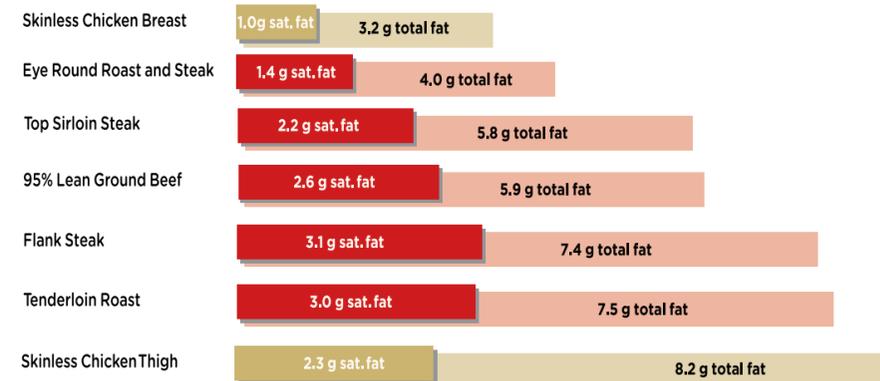


Beef is as Effective as Chicken to Manage Cholesterol as Part of a Heart-Healthy Diet

Today's lean beef is similar in total and saturated fat to skinless chicken



Lean: less than 10g of total fat, 4.5g or less of saturated fat, and less than 95 mg of cholesterol per serving and per 100 grams. **Source:** U.S. Department of Agriculture, Agricultural Research Service, 2014, updated May 2015. USDA Nutrient Database for Standard Reference, Release 27. Based on 100g (3½ oz) cooked servings, visible fat trimmed.

- ◆ A recent meta-analysis, which consisted of 8 randomized controlled trials, demonstrated that beef does not adversely affect blood cholesterol levels compared to white meat.³
- ◆ Inclusion of lean beef increases variety and may improve long-term compliance.

Your High Cholesterol Patients Can Continue To Enjoy Lean Beef

- ◆ Today's beef is much leaner and lower in saturated fat than 30 years ago.
- ◆ Heart healthy diets, even those including lean beef, can help manage cholesterol.
- ◆ Beef is as effective as chicken as part of a healthy diet to manage cholesterol.

¹ McNeill SH, et al. The evolution of lean beef: Identifying lean beef in today's U.S. marketplace. Meat Sci. 2012; 90(1):1-8.

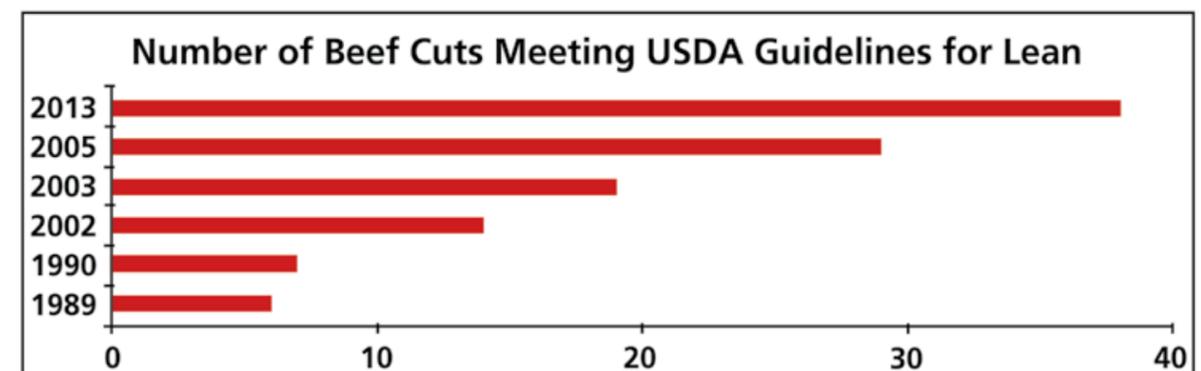
² Roussell MA, et al. Beef in an Optimal Lean Diet study: effects on lipids, lipoproteins, and apolipoproteins. Am J Clin Nutr. 2012; 95(1):9-16.

³ Maki KC, et al. A meta-analysis of randomized controlled trials comparing lipid effects of beef with poultry and/or fish consumption. J Clin Lipidol 2012;6:352-61.

YOUR HIGH CHOLESTEROL PATIENTS CAN ENJOY LEAN BEEF



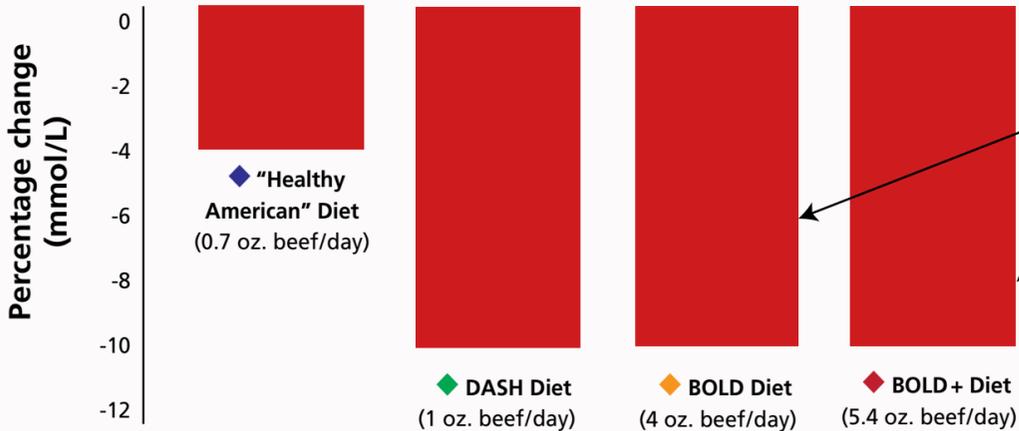
Today's Beef is Much Leaner and Lower in Saturated Fat than 30 Years Ago



- ◆ Dietary guidance to choose leaner meats has led to the availability of leaner beef.
- ◆ Since 1980, the external fat on retail beef cuts has decreased by 81%.¹

Research Supports Lean Beef in Heart Healthy Diets To Manage Cholesterol

Mean Percentage Decrease in LDL Cholesterol



➤ Hypercholesterolemic adults achieved a 10% decrease from baseline in LDL cholesterol on both the **DASH** and **BOLD** diets.

➤ The **BOLD** diets with 4–5.4 oz. beef/day lowered LDL cholesterol as much as **DASH** diet with little beef.²

- ◆ **Healthy American Diet (HAD):** Control diet, included more refined grains, full-fat dairy products, oil and butter to reflect current American dietary habits.
- ◆ **Dietary Approaches to Stop Hypertension (DASH):** Considered the “gold standard” heart-healthy diet, this eating plan featured vegetables, fruits and low-fat dairy and limited red meat and sweets.
- ◆ **Beef in an Optimal Lean Diet (BOLD):** Similar to DASH diet (rich in vegetables, fruits, whole grains, nuts and beans) and protein amount, but used lean beef (4 oz./day) as the primary protein source, whereas the **DASH** diet used primarily white meat and plant protein sources.
- ◆ **Beef in an Optimal Lean Diet Plus (BOLD-PLUS):** Similar to the **BOLD** diet, but with higher protein and lean beef intake (5.4 oz./day).

