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Dear fellow Dietitians/students,

I have put together a toolkit on lean beef and nutrition to prepare you for the upcoming cooking demonstration and media training. The following list helps you summarize the key nutrition highlights from reading the enclosed resources including the Mediterranean and Beef WISE research on beef and heart health. In our practice exercises during the class, please incorporate 2-3 key nutrition messages from the list in your “TV cooking” segment.

- The new study shows that the [Mediterranean-style](#) eating pattern that includes lean red meats is just as effective in supporting heart health, as a Mediterranean-style diet that limits red meats.
- The latest [Beef WISE](#) (Weight Improvement, Satisfaction and Energy) randomized controlled trial, shows lean beef, as part of a healthy higher-protein diet and exercises, can help people lose weight and lose fat while maintaining lean muscle and supporting heart health.
- Lean Beef is an important part of a [healthy eating pattern](#). A 3-oz lean beef provides 10 essential [nutrients](#) including high quality [protein](#), iron, zinc and vitamin B's, at only 175 calories per serving on average.
- One 3-oz serving of beef meets half of our daily need for protein. For the same 25 grams of protein, lean beef has fewer calories than most [plant proteins](#).
- Majority of beef cuts are [lean](#) by USDA standard. Look for the words “Loin”, “Round” and 95% ground beef in the names.

Please contact me if I can assist you in any way in your education effort. Please visit www.nybeef.org for recipes, more nutrition information and images.

Yours truly,

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