



## Change to beef claims – 14 no more

We've often touted the nutritional benefits of beef in the statement: *Beef is a source of 14 essential nutrients*. With changes in data and classifications, Canada Beef is no longer using this statement and asks that our partner organizations do the same.

### Why the switch?

- **Beef is a source of 14 essential nutrients. The statement is no longer true.** The healthfulness of beef hasn't changed, but the ways nutrients are categorized has. For a nutrient to now qualify as a 'source of' the food needs to contain at least 5% Daily Value (DV) recommendation. The content of vitamin D is very small (0.1µg), which is 2% of the DV. Thiamine comes in just under 5% DV cut-off when it comes to beef steaks, so it also can't use the 'source of' claim.
- **Lack of consistency.** The fundamental issue with beef by numbers of essential nutrients is that there is a lack of consistency in the nutrient claim depending on the cut and size of the serving. For example, should we use 75g or 100g, cooked or raw, grinds or cuts, or an average of both combined? Nutrient claims can be quite different depending on which you use.
- **Do we look credible if our number is fluid and ever changing?** With new Food Guide recommendations looming, serving sizes are up in the air – we don't want to be in the position of changing claims repeatedly. This may weaken consumer confidence in the long run.
- **What do the numbers mean?** How does beef compare to other protein sources? Was '14 nutrients' high or low? There are better ways to share the nutritional benefits of beef.
- **There's confusion across the borders.** When the U.S. National Cattle and Beef Association (NCBA) uses the statement that *Beef is a source of 10 essential nutrients*, how does that impact Canadian consumers' confidence in our claims?

<https://www.beefitswhatsfordinner.com/nutrition/beef-protein>

### What will we say about the goodness of beef?

- Consumers tell us that it is powerful to talk about the nutrients that beef has and explain why these are significant to health – especially citing who is at risk for deficiency. Tell them the nutrients that make the mark for 'source' claims.
- With the focus on plant-based diets, stress the importance of eating meat along with plant-based foods. Red meat has a powerful role to play in the context of a plate where 50 per cent is veg/fruit, 25 per cent is whole grains and 25 per cent should be meat and alternatives. Beef belongs on the plate.
- Canadians are being asked to reduce red meat but Stats Canada data shows Canadians already consume quantities under the recommended 500g cooked meat per week. Let's talk about the serving choices being on target, especially with those who under consume.

**Packed with nutrients like iron, zinc, protein and B vitamins - beef is one powerful protein.**