



# Animal Agriculture Alliance

# MEAT MATTERS

## IT'S A NO-BRAINER.



Vitamin B12 (critical to brain function) is **naturally present in animal proteins.**

More at: <http://bit.ly/1KZoT2E>

## TEEN GIRLS DISH IT.



Many adolescent girls are iron deficient—the Division of Adolescent and Young Adult Medicine and the Division of Gynecology at Boston Children's Hospital's Center for Young Women's Health suggest **choosing iron-rich foods**, such as lean meat. Full story: <http://bit.ly/1MeFEbQ>

## MEAT TRUTHS.



**The Institute of Medicine recommends**

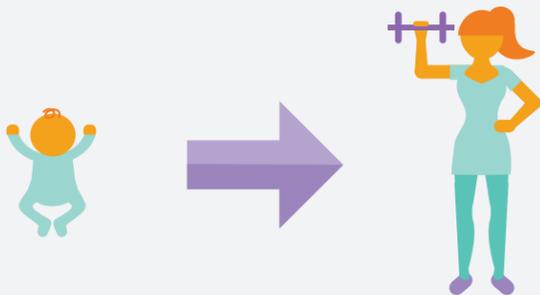
**at least 10% of daily caloric intake** be from protein such as lean meats or meat equivalents\*

It takes fewer calories of meat to attain adequate protein. On a per serving basis, protein from meat is 25 grams per 3 ounces while non-meat sources/legumes are 12 grams per 6 ounces, and nuts are 2 – 5 grams per serving. <http://bit.ly/1OjmUOE>

\*Based on the USDA's recommended daily caloric intake of 2000 for average adult females and 2500 for average adult males. <http://1.usa.gov/1JpkJBX>

## WHY YOU CAN'T BEAT MEAT.

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 protein 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. <http://bit.ly/1WPTQNY>

### Why Meat?

Have you heard activist organizations pushing for us to eat meatless meals at home, in the workplace and in school cafeterias?

But did you know going meatless is not a shortcut to saving the planet or eating healthy and may actually do more harm than good?

Especially when you consider that removing meat from meals every Monday means reducing the ability to make informed food choices, and for some children could mean denying them access to the only nutrient dense food they may have all day.

Visit [www.animalagalliance.org/engage/#meatmatters](http://www.animalagalliance.org/engage/#meatmatters) to learn how you can tell others that #MeatMatters! #ActionPlease

## WHAT'S AT STEAK.

Iron and zinc—vital nutrients—are widely available from meat sources. Iron is required for oxygen to travel to our tissues and organs, while zinc is essential for a healthy immune system. For more: <http://bit.ly/1GNkEMw>



## RESPONSIBLE FARMING? YOU BET!

The U.S. beef industry uses **19% less feed, 12% less water, 33% less land and has a 16% lower carbon footprint than production systems characteristic of the 1970s.** Globally, U.S. livestock production is among the most efficient, and this efficiency reduces environmental impact compared to other regions. "Without livestock operations, many by-products from food and fiber production would be wasted; and fragile ecosystems within pastureland would be destroyed in order to grow foods on land that's currently unsuitable for crop production." For the full story on how all sectors of the livestock and poultry industries are reducing their environmental impact, visit: <http://bit.ly/1kfN2wM>



## COMMON SENSE ON A PLATE.

Experts agree that a **healthy diet** consists of fruits and vegetables, whole grains, low-fat dairy— and moderate amounts of nutrient-dense meat and poultry. Vegetarian diets require a lot of vigilance to be healthy, and the Academy of Nutrition and Dietetics states that those who lack meat in their diet completely are at risk for iron, vitamin B12, calcium, vitamin D, zinc and omega-3 fatty acid deficiencies. Meat, poultry, dairy and eggs on our plates help ensure that we're consuming a nutrient-rich diet. <http://bit.ly/1JplgDS>



# WHY MEAT MATTERS

## PORK

Serving Size  
3 oz lean  
pork chop

### Nutrition

Calories: 140  
Protein: 22g  
Total Fat: 6g  
Saturated Fat: 1g  
Iron: 4% daily value

## CHICKEN

Serving Size  
1/2 breast (3 oz)

### Nutrition

Calories: 142  
Protein: 27g  
Total Fat: 3g  
Saturated Fat: 1g<sup>2</sup>  
Iron: 4% daily value

## EGGS

Serving Size  
1 large egg

### Nutrition

Calories: 70  
Protein: 6g  
Total Fat: 5g  
Saturated Fat: 1.5g

## NUTRIENTS Found in Meat, Poultry & Eggs



## BEEF

Serving Size  
3 oz lean cut

### Nutrition

Calories: 170  
Protein: 25g  
Total Fat: 7g  
Saturated Fat: 3g  
Iron: 14% daily value

## LAMB

Serving Size  
3 oz portion

### Nutrition

Calories: 160  
Protein: 24g  
Total Fat: 7g  
Saturated Fat: 2g  
Iron: 10% daily value

## TURKEY

Serving Size  
3 oz lean  
turkey breast

### Nutrition

Calories: 120  
Protein: 26g  
Total Fat: 1g  
Saturated Fat: 0g  
Iron: 8% daily value

### Get an A+ for kids' lunches.

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

The National School Lunch Program (NSLP) is a federally assisted meal program operating in nearly 100,000 public and private schools and residential child-care institutions.

In 2014, more than 30.3 million children received their lunch through the NSLP. Since the modern program began, more than 219 billion lunches have been served.

Do you think encouraging school districts to go completely meatless—even for just one day per week—is responsible?

More at: [www.animalalliance.org/engage/#meatmatters](http://www.animalalliance.org/engage/#meatmatters).

<sup>1</sup><http://1.usa.gov/1GUHQVY>