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The Webinar will begin soon.**

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What's the Beef with the Dietary Guidelines and Eating Beef throughout the Lifespan

Shalene McNeill, PhD, RDN

Executive Director, Nutrition Science, Health and Wellness

National Cattlemen's Beef Association, a contractor to the Beef Checkoff



TODAY'S AGENDA

1

Dietary
Guidelines
Update

2

Beef as a
nutrient-rich
food through
the lifespan

3

Perspective on
Alternative
Proteins

4

Putting it
into Action





**Wife. Mom. Nutrition Expert.
Health Advocate. Beef is My
#1 Protein.**

What Grounds Us...

“We provide factual, scientifically supported information about beef to help consumers make informed decisions about what they eat”



Statement of Principles Regarding Nutrition and Health

As producers, processors, and marketers of the nation's beef supply, we are committed to providing a wholesome, nutritious food, and to communicating accurate information about beef's nutritional qualities and the role of beef in a healthful diet. We pledge to use the following principles to guide our actions and communications about beef in regard to nutrition and health.

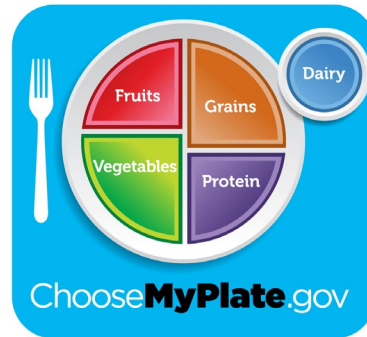
- 1 We will provide factual, scientifically supported information about beef to help consumers make informed choices about what they eat.
- 2 We support the Dietary Guidelines for Americans recognizing that there are a variety of ways to achieve a healthy diet, and further, we believe that the overwhelming scientific evidence shows that dietary balance, variety, and moderation coupled with appropriate physical activity provides the foundation for a healthful life.
- 3 We are committed to conducting and participating in programs to actively disseminate accurate information about the nutritional advantages of beef in a healthful and balanced diet and lifestyle.
- 4 We recognize the important role of health professionals and nutrition educators in providing nutrition information and are committed to working with them and their professional organizations to communicate accurate information about nutrition and health.
- 5 We believe that dietary balance, variety, moderation, and physical activity are the keys to health, and we also encourage individuals with specific health concerns that require dietary modification to consult a physician followed by nutrition counseling from a Registered Dietitian/Nutritionist.
- 6 We support research on the nutritional qualities of beef and will accurately communicate research findings to help consumers make informed decisions about their diet.
- 7 We recognize that consumers want foods that are good tasting and convenient as well as nutritious and will support research to provide beef products that meet these consumer demands.

The **Statement of Principles Regarding Nutrition and Health** was first adopted by the beef industry in 1984.

This Statement of Principles is reviewed on a regular basis by the Nutrition & Health Committee, along with NCBA's Federation Division board of directors and the Cattlemen's Beef Board. Every beef farmer, rancher and importer contributes to a fund called the beef checkoff, which is used to support beef nutrition education efforts.

Why are the Dietary Guidelines Important?

- Dictate federal government nutrition assistance education and labeling programs
- Influence domestic health voluntary and international dietary guidelines
- Provide a reference basis for private sector consumer marketing and education
- Affect how health professionals recommend foods, including beef, to consumers
- Affect how consumers see news about food & nutrition in media headlines, buzz



U.S. Department
of Veterans Affairs

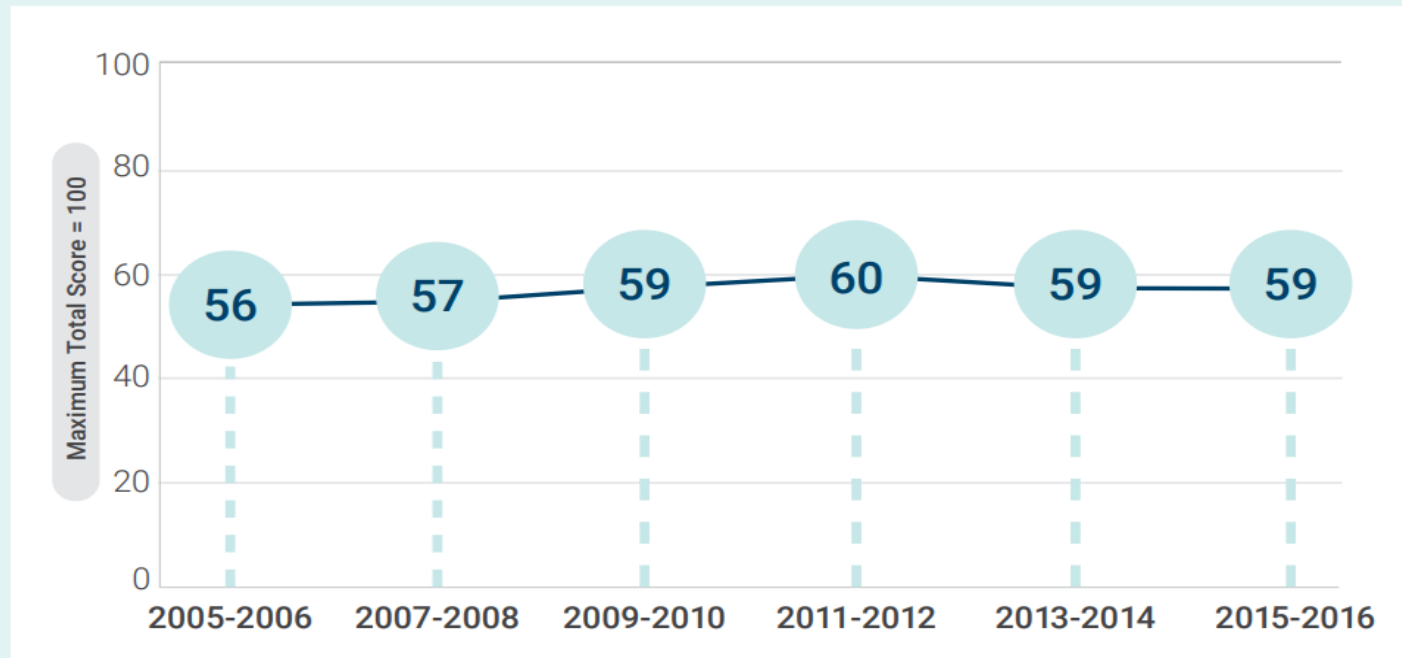


SCHOOL BREAKFAST
PROGRAM

US diet has lots of room for improvement

Figure I-1

Adherence of the U.S. Population to the *Dietary Guidelines* Over Time, as Measured by the Average Total Healthy Eating Index-2015 Scores



NOTE: HEI-2015 total scores are out of 100 possible points. A score of 100 indicates that recommendations on average were met or exceeded. A higher total score indicates a higher quality diet.

Data Source: Analysis of What We Eat in America, National Health and Nutrition Examination Survey (NHANES) data from 2005-2006 through 2015-2016, ages 2 and older, day 1 dietary intake data, weighted.

2020-2025 Dietary Guidelines for Americans: Make Every Bite Count

- Follow a healthy dietary pattern
- Enjoy nutrient dense foods and beverages
- Stay within calorie limits
- Limit added sugar, saturated fat, sodium and alcoholic beverages



Make Every Bite Count

“.....not a rigid prescription. Rather, the Guidelines are a customizable framework of core elements within which individuals make tailored and affordable choices that meet their personal, cultural, and traditional preferences”

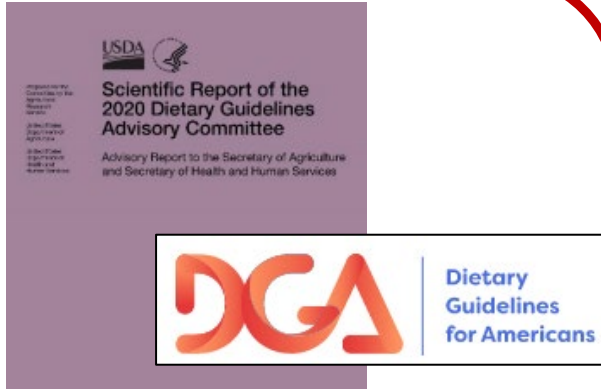


Science keeps reminding us there are a lot of ways to consume a healthy diet.



The best one is the one that works for you.

Leading health organizations support meat in the diet



A healthy dietary pattern includes a variety of nutrient-dense fruits, vegetables, grains, protein foods (including **lean meats**, poultry, eggs, seafood, nuts, and seeds), dairy (including milk, yogurt, and cheese), and oils.

The totality of the evidence reinforces recommendations supporting dietary patterns comprised of vegetables, fruits, legumes, nuts, whole grains, unsaturated vegetable oils, and fish, and **lean meat** or poultry.

Common characteristics of dietary patterns associated with positive health outcomes include higher intake of vegetables, fruits, legumes, whole grains, low- or nonfat dairy, **lean meat** and poultry, seafood, nuts, and unsaturated vegetable oils and low consumption of red and processed meats, sugar-sweetened foods and drinks, and refined grains.



Healthy foods include fruits, vegetables, whole grains, legumes, low-fat dairy products, fish, poultry, and **lean meats**.

When choosing protein, opt for low-fat options, such as **lean meats**, skim milk or other foods with high levels of protein.

If you choose to eat **red meat**, select the leanest cuts available.

Choose lean cuts of meat. Lean cuts usually contain the words “round,” “loin” or “sirloin” on the package.

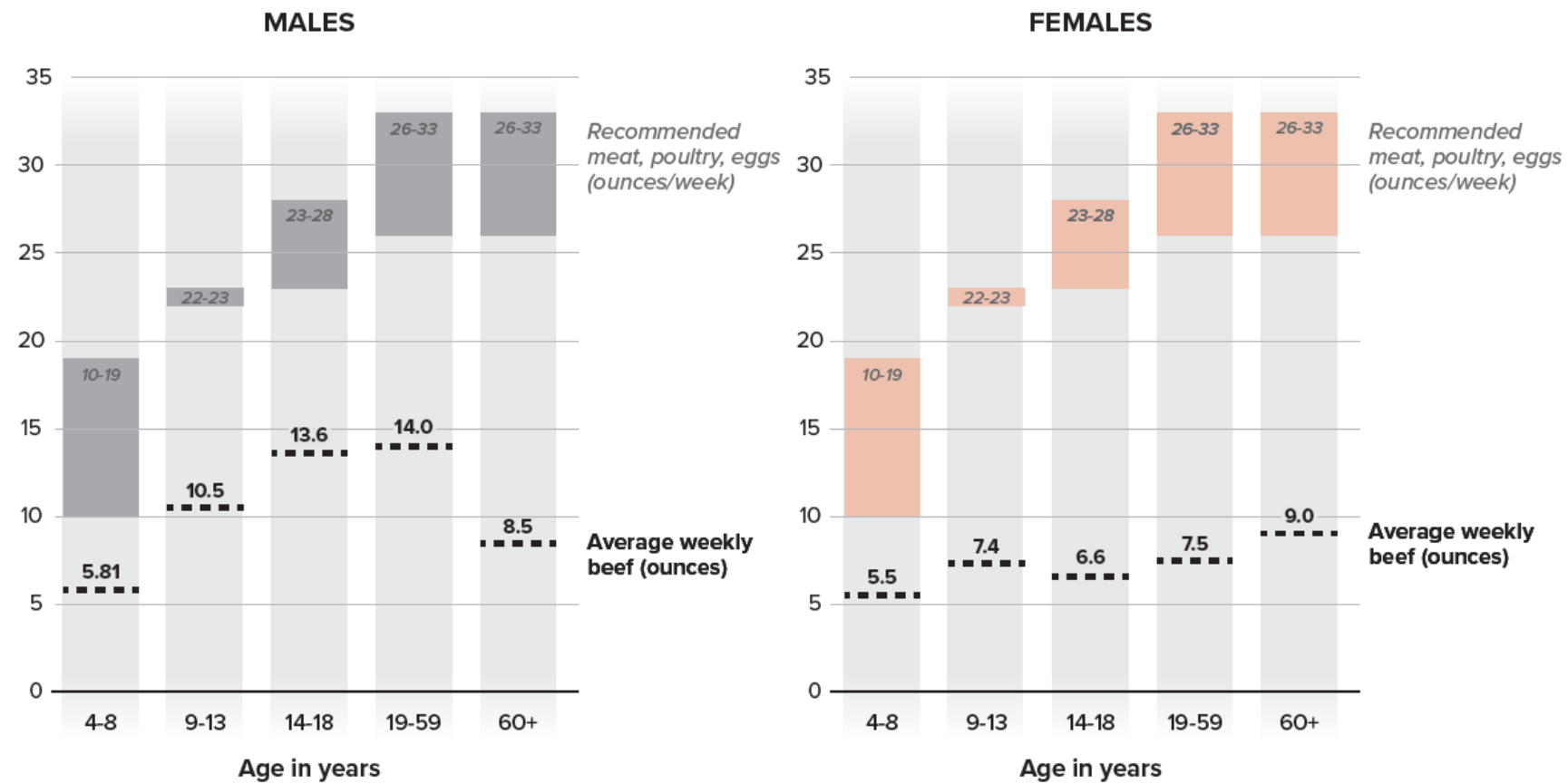


Introduce foods with higher iron content, including iron-fortified cereals, **red meat**, and vegetables such as green beans, peas, and spinach.

One option for meeting the baby's iron requirements is to offer **meat** and vegetables. Iron-fortified cereals are also a good way to help meet your infant's need for iron at this age.

At about six months most babies are ready to start solid foods like iron-fortified infant cereal and strained fruits, vegetables, and **pureed meats**.

Americans Eat Beef Within DGA Recommendations



DGA recommendation for a US Healthy Style 2000 Calories diet
Protein food recommendations 5.5 oz per day; Meat & Poultry is 23 ounces per week

New Meat Recommendations for Birth – 24 months

NEW **B-24** Patterns:

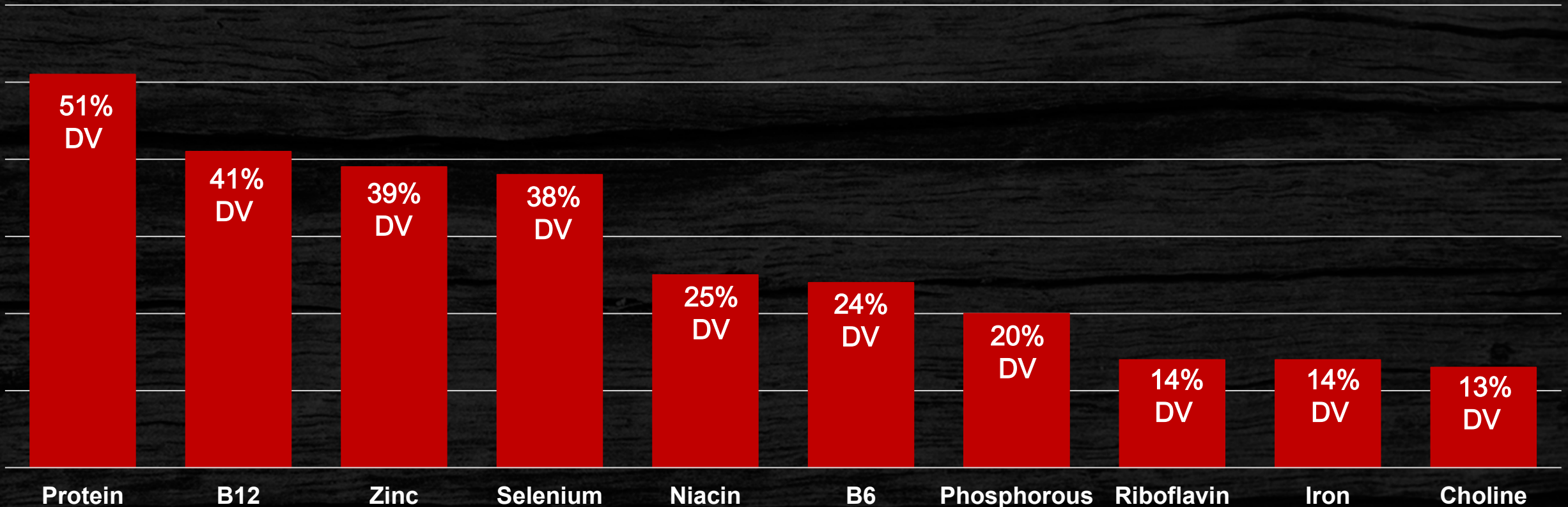
Up to 16 oz-eq per week (6-9 months)

8½ - 15½ oz-eq per week (9-12 months)

Food Groups	6 to 9 months		9 to 12 months	
	Daily amounts	Weekly amounts	Daily amounts	Weekly amounts
Total Fruits (cup eq)	⅛ to ¼	---	⅛ to ½	---
Total Vegetables (cup eq)	⅛ to ¼	---	⅛ to ½	---
Red and orange	---	¼ to ⅔	---	½ to 1½
Starchy	---	¼ to ½	---	⅓ to 1
Dark green	---	Small amounts ²	---	¼
Legumes	---	Small amounts ²	---	¼
Other	---	¼ to ½	---	¼ to ¾
Total Grains (oz eq) ²	½ to ¾	---	½ to 1	---
Fortified infant cereals	½	---	½	---
Other grains including whole and refined	0 to ¼	---	0 to 1 ³	---
Total Protein Foods (oz eq) ⁴	¾ to 2¾	---	2 to 3	---
Meats	---	4⅔ to 16	---	8½ to 15½
Poultry	---	½ to 1¼	---	1
Seafood	---	Modest amounts ⁵	---	≥3
Eggs	---	Modest amounts ⁵	---	≥1
Nuts and seeds	---	Modest amounts ⁵	---	≥½
Total Dairy (cup eq)	¼	---	½	---
Total added oils/fats (g)	0	---	0 to 7¾	---

Few Foods Nourish & Sustain Like Beef

A 3-oz serving of cooked beef on average provides 173 calories and:



-USDA, Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference; NDB#364-composite beef, Legacy. Version Current: April 2018. Available at <http://www.ars.usda.gov/ba/bhnrc/ndl>

-DV refers to Daily Value, the amount of a nutrient needed for a healthy adult on a 2,000-calorie diet. The %DV is the percent of a nutrient's Daily Value provided by a serving of food.

**Meat has
nourished for over
2 ½ million years.**



Photo of fossil bone butchered by an early human 1.5 million years ago.
(Photo Credit: Briana Pobiner; <https://www.splendidtable.org/story/why-do-we-eat-meat-tracing-the-evolutionary-history>)

Beef
strengthens
the plate at
all ages



Nutrient-dense food to
nourish and to **displace**
less healthy choices



Lean delicious protein for **healthy dietary**
patterns and **cardiometabolic health**



Quality protein, iron,
zinc and choline for
optimal growth



Choline, iron
and more for
pregnancy

Quality protein
to **protect**
muscle



Beef in the Early Years

MAKE EVERY LITTLE BITE COUNT

WHEN FEEDING
INFANTS AND
TODDLERS
START AND
STICK WITH
NUTRIENT
RICH FOODS
LIKE MEATS
AND WHOLE
GRAINS



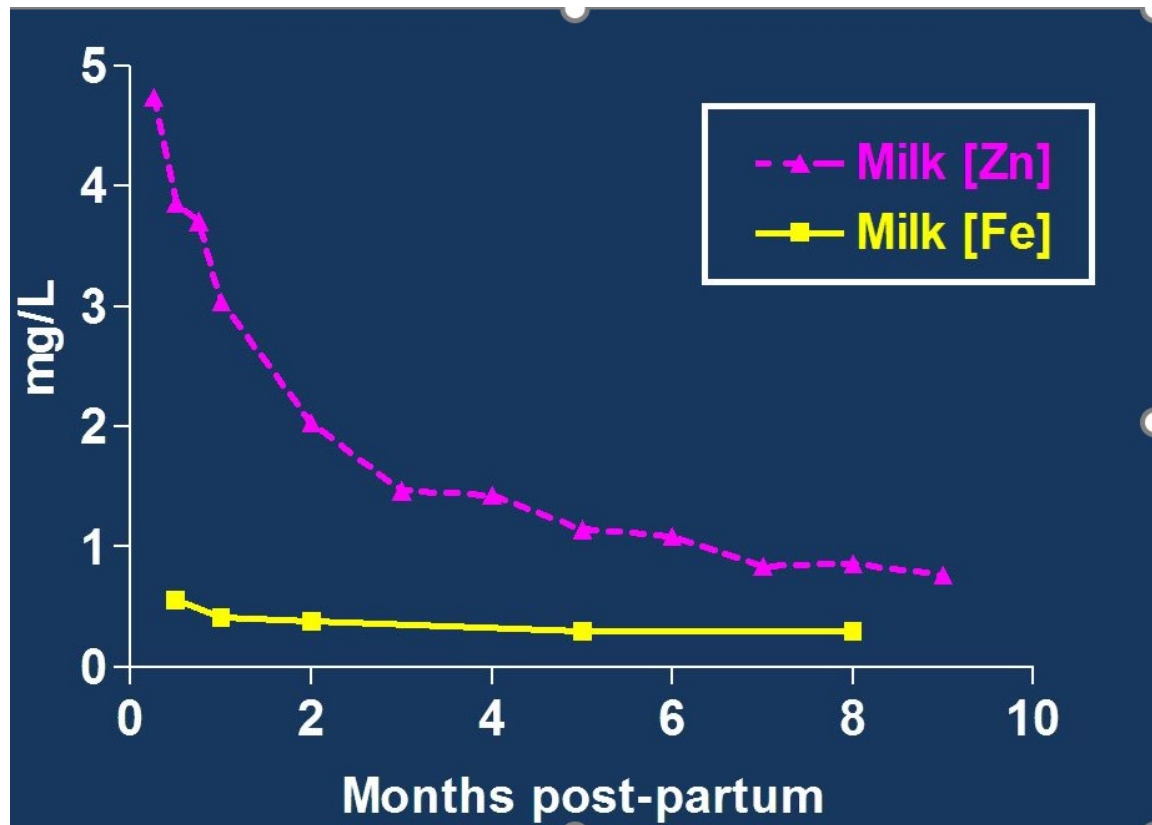
* BIG
NUTRITION

* SMALL
TUMMIES



Funded by Beef Farmers and Ranchers

Iron & Zinc Content of Breast Milk



- Zinc declines over time
- Iron is never very high to begin with but it's quite bioavailable
- Can't increase nutrients in breast milk by mother's diet

By 9 months of age, **90%** of an infant's iron and zinc should be provided by complementary foods

Introducing Solid Foods (Complementary Feeding)

- **American Academy of Pediatrics (AAP)**
 - Introduce solid foods **around 6 months** of age
 - Expose baby to a wide variety of healthy foods and textures
 - No medical evidence that introducing solid foods in any particular order has any advantage
 - Meats can be offered as an early complementary food
- **WHO and Pan American Health Organization (PAHO)**
 - Introduce **at 6 months** of age
 - Meat, poultry, fish or eggs should be eaten daily or as often as possible
 - Vegetarian diets **cannot** meet nutrient needs at this age unless nutrient supplements or fortified products are used



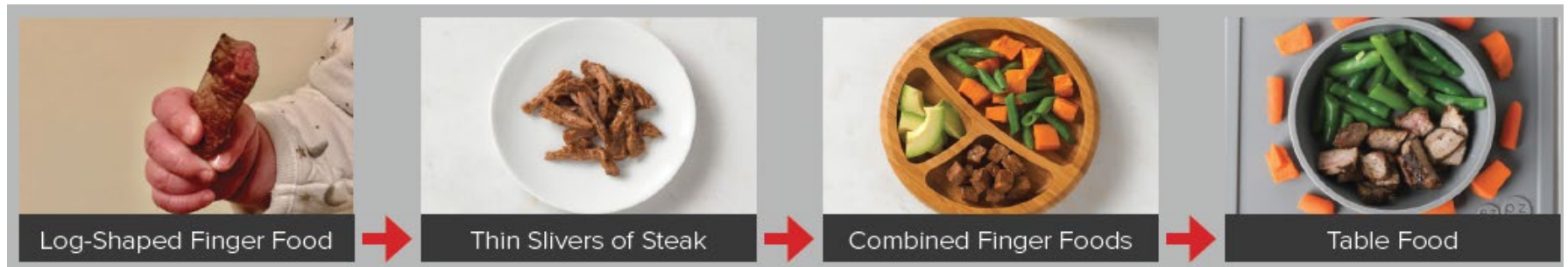
How to Introduce Beef

Spoon Method

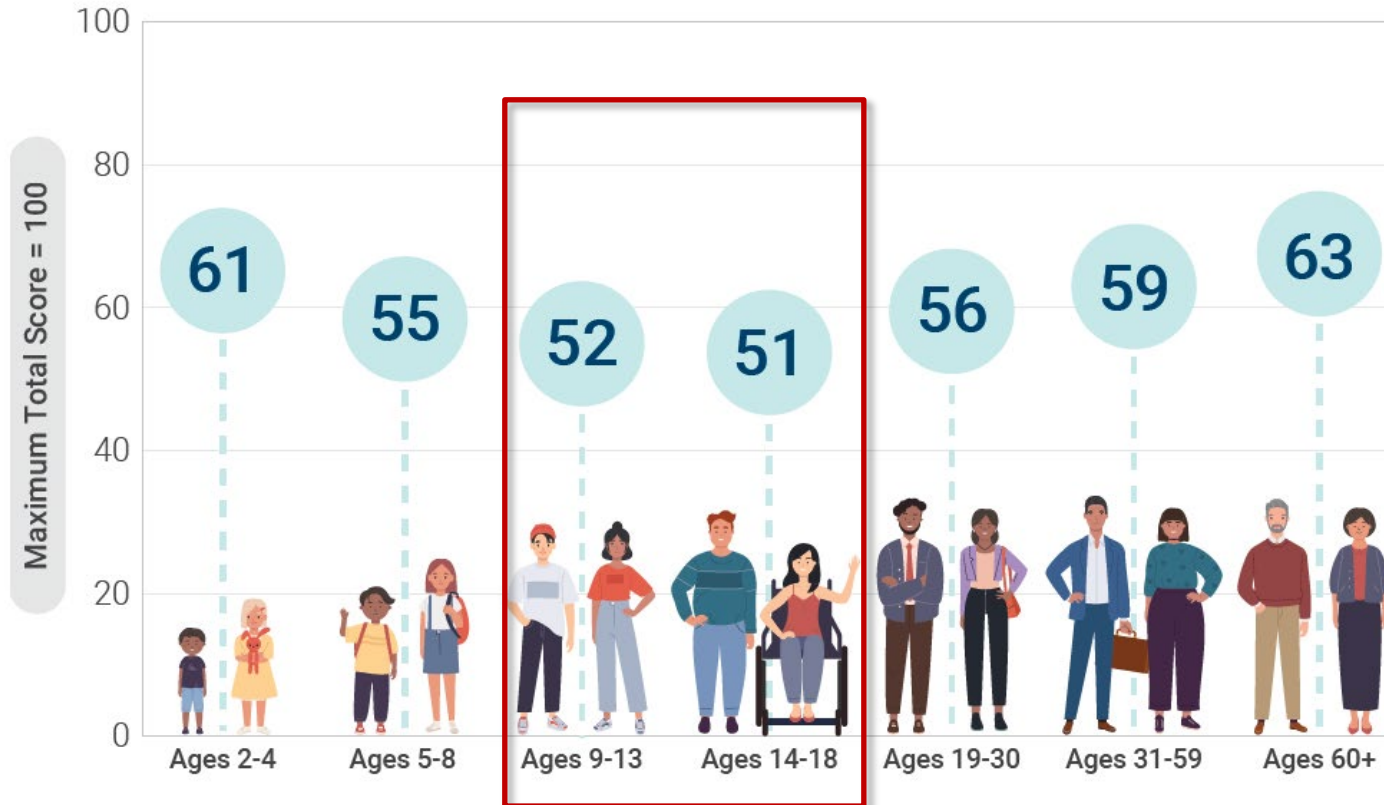


About 1 to 2 oz beef per day meets zinc, iron, protein, and B12 needs for children 6-12 months old

Baby Led Weaning



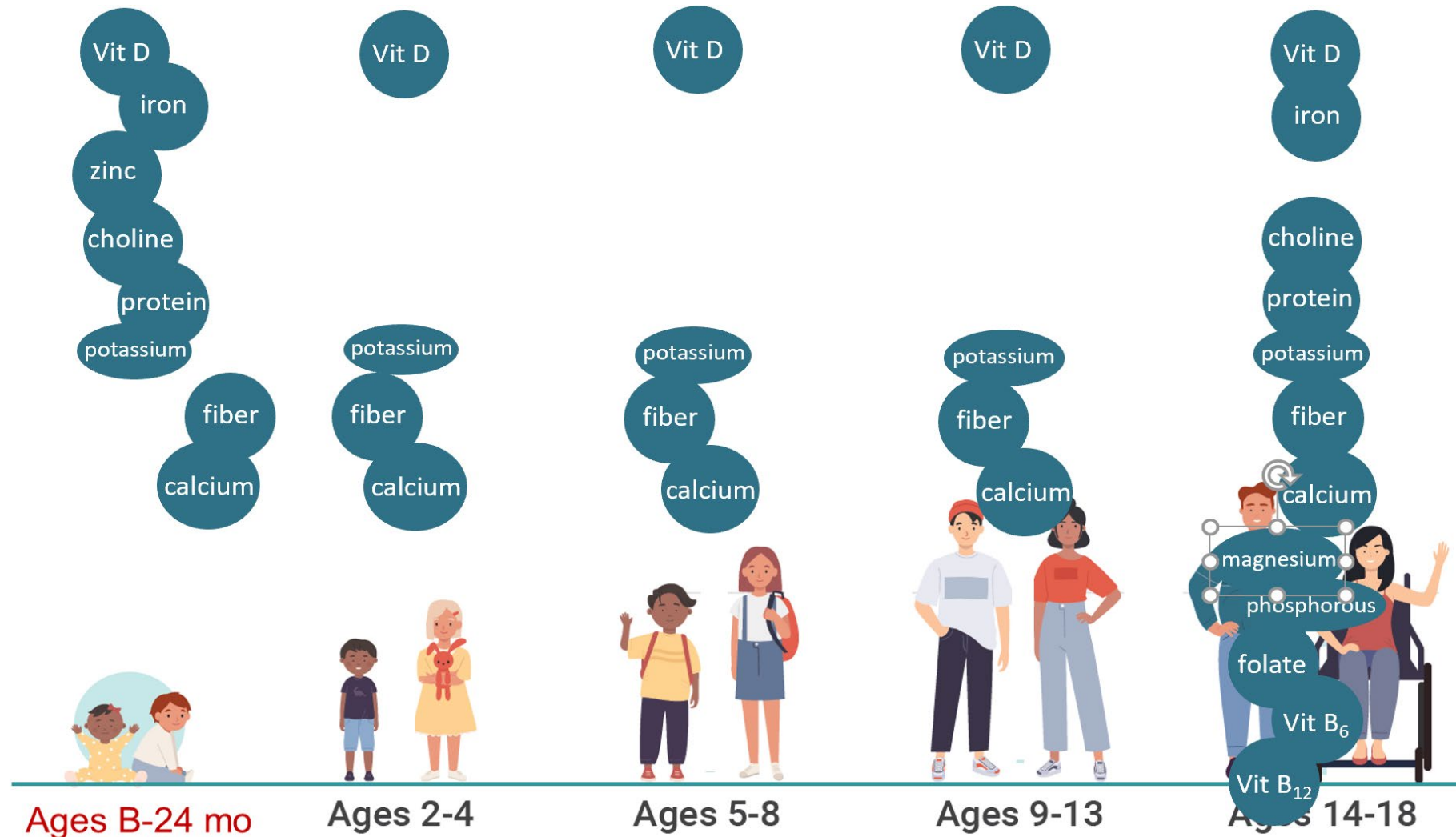
Beef During the Adolescent Years



The Healthy Eating Index Score

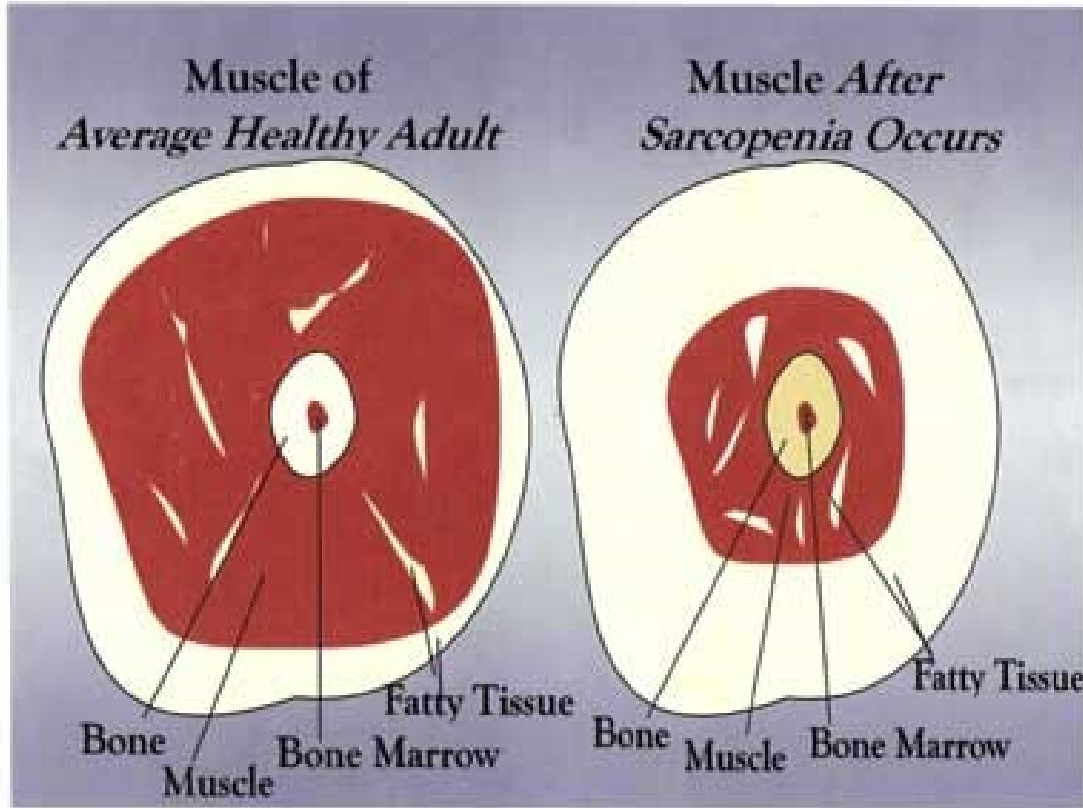
A measure of *Diet Quality* used to assess how well Americans follow the current DG recommendations (on a scale from 0-100)

Nutrients of Public Concern Identified by 2020-2025 Dietary Guidelines



Source: 2020-2025 Dietary Guidelines for Americans/Dietary Guidelines Scientific Advisory Report

Beef in the Later Years



3-8% reduction in muscle mass per decade, starting in the 4th or 5th decade of life

Are Older Adults Getting Enough Protein?

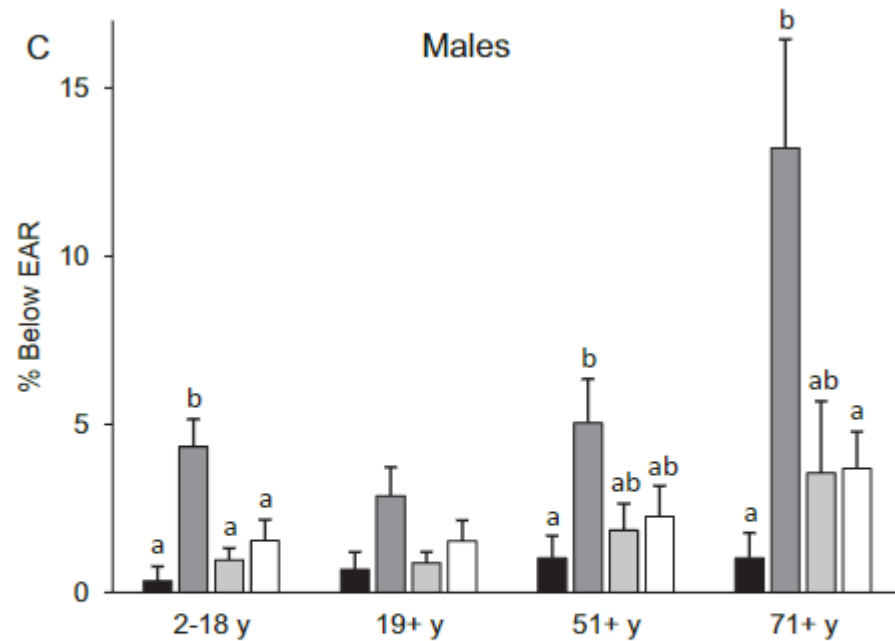
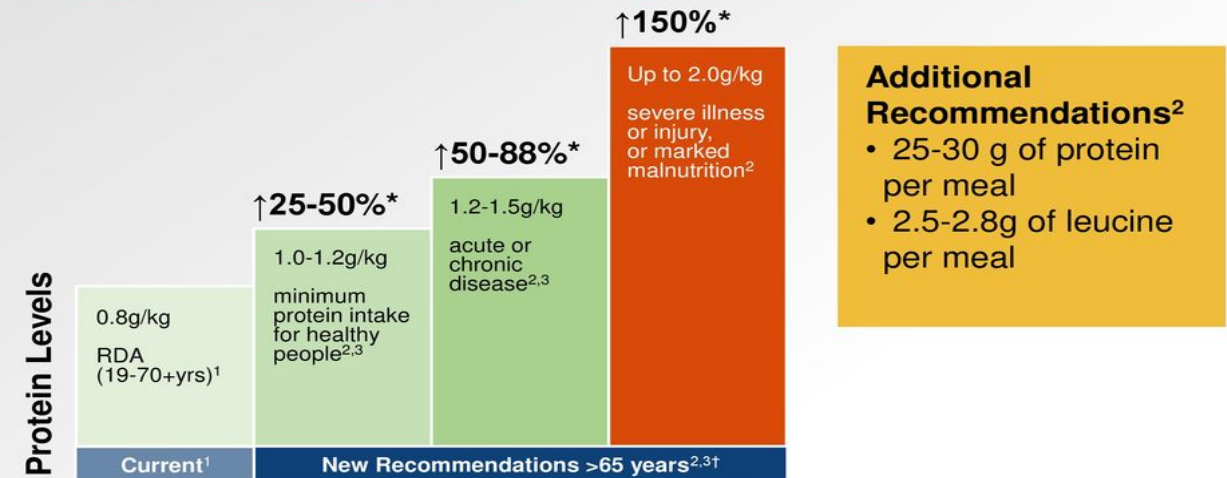


FIGURE 2 Percentage of the population (mean \pm SE) below the EAR for protein intake by race or ethnicity and age (NHANES, 2011–2014; $n = 15,177$) in both sexes (A), females (B), and males (C). Differences between race or ethnicity groups were evaluated using the z statistic. Different lowercase letters within an age and sex category indicate significant differences, $P \leq 0.01$. EAR, Estimated Average Requirement; NHB, non-Hispanic black; NHW, non-Hispanic white.

Healthy Aging: Recommendations from International Expert Groups Call for Higher Protein Intakes in Older Adults



Additional Recommendations²

- 25-30 g of protein per meal
- 2.5-2.8g of leucine per meal

*increase above current Protein RDA¹

[†]Older people with severe kidney disease not on dialysis may need to limit protein intake.

¹U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2015. 8th Edition, Washington, DC: U.S. Government Printing Office, January 2015.

²Bauer J et al., JAMDA 2013

³Deutz NEP et al., Clinical Nutrition, 2014

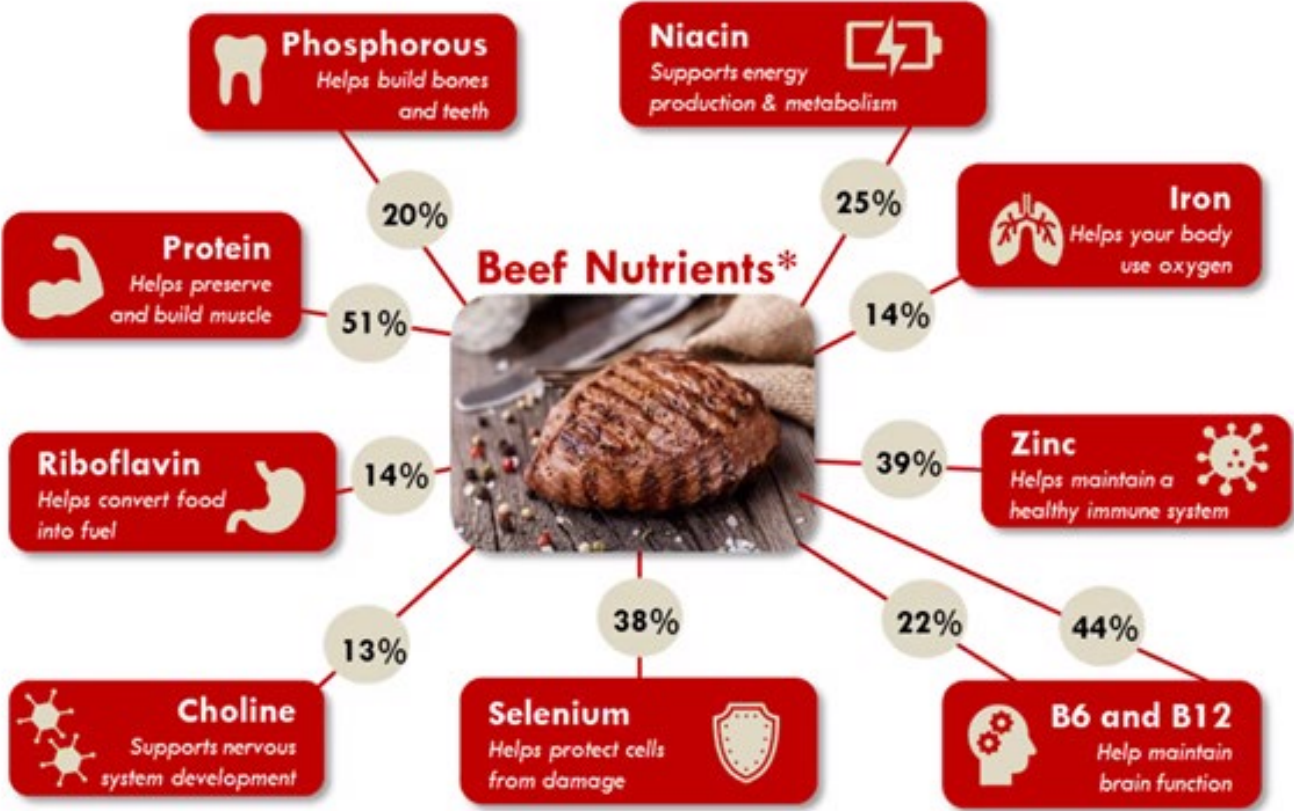
Slide adapted from Stu Phillips, PhD, SCAN Annual Meeting 2015

Beef for Preserving Muscles

“1 oz/day increase in beef consumption predicts for a 2.3 cm² increase in mid-arm muscle area”



Many Americans would benefit from getting more nutrients like protein, iron and choline, found in wholesome, high-quality beef.



*Percent of Daily Value in 1 serving (3 oz) of cooked lean beef;

Nutrient areas of challenge or concern

All Americans	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
All infants	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Infants 6-12 months	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Toddlers 12-24 months	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Adolescent Girls 9-14 years	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Adolescent Boys 9-14 years	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Adolescent Girls 12-19 years	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Premenopausal Women 20-49 years	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Pregnant Women	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Lactating Women	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P
Older Adults (Men and Women)	PROTEIN	Fe	CHOLINE	Zn	B12	B6	P

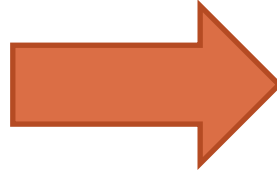
**Red meat is
consumed
in a variety of
dietary patterns.**



Opportunity: Beef in a Healthy Dietary Pattern



LESS of this



MORE of this

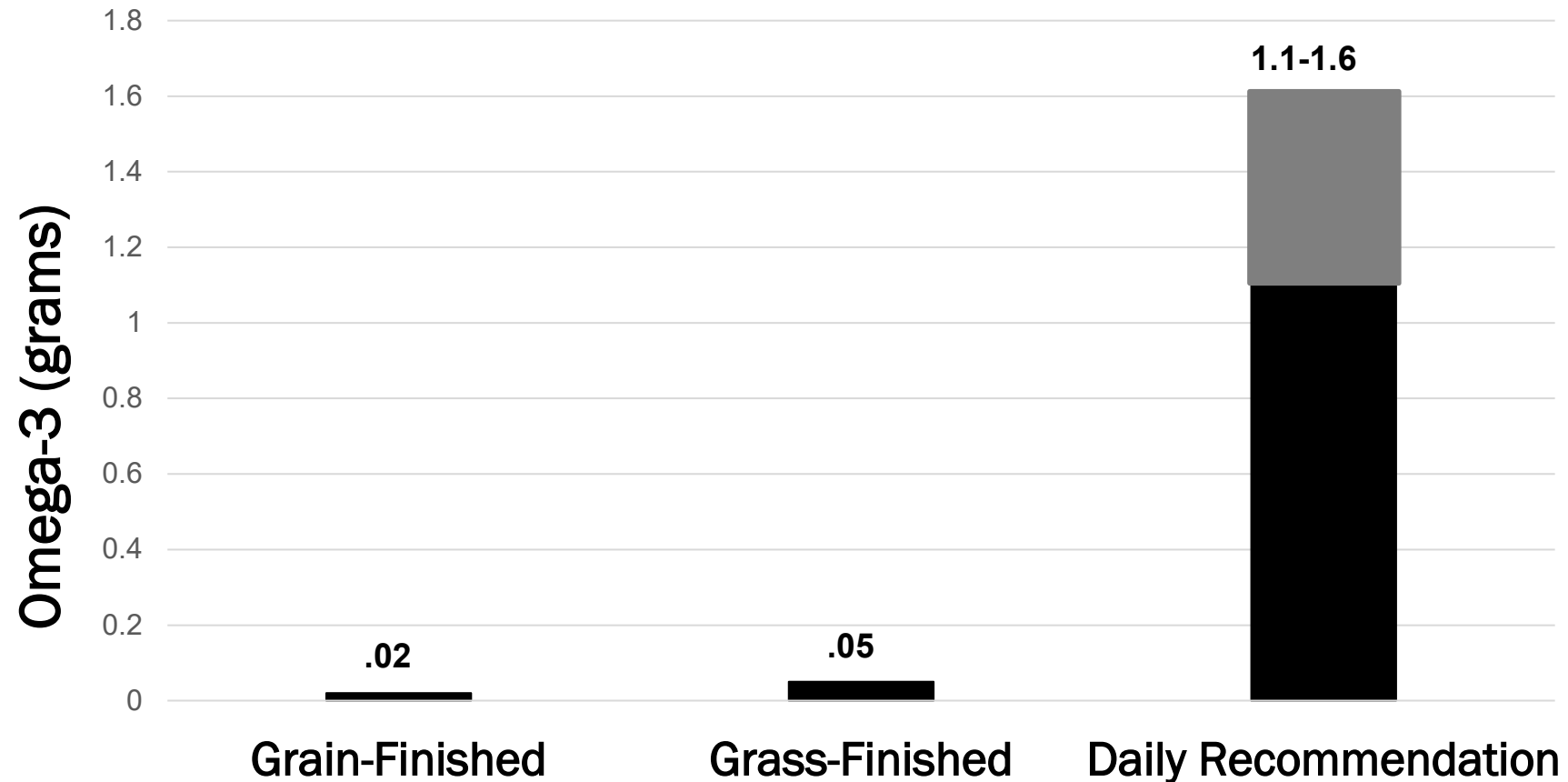
“For example, if changes in food choice, the food supply, and preparation techniques were strategically made, burgers and sandwiches could become a major way to increase the consumption of many food components and nutrients that are currently underconsumed, such as whole grains (fiber), vegetables, dairy, fish and seafood, and legumes. Changes in this food category could also decrease intakes of added sugars, saturated fats, and sodium. Small declines in added sugars and saturated fat intakes during the past decade suggest the needle has moved in positive ways.”

What about Grass-Finished Beef?

Nutritional Comparison of Grain- vs Grass-finished Beef*					
4-oz. Raw Grain-finished Strip Steak			4-oz. Raw Grass-finished Strip Steak		
		% Daily Value			% Daily Value
Calories	160	N/A	Calories	131	N/A
Protein (g)	26	52%	Protein (g)	26	52%
Total Fat (g)	6	10%	Total Fat (g)	3	5%
Saturated Fat (g)	2.6	13%	Saturated Fat (g)	1.2	6%
Monounsaturated Fat (g)	3.0	N/A	Monounsaturated Fat (g)	1.1	N/A
Vitamin B12 (mcg)	2.0	33%	Vitamin B12 (mcg)	1.4	24%
Zinc (mg)	4.2	28%	Zinc (mg)	4.0	27%
Selenium (mcg)	24.1	34%	Selenium (mcg)	23.6	34%
Niacin (mg)	7.6	38%	Niacin (mg)	7.5	38%
Vitamin B6 (mg)	0.6	32%	Vitamin B6 (mg)	0.7	36%
Phosphorus (mg)	232	23%	Phosphorus (mg)	237	24%
Riboflavin (mg)	0.2	14%	Riboflavin (mg)	0.1	8%
Iron (mg)	2.1	12%	Iron (mg)	2.1	12%
Choline (mg)	65	12%	Choline (mg)	73	13%

Grass vs Grain:

What About Omega-3 Content?



Know Your Beef Choices



GRAIN-FINISHED

(most beef is raised this way and likely doesn't have a specific label claim)

THIS BEEF COMES FROM CATTLE THAT...

- Spend the majority of their lives eating grass or forage
- Spend 4-6 months at a feedyard eating a balanced diet of grains, local feed ingredients, like potato hulls or sugar beets, and hay or forage
- May or may not be given U.S. Food and Drug Administration (FDA)-approved antibiotics to treat, prevent or control disease and/or growth-promoting hormones

GRASS-FINISHED OR GRASS-FED

THIS BEEF COMES FROM CATTLE THAT...

- Spend their whole lives eating grass or forage
- May also eat grass, forage, hay or silage at a feedyard
- May or may not be given FDA-approved antibiotics to treat, prevent or control disease and/or growth-promoting hormones

CERTIFIED ORGANIC

THIS BEEF COMES FROM CATTLE THAT...

- Never receive any antibiotics or growth-promoting hormones
- May be either grain- or grass-finished, as long as the USDA's Agriculture Marketing Service (AMS) certifies the feed is 100% organically grown
- May spend time at a feedyard

NATURALLY RAISED

(may be referred to as "never-ever")

THIS BEEF COMES FROM CATTLE THAT...

- Never receive any antibiotics or growth-promoting hormones
- May be either grain- or grass-finished
- May spend time at a feedyard



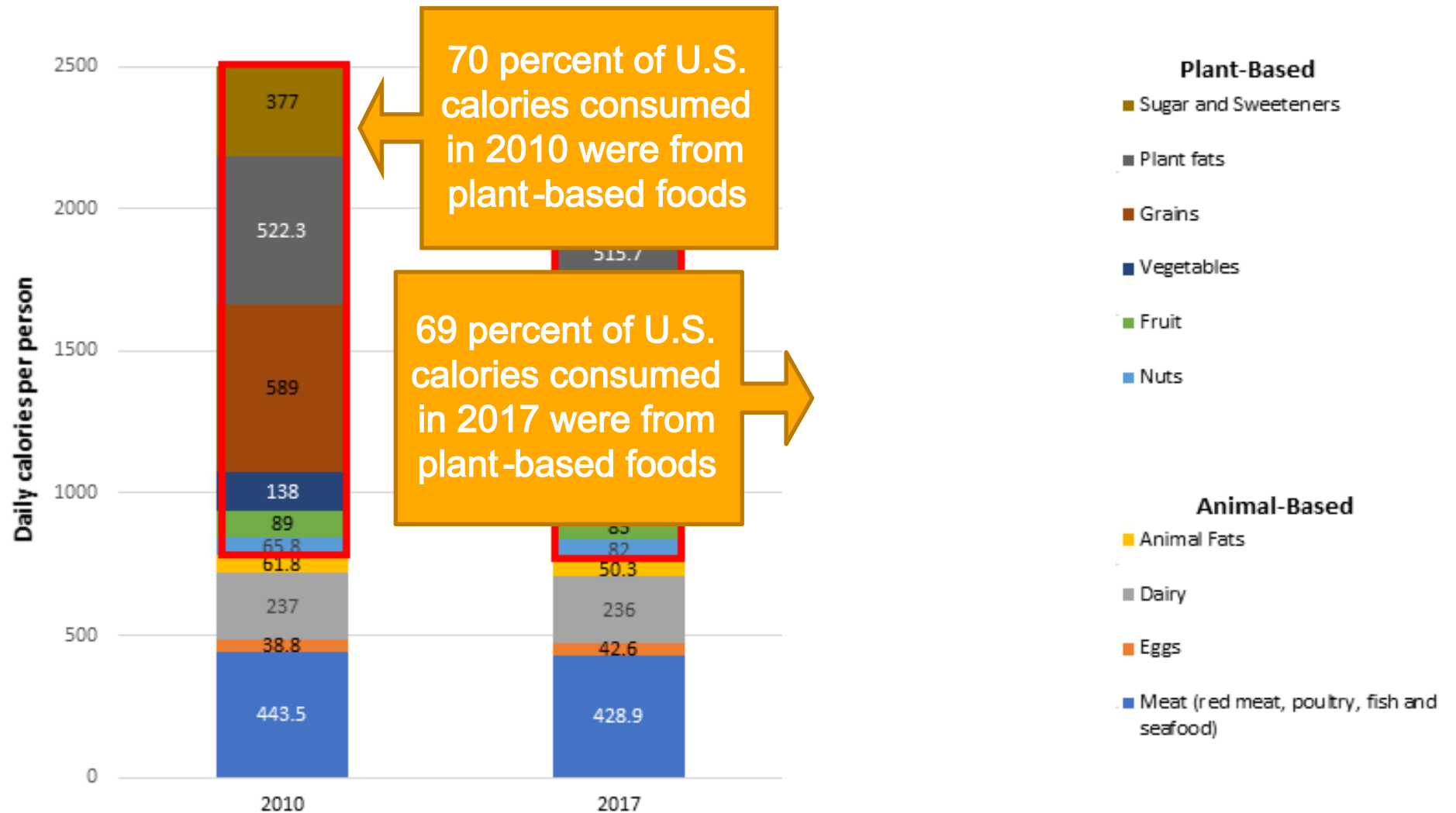
Alternative Protein Myths



WHAT CONSUMERS ARE SAYING:

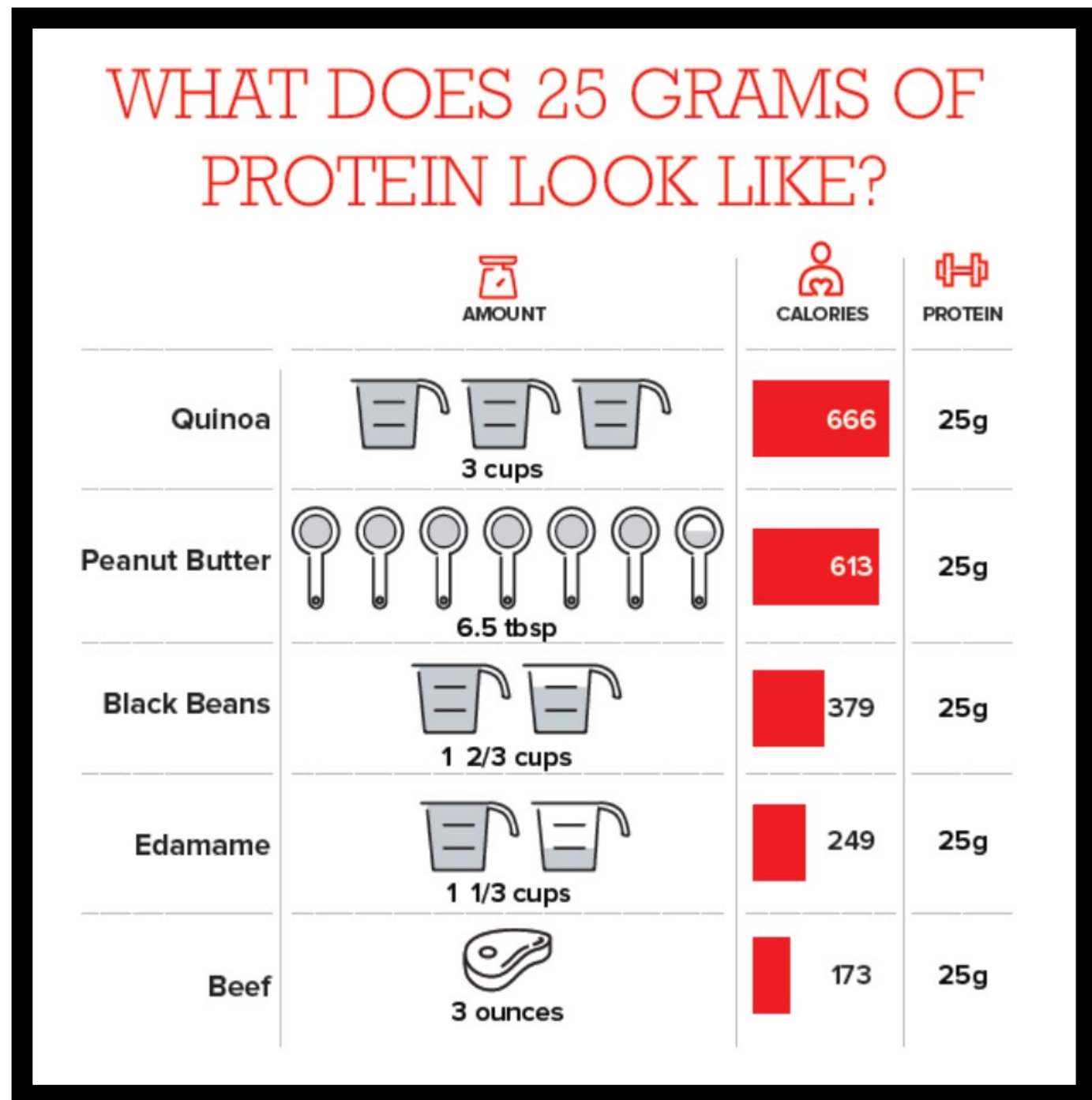
“Need to shift to a plant-based diet/plant proteins are better than eating beef.”

The American Diet is *already* plant-based



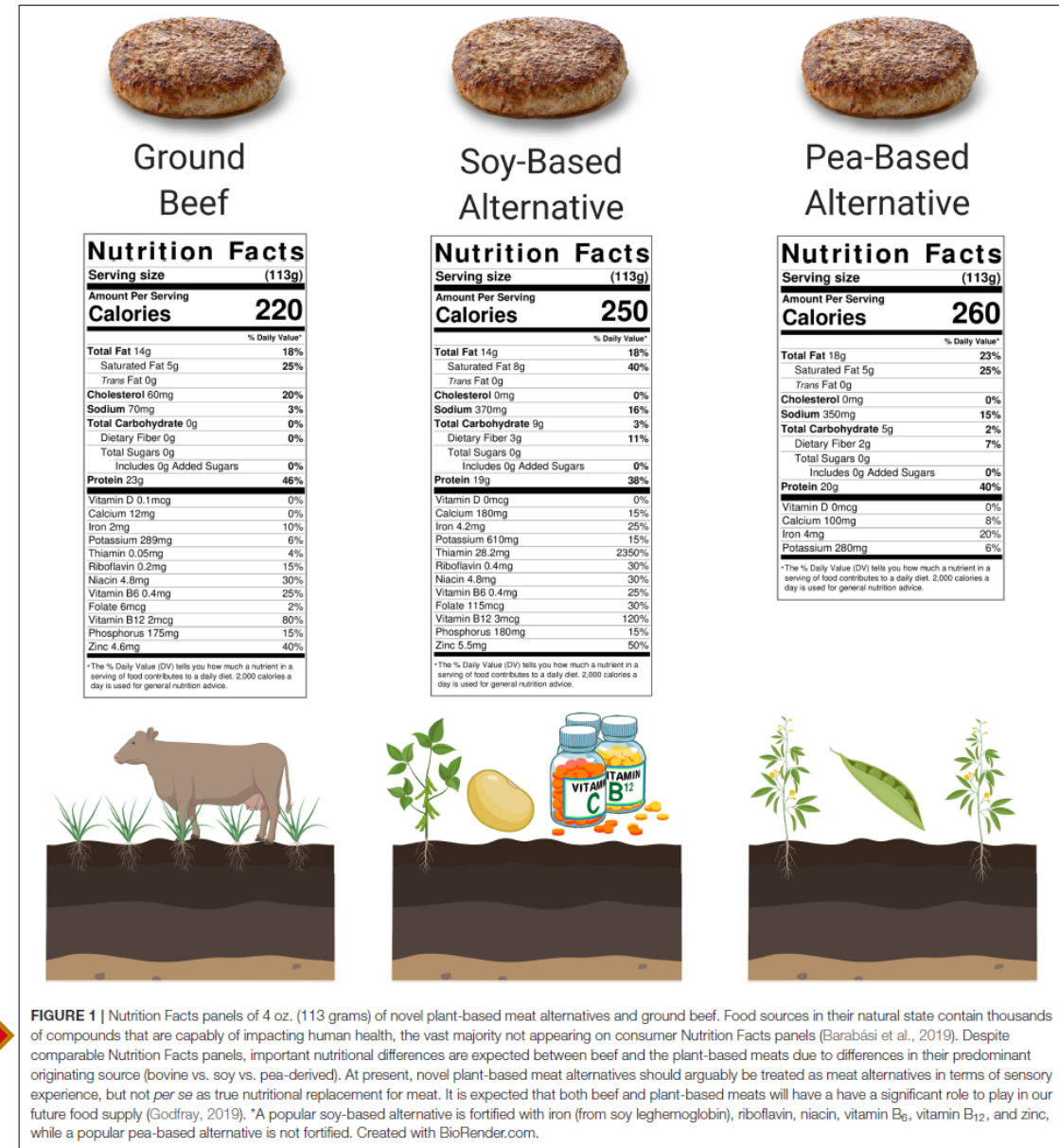
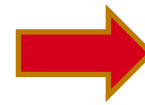
Protein Dense: Beef has More Protein in Fewer Calories

- A 3 ounce cooked serving of beef has about 25 grams of protein in 173 calories.
- Most plant proteins have 2-3 times the calories to get the same amount of protein.



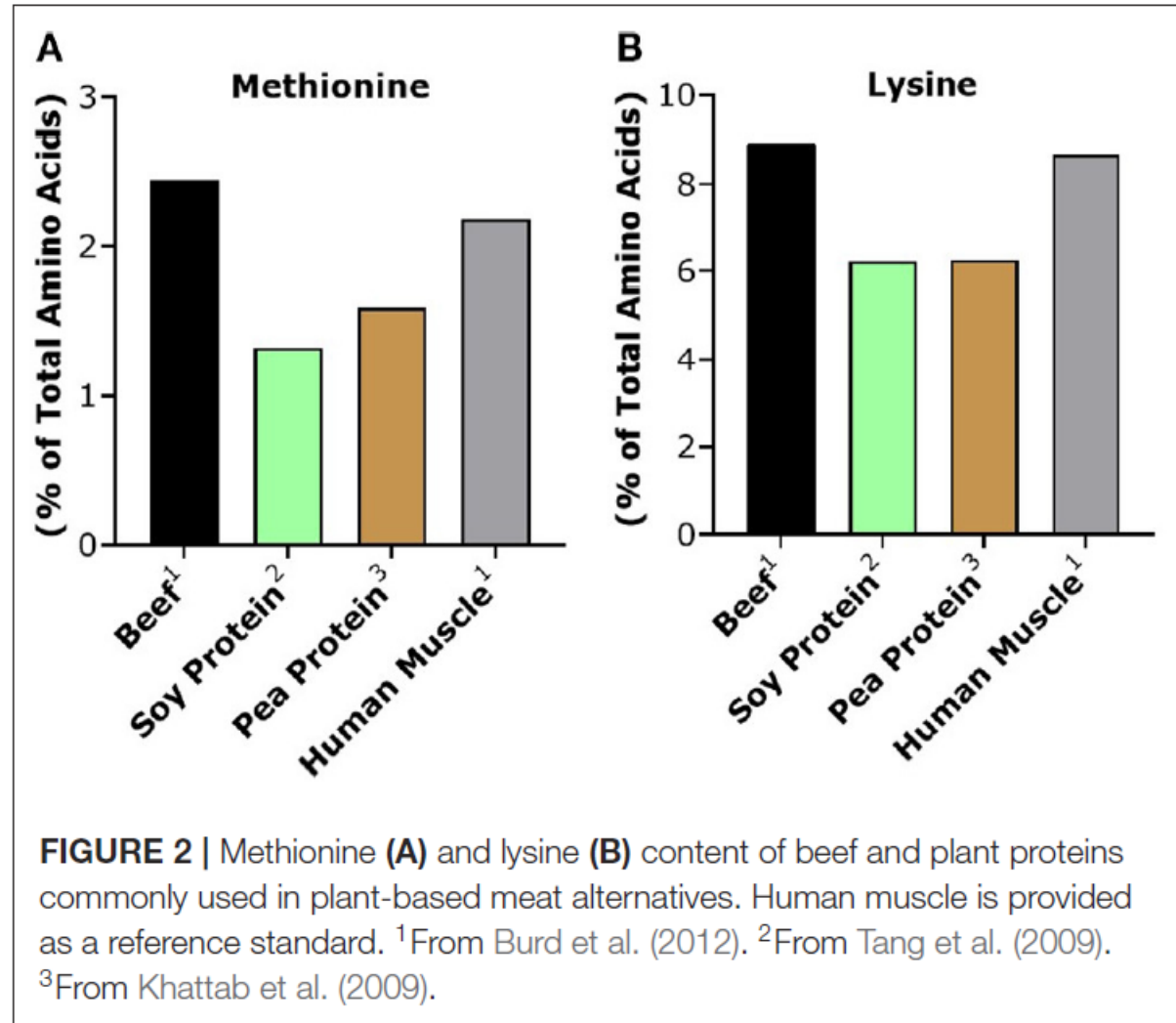
Meat Alternatives ≠ Meat

“Novel plant-based meat alternatives should arguably be treated as meat alternatives in terms of sensory experience, but not as true meat replacements in terms of nutrition. If consumers wish to replace some of their meat with plant-based alternatives in the diet (a “flexitarian approach”) this is unlikely to negatively impact their overall nutrient status, but this also depends on what other foods are in their diet and the life stage of the individual.”



Preserving and Building Muscle

Despite similar protein quality scores, numerous studies show purified plant proteins have lower skeletal muscle anabolic response when compared to equal amounts of animal protein.



Plant-Based Alternative Challenges



- Mineral Anti-nutrients (Phytic acid, polyphenols and fiber)
- Physical Barriers (macronutrients, cell wall)
- Processing techniques that affect bioavailability:
 - Milling
 - Soaking
 - Dehulling
 - Fermenting
 - Germination
 - Thermal processing



**Real Beef's Taste and Nutrition
Can't be Replicated**



Bringing Health and Wellness Forward for the Meat Customer

On Pack: Call out Protein and Other Nutrients



- ✓ Protein on pack is of most interest
- ✓ Then total fat and calories.
- ✓ Younger generations are more focused on positive nutrients, including protein, iron and zinc.

Source: Power of Meat 2021

REAL BEEF

Excellent source of:

Protein
Zinc
B12
Selenium
Niacin
B6

Good source of:

Phosphorous
Riboflavin
Niacin
Choline

On Pack: Call out Lean & Extra Lean

Definition of “Lean”

*Per 100g (3.5 oz) and per RACC,
which is 85 grams*

<10 g total fat

≤ 4.5 g saturated fat

< 95 mg cholesterol

Popular Beef Cuts

**Popular lean beef steaks
chosen at restaurants:**

Top Sirloin

Tenderloin (Filet Mignon or
Medallions)

Top Loin
(Strip or New York steak)

**Popular lean beef steaks in
the meat case:**

Top Loin
(Strip or New York steak)

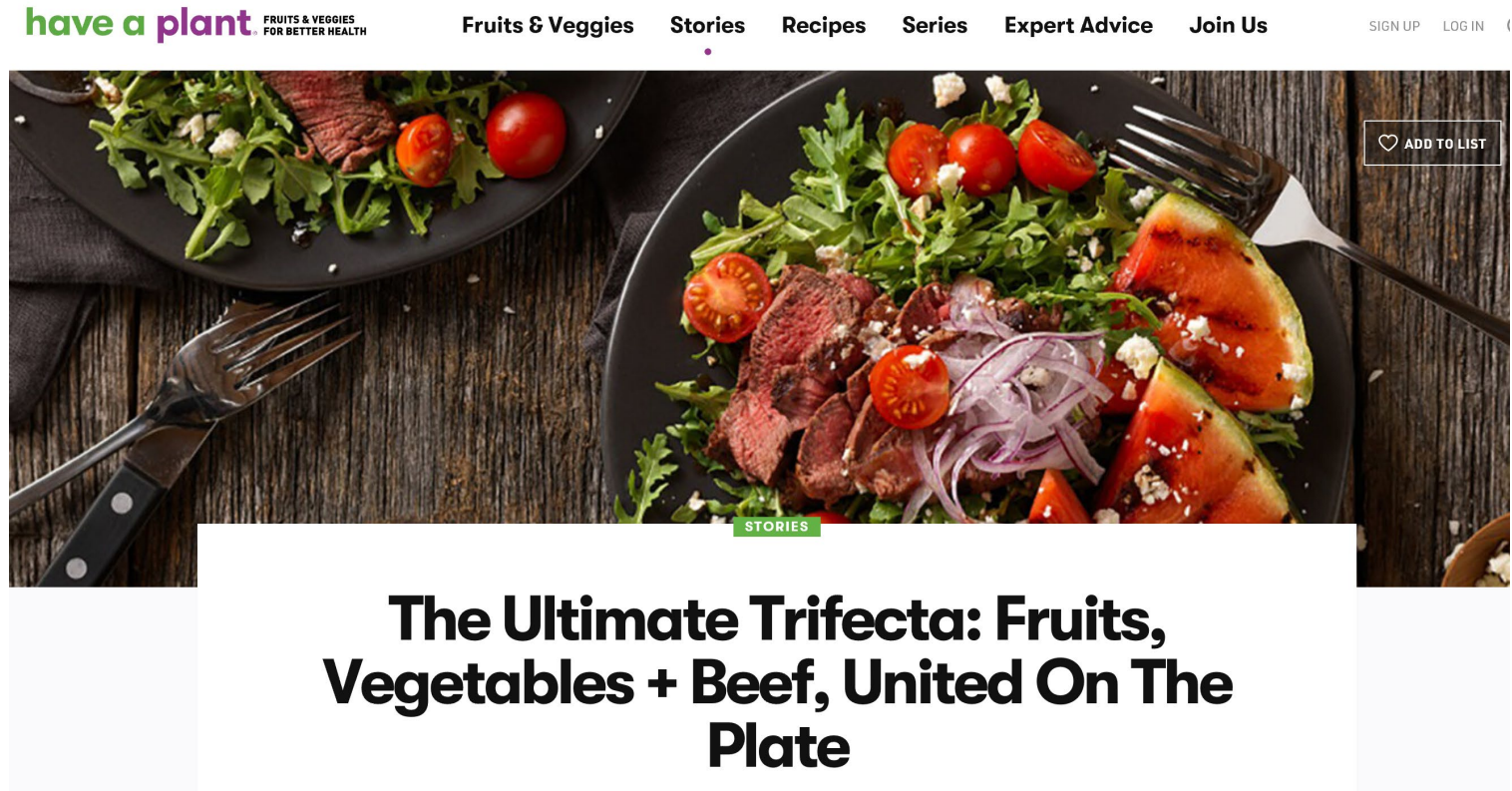
Top Round steak

Top Sirloin

Produce Partnerships

“Here’s the bottom line: When it comes to balancing nutrition and taste, beefing up your plant-forward dishes is a no-brainer. Beef offers so many wonderful ways to truly *enjoy* more fruits and vegetables with tons of flavor and key nutrients”

-Wendy Reinhardt Kapsak, MS,
RDN, President and CEO Produce
for Better Health



Fruitandveggies.org

Partner with Registered Dietitians

- Meat Case Tours
- Nutrition Services Featuring Meat Recipes
- Customized Meal Plans
- Education in Shopper Publications



Beef Up Kid's Menus – Texas Roadhouse



MENU



High protein choices help build strong muscles!

PACKED WITH PROTEIN

KIDS & RANGER MEALS

12 Years Old and Under

KIDS MEALS

ALL-BEEF HOT DOG (370 cal.)
Add chili 'n cheese for 50¢ (adds 70 cal.)

 **MACARONI AND CHEESE** (300 cal.)
The cheesiest Mac in town

MINI-CHEESEBURGERS (670 cal.)
Two small cheeseburgers on our fresh-baked bread

JR. CHICKEN TENDERS (250 cal.)
Tender, all white-meat chicken, breaded and fried

GRILLED CHICKEN (150 cal.)
Strips of fresh, boneless chicken breast

LIL' DILLO STEAK BITES (170 cal.)
Grilled steak pieces for younger Texas tikes

RANGER MEALS**

CHICKEN CRITTERS® BASKET (600 cal.)
All white-meat strips, fried to a golden brown

ANDY'S STEAK* (250 cal.) 
USDA choice sirloin steak

RANGER RIB BASKET (380 cal.)
Award-winning, fall-off-the-bone ribs

Choose a flavored lemonade for (90 cal.)

99¢

Wild Strawberry • Red Raspberry • Blue Crush

Served with milk (90 cal.), water (0 cal.) or other beverage (upon request) and choice of one side:

APPLE SAUCE (100 cal.) • GREEN BEANS (70 cal.)
FRESH VEGETABLES (190 cal.) • STEAK FRIES (200 cal.)
MASHED POTATOES (220 cal.) • BUTTERED CORN (180 cal.)



1,200 to 1,400 calories a day is used for general nutrition advice for children 4 to 8 years and 1,400 and 2,000 calories a day for children 9 to 14 years, but calorie needs vary. Additional nutritional information available upon request.


* Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions. All burgers are cooked medium well (at least 155°)

** "Kids Meal" coins, certificates and other offers are not redeemable toward Ranger Meals.

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BACKYARD COOKOUT



STARRING: ANDY ARMADILLO, CLEMENTINE SKUNK, IGGY IGUANA AND JACK JACKALOPE

Beef Up Kid's Menus – Texas Roadhouse

RANGER ACADEMY

Clem loves to cook out, and she's convinced the whole gang to join her for an outdoor feast! They'll grill up some Texas Roadhouse steaks and all their favorite foods, enjoy the yummy meal they've cooked, then play some yard games in the sunshine.

CLEM'S COOKOUT Unscramble the menu items Clem is going to cook for her pals at the backyard cookout!

APPETIZER - DFEIR ICKPSEL

MAIN COURSE - LLI LILDO KSATE TIBSE

SIDE - MSDAEH OTEPOTSA

BEVERAGE - EMDLANEO

EVERY BITE COUNTS!
And every bite of steak or beef burger has **NUTRIENTS** your body needs like protein, iron, zinc and B vitamins.

GET ZIPPY!
ZINC, IRON and PROTEIN that is! These body-building nutrients are in some of your favorite foods, like steaks and burgers.

Answers: Appetizer - Fried Pickles, Main Course - Lett Dillo Steak Bites, Side - Mashed Potatoes, Beverage - Lemonade

GRILLING GAMES

Study these kabobs to find the pattern they follow! Match the letter of each missing food to the blank where it fits into the pattern.

A. STEAK
B. CORN
C. ONION
D. PEPPER

Answers: 1. B - Corn, 2. C - Onion, 3. D - Pepper, 4. A - Steak

HORSESHOE WHO?

Andy and his pals chose horseshoes matching the colors they like to wear! Draw a line from each character to the horseshoe they threw, trying to hit the stake. Then, answer the question below.

1.
2.
3.

A.
B.
C.

FEELING SLUGGISH?
Lack of iron can cause fatigue. BEEF is one of the best sources of iron, which keeps our bodies healthy and energized.

WHO SCORED THE 'RINGER?'
(Hooked horseshoe around the stake)

Answers: 1. B, 2. A, 3. C, Andy scored the rings

COLOR THE COOKOUT

Color the scene of Andy and the gang enjoying their outdoor cookout

MUSCLES LIKE MEAT!
Meats, like steaks and burgers, have building blocks to help your body grow strong and stay healthy.

Beef-Up Menus: High Protein/Low Carb

JOE'S Meal Plan MENU

TOKYO JOE'S MEAL PLAN is comprised of **FRESHLY MADE MEALS** with specific macronutrient targets, all **DESIGNED BY ELITE TRAINERS AND COACHES.**

PORTION CONTROLLED MEALS FOR ATHLETES, FITNESS-MINDED FOLKS, AND EVERYDAY PEOPLE looking to take their wellness goals to the next level. Whether you're building muscle, losing weight, or simply feeding yourself delicious, nutritious meals throughout the day/week/month, we have you covered with our **30+ COMBINATIONS.** They are **MADE TO ORDER** and put in rectangular bowls to fit efficiently in your refrigerator. **4 DAYS OF QUALITY SHELF LIFE** so you can reheat and serve at your convenience. Order via our **MOBILE APP** or call it in with 2.5-hour prior notice and **WE'LL HAVE YOUR MEALS WAITING FOR YOU.**



THE GRIND

\$7.50

4 oz. of Chicken + 1 cup of White Rice + 1 cup of Broccoli, Asparagus and Carrots // 315 calories, 43g protein, 47g carbs, 4g fat, 410g sodium, 3g sugar, 7g fiber

MUSCLEQUEST

\$10.00

2 oz. of Steak + 2 oz. of Chicken + 1 cup of White Rice + 1 cup of Broccoli and Asparagus // 340 calories, 42g protein, 44g carbs, 5g fat, 250g sodium, 3g sugar, 7g fiber

VETERAN

\$10.00

4 oz. of Steak + 1 cup of Sweet Potato Hash + 1 cup of Snap Peas, Carrots and Zucchini // 415 calories, 31g protein, 56g carbs, 6g fat, 150g sodium, 3g sugar, 9g fiber

DENVER

\$10.00

4 oz. of Steak + 1 cup of Brown Rice + 1 cup of Broccoli, Zucchini and Red Pepper // 380 calories, 35g protein, 42g carbs, 7g fat, 80g sodium, 2g sugar, 7g fiber

A Fresh Take on Burgers



Beef Up Your Burger

- New health-focused burger photos
- Content partnerships with top health, wellness and nutrition influencers
- Infographic featuring facts about why and how a nutrient-rich burger can support deliciously nutritious eating patterns



Meals for the whole family



**INNOVATION
OPPORTUNITIES
FOR BEEF**

**USE INHERENTLY
TENDER CUTS
FOR BABIES**

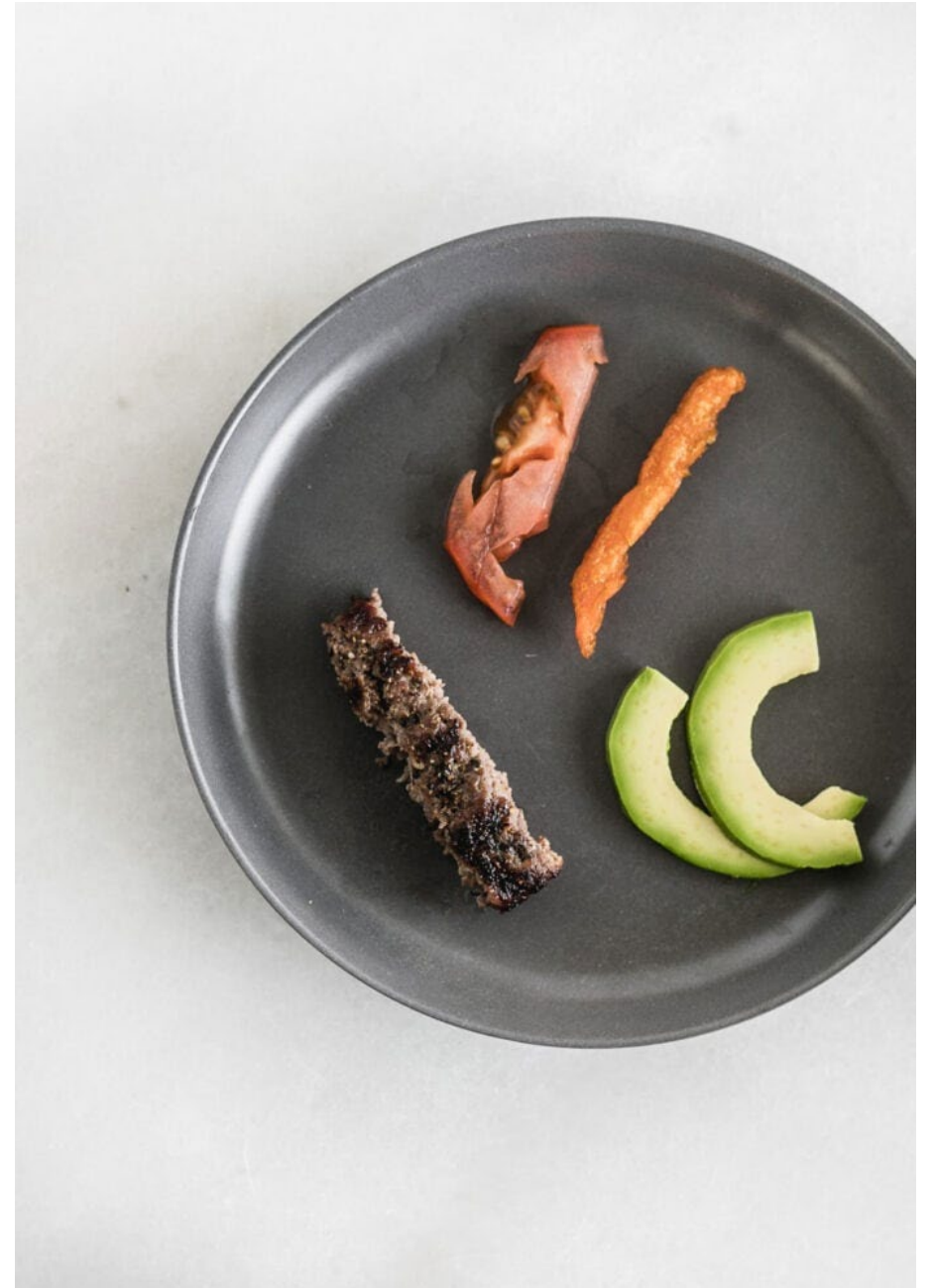
BEEF 101 - GROUND BEEF

**COOK UNTIL
VERY TENDER**

- **BABIES NEED IRON THE 1ST YEAR**
- **BABIES ACCEPT PUREED MEATS READILY**
- **BEEF IS A VERSITILE FOOD FOR BABY RECIPES**



Funded by Beef Farmers and Ranchers



Meals for the whole family



TACO TUESDAY **FOR BABY + TODDLER**

finger food - baby led weaning



BABYFOODE.COM

A person wearing a denim jacket is selecting food from a market stall. The stall features various items including green apples in a wooden basket, several green bottles, and clear plastic containers filled with food. Two small chalkboard signs are visible in the foreground, one labeled 'Tenderloin, Cranberry + Pear Salad' and the other 'Churrasco Steak'.

Resources

Tenderloin,
Cranberry + Pear
Salad

Churrasco
Steak

[RECIPES](#)[COOKING](#)[CUTS](#)[NUTRITION](#)[RAISING BEEF](#)[NEWSROOM](#)

RETAIL DIETITIANS: HOW TO ENGAGE SHOPPERS TO DRIVE BEEF SALES

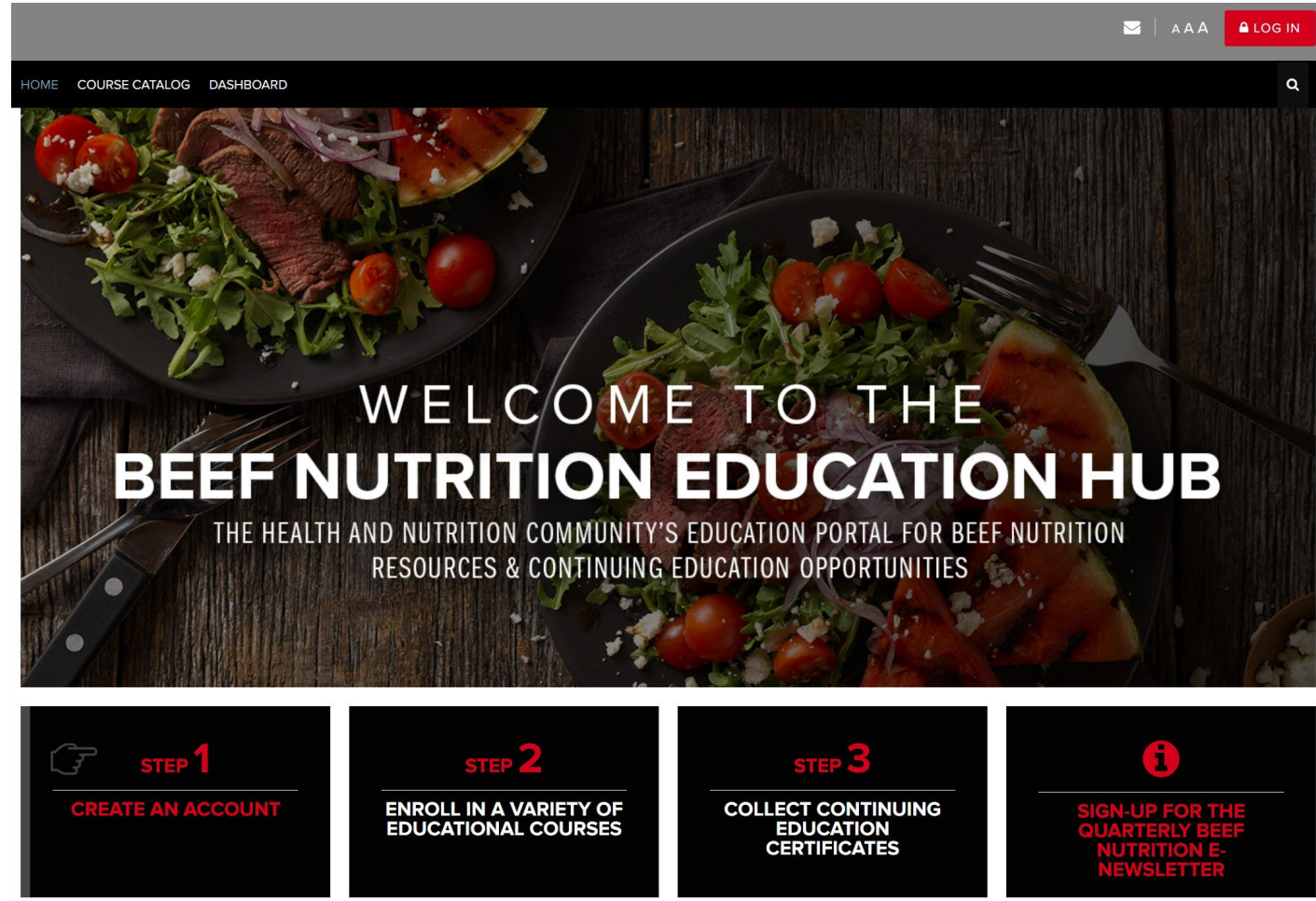
[EMAIL](#)[COPY LINK](#)[PRINT](#)

NOW TRENDING

[Tastiest Burgers >](#)[Grilling Basics >](#)

Beef Nutrition Education Hub

- The [Beef Nutrition Education Hub](#) is an education portal tailored to support the needs of the health and nutrition community.
- From evidence-based educational webinars, to podcasts featuring credentialed health experts and immersive learning experiences, interested individuals can earn up to **30 complementary CPEUs!**

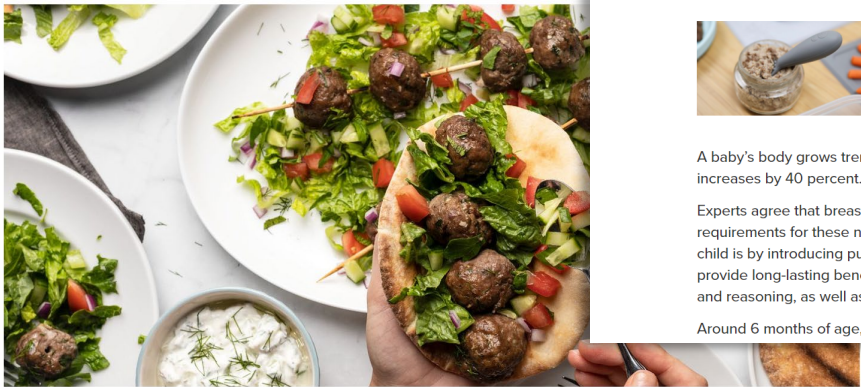


Beef Cut Nutritionals, Healthy Recipes, Infographics & More



COMBINING MEDITERRANEAN DIET WITH LEAN BEEF MAY LOWER RISK FACTORS FOR HEART DISEASE

APRIL 7, 2021



Eating red meat may have a bad reputation when it comes to heart health, but new research from Penn State University found that lean beef may have a place in healthy diets, after all.

In a randomized controlled study – which was recently published in the *American Journal of Clinical Nutrition* – researchers found that when incorporated into a Mediterranean diet, small portions of lean beef helped lower risk factors for developing heart disease, such as LDL cholesterol.

Jennifer Fleming, Ph.D., assistant teaching professor of nutrition at Penn State, said the study suggests that healthy diets can include a wide variety of foods, such as red meat, and still be heart friendly.

"When you create a healthy diet built on fruits, vegetables, and other plant-based foods, it leaves room for



INTRODUCING SOLID FOODS TO INFANTS

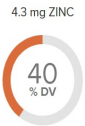
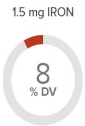
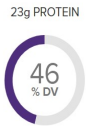
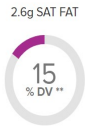


A baby's body grows tremendously in the first year: body weight triples, length more than doubles and the brain increases by 40 percent. A focus on food, nutrients and feeding skills are a high priority.

Experts agree that breastfed infants need a good dietary source of iron and zinc by 6 months of age, as their requirements for these nutrients cannot be met by breastmilk alone. One way to boost iron and zinc intake for your child is by introducing pureed beef as a complementary food, while continuing to breastfeed. Doing so may provide long-lasting benefits for your child's cognitive development and immune function, as well as promoting healthy growth and development.

Around 6 months of age, it is important to introduce solid foods to your baby.

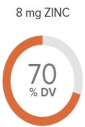
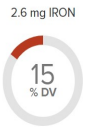
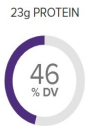
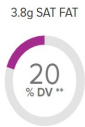
FLANK STEAK



Beef Cut Nutritionals

LEARN MORE >

FLAT IRON STEAK

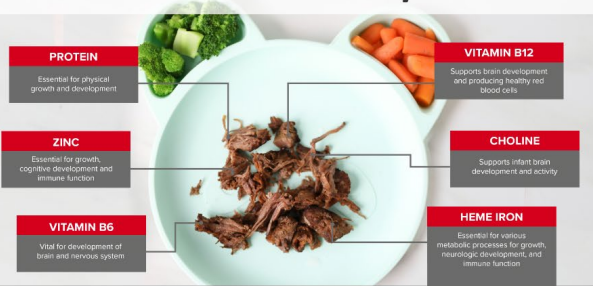


*Based on a 2,000-calorie diet
**Percent Daily Values are based on a 2,000-calorie diet



The American Academy of Pediatrics recognizes key nutrients found in beef are essential to support growth and cognitive development during the early years – yet less than 10% of infants eat beef in the first twelve months of life.^{1,2} The 2020-2025 Dietary Guidelines for Americans encourage parents to choose nutrient-dense foods, like beef, to make the most of every bite for their infants and toddlers.⁴

Essential Nutrients in Every Beef Bite

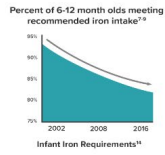


Beyond its nutrient benefits, every bite of beef delivers new flavors and textures to support a growing infant's:^{3,4}

- Oral and motor development
- Discovery learning
- Acceptance of new and healthy foods

DID YOU KNOW?

Iron intake continues to drop – despite the critical role iron plays in brain development.⁵ By 8 months of age, a baby's iron stores are depleting while their iron requirements are increasing substantially. Adding beef, a good source of iron, as a first food can help fill the gap.^{1,3}



Day of the Week

8-10 months

Stewed Beef

With care provided:

Hashtag #BeefIsWhatsForDinner

Beef is a source of protein, iron, and zinc. It's also a source of B vitamins, including B12, and is a source of choline. Beef is a source of heme iron, which is more easily absorbed than non-heme iron. Beef is a source of creatine, which is a source of energy. Beef is a source of collagen, which is a source of skin health. Beef is a source of carnitine, which is a source of muscle health. Beef is a source of taurine, which is a source of heart health. Beef is a source of l-carnitine, which is a source of muscle health. Beef is a source of creatine, which is a source of energy. Beef is a source of collagen, which is a source of skin health. Beef is a source of carnitine, which is a source of muscle health. Beef is a source of taurine, which is a source of heart health. Beef is a source of l-carnitine, which is a source of muscle health.



Funded by Beef Farmers and Ranchers

Retail Dietitian Toolkit: Beef in the Early Years



MAKE EVERY BITE COUNT WITH BEEF ACTIVATION KIT FOR RETAIL DIETITIANS

This is a significant period for early childhood nutrition. For the first time, the 2020-2025 Dietary Guidelines for Americans provide guidance for optimal nutrition from birth to 24 months of age, and parents are sure to have questions. Now is the perfect time for retail dietitians to become a trusted source of credible information to overwhelmed parents and caregivers by providing simple nutrition tips and feeding advice. This guide offers a variety of turnkey communication tools to help you deliver key messages that engage shoppers. The resources will also help you establish trust regarding recommendations for infant and toddler feeding practices by translating the science into simple solutions with products that can be found in your store(s).

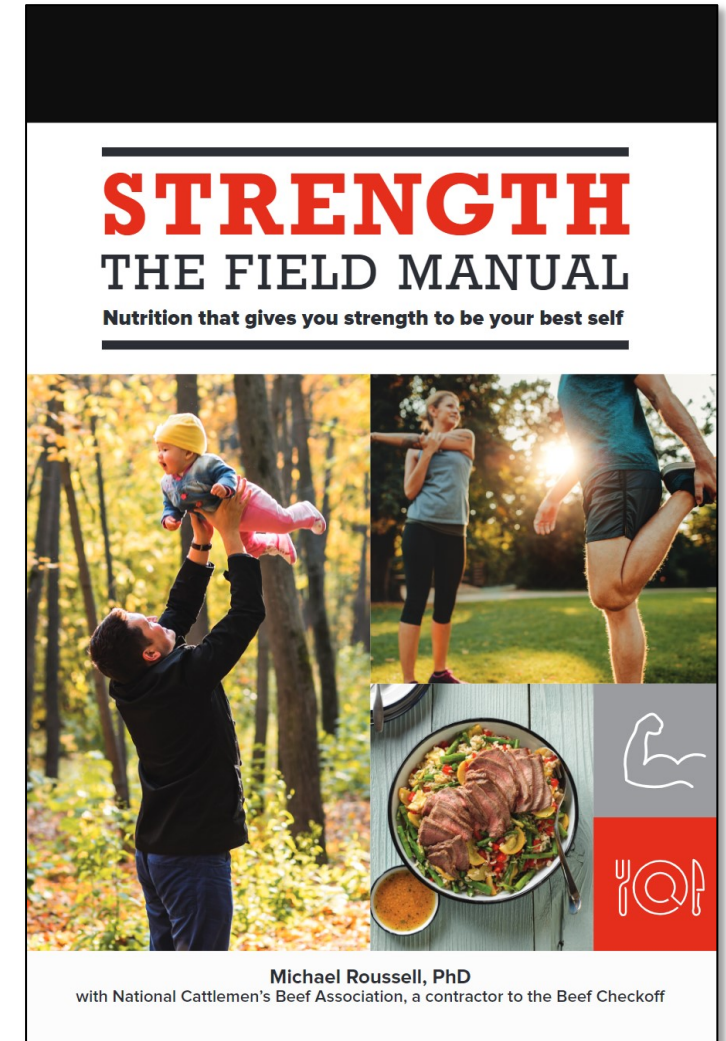
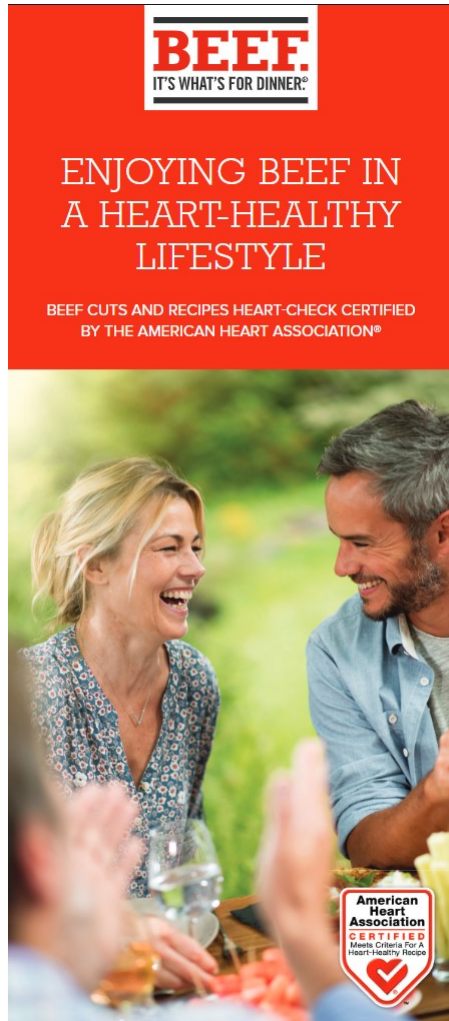
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5. Media/Video Segment Outline – Feeding Your Baby – Every Bite Counts!
6. Consumer Educational Class – Off to a Great Start – Feeding Practices for Infants & Toddlers
7. In-store Intercom Messages
8. Social Posts
9. Calendar of Promotional Ideas (baby week, Family Meals Movement™, pharmacy, etc.)
10. Resources and Family-Friendly Recipes (adaptable for infants/toddlers)



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Deeper Dive Educational Brochures

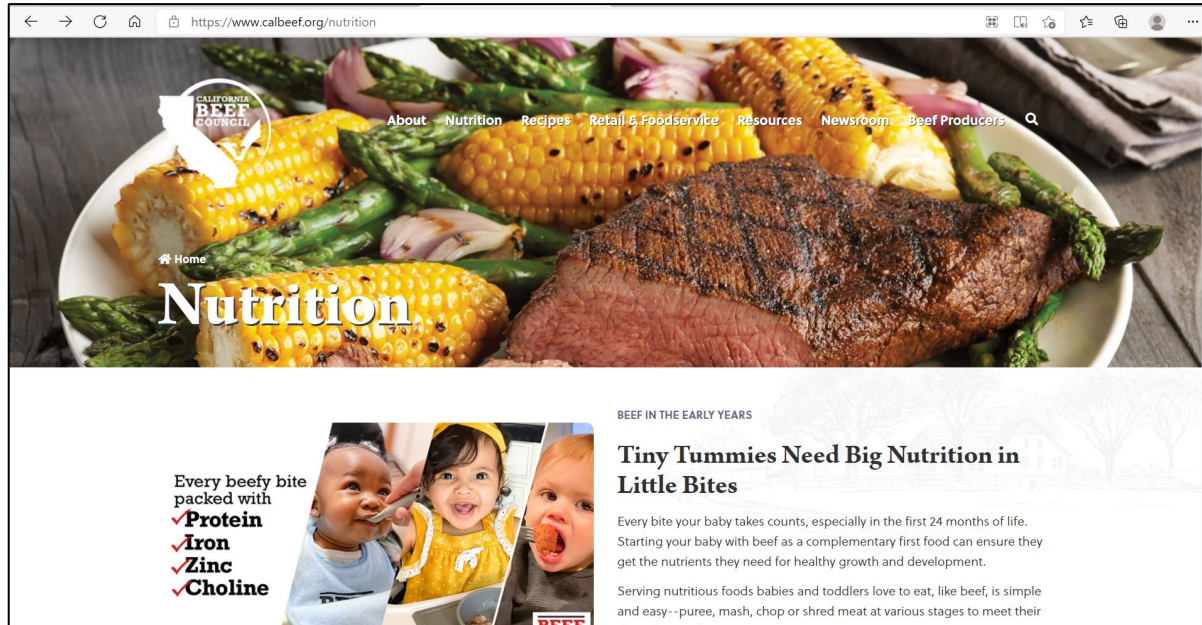


State-Level Nutrition Expert



Kori Dover, RD

Director, Food & Nutrition Outreach
California Beef Council



www.calbeef.org/nutrition

**TEAM
BEEF
CALIFORNIA**

Retail Dietitian Toolkit



EVERY BITE COUNTS!

Packed with resources:

- Beef nutrition
- Sustainability
- Recipe cards
- Cooking demos
- Ideas to help plan store activities





THANK YOU

Shalene McNeill
smcneill@beef.org

Kori Dover
kori@calbeef.org

Christie Van Egmond
christie@calbeef.org



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