



BEEF HAS A WORLD OF FLAVOURS.

From Mexico to China and almost everywhere in between, each culture has unique ways to enjoy beef. Give Canadian beef an international flair with recipes from around the globe.

BEEF DOES A BODY GOOD.

At every life stage, we can benefit from the nutrients in beef.

Protein builds bones & muscles
Zinc supports immune health
Vitamin B₁₂ helps make red blood cells



Raising cattle is good for the land.

Cows are the ultimate manure spreaders. Grazing cattle provide a natural fertilizer with nutrients for healthy soil.

More than HALF of the fat in beef is unsaturated.

That's the same type of "healthy fat" found in avocados, olive oil and almonds.



BETTER TOGETHER:

Animal foods contain well absorbed heme iron and vitamin B₁₂, which plants lack. Plant foods champion fibre and folate – nutrients not in meat.

We need both, so why the debate?

BEEF IS A FIRST FOOD FOR BABIES.

Infants have high iron needs, but their natural stores run out by about six months.

That's why Health Canada recommends iron-rich first foods like beef. [Learn more...](#)



22 REASONS

to #LoveCDNBeef in 2022



IT'S A FAMILY BUSINESS!

Canada has about 60,000 cattle ranches, 98% of which are family-run.

Learn how Canadian beef is raised with this [helpful PDF](#).

BEEF IS PROTEIN PACKED!

100g of cooked beef delivers 35g protein (245 calories). For the same amount of protein, you'd need to eat 4 servings (2 cups) of black beans at 520 calories.

[Find out more.](#)



BBB BIG BATCH BEEF = MORE MEALS

Do your future self a favour: cook a big batch of ground beef and freeze it in portions.

Use it in pasta, chili, quesadillas and more for meals quicker than takeout.

REALITY CHECK

46% of the calories in Canadians' diets comes from ultra-processed foods such as pop, chips and cookies.

Just 5% of calories come from fresh red meat (beef, pork, lamb).



Lean ground beef has no more fat than lean ground chicken.

The terms extra-lean, lean, medium and regular define maximum fat content and apply to all grinds, no matter the type of meat.



OVEN ROASTS ARE SO EASY.

They're ready to cook in a snap and once in the oven, they require no attention. Perfect for leftovers. [Get tips and recipes.](#)



Did you know that grazing cattle improve the health of grasslands that support wildlife, including migratory birds?

[Check out the film Guardians of the Grasslands](#)

BEEF HAS ZIP (Zinc, Iron, Protein)

Beef is rich in nutrients, including essential vitamins and minerals, with a modest number of calories. It's an excellent source of protein and zinc and a good source of iron.



CONCERNED ABOUT GREENHOUSE GAS EMISSIONS



Raising beef accounts for just 2.4% of Canada's greenhouse gas (GHG) emissions.

Transportation accounts for 28%.

CRAVE HEALTHY WITH BEEF.

Beef is a great partner to healthy sides such as leafy greens, lentils or couscous. It's a nutritious anchor to so many delicious meals!

Discover great recipes for [Healthy Plates](#).

FUEL UP FOR FUN!



Protein-rich foods like beef help muscles grow and recover after exercise. Our bodies need iron to carry oxygen to muscles, and beef is a good source.

[Learn more.](#)



FIRE UP THE GRILL!

Nothing says summer more than a backyard BBQ and a steak on the grill – well, except maybe a 100% Canadian beef hamburger.

[Get cooking with our hot tips.](#)



IT'S BETTER WITH BEEF.

Whether you're cooking for picky eaters or Instagram foodies, beef is always a versatile and tasty choice.

Get recipes for [kids](#) and [chef-inspired dishes](#).



CATTLE GRAZING KEEP BIRDWATCHERS GAZING.

Cattle and wildlife complement one another living cohesively in the same environment. Birds and other species would lose habitat to overgrowth without grazers like beef cattle.

[Learn more about beef and the environment.](#)



SET IT AND FORGET IT.

Craving hearty stew on a cold day? Canadian beef and a slow cooker are a match made in culinary heaven.

Try these [beef stew](#) and other easy [slow-cooker recipes](#).

COMPARED TO LEAN GROUND CHICKEN...

Lean ground BEEF has 120% more iron, 320% more vitamin B₁₂, 212% more zinc and almost 50% more selenium.