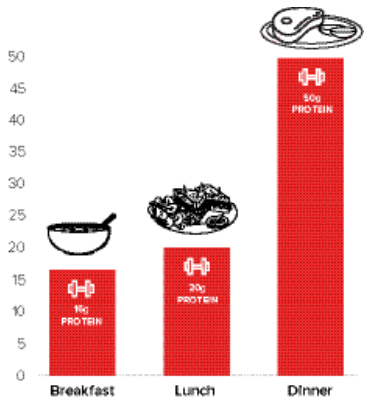
BEEF.
IT'S WHAT'S FOR DINNER.®

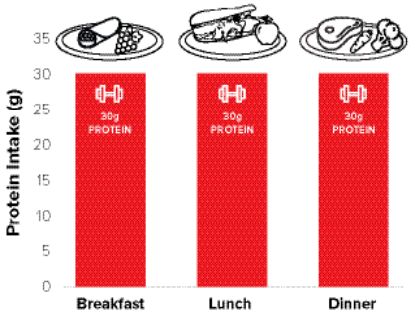
Protein Benefits

Research shows that consuming high-quality protein may help you achieve and maintain a healthy weight and preserve and build muscle.[1,2]

Typical Daily Protein Intake Pattern[14]



Aim for Evenly Distributed Daily Protein Intake

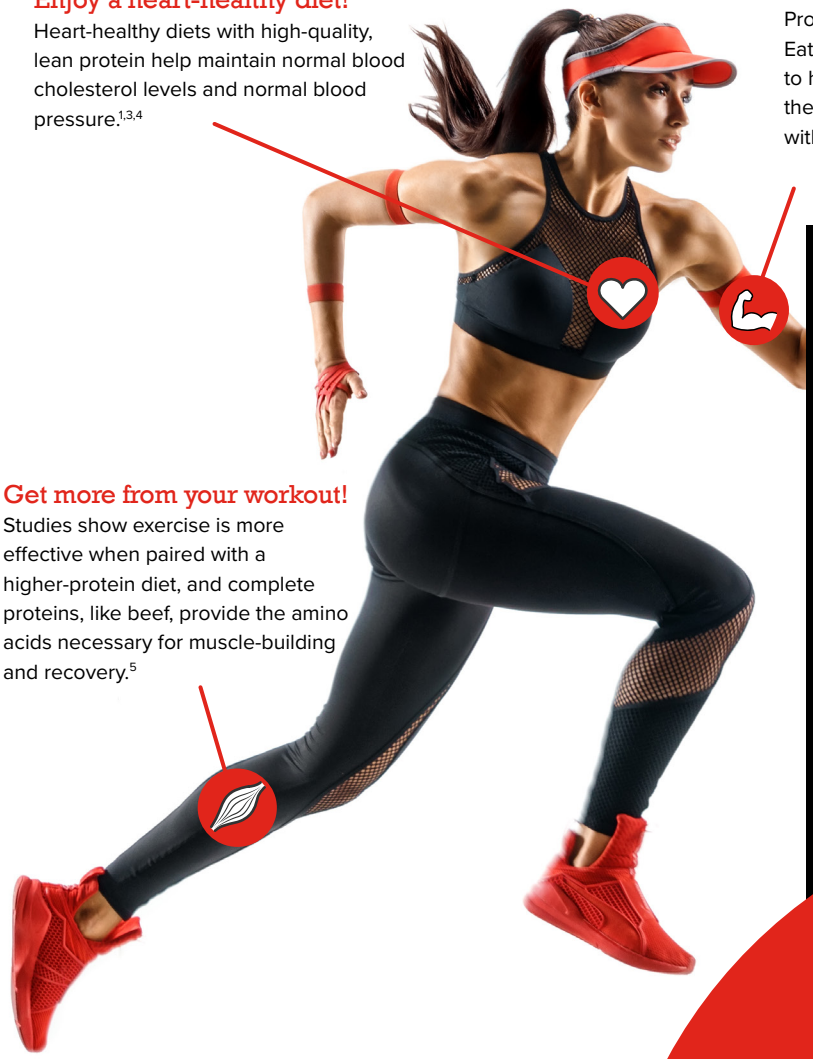


Enjoy a heart-healthy diet!

Heart-healthy diets with high-quality, lean protein help maintain normal blood cholesterol levels and normal blood pressure.[1,3,4]

Get more from your workout!

Studies show exercise is more effective when paired with a higher-protein diet, and complete proteins, like beef, provide the amino acids necessary for muscle-building and recovery.[5]



Protein supports strength!

Protein helps support strong, lean bodies.[5] Eating enough protein-rich food is essential to help protect lean body mass and prevent the loss of muscle and strength associated with aging.[6]

Why beef?

A 3-oz serving of cooked beef provides approximately 25 grams of high-quality protein plus 9 other essential nutrients in one tasty package.[7] High-quality protein, like beef, contains the essential amino acid leucine, which research shows activates the muscle-building switch in the body.[8,9]

What are complete proteins?

Proteins are made up of amino acids. Your body needs 20 amino acids, but only nine are essential, meaning they must come from food. Your body can make the remaining non-essential amino acids. Proteins that contain all nine essential amino acids in proportions most useful to the body are called complete or high-quality proteins. Proteins sourced from animal foods are complete proteins while most plant foods, with the exception of soy and quinoa, are incomplete proteins.

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