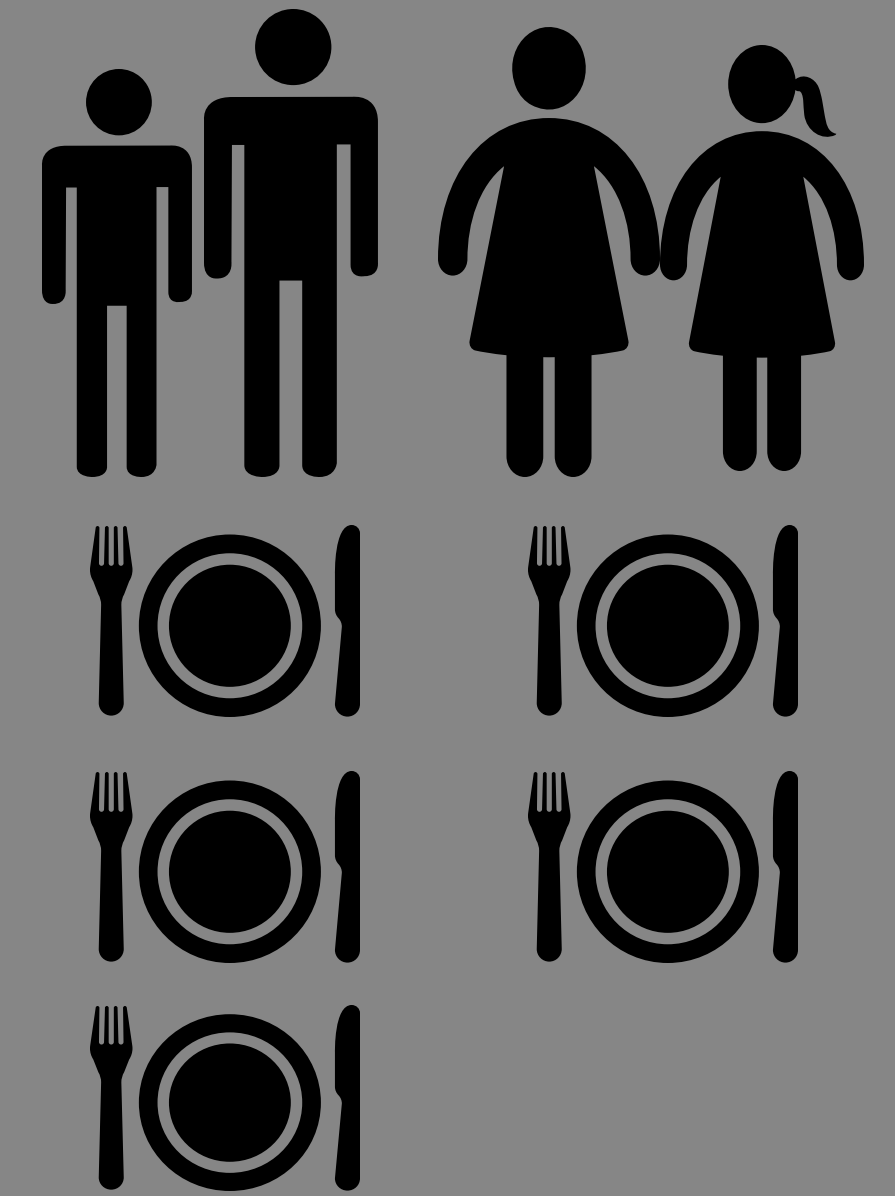
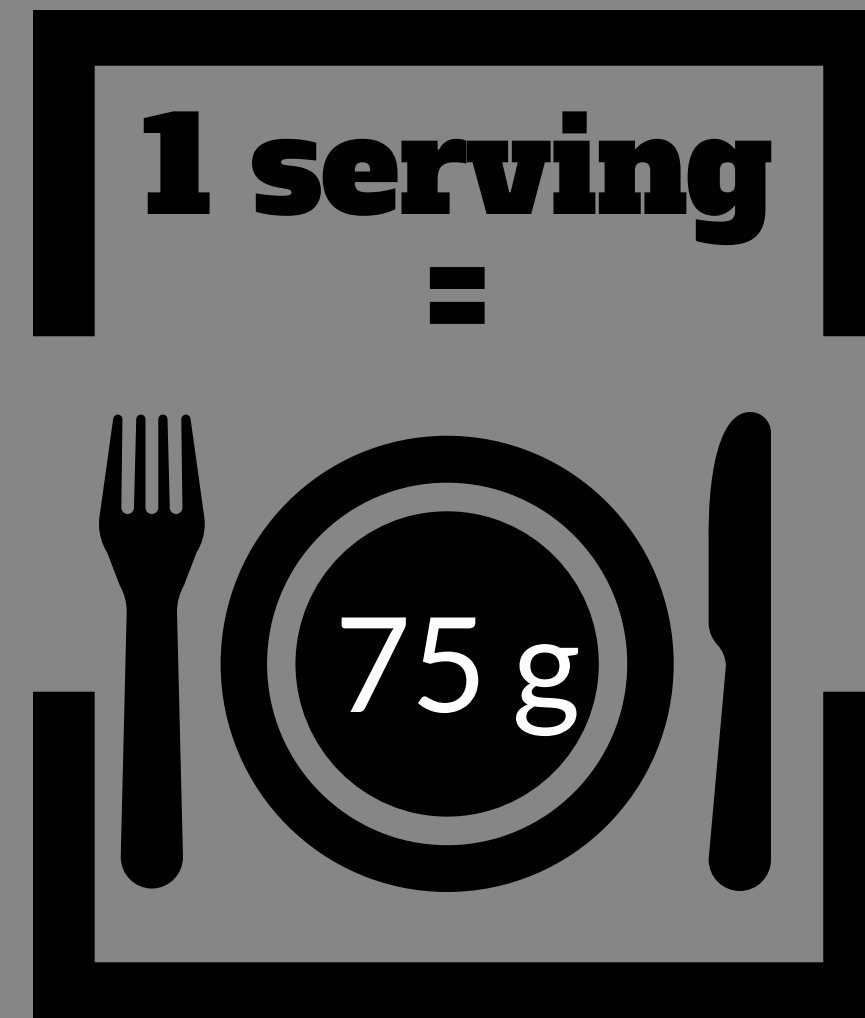




Canadian Pork Council
Conseil canadien du porc

CANADIANS & RED MEAT

Canada's Food Guide recommendations for meat and alternatives



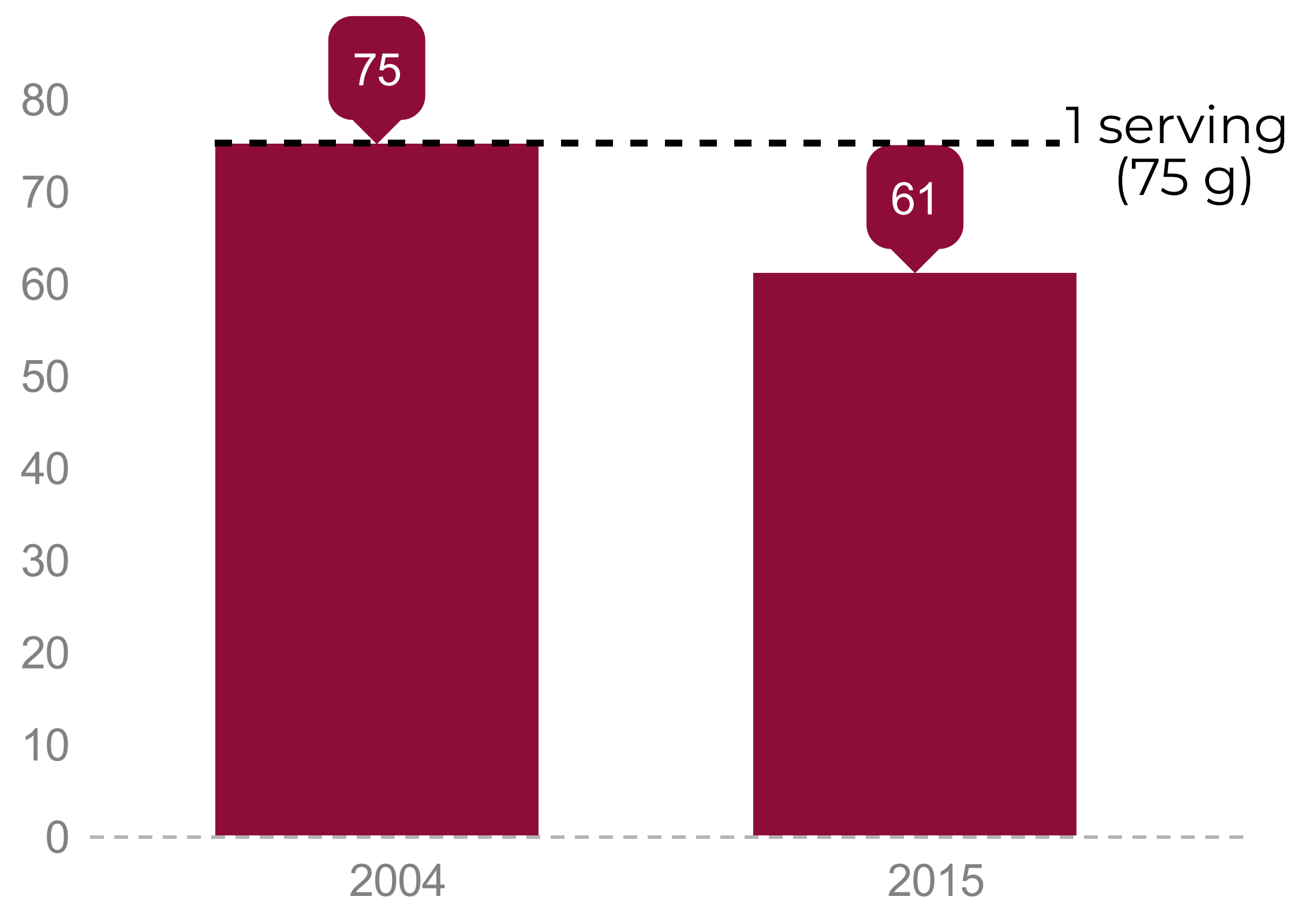
Canadians eat **less than one serving** of red meat per day

41 g of fresh red meat
20 g of processed meat

61 g of red meat per day

Canadian consumption of red meat has declined

Average daily consumption (grams)



Red meat*

*includes fresh and processed pork, beef, veal, and lamb

Why is falling meat consumption a problem?

Some Canadians have inadequate intakes of **essential nutrients**

leads to deficiencies affecting:
mental health
energy levels
infant birth weight

Iron
Zinc

available in red meat in the form the body can most easily absorb

B12

only found in foods of animal origin

**So go ahead...
ENJOY THAT
PORK CHOP**