

# A Closer Look...

Not all proteins are created equal. Animal proteins are complete high-quality proteins that contain all the essential amino acids (or building blocks) your body needs for optimal health. Unlike most plant sources of protein, lean meats are the food supply's most readily available and easily absorbed source of iron and zinc, which are key to muscle growth and good health.

A vegan or vegetarian diet must be carefully monitored and supplements may be required to compensate for the missed opportunity to obtain these nutrients from a natural source.



## Protein

- Meat and poultry can be a major source of protein, which is needed for muscle and organ health. Protein found in meat is "complete," meaning it contains all the essential amino acids the body cannot produce on its own.

## Vitamin B

- All meat and poultry are a good source of B-complex vitamins. This complex helps to metabolize macronutrients, aid in the release of energy from food and even lower bad cholesterol.
- The only way to obtain natural B12 is through animal proteins. Vitamin B12, which helps to build red blood cells, also helps metabolize carbohydrates and fats.

## Iron

- Meat and poultry are an essential source of iron in the body that aids in transporting oxygen through the blood stream, and helps the immune system protect against illness and infection.
- Iron from meat and poultry is more readily available than iron metabolized from plant-based sources.
- Under-consumption of iron increases the risk of iron-deficient anemia.

## Nutritional Comparison:

	Beef (Eye, round)	Chicken (Breast)	Milk (Nonfat)	Pork (Loin)	Turkey (Breast)	Tofu (Hard)
Calories	144	142	83	175	132	57
Fat (g)	4	3	.2	8	3	3
Protein (g)	25	26	8	25	25	7

*\*All servings 3 oz, with exception of milk (serving size 1 cup)  
Source: USDA Nutrient Database for Standard Reference, Release 23*

The Animal Agriculture Alliance is a national non-profit organization that includes individuals, companies and organizations that are interested in helping consumers better understand the role that animal agriculture plays in providing a safe, abundant food supply to a hungry world.



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DID YOU KNOW?



A substantial number of adolescent girls are iron deficient — therefore, the 2010 U.S. Dietary Guidelines recommend that young girls choose iron-rich foods, such as lean meat.



Iron and zinc — vital nutrients — are more easily absorbed when they come from meat rather than vegetables. Vitamin B12 (critical to brain function) is only found in animal foods.



The average American's intake of meat and meat equivalents (meat, poultry, fish, eggs and legumes) is 5.3 ounces per day — well within the recommended amounts by the USDA.

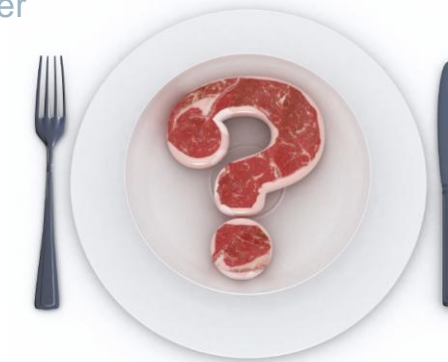
**Common sense (and science) tell us that meat, poultry, milk and eggs should not be eliminated from our plates.**

# Why Meat?

Forget the hype – animal products have an important role to play in a balanced diet.

## Beyond the Myths

Recently, the role of meat and other animal products in the diet has come under fire, with activist organizations pushing for the introduction of meatless meals at home, in the workplace and in school cafeterias.



**But going meatless is not a shortcut to saving the planet or eating healthy and may actually do more harm than good.**

There is no scientifically valid reason to eliminate meat from the diet. Experts agree that the healthiest diets consist of a balance of fruits and vegetables, whole grains, low-fat dairy and moderate portions of nutrient-dense meat and poultry. And — contrary to a common misconception — most Americans are not over consuming meat and poultry products.

We all know that meat products provide protein, a vital nutrient that helps grow and repair muscle, bones, skin, ligaments and more. But not all proteins are created equal—only animal proteins provide all of the essential building blocks that your body needs for optimal health. Ensuring adequate levels of these nutrients is especially important for youth and those recovering from illness or injury. Without sufficient protein, a child's growth and development can be hindered.

**Please use this resource guide as a reference to learn more about the important role that animal products play in a healthy diet.**

## PROTEIN MATTERS: *Keep School Lunches Balanced*

Encouraging school districts to go completely meatless – even for just one day per week – is not responsible.

The National School Lunch Program (NSLP) is a federally-assisted meal program operating in more than 101,000 public and non-profit private schools and residential child-care institutions. In 2009, more than 31.3 million children each day received their lunch through the NSLP. Since the modern program began, more than 219 billion lunches have been served.

It is important to provide children with a complete protein source at lunchtime because often it is their only chance to obtain a hearty, nutritionally-balanced meal.



# What Makes a Healthy Diet?

Nutritionists, athletes and health experts share tips

The 2010 Dietary Guidelines for Americans recommends that we choose a variety of protein foods, which include seafood, lean meat and poultry, eggs, beans and peas, soy products, and unsalted nuts and seeds. It also suggests that we increase our intake of fat-free or low-fat milk and milk products, such as milk, yogurt or cheese.

Experts in these popular publications agree on the health benefits of meat, milk and eggs!

**“New research show you’ll feel full longer and may get less hungry throughout the day if your first meal has protein rich foods such as eggs, Greek yogurt, low-fat dairy products or lean meat.”**

- USA Today Your Life, August 10, 2011



**“Cow’s milk is still the expert fave. It’s the quickest, easiest way to get calcium, Vitamin D and protein.”**

- Glamour Magazine, May 2011

**“While it is possible to get enough iron or zinc without eating meat, it’s not easy. Eating lean meat is also a dandy way to get vitamin B12, niacin and vitamin B6.”**

- TLC Network Cooking, May 2006

**“Beef. It’s the perfect muscle food because it’s packed with protein and creatine—both build muscle, which basically acts like bubble wrap around tendons and joints.”**

- Women’s Health Magazine, September 2008



**“Meat contains a variety of essential nutrients, including iron and zinc. Red meat is vital for our diets as it is a great source of B vitamins, including B12, which is not found naturally in foods of plant origin.”**

- MeatandHealth.com, February 2011

**“A healthy diet includes a variety of meat and vegetables in addition to other foods. Meat and vegetables both provide essential nutrients to support health and prevent illness and diseases.”**

- Livestrong.com, March 2011

**“When it comes to fueling myself to the finish, I am an avid consumer of protein-rich lean beef. Why? Because I know that I am getting the vitamins I need at a very low calorie exchange while also enjoying unbelievable flavor.”**

- Dane Rauschenberg, extreme athlete on danerunsalot.blogspot.com

# What is Meatless Monday?

Today’s Meatless Monday campaign is not what it seems. It’s not a grassroots effort to celebrate healthy eating. This well-funded, radical campaign pushes an extreme animal rights and environmental agenda by promoting false claims about animal agriculture.

During World Wars I and II, the U.S. government encouraged Americans to help the war effort by rationing key food staples. Today’s Meatless Monday campaign attempts to associate itself with this patriotic duty, but it is not a governmental effort. This carefully orchestrated campaign seeks to eliminate meat from our menus seven days a week—starting with Mondays.

New York benefactor — and well-known radical activist—Helaine Lerner is the primary funder of the current Meatless Monday campaign, organized through the Center for a Livable Future at Johns Hopkins University’s Bloomberg School of Public Health. Lerner has been involved with the campaign’s new iteration since the beginning. (In 2002, her “Mollylou Foundation” initially purchased the Meatless Monday website domain name.) Between 2000 and 2003, she also gave more than \$7 million to the GRACE (Global Resource Action Center for the Environment) Project, an activist organization focused on eliminating both large-scale animal agriculture and nuclear weapons.

The public deserves to know the truth...

Johns Hopkins University’s Center for a Livable Future is formally affiliated with GRACE through the HenrySpira/GRACE Project on Industrial Animal Production. Namesake Henry Spira is considered one of the founders of the modern animal rights movement in the U.S. and was a radical opponent of both animal agriculture and life-saving medical research using animals.

In 2003, GRACE partnered with PETA (People for the Ethical Treatment of Animals) and another vegan activist organization, Farm Sanctuary, to launch a video smear campaign against modern agriculture called *The Meatrix*. The animated *Matrix* spinoff attempted to indoctrinate children with false claims against farmers and ranchers, just as the current Meatless Monday campaign seeks to today with colorful cartoons of farm animals and meatless outreach materials for use in elementary schools.



**Meatless Monday seeks to eliminate consumer choice—the ability that we each have to determine the right food choices for ourselves and our families.**



# 5 Studies that bust meat myths

## 1 No Link Between Cancer and Meat

Red or processed meat has no positive association with the occurrence of prostate cancer, according to a November 2010 meta-analysis of 26 studies published in *Nutrition Journal*.

## 2 Meat May Increase Lifespan

Research from 2009 at the University of Southern California suggests that genetic changes that allow humans to live longer than any other primate may be rooted in a more carnivorous diet.

## 3 Eggs Lower in Cholesterol Than Thought

In February 2011, USDA researchers found that the cholesterol in one large egg is 14 percent lower than previously thought. Eggs are also 64 percent higher in vitamin D than previous research had shown.

## 4 Protein Reduces Cancer Risk

Eating a low-carbohydrate, high-protein diet may reduce the risk of cancer, according to a study published in a June 2011 *Journal of the Association for Cancer Research*.

## 5 Meat Prevents Brain Shrinkage

In 2008, scientists at the University of Oxford found that those on a meat-free diet are six times more likely to suffer brain shrinkage.