

BEEF'S REMARKABLE NUTRITION STORY

Nutritious and delicious, beef belongs on the plates of Canadians.
Let's celebrate with pride all that beef has to offer.



INSIDE

Canada: A nation of beef lovers

Nutrient-rich beef: A dietary solution for Canadians

Canadians share their perspectives on beef

Global recognition: Academics and policymakers acknowledge beef's value

Remarkable facts to spotlight and share



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 Third-party voices confirm the valuable role of beef for health and nutrition. Reports such as the ones from the Dublin Declaration and the FAO are powerful acknowledgements of the important work of our country's beef cattle farmers and ranchers.
 Canadian Cattle Association 



CANADA'S BEEF FARMERS HAVE A LOT TO BE PROUD OF


The beef you produce plays a vital role in our nation's food supply. Canadian beef is a wholesome, home-grown source of complete protein, containing essential nutrients that are often difficult to get from other foods. And more and more research shows how eating beef supports health and well-being at every stage of life.

Whether you're chatting with your neighbours or speaking to a national audience, there's so much good news to share. To help spread the word, we've pulled together some of the latest nutrition research, key facts and international updates to prepare a few talking points that you can share with pride.

We created this resource to help you share the good nutrition news story that is Canadian beef. While it's not a simple story to tell, it's one that is truly remarkable.

Beef belongs at our tables.



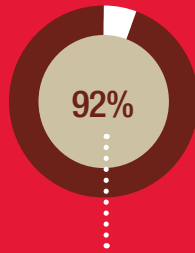
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 Beef is a valuable source of essential nutrients, including high-quality protein and vitamins crucial for overall health and well-being. Incorporating beef into a balanced diet can contribute significantly to meeting nutritional needs and promoting a healthy lifestyle.
 National Cattle Feeders Association 



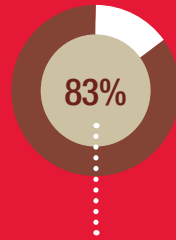
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 Canada Beef is committed to sharing beef's nutritional attributes using the best available science. Being evidenced-based ensures we are always credible and can stand by our messages with confidence.
 Karine Rekunyk, RD
 Director, Health & Nutrition 

CANADA IS A NATION OF BEEF LOVERS

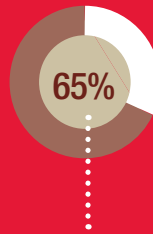
This story starts with the deliciousness of Canadian beef. Taste is the number one reason why we enjoy beef, and the pleasure that comes from eating nourishing food is an important part of healthy eating.



of Canadians are beef eaters



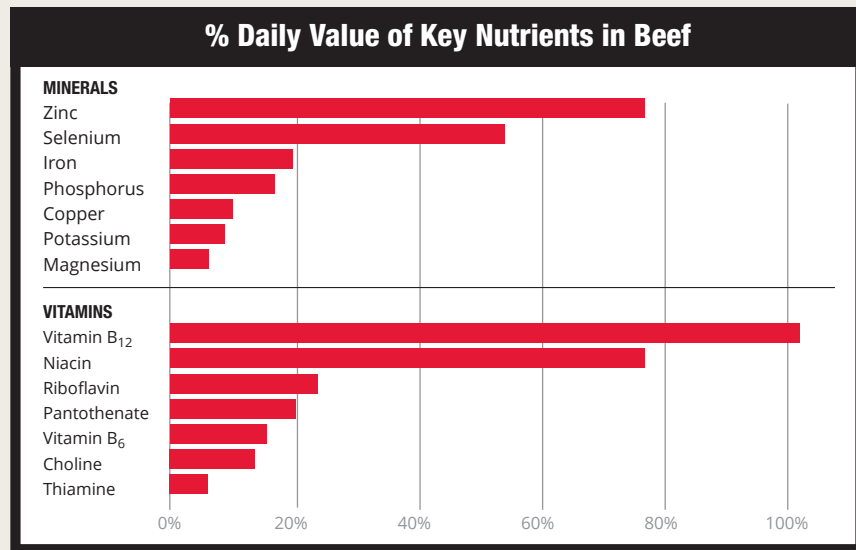
of the grinds sold at retail is ground beef, making it Canada's most popular ground meat



of Canadians eat beef at least once a week

BEEF: A NOURISHING POWERHOUSE

Beef provides vital nutrients – it's an excellent source of protein, contains a variety of minerals, including easily absorbed heme iron and zinc, and an impressive range of B vitamins. And beef packs a nutritional punch with a modest number of calories: 250 per 100 grams of cooked beef.



100g cooked beef, Canadian Nutrient File, 2015. # 6172. Choline from USDA FoodData Central, 2019. #13361.

THE NUTRIENTS IN BEEF SUPPORT HEALTH AND VITALITY

Beef is a nutrient-dense food that fuels many functions in our bodies.



VITAMINS B₆ & B₁₂
 Needed to convert nutrients into energy and prevent certain anemias.
Vitamin B₆ - 15% DV
Vitamin B₁₂ - 102% DV



OTHER B VITAMINS
 Help convert food into fuel for your body.
Niacin - 78% DV
Riboflavin - 23% DV
Pantothenate - 20% DV
Thiamine - 6% DV



PROTEIN
 Helps build body tissues, muscles and antibodies.
35 g



POTASSIUM & MAGNESIUM
 Required for normal cell and muscle function.
Potassium - 9% DV
Magnesium - 6% DV



CHOLINE
 Supports the development of the body's nervous system.
13% DV



IRON
 Helps your body use oxygen. Especially important for infant cognitive development.
19% DV



PHOSPHORUS
 Helps build bones and teeth.
16% DV



SELENIUM
 Helps protect cells from damage.
53% DV



COPPER
 Contributes to the maintenance of normal connective tissue.
10% DV



ZINC
 Helps maintain a healthy immune system.
77% DV



DISCOVER BEEF'S NUTRITION STORY
WATCH THE VIDEO

100g cooked beef, Canadian Nutrient File, 2015. # 6172. Choline from USDA FoodData Central, 2019. #13361.

POSITIVE OPINIONS ABOUT BEEF RUN STRONG. HERE'S SOME OF THE FEEDBACK WE'VE COLLECTED OVER THE YEARS

While negative stories tend to get the media headlines, sharing beef facts makes a tangible impression. Over the years, Canada Beef has had the pleasure of talking to Canadians from all walks of life and hearing their glowing reviews of the product we so proudly promote.

Feedback from physicians

"This is quite an eye-opener for me. I am shocked. Very interesting. This would push me to be more specific with my patients."

Some vegetarian physicians told us they were now willing to try beef!

Most physicians we spoke with significantly overestimated how much red meat Canadians eat. Consumption stats are a startling and surprising revelation.

Feedback from dietitians

"...animal food is very important for the brain, not just plant-based."

"Very informative, and things I can add to my everyday practice with my clients."

"Red meat is good for mental health."

This chapter made me think twice about plant-based proteins and that they are not superior to animal meat. There are so many good points in this chapter!

- Dietitian

Feedback from consumers

"Beef brings smiles. When I make anything [with beef, it brings] smiles in my household, as opposed to the chicken meals or even the fish meals."

"If I want to have an elevated experience or something that's going to taste good, I'm going with beef."

"It's hard to screw it up if it's a nice cut of beef. I think you have to do so much more to chicken to make it taste good."

I learned that people are concentrating on fish and white meat and they don't have to be afraid of red meat.

- Physician



"I learned a lot about different facets of ground beef and will continue to include it in my family's diet, now with more pride and less guilt."

"There is so much false context around beef that I [didn't] even think about until reading this toolkit!"



INTERNATIONALLY, ACADEMICS AND POLICYMAKERS AGREE: Beef plays a valuable role that cannot be dismissed

Newly released nutrition research, guidelines and reports spotlight the pivotal role of the nutrients in beef in sustaining wellness, from infancy to the senior years. These third-party voices reinforce our message about the significant health benefits of beef for individuals at every age.

1. FAO 2023: CONTRIBUTION OF TERRESTRIAL ANIMAL SOURCE FOOD TO HEALTHY DIETS FOR IMPROVED NUTRITION AND HEALTH OUTCOMES

This is the most comprehensive analysis yet of the role of animal-sourced foods in the diet.

The report urges governments to consider the contributions of terrestrial animal-source food to healthy diets for improved nutrition, stating that these are “particularly vital during key life stages such as pregnancy and lactation, childhood, adolescence and older age.”

FAO: Some consumers may choose veganism, or a pescatarian diet, but meat, eggs and milk, offer crucial sources of much-needed nutrients which cannot easily be obtained from plant-based foods.

2. THE DUBLIN DECLARATION OF SCIENTISTS ON THE SOCIETAL ROLE OF LIVESTOCK

Crafted by 36 academics, this international declaration validates the critical role of livestock for health and in our food systems, and over 1,000 scientists have publicly endorsed its content by signing the declaration. The declaration's authors also published their findings in a peer-reviewed journal.

3. OSTEOPOROSIS CANADA ADDS PROTEIN TO ITS 2023 CLINICAL PRACTICE GUIDELINES

Protein provides the structural foundation for bones, so eating enough protein is vital for building and maintaining good bone health throughout life. Canada Beef has a long-standing partnership with Osteoporosis Canada, educating consumers and health professionals about the role of beef in bone health.

4. WHO 2023 GUIDELINE FOR COMPLEMENTARY FEEDING OF INFANTS AND YOUNG CHILDREN 6–23 MONTHS OF AGE

For the diets of infants and young children, the World Health Organization (WHO) concluded that strong recommendations are warranted for animal-sourced foods and fruits and vegetables. According to the WHO, animal-sourced foods are essential to close nutrient gaps, particularly that of iron, a nutrient critical for cognitive development: “All best-case diets included beef, lamb, game, liver, or small fish.”

The WHO recommends that infants and young children consume meat, fish, or eggs daily: “Even a modest inclusion of meat in the infant’s diet can greatly improve the overall nutritional status, functional status, and health.”

WHO: A recent systematic review of child dietary patterns in Homo sapiens evolution found that animal foods were the most commonly mentioned food group, suggesting that current patterns of animal-sourced foods consumption diverge sharply from those of the evolutionary past.

INDEPENDENT NUTRITION RESEARCH SUPPORTS THE CASE THAT BEEF BELONGS ON THE PLATES OF CANADIANS

CLICK THE LINKS OR SCAN TO READ MORE



- [Higher beef intake may be protective against major depression.](#)
- [Beef is among the top foods known to provide nutrients many people lack.](#)
- [A comprehensive review finds little to no health benefits for reducing red meat.](#)
- [Worldwide study of 175 countries \(90% of world’s population\) shows eating meat is associated with greater life expectancy.](#)
- [Recent Canadian research shows more frequent red meat consumption is the strongest dietary predictor of iron status in women.](#)
- [Animal protein may have a stronger protective effect as we age than plant protein to guard against all-cause mortality and cardiovascular mortality.](#)
- [Evidence that protein requirements have been significantly underestimated.](#)

HARNESSING BEEF'S NUTRIENTS FOR HEALTH AND VITALITY: FACTS TO SPOTLIGHT AND SHARE

Many Canadians would benefit from eating more beef

Research has found that many Canadian adults do not meet the recommended dietary intakes for several essential nutrients. Beef is a naturally nutrient-dense protein food that contains a number of the nutrients of concern that many Canadians need more of in their diets. A relatively small portion of beef can go a long way towards helping Canadians meet their nutrient needs.

[Find out more.](#)

Time to call out the elephant in the room: Ultra-processed foods

REALITY CHECK

Calories in the Canadian Diet

46%
ULTRA-
PROCESSED
FOODS

5%
SINGLE-
INGREDIENT
RED MEAT

Despite what we hear or read in the media, the fact is that Canadians eat a moderate amount of red meat, in line with recommendations. In contrast, almost half of our calories now come from highly processed foods. A growing body of evidence links the consumption of ultra-processed foods with poor diet quality, weight gain and greater risk of chronic diseases. It's time to stop pointing the finger at nutrient-rich whole foods like beef and consider what's really causing our diets to suffer. [Find out more.](#)

Plant and animal protein foods are not created equal

It's a tie!

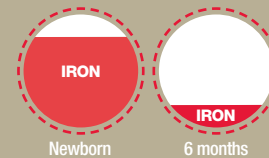
	ANIMAL FOOD	PLANT FOOD
Heme iron	✓	✗
Vitamin B ₁₂	✓	✗
Folate	✗	✓
Fibre	✗	✓

**We need both,
so why the debate?**

In recent years, plant-based eating has become encouraged, and while it's true that most Canadians would benefit from eating more vegetables and fruits, a movement away from animal foods comes with risks. Meat differs from plant foods in that it provides complete protein along with vitamin B₁₂ and more bioavailable iron and zinc. Research shows the best-quality diets include both animal and plant foods. [Find out more.](#)

Health Canada lists beef as a first food for babies

**At 6 months,
baby's iron stores
are depleted**



For over a decade, Health Canada has recognized the critical importance of iron for brain development in babies. In fact, its guidelines, developed in conjunction with the Canadian Paediatric Society, Dietitians of Canada and Breastfeeding Committee for Canada, specifically call out beef among the iron-rich foods that babies should be consuming daily to ensure their iron needs are met.

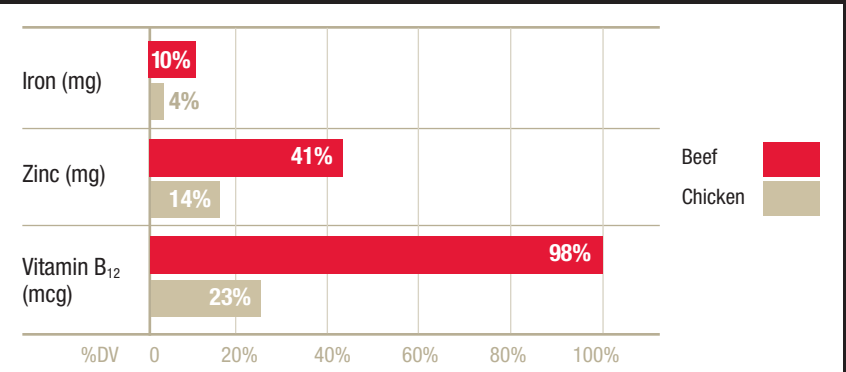
[Find out more.](#)

Beef provides key nutrients to support brain and mental health

Mood/anxiety disorders now rank as the third most prevalent chronic disease, making them an important issue for Canadians. Beef is particularly rich in nutrients known to be vital for brain health, such as B vitamins, iron, protein, zinc and selenium. Studies of dietary patterns most associated with positive effects on brain and mental health consistently recommend a mix of minimally processed plant- and animal-based foods. [Find out more.](#)

Think chicken is healthier than beef? Think again...

Ground Beef & Ground Chicken Are Not Interchangeable



Nutrient values per 100g. Canadian Nutrient File, 2015. Beef #2683 (ground, lean, raw), Chicken #918 (ground, lean, raw).



SCAN FOR
FULL LIST OF
REFERENCES

For up-to-date information on beef nutrition, visit [THINKBEEF.CA](https://www.thinkbeef.ca)



November 2023. This document is for informational purposes only.