly important for babies, young children and menstruating women.

19% of Canadian adult women between ages 19-50 consume inadequate amounts of iron.

**How does beef compare?**

- **2.5 mg of IRON**
- About 41% of a healthy adult’s recommended daily intake of iron.

**The Importance of B12**
Vitamin B12 helps to regulate the nervous system, and aids in the growth and development of cells.

It is found only in meat and dairy products, and is required for the production of new cells. It is also required to produce testosterone and for healthy fetal development.

The body uses B12 to fight infections and for healthy fetal development.

Inadequate B12 intake can cause wounds that won’t heal, a loss of appetite, decreased sense of smell and taste, undesired weight loss, and delayed growth in children.

Iron is particularly important for babies, young children and menstruating women.

**How does beef compare?**

- **2.5 mg of B12**
- About 10-35% of Canadians aged 19 and older have inadequate intake of vitamin B12.

**The Importance of Zinc**
The body uses zinc to fight off infections and produce new cells. It is also required to produce testosterone and for healthy fetal development.

Inadequate zinc intake can cause wounds that won’t heal, a loss of appetite, decreased sense of smell and taste, undesired weight loss, and delayed growth in children.

**How does beef compare?**

- **6.5 mg of ZINC**
- About 10-35% of Canadians aged 19 and older have inadequate zinc intake.
Eating Well with Canada’s Food Guide recommends eating a variety of foods from all four food groups, including healthy proteins like lean meat.

75 g of trimmed sirloin steak has almost the same amount of fat as the same amount of boneless, skinless chicken breast — only 1 gram more.1

The term “lean” is defined by the Canadian Food Inspection Agency (CFIA) as a maximum of 17% fat. This means the maximum fat content is the same for lean ground beef, poultry and pork.1

In 2016, Canadians purchased about 98 g per day of red meat compared to almost 152 g per day in 1980.8 Further, a 2017 study suggested that the removal of animals from the food production system would result in diets that were unable to meet the nutritional needs of the U.S. population without supplements.9

BEEF IS A COST-EFFECTIVE, NUTRIENT-DENSE FOOD

For references and more information about raising beef, please visit the consumer section of albertabeef.org

For ABOUT 22 g OF PROTEIN

For ABOUT 2.1 mg OF IRON

For ABOUT 2.4 µg OF B12

How can that be?

IARC EVALUATES HAZARD, NOT RISK. Think of it this way: the sun’s UV rays can be hazardous. Your risk of sun exposure inside your house is small. Your risk of sun exposure at the beach is much greater. The hazard of the sun’s UV rays doesn’t change; your exposure to the sun’s UV rays does. beef, like all other foods, has no direct carcinogenic effect. IARC does not quantify how your overall dietary patterns, lifestyle and genetics may affect your risk of developing cancer.

Of course, moderate sun exposure, like including beef as part of a balanced diet, has health benefits as well.11

ABOUT HALF THE FAT IN BEEF IS THE SAME TYPE OF MONOUNSATURATED FAT FOUND IN OLIVE OIL, WHILE OVER 85% OF THE FAT FOUND IN COCONUT OIL IS SATURATED FAT.1

A large study in Europe6 (almost 500,000 people) found no association between unprocessed red meat and any cause of death, including heart disease or cancer, while a recent meta-analysis concluded that red meat did not significantly increase cardiovascular risk when consumed in recommended amounts.7

In 2015, The International Agency for Research on Cancer (IARC) classified fresh red meat as probably carcinogenic to humans - Group 2A.4 Out of over 1,000 items, IARC has only one, a type of nylon, classified as probably not carcinogenic to humans.6

HOW MUCH RED MEAT DO CANADIANS BUY?

In 2016, Canadians purchased about 98 g per day of red meat compared to almost 152 g per day in 1980.8

Further, a 2017 study suggested that the removal of animals from the food production system would result in diets that were unable to meet the nutritional needs of the U.S. population without supplements.9

BEEF IS PART OF A HEALTHY, BALANCED DIET.

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