

WHAT WE'RE BEING TOLD



SKIP THAT BURGER

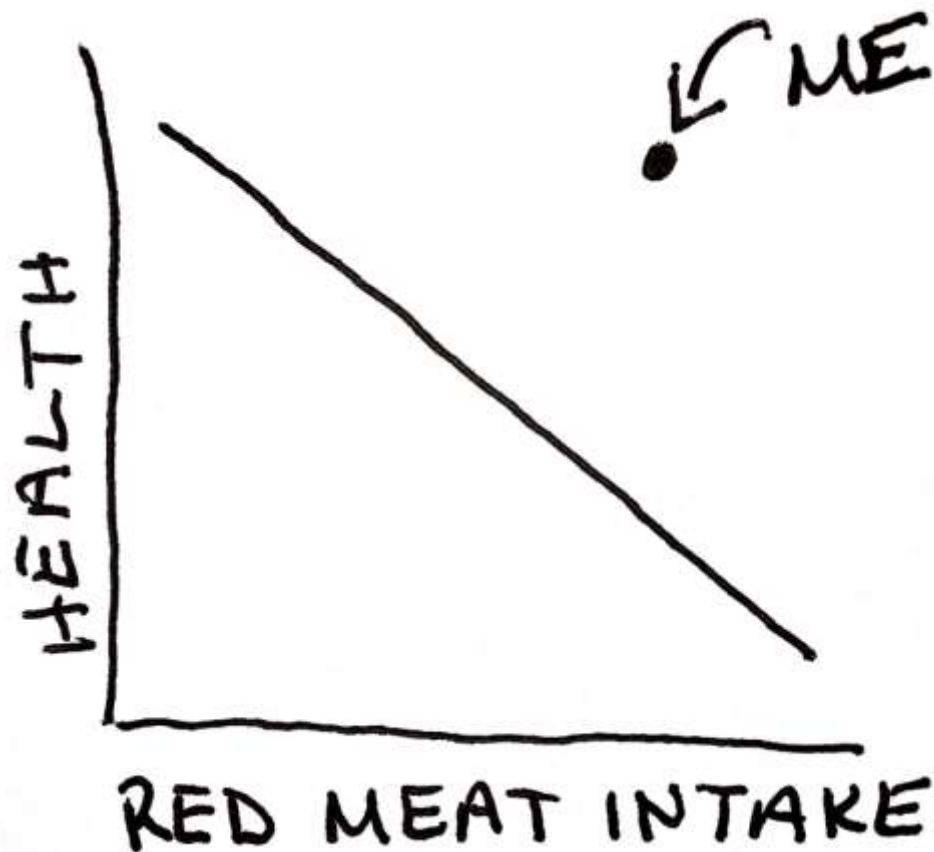
	CO_2
1 LB	19 LBS

Every pound of beef served is equivalent to releasing about **nineteen pounds of greenhouse gases**, so consuming less **beef** can reduce your carbon footprint.

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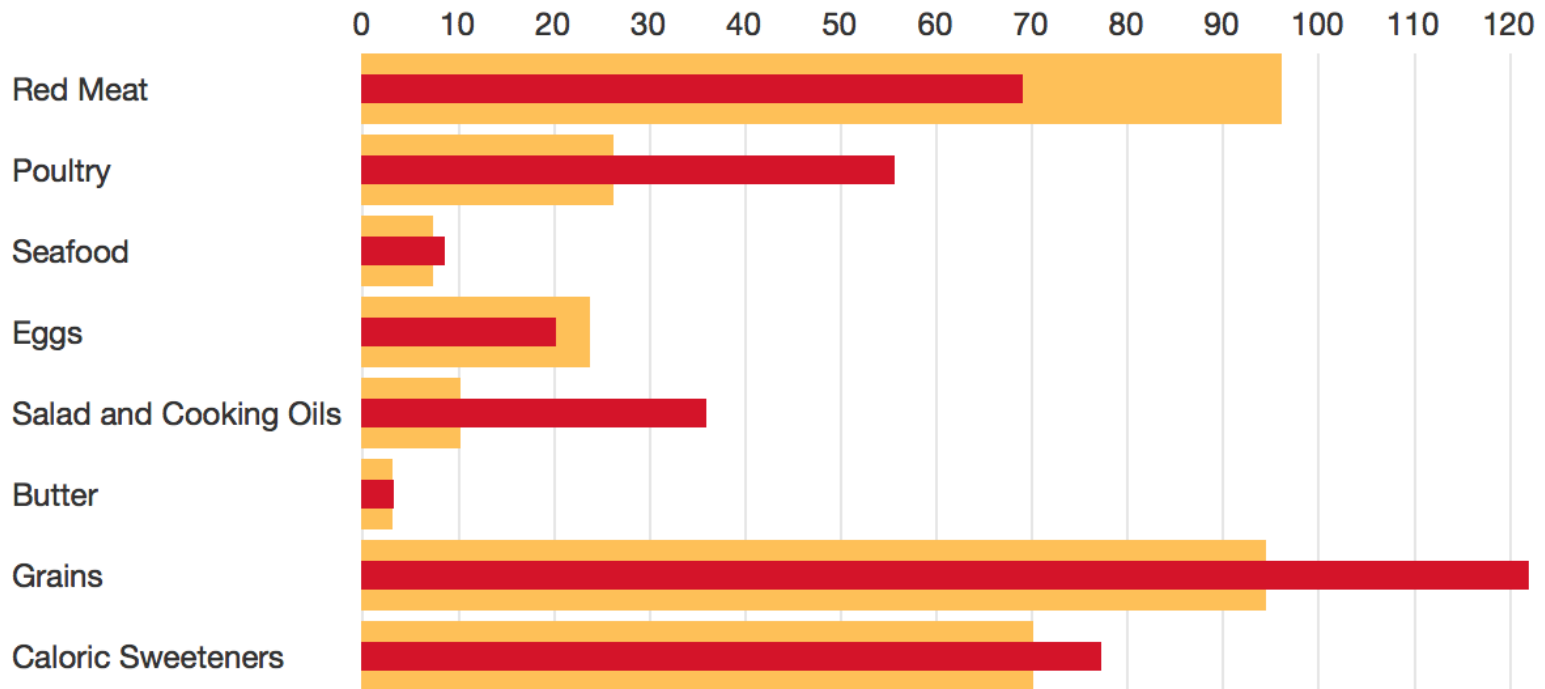
WHAT I'M HERE TO TELL YOU



RED MEAT IS NOT THE PROBLEM

[Calories from food groups, 1970 - 2014]

1970 2014



Source: [USDA: Loss Adjusted Food Availability Charts](#) [Get the data](#)

OUR DIET IS LARGELY MONOCROPS



BISON HAS A HALO THAT BEEF DOESN'T



THE HEALTH BENEFITS OF RED MEAT

- **Protein**
 - The most satiating macronutrient
 - We're not eating enough
- **Vitamins & Minerals**
 - Especially B12 & Iron
- **Healthy fats**
 - Saturated fat won't kill you!

WE'RE NOT EATING ENOUGH PROTEIN

RDA for protein is .8g/kg **MINIMUM**

Assumes men are 154lbs and women are 125lbs

.8g/kg is 56g for men and 46g for women

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Acceptable Macronutrient Distribution Range

(ADMR) 10% - 35% of calories

Average American only eats 16% of calories from protein (lower end)

For a person on a 2,000 diet, this means 100g of protein/day at 20%

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Research supports many benefit from increased intakes of protein:

Elderly, chronic disease, weight loss, blood sugar/metabolic issues, athletes, highly stressed.

**BUT WAIT! AREN'T WE EATING
WAY TOO MUCH MEAT??**



WHAT DOES 100G OF PROTEIN LOOK LIKE?

Breakfast: 3 eggs, scrambled with peppers and tomatoes
about 22 grams

Lunch: Salad with 4oz wild salmon, avocado, oil & vinegar dressing
about 30 grams

Dinner: - 6oz bison with medium roasted sweet potato and spinach
about 48 grams

Aim for 4-6oz of **animal protein per meal**

HEALTH BENEFITS OF RED MEAT – ORGAN MEAT

Liver, Kidney, Heart, Brains - Richest sources of B12

Liver – protein, iron, zinc, riboflavin, niacin, vitamin A, folate

Kidney – protein, thiamin, riboflavin, iron, folate

Heart – iron, zinc

IRON AND B12: MOST COMMON NUTRIENT DEFICIENCIES IN WORLD

People with Anemia

Preschool-age children	47.4%
School-age children	25.4%
Pregnant women	30.2%
Non-pregnant women	41.8%
Men	12.7%
Elderly	23.9%
Total population	24.8%

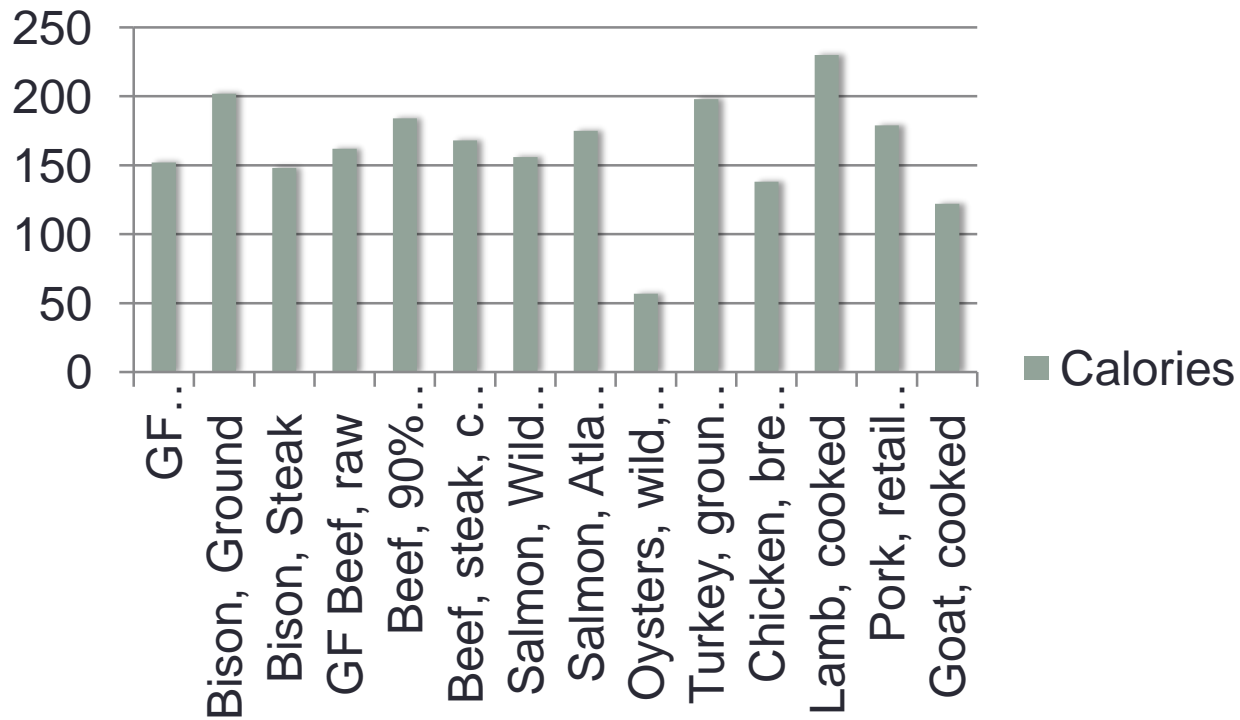
Source: WHO

BISON COMPARED TO OTHER MEATS

Serving: 3oz

Source: USDA Nutrient Database

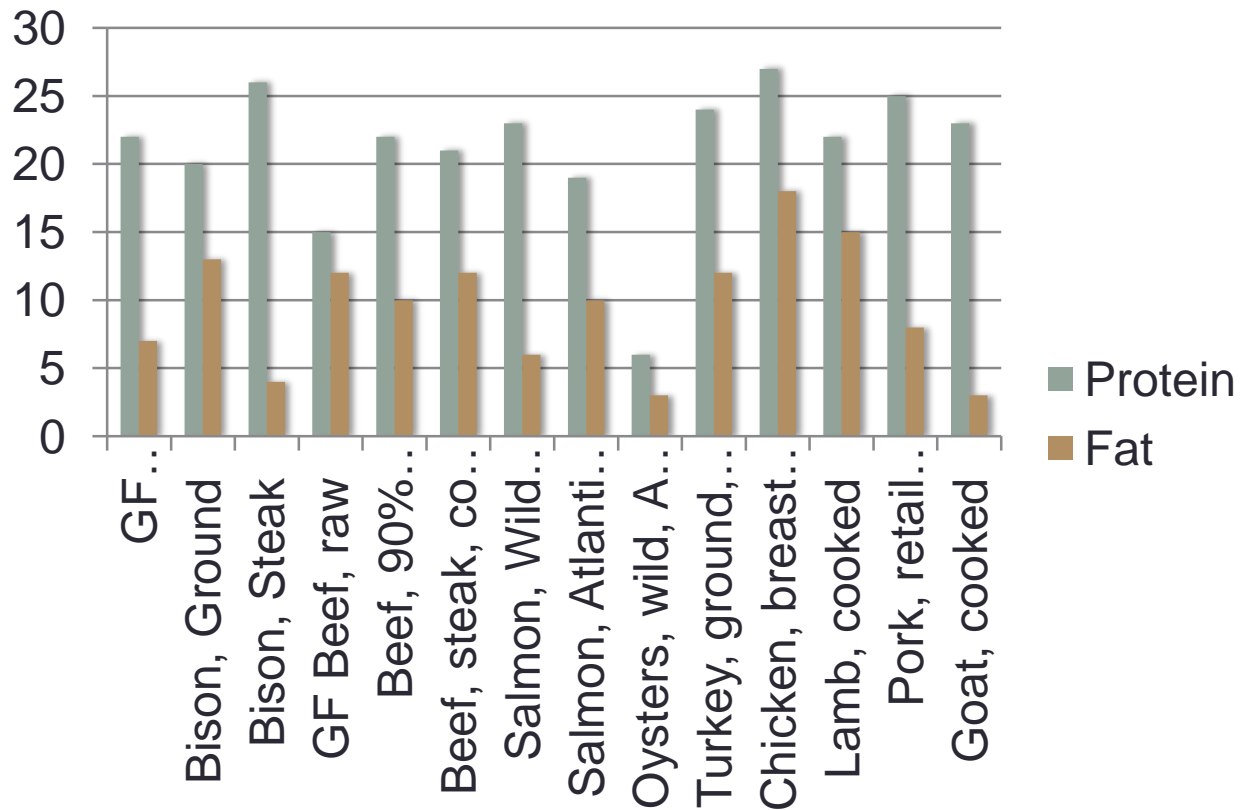
Calories



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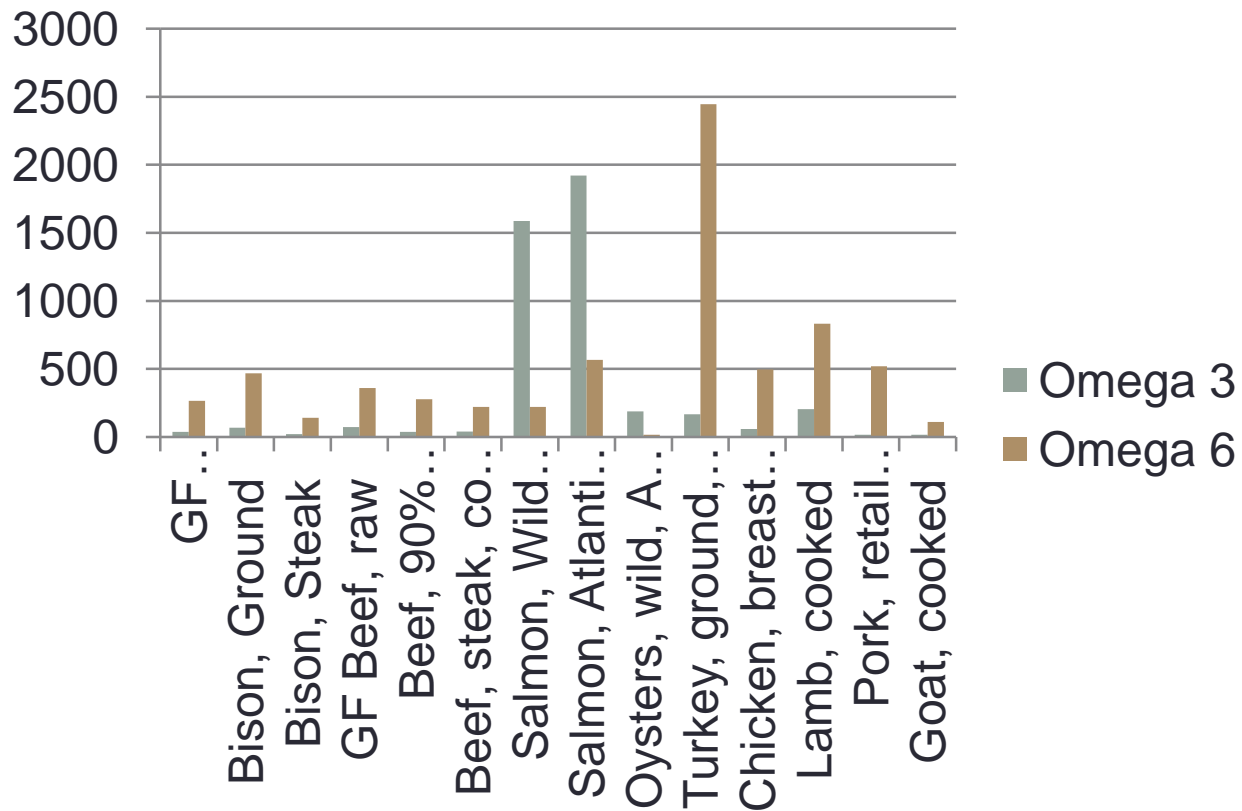
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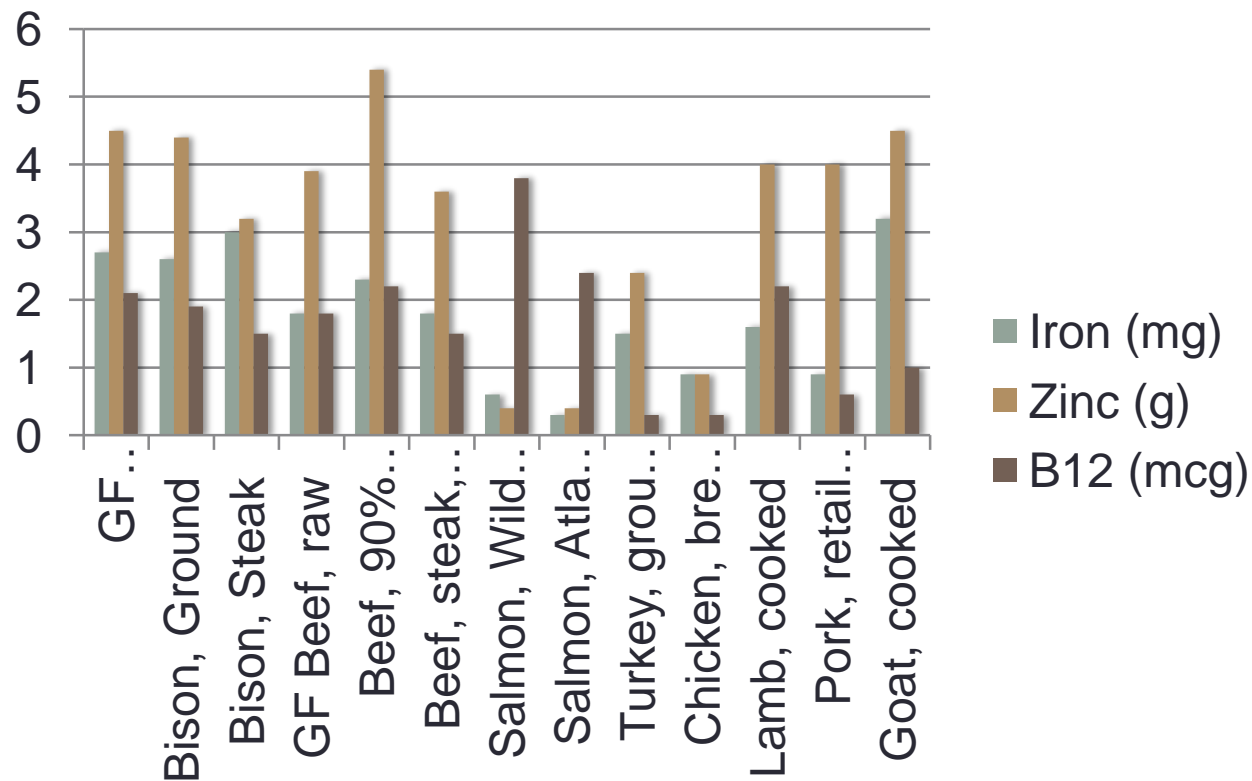
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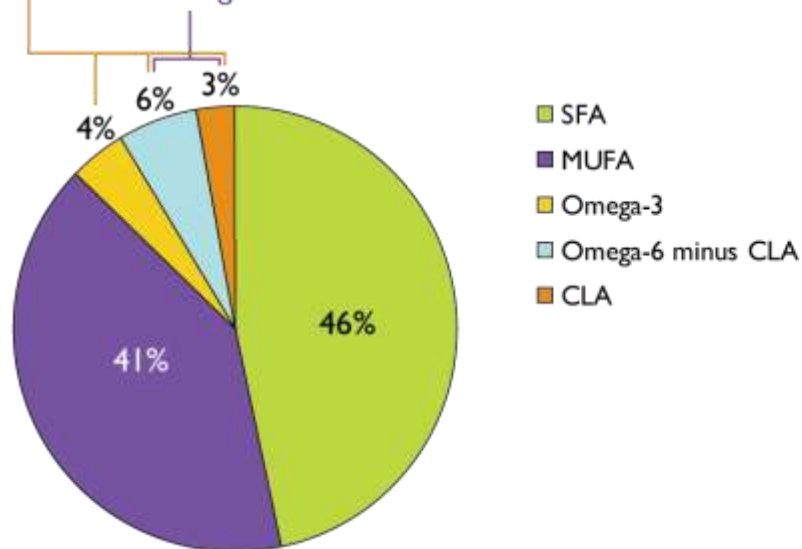
Oysters were removed as outliers – 76g of zinc

HEALTH BENEFITS OF RED MEAT - FATS

Grass-finished beef fatty acid profile

Total polyunsaturated fats = ~ 13%

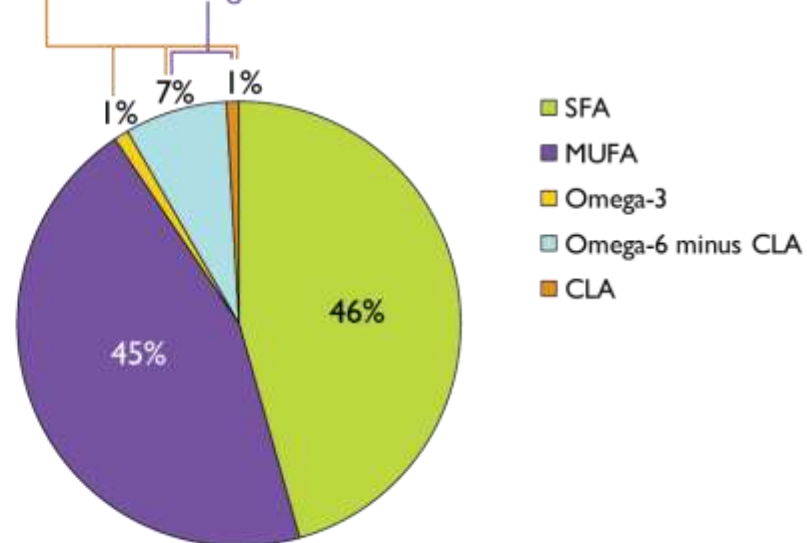
Total omega-6 = ~ 9%



Grain-finished beef fatty acid profile

Total polyunsaturated fats = ~ 9%

Total omega-6 = ~ 8%



OMEGA-3 IN BISON VS. SALMON



**3oz wild Coho salmon
1587 n-3's**



**3oz GF ground bison
38 n-3's**

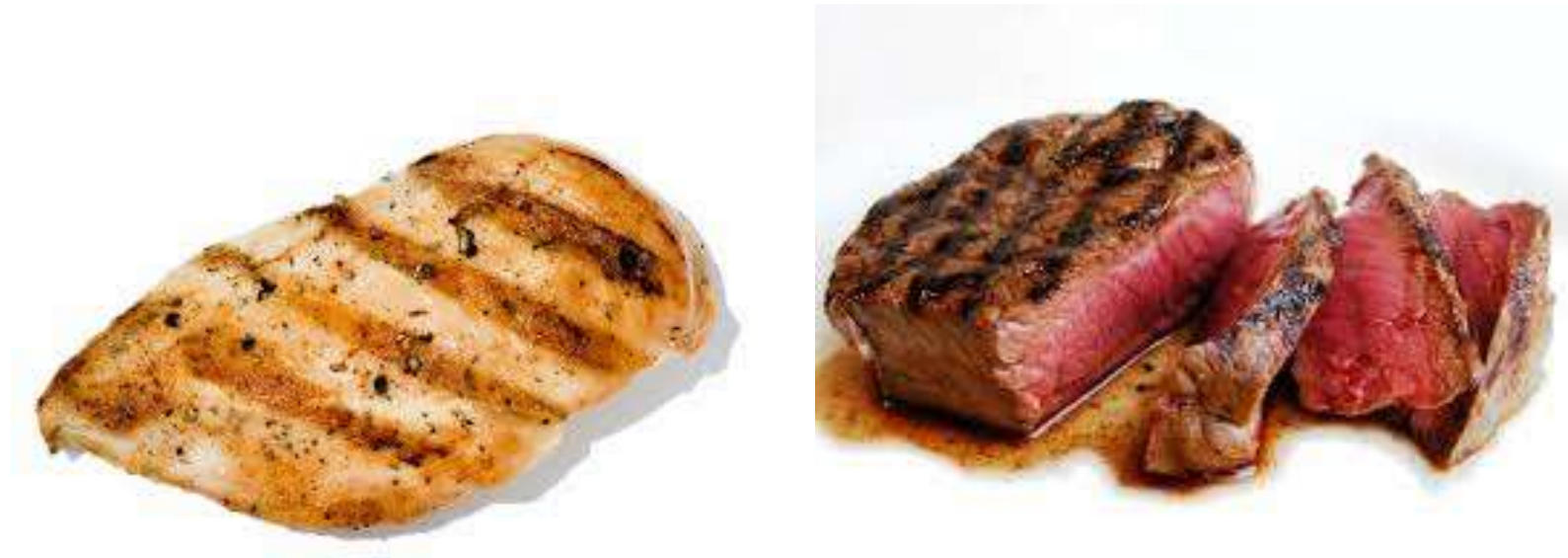
OMEGA-3 IN BISON VS. SALMON



This means you would need to eat nearly 8lbs of bison burgers to get the same omega-3's in one 3oz portion of salmon

COMPARE BISON TO CHICKEN BREAST

Similar calories and protein, less fat in bison



**Bison steak has 3x Iron, 3x Zinc, and 5x B12
compared to boneless, skinless chicken breast**

COMPARE BISON TO TURKEY BURGERS

About the same calories, protein and fat



**9X omega 6's compared to
GF bison burgers, 5x
compared to standard bison
burgers**



**twice the iron and zinc
and 5x the b12 for
standard, 7x the B12 for
grass fed**

ANIMAL WELFARE



EAT RUMINANTS FOR THE ENVIRONMENT



REAL PROTEIN > FAKE PROTEIN

1 lb ground bison average \$11 (\$15 gf)
\$0.70 (\$0.44 gf) per ounce
LESS THAN SLICED TOFURKY



THE BISON BRAND IS STRONG



MESSAGING

Nutrition who are currently eating turkey burgers and chicken breast – more iron & B12

“Gourmets” and fitness

Power, taste, protein

Environmentalists

Natural, native, grasslands, majestic

Animal welfare (show them why bison beats poultry)