

Canadian Beef Benefits

BEEF FACTS THAT WILL SURPRISE YOU

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.

Beef comes out **ON TOP**



Compared to chicken breast, beef has:
200% more Iron **600% more Vitamin B₁₂** **700% more Zinc**

THE FACTS ON FAT

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

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).



Canadians get only 5% of their total calories from red meat on average while 50% comes from ultra-processed foods (Canadian Heart & Stroke Foundation)

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.

Per 100 grams cooked beef: 245 calories, 35 grams protein, 10 g fat (4 g monounsaturated), 3.3 mg iron (19% DV), 8.7 mg zinc (79% DV) 2.4 µg vitamin B₁₂ (100% DV)
Per 100 grams chicken breast: 31 g protein, 1 mg iron, 1 mg zinc, 0.34 µg vitamin B₁₂

Source: Health Canada, Canadian Nutrient File, 2015, Beef 6172, Almonds 2534, Chicken 842
Table of Reference Amounts for Food: <https://www.canada.ca/en/health-canada/services/technical-documents-labelling>

