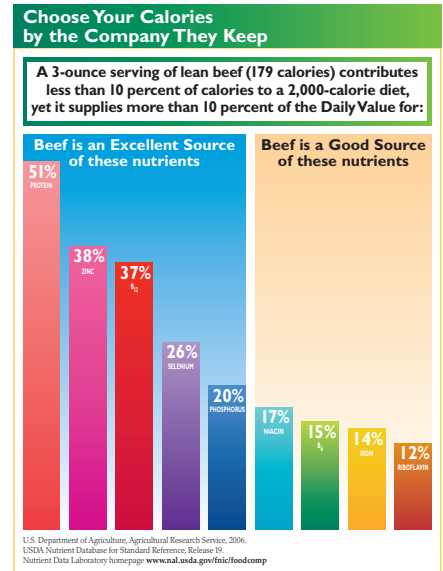


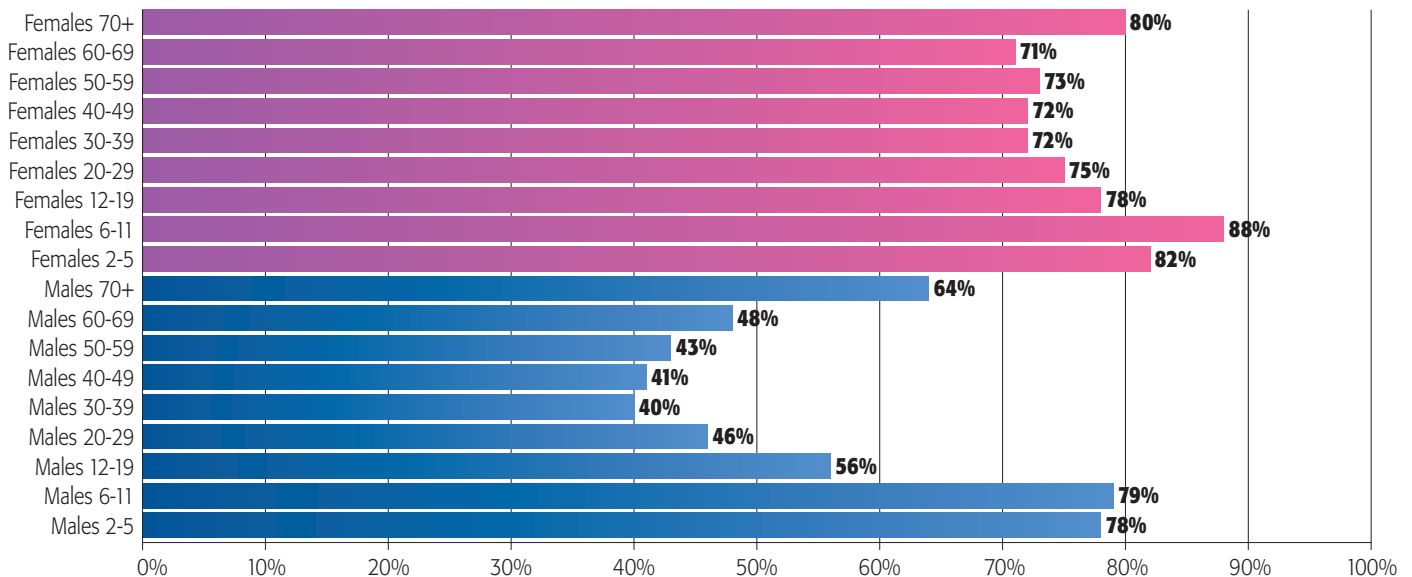
Don't Miss Out on the Benefits of Naturally Nutrient-Rich Lean Beef

Americans are increasingly overfed yet undernourished, so it's essential that we get the most nutritional value from the foods and beverages we enjoy. In fact, the **2005 Dietary Guidelines for Americans** and U.S. Department of Agriculture's (USDA) **MyPyramid** encourage people to "get more nutrition from their calories" by choosing nutrient-rich foods first, within and among all food groups, including colorful fruits and vegetables, whole grains, low- and nonfat dairy, and lean meats.

The Meat & Beans group includes many nutrient-rich foods that provide essential vitamins, minerals and protein needed throughout the lifecycle; however, a common myth is that people are eating too much from the Meat & Beans group. In fact, many Americans are not meeting the recommended servings from the Meat group each day, based on caloric intake, placing them at risk for nutritional deficiencies. In particular, more than 70 percent of females age 20 and older and more than 80 percent of girls ages 2-11 are not eating the recommended servings from the Meat group each day. In addition, nearly 80 percent of boys ages 2-11 are not eating the recommended servings from the Meat group each day.



Percentage of Individuals NOT Consuming Recommended Servings from the Meat Group based on Caloric Intake*



*Children 2-3 or 4-6 years of age met the recommendation if they ate at least 3.3 ounces or 5 ounces of cooked lean meat equivalents per day respectively. Individuals over 6 years of age, consuming less than 2,200 calories met the recommendation if they ate at least 5 ounces of cooked lean meat equivalents a day; those consuming 2,200 to 2,800 calories met the recommendation if they ate at least 6 ounces of cooked lean meat equivalents a day; and those consuming 2,800 calories or more met the recommendation if they ate at least 7 ounces of cooked lean meat equivalents a day.

Source: Pyramid Servings Intakes by U.S. Children and Adults 1994-96, 1998, Community Nutrition Research Group, Beltsville Human Nutrition Research Center, Agricultural Research Service, October 2000.

In addition, many people are not meeting needs for many nutrients supplied by the Meat & Beans Group:

- 38% are not meeting the RDA for **zinc**
- 32% are not meeting the RDA for **iron** and **vitamin B₆**
- Nearly 20% are not meeting the RDA for **vitamin B₁₂**, **protein**, **niacin** and **riboflavin**

Based on the RDA, *Continuing Survey of Food Intake by Individuals (CSFII) 1994-1996, 1998*

Beef's Key Nutrient Benefits

Lean beef is a naturally nutrient-rich source of several essential vitamins and minerals we need to live well and prevent chronic disease. A three-ounce serving of lean beef is an excellent source of protein, zinc, vitamin B₁₂, selenium and phosphorus; and a good source of niacin, vitamin B₆, iron and riboflavin.

Protein

A three-ounce serving of lean beef is an excellent source of protein, supplying more than half the protein most people need each day. In addition, the protein in beef is a complete, high-quality protein, which means it supplies all of the essential amino acids, or building blocks of protein, the body needs to build, maintain and repair body tissue. Muscles also form hormones and enzymes, and increase resistance to infection and disease. A growing body of scientific evidence suggests that eating more protein can benefit weight loss, muscle mass maintenance, cholesterol and triglyceride levels, and satiety.

Iron

According to the Centers for Disease Control and Prevention (CDC), iron deficiency is a common nutritional deficiency worldwide among young children and women of child-bearing age, including those who are pregnant. In fact, four million U.S. children are iron-deficient, and childhood iron-deficiency anemia is associated with behavioral and cognitive delays. Beef is a good source of iron, and unlike plant proteins, beef is the food supply's most readily available and easily absorbed source of iron. Iron not only helps red blood cells carry oxygen to body tissue, it also plays an important role in cognitive health, including memory, ability to learn and reasoning.

Zinc

One three-ounce serving of beef is an excellent source of zinc, which is an essential nutrient that fuels thousands of bodily processes, including building muscles and healing wounds, maintaining the immune system, and contributing to cognitive health.

B vitamins

Beef contains a significant amount of several B vitamins including vitamins B₁₂ and B₆, niacin and riboflavin.

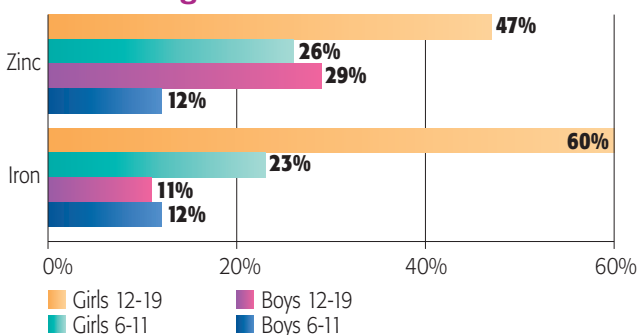
One three-ounce serving of beef is an excellent source of vitamin B₁₂, which is needed for normal functioning of body cells and of the nervous system; and one three-ounce serving of lean beef is a good source of vitamin B₆, which is important for a healthy nervous system and helps the body fight infection. In addition, both vitamins B₁₂ and B₆ play important roles in lowering blood levels of homocysteine, an amino acid that increases risk for heart disease and dementia.

A three-ounce serving of beef is a good source of niacin, which promotes healthy skin and nerves, aids digestion, and fosters normal appetite; and one three-ounce serving of beef is also a good source of riboflavin, which helps the body use energy and promotes healthy skin and good vision.

Beef Nutrients Aid Healthy Growth & Development

The nutrients in beef are essential for healthy growth and development. For example, children who don't eat enough lean beef may be missing out on key nutrients like iron and zinc.

Percentage of Boys and Girls Not Meeting Iron and Zinc Needs



Beef Helps You Meet Nutrient Needs

A 2005 analysis indicated that eating beef helps people achieve daily nutrient requirements:

- **Protein:** Beef eaters were 11% more likely to meet nutrient requirements for protein than non-beef eaters.
- **Vitamin B₁₂:** Beef eaters were 24% more likely to meet nutrient requirements for vitamin B₁₂ than non-beef eaters.
- **Iron:** Beef eaters were 13% more likely to meet nutrient requirements for iron than non-beef eaters.
- **Zinc:** Beef eaters were 26% more likely to meet nutrient requirements for zinc than non-beef eaters.