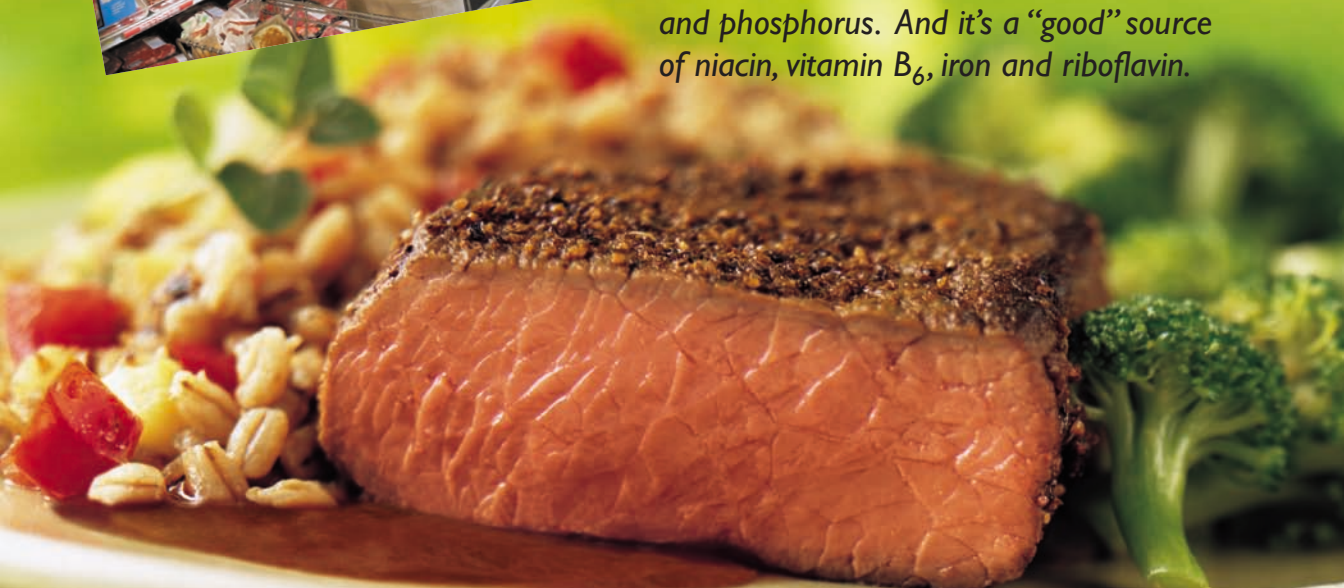


“Beef, it’s not your father’s steak anymore”

Now there are 29 cuts of lean beef¹ — including some of America’s favorites — to fit any lifestyle.



- According to USDA data, many cuts of beef are 20% leaner, on average, than USDA data indicated just 15 years ago.
- More than sixty percent (60%) of all whole muscle cuts sold at retail and 14 of the top 20 most popular retail cuts are “lean.”²
- Twenty of the 29 lean beef cuts have, on average, **only one more gram of saturated fat** than a comparable three-ounce serving of skinless, boneless chicken breast.
- **Beef is a naturally nutrient-rich powerhouse.** Just one 3-ounce serving of beef is an “excellent” source of five essential nutrients: protein, zinc, vitamin B₁₂, selenium and phosphorus. And it’s a “good” source of niacin, vitamin B₆, iron and riboflavin.



Check out your supermarket meat case for these popular lean cuts:

T-bone steak, tenderloin roast and steak, tri-tip roast and steak, top sirloin steak, ranch steak, top loin (strip) steak, 95% lean ground beef, brisket flat half, flank steak, shoulder petite tender and medallions, western griller steak, chuck shoulder steak, sirloin tip center roast and steak, chuck shoulder pot roast, shank cross cuts, round steak, round tip roast and steak, bottom round roast and steak, top round roast and steak, sirloin tip side steak, eye round roast and steak.

¹ All 29 cuts meet the government guidelines for “lean” — less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 95 milligrams of cholesterol per serving.

² FreshLook Marketing Group, 52 weeks ending August 31, 2007.

Popular Beef Cuts Are Leaner Than You Thought

We all know beef tastes great—but did you know it is good for you too? In fact, many of the most popular cuts of beef meet government guidelines for lean. And all beef provides that extra nutrient boost to help you get through the day.



Popular lean beef cuts chosen at restaurants:¹

- Tenderloin (filet mignon or medallions)
- Top loin (strip or New York steak)
- Top sirloin
- T-bone steak



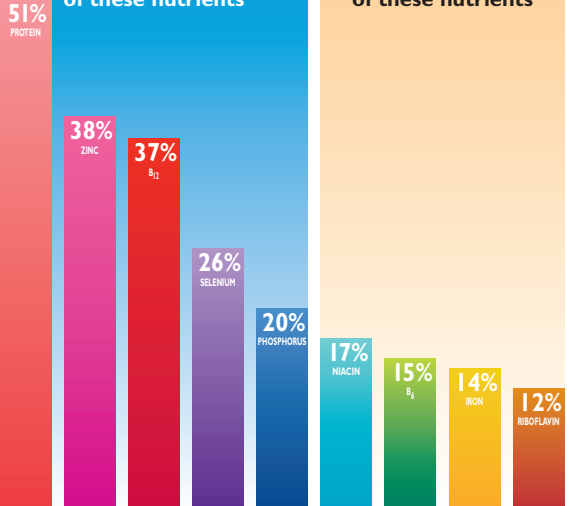
Popular lean beef cuts chosen at retail (or grocery meat case):²

- Top sirloin
- Top round steak
- Top loin (strip or New York steak)
- T-bone steak

Choose Your Calories by the Company They Keep

A 3-ounce serving of lean beef (179 calories) contributes less than 10 percent of calories to a 2,000-calorie diet, yet it supplies more than 10 percent of the Daily Value for:

Beef is an Excellent Source of these nutrients



Beef is a Good Source of these nutrients

U.S. Department of Agriculture, Agricultural Research Service, 2007. USDA Nutrient Database for Standard Reference, Release 20. Nutrient Data Laboratory homepage www.nal.usda.gov/fnic/foodcomp

■ *Lean: less than 10g of total fat, 4.5g or less of saturated fat, and less than 95mg of cholesterol per serving and per 100 grams.*^{3,4}

1. Technomic, 2005.

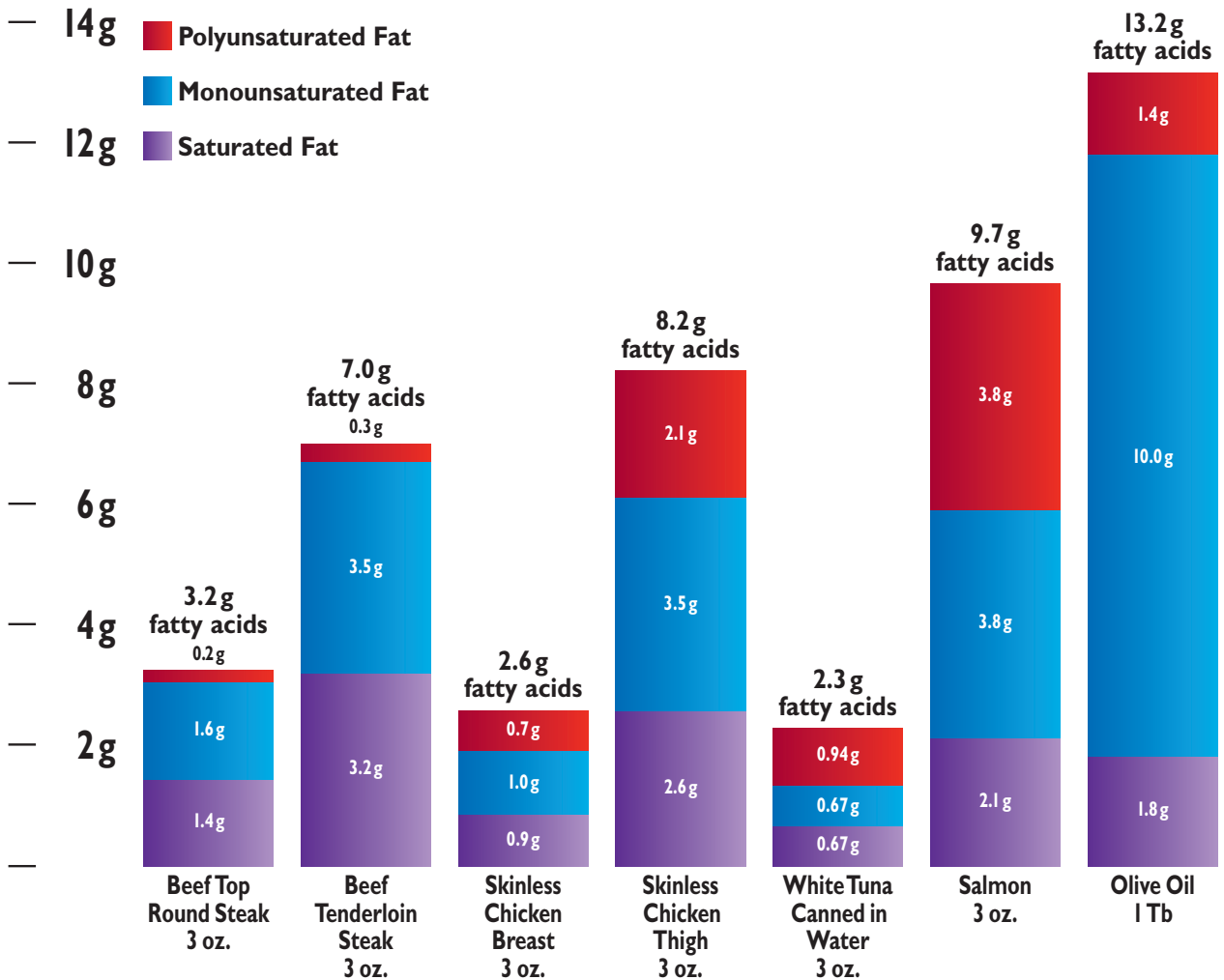
2. FreshLook Marketing Group, 52 weeks ending August 31, 2007.

3. Code of Federal Regulations. Title 21, Volume 2. April 1, 2002. 21CFR101.9 and 21CFR101.54.

4. U.S. Department of Agriculture, Agricultural Research Service, 2007. USDA Nutrient Database for Standard Reference, Release 20.

Fatty Acid Comparisons of Beef, Chicken, Fish and Olive Oil

A common misperception is that the majority of the fatty acids* in beef are saturated. In fact, half of the fatty acids in beef are monounsaturated, the same heart-healthy type found in olive oil.



*Total fatty acids include saturated fat, monounsaturated fat and polyunsaturated fat. Total fatty acids do not equal the total fat value because the fat value may include some non-fatty acid material, such as glycerol, phospholipids and sterols.

Twenty-nine Ways to Love Lean Beef



There are 29 cuts of lean beef with a total fat content that falls between a skinless chicken breast and skinless chicken thigh when comparing cooked 3-ounce servings.

*Cuts combined for illustration purposes.

Lean: less than 10g of total fat, 4.5g or less of saturated fat, and less than 95mg of cholesterol per serving and per 100 grams. Source: U.S. Department of Agriculture, Agricultural Research Service, 2007. USDA Nutrient Database for Standard Reference, Release 20. Based on cooked servings, visible fat trimmed.

