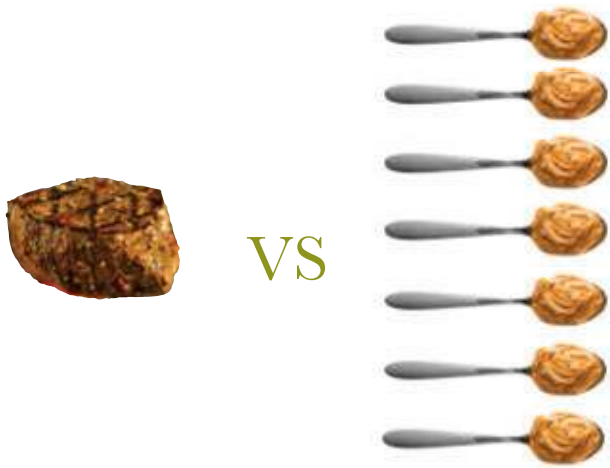


THE MEAT of the Matter

THE MATCHUP

To get the same amount of protein...



in **one small serving of lean beef (75 g)**
you need to eat about
7 tablespoons of peanut butter.



in **2 ½ slices of lean deli ham**
you need to eat about
1 ½ cups of black beans.



Canadians have **reduced their meat intake** and on average eat **69 grams** of red and prepared meats a day. This is similar to Mediterranean countries.



RED MEAT: A POWERHOUSE OF NUTRITION

Power to feel fuller longer, to stay active longer, to manage your weight & provide the nutrition your body needs!



Eat **25-30 grams**
of **PROTEIN** at
breakfast, lunch
and dinner!

Current research suggests that eating protein-rich foods like red meat, poultry, fish, dairy and eggs throughout the day is best for optimal health.



MEAT plus PLANTS
is the **ideal combination**
for **good nutrition!**

Meat helps the body to absorb some nutrients in plant foods.

DID YOU KNOW?

The **only natural source of Vitamin B₁₂** is from **animal foods such as meat**. This vitamin keeps our nerves and red blood cells healthy.

References:

1. Health Canada, Canadian Nutrient File, 2015.
2. Statistics Canada, Canadian Community Health Survey, 2015
3. Phillips, S. et al., Protein 'requirement' beyond the RDA: implications for optimizing health. Appl. Physiol. Nutr. Metab. 2016.
4. Government of Canada. Vitamin B12-Nutrition Biomarkers. Cycle 1 - Canadian Health Measures Survey - Food and Nutrition Surveillance - Health Canada. 2012.