

Re-think the beef burger. Not just good – but good for you!

Yes - it's true. The most nutrient dense part of the 'fast food meal' is the beef between the bun. And ok, the tomato and the lettuce help too.



Simply delicious. Simply nourishing.

One single ingredient that nourishes body and soul – that's what you get with ground beef.

- Ground Beef is simply meat that is minced (or minced meat) – a product of nature with no fuss in the making.
- The beef burger is quality complete protein, with nutrients like iron, zinc and vitamin B₁₂, that are difficult to get from plants.
- It's simple - the most delicious part of the 'fast food meal' is also the most nutrient dense.

The better-for-you burger meal.

Choose your burger-company wisely to make your calories count.

- Instead of fries, try a baked potato, coleslaw, green salad or veggie soup.
- Skip the pop – go for water or milk.
- Choose flavour-rich, not calorie-rich condiments – try mustards, hot peppers or salsa.
- Go for a whole wheat bun, skip the cap and eat your burger 'open faced' or drop the bun and use a lettuce leaf to wrap it up instead.

WHO KNEW?
About half the fat in beef the same type of healthy fat found in olive oil.

Source of nutrient values: Health Canada, Canadian Nutrient File, 2015 version, food code Beef 4997. Nutrient amounts rounded as per 2016 CFIA labelling rounding rules. % Daily Values calculated based on Health Canada's 2016 Nutrition Labelling – Table of Daily Values.

