

Canadians eating healthy amounts of meat

OTTAWA, ON, September 7, 2017 -- A new report released today by the American Institute for Cancer Research (AICR) and the World Cancer Research Fund (WCRF) suggests that the amount of red meat most Canadians are eating is not a risk factor for colorectal cancer.

“According to a recent Statistics Canada survey, Canadians on average are consuming 288 grams of fresh red meat, such as beef, pork, lamb and veal, a week which is less than the 500 grams, or approximately one pound, that WCRF recommends as the maximum amount,” states Christopher White, president and CEO of the Canadian Meat Council. “Canadians enjoy hot dogs, bacon and other processed meats in modest amounts – just one ounce (28 grams) a day on average.”

The WCRF report highlights how diet and lifestyle have a major role in preventing colorectal cancer. “Research shows that maintaining a healthy body weight, being physically active, limiting alcoholic drinks, eating well and certainly not smoking, are the most important preventative factors,” explains Mary Ann Binnie, home economist and nutrition manager with the Canadian Pork Council. “People should follow a dietary pattern that includes a variety of whole grains, vegetables, meat, fish, poultry, legumes, nuts and seeds, and dairy products in appropriate portion sizes.”

“Meat plays a key role in balanced diets, and even has benefits when added to diets that are largely plant-based,” says Joyce Parslow, home economist and consumer relations director at Canada Beef. “In addition to being a source of the many essential nutrients we need every day for growth, development, and overall wellbeing, meat helps the body absorb nutrients, like iron and zinc, from plant foods such as whole grains and vegetables.”

The most current evidence still reflects the age-old wisdom of balance, variety, moderation, and good basic foods as the mainstays to healthy eating.

-30-

Contacts:

Christopher White, President and CEO
Canadian Meat Council/Conseil des Viandes du Canada
1-613-729-3911, extension 25 or cell 1-613-793-5467



Mary Ann Binnie, Nutrition Manager
Canadian Pork Council/ Le Conseil canadien du porc
1-519-438-0337



Joyce Parslow, Director, Consumer Relations
Canada Beef
1-905-821-4900, extension 102 or cell 1-416-904-7206

