

Feed Your Family with Lean Beef



Why Choose Beef?

Along with being delicious, beef contains ten essential nutrients that our bodies need.

RIBOFLAVIN



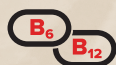
Helps convert food into fuel.

IRON



Helps your body use oxygen.

VITAMIN B₆ & B₁₂



Helps maintain brain function and gives you energy.

NIACIN



Supports energy production and metabolism.



ZINC

Helps maintain brain function and gives you energy.



SELENIUM

Helps protect cells.

PHOSPHORUS



Helps build bones and teeth.



CHOLINE

Supports nervous system development.



STARTING STRONG

The American Academy of Pediatrics suggests introducing nutrient-dense foods, like beef, in appropriate textures, around 6 months of age.²

***Fun fact:** Beef contains more than twice the amount of iron and zinc as chicken, turkey, or pork.¹



1 IN 4 ADOLESCENT GIRLS AREN'T MEETING IRON NEEDS

Growth, menstrual blood loss, and low intake of iron-rich foods can increase iron needs during adolescence.

***Fun fact:** Heme iron found in beef is absorbed more easily than non-heme iron from plants, especially when paired with vitamin C-rich foods.^{3,4}



PROTEIN THAT COUNTS

For adults, including active adults, older adults, and those using GLP-1 medications, protein plays an important role in maintaining muscle, supporting recovery, and promoting healthy aging.^{5,6}

***Fun fact:** A 3 oz serving of cooked lean beef provides 25 grams of high-quality protein for just 173 calories.

Look for Lean Beef Cuts

Look for Round or Loin in the cut name – they are naturally lean choices.

Featured Cut: Bottom Round Roast



- Naturally lean
- Budget-friendly
- Great for slow-cooker recipes
- Feeds the whole family

Four-Way Slow Cooker Shredded Beef

One Roast, Multiple Meals

Tacos • Sandwiches • Grain Bowls • Loaded Baked Potatoes • Salads • Nachos



Scan for recipe



Roast Swaps

Beef’s versatility means there are cuts at a variety of price points to fit any budget.

You’re hosting a dinner and want to cook delicious beef that is sure to impress. Here are beef cut options to make the meal extraordinary. Consider these classic roast swaps — great substitutions without sacrificing flavor.

Original Cut	Swap For		
  Bottom Round Roast	  Top Round	  Eye of Round	  Sirloin Tip
Known for its great value, its best for roasting or slow-cooking.	A lean roast ideal for slow cooking. Slice thinly across the grain for optimal eating.	A lean, flavorful cut often used for roast beef at the deli.	A boneless, lean cut easy on the wallet. Best roasted and carved into thin slices.

Chef’s Tip: If swapping out a Chuck Roast for a Bottom Round Roast, add an extra ½ cup water or low-sodium beef broth and cook in a slow cooker on LOW for 8-10 hours.

1. USDA FoodData Central, 2019 (NDB #13364 beef, 5747 chicken, 5168 turkey, 10093 pork).
2. Dietary Guidelines for Americans, 2025-2030 (2026).
3. Dietary Guidelines for Americans, 2020-2025 (2020).
4. Friedman et al, 2012 (PMID: 23210492).
5. Thomas et al, 2016 (PMID: 26891166) 6. Morgan et al, 2023 (PMID: 37818636).
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RECOMMENDED COOKING METHODS KEY

 Braise

 Roast

 Sous Vide