Beef in Your Diet Script

Okay, so Americans love great tasting food. But we’re also concerned with the right blend of balanced nutrition in the stuff we eat, right?

Research shows that part of that healthy diet includes quality proteins – like those found in meat, such as lean beef.

A healthy, balanced diet is one of the foundations to a healthy lifestyle. That healthy lifestyle also includes exercising. Of course you can do that part when you’re having fun.

You know all about having fun. But how much do you about the hidden nutrition within that hamburger or steak on your plate?

First, you won’t find a long list of complicated ingredients on beef. That’s because beef is naturally, nutrient-rich.

It’s a *natural* source of 10 essential vitamins and minerals. With one serving of lean beef, your body gets protein, iron, zinc, B12, B6, niacin and other beneficial nutrients.

In fact, one three-ounce serving of lean beef supplies more than ten percent of the Daily Value for these essential nutrients for only 10 percent of your daily caloric intake. So your body gets more nutrition from the calories you take in. This makes beef a good choice for building a healthy diet.

The Zinc, Iron and Protein provide the real ZIP found in beef. Any guesses what they do? Well, they help your brain and body grow and develop.

Here’s how. Zinc helps you think and improve your memory. At the same time, zinc helps your body fight off colds and helps you heal when you’re injured.

Iron also helps your brain by supplying oxygen to your noggin. You also need it to fuel your body for everyday physical activities. Whether you’re in the classroom or out having fun, it’s hard to perform without iron.

And don’t forget about protein. It’s a prime source of energy for your body. It helps you build and repair your body’s tissue plus keeps your muscles strong. The protein you get from beef is important because proteins are made up of amino acids. We need amino acids for good health – and there are nine of them that your body can only get from eating food. In fact, beef is considered a *complete protein* because it contains all nine of the essential amino acids in proportions that are most useful to your body.

**The Center for Nutrition recommends a “MyPlate” healthy diet that includes** Grains, Fruits, Vegetables, Dairy – and Protein – such as Beef. MyPlate encourages us to “Go Lean with Protein”.

Okay, enough fancy names. Let’s get back to basics. Bottom line, beef helps build and maintain your body and brain. And you need that healthy body and brain to keep going strong at school or play.

When it comes to smart numbers, calorie-for-calorie, lean beef is one of the most nutrient-rich foods for fueling a healthy, active lifestyle.

When you cook with lean beef, you get a “two-for”. Great taste and nutrition!

So next time you consider all the smart options of blending nutrition with taste, consider the ZIP formula in lean beef.