

# Iowa Beef Industry Council Talking Points

## ABOUT IBIC

- Funded by the \$1 per-head National Beef Checkoff Program and the \$0.50 per-head Iowa State Beef Checkoff Program
- The Iowa Beef Industry Council Board of the Directors is comprised of beef and dairy farmers from across the state who provide guidance and oversight of beef checkoff investments for the beef industry.
- Checkoff dollars are invested in beef promotion, consumer information, research, industry information and foreign market development, all with the purpose of strengthening beef demand.
- The Beef Checkoff acts as a catalyst for building beef demand. Inspiring others domestically and internationally to grow the consumer demand for purchase of beef. This can be accomplished through initiatives such as consumer advertising, marketing partnerships, public relations, education, research and new-product development.

## ABOUT BEEF - NUTRITION

- It's hard to beat the nutrients you get from a serving of real beef. Beef supplies 10 essential nutrients that support a healthy lifestyle, including protein, zinc, iron and B vitamins.
- Beef is an authentic source of high-quality protein without a long list of ingredients and no added sodium—it's just beef that you're getting for dinner.
- One serving of beef is 3 ounces, about the size of a deck of cards, and provides 25 grams of protein (roughly 50% of your daily value) in about 170 calories.
- Animal proteins such as lean beef are complete, high-quality proteins that contain all the essential amino acids your body needs.
- All beef choices have to meet the same safety standards. Vigilance on farms, rigorous safety inspections, and strict government guidelines ensure the highest level of safety for whichever type of beef you choose.
- You would have to eat 6 tablespoons of peanut butter (564 calories) to get the same amount of protein provided by one 3-oz serving of lean beef (150 calories).
- Lean beef has less than 10 grams of total fat per 3-oz serving. About half the fat in beef is monounsaturated fat, the same heart-healthy kind found in olive oil.

## ABOUT MEAT SUBSTITUTES

- Beef demand is up—that signals to us that consumer continues to crave beef's great taste and the essential nutrients and high-quality protein that comes from consuming it. When it comes to a healthy, sustainable diet, it's all in the name of: "Beef. It's What's For Dinner."
- When you look at the market for beef and beef substitutes, beef substitutes account for less than 1 percent of sales.
- The beef industry has always been in market with other proteins, and right now beef demand is up—which tells us consumers are clearly craving beef and its great taste, which is hard to replicate.
- Consumers have always had a variety of different protein options to choose from. Research shows that consumer consider beef one of the best sources of protein. In the same research, plant-based and lab-grown alternatives are not as good.

## ABOUT THE BEEF COMMUNITY

- Livestock turn feed-grade grains into high quality protein for our diets. Less than 5 percent of global grain production is used to feed livestock.
- One farmer or rancher today raises enough food to feed 155 people compared to just 19 in 1940. In fact, less than 1% of the U.S. population raises our food.
- The beef community directly or indirectly accounts for more than 1.4 million jobs and contributes more than \$188 billion in output to the national economy.
- Cattle farmers and ranchers have invested more than \$30 million since 1993 in safety research and outreach programs. The beef community as a whole invests at least \$550 million in safety annually.
- 87% of farmers and ranchers who raise beef follow best management practices consistent with BQA because it's the right thing to do.
- Raising beef today requires less water, land, and energy and has a smaller environmental footprint thanks to continuous improvements by farmers and ranchers.
- Compared to 1960, there are half as many farmers and ranchers today feeding a U.S. population that has more than doubled.
- Approximately 85% of U.S. grazing lands are unsuitable for growing crops. Grazing cattle on this land more than doubles the area that can be used to raise food.

## ABOUT UPCYCLING

- Cattle do more than recycle – they upcycle human-inedible plants into high-quality protein.
- 90% of what cattle eat is forage and plant leftovers that people can't eat and would otherwise go to waste.
- 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

## TOUGH QUESTIONS:

### 1. **Are Americans eating too much beef?**

On average, Americans consume 5.1 oz of protein each day from all foods, including meat, poultry, eggs, fish/seafood, nuts, and soy products. Compared with the 5.5 oz the Dietary Guidelines recommend daily, Americans are not over-consuming protein.

### 2. **Does eating beef increase your risk for heart disease and high cholesterol?**

Contrary to conventional wisdom, beef can be good for heart health. New research shows that eating lean beef every day, as part of a heart-healthy diet and lifestyle, can improve cholesterol levels.

### 3. **Are beef choices such as natural and organic better for you than conventional beef?**

No. All beef offers the same primary nutritional benefits in a healthy, balanced diet. There is no major nutritional or safety advantage to choosing on type of beef over another.

### 4. **Is the livestock industry overusing antibiotics and creating "super bugs"?**

Evidence shows the proper use of antibiotics in livestock is not creating a public health risk. Farmers and ranchers work with veterinarians to first prevent, and then judiciously treat, illness in cattle.

### 5. **Does raising beef have a huge carbon footprint?**

According to the U.S. Environmental Protection Agency (EPA), livestock accounts for just 3.4 percent of total U.S. greenhouse gas emissions. In addition, beef's carbon footprint has significantly decreased in the last 30-plus years.