

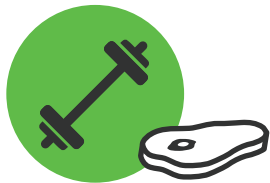
# PROTEIN BENEFITS

Beef gives your body more of the high-quality protein you need to achieve and maintain a healthy weight and preserve and build muscle.

## WHY FOCUS ON PROTEIN?

Heart healthy diets with high quality lean protein helps lower cholesterol (the bad kind!), **reduce the risk of chronic disease and reduce high blood pressure.**

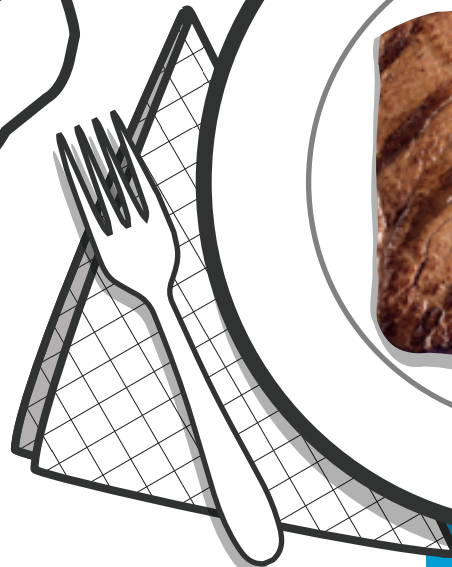
Protein **helps support strong, lean bodies.**



Get more from your workout! Studies show exercise is more effective when paired with a higher-protein diet, and beef provides the amino acids necessary for **building and replenishing muscles.**



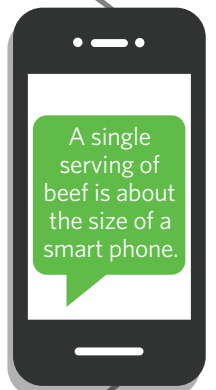
Feeling hungry? People who eat a higher-protein diet (about 30% of daily calories from protein) feel **more satisfied, which may help prevent overeating.**



# 50%

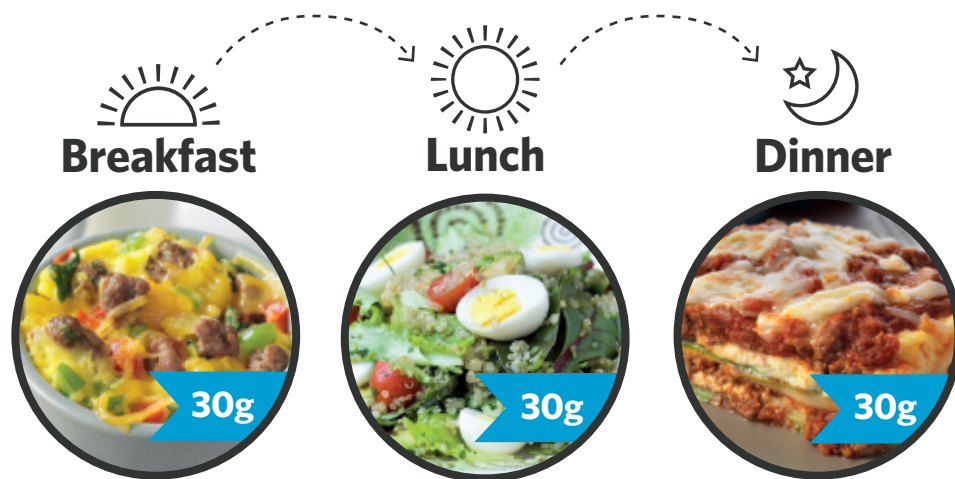
of your recommended Daily Value of protein

a 3-oz serving of **beef** provides 25 grams of protein and 10 essential nutrients in one tasty package.



A single serving of beef is about the size of a smart phone.

# THE BENEFITS OF BALANCED PROTEIN THROUGHOUT THE DAY



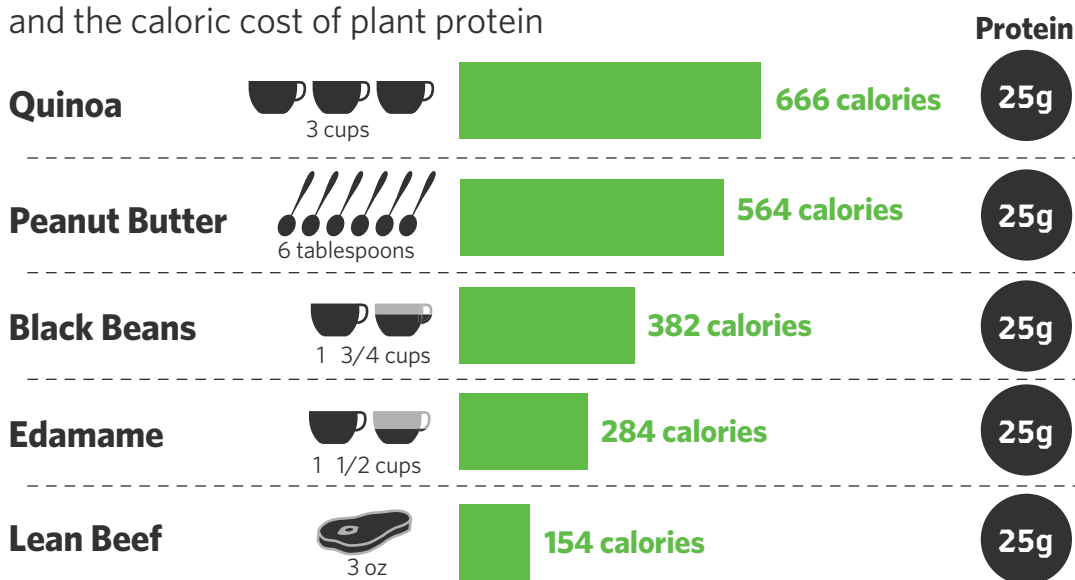
New research shows spreading protein intake evenly throughout the day may be the most beneficial for overall health and wellness.

## 25-30 grams

aim for this amount of protein at each meal, plus snacks for ultimate body benefits.

## WHAT DOES 25 GRAMS OF PROTEIN LOOK LIKE?

Take a look at what 25 grams of protein looks like and the caloric cost of plant protein



Animal proteins, such as lean beef, provide complete high-quality protein that contains all the essential amino acids the body needs for optimal health.

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