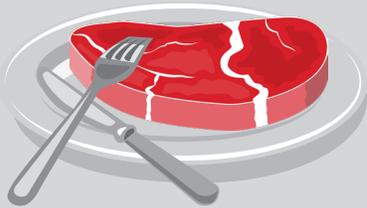


BEEF
IT'S WHAT'S FOR DINNER.®

Beef: Single Ingredient, No Confusing Labels



Ingredient
No Substitutions Needed

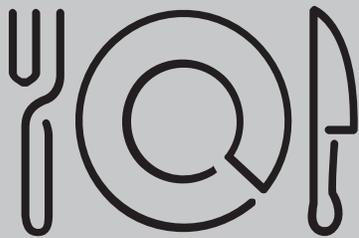


SINGLE INGREDIENT, GREAT TASTE

Beef is an authentic source of high-quality protein without a long list of ingredients and no added sodium—it's just beef.

ESSENTIAL NUTRIENTS

Beef is a great source of protein and a good source of iron, which are necessary for building and repairing muscle.^{1,2}

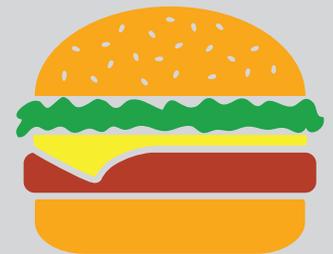


MORE PROTEIN, FEWER CALORIES

You would need to eat more than 4 servings* (3 cups) of cooked quinoa, approximately 666 calories, to receive the same amount of protein in one 3 oz cooked serving of beef.³

ELIMINATION ≠ SOLUTION

If all livestock in the U.S. were eliminated and every American followed a vegan diet, greenhouse gas emissions would only be reduced by 2.6%, or 0.36% globally.⁴

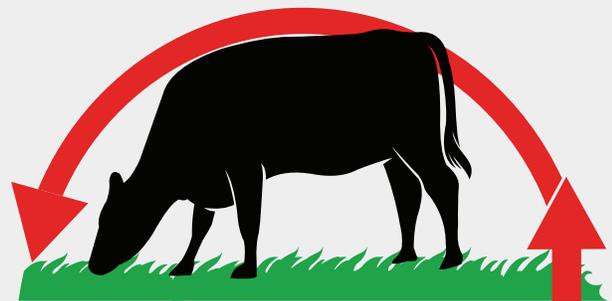


CONSUMERS CHOOSE BEEF

Meat substitutes make up less than 1% of retail and food service sales while beef makes up more than 30%.⁵

PROTEIN UPCYCLING

Approximately 29% of the land in the U.S. is pasture and rangeland that is too rocky, steep and/or arid to support growing food crops - yet cattle can graze on this land and convert grass to protein.⁶



References

1. Institute of Medicine. Dietary Reference Intakes for Vitamin A, Vitamin K, Arsenic, Boron, Chromium, Copper, Iodine, Iron, Manganese, Molybdenum, Nickel, Silicon, Vanadium, and Zinc. Washington, DC: The National Academies Press, 2001.
2. Layman DK, et al. Defining meal requirements for protein to optimize metabolic roles of amino acids. Am J Clin Nutr 2015;101:1330S-8S.
3. 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/ndi
4. White, R.R. and M.B. Hall. 2017. Nutritional and greenhouse gas impacts of removing animals from US agriculture. Proceedings of the National Academies of Sciences. 114(48) E10301-E10308. DOI: 10.1073/pnas.1707322114 (Note: 0.36% of global emissions calculated from estimate of 49 gigatons (Gt) of anthropogenic carbon dioxide equivalents emitted in the year 2010 from the Intergovernmental Panel on Climate Change Fifth Assessment Report. Summary of the report can be found at this link: https://www.ipcc.ch/pdf/assessment-report/ar5/wg3/ipcc_wg3_ar5_summary-for-policymakers.pdf
5. Retail - NielsenIQ, Answers on Demand, 2020 Meat Volume Sales Ending Dec; Foodservice - NPD, Category Sizing
6. USDA, Economic Research Service using data from the Major Land Use data series. Available at: <https://www.ers.usda.gov/data-products/major-land-uses.aspx>

*One serving (Reference Amounts Customarily Consumed — RACC — is 140g, or 3/4 cup, cooked) of quinoa provides 166 calories and 6 grams of protein.



Funded by Beef Farmers and Ranchers

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