

# EVERY BITE COUNTS

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## RETAIL RD TOOLKIT





## Summary of Content

When choosing protein, animal proteins are a **high-quality complete protein** containing all the essential amino acids the body needs for optimal health.

The amount of certain nutrients needed throughout a person’s life varies depending on the life stage, and beef can help meet those different nutritional needs. **Beef is an excellent source of protein and supplies 10 essential nutrients, including B-vitamins, zinc, and iron**, that support an active and healthy lifestyle. The nutrients in beef provide our bodies with the strength to thrive throughout all stages of life.

In this toolkit, you will find information about beef’s nutrient profile, sustainability and environmental facts, and existing scientific evidence on lean beef in a heart-healthy diet. This toolkit is packed with seasonal promotional ideas and ways to engage shoppers in-store and online through enticing recipe demonstrations that incorporate delicious beef. It’s designed to support all aspects of your work as a retail-level nutrition expert and help you more easily encourage your shoppers to put healthy beef in their carts and prepare mouthwatering beef properly for their plates at home.

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# Why Beef?

**Beef is nourishing and sustainable.**<sup>1</sup> Few foods nourish and sustain like beef. Meat has nourished for over 2.5 million years. Cattle can graze land unsuitable for crop production and have the unique ability to upcycle inedible human feed into high-quality protein,<sup>27-28</sup> which can help individuals meet their nutrient needs as part of an overall healthy eating pattern. Beef farmers and ranchers continue to work hard, as they have always done, to care for cattle, protect the land, and preserve natural resources while raising a naturally wholesome and delicious food.

## BEEF NUTRITION



### Beef's Top 10

Beef supplies essential nutrients and promotes health in a uniquely efficient way.<sup>1,2</sup>

- A 3-ounce serving of lean beef provides 10 essential nutrients in about 170 calories, including high-quality protein, zinc, iron, and B vitamins. No other protein source offers the same nutrient mix.<sup>1</sup>
- Beef is a protein powerhouse. A 3-ounce serving of beef delivers 25 grams of high-quality protein, which is essential for building and maintaining strength for both your mind and body.<sup>1,3,4,5,6</sup>
- Many cuts of beef qualify as lean.<sup>14</sup> Nearly 40 cuts of beef – including some of the most popular cuts such as sirloin – are lean as defined by the USDA, meaning they contain less than 10 grams total fat, 4.5 grams or less of saturated fat, and less than 95 mg of cholesterol per 100 grams.<sup>1</sup>

### WHAT DOES 25 GRAMS OF PROTEIN LOOK LIKE?

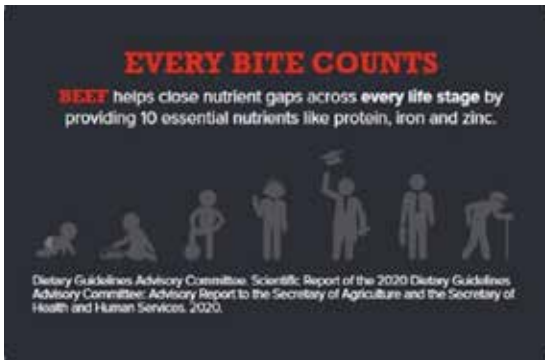
	AMOUNT	CALORIES	PROTEIN
Quinoa	3 cups	666	25g
Peanut Butter	6.5 tbsp	613	25g
Black Beans	1 2/3 cups	379	25g
Edamame	1 1/3 cups	249	25g
Beef	3 ounces	173	25g

### Not All Protein Is Created Equal

Beef offers BIG nutrition in a small package making it a powerhouse to a balanced plate.

- You would have to eat at least 20 ounces of cooked chicken breast to get the same amount of zinc provided in a 3-ounce serving of cooked beef. When comparing iron, you would need to eat 8 ounces of cooked chicken breast.

# BEEF THROUGHOUT THE LIFESPAN



## Every Bite Counts

The nutrients in beef promote health throughout life.<sup>7-13</sup>

- Protein, iron, zinc, and B-vitamins in beef help ensure young children start life strong, building healthy bodies and brains.<sup>7-10</sup>
- Protein is especially important as we age. After 50 years of age, adults are at risk for losing muscle mass, leading to falls and frailty that affect their ability to age independently.<sup>11-13</sup>
- Recent research has shown that lean beef, as part of a heart-healthy diet, can support cardiovascular health.<sup>15-18</sup>



## BEEF IN THE EARLY YEARS

The American Academy of Pediatrics, Women Infant and Children's Program (WIC) and for the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers to support every bite with protein, iron, zinc, and choline.<sup>20-23</sup>

### **Tiny Tummys Need BIG Nutrition!**

Serving nutritious food that is puréed, mashed, chopped, or shredded meat can meet the various stages of an infant and toddler feeding needs.

Experts agree that breastfed infants need a good iron and zinc source by 6 months of age, as their requirements for these nutrients cannot be met by breastmilk alone. Introduction of complementary foods, like puréed beef, is one way to boost iron and zinc intake for a child while also providing babies with the opportunity to experience new tastes, textures, colors and exploring how to enjoy new foods.<sup>10, 24-25</sup>

### Feeding Tips for Healthy Infant Growth

It's important to expose toddlers (1-3 years) to a variety of nutritious foods so they can learn to eat a balanced diet. Following a daily feeding pattern provides calories, protein, vitamins, and minerals a toddler needs for healthy growth.<sup>26</sup>

### Eating Tips for Healthy Toddler Growth

[Make Every Bite Count with Beef](#) to deliver evidence-based key takeaways regarding the importance of including beef as a first complementary food.

# Shopper Guidance in the Beef Case

**Grocery store tours help build trust with your shoppers and boost their confidence in selecting and purchasing food in the grocery store.** The meat department portion of your store tour offers a chance to help your shoppers learn how to accurately select beef production to meet their personal nutrition needs, health goals, and personal preference. Store tours can take place in-store when it's safe to do so or virtually.

Here are some quick and easy beef sound bites to include in your tour.

- A 3-ounce serving of lean beef has about 170 calories on average and is a naturally rich source of 10 essential nutrients like protein, B-vitamins, iron, and zinc.
- Keep portion size in mind. A 3-ounce serving of lean beef is about the size of a deck of cards.
- Trim away any visible fat from cooked beef before serving.
- The iron in beef, which is more easily absorbed than iron from plant sources, can help prevent fatigue. The protein in beef contains the optimal mix of amino acids for building and repairing muscle.

## Helpful Shopping Tips

- The majority of beef cuts sold at the grocery store meet government guidelines for “lean” and include many popular favorites like sirloin steak, flank steak, tenderloin, and 93% ground beef. [Guide to lean beef cut selection.](#)
- A quick way to tell if a cut is lean is by looking for the word “round” or “loin,” like sirloin or eye of round roast.
- When shopping for ground beef, choose 90% lean or leaner.
  - You can also drain and rinse higher-fat ground beef options before cooking.<sup>31</sup>

## READING LABELS



### Beef Choices

While you may see various statements that reflect different production practices on beef packages, cattle are raised responsibly, and beef is wholesome and nutritious. The U.S. Department of Agriculture (USDA) approves these labels for beef based on specific criteria.

Watch our [short series of videos](#) to learn more about beef.



### Lean Beef

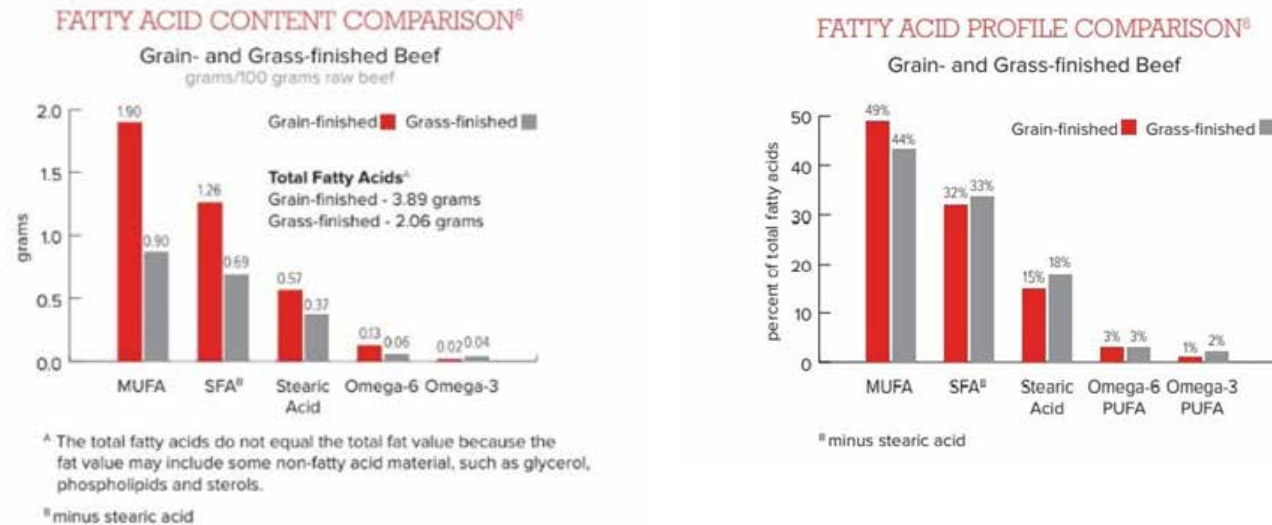
According to the USDA, lean is defined as containing no more than 10% fat. Any ground beef that has at least a 93% lean and no more than a 10% fat ratio is considered lean. The USDA defines Extra Lean as must contain less than 5 grams of total fat, 2 grams of saturated fat, and 95 milligrams of cholesterol.

# GRASS VS. GRAIN NUTRITION COMPARISON

The nutritional difference between grain-finished compared to grass-finished beef is only related to the fatty acid content and profile of the various beef choices. In general, grass-finished beef tends to be leaner than grain-finished beef; however, grain-finished beef has a higher monounsaturated fatty acid (MUFA) content.<sup>29</sup>

Studies have suggested the higher MUFA content in grain-finished beef may be important to increasing plasma HDL cholesterol content among beef consumers.<sup>16</sup>

## Fatty Acid Comparison Charts



All cattle spend the majority of their lives eating grass. Grass-finished cattle doesn't automatically mean leaner. While grass-finished tends to be a little leaner than grain-finished<sup>16</sup>, several variables contribute to leanness, including breed, age, grade, and cut,<sup>30</sup> but all beef provides more than 10 essential nutrients.

Find more information from [Surprising Facts about Lean Beef](#).

# GROUND BEEF AND MEAT SUBSTITUTES

### Ground Beef and Meat Substitutes

When it comes to Ground Beef and meat substitutes, it's good to know the facts. Based on a Nutrition Facts panel comparison, you'll find that 93% lean ground beef is lower in calories, total fat, saturated fat, and sodium and is higher in quality protein than most meat substitutes. Beef is a complete source of high-quality protein and 10 essential nutrients, including Protein, Iron, Zinc, and B Vitamins that are essential to good health.

Nutrient	Ground Beef 80%	Ground Beef 93%	Ground Beef 95%	Top Rated Burger	Top Rated Burger
	1,680, 4.30, 100*	1,480, 4.30, 100*	1,680, 4.30, 100*	4,81, 100*	4,30, 100*
Calories (kcal)	250	170	250	240	250
Total Fat (g)	23	8	4.5	14	14
Saturated Fat (g)	8	3.5	2	8	8
Cholesterol (mg)	80	30	40	8	11
Sodium (mg)	110	10	10	300	300
Total Carbohydrate (g)	0	3	0	9	9
Fiber (g)	0	0	0	0	0

**LOOK AT THE LABEL**  
Beef has the taste and the simple ingredients that consumers crave.

**MORE HIGH-QUALITY BEEF. MORE SUSTAINABLY.**  
U.S. Farmers and ranchers produce 98% of the world's beef with only 8% of the world's cattle.<sup>1</sup>

**WHAT BEEF MEANS IN DOLLAR VALUE (ROI)**

As a retail dietitian, launching a new campaign centered on healthy eating with beef will make a difference to your store's bottom line. Nothing can replace beef when it comes to sales, and [basket size for beef is bigger than the basket size of other proteins](#). Beef in the cart is not only good for your shoppers' health but also good for total store sales.

It is good to know the nutrition facts when it comes to newer meat substitutes. For example, 93% lean ground beef is lower in calories, total fat, saturated fat, and sodium and is higher in quality protein than meat substitutes.

## WHAT BEEF MEANS IN DOLLAR VALUE (ROI)

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# Lean Beef as Part of a Heart-Healthy Lifestyle

The relationship between red meat consumption and the risk of developing various chronic diseases, such as cardiovascular disease, cancer, and diabetes, has been widely studied.

- A red meat's fat profile is often misunderstood, and a common misperception is that animal protein provides only saturated fat.
- Surprisingly, half the fat in beef is monounsaturated, most of it is oleic acid, which is the same type found in olive oil.<sup>14-16</sup>
- One-third of saturated fat in beef is stearic acid, which has been shown to have a neutral effect on cholesterol.<sup>14-16</sup>
- Beef's lipid profile is made up of a mix of fatty acids and contributes less than 10% of total saturated fat.<sup>14</sup>
- Research shows that eating lean beef as part of a healthy dietary pattern can help maintain normal cholesterol levels.<sup>15, 17, 19</sup>

## AMERICAN HEART ASSOCIATION



Enjoying lean beef in a heart-healthy lifestyle is easier than you think. These recipes feature fresh fruits, vegetables, and whole grains and are all certified by the American Heart Association.® Find [AHA-certified beef recipes](#).

There are many choices, and healthy diets incorporate a variety of nutrient-rich foods that emphasize high-quality protein sources, encourage plenty of vegetables and fruits, and are balanced with quality carbohydrates rich in fiber.

## DIABETES, HEART HEALTH, AND LEAN BEEF

New research published in the Journal of Nutrition shows<sup>63</sup> that adding 5.3 ounces of lean, unprocessed beef to a healthy diet daily as a replacement for carbohydrates does not increase risk factors for heart disease or diabetes. This new research adds to the growing body of scientific evidence demonstrating that lean beef can be part of a high-protein, heart-healthy diet.<sup>19,60,61</sup> Learn more on the new [Heart Health Research](#), and listen to the [Sound Bites podcast with Dr. Kevin Maki](#).



## MEDITERRANEAN DIET

One of the most popular eating patterns is the Mediterranean diet, which focuses on a rich diet of vegetables, whole grains, nuts and seeds, olive oil and is lower in sodium, red meats, and sweets. Mediterranean countries eat about the same amount of red meat or more as the United States but pair red meat with more fresh vegetables, fruits, whole grains, and healthy oils.<sup>19</sup>

Recent research shows that a Mediterranean-style eating pattern that includes lean red meat can support heart health. Eating 18 ounces of cooked, fresh lean red meat is just as effective at improving certain heart disease factors (such as blood pressure and total and LDL Cholesterol) as a Mediterranean-style eating pattern that limits red meat. [Read the published study recap.](#)

# BEEF AND STRENGTH

Eating our favorite foods and creating a balanced plate and an active lifestyle doesn't have to be at odds with one another. Essential nutrients found in beef, like protein, iron, zinc, and B vitamins, provide our bodies with the fuel we need at all stages of life to build strong, healthy lifestyles.

Lean Beef is an excellent source of high-quality protein in a low-calorie, nutrient-rich package in one 3-ounce serving.

**BEEF**  
IT'S WHAT'S FOR DINNER.<sup>®</sup>

## Protein Benefits

Research shows that consuming high-quality protein may help you achieve and maintain a healthy weight and preserve and build muscle.<sup>12</sup>

**Enjoy a heart-healthy diet!**  
Heart-healthy diets with high-quality, lean protein help maintain normal blood cholesterol levels and normal blood pressure.<sup>13,14</sup>

**Protein supports strength!**  
Protein helps support strong, lean bodies.<sup>5</sup> Eating enough protein-rich food is essential to help protect lean body mass and prevent the loss of muscle and strength associated with aging.<sup>5</sup>

**Get more from your workout!**  
Studies show exercise is more effective when paired with a higher-protein diet, and complete proteins, like beef, provide the amino acids necessary for muscle-building and recovery.<sup>15</sup>

**What are complete proteins?**  
Proteins are made up of amino acids. Your body needs 20 amino acids, but only nine are essential, meaning they must come from food. Your body can make the remaining non-essential amino acids. Proteins that contain all nine essential amino acids in proportions most useful to the body are called complete or high-quality proteins. Proteins sourced from animal foods are complete proteins while most plant foods, with the exception of soy and quinoa, are incomplete proteins.

**Why beef?**  
A 3-oz. serving of cooked beef provides approximately 25 grams of high-quality protein plus 9 other essential nutrients in one tasty package.<sup>16</sup> High-quality protein, like beef, contains the essential amino acid leucine, which research shows activates the muscle-building switch in the body.<sup>17</sup>

- Research has shown that moderately increasing protein intake is linked to favorable lifestyle markers, such as healthy body weight and/or weight loss, maintaining and building muscles, as well as overall diet satisfaction.<sup>18</sup>
- People who eat about 30% of their daily calories from protein (higher protein diet) feel more satisfied, which may help to prevent overeating.<sup>18,63-65</sup>
- Beef contains all the essential amino acids, including amino acid leucine, that supports muscle recovery and rebuilding after resistance exercise.<sup>65</sup>
- Bioavailability is the amount of certain nutrients that we are able to digest and absorb. When it comes to protein, bioavailability is important. According to the Protein Digestibility-Corrected Amino Acid Score (PDCAAS), beef scores at 0.92,<sup>67</sup> showing beef is a high-quality protein source.

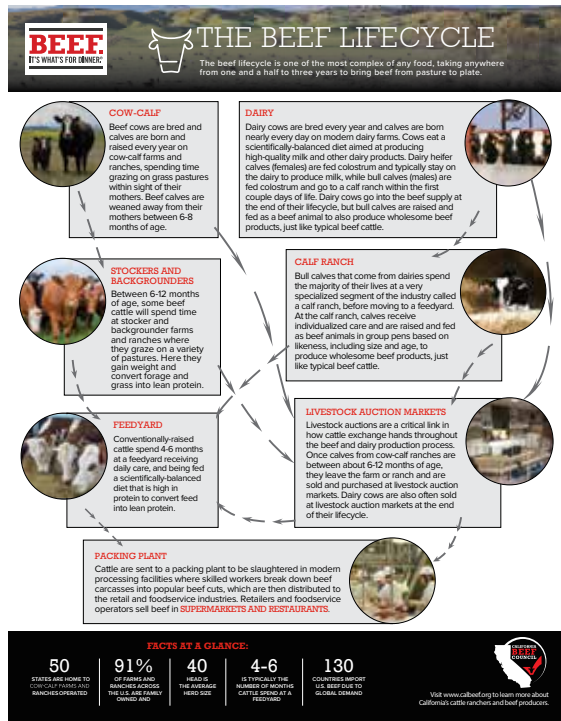
[Learn more about how beef's nutrients, along with a healthy lifestyle, work to build muscle and mental strength.](#)



# Raising Beef

Beef farmers and ranchers care about their animals. The top priorities for everyone in the beef community are healthy animals that are converted to safe and nutritious, high-quality, delicious protein.

## FUN FARM FACTS<sup>33,34,68</sup>



- 700,000 cattle farms and ranches in the United States.
- Average herd size is 40 head of cattle.
- Families operate 98% of U.S. farms.
- One U.S. farm feeds 166 people annually in the U.S. and abroad.
- U.S. cattle farms and ranches produce 19% of the world's beef.
- The U.S. enjoys a food supply that is affordable, abundant, and among the world's safest.
- Top-selling beef cuts in California are ribeye steak, strip steak, and tri-tip.



## BEEF QUALITY ASSURANCE

Beef producers recognize the value in committing to quality animal welfare and beef production. Through Beef Quality Assurance (BQA), a nationally coordinated program, U.S. beef

producers provide quality beef production that is based on scientific knowledge of raising cattle and sustainable animal husbandry techniques. Providing the optimum management and environmental conditions to improve beef's safety and wholesomeness.



# Beef Sustainability

The Internet is flooded with fad diets and conflicting advice on what a healthy diet is. The conversation has expanded beyond nutrition to consider whether the foods we eat are not only healthy but also sustainable – often leaving people confused about what is “good” and “bad” to eat.

## GREENHOUSE GAS EMISSIONS, CLIMATE CHANGE, & THE CARBON CYCLE

- Cattle are ruminant animals, meaning their stomachs breakdown carbohydrates with microbes through the fermentation process. This process creates gasses such as methane. This methane is then belched out (not through flatulence). After approximately ten years, methane is broken down in the atmosphere and converted back to carbon dioxide, which plants can take in, thereby completing the carbon cycle.<sup>58,59</sup> [Learn more about the Carbon Cycle.](#)
- All of agriculture, including beef production, accounts for around 9% of total U.S. emissions.<sup>42</sup> According to the U.S. Environmental Protection Agency, greenhouse gas from beef cattle only represents 2% of emissions in the U.S.<sup>42</sup>

## CATTLE DO MORE THAN RECYCLE - THEY UPCYCLE INEDIBLE PLANTS INTO HIGH-QUALITY PROTEIN

- Cattle are able to take solar energy that’s unavailable to people and unlock it for our use. Ruminant livestock are the only animals that can do this.<sup>39</sup> Cattle generate more protein for the human food supply than would exist without them because their unique digestive system allows them to convert human-inedible plants into high-quality protein.<sup>37</sup>
  - 90% of what cattle eat is forage and plant leftovers that people can’t eat.<sup>37</sup>
  - The grain-finished beef system in the U.S. generates 19% more protein for the human food supply than it consumes.<sup>36</sup>
- More than 40% of the land in the contiguous U.S. is pasture and rangeland that is too rocky, steep, and/or arid to support cultivated agriculture – yet this land can support cattle and, therefore, protein upcycling.<sup>33</sup>
- Cattle expand the land available for human food production and do it while coexisting with natural ecosystems. They help mitigate the risk of wildfires while providing humans with high-quality protein, something plant-based proteins can’t replicate.<sup>40</sup>





## WOULD REMOVING BEEF FROM THE DIET ACTUALLY HELP WITH SUSTAINABILITY?

- According to research published in the Proceedings of the National Academies of Sciences, if all livestock in the U.S. were eliminated and every American followed a vegan diet, greenhouse gas emissions would only be reduced by 2.6% or 0.36% globally. This would lead to an increase in the use of synthetic fertilizers and increased soil erosion.<sup>55</sup>
- Ecosystems rely on animals. For example, the rate of soil loss on cropland is 4 to 5 times higher than grasslands/pasture.<sup>55</sup>
- A plant-only food supply would result in more calories and fewer micronutrients. Lean beef contributes 8% of the iron in a typical American diet.<sup>57</sup> At a time when many people are deficient in this essential nutrient, eliminating beef could make this even worse.

### THE U.S. IS THE LEADER IN SUSTAINABLE BEEF PRODUCTION

- U.S. beef's carbon footprint is 10 to 50 times lower than other regions of the world due to improved production practices and scientific advancements, from better cattle genetics to better animal nutrition.<sup>33</sup>
- In the U.S., the same amount of beef is produced today with one-third fewer cattle as compared to the mid-1970s, and this efficiency trend is expected to grow. [Review Sustainability Assessment of U.S. Beef Production.](#)

### Research Has Consistently Shown That We Can Make Our Diets More Sustainable and Healthier Without Eliminating Single Foods, Such as Beef <sup>53</sup>

- Research has consistently demonstrated that one food or dietary pattern does not cause a health or environmental risk.<sup>53</sup>
- As we work together to build a healthier, more sustainable food supply for ourselves and future generations, our focus should be on changes that are science-based, practical, and highly impactful, like improving global agricultural productivity, reducing food waste, decreasing overconsumption of empty calories, and consuming balanced meals.

Learn more about the [sustainability of beef](http://www.beefresearch.org) at [www.beefresearch.org](http://www.beefresearch.org).



# Promotional Ideas

## JANUARY

Slow Cooking Month, Soup Month

### NATIONAL DAYS & HOLIDAYS

- 4<sup>th</sup> Spaghetti Day [Spaghetti Squash with Meat Sauce](#)
- 15<sup>th</sup> Bagel Day [Beef and Cream Cheese Bagelwich](#)
- 24<sup>th</sup> Peanut Butter Day [Beef Bites with Peanut Whiskey Sauce](#)



### IDEAS

- **Provide tips** to help consumers stick to their New Year's resolutions. Focus on meal prepping, batch cooking, stocking their kitchen and pantry with nutritious ingredients, quick and easy soups, and fix and forget meals with the slow cooker.
- **Host an in-store or virtual demonstration** to show shoppers how to make quick, easy, and nutritious on-the-go snacks that feature high-quality protein, like beef. Then, sample in-store and share the recipes with shoppers.
- **Host a grocery store tour** that inspires shoppers to give their pantry, refrigerator, and freezer a facelift with more nutritious staples, like whole grains, frozen fruits and vegetables, and lean cuts of beef.

## FEBRUARY

Heart-Health Month, Canned Food Month

### NATIONAL DAYS & HOLIDAYS

- 14<sup>th</sup> Valentine's Day  
[Herbed Tenderloin Steak with Goat Cheese Topping](#)
- 20<sup>th</sup> Muffin Day [Beef Sausage & Egg Muffin Cups](#)
- 24<sup>th</sup> Chili Day [Beef Chili](#)



### IDEAS

- **Provide a heart-healthy shopping list** that features lean cuts of beef and easy heart-healthy swaps. Share on social media, in store, on the store website, or blog.
- **Host a heart-healthy store tour** sharing with shoppers what to look for when shopping. Share how to read nutrition labels, identify lean cuts of beef, and looking for the American Heart Association's heart-check certification.
- **Offer a "Simple Cooking that's Heart Healthy" recipe demonstration** that features lean beef and low-sodium food items. Try the American Heart Association certified [Beef Chili](#) and feature no salt added or low sodium canned beans.

# MARCH/APRIL

**March:** Nutrition Month, Frozen Food Month

**April:** Move More Month

## NATIONAL DAYS & HOLIDAYS

### MARCH

- 9<sup>th</sup> Meatball Day [Lean Baked Meatballs Marinara](#)
- 10<sup>th</sup> Pack Your Lunch Day [Salad Shakers](#)
- 17<sup>th</sup> St. Patrick's Day [Corned Beef](#)

### IDEAS

- **Offer a “Cooking Up Change” recipe demonstration** by providing innovative ways to reduce your food waste. Emphasizing ways to reuse leftovers into an additional meal. Try leftover recipe ideas like [Corned Beef Hash](#).
- **Design signage** that encourages shoppers to think outside the box when it comes to healthy meals. Providing signage throughout the store that highlights budget-friendly lean beef cuts, frozen vegetables, and affordable whole grain options.
  - **Looking for a great-tasting steak or roast that's affordable too? Try these budget- friendly favorites, like Sirloin Steak, Brisket, and Eye of Round Steak. They are sure to delight.**
- **Provide lunch inspiration** by collaborating with your prepared foods department to highlight an easy healthy recipe, like [Champagne Steak Salad](#). Create an in-store salad demonstration on Make Lunch Count Day. Try providing packaged salads near your demonstration.

### APRIL

- 13<sup>th</sup> Make Lunch Count Day [Champagne Steak Salad](#)
- 28<sup>th</sup> Stop Food Waste Day [So Long Leftovers recipe ideas](#)
- Easter [Smoked Herb Rib Roast](#)



# MAY

**Beef Month, Mediterranean Diet Month, Celiac Awareness, Hamburger Month, Salad Month**

## NATIONAL DAYS & HOLIDAYS

- 24<sup>th</sup> National Asparagus Day [Steak, Asparagus & Walnut Stir-Fry](#)
- 28<sup>th</sup> Brisket Day & National Hamburger Day [Beef Brisket with Savory Carrots & Dried Plums](#)
- Mother's Day [Succulent Filet in a Field of Greens](#)
- Memorial Day [Beef, Blueberry, and Flax Burger](#)
- Graduation Recipes

### IDEAS

- **Offer a “Beef-Up Your Burger” recipe demonstration** by sharing how to create a healthier burger—highlighting nutrient-dense lean ground beef, adding toppings with flavorful fruits, and adding crunch with vibrant vegetables. Remember, share how it all starts with a whole grain base or low-carb lettuce wrap.
- **Create a social media campaign** around a Mediterranean eating pattern. Focus on various fruits and vegetables, whole grains, nuts/seeds, olive oil, and red meat, like lean beef, that supports a Mediterranean eating pattern.
  - **Delicious lean beef contains important nutrients, like protein, iron, zinc, and B- vitamins that your body needs. Research shows that a Mediterranean-style eating pattern that includes lean red meat can support health.<sup>19</sup>**
- **Create a display for Mother's Day meal** inspiration that highlights your store's unique brand items and easy breakfast recipes, like [Savory Beef Brunch Waffles](#). Place signage in and near the meat case that directs shoppers to your display and recipe, like **“Show your mom that she is a cut above the rest with this easy-to- prep and delicious recipe.”**

# JUNE/JULY

**June:** Men's Health Month, Fresh Fruits & Vegetables Month

**July:** Grilling Month, Picnic Month

## NATIONAL DAYS & HOLIDAYS

### JUNE

- Father's Day [Thai Burgers](#)

### IDEAS

- Offer a **“Healthy Summer Barbeque” recipe demonstration**, try [Citrus Rubbed Beef Top Sirloin](#) and [Fruit Kabobs](#) and [Grilled Beef Tri-Tip Salad](#) recipes. Highlight grilling basics and satisfying sides that are easy to prep and serve.
- Create a **social media campaign on the importance of food safety** during summer grilling and picnic season. Calling attention to the importance of thermometer and temperature checks, handwashing, proper temperature guidelines, and storing food properly.
  - **Ground Beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of ground beef's internal temperature. Instead, use a thermometer to check for doneness.**
- **Summer is made for grilling! Offer a giveaway** featuring steak seasonings, grill tongs, or potentially even a grill. Also, check in with your local state beef council and see if they are doing any summer campaigns that you can also promote.



### JULY

- 4<sup>th</sup> Independence Day [Garden Grill Tri-Tip](#)
- 29<sup>th</sup> Lasagna Day [Beef & Zucchini “Noodle” Lasagna](#)



# AUGUST/SEPTEMBER

**August:** Family Fun Month, Sandwich Month, Back-to-School

**September:** Grilling Month, Picnic Month

## NATIONAL DAYS & HOLIDAYS

### AUGUST

- 18<sup>th</sup> Fajita Day [Hawaiian Beef Fajita Bowl](#)
- 31<sup>st</sup> Trail Mix Day [Beef Jerky Trail Mix](#)

### IDEAS

- Offer a **“Family Meal Favorites” recipe demonstration** by sharing simple, nutritious family meal ideas that incorporate babies and toddlers. Highlight 30-minute recipes, like [Beef Sweet & Sloppy Joes](#), and one-pot meals, like [Mediterranean Beef Pot Roast](#). Emphasize how to make **every bite count** by sharing these [family-friendly recipe cards](#).
- Create **ready-to-go meal kits** that make home cooking more accessible. Help busy families eat healthier with less prep and cooking time by offering easy, convenient, and family-friendly meal kits that they can pick up any day of the week.
- Create a **social media campaign featuring healthy after-school snack ideas**. Try this [Beef Jerky Trail Mix](#) recipe that kids can make on their own.
  - **Looking for a healthy snack for after school. This quick and healthy snack features high-quality protein, low in carbs and sugar, and is sure to be a win.**

### SEPTEMBER

- Labor Day
- 18<sup>th</sup> Cheeseburger Day [Lean Mean Cheeseburger](#)
- 26<sup>th</sup> Better Breakfast Day [Beef & Egg Breakfast Mugs](#)



# OCTOBER/NOVEMBER

**October:** Eat Better Together Month

**November:** National Diabetes Month

## NATIONAL DAYS & HOLIDAYS

### OCTOBER

- 4<sup>th</sup> Taco Day [Beef Steak and Black Bean Soft Tacos](#)
- 6<sup>th</sup> Noodle Day [DIY Beef Ramen Noodle Jars](#)
- 17<sup>th</sup> Pasta Day [Ground Beef & Pasta Skillet Primavera](#)

### NOVEMBER

- 6<sup>th</sup> Nachos Day [Mexican-Style Beef Sausage Nachos](#)

## IDEAS

- Offer a **“Nutritious Twist on Game-Day Snacks” recipe demonstration** by sharing simple and fresh spins on classic game-day foods. Try these healthy and straightforward recipes [Spicy Korean Beef & Cucumber Appetizer](#) and [Mediterranean Beef Meatball Kabobs](#).
- Create a **social media campaign with helpful tips for the holiday season**. Discuss ways shoppers can prep for the upcoming busy holiday season with batch cooking and repurposing leftovers.
  - **Winner, winner, leftover steak dinner! Repurpose last night’s steak with this [DIY Beef Ramen Noodle Jars](#) recipe, helping to save time and cut down on food waste.**
- **Host a what to look for on a food label tour** to discuss what matters on the food label in various departments within your store. For beef, review the difference between prime, choice, and select grades of beef; what qualifies a cut to be considered “lean”; grass-finished versus grain-finished beef; and lean and extra lean ground beef options.

# DECEMBER

**Root Vegetables & Exotic Fruits Month**

## NATIONAL DAYS & HOLIDAYS

- 25<sup>th</sup> Christmas
- Hanukkah
- Kwanzaa
- 31<sup>st</sup> New Year’s Eve



## IDEAS

- Offer a **“Build Your Own Charcuterie Board” demonstration** by sharing how to create a simple yet beautiful charcuterie board that will impress and amaze anyone. Highlight simple ingredients, like sliced roast beef from the deli, whole grain crackers, cut fruits and vegetables, and delicious cheese. Check out these [show-stopping tips for crafting a charcuterie board](#).
- **Provide tips for healthy holiday foods** by offering ways to lighten up recipes without sacrificing taste.
  - Using low-sodium broth in mashed potatoes
  - **Choose 93% lean ground beef for meatballs**
  - Substituting applesauce for oil while baking
  - Opting for reduced-fat or fat-free cheeses for salads
- **Create ready-to-go inspirational holiday meal kits** using nutritious recipes and simple ingredients. Share the advantages of how convenient prepped items can help create delicious holiday meals with less stress to have more time with loved ones.

# Food & Recipe Demonstration Tips

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As food and nutrition experts, dietitians play a role in empowering people to make healthy choices. Providing high-quality and entertaining food demonstrations and cooking classes is a great way to provide solid, nutritious, and delicious recipes that can help sell products.

## HOW TO DESIGN AN EFFECTIVE MESSAGE

### Determine your audience

Determine who you would like to attend the demonstration. Knowing your target demographic (age, lifestyle, budget, etc.) will help you identify what type of mealtime challenges that audience is facing and will help you select an appropriate recipe to demo and outline discussion points.

### Consider a theme: Identify a theme

Themes help to focus a message and provide a purpose for a demonstration.

### Customize your message

Based on the theme, identify 3 key messages you would like to deliver. Reinforce your 3 key messages throughout the demonstration in ways that will resonate with your audience.

### Support your message

Identify talking points for each ingredient. Explain how each ingredient delivers on nutrition and flavor. Provide ingredient swap suggestions to help your audience visualize creating meals for them and/or their families.

## DEMO SET-UP

Use clear bowls or ramekins to display your ingredients, allowing your audience to see the food. Arrange ingredients in columns in the order you plan to use them in your demonstration. Place spatulas, tongs, and other demo equipment with ingredients to serve as a reminder of each step or as talking point reminders. Show off your delicious final recipe creation by displaying your “hero plate” in front of the demo area.

## VIRTUAL TIPS

In response to the growing trend of grocery e-commerce, retail dietitians must find creative and innovative ways to maximize interaction with shoppers that provides education on specific nutrition topics.

- Offer virtual cooking demos or “cook along with a dietitian” sessions. Feature a variety of cooking demos that highlight recipes that include produce, meat, and convenience frozen ingredients, as well as pantry staples.
- Provide meal kit solutions available through online shopping.
- Give nutrition guidance through your store social media platform(s).

# VIRTUAL COOKING DEMO TIPS



- Select an online platform to host the demo
- Decide if you are pre-recording the demo or going live
- Going live:
  - Live streaming allows for interaction, providing viewers to ask questions, engage with you on the topic you are presenting.
  - Social Media algorithms favor live steaming.
  - Social media algorithms favor content with higher engagement. The more engaged your viewers are (commenting, sharing, liking, etc.), the more the algorithms will show your content to other people.

## 2-3 Weeks Ahead

- Select social media channel to stream
- Create promo materials

## 1 Week Prior

- Develop a virtual cooking timeline
  - Prepping time needed
  - Tech use and testing
  - Promote event (Tell viewers what they will learn, and include a CTA)
- Share shopping list if you're hosting a live cook along

## Day Before

- Promote virtual cooking demo
- Do a live broadcast to tease the live demo
- Share on social media and send emails
- Grocery shop and prep your items
- Do a dry run through
- Ensure all equipment needed is working and charged

## Day of Demo

- Promote event one last time with a reminder of demo time, what the recipe will be, and showing the demo set up
- Prep any last-minute items you may need
- Test tech, if going live

# THEME IDEAS

- **Batch cooking recipes:** recipes that support making meal planning more accessible, reducing the cost, and minimizing waste.
  - Cook once, eat twice
  - Cooking for one
- **15 minutes or less:** recipes that have you eating meals in just 15 minutes or less.
  - Quick and easy meals to eat to build strength
- **5 ingredients or less:** recipes that are flavorful and easy to prepare and use few ingredients to make weeknight meals less stressful.
  - Quick and easy weeknight meals
- **Easy assembly:** recipes with minimal cooking components and feature pre-cooked items that are easy to assemble and require limited equipment, so they are simple to make.
  - Quick and easy lunchtime solutions
- **Family meals for all:** Feature baby and toddler-friendly meals the whole family will enjoy.
  - Beef as a first food and through the early years



# PRESENTATION TIPS

## Introduction:

Establish credibility and build rapport by introducing yourself and providing your credentials or any other pertinent information. Review with your audience how and why your presentation will provide knowledge to achieve their individual cooking goals and overcome challenges.

- “As a registered dietitian and busy mom...”
- “As a nutrition expert and active lifestyle enthusiast...”

## Demonstration:

Keep your demo simple, so your audience feels empowered to try the recipe at home. Be sure to explain the how-to of cooking, explaining tools you used, and tips to make the recipe convenient. Communicate your ingredient talking points as you move through your demonstration.

## Closing:

Arrange your finished recipe on a white plate with recommended side dishes and create a delicious visual of the hero plate for your audience. This is a great time to discuss the importance of a balanced plate. Cover how incorporating various textures and colors help create an appealing dish that your eyes and mouth will want to eat.

- Be sure to snap a picture to share on social media later if you are doing a virtual cooking demo. With in-store demos, invite your attendees to take a closer look and take a photo of this recipe.

To help keep health and nutrition top of mind, view our additional resources for [retail dietitians](#).

# Cooking Lessons for Easy Recipe Demonstrations

Each of these lesson plans provides the basic framework for conducting a recipe demonstration and tasting. These lesson plans are intended to allow flexibility to fit your retail and nutrition professional needs. View recipe cards for each lesson plan. Recipes can also be found at [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com).

## **MEDITERRANEAN BEEF AND VEGGIE WRAPS**

### Key Messages:

- In 10 minutes, you can create an easy, portable, and delicious wrap using common ingredients and fresh vegetables.
- Getting a protein-rich meal from high-quality protein, like beef, can help you feel fuller longer and help to curb afternoon cravings. Beef's satiety is unbeatable!
- Beef has nutrients like protein, iron, zinc, and B-vitamins that kids and adolescents need to stay strong and healthy.



### Demo Checklist:

#### Grocery List:

- 12 ounces cooked beef (such as steak, roast, pot roast, or deli roast beef), thinly sliced
- 1 pkg whole wheat flour tortillas (8 to 10-inch diameter)
- Hummus, any variety, or Garlicky White Bean Spread (recipe found below)
- Vegetables: Fresh salad greens (such as baby spinach, arugula, mixed salad greens, or thinly sliced Romaine)

**Equipment List:** Use the provided equipment list with this recipe as a planning tool.

- 1 chef knife
- 1 large cutting board
- 1 plastic spatula
- Measuring spoons/cups
- 1 large serving plate
- Serving utensils/plates
- Blender or food processor if making Garlicky White Bean Spread

### Demonstration:

Spread each tortilla evenly with hummus, as desired, leaving a ¼-inch border around the edge. Top with equal amounts of salad greens and vegetables, as desired. Top evenly with beef slices. Roll up tightly.

- Have leftover raw veggies like bell peppers, shredded carrots, cucumber, or tomatoes? Throw those in to add some more color and boost your daily serving of vegetables.
- Be sure to rinse and dry all veggies to prevent the tortilla from becoming soggy when creating your wrap.

**Garlicky White Bean Spread:** Combine 1 can (15-1/2 ounces) great northern or cannellini beans, rinsed, drained; 2 tablespoons water; 1 Tablespoon lemon juice; 1 Tablespoon olive oil; 1 teaspoon white wine vinegar; 1 small clove garlic (minced); and ½ teaspoon salt in blender or food processor. Blend until smooth.

- Beans are rich in complex carbohydrates and dietary fiber. Beans are one of the best sources of dietary fiber and can help support healthy glucose levels, weight management, and gut health.

**Wrap-Up:** Review where they can find the recipe and highlight the health benefits found in the recipe.

- Eating nutrient-rich food, like colorful fruits and vegetables, low-fat dairy, whole grains, and lean beef, helps you get more essential nutrients with fewer calories.
- One 3-ounce serving of roast beef makes a perfectly approachable lunch box item.

# **ASIAN BEEF STIR-FRY**

## Key Messages:

- Stir-fry can make dinner time less stressful and provide a healthy and nutritious dinner the whole family will enjoy.
- Pairing lean beef with delicious veggies and whole grains provides a well-balanced meal that the entire family will love.
- Eating nutrient-rich food is satisfying, helping you feel full longer while providing vitamins and minerals to keep your body healthy and strong



## Demo Checklist:

### Grocery List:

- 1 beef Top Sirloin Steak Boneless (about 1 pound), cut 1 inch thick
- 4 cups assorted fresh vegetables, such as sugar snap peas, broccoli florets, bell pepper, and carrot strips
- 1 clove garlic
- prepared stir-fry sauce
- crushed red pepper
- brown rice
- unsalted dry-roasted peanuts (optional)

**Equipment List:** Use the provided equipment list with this recipe as a planning tool.

- 1 chef knife
- 2 large cutting boards
- 1 large nonstick skillet with lid
- 1 plastic spatula
- 3 small bowls
- Measuring spoons/cups
- 1 large serving plate
- Serving utensils/plate

## Demonstration:

**Trim away any external fat, cut beef steak in half lengthwise, and crosswise into ¼-inch thin strips.**

- This recipe calls for top sirloin steak, but you could substitute top round, bottom round, or a strip steak for the top sirloin.
- Using beef as the protein source in a stir-fry is a convenient and easy way to get essential nutrients into your diet. In a 3-ounce serving of cooked lean beef, you are getting 10 essential nutrients for about 170 calories.

**Combine vegetables and 3 tablespoons of water in a large nonstick skillet—cover and cook over medium-high heat for 4 minutes or until crisp and tender. Remove and drain.**

- Frozen stir-fry vegetables are a convenient alternative to fresh vegetables. Frozen vegetables offer the same nutritional value as fresh vegetables. Frozen vegetables are harvested and immediately frozen, which retains their nutrition profile.

**Heat the same pan over medium-high heat until hot. Add half the beef strips and half of the garlic, stir for 1 to 2 minutes or until the outside surface of beef is no longer pink. Remove from the pan and repeat with the remaining beef and garlic.**

- To avoid overcrowding in the skillet and ensure that all the beef is exposed to the heat for consistent cooking, use a very large skillet or split beef up into two batches.

**Return all beef and vegetables to the pan. Add stir-fry sauce and crushed red pepper, heat through. Serve over rice. Sprinkle with peanuts, if desired.**

- Look for a reduced sodium stir-fry sauce to help reduce the sodium in your diet.
- Serve your stir-fry over whole grain brown rice. Whole-grain foods aid in digestion and can help reduce cholesterol and support heart health.

**Wrap-up: Review where they can find the recipe and highlight the health benefits found in the recipe.**

- The stir-fry recipe is full of color, quick and easy, and can be adapted to your family preferences.
- Eating nutrient-rich food, like whole grains, colorful fruits and vegetables, and lean beef, helps support getting the nutrients that your body needs.

# **BEEF SWEET AND SLOPPY JOES**

## Key Messages:

- This kid-friendly recipe features sweet bell peppers to give it a touch of sweetness. The recipe is certified by the American Heart Association®.
- This minimal-ingredient and short prep time recipe make it ideal for a busy family.
- Ground beef is a very versatile food choice that can be both affordable and healthy.



## Demo Checklist:

### Grocery List:

- 1 lb of lean Ground Beef
- 1 red bell pepper
- 1 green bell pepper
- 1 small onion
- 1 bottle (12 ounces) of 100% vegetable juice
- 2 Tbsp lightly packed brown sugar
- 1 Tbsp Worcestershire sauce
- Whole-wheat hamburger buns, split

**Equipment List:** Use the provided equipment list with this recipe as a planning tool.

- 1 chef knife
- 1 large cutting board
- 1 large nonstick skillet with lid
- 1 plastic spatula
- Measuring spoons/cups
- Potato masher
- Spoon
- 1 large serving plate
- Serving utensils/plates

## Demonstration:

**Heat a large nonstick skillet over medium heat until hot. Add Ground Beef, bell pepper, and onion; cook 8 to 10 minutes, breaking beef up into ¾-inch crumbles, and stir occasionally.**

- Cooking times are for fresh or thoroughly thawed ground beef. Ground beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of ground beef doneness.
- Use a potato masher to break up ground beef into small crumbles while browning.

**Stir in vegetable juice, brown sugar, and orcestershire sauce; bring to a boil. Reduce heat; simmer, uncovered, 7 to 9 minutes or until most of the liquid has evaporated and thickens slightly, stirring occasionally.**

- Using vegetable juice with this recipe provides flavor and nutrients needed to support healthy development for growing family members.
- The vitamins and minerals found within vegetable juice can be a healthful addition to a balanced diet. Vegetable juice is considered an excellent source of vitamins A and C.

**Evenly place the beef mixture on the bottom half of each bun and close sandwiches.**

- The whole grains from the bun aids in digestion, which can help reduce cholesterol and support heart health.

**Wrap-up: Review where they can find the recipe and highlight the health benefits found in the recipe.**

- Beef delivers protein, iron, and zinc that supports healthy brain development and function.
- This is a great recipe to get kids involved. Encouraging kids to assist in the kitchen may lay the foundation for a healthy lifestyle as an adult. Research shows that when kids help prepare meals, they are more likely to eat them.



# CHIPOTLE TACOS

## Key Messages:

- The recipe is great for batch cooking—double or triple the recipe for nourishing meals throughout the week.
- Use leftovers to create an easy, nutritious breakfast like [Beefy Sweet Potato Hash](#).
- Beef is a protein powerhouse; a 3-ounce serving contains 25 grams of high-quality protein, essential for both your mind and body.



## Demo Checklist:

### Grocery List:

- 1 beef Shoulder Roast, boneless (2½ lbs)
- olive oil
- 1 can (14½ ounces) beef broth
- 1 garlic clove
- 1 jar (16 ounces) chipotle salsa
- fresh cilantro (optional)
- 12 tortillas (5 to 6-inch diameter)
- Salt & pepper, as desired

**Equipment List:** Use the provided equipment list with this recipe as a planning tool.

- 1 chef knife
- 1 large cutting boards
- 1 small bowl
- 1 plastic spatula
- Measuring spoons/cups
- Stockpot
- 2 forks
- 3-quart saucepan
- 1 large serving plate
- Serving utensils/plates

## Demonstration:

Heat oil in stockpot over medium heat until hot. Place beef Shoulder Roast in stockpot; brown evenly. Pour off drippings; season with salt and pepper, as desired.

- If you like a bit of heat, consider adding spicy salsa to kick it up a notch.

Add beef broth and garlic to stockpot; bring to a boil. Reduce heat; cover tightly and simmer 2¼ to 2½ hours or until roast is fork-tender.

- You can easily incorporate veggies into this recipe. Consider adding bell peppers, carrots, and onions to the pot. Remember, vegetables cook faster than beef, so add the veggies during the last half of the simmering.
- You can cook this roast in a slow cooker or a pre-heated 325° oven.

Remove roast; cool slightly—skim fat from cooking liquid; reserve liquid. Trim and discard excess fat from cooked roast. Shred roast with two forks. Combine shredded roast and salsa in a 3-quart saucepan. Cook over medium heat 8 to 10 minutes or until heated through, frequently stirring, adding enough reserved cooking liquid (up to ½ cup) to maintain a moist consistency, if necessary. Stir in cilantro, if desired. Serve mixture with warmed flour tortillas.

- Batch cooking can save you time, keep you on a budget while planning meals with nutrient-rich beef, vegetables, and whole grains that provide a balanced plate and nutrients like zinc, iron, and protein.
- You can freeze the extra shredded beef to be eaten later in the month or plan a separate meal with the extras.

**Wrap-up:** Review where they can find the recipe and highlight the health benefits found in the recipe.

- Using a slow cooker to make this roast allows you to eat a healthy meal without taking a lot of time to prepare in a stockpot.
- The high-quality protein in beef has been shown to help you feel full longer.

# CITRUS-RUBBED BEEF TOP SIRLOIN & FRUIT KABOBS

## Key Messages:

- This recipe combines fresh fruit and steak in a colorful and easy-to-eat kabob that's sure to make any evening meal a success.
- This recipe is great for busy parents with less than 10 ingredients and simple steps; it's an easy solution for providing healthy and nourishing meals for anyone in your family.
- Beef is a nutrient-rich food that supports heart-healthy diets and lifestyles.



## Demo Checklist:

### Grocery List:

- 1 beef Top Sirloin Steak Center Cut, Boneless (about 1 pound)
- 1 medium orange
- ¼ cup chopped fresh cilantro
- 1 Tbsp smoked paprika
- ¼ tsp ground red pepper (optional)
- 4 cups cubed mango, watermelon, peaches and/or plums

**Equipment List:** Use the provided equipment list with this recipe as a planning tool.

- 1 chef knife
- 2 large cutting boards
- 1 large nonstick skillet with lid
- 1 plastic spatula
- 3 small clear bowls
- Measuring spoons/cups
- 1 large serving plate
- Serving utensils/plates
- Grater
- Food Safe plastic bags
- Bamboo skewers

## Demonstration:

Grate peel and squeeze 2 Tablespoons juice from orange; reserve juice. Combine orange peel, cilantro, paprika, and ground red pepper, if desired, in a small bowl. Cut beef steak into 1¼-inch pieces. Place beef and 2½ Tablespoons cilantro mixture in a food-safe plastic bag; turn to coat. Place remaining cilantro mixture and fruit in a separate food-safe plastic bag; turn to coat. Close bags securely. Marinate beef and fruit in the refrigerator for 15 minutes to 2 hours.

- This recipe calls for top sirloin steak, but you could substitute a tri-tip roast to provide a touch more marbling for a juicier kabob.
- Over two-thirds of the beef in the retail meat case is lean.

Soak eight 9-inch bamboo skewers in water 10 minutes; drain. Thread beef evenly onto four skewers leaving a small space between pieces. Thread fruit onto the remaining four separate skewers.

- Be sure not to crowd your ingredients too much. If packed too tightly, the kabobs may not cook through in some places. If you are too loose, you run the risk of overcooking and drying the meat out.
- The recipe packs a one-two punch. The Vitamin C found in the fruits and veggies enhances your body's ability to absorb the iron found in beef.

Place kabobs on grid over medium. Grill beef kabobs, covered, 5 to 7 minutes on preheated gas grill 7 to 9 minutes for medium-rare (145°F) to medium (160°F) doneness, turning occasionally. Grill fruit kabobs for 5 to 7 minutes or until softened and beginning to brown, turning once—drizzle reserved orange juice over fruit kabobs. Garnish with cilantro, if desired.

- Unlike large cuts of meat, there is no need to let your beef kabob rest. They can be served immediately and pair nicely with whole grain brown rice.

**Wrap-up:** Review where they can find the recipe and highlight the health benefits found in the recipe.

- You can feel good knowing that beef provides many nutrients to help your body perform at its best.
- Pairing lean beef with delicious fruits and veggies and whole grains provides a well-balanced meal that your entire family will love.

# Additional Beef Nutrition Resources

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## **BEEF NUTRITION EDUCATION HUB**

The Beef Nutrition Education Hub, managed by a team of nutrition scientists and registered dietitians, is an education portal tailored to support the needs of the health and nutrition community. Create an account, access on-demand courses, and earn complimentary continuing professional education credits approved by the Commission on Dietetic Registration and the American College of Sports Medicine.

## **Retail Dietitians: How to Engage Shoppers to Drive Beef Sales**

### **Beef Nutrition**

### **Beef Research**

## **NUTRITION EDUCATION RESOURCES AND CONSUMER HANDOUTS**

Find printable handouts, infographics, and fact sheets for consumers on beef nutrition, research, food safety, sustainability, and more to help tell beef's story from pasture to plate. Additional information and infographics can be found at [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com).

### **Nutrition**

[Beef's Top 10](#)

[Protein Benefits](#)

[Surprising Facts About Lean Beef](#)

[Powerful Protein](#)

[Stock Your Protein Pantry](#)

[Ground Beef vs. Meat Substitutes](#)

[Ground Beef vs. Ground Turkey](#)

### **Early Years**

[Make Every Bite Count with Beef](#)

[Feeding Tips for Healthy Infant Growth](#)

[Eating Tips for Healthy Toddler Growth](#)

### **Research**

[Getting to the Meat of the Mediterranean Diet](#)

[Choosing Beef New Diabetes and Heart Health Research](#)

### **Cooking and Food Safety**

[Ground Beef Thawing](#)

[Batch Cooking Shredded Beef](#)

[How to Batch Cook Steak](#)

### **Beef Choices**

[Understanding Beef Quality Grades](#)

[Decoding the Label: Know Your Beef Choices](#)

### **Raising Beef**

[The Beef Lifecycle](#)

[Beef Sustainability Fact vs. Myth](#)

[Beef Sustainability Facts](#)

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