# 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

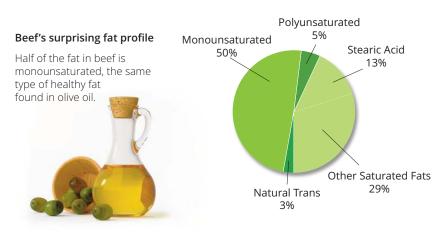
Eat less fast foods and sweet baked goods. They are high in fat and make up almost 50% of our daily calorie intake.<sup>1</sup>



## 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.<sup>2</sup>

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.<sup>3</sup>



### Research supports including beef in a healthy diet.

#### Brought to you by the registered dietitians at ThinkBeef.ca

Per 75 grams cooked beef: 184 calories, 26 g protein, 7.6 g fat, 0 g carbohydrate Source of nutrient values: Health Canada, Canadian Nutrient File, 2015. Food code 6172: Beef, composite cuts, steak/roast, lean and fat, cooked

'Red Meat Nutrition Brief. January 2018. Data derived from the 2015 Canadian Community Health Survey – Nutrition.

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Annual Red Meat Nutrition Brief. Survey and Indiana.

review and meta-analysis. Circulation 2010; 12 (21): 2271-83.

<sup>9</sup>Rohrmann S et al. Meat consumption and mortality – results from the European Investigation into Cancer and Nutrition (EPIC). BMC Medicine 2013; 11: 63 (e-pub).

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