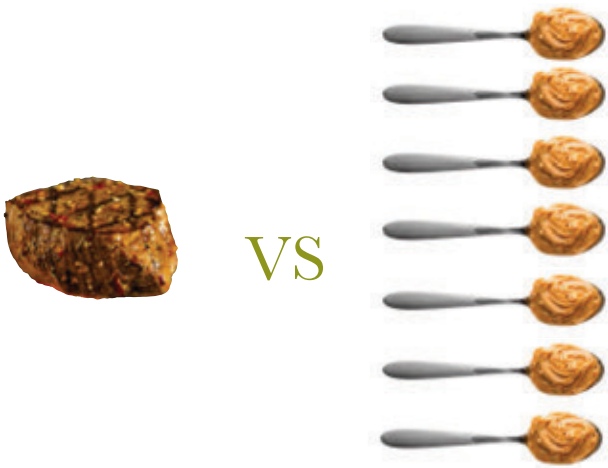


THE MEAT of the Matter

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.