

Perspective on Red Meat Consumption in Canada

CANADIANS EAT A MODERATE AMOUNT OF RED MEAT

Based on the most recent Health Canada survey, Canadians were eating 41.1 grams of cooked unprocessed red meat per day on average.¹ That's 288 grams per week, roughly enough to account for about 3 meals – 2 dinners and a lunch for example.

Unprocessed red meat (g/day)	41.1
Processed red meat (g/day)	19.9
TOTAL g/day	61.0
TOTAL g/week	427

Unprocessed red meat accounts for only 5% of calories in the Canadian diet based on the same survey data.¹

MANY ADULTS IN CANADA EAT LESS PROTEIN THAN RECOMMENDED

In Canada, many adults eat less protein than the current Recommended Dietary Allowance (RDA),² the minimum daily goal. The RDA for adults is 0.8 grams of good quality protein per kilogram body weight per day.³

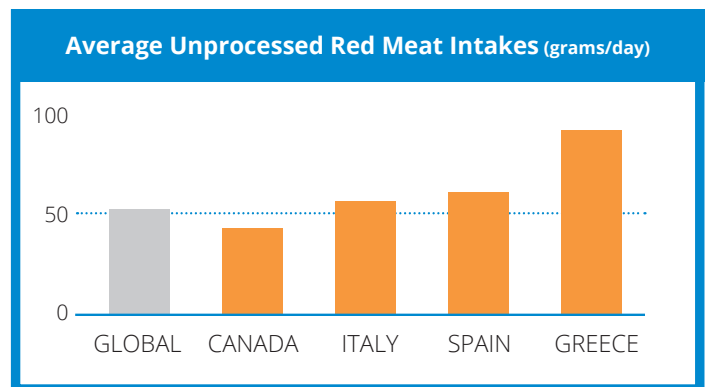
Age Categories (years)	% Below RDA for Protein
Adults, 19-64	18.4%
Adults, 65+	32.5%

LIFE EXPECTANCY IS BETTER IN COUNTRIES WITH HIGHER MEAT INTAKES

Worldwide population analysis shows life expectancy is greater when there's more meat in the diet, even in countries with a Mediterranean diet.⁴

COMPARE UNPROCESSED RED MEAT INTAKES IN CANADA TO A SELECTION OF MEDITERRANEAN COUNTRIES

Contrary to common perception, Canadians eat less unprocessed red meat than people in a number of Mediterranean countries.^{5,6} We actually ate less unprocessed red meat than the global average of 51 grams per day in 2018.⁵



Source: Global Dietary Database 2018 country medians for both sexes⁶

GLOBAL "PURE" STUDY FINDS THE MOST HEALTHY DIET INCLUDES MORE UNPROCESSED RED MEAT

The large global PURE study evaluated the diets of adults in 21 countries on 5 continents.⁷ This study found the 'most healthy' diet includes more unprocessed red meat than the 'least healthy' diet.

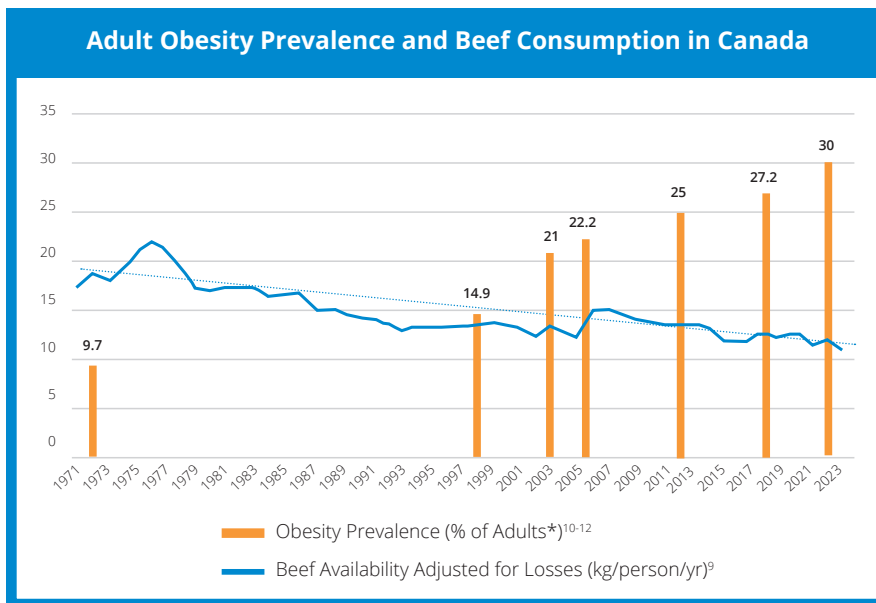
Food Categories	Most Healthy Diet (grams/day)	Least Healthy Diet (grams/day)
Vegetables and Fruit	563.1	130.6
Legumes	48	21
Nuts	28.2	3.9
Dairy Foods	185.5	31.2
Red Meat (unprocessed)	54.5	24.1
Fish	26.1	6.1
White Meat (poultry)	22.1	10.3

BEEF IS AMONG TOP SOURCES OF PRIORITY MICRONUTRIENTS

Beef is among the most nutrient-dense sources of micronutrients often lacking from diets around the world including iron, zinc, and vitamin B₁₂.⁸ Whereas, many foods often promoted as nutrient-dense, including most vegetables and fruits, nuts, seeds, whole grains, chicken and canned fish without bones, are not particularly dense in bioavailable micronutrients that are commonly lacking in the diet.⁸

BEEF CONSUMPTION HAS DECLINED IN CANADA

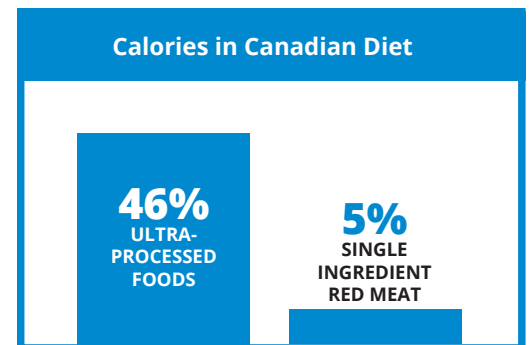
Beef consumption has declined over the last 50 years.⁹ In contrast, the prevalence of obesity in adults in Canada has tripled over this same time period.¹⁰⁻¹²



*Obesity prevalence in adults 20-64 years old in the years prior to 2000, and in adults 18+ years old in the years after 2000.

CANADIAN DIETS ARE HIGH IN ULTRA-PROCESSED FOODS

46% of Canadians' daily calories come from ultra-processed foods¹³ compared to only 5% of calories from single ingredient unprocessed red meat.¹



Healthy dietary patterns focus on nutritious whole foods.

MANY CANADIANS COULD BENEFIT FROM EATING MORE BEEF

Beef is a nutrient-dense choice to help meet our needs for protein and many other essential nutrients. Beef contains 7 of the nutrients that many Canadians need more of in their diets, including: iron, zinc, magnesium, potassium, vitamins B₁₂, B₆ and thiamine.¹⁴⁻¹⁶

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