



Healthy Plates. Inspiring Meals.

Family meals from fabulous foundational foods.





Healthy Plates. Inspiring Meals.

With families spending more time together in the kitchen, it's important to practice healthy routines. Use foundational foods to cook with more often and share meals together – that's a great start to eating well!

What you'll find here? Questions answered about how to build a healthy balanced plate PLUS recipes for meals that will inspire you to eat well, live well.



Follow the Guide

This picture perfect 'snap shot' inspires us to Eat Well

Canada's food guide

Introducing the food guide Eat Well Plate

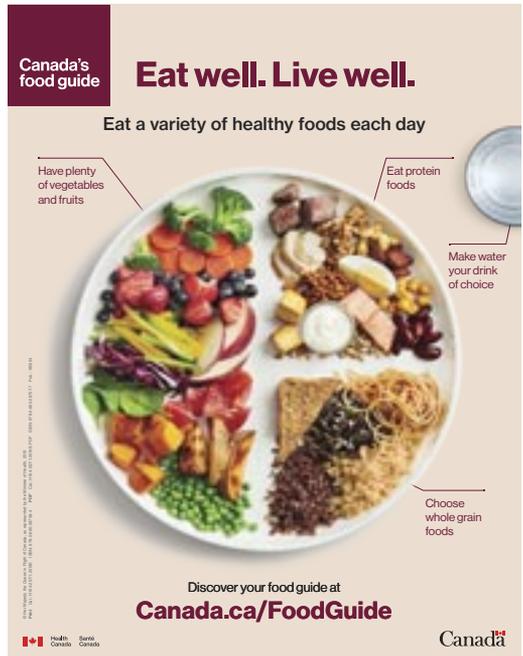
Serve a variety of nourishing foods in these healthy proportions on the plate:

- 1/2 veggies & fruit** - the more colourful the better
- 1/4 whole grains** like oatmeal, whole grain pasta, brown rice
- 1/4 protein** like lean meat, fish, dairy, beans, nuts, poultry, tofu, eggs, seeds, lentils

Aim to:

- Quench thirst with water.
- Eat 3 meals a day plus healthy snacks.

Source: Government of Canada, <https://food-guide.canada.ca/en>



Is the food guide vegetarian? Nope – ‘plant-based’ may be the buzz, but the guide dedicates $\frac{1}{4}$ of the plate to a variety of powerful proteins like fish, poultry, pork, eggs, beef, dairy foods, along with nuts, seeds and pulses. It was not intended to promote ultra-processed simulated meat, dairy and egg products.



Are meat and dairy still part of the food guide? You bet. With lean meats like beef, a champion of iron and vitamin B₁₂, and dairy key for calcium and vitamin D, these nourishing foods are definitely still part of the food guide plate.

What to eat

No one part of the plate has it all.

Eating a variety of foods from each section of the food guide Eat Well Plate wins the day in the end – wholesome, nourishing foods that offer unique nutrient ‘packages’ for health. And there are food synergy benefits from eating these foods in combinations.

Vegetables and Fruit: These foods are the champions for fibre, antioxidants, vitamins C, A, potassium and more. Choose veggies & fruit that have colour pop for the most nutrient rich options. Serve veggies raw to satisfy the ‘crunch-craving’– better crunch than potato chips!



Whole Grains: Include whole grains for fibre, energy from carbohydrates, vitamin E and antioxidants. Cook up a batch of grains like brown rice, quinoa and barley on the weekend so they're ready for speedy suppers during the week.



Proteins: Include meat, poultry, eggs and fish for iron, zinc, B vitamins, and all the essential amino acids and include legumes, nuts and seeds for fibre boost. Dairy is a complete protein source that champions calcium.



The guide shows ¼ of an egg, 3 apple slices, 3 cubes of meat – are these recommended servings? No. These are not servings, but just examples of the types of foods from each portion of the Plate.

How to eat

Healthy eating is more than just the foods on the plate, it is the healthy eating patterns that make a difference long-term. The food guide offers guidance on how to eat, not just what to eat.

- Eat together as often as possible (without distractions) and take time to savour the food.
- Cook meals at home with a move to rely less on ultra-processed foods and eating out. Amp up the food skills as a family-affair.



What comes off the plate? Rather than swapping carrots for celery, or peanuts for pork, consider this REALITY CHECK: Canadian children ages 9 to 13 years are getting a whopping 57% of their calories from ultra-processed foods such as: doughnuts, pop, salty snacks, candy bars, ice cream, French fries and frozen pizza.*

The result? Children may get too much sodium and added sugar, and may fall short of key nutrients such as protein, calcium, iron, and vitamins.



How can I get my kids interested in eating well? Invite kids to help plan, shop and cook. Meals like tacos and kabobs help get many hands involved. When you cook together, kids are more likely to eat the healthy food served and will learn valuable food skills.

* *Ultra-processed foods in Canada: consumption, impact on diet quality and policy implications*, December 2017, Heart and Stroke Foundation of Canada

Egyptian Rice & Protein Bowl

BEANS
provide a good source
of folate for heart
health.

TOMATOES
are an excellent source
of vitamin C (26% DV
in this recipe).

CHARD
is an excellent source
of vitamin K to help heal
wounds, 121% DV
per recipe serving.



Egyptian Rice & Protein Bowl

INGREDIENTS

SALSA:

1 tbsp olive oil
4 tsp white vinegar
½ tsp sugar
¼ tsp salt
3 ripe tomatoes, seeded and chopped
1 shallot, thinly sliced
½ cup chopped parsley

RICE & MINCED MEAT:

1 tbsp olive oil
1 lb (500 g) 50/50 blend **Ground Pork**
and **Ground Beef**

2 tsp ground cumin
½ tsp salt
½ tsp ground cinnamon
¼ tsp EACH ground allspice and nutmeg
¼ tsp EACH ground ginger and
coriander
3 cloves garlic, minced
1 cup brown rice
1 cup no-salt added canned kidney
beans or chickpeas, rinsed and drained
Wilted Greens (recipe below)

METHOD

1. Salsa: Whisk oil with vinegar, sugar and ¼ tsp salt until dissolved. Add tomatoes, shallot and parsley. Let stand at room temperature until ready to serve.

2. Rice & Minced Meat: Heat oil in a large, nonstick skillet set over medium-high heat. Crumble in ground meat. Stir in cumin, salt, cinnamon, allspice, nutmeg, ginger, coriander and garlic. Cook, breaking up into small crumbles, for 5 to 7 minutes or until browned.

3. Stir in rice and beans until well combined. Add 3 cups water. Bring to a boil; cover and reduce heat. Cook for 20 to 25 minutes or until liquid is absorbed. Remove from heat. Let stand for 5 minutes. Fluff with a fork. Serve over Wilted Greens and top with salsa.

4. Wilted Greens: Remove ribs and stems from 1 bunch washed Swiss chard or kale. Tear leaves; set aside. Heat 1 tbsp oil with 1 crushed clove garlic in a large skillet set over medium-high heat. Add torn chard or kale. Season with salt and pepper. Cook, stirring occasionally, for 3 to 5 minutes or until wilted.

Makes 4 servings.

Per serving: 607 calories, 32 g protein, 25 g fat, 69 g carbohydrate, 12 g fibre, 30% DV iron (5 mg), 47% DV zinc (5 mg zinc), 58% DV vitamin B₁₂ (1 mg), 23% DV sodium (512 mg)

Marinated Flank Steak and Summer Peach & Quinoa Salad



BEEF
provides the most
protein, while quinoa
provides some.

GREENS
are an excellent source
of vitamin A (50%
DV/recipe serving), key
for healthy vision.

QUINOA
is a good source of
magnesium
which helps control
blood pressure.



So what's a healthy way to eat? Eating a sit-down meal in the company of others helps you eat better! DYK that those that include meat in their meals also eat more veggies.

Marinated Flank Steak and Summer Peach & Quinoa Salad

INGREDIENTS

MARINADE/DRESSING:

¼ cup EACH olive oil and balsamic vinegar
1 tbsp honey
2 tsp grainy Dijon mustard

1 lb (500 g) **Flank Marinating Steak**
3 cloves garlic, crushed
¾ tsp EACH salt and freshly ground black pepper, divided

SALAD:

2 peaches, cut into wedges
6 cups mixed greens
2 cups cherry tomatoes, halved
1 cup thinly sliced cucumber
¼ cup thinly sliced red onion
2 cups cooked red quinoa (approx. 1 cup raw)
½ cup torn basil leaves
5 oz burrata cheese, drained (optional)
2 tbsp sunflower seeds

METHOD

1. Whisk oil with vinegar, honey and mustard. Place half into a plastic re-sealable bag; reserving remaining portion. Pierce steak all over with a fork and add to bag along with crushed garlic; massage to coat. Marinate refrigerated for at least 30 minutes or up to 12 hours.

2. Remove steak from marinade; pat dry with paper towel and discard excess marinade. Season steak all over with 1/2 tsp each salt and pepper.

3. Grill, over medium-high heat, turning at least twice, for 8 to 10 minutes or until an instant read thermometer registers 145°F (63°C) for medium-rare when inserted sideways into steak. Transfer to a plate. Loosely tent with foil. Rest for 5 minutes.

4. Meanwhile, lightly brush peaches with some of the oil. Place in grilling basket; grill for 2 minutes per side or until well-marked but still firm.

5. Whisk remaining salt and pepper into reserved dressing. Toss with mixed greens, tomatoes, cucumber and onion until well coated. Add quinoa and basil; toss to combine.

6. Arrange salad on a shallow serving platter. Top with grilled peaches, burrata and sunflower seeds. Carve steak, against the grain, into thin slices and serve with salad.

Makes 4 servings.

Per serving (excludes Optional ingredients): 537 calories, 43 g protein, 22 g fat, 42 g carbohydrate, 8 g fibre, 36% DV iron (7 mg), 113% DV zinc (12 mg), 121% DV vitamin B₁₂ (3 mg), 26% DV sodium (601 mg)

Orange Hoisin Pork Chops



Add a colourful SALAD
to boost your
fibre intake.

PORK
is an excellent source
of B vitamins which
keep your nerves,
muscles and heart
working smoothly.

Orange Hoisin Pork Chops

INGREDIENTS

4 Pork Loin or Rib Chops, about 1-inch thick

MARINADE:

2 tbsp hoisin sauce
1 tbsp tomato ketchup
1 tbsp light soy sauce
1 tbsp rice wine or cider vinegar
2 tsp orange zest
¼ cup orange juice
1 tsp Sriracha sauce
1 tsp ground cumin
1 tsp sesame oil
Zest from an orange

METHOD

- 1. Place** pork chops in resealable plastic bag.
- 2. Combine** marinade ingredients in small glass bowl until well-blended. Pour over chops. Seal bag and refrigerate for a minimum of 4 hours, preferably overnight.
- 3. Remove** chops from marinade; discard marinade. Pat chops with paper towel to remove excess marinade.
- 4. Preheat** barbecue on high; reduce heat to medium. Grill chops 5 to 7 minutes per side or until instant-read thermometer registers 155°F (68°C).
- 6. Remove** chops from grill onto a clean plate. Tent loosely with foil and allow chops to rest 3 to 5 minutes before serving. Garnish with orange zest. **Makes 4 servings.**

Per serving (based on 6 oz chop): 298 calories, 27 g protein, 16 g fat, 1 g carbohydrate, 0 g fibre, 6% DV iron (1 mg), 40% zinc (4 mg) zinc, 46% DV vitamin B₁₂ (1 mg), 8% DV sodium (184 mg)



Cooking at home using nourishing foundational foods is a practical way to support healthy eating. It's 'getting-back-to-basics' advice that's worth repeating.

Beef & Lentil Salad



LENTILS
are high in fibre to
aid digestion.

COUSCOUS:
provides selenium
which acts like an
antioxidant to help
prevent disease.

BEEF
is an excellent source
of protein, and is rich in
zinc, heme-iron and
vitamin B₁₂.

Beef & Lentil Salad

INGREDIENTS

Leftover cooked Roast Beef or Grilling Steak (e.g. Strip Loin or Top Sirloin), 1 inch thick

SALAD:

½ cup minced red onion

¼ cup EACH olive oil and baby arugula or torn fresh basil

2 cloves garlic, minced fresh or roasted mashed

2 tbsp red wine vinegar

½ tsp EACH salt and dried oregano

2 to 3 cups assorted grilled vegetables (e.g. zucchini, sweet red pepper, asparagus, etc.), cut into chunks

2 plum tomatoes, seeded and chopped

1 can (540 mL) lentils, drained and rinsed

1 jar (170 mL) marinated artichoke hearts, drained and coarsely chopped

METHOD

- 1. Carve** leftover cooked beef in thin slices across the grain; set aside.
- 2. Whisk** together oil, red onion, garlic, vinegar, basil, salt and oregano in large salad bowl. Add grilled vegetables, tomatoes, lentils and artichoke hearts. Gently toss together and season to taste.
- 3. Serve** with beef and a cooked whole grain like brown rice or whole grain couscous.

NOTE: To prepare using a freshly grilled steak instead of leftover cooked beef, season 1 lb (500 g) of 1-inch thick Grilling Steak (e.g. strip loin) all over with 1 tsp EACH Italian seasoning, coarsely ground pepper and salt and ½ tsp garlic powder. Grill over medium-high heat for 4 to 7 minutes, turning at least twice, for medium-rare doneness 145°F (63°C). Let stand for 5 minutes. Carve steak into thin slices; serve with lentil mixture. **Makes 4 servings.**

Per serving (without couscous): 565 calories, 47 g protein, 27 g fat, 34 g carbohydrate, 9 g fibre, 39% DV iron (7 mg), 99% DV zinc (11 mg), 100% DV vitamin B₁₂ (2 mg), 26% DV sodium (608 mg) sodium



What's plant-based eating? It's likely what you already do – eat a variety of foods, that includes plants. The new guide dedicates 3/4 of the plate to veggies/fruit & whole grains and recommends including eating plant-sources of protein often.

Vietnamese Pork Bun Cha

NUTS
are heart healthy and
calorie rich making them
a great garnish.

LEAN GROUND PORK
has the same maximum
fat content as Lean
Ground Chicken.

CULTURAL
food practices should
be celebrated.



Vietnamese Pork Bun Cha

INGREDIENTS

MEATBALLS:

1 lb (500 g) Ground Pork
2 cloves garlic, minced
1 tbsp grated ginger
2 tbsp soy sauce
1 tbsp fish sauce
1 tbsp brown sugar
1 tsp sesame oil
3 green onions, diced

DRESSING:

1 tbsp apple cider vinegar
2 tsp fish sauce
3 tbsp water
¼ cup sweet red chili sauce

½ lb (8 oz) dry vermicelli noodles
1 cup EACH julienned carrots, bean sprouts, sliced cucumber, butter lettuce

GARNISH:

¼ cup EACH fresh mint, fresh cilantro, peanuts
1 lime, sliced

METHOD

1. Meatballs: In a large bowl mix together pork, garlic, ginger, soy sauce, fish sauce, brown sugar, sesame oil and green onions until well combined. Take 2 tbsp (30 mL) of the pork mixture and roll it into a ball using your hands. Place the meatball on a clean plate, flattening the meatball slightly. Repeat this process until all of the pork mixture has been used; makes 16 Bun Cha total. Heat a large grill pan over medium heat. Grilling the bun cha meatballs in 2 batches, cook for 3 minutes on each side or until an internal temperature of 160°F (71°C) has been reached.

2. Dressing: In a small bowl, whisk together vinegar, fish sauce, water and red chili sauce. Let sit until ready to serve.

3. Place vermicelli noodles in boiling salted water for 2 minutes until tender. Drain and place 1 cup of noodles in the bottom of four separate bowls. Top each bowl with carrots, bean sprouts, cucumber, lettuce and 4 meatballs. Add desired garnishes and drizzle with the dressing. **Makes 4 servings.**

Per serving: 517 calories, 29 g protein, 19 g fat, 69 g carbohydrate, 2 g fibre, 18% DV iron (3 mg), 35% DV zinc (4 mg), 46% DV vitamin B₁₂ (1 mg), 60% DV sodium (1385 mg)



Are plant foods healthy foods? It depends how the food is prepared or processed. Be mindful of plant-based claims on foods like cookies or potato chips – calorie-rich, nutrient-poor, made from plants!

Orange Balsamic Roast beef and Fennel with Quinoa Pilaf

FENNEL
provides vitamin K for
bone health and fibre
for blood sugar balance
(2.4 g fibre/recipe
serving).

SPINACH
is a source of calcium
to help your heart,
muscles and nerves
work properly.

**THIS SERVING
OF BEEF**
provides 92% of your
daily vitamin B₁₂
needs.

Per serving: 476 calories, 38 g protein, 21 g fat, 32 g carbohydrates, 8 g fibre, 31% DV iron (6 mg), 77% DV zinc (9 mg), 92% DV vitamin B₁₂ (2 mg), 35% DV sodium (802 mg)

Orange Balsamic Roast Beef and Fennel with Quinoa Pilaf

INGREDIENTS

ROAST:	2 tbsp balsamic vinegar
3 lb (1.5 kg) Beef Eye of Round or Inside Round Oven Roast	4 cloves garlic, minced
Salt and freshly ground black pepper	1 tsp finely chopped rosemary
2 tbsp EACH olive oil grainy Dijon mustard	1 tsp salt and freshly ground black pepper (approx.)
1 tbsp balsamic vinegar	2 shallots, thinly sliced
2 tsp finely chopped rosemary	1 small red pepper, finely chopped
1 tsp orange zest	1 cup quinoa
SIDES:	3 cups baby spinach
¼ cup olive oil, divided	¼ cup grated Parmesan cheese
	2 fennel bulbs, trimmed and fronds reserved
	1 tsp finely grated orange zest

METHOD

1. Roast: Preheat oven to 450°F. Season roast all over with salt and pepper. Whisk oil with mustard, vinegar, rosemary and orange zest. Rub all over roast. Place roast on rack in shallow roasting pan. Cook for 10 minutes or until roast is seared on the outside.

2. Reduce temperature to 275°F. Cook for about 1 hour and 30 minutes or until meat thermometer reaches 140°F (60°C) for medium-rare. Remove from oven; cover loosely and let stand 20 minutes before slicing.

3. Sides: Meanwhile, whisk 3 tbsp oil with vinegar, garlic, rosemary, salt and pepper. Divide into two equal portions. Set aside.

4. Heat remaining oil in a large skillet set over medium heat. Cook shallots and red pepper for 5 minutes or until softened but not browned. Stir in quinoa until evenly coated. Add 2 cups water and one portion vinegar mixture; bring to a boil. Cover and reduce heat to medium-low. Cook for 15 minutes or until almost all the liquid has been absorbed. Stir in spinach and Parmesan. Remove from heat. Let stand, covered, for 5 minutes. Keep warm.

5. After roast comes out of the oven, increase temperature to 425°F. Cut fennel in half, and each half into 4 wedges. Toss fennel with remaining vinegar mixture until evenly coated. Arrange, in a single layer on a parchment paper-lined baking sheet. Roast for 20 minutes or until tender-crisp and light golden brown around the edges. Toss with orange zest and fennel fronds.

6. Carve roast into very thin slices. Drizzle with any pan juices. Serve with warm quinoa pilaf and roasted fennel. **Makes 6 servings.**

Lettuce Wrapped Swiss Bacon Burger

VEGGIES
provide fibre and their
vitamin C helps to
absorb non-heme iron.

PORK & BEEF
both have all the
essential amino acids
needed to build
and maintain a
healthy body.

BARLEY
fibre helps lower
cholesterol, which is a
risk factor for
heart disease.



Lettuce Wrapped **Swiss Bacon Burger**

INGREDIENTS

1 lb (500 g) **Extra Lean Ground Beef**
4 strips raw **Bacon** (maple smoked, peppercorn crusted, chipotle), diced
1½ tsp steak spice blend
6 slices Swiss cheese
Green leaf, Boston or Bibb lettuce leaves, washed and dried well
Sautéed mushrooms and slaw-style salad (optional)

METHOD

- 1. Mix** beef with bacon and steak spice blend gently in a large bowl. Divide mixture into 6 equal portions; form into ¾-inch thick patties. Make a thumbprint depression in centre of each patty to prevent rounding while grilling.
- 2. Preheat** grill to medium heat; grease grates well. Grill patties for 5 to 7 minutes per side, testing doneness with a digital instant read thermometer inserted sideways into centre of each patty to ensure patties are cooked to 160°F (71°C). Top burgers with cheese slices during the last 2 minutes of grilling, or until melted.
- 3. Place** each burger in a lettuce leaf on 6 serving plates. If desired, top burgers with sautéed mushrooms and serve with a slaw on the side. **Makes 6 servings.**

Per serving: 230 calories, 23 g protein, 16 g fat, 0.4 g carbohydrate, 0.2 g fibre, 10% DV iron (2 mg), 36% DV zinc (4 mg), 79% DV vitamin B₁₂ (2 mg), 13% DV sodium (295 mg)



How can I reduce food waste? Developing skills related to meal planning, storing perishable foods properly, and using up leftovers may help. Almost half of all food waste takes place in the home. Cutting food waste may also cut your grocery bill.

Steakhouse Skewers with Hail Kale Caesar

TOFU
in the dressing is the
only plant-sourced
protein that has all
essential amino acids.

MUSHROOMS
are a source of vitamin
B₅, important for
making blood cells &
converting food
into energy.

KALE
is a good source of
calcium in this recipe
providing 15% DV
per serving.



How do I introduce some 'new foods' into family meals? Add them to dishes that you typically make - like tofu blended into Caesar dressing, crushed beans into meatballs or combine cooked barley with rice.

Steakhouse Skewers with Hail Kale Caesar

INGREDIENTS

SALAD:

1 pkg (150 g) soft (silken) tofu
(approx. $\frac{3}{4}$ cup)
 $\frac{1}{4}$ cup olive oil
2 tbsp grated Parmesan cheese
(approx.)
2 tbsp lemon juice
1 tbsp red wine vinegar
1 tsp EACH Dijon mustard and
Worcestershire sauce
2 cloves garlic, chopped
 $\frac{1}{4}$ tsp EACH salt and freshly ground
black pepper (approx.)
6 cups shredded kale
4 cups torn Romaine lettuce

SKEWERS:

2 tbsp EACH canola oil and grainy
Dijon mustard
1 tbsp Montreal steak spice
 $\frac{3}{4}$ lb (375 g) **Beef Kabob Cubes or
Grilling Steak** (e.g. Top Sirloin or
Strip Loin), cut into 1 inch cubes
12 cremini or button mushrooms
12 cherry or grape tomatoes
1 small red onion, cut into chunks

TOAST:

4 thick slices wholegrain bread
2 tsp olive oil
1 clove garlic, halved

METHOD

1. Salad: Place tofu, olive oil, Parmesan, lemon juice, vinegar, mustard, Worcestershire sauce, garlic, salt and pepper in a blender. Blend until smooth and well combined. Toss $\frac{3}{4}$ cup dressing with kale (reserve remainder). Cover and chill for 30 minutes.

2. Skewers: Preheat grill to medium-high heat; grease grate well. Whisk oil with mustard and steak spice. Alternate threading steak, mushrooms, tomatoes and onion onto soaked wooden or metal skewers. Brush all over with spice mixture. Grill, turning at least twice, for 8 to 10 minutes for medium-rare doneness.

3. Toast: Brush oil on both sides of each slice of bread. Grill, turning as needed, for 2 to 3 minutes until toasted and well-marked. Cool slightly. Rub warm bread with cut side of garlic.

4. Add romaine lettuce and remaining dressing to kale salad. Toss to combine well. Divide salad evenly among 4 plates. Garnish with additional Parmesan cheese and black pepper. Top with skewers and serve with garlic toast. **Makes 4 servings.**

Per serving: 622 calories, 38 g protein, 38 g fat, 38 g carbohydrate, 8 g fibre, 45% DV iron (8 mg), 63% DV zinc (7 mg), 100% DV vitamin B₁₂ (2 mg), 50% DV sodium (1147 mg)

Palermo Style (Sicilian) Veal Chops

BROCCOLINI
is an excellent source
of vitamin A to keep
eyes & skin healthy.

VEAL
is low in
saturated fat, high in
iron, zinc and
vitamin B₁₂.



Palermo Style (Sicilian) Veal Chops

INGREDIENTS

4 Rib or Loin Veal Chops
1 tsp EACH salt and ground pepper

MARINADE:
½ cup EACH extra virgin olive oil and
lemon juice

BREADCRUMB MIXTURE:
1 cup bread crumbs
2 tbsp EACH minced capers and
chopped parsley
1 tbsp minced garlic
¼ cup grated Parmesan cheese
1 tsp dried oregano
½ cup + 1 tbsp extra virgin olive oil

METHOD

- 1. Arrange** chops in large casserole dish or bowl. Sprinkle with salt and pepper. Combine olive oil and lemon juice and pour over chops; set aside.
- 2. Combine** breadcrumbs, capers, parsley, garlic, cheese and oregano. Mix in ½ cup olive oil. Remove chops from the marinade and bread with breadcrumb mixture.
- 3. Preheat** oven to 350°F (180°C). Heat remaining tablespoon of olive oil in large nonstick skillet to medium-high; brown chops on both sides, about 1 minute per side. Place chops on baking sheet lined with parchment paper. Finish cooking chops in oven for 7 to 10 minutes, until instant read thermometer inserted sideways into chops reads 160°F (71°C) for medium doneness. **Makes 4 servings.**

Per serving (based on 8 oz chops): 780 calories, 62 g protein, 48 g fat, 23 g carbohydrate, 2 g fibre, 22% DV iron (4 mg), 66% DV zinc (7 mg), 92% DV vitamin B₁₂ (2 mg), 48% DV sodium (1115 mg)



Do I need to cut back on meat to make room for more veggies?
Canadians get 5% of their calories from red meat while 50% come from calorie-rich, nutrient-poor ultra-processed foods. Make room for veggies by reducing discretionary foods – not nourishing ones.

Untold stories: Canadian cattle provide eco-service benefits.

Raising beef cattle in Canada plays an important role in maintaining healthy grassland ecosystems.

The environmental benefits cattle provide is a powerful untold story that needs to be herd (pun intended). There's a secret life to cattle that doesn't tend to make the headlines...

Cattle keep grasslands going

Don't take grass for granted. Canada's pasture and prairie store up to 1.5 billion tons of carbon, equal to the emissions from 3.62 million cars annually. Development of these pastures and grasslands for crops or construction can lead to a 30 to 35% loss of soil organic carbon.

Cattle are key to healthy soil

Healthy soil is the secret to life. Cattle sustain soil with nutrients from manure for healthy grass. Healthy grass protects the soil from blazing sun and pounding rains. Cattle are the ultimate manure spreaders. No bull.

Cattle help birds

In Canada, cattle maintain 68% of the wildlife habitat capacity that comes from our agricultural lands. Many bird species would lose their habitat to overgrowth without cattle grazing. Keep calm. Graze on.

Cattle are "upcyclers"

Cattle do amazing things - they eat and digest grasses and crop by-products that we can't eat, turning them into one of nature's most powerful proteins.

Cattle are a strong fit with Canada's pasture and prairie ecosystems. With 74% of Canada's native grasslands already lost to development, grazing cattle are key to preserving these important spaces.

For data references:
<https://thinkbeef.ca/the-untold-story>.

