



BEEF HAS ZIP
 Beef offers a powerful nutritional package and is a concentrated source of nutrients providing a variety of essential vitamins and minerals for a modest number of calories. Beef is an excellent source of zinc, iron, and protein aka, ZIP. Click [here](#) for more info on the nutritional power of beef.



BEEF IS A GLOBAL STAPLE
 From Mexico to China and everywhere in between, every culture has its own unique take on beef. Fall in love with Canadian beef by giving it a little international flair with one of these recipes [here](#).



WEEKNIGHT OR WEEKEND, CANADIAN BEEF IS THERE FOR YOU
 Whether you're cooking for picky eaters or Instagram foodies, there's no end to how beef can be prepared. Get recipes for kids [here](#) and chef-inspired recipes [here](#).

CANADIAN BEEF DRIVES THE CANADIAN ECONOMY
 The Canadian beef industry contributes \$41 billion to our GDP annually and generates an estimated 228,800 jobs in Canada. Find out more about beef's contribution to the Canadian economy [here](#).

20 REASONS to #LoveCDNBeef in 2020

2020 is here and it's time for a fresh start. You may not know it yet, but Canadian beef is the key to fulfilling any number of New Year's Resolutions. Want to eat a balanced diet? Shop local? Keep our land beautiful and bountiful? Canadian beef has your back. Check out these 20 reasons to love beef in 2020 to find out how.



BEEF IS A "COMPLETE" PROTEIN
 To get 35 grams of protein — the same amount of protein in a 100 gram serving of beef — you need to eat approximately 4.3 servings or 2 cups of black beans. When you account for caloric intake, 35 g of protein comes in at 245 calories for beef or 520 for black beans. That's a lot of beans! Learn more about the protein powers of beef [here](#).



BEEF IS A PROTEIN THAT STRETCHES
 Ground beef is a true dinner hack. It's easy to turn a few pounds of ground into the base of so many meals or as a nutritional addition, enriching soups, pasta sauces, and more. Find the recipe [here](#).



BEEF IS AN EXCELLENT SOURCE OF IRON FOR BABY AND MOM
 During and after pregnancy, iron is vital for the health of a baby. Babies need iron for optimal brain development and growth. Their natural iron stores last for the first six months but, after that, solid foods rich in iron like beef should be introduced into a baby's diet. Learn more about beef for babies [here](#).



GRAZING CATTLE KEEPS BIRDWATCHERS GAZING
 Many bird species live in the grasslands that beef cattle sustain through grazing. Cattle maintain 68% of the wildlife habitat capacity that comes from our agricultural land. These bird species would lose their habitat to overgrowth without cattle grazing. Visit this link [here](#) for more on Beef and the Environment.

SUN, FUN, AND GRILL LINES.
 Nothing screams summer more than a backyard BBQ and a steak on the grill. Well, except maybe a 100% Canadian beef hamburger. Get your BBQ on with these tips [here](#).



THERE'S NO LACK OF VARIETY WHEN IT COMES TO CUTS OF BEEF
 Canadian beef is a versatile ingredient that offers so many different options to satisfy home cooks and professional chefs alike. Not sure what cut you should pick up? Canada Beef's RoundUp app is there to help. Get it from wherever you download your apps!





BEEF IS THE ULTIMATE COMFORT FOOD

Clever casseroles make for a cozy kitchen. The key to all these recipes? Canadian beef, of course. Get cozy with the recipes [here](#).



BEEF IS A MOST VALUABLE PROTEIN

While plant-based sources of protein champion fibre and folate, a serving of beef the size of your palm provides more protein per serving as well as 100% of your daily vitamin B12 needs – a nutrient that plant foods don't provide. Beef also has easy-to-absorb heme-iron and food synergy power to boost the uptake of non-heme iron from plant sources by 150%. Find out more about the food synergy powers of beef [here](#).



BEEF HELPS CANADIANS FUEL UP FOR FUN!

As a protein-rich food, beef helps build muscle and supports muscle recovery after exercise. And, thanks to its rich dose of oxygen-carrying iron, choosing beef means you'll be energized and fueled for the day. Find out more [here](#).

SET IT AND FORGET IT

Whether you're craving stew on a cold day or a rich and refined pot roast for date night, Canadian beef and a slow cooker are a match made in culinary heaven. Reconnect with your slow cooker with [this](#) great recipe.



IT'S A FAMILY BUSINESS!

There are over 60,000 cattle ranches in Canada, 98% of which are family operations. Learn more about the Canadian Beef industry with [this](#) helpful PDF.



ROASTS ARE #1

Roasts are not only flavourful and filling, they're also great for large dinners or smaller meals through the week. With so many set-and-forget slow cooker recipes, roasts make Canadian beef easy to love. Get the inside scoop on pot roasts [here](#).



BEEF STACKS UP

The benefits of beef go beyond its great taste. The vitamins and nutrients it provides help you stay energized, aid concentration, boost your immune system and help keep your bones, teeth and muscles strong and healthy.



KEEP CALM AND GRAZE ON

While grazing on grass, cattle are actually improving the health of the grasslands which are so important for wildlife habitats and maintaining bird migratory patterns. And, since cattle in Canada are generally raised on grass-based pasture and grasslands, 80% of their feed comes from this grass-based forage over their lifetime!



BEEF PLAYS WELL WITH OTHER FOODS

Beef is at its nutritional best when paired with other healthy sides such as leafy greens, lentils, couscous, and more. It's the anchor to so many Healthy Plates! Discover great Healthy Plates [here](#).



BUSINESS IS HOLDING STRONG

Canadian beef exports were valued at \$2.75 billion in 2018, up 14% from \$2.41 billion in 2017.

