

New Research - In Focus

IRON IS A SERIOUS CONCERN FOR WOMEN OF CHILDBEARING AGE IN CANADA

Canadians are at Risk of Inadequate Nutrient Intakes

A recent analysis of the 2015 CCHS - Nutrition data published by University of Toronto researchers concludes that **"A significant number of Canadian adults may not be meeting recommendations for several essential nutrients, contributing to nutrient inadequacies."**¹

- Iron - Nearly 30% of women 19 to 50 years do not get enough iron from their diet.
- Zinc - At least 30% of women and 20% of men have inadequate intakes from their diet.
- Vitamin B₁₂ - As many as 21% of women have inadequate intakes from their diets.

Iron Deficiency Remains Prevalent in Pregnant Women

Another recent study conducted by University of Toronto researchers concludes that **iron deficiency is prevalent among pregnant women** in Ontario.² The authors suggest that screening should be included as part of routine prenatal bloodwork in Canada.

- Only 59.4% of patients had their ferritin levels checked during pregnancy.
- Half (52.8%) of pregnant women given a ferritin test were iron deficient.
- Nearly one quarter (23.8%) of pregnant women were severely iron deficient.

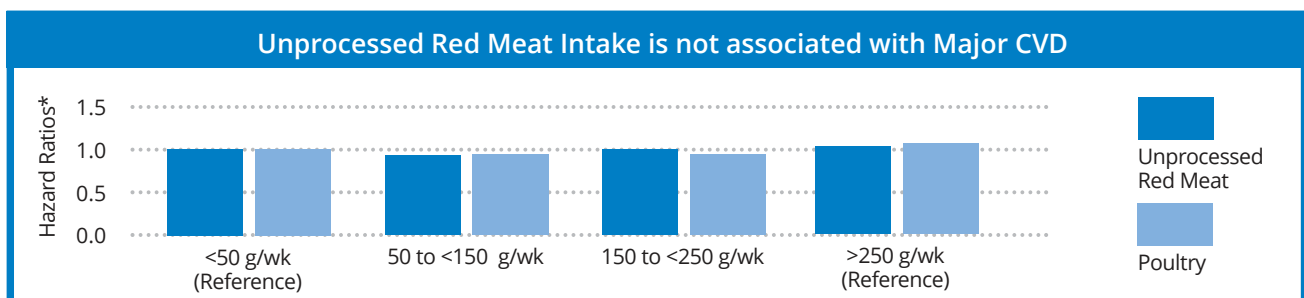
MEAT-EATING IS ASSOCIATED WITH GREATER LIFE EXPECTANCY

A worldwide analysis based on UN agency population data for 175 countries/territories concludes that **higher total meat intake (red meat, poultry, game and organ meat) correlates with better life expectancy.**³ Multiple analyses show a strong positive correlation:

- Life expectancy is greater when there is more meat in the diet, even among countries with a Mediterranean diet.
- Meat intake explains at least 50% of the variance in life expectancy.
- Meat intake correlates with life expectancy due to nutrient effects beyond energy.

PURE STUDY FINDS UNPROCESSED RED MEAT IS NOT ASSOCIATED WITH CVD

PURE study researchers investigated meat consumption and health outcomes in 134,297 adults from 21 countries, followed for 9.5 years.⁴ They **found no association between unprocessed red meat intakes (≥250 grams cooked/week) and mortality or major cardiovascular disease (CVD).** In contrast higher intakes of processed meat (≥150 g/week) are associated with higher risk.

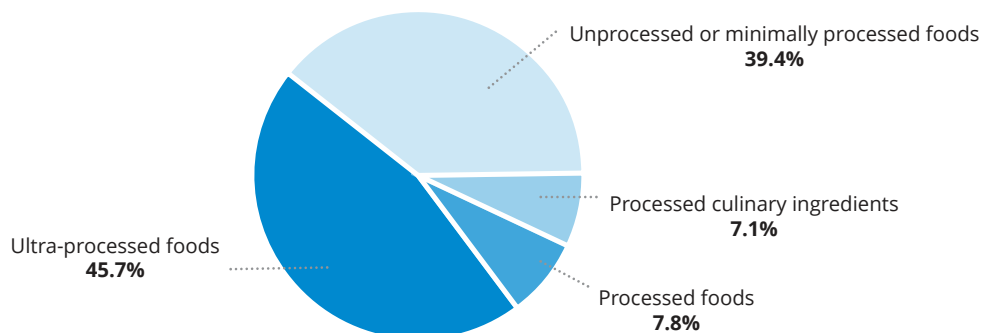


*Based on multivariable models adjusted for multiple confounding factors.

ULTRA-PROCESSED FOODS DISPLACE NUTRITIOUS WHOLE FOODS

Statistics Canada analysis of 2015 CCHS-Nutrition data shows that **ultra-processed foods and beverages account for nearly half of Canadians' daily energy intakes (i.e., calories).**⁵ Ultra-processed foods and drinks displace more nutrient-dense whole foods in Canadians' diets.

Sources of energy (calories) in the Canadian diet



BEEF HELPS ADDRESS SHORTFALLS IN KEY ESSENTIAL NUTRIENTS

Beef contains 7 of the essential nutrients many Canadians need more of in their diets, including iron, zinc, magnesium, potassium, and the B vitamins, B₁₂, B₆ and thiamin.^{1,6}

BEEF QUICK FACTS

A 100 g serving of cooked beef delivers:

- 35 g of protein and 250 calories⁶
- 7 nutrients many Canadians need more of, such as iron, zinc, and vitamin B₁₂^{1,6}

Canadians eat an average of 41 g of unprocessed red meat per day (288 g per week)⁷

In Canada unprocessed red meat accounts for:⁷

- 5% of calories
- 7% of total fat
- 9% of saturated fat

References:

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3. You W et al. Total meat intake is associated with life expectancy: A cross-sectional data analysis of 175 contemporary populations. *Int J Gen Med* 2022;15:1833-1851.
4. Iqbal R et al. Associations of unprocessed and processed meat intake with mortality and cardiovascular disease in 21 countries [Prospective Urban Rural Epidemiology (PURE) Study]: A prospective cohort study. *Am J Clin Nutr* 2021;114(3):1049-1058.
5. Polsky JY et al. 2020. Consumption of ultra-processed foods in Canada. *Statistics Canada Health Reports*.
6. Health Canada. 2015. Canadian Nutrient File. Nutrient values per 100 g for Food Code Beef 6172 (composite cuts, steak/roast, lean and fat, cooked).
7. Statistics Canada. 2018. Customized analysis of 2015 Canadian Community Health Survey - Nutrition data.