

REALITY CHECK

Calories in the Canadian Diet

46%
ULTRA-PROCESSED FOODS

5%
SINGLE INGREDIENT RED MEAT

It's a tie!

	ANIMAL FOOD	PLANT FOOD
Creatine	✓	✗
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

55% Unsaturated fat

45% Saturated fat

Surprise!

ANEMIA on the rise in Canada

women, 15-49 years

2023 14%

2005 7%

THINKING GLP-1?

Consider protein density on a calorie budget

PROTEIN PER 100 CALORIES

Chickpeas **5 g**

Beef **14 g**

Beef IS PROTEIN PACKED!

See how it compares to black beans

35 g

8 g

Cooked Beef 100 g

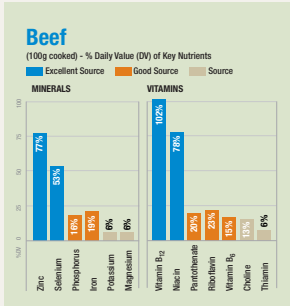
Black Beans 125 mL

Protein per standard serving

In Canada, many adults EAT LESS PROTEIN than recommended

Adults with protein intakes below (0.8g/kg/day)

Adults, 19-64	18.4%
Adults, 65+	32.5%



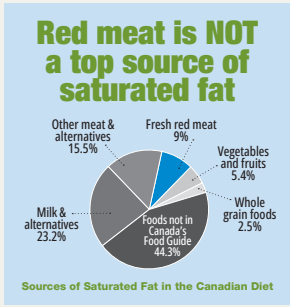
#beefbelongs

BEEF has:

- 220% more iron
- 600% more vitamin B₁₂
- 750% more zinc

than chicken breast

WHY SWAP?

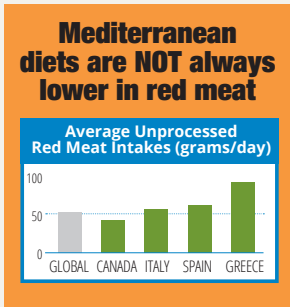


BEEF

FULL OF SURPRISES

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.



Health Canada lists BEEF as a first solid food for babies

At 6 months, baby's iron stores are depleted

Newborn 6 months

Iron is needed for optimal brain development

ATTENTION WOMEN

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

BEEF does a body good

Growth Vitality Healthy Aging

BONES NEED PROTEIN TOO

50% of bone volume is protein

Seniors benefit from increased protein

Breakfast Lunch Dinner

MEN 30-35 g per meal

WOMEN 35-50 g per meal

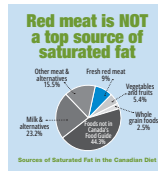
THINKBEEF

Brought to you by Canada Beef

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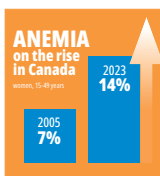
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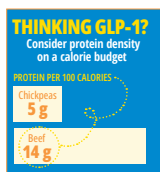
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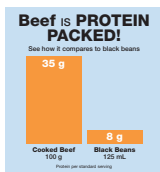
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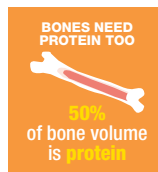
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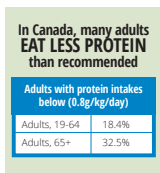
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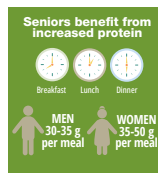
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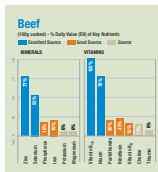


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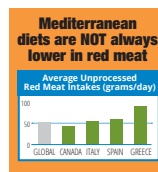
Iron- = 221% more iron in beef
Beef - 3.34 mg
Chicken - 1.04 mg

B₁₂ = 618% more B12 in beef
Beef - 2.44 mcg
Chicken - 0.34 mcg

Zinc = 766% more Zinc in beef
Beef - 8.66 mg
Chicken - 1.00



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