



Beef Checkoff Report



NEW STUDY FINDS BEEF IN A MEDITERRANEAN-STYLE DIET SUPPORTS HEART HEALTH

Research released by Purdue University found that following a Mediterranean-style eating pattern that includes lean red meats like lean beef is just as effective in supporting a healthy heart as a Mediterranean-style diet that limits red meats. This new research study adds to the growing body of scientific evidence demonstrating lean beef can be part of healthy eating patterns to support heart health and increase flexibility for healthy eating.

Specific findings from the new research, published in the American Journal of Clinical Nutrition, include:

Following a Mediterranean-style eating pattern including 7 to 18 ounces of lean, fresh red meat per week was shown to improve cardiometabolic disease risk factor profiles. Fresh meats were defined in the study as requiring no further preservation or processing beyond refrigeration or freezing; they are not cured, salted or smoked or include chemical preservatives.

Including 18 ounces of lean, fresh red meat per week as part of a Mediterranean-style dietary pattern was found to be more effective in lowering LDL cholesterol than a similar eating pattern that only included 7 ounces of lean,

fresh red meat. The average American consumes 18 ounces of red meat per week.

Study participants following a Mediterranean-style dietary pattern including up to 18 ounces of lean, fresh red meat per week saw reductions in total cholesterol, LDL-cholesterol, and blood pressure.

“The most important takeaway from this study is that Americans trying to eat healthier can enjoy lean beef as part of a Mediterranean-style eating pattern and improve cholesterol and blood pressure,” said Shalene McNeill, Ph.D., R.D., executive director of nutrition research for the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff. “While this study focused on unprocessed lean red meat, research on processed meats in healthy diets is being planned because there are now many prepared meats, like lean deli roast beef, that are lower in fat and sodium.”

Consuming a Mediterranean-style eating pattern is consistently associated with reduced risk of developing cardiovascular disease. It is often characterized by relatively high consumption of fruits, vegetables, whole-grains, nuts/seeds and olive oil. For Mediterranean-inspired beef recipes visit benefitswhatsfordinner.com.

CLAYTON COUNTY CARCASS DEMONSTRATION

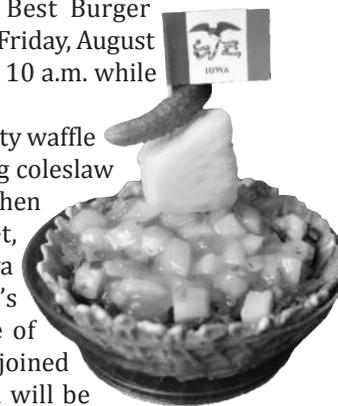
The Iowa Beef Industry Council along with Iowa State University Extension and Outreach, the Clayton County Cattlemen and the Edgewood Locker hosted Dr. Dale Woerner of Colorado State University at the Edgewood Locker in Edgewood, IA on June 16 for a Beef 101 educational event. Over 100 participants from school aged to seasoned cattlemen learned about fabrication techniques and beef cuts. BQA / FSQA techniques were discussed, and attendees received beef samplings from various cuts. The event was funded in part by the Iowa State Beef Checkoff Program.



NEW AT THE CATTLEMEN’S BEEF QUARTERS

The 2018 Iowa State Fair is upon us and the Cattlemen’s Beef Quarters (CBQ) is gearing up for another successful year. The CBQ is excited to welcome Café Beaudelaire, the 2018 winner of the Iowa’s Best Burger Contest, to serve their award-winning burger on Friday, August 10. They will be serving 450 burgers starting at 10 a.m. while supplies last.

New for 2018, the Brisket Mango Tango. A tasty waffle bowl, partially filled with a light, mouthwatering coleslaw seasoned with Gramma Amber’s salad dressing, then a generous layer of tender Iowa Beef Brisket, topped with colorful fresh mango salsa with Iowa Sweet Corn and a splash of Gramma Amber’s dressing over the top. Garnished with a piece of fresh pineapple and a cornichon pickle for zest, joined together by an Iowa flag. This new menu item will be available daily for \$9.00 each.



OFFICIAL NOTICE

If you are interested in serving as a director on the Iowa Beef Industry Council (IBIC), contact IBIC at 515-296-2305 or beef@iabeef.org for details. Applications are due by September 1, 2018.

Investing in Beef Safety, Nutrition and Promotion

Iowa Beef Industry Council ♦ P.O. Box 451 ♦ Ames, IA 50010 ♦ 515-296-2305 ♦ www.iabeef.org