

Nutrition & Health Influencers

FY 2010 Update



FY2010 Strategy

Strengthen beef's position as a healthful food and as the premier nutritional protein so consumers and influencers feel good about the beef they love



How Do We Reach Nutrition Influencers?

- Engage in strategic partnerships with health professionals, researchers and influential dieticians
- Build relationships with spokespeople and credentialed media
- Educate and provide resources/ materials that support inclusion of beef in healthy diets



Ongoing Protein Education and Outreach

Beef Up with Lean Protein

The importance of muscle mass to optimal metabolic function, physical activity and weight loss is clear. Now a growing body of evidence suggests muscle metabolism may also play a role in the prevention of many chronic diseases, such as type-2 diabetes and osteoporosis. However, research shows current protein recommendations may not go far enough to contribute to healthy muscle development.

The September 2006 edition of the *American Journal of Clinical Nutrition* contains a thought-provoking review by Dr. Robert Wolfe of the University of Arkansas, "The Underappreciated Role of Muscle in Health and Disease" explores the growing body of evidence suggesting lean muscle mass not only builds strength, but also promotes active daily life and may ultimately improve overall health!

From a nutrition perspective, the review indicated that increasing daily high-quality protein intake may optimize muscle strength and metabolism and ultimately improve overall health!

Since current recommendations for protein are based on the prevention of protein deficiency, Dr. Wolfe states they may not be sufficient for building and maintaining muscle, so it is important to re-evaluate protein recommendations and the benefits protein may have on improving overall health. Dr. Wolfe contends that at least 15 grams of essential amino acids or four ounces of high-quality protein like lean meat at each meal, could be beneficial to build and maintain adequate levels of muscle mass to enhance quality of life and prevent disease.

Meal Plan

It's easier than you may think to incorporate 15 grams of essential amino acids (EAA) at each meal. Follow this simple and delicious sample menu to get on your way to maintaining adequate muscle mass and achieving better overall health.

Meal	Item	EAA (g)	Total EAA (g)
BREAKFAST	Omelet		
	Egg (2 large)	3.71g	
	Mushrooms (1/4 cup)	0.04g	
	Green peppers (1/4 cup)	0.02g	
	Lowfat cheddar cheese (2 slices)	0.89g	
SNACK	Whole wheat toast (1 slice)	0.53g	
	Skim milk (1 cup)	3.67g	
	Apple	0.18g	
	Yogurt	1.01g	
LUNCH	Fish fillet	10.94g	
	Cold rice	0.08g	
	Tomato (1/2 cup)	0.05g	
	Part skim mozzarella cheese (1 oz)	3.27g	
	Side of cabbage coleslaw (1/2 cup)	0.25g	
DINNER	Sirloin beef steak (3 oz)	6.66g	
	Carrots (1/4 cup)	0.67g	
	Beef tenderloin steak (3oz)	9.55g	
	Swiss chard (1/2 cup)	0.25g	

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Beef Nutrition News

Reexamining Protein Needs for Optimal Health: New Studies Ask, "How Much and How Often?"

Research Highlights

- Evidence that protein requirements have been significantly underestimated"
- Current recommendations for protein intake are based on the minimum amount of protein required to prevent amino acid deficiency. A new study has reexamined the data using a new and more accurate measurement method and suggests that protein requirements in adult men are significantly higher than current recommendations suggest.
- In the population studied, adult protein requirements were found to be approximately 50 percent higher than the current RDA and suggest an urgent need to re-assess recommendations for protein intake.
- In a separate study, consuming protein in smaller meals throughout the day and maintaining muscle mass and strength.
- This study found that the same benefits of protein were seen in smaller portions of protein throughout the day, suggesting that loss of lean muscle mass is diminished.

"A moderate serving of protein stimulates skeletal muscle mass in elderly subjects"



High-Quality Protein Promotes Optimal Health


Introduction

Emerging research continues to suggest high-quality protein plays an increasingly important role in weight management, muscle development and maintenance and disease prevention, including sarcopenia and diabetes. Given these benefits, many researchers are rethinking current dietary protein recommendations. For the first time, 52 leading protein researchers from around the globe convened for a "Protein Summit" to evaluate and discuss the collective body of evidence for the impact of high-quality protein on optimal health.

The May 2008 edition of the *American Journal of Clinical Nutrition* contains a thought-provoking supplement that reflects the discussion, intellectual explorations, general consensus and future directions for research as identified by the scientists who attended the Summit. The six comprehensive reviews in the supplement represent a compilation of research specific to several chronic diseases and aging that Summit attendees agreed warranted individual consideration.

With the obesity epidemic growing and baby boomer generation aging, the benefits of high-quality protein have never been more critical. Now, more than ever, it's important to re-think current dietary recommendations for high-quality protein and focus on achieving a level of protein intake to promote optimal health, not to simply meet needs to prevent protein deficiency. Scientific evidence suggests that moderately increasing the proportion of protein in the diet may improve body composition, facilitate weight loss and improve weight maintenance following weight loss. Additional research has shown that moderately increasing daily protein intake beyond the Recommended Dietary Allowance (RDA) of 0.8 g/kg/day enhances muscle development and maintenance and reduces progressive loss of muscle mass with age (sarcopenia). Diets with increased protein and reduced carbohydrates have shown positive effects in treating type 2 diabetes and reducing risk factors for coronary heart disease.

The Acceptable Macronutrient Distribution Range (AMDR), developed by the Food and Nutrition Board of the Institute of Medicine, National Academies, is a range of intakes for macronutrients expressed as a percentage of total energy. The range for protein intake is 10-35 percent of calories from protein, depending on age. The majority of research in this supplement showing benefits from moderate or high protein diets looked at diets with protein levels at the high end of the AMDR: 20-35 percent of calories from protein.



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American Dietetic Association

Checkoff had strong presence at ADA's 2009 Food & Nutrition Conference & Expo, well-received by participants



8,531

Key influencers visited exhibit booths

6,500

Samples provided at the exhibit booth

650

Thought leaders enjoyed nutrient-rich meal featuring lean beef during the Gala

1,000

Attendees listened to our educational session

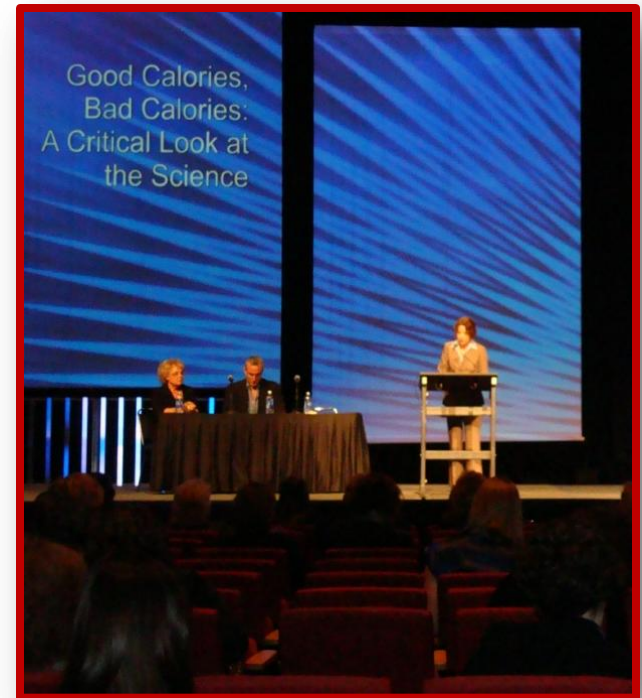
250

Quality relationship building opportunities with key influencers



American Dietetic Association's Food & Nutrition Conference & Expo

- Checkoff sponsored educational speakers:
 - Estimated 1,000 attendees participated
 - Gary Taubes – leading health and science writer; author of “Good Calories, Bad Calories.”
 - Karen Holtmeier, MPH, RD, LN – Co-founder of Medical Weight Management and nationally recognized leader in obesity and weight management issues
 - Martha Belury, PhD, RD – Professor in nutrition at The Ohio State University.



Nutrition *Seminar* Program

Several states are building more relationships by sponsoring additional speakers and seminars

So far, 30 Nutrition Seminars planned with State Beef Councils in 2010

Protein is Popular with States Requesting

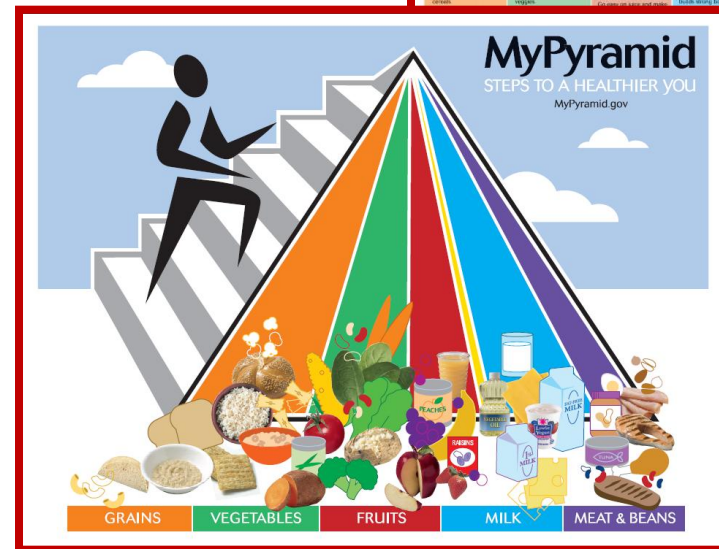
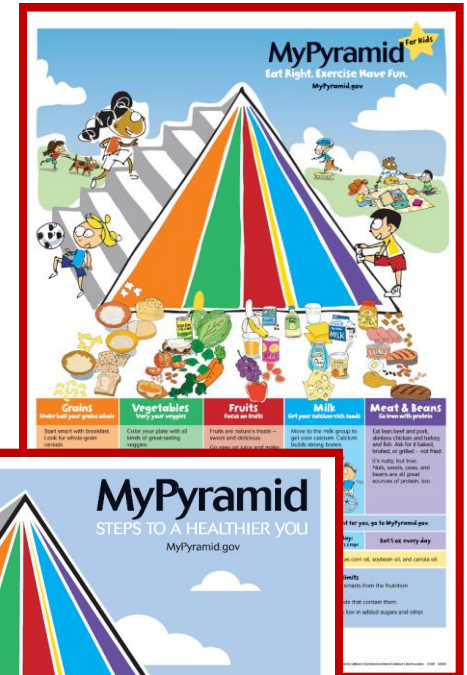
Topics Including:

- Optimal Protein Intake vs. RDA
- Role of Muscle in Health and Disease
 - Sarcopenia and Aging



U-Mail & Educational Materials

- Nearly 3,500 U-mail subscribers
- Distributed almost 146,000 *MyPyramid* materials so far this year



Other FY2010 Programming



Ongoing Protein Education, Outreach



Protein Webinar

THE POWER OF PROTEIN IN OPTIMAL HEALTH

In conjunction with the Florida Dietetic Association Administrative Council meeting, please join us for a thought-provoking and interactive discussion about the **POWER OF PROTEIN IN OPTIMAL HEALTH**. Emerging research indicates high-quality protein plays a critical role in many health issues facing Americans, such as weight management, muscle maintenance and reduced risk of several diseases including diabetes and sarcopenia. Now more than ever, with an aging Boomer population, it is important to re-examine the role of protein in American diets.

Hear from leading protein experts, who will share their latest scientific research on the role of protein on several health outcomes.

WHEN: OCTOBER 3, NOON – 1:30 P.M. ET

LOG-IN INFORMATION WILL BE SENT UPON CONFIRMATION OF YOUR PARTICIPATION *Please note that you'll need to have access to both a phone and computer with Internet for the webinar.*

PARTICIPANTS WILL HAVE THE OPPORTUNITY TO RECEIVE 1.5 CE CREDITS.*

APPLICABLE TO RDs, DTRs, LD/Ns & LNCs

PRESENTATIONS INCLUDE

- **High-Quality Protein Benefits in Optimal Health**
- **Protein Consumption: Myths and Recommendations for Optimal Health**
- **Helping People Power Up with Protein**

New resources and ideas to help you translate these scientific findings into effective client counseling will also be discussed. Handouts will be distributed following the webinar.

ABOUT THE SPEAKERS

Douglas Paddon-Jones, PhD

Dr. Paddon-Jones is an associate professor at The University of Texas Medical Branch. He will present research on muscle maintenance, sarcopenia and the role of protein in optimal health.

Kevin Short, PhD

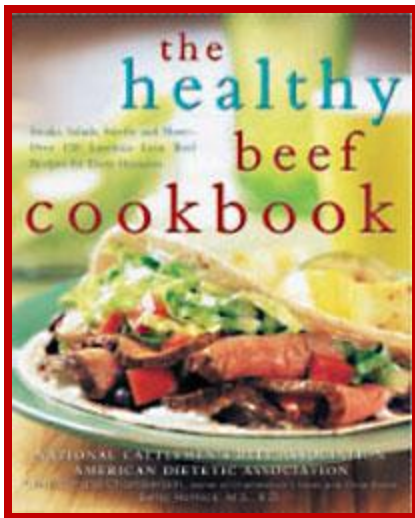
Dr. Short is an assistant professor in the Department of Pediatrics in the Section of Endocrinology and Diabetes at the University of Oklahoma Health Sciences Center. His presentation will be about protein needs, specifically exploring minimum requirements versus optimal recommendations.

Nancy R. Rodriguez, PhD, RD, FACSM

Dr. Rodriguez is an associate professor in the Department of Nutritional Sciences at the University of Connecticut. She will discuss today's consumer health concerns, including the overweight/obesity epidemic and growing boomer population, and why it may now be time to re-examine macronutrient needs, including protein, for optimal health.



Ongoing Protein Education, Outreach



Lean Beef Recipe Contest

Nutrient-Rich Beef

■ Calorie-for-calorie, beef is one of the most nutrient-rich foods to fuel an active and healthy lifestyle. A 3-ounce serving of lean beef provides 22 grams of protein, 10 grams of iron, and 15% of your daily B₁₂ and zinc.

TWENTY-NINE WAYS TO LOVE LEAN BEEF

America's favorite beef cuts are leaner than ever before. Now 29 cuts of beef meet government guidelines for lean.*

Look for these naturally nutrient-rich lean beef cuts:

Beef Cut	Calories	Saturated Fat (grams)	Total Fat (grams)
Eye Round Roast and Steak*	144	1.4	4.0
Sirloin Tip Side Steak	143	1.6	4.1
Top Round Roast and Steak*	157	1.6	4.6
Bottom Round Roast and Steak*	139	1.7	4.9
Top Sirloin Steak	156	1.9	4.9
Brisket, Flat Half	167	1.9	5.1
95% Lean Ground Beef	139	2.3	5.1
Round Tip Roast and Steak*	148	1.9	5.3
Round Steak	154	1.9	5.3
Shank Cross Cuts	171	1.9	5.4
Chuck Shoulder Pot Roast	147	1.8	5.7
Sirloin Tip, Center Roast and Steak*	150	2.1	5.8
Chuck Shoulder Steak	161	1.9	6.0
Bottom Round (Western Griller) Steak	155	2.2	6.0
Top Loin (Strip) Steak	161	2.3	6.0
Shoulder Petite Tender and Medallions*	150	2.4	6.1
Flank Steak	158	2.6	6.3
Shoulder Center (Ranch) Steak	155	2.4	6.5
Ti-Tip Roast and Steak*	158	2.6	7.1
Tenderloin Roast and Steak*	170	2.7	7.1
T-Bone Steak	172	3.0	8.2

*Cuts combined for illustration purposes. Calories and fat based on 3-ounce servings, visible fat trimmed. Less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 65 milligrams of cholesterol per 3-ounce serving (and 100 grams). Source: USDA, Department of Agriculture, Agricultural Research Service, 2008. USDA Nutrient Database for Standard Reference, Release 21.

These 29 cuts easily fit within a healthy diet. ORIGINAL, DELICIOUS AND NUTRITIOUS LEAN BEEF RECIPES FOR EVERY OCCASION

To order your copy, go to www.BeefitsWhatsForDinner.com

For more information and cooking tips, visit BeefitsWhatsForDinner.com



National Top-Tier Health Professional & Credentialed Influencer Event

Liz's Bio

Liz Weiss, MS, RD

Liz Weiss is an award-winning broadcast journalist, speaker, spokesperson, and author of *The Momsâ€™™ Guide to Meal Makeovers Improving the Way Your Family Eats, One Meal at a Time* (Broadway Books, 2004). She received her undergraduate degree in Nutrition and Dietetics from the University of Rhode Island, her Master of Science degree in Nutrition Communications from Boston University, and attended the Cambridge School of Culinary Arts in Cambridge, Massachusetts where she completed the Professional Chefâ€™™s Program.



Expect the Best

with Elizabeth Ward



Kathleen M Zelman, MPH, RD, LD

Kathleen Zelman, MPH, RD, LD, is a nutrition expert for WebMD, overseeing diet, nutrition information. Among other duties, she is a nutrition correspondent, writes features, book reviews, and newsletters, provides a review of diet and nutrition articles, and speaks at meetings.



HOSTS & CHEFS

ELLIE KRIEGER



Kathy Kitchens Downie
Kathy Kitchens Downie is a food writer and author. After growing up in South Carolina, she has had the most exciting dining experiences in the world, from peasant bread in a



Liz Applegate Ph.D.

Welcome | Biography | In the Media | Nutrition Advising | Public Speaking



HOSTS & CHEFS

ROBIN MILLER




Meat & Poultry Nutrition Labeling Coalition



2010 Dietary Guidelines



Dietary Guidelines for Americans, 2010 Public Comment Submission

You are invited to submit your comments on the Dietary Guidelines for Americans, 2010 revision process. Comments can be submitted anytime from now through delivery of the Committee's report. To ensure timely submission and consideration of your comments for each upcoming Advisory Committee meeting, comments should be submitted no later than 3 days prior to the current Federal Register notices' closing date. Comments that are submitted later will be considered by the Committee for the following public meeting date. When entering a comment, you may provide your name, job position/credentials, contact information, and affiliation. The required input fields are labeled with an . Please note that any information you enter will be viewable by the public. Please leave any areas blank that you do not feel comfortable sharing. To assist in your comment being categorized, you must select a key topic by using the drop-down menu. This will allow readers to find comments related to their topic of interest more easily and will allow us to get your comments to the appropriate Committee member efficiently. The comments area will allow you to enter a comment with no more than 2000 characters. Longer comments and support materials can be submitted via the attachment option. Comments will be posted as soon as possible after submission. Comments that are inappropriate or offensive in nature will not be posted.

To submit your comments without logging into the application, please click [here](#).

To view the posted comments, please click [here](#).

