BE BOLD
WITH LEAN BEEF

Heard the good news about beef? The latest research presents **a bold new way of thinking:** lean beef can be part of a solution to one of America's greatest health challenges — cardiovascular disease. Participants in the BOLD (Beef in an Optimal Lean Diet) study experienced a **10% decrease in LDL cholesterol** when they ate lean beef daily as part of a heart-healthy diet with less than 7% of calories from saturated fat.[1]

JUST AS HEART-HEALTHY AS *DASH*

This ground-breaking clinical study substituted lean beef for white meat as part of an overall heart-healthy diet and found the improvements in heart disease risk factors seen on the beef-containing diets were just as effective as DASH (Dietary Approaches to Stop Hypertension).

LEAN ENOUGH FOR EVERY DAY

BOLD demonstrates that lean beef easily fits into heart-healthy diets that meet current recommendations for lower saturated fat intake. And many of the most popular cuts of beef—like Top Sirloin steak, Tenderloin and 95% lean Ground Beef—meet the government guidelines for lean.

NATURALLY NUTRIENT-RICH

Packed with high-quality protein, lean beef provides a satisfying, nutrient-rich experience in fewer calories than many other foods. A 3-ounce serving of lean beef contains about 150 calories and is an excellent source of six nutrients (protein, zinc, vitamin B_{12}, vitamin B_6, niacin and selenium).[2]

PART OF A HEART-HEALTHY PLAN PATIENTS WILL LOVE

Lean beef is the perfect fit in a low saturated fat diet, and can provide a welcome dose of variety and enjoyment to heart-healthy diets. Help your patients eat their way to better health by including lean beef among other heart-healthy foods on their shopping lists.

Learn more about the many nutritional and heart health benefits of lean beef at: BEEF nutrition.org

BEEF

The Beef Checkoff through the National Cattlemen's Beef Association.

[1] Roussell MA, Hill AM, Gaugler TL, West SG, Vanden Heuvel JP, Alaupovic P, Gillies PJ, and Kris-Etherton PM. Beef in an Optimal Lean Diet study: effects on lipids, lipoproteins, and apolipoproteins. Am J Clin Nutr 2012; 95(1):9-16.
[2] USDA, ARS. 2011. USDA National Nutrient Database for Standard Reference, Release 24. Nutrient Data Laboratory Home Page, http://www.nal.usda.gov/fnic/foodcomp/search/