





The **POWER** of **PROTEIN**

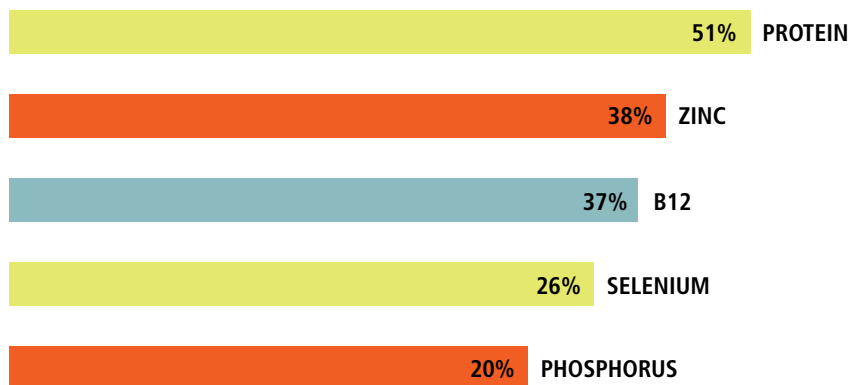
Lean beef is high-quality protein that contains all the essential amino acids the body needs to build and maintain muscle mass. Eating a moderately high-protein diet may:

-  Curb hunger and the body's desire to eat.
-  Optimize muscle strength and metabolism, ultimately improving overall health.
-  Play a role in the prevention of type-2 diabetes and osteoporosis.
-  Improve the effectiveness of exercise.

To read more about protein's amazing health benefits, go to www.beefnutrition.org.
For great recipe ideas, visit www.beefitswhatsfordinner.com

BEEF An Excellent Source of these Nutrients

A 3-ounce serving of lean beef (179 calories) contributes less than 10 percent of calories to a 2,000-calorie diet, yet it supplies more than 10 percent of the Daily Value for:



U.S. Department of Agriculture, Agricultural Research Service, 2007
USDA Nutrient Database for Standard Reference, Release 20.
Nutrient Data Laboratory homepage www.ars.usda.gov/ba/bhnrc/ndl

Craving a Healthy New Year? Think **LEAN** Beef.

New “slimmed down” portions from Simply Beef make it easy to lose weight this New Year. Low in fat and high in protein, iron, and other essential vitamins, these cuts are a nutritious choice for a healthy lifestyle. Our new beef filets and petite roasts can help you serve up a wholesome, flavorful meal in minutes.