

# 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:

**220%** more Iron    **600%** more Vitamin B<sub>12</sub>    **750%** more Zinc

## THE FACTS ON FAT

About ½ the fat in beef is monounsaturated, the same fat found in olive oil and avocados.

Beef's **BIG** on protein

One serving of beef (100 g at 250 calories) has the same amount of protein (35 g) as over 1 cup of almonds (at 960 calories).



Canadians get only 5% of their total calories from unprocessed red meat (CCHS 2015). In contrast, 50% of calories come from ultra-processed foods (Canadian Heart & Stroke Foundation).

## Canada's food guide *Eat Well* plate

recommends eating a variety of protein foods including lean meat. The guide also encourages choosing plant sources of protein more often – more than we currently do. **What comes off the plate?** With 50% of our calories coming from ultra-processed foods, like pop, chips and baked goods, reducing these foods might be the best way to improve eating patterns.

Per 100 grams cooked beef: 250 calories, 35 g protein, 10 g fat (5.2 g monounsaturated), 3.5 mg iron, 8.5 mg zinc, 2.45 µg vitamin B<sub>12</sub>  
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>  
Values rounded as per the 2016 CFIA nutrition labelling rounding rules

