

PROTEIN CHALLENGE

Talking Points

Protein Benefits

- Research shows balancing protein intake evenly throughout the day may be the most beneficial for overall health and wellness.
- Eating the right amount of protein helps reduce overeating and mindless snacking, builds muscles after a workout and protects muscle mass.
- Protein also helps you feel fuller sooner and longer, preventing you from overeating, or feeling “hangry” between meals.

Beef's Nutrition

- A 3-oz serving of lean beef has about 150 calories and 10 essential nutrients your body needs like protein, zinc, iron and B-vitamins.
- A serving of meat or fish (3 oz) is about the size of a smartphone or deck of cards.
- A 3-oz serving of beef provides 25 grams of protein, nearly half of the protein you need each day.
- Beef is an excellent source of protein and because protein promotes satiety, eating a protein-rich meal or snack makes you feel full longer.

Protein Challenge

- The Protein Challenge helps you keep track of your food, exercise, hunger and moods to see how simple diet changes can make a difference in your overall health and wellness.
- There are many sources of protein to choose from – meat such as beef, eggs, nuts, dairy, fish, beans and even grains – so your family will never feel bored.

Easy Ways to Add Protein

- Pack beef jerky in your gym bag for a pre- or post-workout treat. Or keep a pack in your desk drawer for a savory afternoon snack. Just 1 ounce provides 15 grams of protein.
- Keep a serving of nuts, seeds or trail mix close by for when hunger strikes. No need to go overboard though - a single serving (just 1 ounce) of nuts or seeds provides 6 grams of protein. A single serving of nuts fits in the palm of your hand.
- Pair a serving of fruit - try an apple, grapes or orange - with an ounce of cheese for an extra 8 grams of protein. One ounce of hard cheese is about the size of a thumb.
- Add an ounce of 93% lean or leaner Ground Beef and an ounce of low-fat cheese to scrambled eggs for a double dose of protein. Even better? Wrap it all up into a Breakfast Beef Burrito or try a Steak and Eggs Breakfast Taco. One ounce of Ground Beef or shredded cheese is about the size of a golf ball.
- Add grilled Top Sirloin or Flank Steak to any stir-fry or salad. A 3-oz serving of beef, salmon or pork provides around 21 grams of delicious, filling protein.
- Add cooked 93% lean or leaner Ground Beef or canned beans to chilis, soups or stews. A 3-oz serving of lean Ground Beef crumbles equals about 22 grams of protein; a serving of black beans (1/2 cup) adds around 7 grams of protein to a dish.