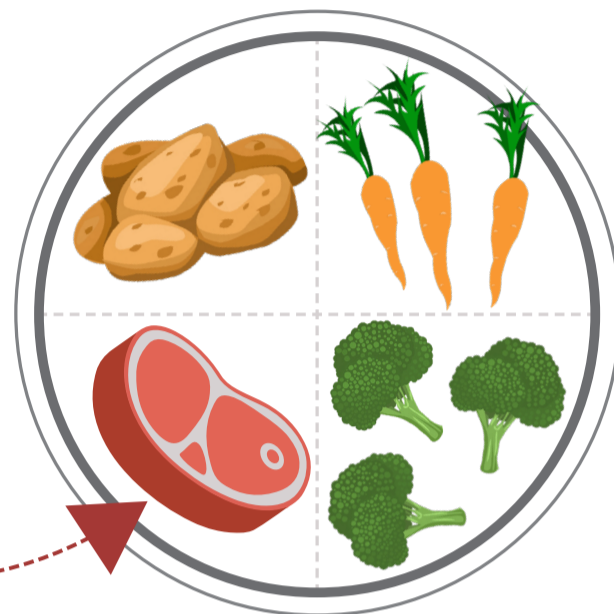
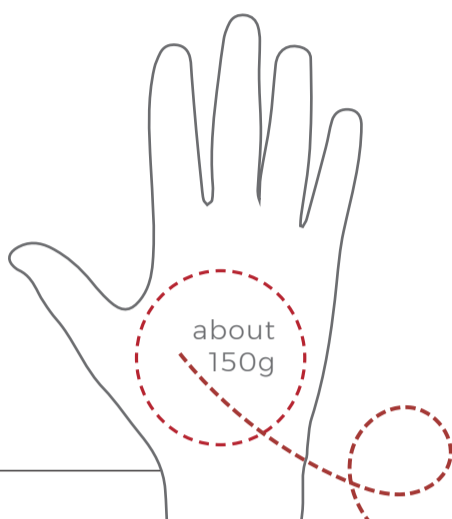


The Valuable Role OF MEAT IN A HEALTHY DIET

HEALTHY SERVING SIZE OF RED MEAT



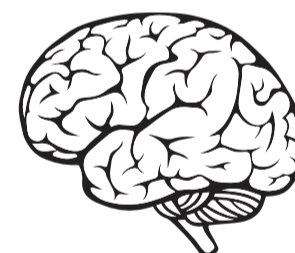
Enjoy 500g per week

Of cooked red meat with whole grains and your favourite veges in a varied, balanced diet to meet your nutrient needs. This equates to about 3-4 meals across the week ⁽³⁾

RED MEAT IS NATURALLY RICH

In essential nutrients

Including protein, iron, zinc and vitamin B12 for growth, development and well-being

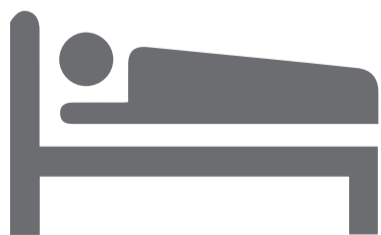


THE QUALITY MARK

Trimming standards of red meat has resulted in 65% less saturated fat in the food supply. ⁽²⁾



MEAT contains NUTRIENTS TO FIGHT FATIGUE



New Zealanders eat

A daily average of 41g beef, 9g lamb & 22g processed meats ⁽¹⁾

PROCESSED MEATS



Over 50 tonnes per annum of sodium has been removed from processed meat production ⁽⁵⁾

(1) Parnell WR, Blakey CW, Smith C. Secondary analysis of Adult Nutrition Survey 2008/09 for intake of Beef and Lamb for the New Zealand Population and for Consumers. Technical Report No. 2012.138, LINZ Nutrition and Activity Research Unit, Dunedin, New Zealand: University of Otago. 2012.
 (2) Laugesen M. Decreased red meat fat consumption in New Zealand: 1995-2002. NZ Med J, 2005; 118 (1126): 1751-1761.
 (3) Ministry of Health. 2015. Eating and Activity Guidelines for New Zealand Adults. Wellington: Ministry of Health.
 (4) Scientific Advisory Committee on Nutrition. Iron and Health Report. Public Health England, 2011.
 (5) Heart Foundation Food Reformulation Targets and Progress July 2017.