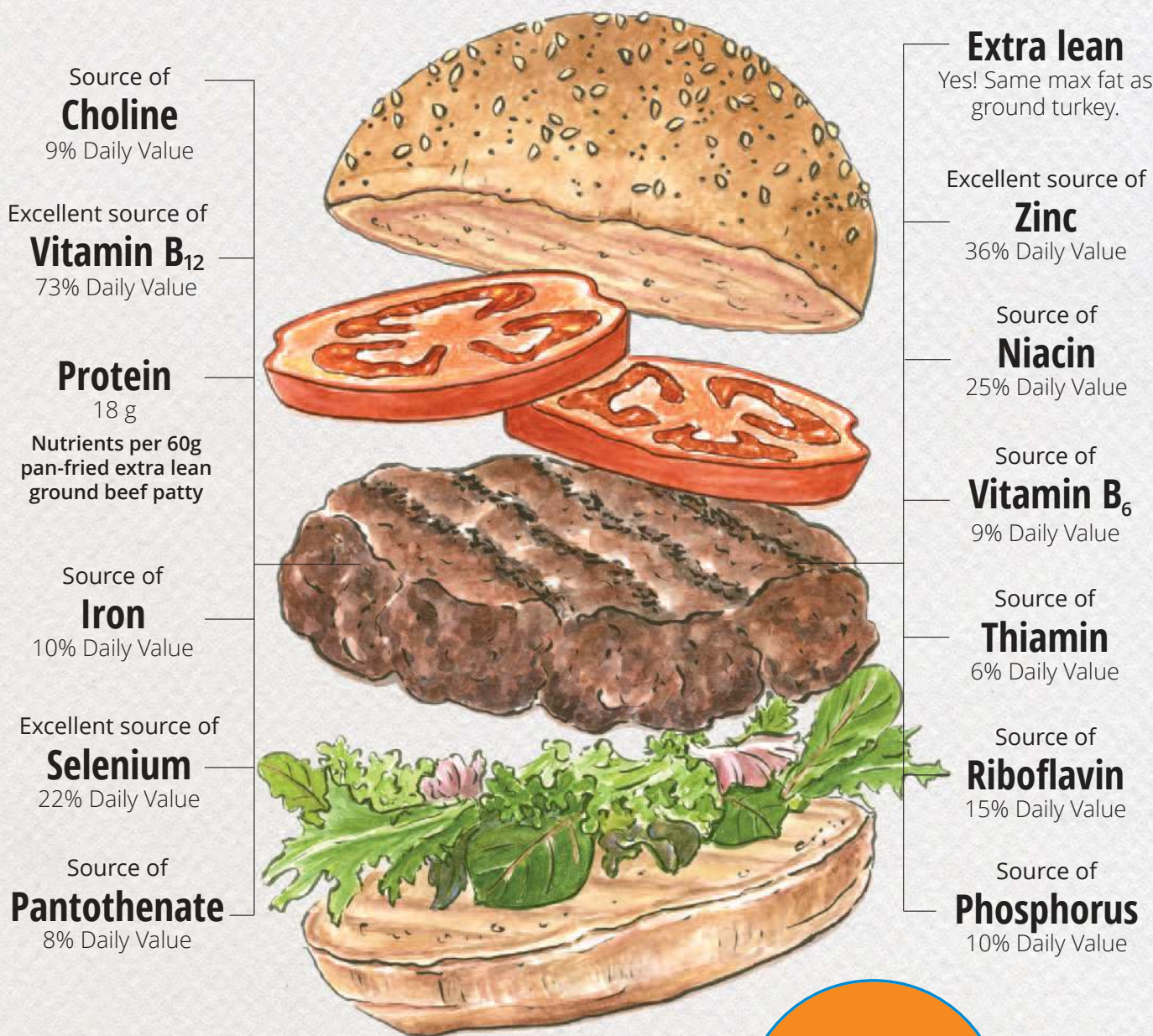


# Re-think the beef burger. Not just good – but good for you!

Yes - it's true. The most nutrient dense part of the 'fast food meal' is the beef between the bun. And ok, the tomato and the lettuce help too.



## Simply delicious. Simply nourishing.

One single ingredient that nourishes body and soul – that's what you get with ground beef.

- Ground Beef is simply meat that is minced (or minced meat) – a product of nature with no fuss in the making.
- The beef burger is quality complete protein, with nutrients like iron, zinc and vitamin B<sub>12</sub>, that are difficult to get from plants.
- It's simple - the most delicious part of the 'fast food meal' is also the most nutrient dense.

## The better-for-you burger meal.

Choose your burger-company wisely to make your calories count.

- Instead of fries, try a baked potato, coleslaw, green salad or veggie soup.
- Skip the pop – go for water or milk.
- Choose flavour-rich, not calorie-rich condiments – try mustards, hot peppers or salsa.
- Go for a whole wheat bun, skip the cap and eat your burger 'open faced' or drop the bun and use a lettuce leaf to wrap it up instead.

**WHO KNEW?**  
About half the fat in beef the same type of healthy fat found in olive oil.

Source of nutrient values: Health Canada, Canadian Nutrient File, 2015 version, food code Beef 4997. Nutrient amounts rounded as per 2016 CFIA labelling rounding rules. % Daily Values calculated based on Health Canada's 2016 Nutrition Labelling – Table of Daily Values.

