Packed with nutrients like iron, zinc, protein and B vitamins, beef is one powerful protein!

Calorie for calorie, beef is a delicious way to meet your family’s nutrition needs. And since it pairs up perfectly with traditional sides like vegetables and whole grains, beef makes it easy to feed your family a healthy, balanced diet, in line with Canada’s food guide.

**The Facts on Fat**

About half the fat in beef is monounsaturated, the same fat found in olive oil!

**Beef comes out on top**

**Beef’s BIG on protein**

One serving of beef (100 g at 245 calories) has the same amount of protein (35 g) as 3/4 cup of almonds (at 960 calories).

**Compared to chicken breast, beef has:**

- 200% more iron
- 600% more vitamin B12
- 700% more zinc

Canada’s food guide healthy plate recommends eating a variety of protein foods including lean meat. The guide encourages eating plant sources of protein, but not at the reduction of animal sourced protein foods.

What comes off the plate? With 50% of our calories coming from ultra-processed foods like pop, chips and baked goods, perhaps reducing these foods would be the best way to improve eating patterns.