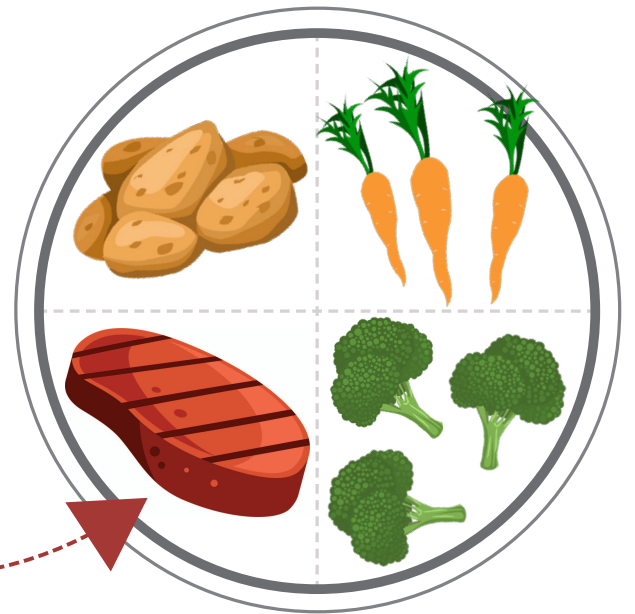
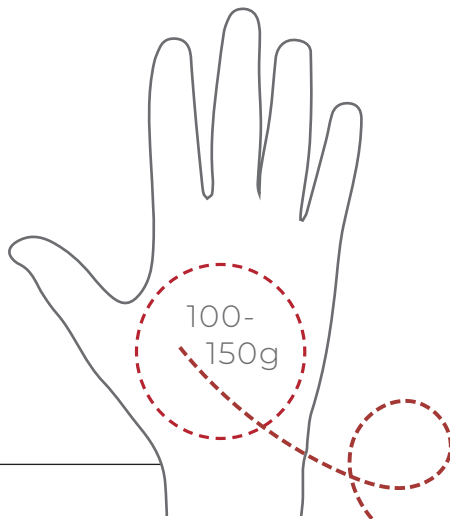


The Valuable Role OF MEAT IN A HEALTHY DIET

HEALTHY PORTION SIZE OF COOKED, LEAN RED MEAT



Enjoy 350-500g per week

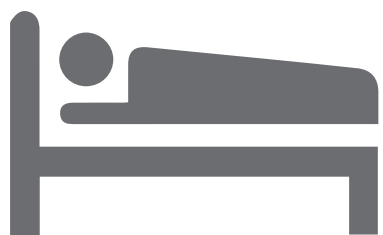
of cooked, lean red meat* with whole grains and your favourite veges in a varied, balanced diet. This equates to about **3** meals across the week ⁽¹⁾

THE QUALITY MARK

Look for the Quality Mark. It's your assurance you are buying New Zealand beef and lamb that is consistently lean, tender, free from growth hormones and additives. ⁽²⁾



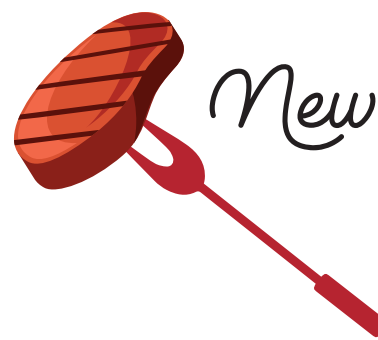
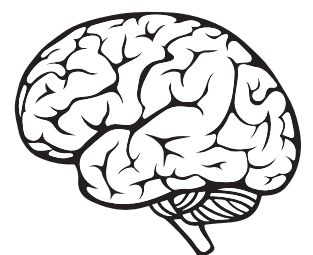
MEAT CONTAINS nutrients to fight fatigue ⁽³⁾



RED MEAT IS NATURALLY RICH

in essential nutrients

including **protein, iron, zinc and vitamin B12** for growth, development and well-being ⁽³⁾



New Zealanders eat

a daily average of
41g beef, 9g lamb &
22g processed meats ⁽⁴⁾

MAKE MEAT BETTER

To see how we are making meat better for you and the planet go to makingmeatbetter.nz



(1) Ministry of Health. (2020). Eating and Activity Guidelines for New Zealand Adults: Updated 2020. Wellington: Ministry of Health.

(2) Beef + Lamb New Zealand. (2020). The Quality Mark. Retrieved from <https://www.beeflambnz.co.nz/the-quality-mark> July 2020

(3) Whitney, E., Rolfes, S.R., Crowe, T., Cameron-Smith, D., Walsh, A. (2011). Understanding Nutrition: Australian and New Zealand Edition. 1st edition. Cengage Learning. Melbourne, Australia.

(4) Parnell W.R., Blakey C.W., Smith C. (2012) 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.

* This equates to up to 750g of raw, lean red meat