

Why Add Protein When It's So Delicious Naturally?

Food companies are adding protein to foods in response to consumers' desire for protein's nutrition benefits. Protein helps to control appetite so overeating is less likely. And it helps keep your body strong and healthy. Meat does not have added protein because it *is* protein — *naturally*.



Three Ounce Serving of Cooked Pork*

23 grams of protein and 147 calories – that's half your daily protein needs.



Plus...

- ★ **Iron** - 3% Daily Value
- ★ **Zinc** - 12% Daily Value
- ★ **Vitamin B12** - 8% Daily Value
- ★ **Countless taste.**



Protein Powder (28 gram serving)

20 grams of protein and 100 calories PLUS calories in food to which it is added.



And it has...

- ★ **Zero iron.**
- ★ **Zero zinc.**
- ★ **Zero B vitamins.**



Three Ounce Serving of Cooked Beef Tenderloin

22 grams of protein and 150 calories – that's half your daily protein needs.



Plus...

- ★ **Iron** - 15% Daily Value (iron needs vary by gender)
- ★ **Zinc** – 24% Daily Value
- ★ **Vitamin B12** – 58% Daily Value
- ★ **Countless taste.**

NAMI
NORTH AMERICAN
MEAT INSTITUTE

meatpoultrynutrition.org

Naturally Nutritious Meat: *The Sensible Choice.*

Sources: 1. <http://nutritiondata.self.com/> 2. Emily et al. Protein: A nutrient in focus. *Applied Physiology and Nutrition Metabolism*. 40: 755–761 (2015).