

BEEF
IT'S WHAT'S FOR DINNER®



POWERFUL PROTEIN

In this fast-paced world, many Americans are searching for sustainable ways to achieve and maintain a healthy, active lifestyle to feel their best every day. One important facet of good health and strength is eating a nutrient-rich diet – a diet that starts with anchoring our plates with high-quality protein.

THE POWER OF PROTEIN

Many Americans could benefit from adding high-quality protein to their diets because of its positive role in weight management, muscle maintenance and disease prevention.^{1,4} The Institute of Medicine recommends protein intake at 10-35 percent of total calories for adults, or 50-175 grams of protein per day for a 2,000-calorie diet.⁵ Most adults only get about 16 percent of their daily calories from protein, which includes protein from all food groups.^{5,6} For a person on a 2,000-calorie diet, that computes to 320 calories from protein (80 grams).

A growing body of evidence indicates that eating a higher-protein diet with at least 25–30 grams of a high-quality protein at each meal, may help maintain muscle mass and maximize optimal health.^{2,7-9} The current Dietary Reference Intake for protein is 0.8 grams of protein per kilogram of body weight per day, but an increase to 1.2 to 1.6 grams per kilogram of body weight may optimize protein's health benefits. This recommendation equates to 81–110 grams of protein for a 150-pound person. Eating enough protein-rich food is essential to help protect lean body mass and prevent the loss of muscle and strength associated with aging. Evidence suggests a higher-protein/lower-carbohydrate diet may play a role in reducing the risk for type 2 diabetes and cardiovascular disease.^{1,4,8-10}

PROTEIN'S LEUCINE ADVANTAGE

The essential amino acid leucine, present in complete proteins like beef, interacts with insulin and glucose metabolism to promote skeletal muscle growth and may be the key to weight loss and maintaining muscle.^{4,11} Compared to other weight loss approaches, increasing lean protein intake may be more effective because it helps to increase satiety and preserve lean muscle.²

When focusing on weight loss or weight maintenance, an energy-restricted diet with a higher ratio of high-quality protein to carbohydrate may help people:

- lose weight and sustain weight loss^{2,4,11}
- maintain a healthy weight^{2,3}
- lose fat mass¹²
- keep a favorable body composition over time^{2,3}
- lower waist-to-hip ratio by reducing abdominal fat¹³

PROTEIN'S STAYING POWER

When it comes to satiety, or feeling full after a meal, protein has more staying power than carbohydrates and fat, helping to curb hunger and the desire to eat.^{2,14-17} Consuming a high-protein meal (containing at least 25-30 grams of protein), particularly at breakfast, leads to improved appetite control and satisfaction throughout the day, which could help combat obesity.¹⁸ In fact, individuals who followed a high-protein diet (about 30 percent of daily calories from protein) complained less often about hunger and felt more satisfied compared to a typical diet.¹⁸ In addition, an eating pattern with an equal distribution of protein intake throughout the day (approximately 30 grams of protein at each meal) supports muscle protein synthesis and maintenance, increased satiety and, when protein is consumed at breakfast, reduced hunger and cravings later in the day.^{7,17,18}

BEEF: PROTEIN WITH ADDED VALUE

Beef offers a protein package that contains 9 other essential nutrients, including readily absorbable iron and zinc.^{19,20} Beef contains heme iron, which is more easily absorbed than nonheme iron,²¹ the main form of iron found in plant proteins. Iron not only helps red blood cells carry oxygen to body tissue, it also plays an important role in cognitive health, including memory, ability to learn and reasoning.²²

Beef is an excellent source of readily available zinc, an essential nutrient that fuels thousands of bodily processes, including building muscles and healing wounds, maintaining the immune system, and contributing to cognitive health. Including beef in a meal can also improve the

UNDERSTANDING HIGH-QUALITY OR COMPLETE PROTEINS

Proteins are made up of amino acids. The human body needs 20 amino acids, but only nine are essential, meaning they must come from food. The body can make the remaining non-essential amino acids. Proteins that contain all nine essential amino acids in proportions most useful to the body are called complete or high-quality proteins. Proteins sourced from animal foods are complete