BEEF
IT'S WHAT'S FOR DINNER®

DECODING THE LABEL: KNOW YOUR BEEF CHOICES

Like the farmers and ranchers who choose how best to raise their cattle for beef, you have choices when it comes to the beef you buy. **Cattle are raised responsibly and beef is wholesome and nutritious** – but you may see a variety of statements that reflect different production practices on beef packages in your grocery store or on a menu. The U.S. Department of Agriculture (USDA) approves these labels for beef based on specific criteria.

GRAIN-FINISHED

(most beef is raised this way and likely doesn't have a specific label claim)

THIS BEEF COMES FROM CATTLE THAT...

- Spend the majority of their lives eating grass or forage
- Spend 4-6 months at a feedyard eating a balanced diet of grains, local feed ingredients, like potato hulls or sugar beets, and hay or forage
- May or may not be given U.S. Food and Drug Administration (FDA)-approved antibiotics to treat, prevent or control disease and/or growth-promoting hormones

GRASS-FINISHED OR GRASS-FED

THIS BEEF COMES FROM CATTLE THAT...

- Spend their whole lives eating grass or forage
- May also eat grass, forage, hay or silage at a feedyard
- May or may not be given FDA-approved antibiotics to treat, prevent or control disease and/or growth-promoting hormones

USDA ORGANIC

CERTIFIED ORGANIC

THIS BEEF COMES FROM CATTLE THAT...

- Never receive any antibiotics or growth-promoting hormones
- May be either grain- or grass-finished, as long as the USDA's Agriculture Marketing Service (AMS) certifies the feed is 100% organically grown
- May spend time at a feedyard

NATURALLY RAISED

(may be referred to as "never-ever")

THIS BEEF COMES FROM CATTLE THAT...

- Never receive any antibiotics or growth-promoting hormones
- May be either grain- or grass-finished
- May spend time at a feedyard

DID YOU KNOW?

91% of U.S. cattle farms and **80%** of feedyards are family-owned.

Cattle eat grass for most of their lives.

100% of beef processed in federally inspected packing plants is overseen and inspected by the USDA.

All cattle are commonly fed vitamin and mineral supplements to balance their diet.

You will likely come across other beef labels. For example, USDA labels like "beef raised without antibiotics" (cattle have never received antibiotics but may receive growth-promoting hormones) and "beef raised without hormones" (cattle have never received growth-promoting hormones but may receive antibiotics). All USDA labels must be approved through a formal submission and evaluation process. You might also see other claims on labels, including references to cattle breed, where cattle were raised and cattle welfare.

References: U.S. Department of Agriculture 'Choices of Beef Definitions,' October, 2016 and USDA 2012 Ag Census Cattle Industry Highlights, February, 2015

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BEEF: A NUTRIENT-RICH PACKAGE OF HIGH-QUALITY PROTEIN

Animal proteins, such as beef, provide complete high-quality protein containing all the essential amino acids the body needs for optimal health. To satisfy beef consumer preferences, cattle production practices may vary. However, nutrition experts agree that all beef choices, consumed in the context of an individual's total diet, essentially provide the same health benefits.

Beef is a natural source of more than 10 essential nutrients and can help maximize optimal health, satisfy hunger, and support weight maintenance and muscle development.

To a slight degree, the nutrient content of beef may vary depending on the production practices, breed and region of the country in which the animal is raised.

*Percent Daily Value based on a 2,000-calorie diet.

Nutritional Comparison of Grain- vs Grass-finished Beef*

4-oz. Raw Grain-finished Strip Steak			4-oz. Raw Grass-finished Strip Steak		
		% Daily Value			%Daily Value
Calories	160	N/A	Calories	131	N/A
Protein (g)	26	52%	Protein (g)	26	52%
Total Fat (g)	6	10%	Total Fat (g)	3	5%
Saturated Fat (g)	2.6	13%	Saturated Fat (g)	1.2	6%
Monounsaturated Fat (g)	3.0	N/A	Monounsaturated Fat (g)	1.1	N/A
Vitamin B12 (mcg)	2.0	33%	Vitamin B12 (mcg)	1.4	24%
Zinc (mg)	4.2	28%	Zinc (mg)	4.0	27%
Selenium (mcg)	24.1	34%	Selenium (mcg)	23.6	34%
Niacin (mg)	7.6	38%	Niacin (mg)	7.5	38%
Vitamin B6 (mg)	0.6	32%	Vitamin B6 (mg)	0.7	36%
Phosphorus (mg)	232	23%	Phosphorus (mg)	237	24%
Riboflavin (mg)	0.2	14%	Riboflavin (mg)	0.1	8%
Iron (mg)	2.1	12%	Iron (mg)	2.1	12%
Choline (mg)	65	12%	Choline (mg)	73	13%

GRAIN-FINISHED

- Grain feeding can result in beef with increased levels of monounsaturated fat, while feeding grass longer (depending on the type of grass) can influence the amount of omega-3 fatty acids in beef.

GRASS-FINISHED OR GRASS-FED

- Beef cuts from cattle consuming mostly grass/forage tend to be marginally lower in fat than those from grain-finished beef, mostly at the expense of monounsaturated fats, the heart-healthy fats found in olive oil.

USDA ORGANIC

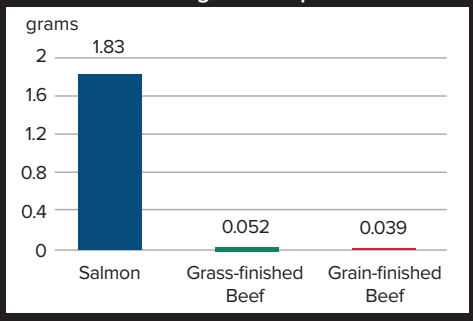
CERTIFIED ORGANIC OR NATURALLY RAISED

- Raising an animal to meet the standards of Certified Organic or Naturally Raised will not impact the fat content of the beef. The production practice which has the greatest effect on fat content is the feed regimen (grass vs grain) during the final months before harvest.

OMEGA-3

While all beef offers small amounts of omega-3 fatty acids and can contribute to omega-3 intake, the American Heart Association® recommends fatty fish as the primary source for omega 3-fatty acids.

Omega-3 Comparisons



Impact on the Diet

Consumers can be assured that all beef provides the same high-quality proteins in a delicious package of essential nutrients to support a healthy, active lifestyle.

References:

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