Perspective on Red Meat Consumption in Canada

THINKBEEF

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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.

Average Red Meat Intake in Canada

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]

Adults with Protein Intakes Below the RDA

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

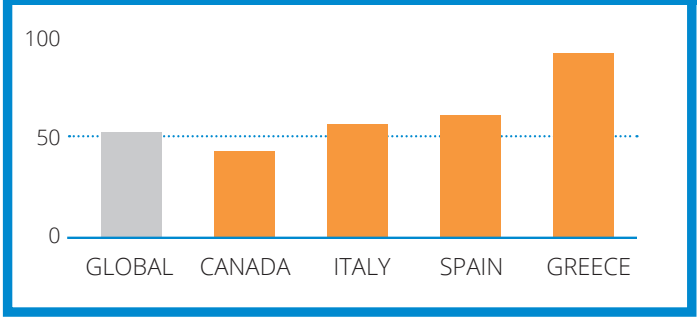
LIFE EXPECTANCY IS BETTER IN COUNTRIES WITH HIGHER MEAT INTAKES

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]

Average Unprocessed Red Meat Intakes (grams/day)



Source: Global Dietary Database 2018 country medians for both sexes[6]

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.

PURE Study – Most Healthy Diet vs 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

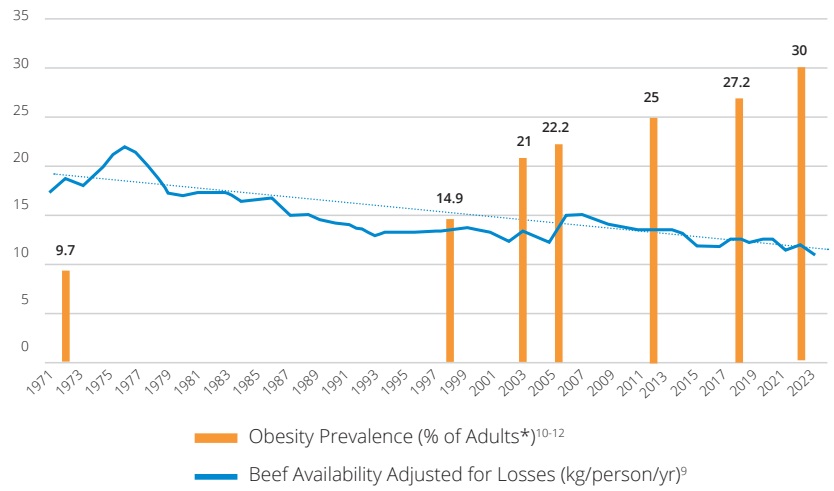
BEEF IS AMONG TOP SOURCES OF PRIORITY MICRONUTRIENTS

Beef is among the most nutrient-dense sources of micronutrients often lacking from diets around the world including iron, zinc, and vitamin B_{12}.[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]

Adult Obesity Prevalence and Beef Consumption in Canada

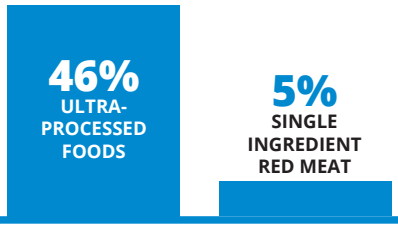


*Obesity prevalence in adults 20-64 years old in the years prior to 2000, and in adults 18+ years old in the years after 2000.

CANADIAN DIETS ARE HIGH IN ULTRA-PROCESSED FOODS

46% of Canadians' daily calories come from ultra-processed foods[13] compared to only 5% of calories from single ingredient unprocessed red meat.[1]

Calories in Canadian Diet



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 B_{12}, B_6 and thiamine.[14-16]

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