

Be BOLD with Beef

**Contrary to conventional wisdom, beef can be good for heart health.
New research shows that eating lean beef every day can be good for heart health by improving cholesterol levels.¹**

WHAT IT IS

A new study called BOLD (Beef in an Optimal Lean Diet) shows that adding lean beef to the most recommended heart-healthy diet can lower heart disease risk by reducing levels of total and LDL “bad” cholesterol.¹

- The Beef in an Optimal Lean Diet (BOLD) clinical study (Effects on Lipids, Lipoproteins and Apolipoproteins), conducted by The Pennsylvania State University (PSU or Penn State) researchers, evaluated adults with moderately elevated cholesterol levels, who followed four diets for five weeks each to measure the impact of each diet on heart health risk factors such as total and LDL (“bad”) cholesterol levels.¹
- The four diets evaluated were: BOLD, BOLD-PLUS, Healthy American and DASH.
- The BOLD and BOLD-PLUS diets included 4.0 and 5.4 oz. (weight before cooking) of lean beef a day respectively, as part of a diet that provided less than 7% of calories from saturated fat.¹
- The Healthy American Diet, as defined in this study, included more refined grains, full-fat dairy products, oil and butter than the other diets in this study.
- DASH (Dietary Approaches to Stop Hypertension) is currently the gold standard heart-healthy diet recognized and recommended by health professionals to lower blood pressure and cholesterol.
- Subjects following the BOLD or BOLD-PLUS diets experienced a 10% decrease in LDL cholesterol from the start of the study. After five weeks, there were significant reductions in total cholesterol and LDL cholesterol in the BOLD, BOLD-PLUS and DASH diets compared to the Healthy American Diet.¹

WHY IT MATTERS

This BOLD study sets the record straight about beef’s benefits in a heart-healthy diet. The study proves that nutrient rich lean beef, in addition to being satisfying and great-tasting, can be part of a solution to building a heart-healthy diet.¹

- The BOLD study provides new research that health professionals can use to update their dietary recommendations with scientific findings showcasing how lean beef can maintain and even improve heart health.¹
- The improvements in heart-health risk factors seen from the BOLD diets are as effective as those from the DASH and other highly referenced heart-healthy diets (i.e. OmniHeart), many of which emphasized plant proteins.¹
- The BOLD study demonstrates that people following heart-healthy diets can continue to choose lean beef.
- When consuming the BOLD and BOLD-PLUS diets, participants ate 4.0 oz. and 5.4 oz. (weight before cooking) of lean beef per day, respectively.¹
- More than 90 percent of Americans eat beef.²
- Lean beef provides a satisfying, nutrient rich experience in fewer calories than many other foods.

**WHAT YOU SHOULD DO
(CALL TO ACTION)**

The BOLD study shows that it’s possible to go lean and heart-healthy with beef every day. Many of the most popular cuts of beef – like Top Sirloin steak, Tenderloin, T-Bone steak and 95% lean Ground Beef – meet government guidelines for lean.^{3, 5}

- There are many healthy, lean beef choices that help reduce risk of heart disease.¹
- Lean beef is a perfect pairing—easily served with vegetables, grains and dairy—improving taste and satisfaction *and* maximizing the nutrients to keep your body healthy.
- On average, a 3 oz. serving of lean beef is about 150 calories, an excellent source of six nutrients (protein, zinc, vitamin B₁₂, vitamin B₆, niacin and selenium) and a good source of four nutrients (phosphorous, choline, iron and riboflavin).³
- Lean beef is a perfect fit in a low saturated fat diet. By choosing lean beef, you can enjoy beef every day and meet the 2010 Dietary Guidelines for Americans recommendations.⁴
 - 17 of the top 25 most popular fresh meat cuts sold at retail are lean.⁵
 - 65% of beef in the fresh meat case is lean.⁵
- You can follow the same heart-healthy diet as the participants of the BOLD study by using recipes from *The Healthy Beef Cookbook*, a collection of delicious, nutrient-rich recipes for America’s favorite protein, beef.¹
 - [Sirloin with Sugar Snap Pea and Pasta Salad with Gremolata Dressing](#)
 - [Beef, Mango and Barley Salad](#)
- To learn more about lean beef’s nutrition and heart-health benefits, please visit [BeefItsWhatsForDinner.com](#).
- *When speaking to nutrition professionals:* To learn more about the many nutritional and heart health benefits of lean beef, please visit [BeefNutrition.org](#).

References

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