

Concerned about
your cholesterol?

Don't give up on beef!



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

Lean beef is delicious and packed
with 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.



For inspiring recipes and
more remarkable facts
about beef, visit

thinkbeef.ca

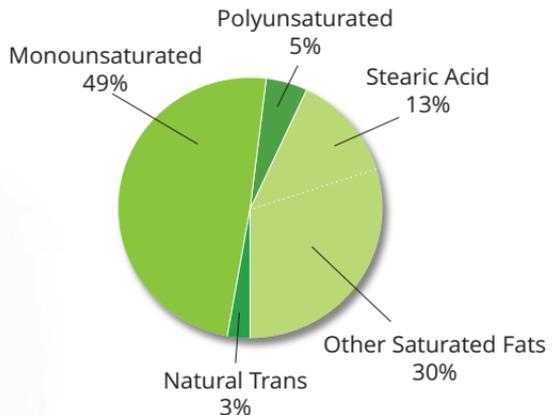
Take a **Fresh** Look at Beef

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.²

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.³

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 **ThinkBeef.ca**

Per 100 grams raw beef: 161 calories, 21 g protein, 7.7 g fat, 0 g carbohydrate

Source of nutrient values: Health Canada, Canadian Nutrient File, 2015. Food code 6169, Beef, composite cuts, lean and fat.

¹Nutrition Findings from the 2015 Canadian Community Health Survey <http://www.statcan.gc.ca/pub/82-625-x/2017001/article/14830-eng.htm>

²Micha 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; 12 (21): 2271-83.

³Rohrman S et al. Meat consumption and mortality – results from the European Investigation into Cancer and Nutrition (EPIC). *BMC Medicine* 2013; 11: 63 (e-pub).