

Beef...

Choline 13% Protein 35g Riboflavin 23% Vitamin B₁₂ 15%
ZINC 77%
 PHOSPHORUS 16% Thiamin 6%
 Potassium 9% **NIACIN 78%**
 Magnesium 6% Pantothenate 20%
IRON 19% COPPER 10%
 Vitamin B₁₂ 102%
SELENIUM 53%
Goodness in every bite!
NOVUS PER 100G COOKED BEEF, CNF #112

It's a tie!

	ANIMAL FOOD	PLANT FOOD
Heme iron	✓	✗
Vitamin B ₁₂	✓	✗
Folate	✗	✓
Fibre	✗	✓

We need both, so why the debate?

Who am I?

Single ingredient
 Nothing added
 Nothing taken away

(ANSWER: BEEF)

More than half of the fat in beef is unsaturated

Surprise!

BEEF CATTLE = BIODIVERSITY

Grazing cattle safeguard wildlife habitats such as grasslands and pastures

Cattle coexist with wildlife and enrich these natural ecosystems

BEEF HAS ZIP

ZINC: 77% Daily Value
IRON: 19% Daily Value
PROTEIN: Excellent source

Beef IS PROTEIN PACKED!

See how it compares to black beans

35 g
 Cooked Beef 100 g
8 g
 Black Beans 125 mL
Protein per standard serving

BEEF: A NUTRITIOUS MEAL MAKER!

Beef pairs well with healthy sides:

- ✓ Leafy greens
- ✓ Lentils
- ✓ Quinoa
- ✓ Root vegetables

What does cattle manure do?

Nourish plants
 Prevent soil erosion
 Support underground ecosystems
 Replaces fossil fuel fertilizer

✓ all of the above

20 REASONS
 to **#LoveCDNBeef**

BEEF has:
220% more iron
600% more vitamin B₁₂
750% more zinc
 than chicken breast

WHY SWAP?

REALITY CHECK
 Calories in the Canadian Diet

46%
 ULTRA-PROCESSED FOODS
5%
 SINGLE INGREDIENT RED MEAT

LEAN IS LEAN

The terms **Extra-lean**, **Lean**, **Medium** and **Regular** define max fat content of all ground meats by law: beef, chicken, turkey, pork, veal or lamb.

IT'S A FAMILY BUSINESS!

98% of Canada's beef cattle farms & ranches are family-run

ATTENTION WOMEN

1 in 4 women aged 14-50 have low iron.

BONES NEED PROTEIN TOO

50% of bone volume is **protein**

Health Canada lists BEEF as a first food for babies

At 6 months, baby's iron stores are depleted

IRON Newborn **IRON** 6 months

Iron is needed for optimal brain development

Red meat is NOT a top source of saturated fat

Sources of Saturated Fat in the Canadian Diet

Source	Percentage
Foods not in Canada's Food Guide	44.3%
Milk & alternatives	23.2%
Other meat & alternatives	15.5%
Fresh red meat	9%
Vegetables & fruits	5.4%
Whole grain foods	2.2%

BEEF does a body good

Growth Vitality Healthy Aging

Land used to raise beef in Canada stores **~1.9 billion tonnes of carbon**

That's = to the emissions **>2 billion cars** would produce in a year

Beef is the ORIGINAL plant-based meat

Cattle turn grass into high-quality protein

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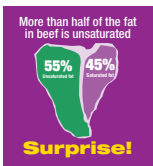
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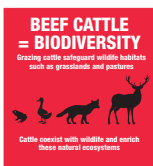
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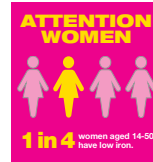
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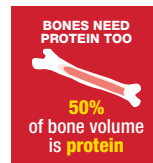
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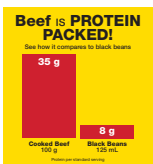
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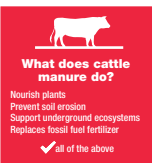
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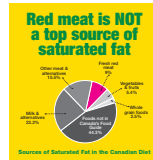
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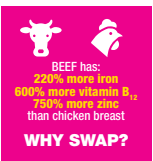
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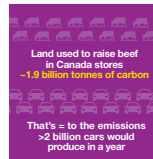
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