

TOOLKIT



Iron deficiency is a serious concern. Iron deficiency in Canada is estimated to affect:

- **27% of teenage girls 14-18 years**
- **Nearly 30% of women 19-50 years (29%)**
- **More than 50% of pregnancies**

Iron deficiency is one of the most common deficiencies in the world.

In Canada, the government considers iron a nutrient of concern, and for this reason, iron is one of three nutrients that must be listed on every Nutrition Facts table.

New guidelines in Ontario, published in September 2024, have raised the threshold for detecting iron deficiency, meaning more people will now be diagnosed as iron deficient.

Iron is a mineral we can't live without. Iron is needed to carry oxygen to your brain, organs and muscles. Iron is also critical for proper growth and development. If you're low in iron, you may feel zapped of energy and have trouble concentrating. You also may feel tired, cold and irritable, and you may look pale.

Iron deficiency in infancy and childhood can have serious and irreversible effects on brain development and function.

- **Health Canada recommends iron-containing foods, such as beef, as 1st foods for babies. That's because by 7 months, babies need more iron than a full-grown man**

Canadian research shows:

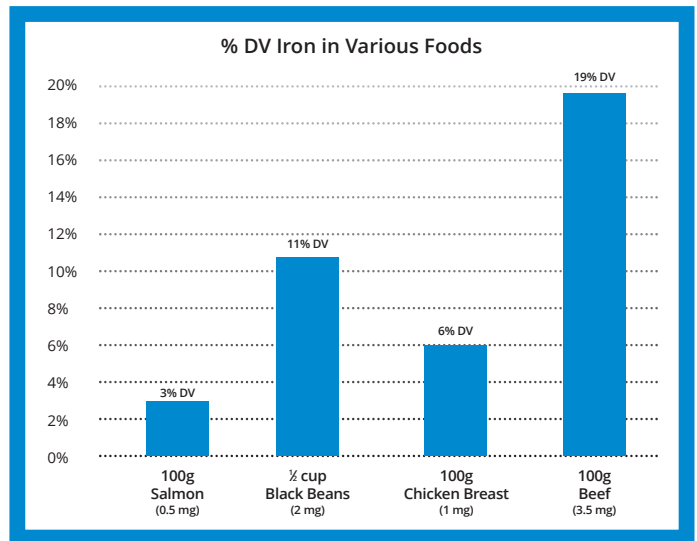
- **If women eat red meat regularly, they are more likely to have better iron levels**
- **In contrast, higher grain (bread, pasta, rice, etc.) intake is linked with increased iron deficiency**

Women 19-50 years old need more than twice the amount of iron as men of the same age.

- **Beef is high in iron: A 100 g serving of cooked beef delivers 3.5 mg of iron - 19% of the Daily Value (DV) - that's more than 3x the amount of iron in an equal serving of chicken breast**

Nutrition Facts Valeur nutritive	
Per 1/2 cup (100 g) pour 1/2 tasse (100 g)	
Calories 160	% Daily Value*
Fat / Lipides 8 g	11 %
Saturated / saturés 3 g	17 %
Trans / trans 0.3 g	
Carbohydrate / Glucides 0 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 0 g	0 %
Protein / Protéines 21 g	
Cholesterol / Cholestérol 55 mg	
Sodium 65 mg	3 %
Potassium 300 mg	9 %
Calcium 10 mg	1 %
Iron / Fer 2 mg	11 %

*% Daily Value is based on diet guidelines. % Daily Value are intended to help you compare the nutrients in different food products. 2 mg of iron is a little, 15% or more is a lot.



Meat, fish and poultry provide heme iron, the most bioavailable form of iron. While foods like eggs, tofu, dried fruit, legumes, and grains contain iron, this is in a form (non-heme) that our bodies do not absorb as efficiently as the heme iron found in meat.

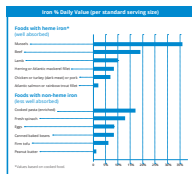
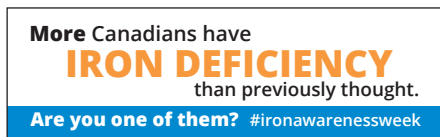
- **Because of the lower availability of iron in plant-based foods and eggs, vegetarians need almost twice (1.8 x) as much iron as people who regularly eat meat**
- **Including meat, fish or poultry in a meal increases the absorption of non-heme iron by 150% or more. This is known as the "Meat Factor"**

For even more information, and a full list of references, scan here:



RESOURCES

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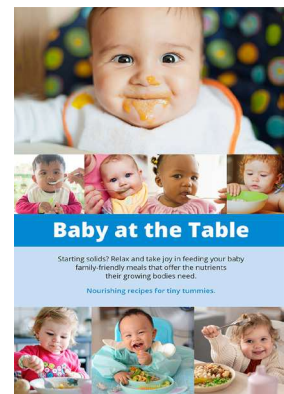
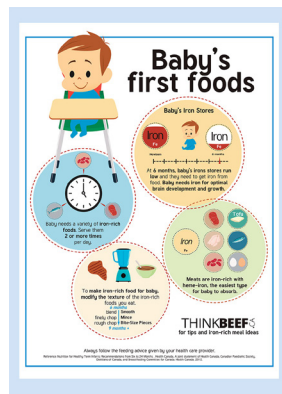
Iron Matters
When we do not get enough iron, healthy growth and brain development, mental health, and energy levels all suffer.



VIDEO



PRINT



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