



Statement of Principles Regarding Nutrition and Health

As producers, processors, and marketers of the nation's beef supply, we are committed to providing a wholesome, nutritious food, and to communicating accurate information about beef's nutritional qualities and the role of beef in a healthful diet. We pledge to use the following principles to guide our actions and communications about beef in regard to nutrition and health.

- 1 We will provide factual, scientifically supported information about beef to help consumers make informed choices about what they eat.
- 2 We support the Dietary Guidelines for Americans recognizing that there are a variety of ways to achieve a healthy diet, and further, we believe that the overwhelming scientific evidence shows that dietary balance, variety, and moderation coupled with appropriate physical activity provides the foundation for a healthful life.
- 3 We are committed to conducting and participating in programs to actively disseminate accurate information about the nutritional advantages of beef in a healthful and balanced diet and lifestyle.
- 4 We recognize the important role of health professionals and nutrition educators in providing nutrition information and are committed to working with them and their professional organizations to communicate accurate information about nutrition and health.
- 5 We believe that dietary balance, variety, moderation, and physical activity are the keys to health, and we also encourage individuals with specific health concerns that require dietary modification to consult a physician followed by nutrition counseling from a Registered Dietitian/Nutritionist.
- 6 We support research on the nutritional qualities of beef and will accurately communicate research findings to help consumers make informed decisions about their diet.
- 7 We recognize that consumers want foods that are good tasting and convenient as well as nutritious and will support research to provide beef products that meet these consumer demands.

The **Statement of Principles Regarding Nutrition and Health** was first adopted by the beef industry in 1984.

This Statement of Principles is reviewed on a regular basis by the Nutrition & Health Committee, along with NCBA's Federation Division board of directors and the Cattlemen's Beef Board. Every beef farmer, rancher and importer contributes to a fund called the beef checkoff, which is used to support beef nutrition education efforts.

For more information, please visit BeefItsWhatsforDinner.com

