

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	✗	✓

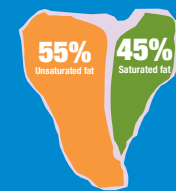
We need both,
so why the debate?

Who am I?

Single ingredient
Nothing added
Nothing taken away

(ANSWER: BEEF)

More than half of the fat
in beef is unsaturated



Surprise!

ANEMIA on the rise in Canada

women, 15-49 years

**2005
7%**

**2023
14%**

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

Cooked Beef

100 g

8 g

Black Beans

125 mL

Protein per standard serving

In Canada, many adults EAT LESS PROTEIN than recommended

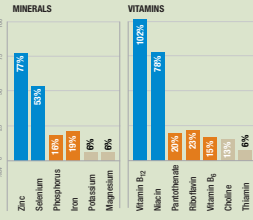
Adults with protein intakes
below (0.8g/kg/day)

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

Beef

(100g cooked) - % Daily Value (DV) of Key Nutrients

Excellent Source Good Source Source



#beefbelongs



BEEF

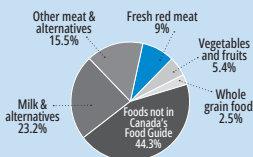
FULL OF SURPRISES



BEEF has:
228% more iron
600% more vitamin B₁₂
750% more zinc
than chicken breast

WHY SWAP?

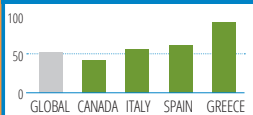
Red meat is NOT a top source of saturated fat



Sources of Saturated Fat in the Canadian Diet

Mediterranean diets are NOT always lower in red meat

Average Unprocessed
Red Meat Intakes (grams/day)



THINKBEEF

Brought to you by Canada Beef



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

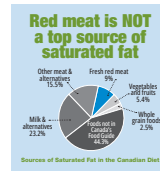
MEN
30-35 g
per meal

WOMEN
35-50 g
per meal

References



1. Polsky JY et al. 2020. Consumption of ultra-processed foods in Canada. Statistics Canada health reports.
2. Statistics Canada. 2018. Customized analysis of 2015 Canadian Community Health Survey – Nutrition data.



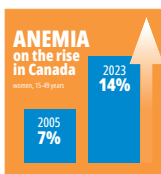
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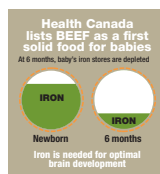
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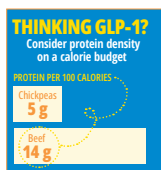
Canadian Food Inspection Agency (2022). Labelling requirements for meat and poultry products.



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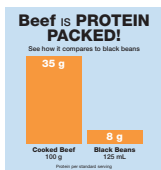
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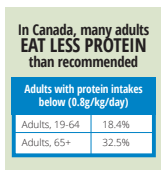
Health Canada. 2025. [Iron a powerhouse nutrient for your health.](#)



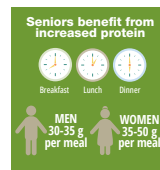
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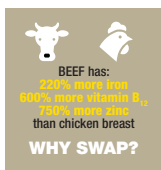
Tsagari A. Dietary protein intake and bone health. *J Frailty Sarcopenia Falls* 2020;5(1):1-5.



Statistics Canada. 2023. Customized analysis of 2015 Canadian Community Health Survey – Nutrition data on protein intakes in adults.



Hengeveld LM et al. Prospective associations of protein intake parameters with muscle strength and physical performance in community-dwelling older men and women from the Quebec NuAge cohort. *Am J Clin Nutr* 2021;113(4):972–83.



Health Canada. Canadian Nutrient File, 2015. Food Codes Beef 6172, Chicken 842. Based on unrounded values.

Iron- = 221% more iron in beef

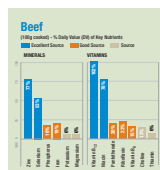
Beef - 3.34 mg
Chicken - 1.04 mg

B₁₂ = 618% more B12 in beef

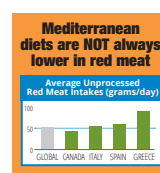
Beef - 2.44 mcg
Chicken - 0.34 mcg

Zinc = 766% more Zinc in beef

Beef - 8.66 mg
Chicken - 1.00



Health Canada. 2015. Canadian Nutrient File. Nutrient values per 100 g for Food Code Beef 6172 (composite cuts, steak/roast, lean and fat, cooked).



Miller V et al. Global, regional, and national consumption of animal-source foods between 1990 and 2018: findings from the Global Dietary Data-base. *Lancet Planet Health* 2022; 6(3):e243-e256. Supplementary Appendix: Table S13 - 2018 Global Dietary Database Data for Unprocessed Red Meat.