

ADVOCACY TIPS



July 19, 2012

Beef Choices



Cattle farmers and ranchers use resources available in their area to raise cattle in a variety of ways to provide beef choices consumers see in grocery stores and at restaurants. There are more than 1 million beef farmers and ranchers throughout the United States who offer a variety

of beef choices to meet the changing lifestyles of consumers, including grain-fed, grass-finished, certified organic and natural beef.

While each kind of beef offers specific value to consumers, all beef is safe and nutritious. Beef goes through a rigorous inspection process and is subject to strict government guidelines to ensure the highest levels of safety. Today's lean beef is one of the most flavorful and efficient ways to meet the daily value for 10 essential nutrients like iron, zinc and B vitamins. There are 29 different steak, roast and ground beef choices that meet U.S. government guidelines for lean.

July 26, 2012

Grain-Fed Beef



Grain-fed beef is the most widely produced beef in the United States. Grain-fed cattle spend most of their lives grazing pasture before moving to a feedlot for approxi-

mately four to six months where they are fed a carefully balanced diet that usually includes grain. Feeding cattle a grain-based ration for a small period of time helps improve meat quality and provide a more tender and juicy product for consumers.

While cattle are in the feedlots, owners and managers ensure they have a balanced diet; access to clean water; room to grow and roam; and overall, humane treatment. To help improve their productivity, grain-fed cattle may receive growth promotants that have been rigorously tested and proven safe.

ADVOCACY TIPS



August 2, 2012

Natural Beef and Naturally Raised

By government definition, most beef is natural.

According to USDA's Food Safety and Inspection Service (FSIS), "natural" may be used on a label for meat if

it does not contain any artificial flavor or coloring, coloring ingredient, chemical preservative or any other artificial or synthetic ingredient, and the product and its ingredients are not more than minimally processed. This definition only applies to how the meat was processed after the cattle were harvested and does not apply to how the animals were raised.

Marketers also have been applying the term "natural" to beef labels based on how the animals were raised. In January 2009, USDA published a voluntary standard for "naturally raised" livestock that allows for third-party verification of these claims (Federal Register: Vol. 74, Num. 12).

- Beef with a USDA Agricultural Marketing Service (AMS)-certified "naturally raised" claim comes from cattle that have never received growth promotants or supplemental hormones, have never been administered antibiotics and were not fed animal by-products.



August 9, 2012

Grass (Forage) Fed or Grass-Finished Beef

Similar to "naturally raised" beef, grass-finished beef refers to how the cattle were managed prior to harvest and specifically, to the type of diet the cattle consumed. While most cattle spend the majority of their lives in pastures eating grass before moving to a feedlot for grain-finishing, grass-finished beef cattle remain on a pasture and forage diet their entire lives.

In October 2007, USDA published standards that give beef farmers and ranchers specific guidelines about the type of diet acceptable for cattle qualifying for the "grass (forage) fed" marketing claim:

- Grass and forage should make up the animal's diet for its entire lifetime, with the exception of milk consumed prior to weaning.
- It is difficult to produce large quantities of grass-finished beef on a year-round basis due to seasonality. For this reason, grass-finished beef sold in the United States may be imported from countries with more temperate climates.

Grass-finished beef may have a slightly different fatty acid profile than grain-fed beef; however, the difference is not significant. Grass-finished beef can contain more conjugated linoleic acid (CLA) than other kinds of beef, but research has not determined whether this results in a significant health benefit. Research also has shown that a 3.5-ounce serving of grass-finished beef offers 15 milligrams more omega-3 than other kinds of beef; however, beef is not a primary source of omega-3 fatty acids.



August 16, 2012

Certified Organic Beef

Beef labeled as “certified organic” must be from cattle that meet USDA National Organic Program (NOP) livestock production requirements. Grain-fed beef, naturally raised or grass-finished beef may be eligible for USDA’s NOP certification if the additional requirements are met.

The Organic Foods Production Act, effective October 2002, sets the standards for all food labeled as organic.

- Cattle must be fed certified-organic feed but may be given certain vitamins and minerals.
- Organically raised cattle may not be given growth promotants or receive antibiotics. Any animal that is treated with antibiotics to ensure its health must be removed from the NOP.
- Organically raised cattle must have access to pasture – they may be temporarily confined for specific reasons. However, most cattle in the United States, regardless of how they are raised, met this criterion.



August 23, 2012

Myth about lean finely textured beef

Everyone has heard about “pink slime” – lean finely textured beef (LFTB) – and one of the issues included in that discussion pertained to ammonia. Below is a myth often stated and the explanation of its use.

Myth:

Ordinary Household Ammonia is Used to Make Some Hamburgers

Fact:

This inaccurate notion has been spread by some movies and TV personalities. Ammonia is naturally occurring, found in the human body, beef, other proteins and virtually all foods. It plays an important role in the body’s nitrogen cycle and in helping the body synthesize the protein. It also maintains the pH level that the body needs.

One form of ammonia - ammonium hydroxide - is used in processing foods like baked goods, cheeses, chocolates and some beef products. This is not the same type of ammonia in household cleaners. It is classified as safe by the U.S. Food and Drug Administration (FDA) and is approved in most other countries, including the European Union. When used for meat processing, ammonium hydroxide creates an environment that is unfriendly to pathogenic bacteria, such as E. coli O157:H7 and provides a significant food safety benefit.

Remember these facts:

- Ammonia and ammonium hydroxide exist naturally in our bodies and in meat. Ammonium hydroxide is approved in most countries for food processing by agencies like the FDA.
- When it is used in beef processing in the U.S., it is done under government inspection, through the United States Department of Agriculture (USDA).
- It is used to make beef safer.
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August 30, 2012

Antibiotic use is safe in beef production

The consuming public has been very concerned about the use of antibiotics in beef production – often misunderstanding the use and regulations for producers. Some facts for you to utilize in your advocacy efforts are:

- America's cattle farmers and ranchers work with veterinarians to use antibiotics when necessary to maintain the health of our cattle because healthy animals produce safe food.
- A safe and wholesome beef supply starts with healthy cattle. It is critical beef cattle veterinarians, ranchers and farmers have access to effective antibiotics to maintain cattle health.
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- Animals can get sick, like humans, sometimes requiring the use of medication. Beef producers and veterinarians take great care to promptly detect illness and, when necessary, select and use antibiotics carefully and judiciously so we can provide American consumers with safe, wholesome and nutritious beef.
- Cattle farmers and ranchers strive daily to provide the best possible management of their animals through superior genetics, nutrition, veterinary care, housing and handling. Cattlemen continually look for new and improved production practices that help minimize the use of drugs and prevent diseases.
- For more than 40 years, antibiotics approved by the Food and Drug Administration (FDA) have been used to treat sick animals, prevent illness and maintain the health of animals.



More antibiotic safety facts

As beef consumers, we care about the wholesomeness and healthfulness of the beef we produce for our family and for yours. As cattle farmers and ranchers, we take great care to ensure the use of antibiotics to keep animals healthy does not impact human health.

- Through the checkoff-funded Beef Quality Assurance Program (BQA), NCBA has been training farmers and ranchers on the appropriate and safe use of antibiotics for more than two decades.
- Our commitment to the safe use of antibiotics to keep our animals healthy goes well beyond what is required by law. Beef producers are expected to follow the Producer Guidelines for Judicious Use of Antimicrobials, which have been in place since 1987 and are continually reviewed based on the latest science. The guidelines specifically outline the appropriate use of antibiotics:
 - Prevent problems: Emphasize appropriate husbandry and hygiene, routine health examinations and vaccinations.
 - Select and use antibiotics carefully: Consult with a veterinarian on the selection and use of antibiotics. Have a valid reason to use an antibiotic. Therapeutic alternatives should be considered prior to using antimicrobial therapy.
- Avoid using antibiotics important in human medicine as first-line therapy: Avoid using as the first antibiotic those medications that are important to treating strategic human or animal infections.
- Treat the fewest number of animals possible: Limit antibiotic use to sick or at risk animals.
- Treat for the recommended time period: To minimize the potential for bacteria to become resistant to antimicrobials.
- Subtherapeutic antibiotic use is discouraged: Antibiotic use should be limited to prevent or control disease and should not be used if the principle intent is to improve performance.
- Our commitment to your family – and ours – is to use antibiotics to keep animals healthy in a way that does not compromise the use of antibiotics for human health.
- Our commitment is to first prevent illness whenever possible; second, with veterinary guidance, select and use antibiotics carefully and judiciously; and, finally, to never use any product to raise beef for your family that we would not use to raise beef for our family.



September 13, 2012

Top 10 Reasons to Eat Beef. Because if you didn't ...

By factsaboutbeef.com

1. Over one million farms and ranches could go out of business, most of them small family owned or operated businesses. The ripple effect could devastate communities throughout rural America.
2. The U.S. economy would lose over \$80 billion in added value contributed by all red meat (primarily beef and pork).
3. The country's economy would lose \$4.08 billion in export value from beef alone.
4. You'd miss out on a protein that's only 154 calories per 3-oz serving that's an excellent or good source of ten essential nutrients including: zinc, iron and B vitamins. A 3-oz serving of beef constitutes 10 percent of the calories in a 2,000 calorie diet, yet supplies 10 percent of the Daily Value for ten essential nutrients.
5. You'd need to eat 670 calories of peanut butter, 374 calories of black beans, or 236 calories of raw soy tofu cubes to get the same amount of protein found in a 3-oz serving of lean beef at 150 calories.
6. Iron deficiency would become an even bigger problem in the U.S. than it already is – iron deficiency is the most common nutrient deficiency worldwide and in the United States alone, a significant number of girls aged 9-16 (75 percent) and adult women (50 percent) consume less than the recommended amounts of iron. Beef is the most readily available and easily absorbed source of iron in the American diet. A 2005 analysis showed beef eaters were 26 percent more likely to meet nutrient requirements for iron than non-beef eaters.
7. The majority of grasslands, wetlands and other wildlife habitat would be at risk or lost. Open space – primarily managed by cattlemen – provides habitat for 75% of America's wildlife. Ranchers play an important role in the survival of native species. Cattle grazing plays an important role in maintaining the wetland habitat necessary for some threatened species, such as the Greater Sage-Grouse in the West or the California tiger salamander and red-legged frog.
8. About 587 million acres of U.S. land – most of which is unsuitable for raising food crops – would go to waste. Grazing cattle more than doubles the area of land that can be used to raise high quality food. As the population continues to grow we must make wise use of available land to raise nutrient rich food like beef.
9. Lady Gaga wouldn't have a Meat Dress to wear.
10. The summer grilling season – Fourth of July fireworks, Memorial Day picnics, Labor Day weekend barbecues and ball games – just wouldn't be the same with tofu burgers.



Red meat and health. Get the facts.

By factsaboutbeef.com

MYTH: There are many dangers associated with consuming red meat and health, including increased risk for heart disease and higher cholesterol.

Many stories inaccurately report on the dangers of red meat and health. They connect eating red meat to health dangers like heart disease and increased cholesterol levels. These reports claim eating red meat is dangerous to your health and people are better off limiting or eliminating their red meat intake.

THE FACTS: Red meat and health go hand-in-hand. Eating red meat daily can help lower cholesterol as part of a heart-healthy diet.

The latest research on red meat and health shows that a diet that includes lean beef every day is a part of a heart-healthy diet that is as effective in lowering total and LDL “bad” cholesterol as the goldstandard heart-healthy diet (according to DASH – Dietary Approaches to Stop Hypertension). Here’s what you should know about red meat and health:

- Research studies tend to generalize. When you hear research studies about the dangers of red meat consumption, they often use “red meat” as a blanket term to include all cuts of meat – including hamburgers, processed meats and things that are not necessarily beef, like bacon, hot dogs and lamb. Make sure you read studies carefully and learn how lean beef can be a part of your diet.
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- Lean beef in a heart-healthy diet can lower cholesterol levels and improve risk factors for



heart disease. The Beef in an Optimal Lean Diet (BOLD) study on lean beef and health was conducted by researchers at Pennsylvania State University and published in The American Journal of Clinical Nutrition. The study showed several things, including:

- Lean beef can be included as part of a heart-healthy diet that is still low in saturated fat and cholesterol.
 - Lean beef can be part of a diet that improves major risk factors for heart disease.
 - Some of the most popular cuts of beef are lean and can be part of a heart-healthy diet, dispelling myths around the dangers of red meat consumption. Nearly two thirds of the beef sold at the grocery store qualifies as lean by the FDA definition of:
 - less than 10 grams of total fat
 - less than 4.5 grams of saturated fat, and
 - 95 mg of cholesterol per 3.5 oz. serving
- Of the top 25 most popular beef cuts, 18 qualify as lean and can positively contribute to heart-health. These include:
- Top Sirloin
 - T-Bone Steak
 - Top Round
 - Tenderloin



Cows cause global warming? Incorrect. Beef production accounts for less emissions than you might think.

Myth: Cows cause global warming
Beef and cattle production have been targeted as one of the United States' biggest producers of greenhouse gas emissions. Many of the numbers say that livestock or cattle contribute as much as 18 percent of our overall greenhouse gas emissions.

The Facts: Beef production and the environment...the truth

Cattle are not the major cause of greenhouse gas emissions in the United States. In fact, their contribution to global warming is much less than most people think. According to numbers from the Environmental Protection Agency (EPA), cattle production is not a top contributor to greenhouse gas emissions.

According to the Environmental Protection Agency in 2010:

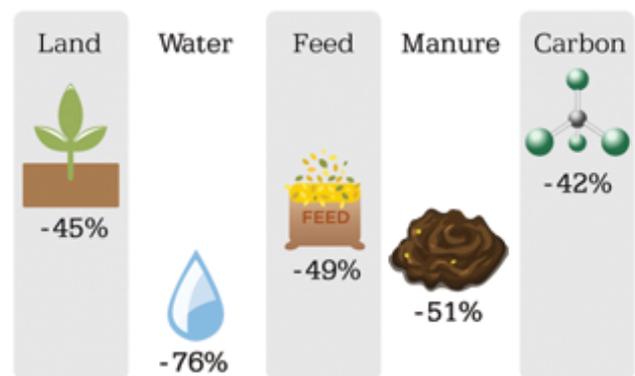
- Agriculture= 6.5% of total greenhouse gas emissions.
- Livestock=3.1% of total greenhouse gas emissions.
- Methane from livestock=2.8% of total emissions.

To compare with other industries:

- Electricity Generation = 33% of total greenhouse gas emissions.
- Transportation = 26% of total greenhouse gas emissions.
- Industrial Use = 11% of total greenhouse gas emissions.
- Residential and Commercial Use = 8% of total greenhouse gas emissions.

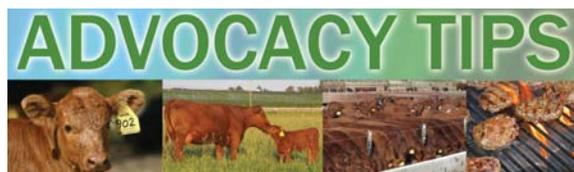
- **Always Improving.** The beef community agrees that taking care of the environment is very important. Cattlemen and women believe beef and the environment can exist together without damaging it. This is why between 1977 and 2007 the beef community has reduced their overall carbon footprint by 16 percent.

Grain-Finished Beef Uses Fewer Resources and Produces Less Manure/Carbon



Percent Less Than Grass-Fed

- Grass-fed beef isn't better for the environment. Many people claim that grass-fed beef is better for the environment; however this is not the case. According to a Washington State University study, if all cattle stayed on grass instead of going to the feedyard, the industry would produce even more greenhouse gas emissions.



Powering Up With Beef

Despite popular perceptions, many Americans are not over consuming protein. In fact, scientific research indicates that people may need to increase their high-quality protein intake for optimal health benefits. Emerging science illustrates that high-quality protein is a powerful nutrient that can play an essential role in a healthy lifestyle at any age by promoting muscle growth, strength and metabolism, fueling activity, and benefiting weight management. For example, protein helps build muscle, which is critical for managing your weight, and helps you feel satisfied or fuller longer. Research also shows high-quality protein can be essential to preventing chronic diseases like obesity, diabetes and sarcopenia.¹

But what's the right way to power up your diet with protein? Protein quality is as important as consuming the right quantity of protein. When it

comes to choosing proteins, all proteins are not created equal. High-quality animal protein sources, such as lean beef and pork, skinless poultry, eggs and lowfat dairy products, provide the essential amino acids, or "building blocks," the body needs to grow, build and maintain muscle and function properly. Animal proteins are also naturally rich in other important nutrients. For example, in addition to high-quality protein, one serving of lean beef is a power-pack of eight other essential nutrients, including iron, zinc and B-vitamins.

It's easy to enjoy more high-quality protein in your diet and get all the essential nutrients you need for a healthy lifestyle. In fact, lean protein can make it even easier to enjoy more fruits, vegetables and whole grains in your diet.

1 Wolfe R. The underappreciated role of muscle in health and disease. American Journal of Clinical Nutrition. 2006. 84:475-482.



October 11, 2012

Powering up with Protein

By beefnutrition.org

Powering Up With High-Quality Protein

The Institute of Medicine and several bodies of research suggest consuming 10-35 percent of calories from protein is safe and beneficial, and it's easy to power up with high-quality proteins, whether you're at home with your family, entertaining or on the go. High-quality protein helps fuel a healthy, active lifestyle. Follow these tips for simple ways to get more nutrients and enjoy a variety of high-quality proteins during every meal occasion.

Creating a Colorful Plate

Keep your kitchen stocked with colorful fruits and vegetables, choosing seasonal varieties that not only taste great, but are less expensive than produce that's off season. Stir whatever vegetables you have on hand — chopped peppers, asparagus or carrots, for example — into your favorite lean ground meat and tomato sauce for a nutrient-rich pasta sauce. Or chop vegetables and add to a stir-fry made with thinly sliced lean beef or pork strips, for a quick and easy meal.

Powering Up – Special Occasions

Party hors d'oeuvres are notoriously calorie-rich. Serve your guests lean protein-rich options that

will keep them satisfied, without weighing them down. Thread sliced, grilled sirloin steak through wooden skewers and drizzle with teriyaki sauce. Or try mini meatballs made with lean ground beef or turkey with marinara sauce on the side and toothpicks for dipping.

Dining Out with Lean Protein

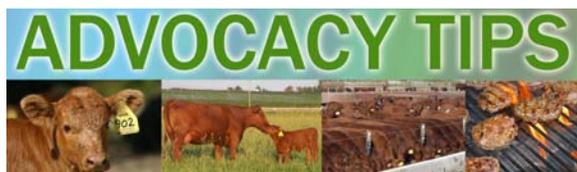
Look for words like "grilled," "broiled," or "baked" when browsing the menu for lean proteins while dining out. To choose the leanest cuts of beef and pork, order those with "round" or "loin" in the name, such as sirloin steak or pork tenderloin. Ask for steamed vegetables or a small salad, instead of French fries on the side, for a well-rounded meal.

Stopping Snack Attacks

Protein promotes satiety so it makes you feel fuller longer, and satisfies cravings faster. Curb the mid-afternoon munchies with a protein-packed cheese stick and an apple, orange or pear. Or wrap your favorite vegetables with thin slices of lean beef, turkey or ham for a quick snack.

For great beef recipes, go to:

<http://beefnutrition.org/CMDocs/BeefNutrition/PoweringUpWithProtein.pdf>.



Fun Farm Facts

- Mature turkeys have more than 3,500 feathers.
- There are 47 different breeds of sheep in the U.S.
- Pork is the most widely eaten meat in the world.
- The average person consumes 584 pounds of dairy products a year.
- 160 degrees Fahrenheit is the correct cooking temperature to ensure safe and savory ground beef.
- Elevators in the Statue of Liberty use a soy-bean-based hydraulic fluid.
- Like snowflakes, no two cows have exactly the same pattern of spots.
- The longest recorded flight of a chicken is 13 seconds.
- Twenty-nine cuts of beef meet government guidelines for lean.
- The average dairy cow produces seven gallons of milk a day, 2,100 pounds of milk a month, and 46,000 glasses of milk a year.
- Turkeys originated in North and Central America, and evidence indicates that they have been around for more than 10 million years.
- Agriculture employs more than 24 million American workers (17% of the total U.S. work force).
- Today's American farmer feeds about 155 people worldwide. In 1960, that number was 25.8.
- Raising beef cattle is the single largest segment of American agriculture.
- One pound of wool can make 10 miles of yarn. There are 150 yards (450 feet) of wool yarn in a baseball.



Environmental Stewardship

Greener and More Efficient Beef Production

Today's cattlemen are significantly more environmentally sustainable than they were 30 years ago. A study by Washington State University in 2007 found that today's farmers and ranchers raise 13% more beef from 13% fewer cattle. When compared with beef production in 1977, each pound of beef produced today:

- Produces 18% less carbon emissions
- Takes 30% less land
- Requires 14% less water

Cattle Raising and Air Quality

The United States cattle industry continues to be a model for the rest of the world in terms of greenhouse gas mitigation. According to the Environmental Protection Agency, beef production accounts for only 2.8% of the country's greenhouse gas emissions, compared to 26% for transportation.

Beef Production and Land Management

Land is critical to cattle operations and their environmental efficiency. According to the Economic Research Service of USDA, approximately 85% of all land is not suitable for agricultural crops. As a result, by grazing animals on this land, ranchers double the land area that can be used to produce food.

Environmental Stewardship

The beef industry honors leaders in conservation with an annual award. The Environmental Stewardship Award recognizes farmers and ranchers who have successfully combined natural resource conservation efforts with good business practices. It also encourages the adoption of new environmental best practices across the entire industry.

Furthermore, the beef industry encourages all cattle farmers and ranchers to practice responsible resource stewardship by:

- Managing for the environment as a whole, including climate, soil, topography, plant and animal communities;
- Monitoring and documenting effective practices and regularly soliciting input from expert sources to improve resource management;
- Helping develop public and private research projects; and
- Never knowingly causing or permitting public or private land abuses

Get the facts on cattle ranching and the environment with this fact sheet. (www.explorebeef.org/CMDocs/ExploreBeef/FactSheet_EverydayEnvironmental.pdf)



November 1, 2012

Meet the Top Five Most Popular Beef Cuts

Keep it simple. Make it memorable. We've all heard those age-old adages. So we're making it simple by introducing you to the top five most popular beef cuts. Learn a little more about their personalities.

Visit: www.beefitswhatsfordinner.com/CMDocs/BIWFD/061411_Top5Cuts_FactSheet.pdf

November 15, 2012

Uncovering America's Love Affair with Beef

A recent survey uncovered the true depth of America's love of beef. The results were clear: Whether for special celebrations or everyday occasions, Americans Love Beef.

http://assets.redangus.org/media/Documents/Junior_Red_Angus/Online_Newsletter/2012/Beef_Fact_Sheet.pdf

November 8, 2012

Beef's New Advertising Campaign

The "Beef. It's What's For Dinner." consumer advertising campaign encourages Americans to get to know the 29 lean cuts of beef. With a "29 Lean Cuts. One Powerful Protein." tagline, the new campaign will feature the nutritional benefits and versatility of six lean beef favorites: T-Bone steak, Filet, Top Sirloin, Strip steak, Top Round and 95% Lean Ground Beef.

This week, Advocacy Tips focuses on the nutrition of beef. Review the Beef Checkoff's New Advertising Campaign Fact Sheet so you can spread the word about how good beef is for you ... and how delicious it is!

http://assets.redangus.org/media/Documents/Junior_Red_Angus/Online_Newsletter/2012/Beef_Profile_Fact_Sheet.pdf



November 22, 2012

Beef is just as healthy as turkey

By Amanda Radke in BEEF Daily

If you're watching your waistline and looking for lean alternatives, don't ditch beef this holiday season. Chances are your Thanksgiving turkey is already thawing for the big day tomorrow, and perhaps you think a lean turkey breast is going to be the guiltless part of your big family dinner that might include sugary goodies like pumpkin pie, sweet potatoes, stuffing, gravy and cranberry sauce. But, don't think turkey is your only healthy option.



Is turkey healthier than beef? Let's take a look at both choices.

The Huffington Post recently featured Ellie Krieger, nutritionist and host of The Cooking Channel's "Healthy Appetite." Krieger clarified a common misconception on animal proteins. She says that lean ground beef can be just as healthy as lean turkey. She also said that when you're cooking, it's best to choose meat that is 90% lean or higher.

"I think it's a misconception that people automatically think that a turkey burger is better than a beef burger, and that's not correct," says Krieger. "If you get ground beef that is 90% lean or higher, you are going to be get-

ting meat that is just about as lean as turkey, although turkey can get up to 99% lean. But, sometimes, turkey has the skin ground into it, so it's more fatty."

Cooking Light magazine agrees. In its article, "The Most Common Nutrition Mistakes," swapping ground turkey for ground beef to save fat is listed as mistake number four on the list.

"Mistake 4: You trade ground turkey for ground beef in recipes to save saturated fat. Result: Unless you're careful, not much savings over lean beef. Turkey breast is lean, but dark meat isn't, and some ground turkey contains both. A quarter-pound of regular ground turkey contains 3 g saturated fat. Compare that to only 2.5 g in the same amount of sirloin. Ground turkey breast, on the other hand, has just half a gram of saturated fat, so the right cut of turkey is a significant fat-cutter. What to do: Read the label; buy the lean."

Fit Sugar, an online nutritional website, offers a side-by-side comparison of these two proteins, which shows that turkey burgers are actually higher in cholesterol and sodium, and that beef is actually higher in nutrients such as calcium, protein and potassium.

If lean is your thing, don't assume you have to stick to that dry turkey breast this holiday season. Look for 90% lean ground beef or one of the 29 lean cuts of beef to star at the center of your dinner menu.



November 29, 2012

Are vegetarian diets healthier than diets that include meat?

By factsaboutbeef

Are vegetarian diets healthier than diets that include meat?

Not necessarily. Read on to learn how vegetarian diets stack up against diets including lean meat.

Myth: Vegetarian diets are healthier than diets that include meat.

According to a recent Gallup poll, only 5% of American adults consider themselves to be vegetarians. However, vegetarian diets are a frequent topic of conversation in the news and in daily conversations. With all the chatter about vegetarianism, you may want to find out if vegetarian diets really are healthier than diets that include meat.

The Facts: Experts agree that the healthiest diets include a balance of fruits and vegetables, whole grains, low-fat dairy and moderate portions of nutrient-dense lean meat and skinless poultry. In fact, there are some risks associated with vegetarian diets that don't ensure adequate intake of important nutrients. A recent Glamour article notes a plant-based diet, plus lean meats and fish, is the diet that will make you feel your best.

Learn more about how incorporating lean meat, like beef, into your diet can ensure good health:

- Lean meat is part of a healthy diet. The body of scientific evidence continues to grow in support of a balanced and varied diet that includes lean meat as a key to long-term health.
 - Just one 3-ounce serving of lean beef is an excellent source of six essential nutrients: protein, zinc, vitamin B12, selenium niacin and B6 and is a good source of four essential nutrients: phosphorus, choline, iron and riboflavin.

- Many of America's favorite cuts such as Top Sirloin, Tenderloin, Strip Steak and 93 percent lean or leaner Ground Beef are lean. Lean beef cuts all have less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 95 milligrams of cholesterol per 3 ½ oz cooked serving.
 - Check out this lean beef tips sheet to find out which cuts are lean, including many favorites such as flank steak, T-Bone steak and sirloin steak.
 - This article, published in the journal Meat Science, explores how changes in retail trimming and cattle breeding and management practices over the past 40 years have resulted in an increased availability of leaner beef.
- Vegetarian diets lacking in nutrients can lead to deficiencies. Unlike plant proteins, beef is a source of high-quality protein and is the food supply's most readily available and easily absorbed source of iron and zinc.
 - Beef is an excellent source of vitamin B12, an essential nutrient that is not readily available in plant protein sources.
 - According to the CDC (Centers for Disease Control and Prevention), iron deficiency is the most common nutritional deficiency worldwide and can be caused by improperly planned vegetarian diets.
- Vegetarian diets aren't always diet-friendly. In fact, lean beef supplies significantly fewer calories than some vegetable proteins – and it provides more nutrients in fewer calories than most other animal proteins.



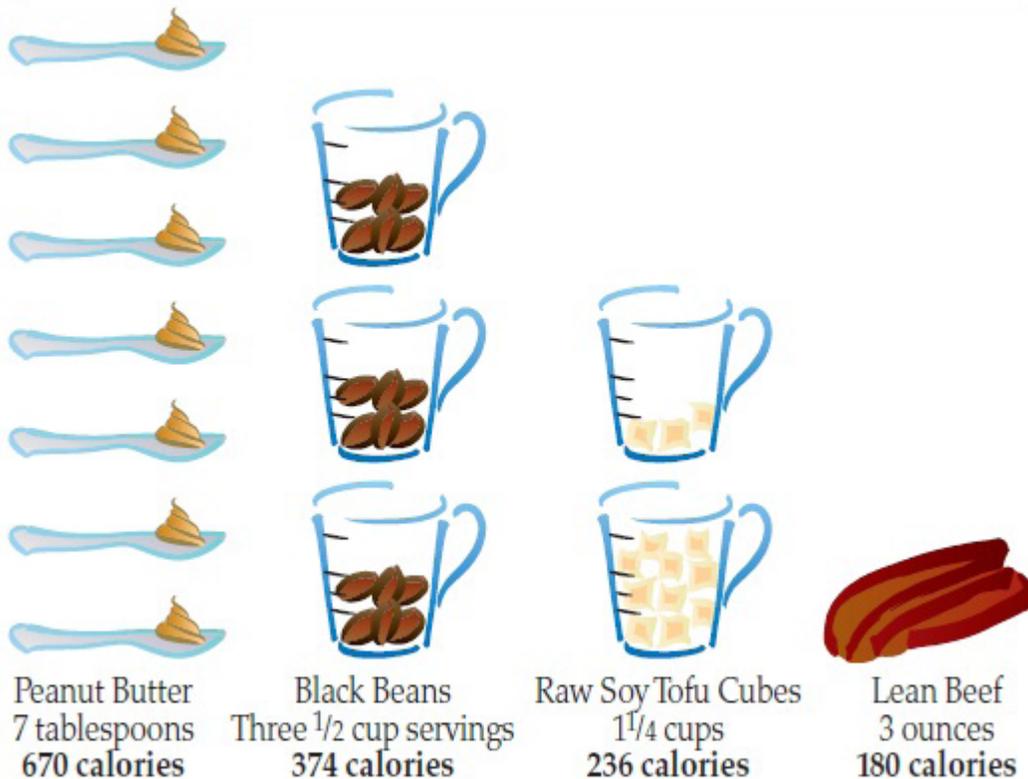
- A 3-ounce serving of lean beef contains 25 grams of protein and:
 - Offers the most protein with the fewest calories when compared to plant proteins such as peanut butter, black beans and tofu.
 - Consists of approximately 150 calories – you would have to eat 564 calories of peanut butter (more than 6 tablespoons) to get the same amount of protein.

How much protein do you need?

- A growing body of scientific evidence suggests that increasing the proportion of protein in the diet, moderately, may improve body composition, facilitate weight loss and improve weight maintenance following weight loss.
- Use this calculator to find estimated daily protein and calorie needs for healthy adults, as well as Body Mass Index (BMI).

Proteins are not created equal:

Calorie Comparisons for 25 grams of Protein



ADVOCACY TIPS



If the beef industry were to stop using productivity-enhancing technologies: Fact Sheet

What would happen if U.S. farmers and ranchers no longer used productivity enhancing technologies to raise beef cattle?

1. To produce the same amount of beef currently available, farmers and ranchers would use significantly more natural resources and increase greenhouse gas emissions every year.

- 10 million more cattle in the U.S. beef herd
- Equivalent to doubling the number of beef cattle in Iowa and Kansas
- 3 million more fed cattle harvested
- Would require four additional packing plants with a total capacity of 10,000 head per day to harvest these cattle
- 81 million more tons of feed
- Enough feed to fill 1,010 Rose Bowl stadiums
- 17 million more acres of land for grazing and growing feed
- Similar to the entire state of West Virginia
- Similar to all the land in the country of Scotland
- 138 billion more gallons of water for producing feed and maintaining animals
- Equivalent to the water used by 1.36 million U.S. households each year
- Enough water to fill more than 200,000 Olympic-size swimming pools
- Equivalent to filling 3.3 billion bathtubs
- 18 million more metric tons of carbon dioxide equivalent (CO₂eq) would be released in the United States alone
- Equivalent to the annual emissions from 3 million U.S. cars

2. Using more natural resources to produce the same amount of beef will increase economic and environmental pressures, ultimately causing U.S. farmers and ranchers to produce less beef.

- Equivalent to imposing an 8.2 percent tax on U.S. beef farmers and ranchers
- Within 15 years, would cause farmers and ranchers to reduce U.S. beef production by 17 percent
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3. If less U.S. beef is available, other countries will produce more to satisfy global demand — ultimately using more natural resources and increasing greenhouse gas emissions. Within 15 years ...

- These countries would increase exports to make up the loss in U.S. beef production
 - Canada — 36 percent increase
 - Brazil — 24 percent increase
 - Argentina — 11 percent increase
 - Australia — 5 percent increase
 - Brazil would lose 16.9 million acres of forest
- 3.1 billion more metric tons of CO₂eq would be released into the atmosphere
- Equivalent to the annual emissions from 522 million U.S. cars — more than two times the cars in the United States
- Primary sources of this additional CO₂eq
 - 2.1 billion — Brazil
 - 283 million — Canada
 - 143 million — Argentina
 - 139 million — Australia



December 13, 2012

YouTube Stars, The Peterson Farm Brothers, create new ag video

by Amanda Radke in BEEF Daily

Kansas farm boys, the Peterson brothers, have created another song parody to advocate for agriculture.

The Peterson brothers, a clan of Kansas farm boys, were made instant stars when their video called, "I'm Farming And I Grow it," – a parody to the popular song, "I'm Sexy And I Know It," went viral. As a result of their clever agriculture

advocacy efforts, this trio was featured on national news outlets such as FOX and The Today Show. Their creativity is on display again, with another video parody – this time to the hit single, "Gangnam Style."

Their latest effort is also likely to garner a few hits on YouTube, once again providing agricultural insight in a creative way to a segment that greatly needs it. Check out the video at www.youtube.com/watch?v=LX153eYcVrY.



Such creativity appears to be a growing trend among young people who want to get involved in agriculture and are using online social media tools to share their stories. I guarantee you that these young people are making farmers and ranchers look cool again.



December 20, 2012

Having the Beef Conversation

by mybeefcheckoff.com

Conversations about how beef is raised are happening in our local and virtual communities, and farmers and ranchers need to be engaged.

Conversations with E.A.S.E.

Engage — The first step is engaging the consumer. This could be an everyday encounter with a neighbor or a conversation on Facebook or Twitter. The key is having an attitude of openness, inviting questions and listening to concerns.

Acknowledge — Acknowledge that consumers have questions and concerns. By inviting questions and listening to concerns, you are establishing a connection. Look for areas of common ground to build upon. Don't focus on differences.

Share — Once you have acknowledged questions and concerns, ask for permission to share your viewpoint.

Earn Trust — The goal of the conversation is to earn trust. It's not about winning an argument or proving you are right. It is important to correct misinformation but don't refute with facts alone; food is very emotional. Remember, if you don't trust someone, you don't trust their facts.

