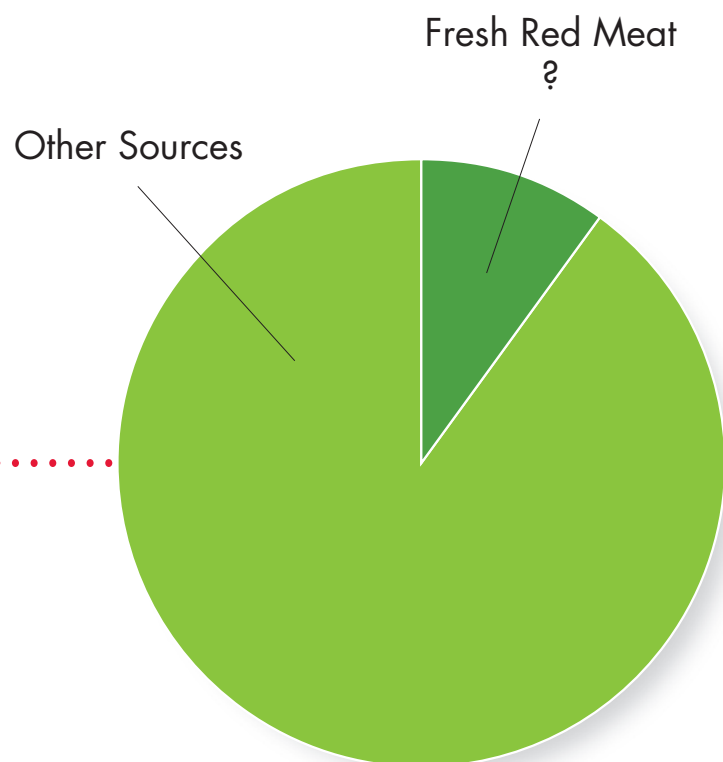


Take a *Fresh* Look at Lean Canadian Beef



1. True *or* False?

On average, raw lean beef, trimmed of visible fat, contains no more than 10% fat.



Contribution of fresh red meat to total fat in Canadian diet

2. True *or* False?

Less than 10% of the fat in the Canadian diet comes from fresh red meat.



3. True *or* False?

Canadians and people from Mediterranean countries eat similar amounts of red meat and processed meat.

Take a *Fresh* Look at Lean Canadian Beef

Surprise! It's *all* TRUE.



1. TRUE

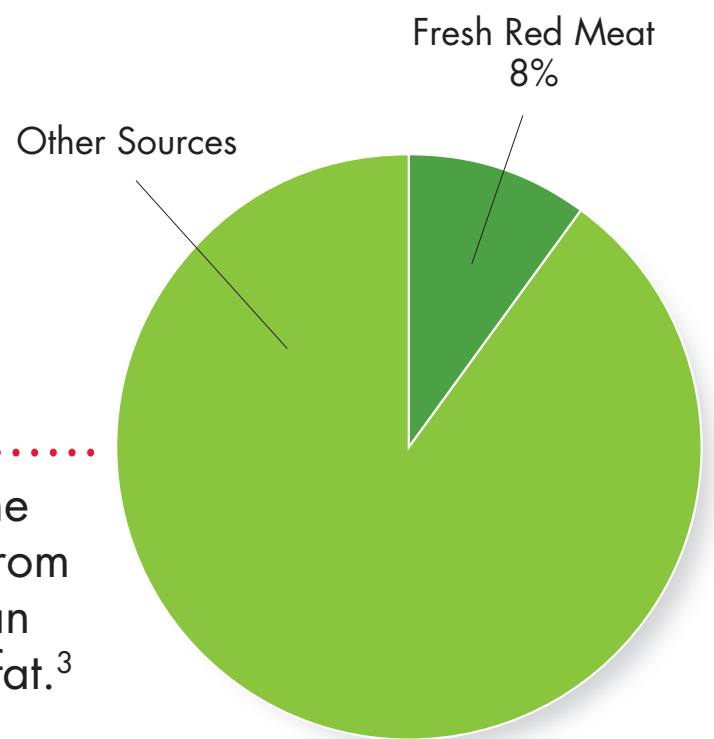
On average, raw lean beef, trimmed of visible fat, contains no more than 10% fat.¹

DID YOU KNOW? Almost 80% of Canadians trim visible fat from beef before and/or after cooking.²

DID YOU KNOW? Fast food and sweetened baked goods are the top two contributors of fat to our diets, accounting for a whopping ¼ of our fat intake.⁴

2. TRUE

Only 8% of the fat in the Canadian diet comes from fresh red meat. Less than 10% is from saturated fat.³



Contribution of fresh red meat to total fat in Canadian diet

	MEN	WOMEN
Canada	101.0	55.0
Average: Spain, Italy, Greece	91.1	53.0

Mean daily intake, red plus processed meat (g)

3. TRUE

On average Canadians and people from Mediterranean countries eat similar amounts of red and processed meat.⁵

