



Beef: One Powerful Protein

For Healthy, Happy Children

Many Americans would benefit from getting more nutrition from their calories. This is especially true for children. According to USDA's Healthy Eating Index (HEI), more than 75 percent of children have diets that "need improvement."

Lean beef is a naturally nutrient-rich food. A 3-ounce serving contributes less than 10 percent of calories to a 2,000-calorie diet yet provides more than 10 percent of the Daily Value for 10 essential nutrients— protein, iron, zinc, vitamin B6, vitamin B12, niacin, riboflavin, choline, selenium and phosphorus.

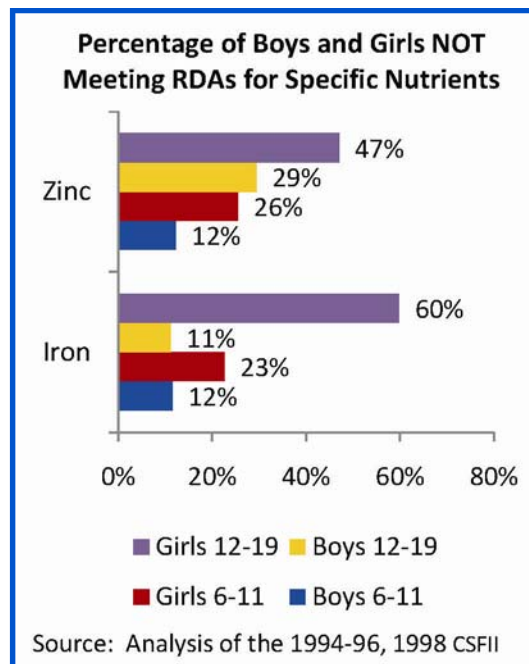
PROTEIN Is Essential for Growing Children

The 2010 Dietary Guidelines Advisory Committee recognizes protein as the most important macronutrient. Proteins are made up of amino acids and provide energy. The human body needs 20 amino acids, but only nine are essential, meaning they must come from food. The body makes the others. High-quality or complete proteins, like beef, contain all nine essential amino acids in proportions most useful for the body. Most plant proteins are incomplete and not considered high-quality.



Protein is especially important for children because it supports the growth, repair and maintenance of all body tissues, makes red blood cells and boosts the immune system. Sufficient protein is essential for children to perform their best both physically and mentally.

Many American children are overfed, yet undernourished.



Smart Nutrition = Smart Kids

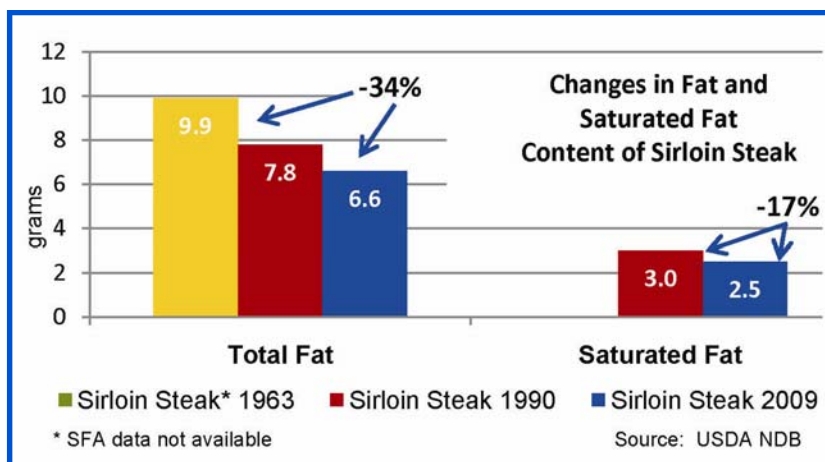
Many studies show a direct link between nutrient intake and academic performance. Zinc, iron and other nutrients are critical for brain development and function. Low levels of zinc and iron may be associated with poor learning and behavior dysfunction. **A 3-ounce serving of cooked beef provides 74 percent of the zinc and 32 percent of the iron recommendations for boys and girls 9-13.**

Choosing Lean Beef as a Source of High-Quality Protein Is Actually a Calorie-Saver



On average, a 3-ounce serving of beef provides 50 percent of the Daily Value for protein at a minimal calorie cost. The same amount of protein from plant foods requires significantly more calories.

Farmers and ranchers throughout the country are feeding and breeding leaner cattle. Today's sirloin steak has 34 percent less fat than it did in 1963. Since the 1980s, beef in the grocery store fresh meat case has a 91 percent closer trim of external fat. **The availability and popularity of lean beef makes it easy for Americans to enjoy the beef they love and meet government guidance to "Go lean with protein."**



Americans Love Lean Beef

17 of the top 25 most popular cuts sold at retail today are lean. This includes some of America's favorites like

- tenderloin
- t-bone steak
- brisket
- flank steak
- chuck shoulder pot roast
- strip steak
- top sirloin

Did you know?

- There are at least 29 cuts of beef that meet government guidelines for lean.
- More than 60 percent of all whole muscle cuts sold at retail are lean.
- Seventy-seven percent of consumers say they prefer to trim visible fat from their beef before consuming.
- Based on 3-ounce servings, lean cuts of beef have, on average, only one more gram of saturated fat than skinless chicken breast.
- More than half (54 percent) of the fatty acids found in beef are heart-healthy monounsaturated fatty acids.

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Sources: USDA CNPP, Nutrition Insight 43, April 2009; USDA Nutrient Data Lab, SR22; Dietary Guidelines Advisory Committee Report, 2010; National Academy of Sciences, Institute of Medicine

