

PROTEIN CHALLENGE

Social Media Posts

Facebook

- Beef gives your body more of the high-quality protein you need to achieve and maintain a healthy weight and preserve and build muscle.
- A 3 oz serving of beef provides 25 grams of protein and 10 essential nutrients in one tasty package.
- Did you know that high-quality proteins, such as beef, easily contain all of the essential amino acids needed by the body?
- DYK you get 25g of protein and 10 essential nutrients in just a 3 oz serving of fish or meat? 3 oz is about the same size as your iPhone!
- Aim for ~30g of protein at breakfast, lunch and dinner to help support muscle growth, maintenance and recovery.
- Trying to ditch that 2pm hunger strike? Aim for ~30g of protein at each meal for reduce cravings and increase satiety.
- Make every meal count by adding protein throughout your day. The Protein Challenge can help you with protein-rich meal ideas.
- Consuming a high-protein breakfast, like ground beef crumbles with scrambled eggs, boosts satiety and reduces hunger and brain responses involved with food cravings more than a typical ready-to-eat breakfast cereal that is lower in protein.
- Breakfast is said to be the most important meal of the day, you can make it nutritious and delicious by including protein. You can find more simple tips for adding more protein at every meal [here](#).
- Interested in protein-packed snack options? You can meet your daily protein goals with these [On-the-go Snack Ideas](#).
- You can work your way to a balanced lifestyle with the Protein Challenge
- Change the way you eat in 30 days with the Protein Challenge!
- Did you know that exercise is more effective when paired with a higher-protein diet? <http://bit.ly/1lcUTz1>
- Don't look back. You're not headed that way. Keep going. Feel the Protein Challenge difference. <http://bit.ly/1NAjTWj>

Twitter

- #DYK, beef is a top source of iron and zinc?
- Beef is an excellent source of vitamin B₁₂, find delicious ways to include more #protein throughout the day! #ProteinChallenge
- #Beef is a great tasting high-quality #protein packaged with 10 essential nutrients
- Share your favorite protein sources with other Protein Challenge participants using #ProteinChallenge
- Aim for equal distribution of protein intake throughout the day (~30g/meal) on the #ProteinChallenge
- Take the #ProteinChallenge and go you could go from hangry to happy!

- Salad for lunch? Top it with leftover steak for a protein punch! #ProteinChallenge
 - Start your morning off right with this #Beef and Egg #Breakfast Mugs. #ProteinChallenge
 - A protein-packed meal or snack can help you feel more satisfied. [Link: [On-the-go Snack Ideas](#)] #ProteinChallenge
 - Pack beef jerky or almonds in your gym bag for a pre- or post-workout snack
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Courtesy of the Beef Checkoff Program