

Beef...

Choline 13% Protein 35g Riboflavin 23% Vitamin B₁₂ 15%
ZINC 77%
 PHOSPHORUS 16% Thiamin 6% NIACIN 78%
 Potassium 9% Magnesium 6% Folate 20% COPPER 10%
IRON 19% SELENIUM 53%
 Vitamin B₁₂ 102%
Goodness in every bite!
NOVUS PER 100g COOKED BEEF, CNF #112

It's a tie!

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

We need both, so why the debate?

Who am I?

Single ingredient
 Nothing added
 Nothing taken away

(ANSWER: BEEF)

More than half of the fat in beef is unsaturated

55% Unsaturated fat
45% Saturated fat

Surprise!

BEEF CATTLE = BIODIVERSITY

Grazing cattle safeguard wildlife habitats such as grasslands and pastures

Cattle coexist with wildlife and enrich these natural ecosystems

BEEF HAS ZIP

ZINC: 77% Daily Value
IRON: 19% Daily Value
PROTEIN: Excellent source

Beef IS PROTEIN PACKED!

See how it compares to black beans

35 g
 Cooked Beef 100 g
8 g
 Black Beans 125 mL

Protein per standard serving

BEEF: A NUTRITIOUS MEAL MAKER!

Beef pairs well with healthy sides:

- ✓ Leafy greens
- ✓ Lentils
- ✓ Quinoa
- ✓ Root vegetables

What does cattle manure do?

Nourish plants
 Prevent soil erosion
 Support underground ecosystems
 Replaces fossil fuel fertilizer

✓ all of the above

20 REASONS
 to **#LoveCDNBeef**

BEEF has:
220% more iron
600% more vitamin B₁₂
750% more zinc
 than chicken breast

WHY SWAP?

REALITY CHECK
 Calories in the Canadian Diet

46% ULTRA-PROCESSED FOODS
5% SINGLE INGREDIENT RED MEAT

LEAN IS LEAN

The terms **Extra-lean, lean, medium** and **regular** define max fat content of all ground meats by law: beef, chicken, turkey, pork, veal or lamb.

IT'S A FAMILY BUSINESS!

98% of Canada's beef cattle farms & ranches are family-run

ATTENTION WOMEN

1 in 3 women aged 19-50 don't get enough dietary iron

BONES NEED PROTEIN TOO

50% of bone volume is **protein**

Health Canada lists BEEF as a first food for babies

At 6 months, baby's iron stores are depleted

IRON Newborn
IRON 6 months

Iron is needed for optimal brain development

Red meat is NOT a top source of saturated fat

44.3% Foods not in Canada's Food Guide
23.2% Milk & alternatives
15.5% Other meat & alternatives
9% Fresh red meat
5.4% Vegetables & fruits
2.2% Whole grain foods

Sources of Saturated Fat in the Canadian Diet

BEEF does a body good

Growth Vitality Healthy Aging

Land used to raise beef in Canada stores ~1.9 billion tonnes of carbon

That's = to the emissions >2 billion cars would produce in a year

Beef is the ORIGINAL plant-based meat

Cattle turn grass into high-quality protein