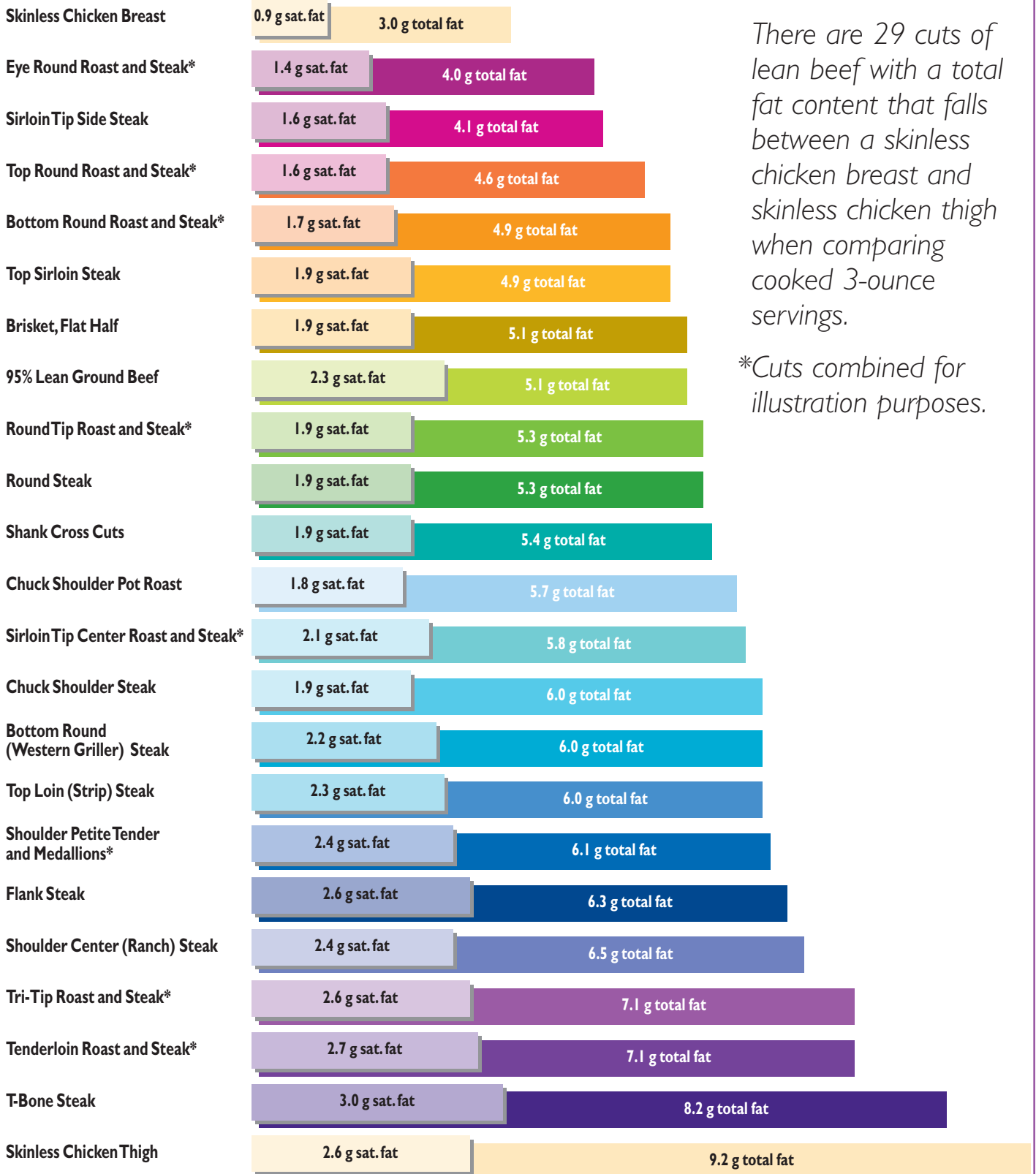


Twenty-nine Ways to Love Lean Beef



There are 29 cuts of lean beef with a total fat content that falls between a skinless chicken breast and skinless chicken thigh when comparing cooked 3-ounce servings.

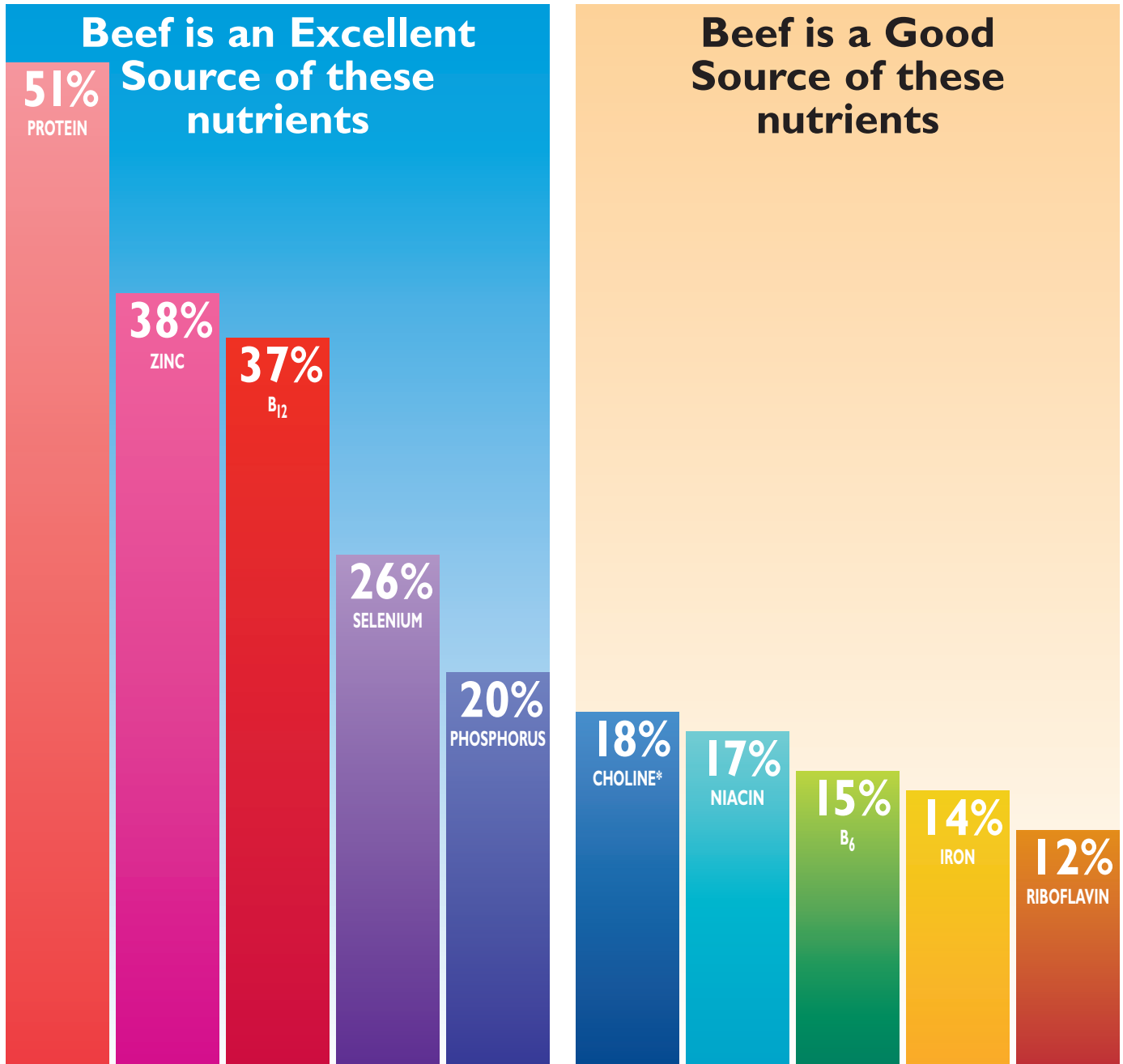
*Cuts combined for illustration purposes.

Lean: less than 10g of total fat, 4.5g or less of saturated fat, and less than 95mg of cholesterol per serving and per 100 grams. Source: U.S. Department of Agriculture, Agricultural Research Service, 2008. USDA Nutrient Database for Standard Reference, Release 21. Based on cooked servings, visible fat trimmed.



Choose Your Calories by the Company They Keep

A 3-ounce serving of lean beef (179 calories) contributes less than 10 percent of calories to a 2,000-calorie diet, yet it supplies more than 10 percent of the Daily Value for:



U.S. Department of Agriculture, Agricultural Research Service, 2008. USDA Nutrient Database for Standard Reference, Release 21. Nutrient Data Laboratory homepage www.nal.usda.gov/fnic/foodcomp

*A 3-ounce serving of lean beef provides approximately 18% of the highest adequate intake for choline (550 mg).

Dietary Reference Intakes, Institute of Medicine of the National Academies, National Academies Press, Washington, DC, 2006.

Guidance for Industry, A Food Labeling Guide. U.S. Department of Health and Human Services, Food and Drug Administration, Center for Food Safety and Applied Nutrition, April 2008. <http://www.cfsan.fda.gov/~dms/2lg-toc.html>