



Beef Demo TALKING POINTS

(Highlighting convenience, budget friendly, nutrition benefits)

Talking points during all demos

- Recipe can be made in about 30 minutes or less
- Easy to make, just a few ingredients
- Uses ingredients that you probably already have in your pantry at home
- You can make this meal for about \$3 per serving
- Use the leftovers to put into a breakfast burrito, or use in a sandwich, wrap or salad topping for lunch the next day
- A 3-ounce serving of lean beef has about 150 calories and 10 essential nutrients that your body needs like protein, zinc, iron and B-vitamins
- A serving of lean beef has about one more gram of saturated fat than a serving of skinless chicken breast
- A recent study called BOLD (Beef in an Optimal Lean Diet) showed that adding lean beef to the most recommended heart-healthy diet lowered heart disease risk by reducing levels of total and LDL "bad" cholesterol
- A serving of beef is about the size of a deck of cards or a smartphone (3 ounces)
- A serving of beef will give you nearly half of the protein you need each day
- Beef is an excellent source of protein and because protein promotes satiety, eating a protein-rich meal or snack makes you feel full longer

Use these talking points only during Ground Beef demos

- Ground Beef has more essential micronutrients such as B-vitamins, magnesium and zinc, than ground turkey and can be lower in calories, cholesterol and fat. Check the Nutrition Facts Label to make sure you're making the best choice.
- Use a gentle touch with Ground Beef. Over-mixing will result in burgers, meatballs or meatloaves with a firm, compact texture.