



Ground Beef and Meat Substitutes

When it comes to Ground Beef and newer meat substitutes, it's good to know the facts. Based on a Nutrition Facts panel comparison, did you know that 93% lean ground beef is lower in calories, fat, sat fat and sodium and higher in high-quality protein than meat substitutes? Beef is an authentic 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% Lean, 4 oz, raw ¹	Ground Beef 93% Lean, 4 oz, raw ²	Ground Beef 96% Lean, 4 oz, raw ³	Soy-Based Burger, 4 oz, raw ⁴	Pea-Based Burger, 4 oz, raw ⁵
Calories (kcal)	290	170	150	240	230
Total Fat (g)	23	8	4.5	14	14
Saturated Fat (g)	9	3.5	2	8	5
Cholesterol (mg)	80	70	70	0	0
Sodium (mg)	75	75	75	370	390
Total Carbohydrate (g)	0	0	0	9	7
Protein (g)	19	24	25	19	20

LOOK AT THE LABEL

Beef has the taste and the simple ingredients that consumers crave.

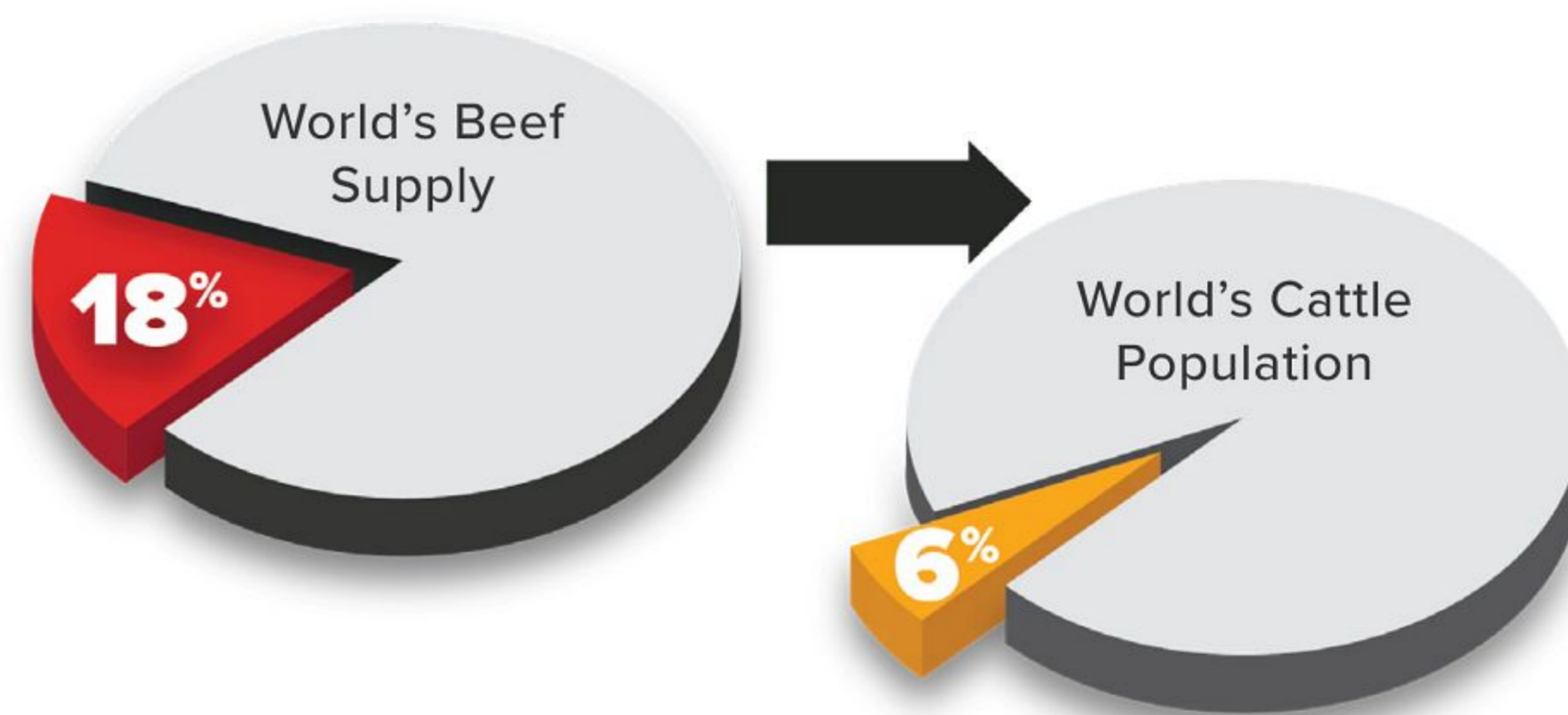
Product	Ingredients
80% Lean ¹	Beef
93% Lean ²	Beef
96% Lean ³	Beef
Soy-Based Burger ⁴	Water, Soy Protein Concentrate*, Coconut Oil, Sunflower Oil, Natural Flavors, 2% or less of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B ₁), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B ₆), Riboflavin (Vitamin B ₂), Vitamin B ₁₂ *Contains: Soy
Pea-Based Burger ⁵	Water, Pea Protein**, Expeller Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Dried Yeast, Cocoa Butter, Methylcellulose, Contains 1% or Less: Potato Starch, Salt, Potassium Chloride, Beet Juice Color, Apple Extract, Pomegranate Concentrate, Sunflower Lecithin, Vinegar, Lemon Juice Concentrate, Vitamins and Minerals (Zinc Sulfate, Niacinamide [Vitamin B ₃], Pyridoxine Hydrochloride [Vitamin B ₆], Cyanocobalamin [Vitamin B ₁₂], Calcium Pantothenate)

**Peas are legumes. People with severe allergies to legumes like peanuts should be cautious when introducing pea protein into their diet because of the possibility of a pea allergy. Contains no peanuts or tree nuts.

Note: Ingredients and the nutrition facts panel reflect U.S. product only.

MORE HIGH-QUALITY BEEF, MORE SUSTAINABLY

U.S. farmers and ranchers produce 18% of the world's beef with only 6% of the world's cattle.⁶



¹ U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. <https://fdc.nal.usda.gov/> (NDB #23572, SR Legacy)
² U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. <https://fdc.nal.usda.gov/> (NDB #23472, SR Legacy)
³ USDA Ground Beef Calculator <https://www.ars.usda.gov/northeast-area/beltsville-md-bhnrc/beltsville-human-nutrition-research-center/methods-and-application-of-food-composition-laboratory/mafcl-site-pages/beef-calculator/>
⁴ <https://impossiblefoods.com/burger> (Accessed 5/11/2021)
⁵ <https://www.beyondmeat.com/products/the-beyond-burger/> (Accessed 5/11/2021, reformulation 3.0)
⁶ <http://www.fao.org/faostat/en/#data/GE> and https://quickstats.nass.usda.gov/results/3AC161F7-F361-3A66-9B6C-2E1220FEBF52?pivot=short_desc

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