

# It's Beef Month, discover the power of protein

Celebrate Beef Month by taking another look at the essential nutrients and protein power provided in beef, a traditional favorite with many consumers not only during the approaching summer season, but year-round. Before you take the first bite of that freshly grilled steak, hamburger or bubbling beef casserole, take a minute to toast Kansas beef producers. In this state, the cattle industry contributes over \$6 billion annually to local economies. Kansas beef contributes to the \$70 billion U.S. consumers spend annually on beef, which equals about 65 pounds per person, per year.

"Beef has been available in America for about 1,500 years but on the nutrition front, there's something new going on," said Kansas Beef Council Dietitian Karen Hanson,

RD LD. "Scientific research is continuing to indicate beef not only tastes good, it's good for you. In fact, a substantial body of evidence shows protein can help in maintaining a healthy weight, building muscle and fueling physical activity — all of which play an important role in a healthful lifestyle and disease prevention."

A three-ounce serving of lean beef contributes less than 10 percent of calories to a 2,000-calorie diet, but provides 51 percent of the Daily Value for protein. Kansas consumers can feel good about loving beef because the protein in beef is a powerful nutrient that strengthens and sustains their bodies.

In short, lean beef packs a nutritional punch. Did you know that.....?

Beef is America's No. 1 food source for

protein, an essential nutrient for the human body at any age. Protein helps build, maintain and repair body tissues, form hormones and increase resistance to infection and disease.

Beef is one of the most important dietary sources of iron. Iron helps carry oxygen to body cells and tissues, assists in making new red blood cells and aids in brain development. Both iron and zinc are particularly important for growth and development among infants and young children. Iron and zinc deficiencies have been associated with behavioral and cognitive delays in children.

Do you "think zinc" only when you're about to get sick? Think again. Zinc fuels thousands of bodily processes, including

building muscle and healing wounds.

A 3-ounce serving of beef (about the size of a deck of playing cards) provides 38 percent of the zinc most people need in a day.

Calorie for calorie, beef is one of the best sources of essential B-vitamins, which promote physical growth, healthy skin and nerves, good vision and a good immune system, among many other benefits.

Half the fatty acids in beef are monounsaturated, the same heart-healthy type found in olive oil. Just don't overdo fat — enjoy a diet moderate in fat with lean meats and low-fat dairy.

Going lean with protein is easier than ever before. There are 29 cuts of beef classified as lean by USDA. So chances are, you'll still be able to enjoy your favorite cuts, from T-bone and top

loin steak to 95-percent lean ground beef.

During Kansas Beef Month, and year-round, boost your beef experiences with new recipes, nutrition details, safety tips and more at [www.BeeftsWhatsForDinner.com](http://www.BeeftsWhatsForDinner.com). While there, sign up for the free weekly e-newsletter, Beef So Simple.

Other Kansas beef industry facts: Kansas ranks first in the number of cattle processed by packers at 7.7 million in 2007.

Ranks first in the value of cow hides exported \$382 million in 2006.

Second in fed cattle marketed at 5.14 million in 2007.

Third in the number of cattle on ranches and in feed yards with 6.7 million on Jan.

Third in red meat production with 6.2 billion pounds in 2007.

## Statistics about America's number one selling protein

Beef cattle production represents the largest single segment of American agriculture. In 2002, more farms were classified as beef cattle operations (31 percent) than any other type of farm.

- In 2006, there were more than 800,000 ranchers and cattle producers in the United States.
- In 2003, 98 percent of farms in the United States were family farms.

The U.S. Cattle Supply  
In 2006, producers of meat animals were responsible for more than \$65 billion in added value to the U.S. economy, as measured by their contribution to the national output.

- In 2006, 26 billion pounds of beef were produced.
- U.S. cash receipts from cattle and calves in 2006 were estimated at \$50.5 billion.
- Total U.S. beef exports were valued at \$2.04 billion in 2006.

Strong Demand for Beef

Consumers' love of great steaks and burgers, their confidence in the safety of U.S. beef and their renewed interest in the nutritional benefits of protein help create strong demand for beef.

- Beef demand grew 14 percent between 1998 and 2006.
- Consumer spending on beef was \$71.1 billion in 2006 and has grown \$22 billion since 1999.
- Per capita spending for beef in retail and foodservice was about \$238 in 2006 — up about \$39 from 2001.

Today's Consumer  
The demographic make-up of the domestic consumer continues to evolve. The following trends have been identified: a growing and aging population, a decrease in the number of married households with children, an increase in median household income, an increase in two-income families and changing ethnic diversity.

- Beef continues to maintain a strong presence

at the dinner table, present at 22 percent of in-home dinners. In comparison, chicken is present at less than 17 percent of in-home dinners.

- Eight out of 10 individuals consume beef

regularly in-home.  
• During the past two years, in-home beef consumption has increased 3 percent.

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