

THE BENEFITS OF BEEF:

Health and nutrition outreach key to promoting beef as part of healthy lifestyle



By Kylie Blanchard for the N.D. Beef Commission

When it comes to health and nutrition outreach, the North Dakota Beef Commission (NDBC) works with the National Cattlemen’s Beef Association (NCBA) to reach health care professionals, nutrition influencers, producers, and consumers with up-to-date research and information on the benefits of beef in a healthy lifestyle. The programming that results includes webinars targeting health care professionals, speakers at conventions and conferences, and funding for non-biased and fact-based research.

The NDBC also works with the North Dakota Academy of Nutrition and Dietetics, the North Dakota Nutrition Council and the North Dakota Academy of Family Physicians, which allows new information and research to be shared with the professionals who influence the lives of consumers in North Dakota and around the country.

The message shared through these nutrition outreach efforts is that beef is an excellent source of the nutrients needed by the body to perform at its best, and it plays an increasingly important role in muscle maintenance, weight management and chronic disease prevention.

The Nutritional Benefits of Beef

A three-ounce, cooked portion of beef provides a nutrient-packed serving with higher nutrient contents than other high-quality proteins. On average, a three-ounce serving provides a mere 175 calories but more than 51 percent of the daily value of protein, along with other essential nutrients including iron, choline, vitamins B6 and B12, phosphorus, zinc, niacin, riboflavin, and selenium.

“It is important people know the real facts about beef and how important it is in our diet,” says Sharon Kickertz-Gerbig, NDBC board member and producer from Amidon, N.D. “The most current, peer-reviewed nutrition research is used by the beef industry when informing consumers and nutrition professionals about the value of including beef in their diet.”

Beef provides nutrients that are food-based and more easily digested and absorbed into the body than supplements or fortified sources. It pairs deliciously with fruits, vegetables and whole grains, which makes it easy to enjoy in a balanced diet.

“There are close to 40 lean cuts of beef that will fit into any diet,” says Kickertz-Gerbig. “As a beef producer, if we don’t have the right information to give to our family, friends

and the public, we are going to lose them as customers and consumers.”

“People need to know the facts and be aware of the nutritional value of beef and how it will help them and their families,” she continues. “We are proud of our product. We feed beef to our own families, and we are also proud to be able to provide delicious, nutritious beef to other families across the country and around the world.”

Available Resources

The NDBC website, www.ndbeef.org, provides a variety of nutrition resources including Beef FAQs and recipes. The *Beef. It’s What’s For Dinner.* website, www.beefitswhatsfordinner.com, also provides access to an educational resource library for health care professionals, resources for registered dietitians and access to webinars focused on the benefits of beef and beef nutrition.

BEEF
IT'S WHAT'S FOR DINNER®

Beef's Top 10

Beef gives you the nutrients your body needs and the taste you love! See how beef's essential nutrients work to keep your body going.

- VITAMINS B6 and B12** help maintain brain function and give you energy.
- PHOSPHORUS** helps build bones and teeth.
- ZINC** helps maintain a healthy immune system.
- NIACIN** supports energy production and metabolism.
- RIBOFLAVIN** helps convert food into fuel.
- SELENIUM** helps protect cells from damage.
- IRON** helps your body use oxygen.
- CHOLINE** supports nervous system development.
- PROTEIN** helps preserve and build muscle.

BEEF GIVES YOUR BODY MORE
On average, a 3-ounce serving of cooked beef provides 175 calories and:

Protein	51% DV
B ₁₂	41% DV
Zinc	39% DV
Selenium	38% DV
Niacin	25% DV
B ₆	24% DV
Phosphorus	20% DV
Riboflavin	14% DV
Iron	14% DV
Choline	13% DV

DID YOU KNOW?

- Don't be left unsatisfied. On average a 3-oz serving of beef provides half (25 g) of the Daily Value for protein, which is one of the most satisfying nutrients.
- Get your workout in! Exercise is more effective when paired with a higher-protein diet.

BEEF
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