

PROTEIN BENEFITS

Beef gives your body more of the high-quality protein you need to achieve and maintain a healthy weight and preserve and build muscle.

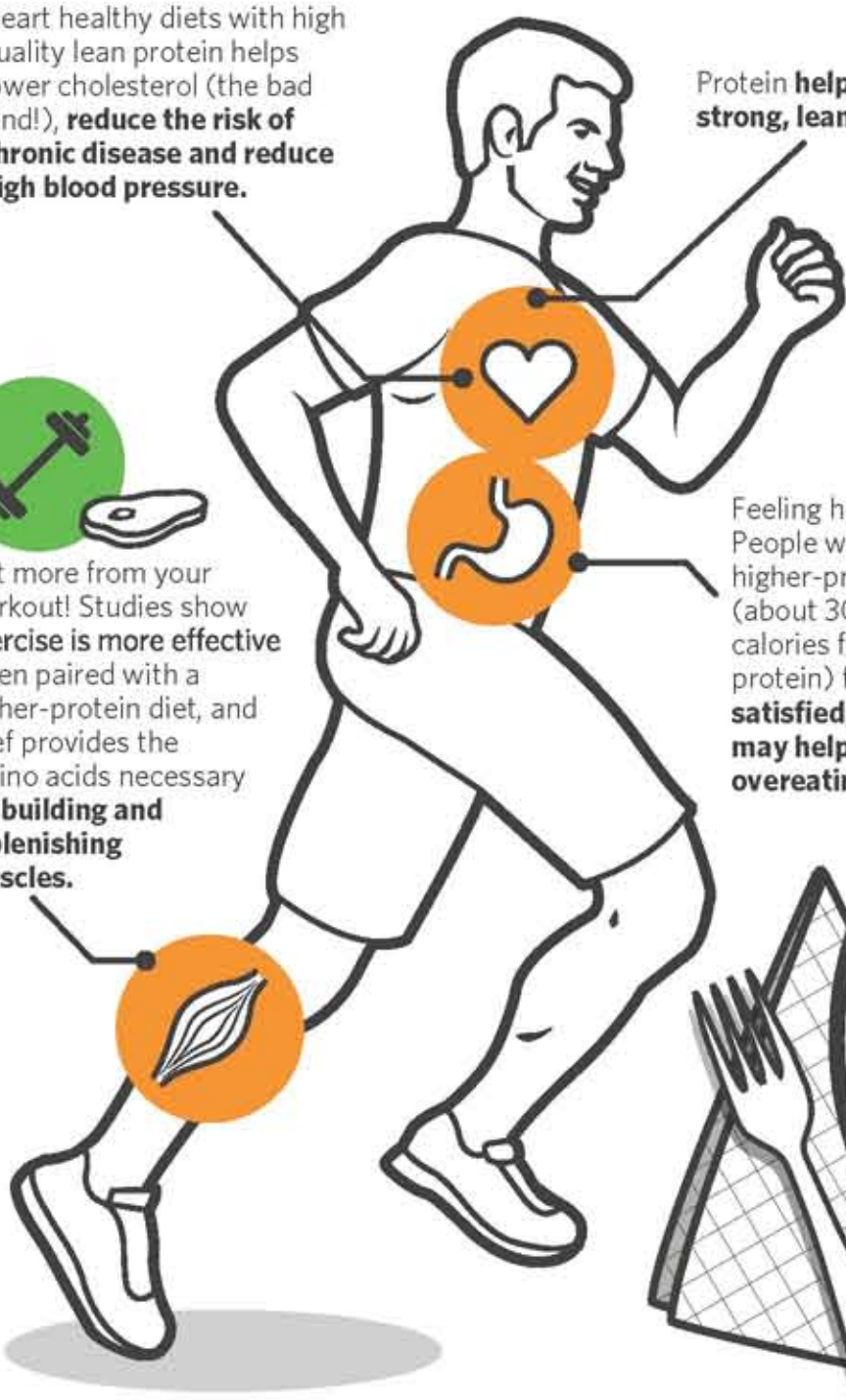
WHY FOCUS ON PROTEIN?

Heart healthy diets with high quality lean protein helps lower cholesterol (the bad kind!), **reduce the risk of chronic disease and reduce high blood pressure.**

Protein helps support strong, lean bodies.



Get more from your workout! Studies show exercise is more effective when paired with a higher-protein diet, and beef provides the amino acids necessary for **building and replenishing muscles.**



Feeling hungry? People who eat a higher-protein diet (about 30% of daily calories from protein) feel **more satisfied, which may help prevent overeating.**

50%

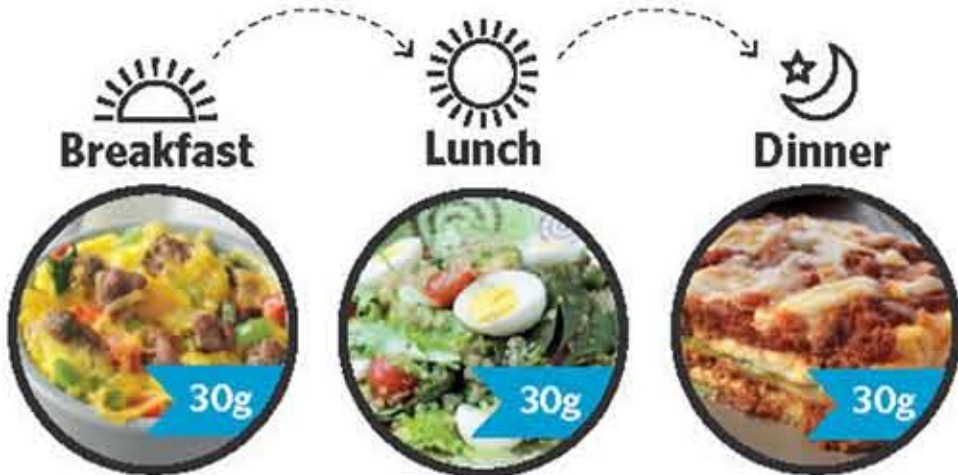
of your recommended Daily Value of protein

a 3-oz serving of beef provides 25 grams of protein and 10 essential nutrients in one tasty package.



THE BENEFITS OF BALANCED PROTEIN THROUGHOUT THE DAY

New research shows spreading protein intake evenly throughout the day may be the most beneficial for overall health and wellness.



25-30 grams

aim for this amount of protein at each meal, plus snacks for ultimate body benefits.

WHAT DOES 25 GRAMS OF PROTEIN LOOK LIKE?

Take a look at what 25 grams of protein looks like and the caloric cost of plant protein

Food	Quantity	Calories	Protein
Quinoa	3 cups	666 calories	25g
Peanut Butter	6 tablespoons	564 calories	25g
Black Beans	1 3/4 cups	382 calories	25g
Edamame	1 1/2 cups	284 calories	25g
Lean Beef	3 oz	154 calories	25g



Animal proteins, such as lean beef, provide complete high-quality protein that contains all the essential amino acids the body needs for optimal health.

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