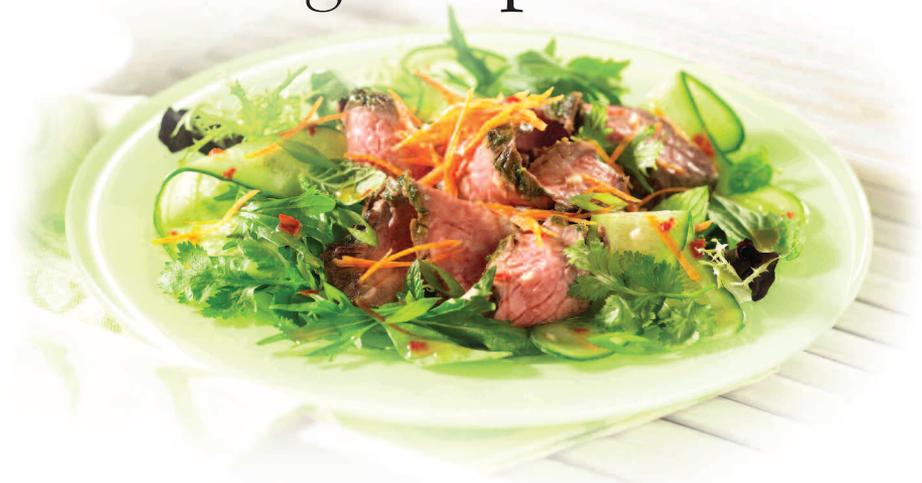


*Concerned about
your cholesterol?*

Don't give up on beef!



*Over 10 years of research shows
you can enjoy beef and manage your cholesterol.*

*Trimmed of fat, beef is lean, delicious and packed
with iron and hunger-curbing protein.*

**A smarter way
to cut fat**

Eat less fast foods and
sweet baked goods.
They make up 25% of
the fat in our diets.



Looking for healthy beef
recipes?

beefinfo.org

**Join the
Make it Beef Club**

- Easy to make recipes
- Cooking techniques
- Free cook booklets
- Contest and more!

makeitbeef.ca

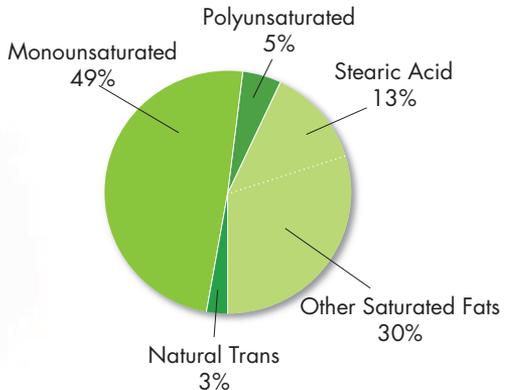
Take a *Fresh* Look at Beef

In the largest worldwide review of red meat and heart disease **ever completed**, researchers at Harvard found that eating up to 100g of unprocessed red meat (beef, pork, lamb) per day is **not associated** with higher risk of heart disease.¹

The European Prospective Investigation into Cancer and Nutrition (EPIC) - a large study that followed close to half a million people for more than 12 years - found **no association** between eating red meat and any cause of death, including cancer or heart disease.²

Beef's surprising fat profile

About half of the fat in beef is monounsaturated, the same type of healthy fat found in olive oil.



Research supports including beef in a healthy diet.

Brought to you by the Registered Dietitians at Canada Beef

Per 100 grams raw lean beef, trimmed of external fat (composite of 26 cuts): 162 Calories, 21 g protein, 7.8 g fat, 0 g carbohydrate
% Daily Value: potassium 9% DV, iron 15% DV, vitamin D 10% DV, thiamine 10% DV, riboflavin 15% DV, niacin 45% DV, vitamin B6 15% DV, vitamin B12 110% DV, pantothenate 10% DV, phosphorus 15% DV, magnesium 10% DV, zinc 60% DV, selenium 40% DV

¹Micha R, Wallace SK, Mozaffarian D. Red and processed meat consumption and risk of incident coronary heart disease, stroke, and diabetes mellitus: a systematic review and meta-analysis. *Circulation* 2010; 122(21): 2271-83.

²Rohrmann S et al. Meat consumption and mortality – results from the European Investigation into Cancer and Nutrition (EPIC). *BMC Medicine* 2013; 11: 63 (e-pub).