

Trending Now — **BEEF**



Consumer demand for a high-quality protein source has potential to increase beef demand.

by Kayla Jennings

Nutrition headlines sweep across online and print media throughout the United States on a daily basis. Thousands of dietitians and healthcare professionals consult with Americans each day on the most effective way to consume well-balanced meals. These actions are answers to the call from consumers to learn more about their food.

Today, American consumers are more concerned with their nutrition than ever before. The trend of nutrition-conscious consumers aiming to utilize products that promote strong bodies and healthy minds is not going anywhere. Fortunately for the beef industry, 88% of consumers agree eating lean meat is part of eating in a heart-healthy way. According to registered dietitian Shalene McNeill, Ph.D., RD., executive director of human nutrition research for the National Cattlemen's Beef Association (NCBA), consumers' desire to identify quality protein sources has led to an increase in consumers viewing beef as a good balance of taste and nutrition.

"But today's consumer is looking for more immediate reasons beef is food for health," she explains. "They want to hear more about the practical health payoff beef provides."

As with any industry, consumer demand has led to research and marketing efforts to educate consumers on how valuable beef is at their dinner table from a nutrition and enjoyment standpoint. Further, these efforts are aiding in the overarching mission to create enough demand for beef that producers see an increase in their bottom line.

Beef today

Historically, a sample of the population has held beef in a negative light when making purchasing decisions. In fact, McNeill says concerns about nutrition account for five of the top six reasons consumers eat less beef. Those concerns span from cholesterol and fat content to a perception that other proteins seem more healthful.

In response to the misconception, NCBA, on behalf of the Beef Checkoff, as well as several other entities, has put an increased emphasis on educating healthcare professionals, dietitians and the general public on today's leaner beef supply, the essential nutrients found in beef and the science supporting its role in a healthful diet.

"I think we're at a breakthrough time on nutrition, because we're starting to see people rethink the role of beef in health," McNeill says. "Not only do we have many lean beef choices today, there's also been a lot of scientific discussion that saturated fat may not be as bad as we once thought it was."

Additionally, more research has been dedicated to understanding beef's benefits to heart health and then sharing the science with health professionals, so they are able to develop science-based recommendations in support of beef in a healthful diet.

In fact, McNeill says the science in which the Checkoff has invested for more than a decade is now promoting conversations in the general public about how protein-rich food, like beef, enhances muscle health and leads to stronger bodies later in life. "People are beginning to notice how important it is to maintain your strength and muscle as you age," she says, "and this is an opportunity for including beef in the diet because of (its) high quality protein and nutrients."

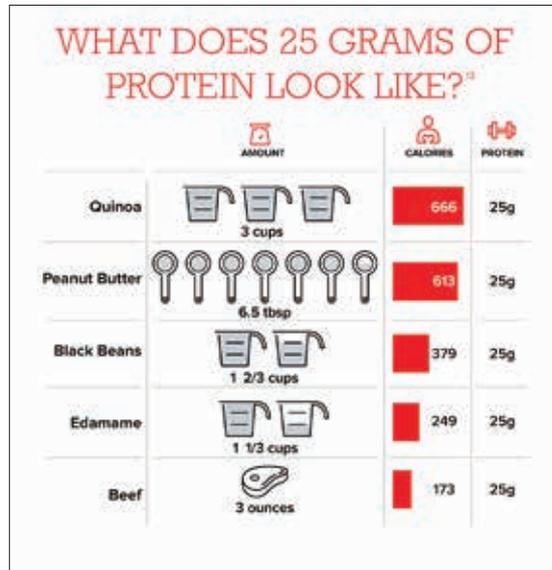
Since consumers are beginning to keep their strength at the forefront, McNeill says this is the ideal time for the industry to talk to consumers more about the nutrients beef can provide. Beef is known for containing 10 of the essential nutrients needed for a healthful diet: iron, choline, protein, selenium, vitamin B6, vitamin B12, zinc, phosphorus, niacin and riboflavin. However, the most notable of those 10 is protein.

Remember, protein is one of the biggest components of enhancing muscle health. Many dietitians are now recommending people eat roughly 25-30 grams of protein per meal in a healthful diet. There are several ways for consumers to get their adequate protein, but research by the Beef Checkoff reveals beef is the healthful — and delicious — way to do so.

To provide a comparison, a person would have to eat 6½ tablespoons of peanut butter, a common go-to for many, at 613 calories to achieve 25 grams of protein. In contrast, three ounces of beef at 173 calories provides the 25 grams of protein needed in a meal — so beef can be a real calorie saver.

"The fact is, throughout life's stages, beef provides essential nutrients for growth and development, the right protein mix for building and repairing muscle, nutrients to prevent fatigue and is a smart choice for weight management," McNeill explains. "Beef gives people the strength they need through

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Consumers are beginning to take notice of the value of beef as a lean protein in their diets when compared to other options.

BEEF'S BIG 10

Do more than just get through the day — be your best every day. Here's how beef's essential nutrients can help.

- IRON** helps your body use oxygen.
- CHOLINE** supports nervous system development.
- PROTEIN** helps preserve and build muscle.
- SELENIUM** helps protect cells from damage.
- VITAMINS B6 and B12** help maintain brain function.
- ZINC** helps maintain a healthy immune system.
- PHOSPHORUS** helps build bones and teeth.
- NIACIN** supports energy production and metabolism.
- RIBOFLAVIN** helps convert food into fuel.

All lean beef cuts have less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 milligrams of cholesterol per 3 1/2-oz. cooked serving. **Surprise! Some cuts of beef are as lean as a 3-oz. skinless chicken thigh.**

BEEF GIVES YOUR BODY MORE

of the nutrients you need. A 3-oz. serving of lean beef provides the following nutrients in about 150 calories:

Calories	8% DV
Protein	48% DV
B12	44% DV
Selenium	40% DV
Zinc	36% DV
Niacin	26% DV
B6	22% DV
Phosphorus	19% DV
Creatine	16% AI*
Iron	12% DV
Riboflavin	10% DV

The "daily value" percentage (daily DV) helps you determine how much of a particular nutrient a food contributes to coverage daily needs. Each nutrient is based on 100% of the daily requirements for that nutrient (for a 2,000 calorie diet).

DID YOU KNOW?

- Don't be left unsatisfied. A 3-oz. serving of **lean beef** provides 25 g (about half) of the Daily Value for protein, which is one of the most satisfying nutrients.
- Get your workout in! Exercise is more effective when paired with a higher-protein diet.
- Interested in **heart health**? Research shows that including lean beef, even daily as part of a heart-healthy diet and lifestyle, improved cholesterol levels.

BEEF
Funded by the Beef Checkoff.
For recipes and more visit BeefItsWhatsForDinner.com

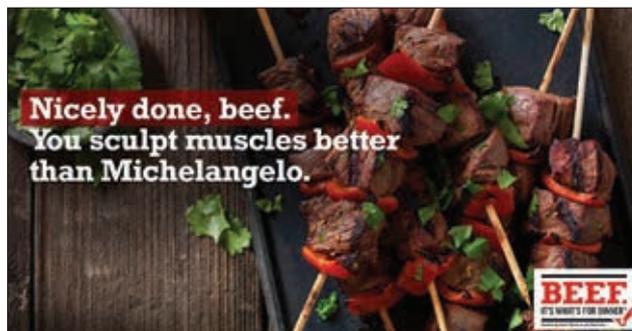
Graphics like this are popular across online media outlets, sharing the value of beef with consumers.

every stage of their life to be the strongest version of themselves. About half of all consumers already agree that beef is a food for strength.”

NCBA and the Beef Checkoff have led the charge on research regarding beef’s nutritional benefits in hopes of further promoting demand for beef. There is a wealth of projects highlighted online and in scientific journals supporting the value of beef on the dinner table. However, it is critical the science reaches the healthcare community and the consumer in a manner which allows them to take action.

Marketing efforts

McNeill claims research efforts and consumer trends toward health are culminating to provide an excellent opportunity to showcase beef as a superior option to



The revamp of the “Beef, It’s What’s for Dinner.” campaign is gaining a significant amount of traction with consumers today.

consumers at the grocery store. Earlier this year, NCBA relaunched the “Beef. It’s What’s for Dinner.” campaign in an effort to begin that journey.

“Beef. It’s What’s for Dinner.’ is bringing strength to the forefront of our nutrition story in a lot of new, bold and exciting ways,” McNeill says.

“As the foundation, NCBA, a contractor to the Beef Checkoff, helps execute high-quality nutrition research on how beef supports strong bodies and healthy minds.”

That research has set the foundation for a creative and impactful message to meet consumers where they are. The campaign utilizes sound science in developing eye-appealing graphics, social media ads, a website and more.

“This science-based good news is shared with leading medical and nutrition experts through health professional education and experiences with specific focus on medical doctors, such as family physicians, and registered dietitians,” she explains. As discussed earlier, reaching these individuals is yet another viable avenue to reach the consumer through credible sources.

“Nutrition remains a top priority for work NCBA conducts on behalf of the Beef Checkoff programs,” McNeill says. “Our efforts to communicate beef’s role as a food for strength, works hand-in-hand with our story about it’s great taste, while celebrating the people who raise beef, ensuring beef remains the top protein choice for consumers.” **HW**

Marketing for you

Marketing beef to the consumer is an industry-wide movement. It remains critical for cattle producers and the beef industry to promote the delicious, nutrient-rich protein source beef is for consumers and their families. Without consumer demand, the beef industry dwindles at the same rate as the bank accounts of producers and industry organizations do.

Entities like the NCBA and the Beef Checkoff work tirelessly to conduct research and to develop creative material to express the message of beef to consumers. However, their efforts do not stand alone in this movement.

The Certified Hereford Beef (CHB®) marketing team puts forth resources to aid in promoting not only beef’s message to consumers but also, more specifically, the message about Hereford beef. The CHB team has an active presence on social media, pursues development of marketing materials with licensed partners and is constantly seeking ways to improve the consumer experience with the brand. Most recently, CHB has launched a new website to achieve some of those goals.

“We wanted the site to promote education,” says, Kaylen Alexander, director of marketing and communications for CHB, “not only about the Certified Hereford Beef brand and our story but also about different cuts of meat, their nutrient value and how they can be used in a family meal.”

This website is only a small piece in an overarching marketing mission to reach consumers about the high-quality product CHB has to offer. In addition to sharing the new marketing materials and educational resources via CHB outlets, the marketing team has also provided the opportunity for licensed partners to utilize those materials in their own marketing — further expanding the reach of the brand to consumers.

“We are working hard to market Certified Hereford Beef and make it a household name to drive demand,” Alexander says. “Anytime there is a high demand, there is a premium for those products. Everything we are doing on the consumer side is creating the environment for Hereford producers to receive a premium for their cattle.” **HW**

