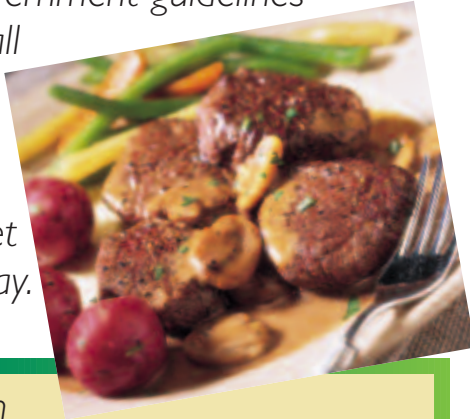


Popular Beef Cuts Are Leaner Than You Thought

We all know beef tastes great—but did you know it is good for you too? In fact, many of the most popular cuts of beef meet government guidelines for lean. And all beef provides that extra nutrient boost to help you get through the day.



Popular lean beef cuts chosen at restaurants:¹

- Tenderloin (filet mignon or medallions)
- Top loin (strip or New York steak)
- Top sirloin
- T-bone steak

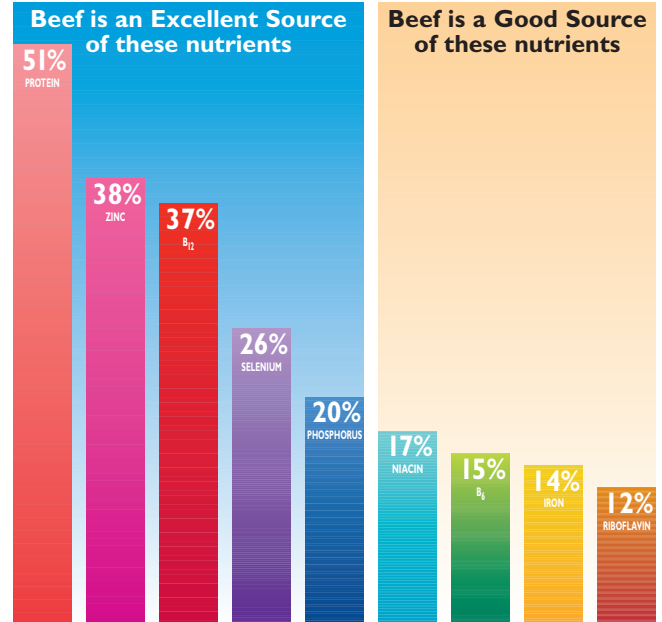


Popular lean beef cuts chosen at retail (or grocery meat case):²

- Top sirloin
- Top round steak
- Top loin (strip or New York steak)
- T-bone steak

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, 2005. USDA Nutrient Database for Standard Reference, Release 18. Nutrient Data Laboratory homepage www.nal.usda.gov/fnic/foodcomp

- 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.^{3,4}



Funded by America's Beef Producers

1. Technomic, 2005.

2. FreshLook Marketing Group, 52 weeks ending January 1, 2006.

3. Code of Federal Regulations. Title 21, Volume 2. April 1, 2002. 21CFR101.9 and 21CFR101.54.

4. U.S. Department of Agriculture, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18.