BEEF. IT'S WHAT'S FOR DINNER.®

Protein Benefits

Research shows that consuming high-quality protein may help you achieve and maintain a healthy weight and preserve and build muscle.[1,2]

Enjoy a heart-healthy diet!

Heart-healthy diets with high-quality, lean protein help maintain normal blood cholesterol levels and normal blood pressure.[1,3,4]

Protein supports strength!

Protein helps support strong, lean bodies.[5] Eating enough protein-rich food is essential to help protect lean body mass and prevent the loss of muscle and strength associated with aging.[6]

Get more from your workout!

Studies show exercise is more effective when paired with a higher-protein diet, and complete proteins, like beef, provide the amino acids necessary for muscle-building and recovery.[5]

What are complete proteins?

Proteins are made up of amino acids. Your body needs 20 amino acids, but only nine are essential, meaning they must come from food. Your body can make the remaining non-essential amino acids. Proteins that contain all nine essential amino acids in proportions most useful to the body are called complete or high-quality proteins. Proteins sourced from animal foods are complete proteins while most plant foods, with the exception of soy and quinoa, are incomplete proteins.

Why beef?

A 3-oz serving of cooked beef provides approximately 25 grams of high-quality protein plus 9 other essential nutrients in one tasty package.[7] High-quality protein, like beef, contains the essential amino acid leucine, which research shows activates the muscle-building switch in the body.[8,9]

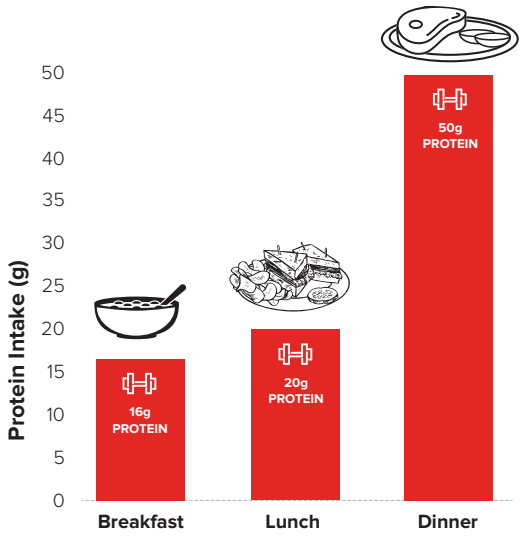
How much protein do I need?

The Institute of Medicine's recommendation for protein intake ranges from 10-35% of total calories for adults, or 50-175 grams of protein per day for a 2,000-calorie diet.[10] Your specific protein needs will depend on your age, gender, activity and perhaps health considerations. One size does not fit all and the nutrition guidelines recognize this.

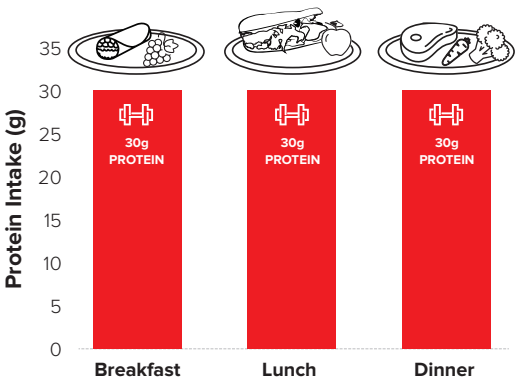
Recent protein research is finding that the benefits of protein consumption will vary depending not only on the amount of protein consumed,* but also on the daily pattern of protein consumption. [11,12,13,14]

- People who eat a higher-protein diet (about 30% of daily calories or 150 grams of protein/2,000 calories) feel more satisfied, which may help prevent overeating.[11]
- The typical American daily protein intake pattern does not capitalize on protein's benefits as it skews the majority of protein intake to the dinner time meal. Research shows that redistributing our protein intake evenly throughout the day may be the most beneficial for overall health and wellness because bodies build muscle in response to each eating occasion that includes 30 grams of protein.[12,13,14] Aim for this amount of high-quality protein at each meal for ultimate body benefits.

Typical Daily Protein Intake Pattern[14]

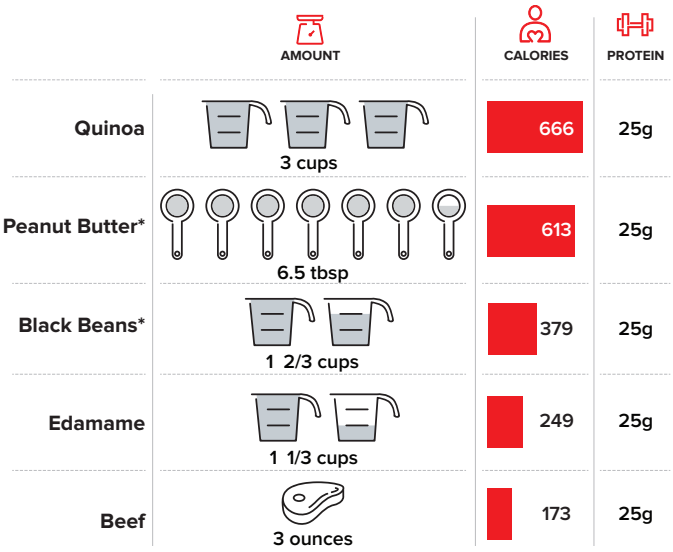


Aim for Evenly Distributed Daily Protein Intake



Animal proteins, like beef, are nutrient-dense, making them an efficient food to help you meet your protein needs. As the chart below illustrates, one 3-oz serving of cooked beef with your meal makes it easy to hit the 30 grams of protein target while also helping you meet the nutrient requirements within the calories allotted by your age, gender, and activity level.

Protein foods and their caloric costs[7]



*Not a complete protein - does not contain all essential amino acids

For the purpose of nutrition labeling, the Food and Drug Administration (FDA) has established a reference amount for a typical serving size of a food at one eating occasion, called Reference Amount Customarily Consumed (RACC). The RACC for the foods listed in the chart above are: cooked fresh meat/beef – 85 grams (3 oz), cooked quinoa - 140 grams (¾ cup), peanut butter – 2 tablespoons, black beans and edamame - 90 grams (½ cup).

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7. US Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Legacy. Version Current: April 2018. Internet: /nea/bhnrc/ndl NDB #s: 20137-quinoa, 16097-peanut butter, 16316-black beans, 11212- edamame, 13364-composite beef
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13. Layman DK. Dietary Guidelines should reflect new understandings about adult protein needs. Nutr Metab (Lond) 2009;6:12.
14. Mamerow MM, et al. Dietary protein distribution positively influences 24-h muscle protein synthesis in healthy adults. J Nutr 2014;144:876-80.

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