

Meat Consumption Data – NOODLING THE NUMBERS

There are two main tools that Statistics Canada uses to report on meat consumption in Canada: the Canadian Community Health Survey (Nutrition) and Meat Availability (Disappearance) Data.

Canadian Community Health Survey (Nutrition) – CCHS gathers data using 24-hour recalls which can be analyzed by age, gender, province, and by foods allowing an examination of food quantity and diet quality.¹ Data is collected ‘as consumed’ meaning raw foods are reported as ‘cooked’. This is an important distinction since a 125 gram raw steak yields about a 75 gram cooked portion.

Meat Availability (Disappearance) Data - Reports meat consumption on an annual basis derived by calculation:²
Total supply (inventory of meat at the beginning of the year + production + imports)
 minus
outputs (exports, waste, and inventory of meat at the end of the year)
 = **net supply** ÷ **Canadian population** (as of July 1st)
 = **meat available per person** (in that given year)

Comparing the Numbers – Here’s how the numbers stack up using these two data measurements.

**Red Meat¹ Consumption as Reported by Statistics Canada, 2015
(Disappearance Measures vs CCHS data)**

Data Description	Average daily grams per person		Notes
Carcass weight (49.2 kg/person/year)	134.8		Doesn't reflect consumption since the inedible portions of the carcass and hide are included
Retail weight (36.9 kg/person/year)	101.1		Raw weight and bones are included such as a standing rib roast or T-bone steak
Retail weight, boneless weight equivalent (34.3 kg/person/year)	94.0		Raw weight with all bones excluded
CCHS, fresh red meat	41.1	30.3 females 52.3 males	Cooked amount
CCHS, processed red meat	19.9	13.3 females 26.5 males	Cooked amount
CCHS, total red meat	61.0	43.8 females 78.8 males	Cooked amount

¹ Includes beef, veal, pork, and lamb.

Given the various permutations for reporting meat consumption data, it is understandable why there are different numbers. The key is have the detailed description of the data then interpret them correctly.

Further Resources

Meat Consumption: <http://thinkbeef.ca/much-meat-eat-reality-check/>

References:

¹Canadian Community Health Survey - Nutrition, www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&Id=201486
²Food Availability (per person) www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=3475

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