

## **29 Ways toward Better Health**

### *Affordable, Nutrient-Rich Lean Beef Fits into Any Healthy Eating Plan*

**[Madison, WI] (March 10, 2010)** – Looking for healthy options at the grocery store but not willing to sacrifice taste – or your wallet? Finding delicious, yet healthful solutions for your entire family may be as close as your grocer's meat case. Sound too good to be true? Here's some food for thought: there are now 29 beef steaks, roasts and ground beef choices that are considered lean.

#### **Go Lean with Beef Protein and Go Easy on Your Grocery Bill**

According to a recent survey conducted by IPSOS Public Affairs for The Beef Checkoff Program, nearly two-thirds of Americans buy cuts of meat that are considered "lean" when they shop for food. In response to consumer demand and the Dietary Guidelines for Americans advice to "go lean with protein," beef lovers now have many lean beef choices.

"Americans may be surprised to learn that many lean beef steaks and roasts are actually cuts they already enjoy," says Traci Wilson, Registered Dietitian for the Wisconsin Beef Council. "The 29 cuts include some of Americans' favorites like flank steak, tenderloin, T-bone steak and 95 percent lean ground beef and all have less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 95 milligrams of cholesterol per serving."

Want more great news? Choosing lean beef can help keep your grocery bill lean too. According to Fresh Look data<sup>1</sup>, the average cost per lean beef cut retails at approximately \$5.19 per pound, which is less than one dollar per 3-ounce serving. By comparison, regular cuts of beef retail at approximately \$5.75 per pound – about \$1.07 per 3-ounce serving – which is still a great value, but just goes to show that the misperception of healthy foods being expensive is not always the case.

#### **Recipe for Better Health**

Not only is lean beef affordable and easy to find, it's also a complete recipe for better health: great taste, lean protein and a naturally nutrient-rich source of essential nutrients needed for a healthy, active lifestyle. On average, a 3-ounce serving of lean beef is only 154 calories yet an excellent source of 5 nutrients (protein, zinc, vitamin B<sub>12</sub>, selenium and phosphorous) and a good source of 5 additional nutrients (choline, niacin, vitamin B<sub>6</sub>, iron and riboflavin).

What's more, lean beef is the perfect companion to many delicious fruits, vegetables and whole grains, helping you round out your plate for a more balanced, enjoyable diet.

#### **How to Look for Lean**

When visiting your local butcher or supermarket meat case, it's easy to find popular cuts of beef that meet government guidelines for "lean." Here are a few helpful tips:

- Select cuts of beef with the words "loin" or "round" on the label, such as sirloin, tenderloin, top round or eye round as these generally have the least amount of fat.
- Take a step further and choose lean cuts with the least amount of marbling and trim all visible fat around the edges before cooking.
- When choosing lean ground beef, you'll see that ground beef is labeled by the percent of lean and fat. Generally, the leanest ground beef is labeled as 95 percent or 96 percent lean (some stores may offer 97 percent lean), which means most of the weight is from lean muscle with only a small amount of fat.

For a complete listing of the 29 cuts of beef, consumers can download a 29 Lean Cuts Wallet card by visiting [beeftips.com](http://beeftips.com) and [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com). You can also find recipes, nutrition information and learn more about how to include naturally nutrient-rich lean beef into your healthy eating plan.

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