RETHINK CANADIAN BEEF ENVIRONMENTALLY

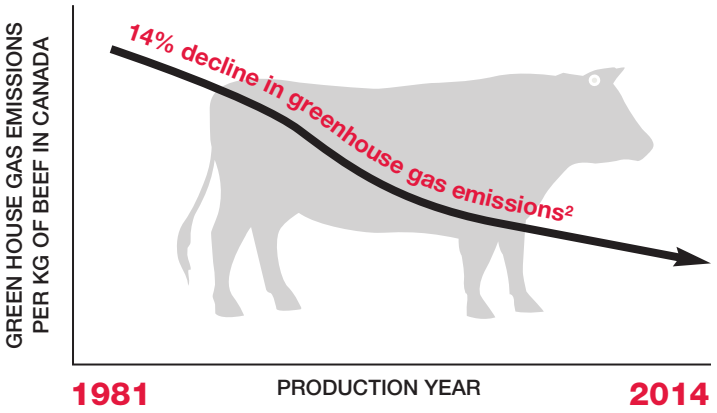
CANADIAN BEEF

ENVIRONMENTAL SUSTAINABILITY

LESS GAS EXPORTED

At 0.04%, Canadians should be proud that beef production in this country has one of the **lowest** greenhouse gas footprints in the world.[1]

IMPROVED FUEL EFFICIENCY



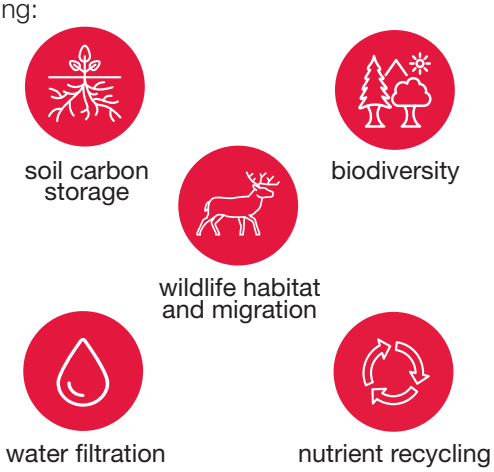
BEEF BELONGS



KEEP CALM AND GRAZE ON

Cattle ranching and farming plays an important role across the country to **preserve native** grasslands and support the habitats of **wildlife.**[3]

As the bison did for centuries, cattle play an essential role in grasslands to help preserve their function and health, including:



For more information visit: https://raisingcdnbeef.ca

WATER IMPACT

SAFEGUARDING WATER

'Eat a steak, save a lake'. In their effort to preserve wetland habitat, Ducks Unlimited works to support beef farming. Raising cattle means lands are not drained for growing crops. Good for frogs, good for ducks, good for beef.

DID YOU KNOW...

Canadian beef farmers and ranchers work with conservation groups like Cows and Fish to safeguard streams and creeks.

Beef farmers work with conservation experts to develop and invest in Environmental Farm Plans to keep water safe.

Latest research verifies conservation efforts have lead to a 20% decrease in the amount of ground & surface water used to produce beef in 2011 compared to 1981.[4]

References:
[1] Government of Canada. (2016). National Inventory Report: Greenhouse Gas Sources and Sinks in Canada: 1990-2014; The Canadian Government's Submission to the UN Framework Convention on Climate Change. http://unfccc.int/national/reports/annexighginventories/nationalinventoriessubmissions/items/9492.php
[2] Legesse, G., Beauchemin, K. A., Ominski, K. H., McGeough, E. J., Kroebel, R., MacDonald, D., McAllister, T. A. (2015, December 23). Greenhouse gas emissions of Canadian beef production in 1981 as compared to 2011. Animal Production Science.
[3] Canadian Roundtable for Sustainable Beef. (2016). National Beef Sustainability Assessment and Summary Report. Calgary: https://crsb.ca/assets/Uploads/About-Us/Our-Work/NBSA/290ae9c611/NBSA_and_Strategy_summary_report_web1.pdf
[4] Legesse, G., Cordeiro, M.R.C., Ominski, K.H., Beauchemin, K.A., Kroebel, R., McGeough, E.J., Pogue, S., McAllister, T. A. (2017, November) Water use intensity of Canadian beef production in 1981 as compared to 2011. Elsevier. Science of the Total Environment 619-620 (2018) 1030-1039

RETHINK CANADIAN BEEF NUTRITIONALLY

CANADIAN BEEF

CANADIAN BEEF CATTLE CHECK-OFF

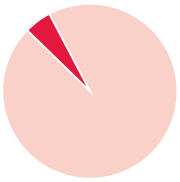
FOUNDATIONAL FOOD

Beef Belongs

As one of nature's most nutrient dense foods, beef is recommended as a protein food option in Canada's food guide Eat Well plate. Beef has an important role to play.

MYTH BUSTER

Do we eat too much red meat?



5%

Canadians get only 5% of their calories from unprocessed red meat[1] on average while 50% comes from ultra-processed foods (e.g. pop, chips, baked goods, etc)[2]

NUTRIENTS

LOOKING TO KEEP YOUR



SMILE SPARKLING



MUSCLE STRONG



BRAIN POWERED

100 G OF COOKED BEEF PROVIDES:[5]

35 GRAMS OF PROTEIN necessary to build muscle and maintain healthy bones and teeth. Smile!

77% OF YOUR DAILY VALUE OF ZINC to help boost your body's immune system & keep you healthy

102% OF YOUR DAILY VALUE OF VITAMIN B_{12} so you can concentrate and feel energized

15% OF YOUR DAILY VALUE OF VITAMIN B_6, an important brain-power booster - a smart decision to include

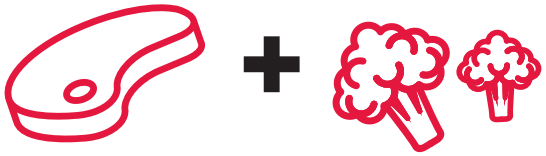
19% OF YOUR DAILY VALUE OF IRON enabling increased brain and muscle function

BEEF IS PART OF A HEALTHY DIET

For more information visit:
https://thinkbeef.ca/nutrition/

FOOD SYNERGY

BETTER TOGETHER!



DID YOU KNOW...

That when paired together, foods can actually produce greater health benefits for your body? We eat foods not nutrients. Real foods trump supplements.

Paired together, protein-rich beef helps increase the iron absorbed from beans and other plant sources of iron by a whopping 150%.[3] It's food synergy in action - known as The Meat Factor.

Without the inclusion of meat in their diets, vegetarians need almost 2X more iron than meat eaters.[4]

PROTEIN FOODS DIFFER

Enjoy a variety of protein foods from Canada's food guide. Consider the 'protein density' of your protein choices.[6]

Each food pictured here provides 35 grams of protein.

	Amount	Calories
Beef (cooked)	100 grams = 1 serving* (the size of your palm)	250
Peanut butter	over 9 tbsp (9.4 servings); 1 tbsp = 1 serving*	860
Hummus	1¾ cups (14.2 servings); 2 tbsp = 1 serving*	740
Black beans (cooked/canned)	over 2 cups (4.3 servings); ½ cup = 1 serving*	520

[1] Canadian Community Health Surveys (Nutrition) 2004 and 2015.
[2] Moubarac JC. Ultra-processed foods in Canada: consumption, impact on diet quality and policy implications. December 2017. http://www.heartandstroke.ca/-/medi/pdf-files/canada/media-centre/hs-report-upp-moubarac-dec-5 2017.ashx?la=wn&has=9FB9794C42D6B6BA93AB91335E2B6A612656C586
[3] Engelmann, M, Davidsson, L, Sandstrom, B, Walczyk, T, Hurrell, R, & Michaelsen, K. (1998). The influence of meat on nonheme iron absorption in infants. Pediatric Research, 43(6), 768-773.
[4] Institute of Medicine. Food and Nutrition Board. Dietary Reference Intakes for Vitamin A, Vitamin K, Arsenic, Boron, Chromium, Copper, Iodine, Iron, Manganese, Molybdenum, Nickel, Silicon, Vanadium, and Zinc : a Report of the Panel on Micronutrients. Washington, DC: National Academy Press; 2001.
[5] Health Canada, Canadian Nutrient File, 2015, food code 6172 Beef, composite cuts, steak/roast, lean and fat, cooked
[6] Health Canada, Canadian Nutrient File, 2015, Beef 6172, Almonds 2534, Peanut Butter 6289, Hummus 4870, Black Beans 3377. Nutrient amounts rounded as per 2016 CFIA labelling rounding rules. *Table of Reference Amounts for Food:https://www.canada.ca/en/health-canada/services/technical-documents-labelling-requirements/table-reference-amounts-food/nutrition-labelling.html