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

Iron and Vitamin B₁₂

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)

References:
(5) Heart Foundation Food Reformulation Targets and Progress July 2017.