

National Cattlemen's Beef Association

December 14, 2011

Dear Stakeholder,

It is very gratifying to share with you the important findings of a study highlighting the heart-health benefits of beef in the diet. This new research provides strong scientific evidence that eating lean beef every day as part of a heart-healthy diet *improves* cholesterol levels.

Internationally recognized nutrition scientist Penny Kris-Etherton, PhD, RD and her team of researchers at The Pennsylvania State University published the findings of their beef checkoff-funded nutrition research study today in the online version of the prestigious nutrition journal, *American Journal of Clinical Nutrition*. The paper will appear in the January print issue of the journal.

The Penn State research team named this study “BOLD,” an acronym for Beef in an Optimal Lean Diet. The results show that adding daily servings of lean beef to the low saturated fat, high fiber, heart-healthy diet typically recommended by health professionals (such as DASH, Dietary Approaches to Stop Hypertension) can lower heart disease risk by reducing levels of LDL “bad” cholesterol.

Researchers tested two levels of lean beef in heart-healthy diets: the BOLD diet, which included 4 ounces of lean beef every day, and the BOLD-PLUS diet, which contained 5.4 ounces of daily lean beef. Subjects consuming both the BOLD and BOLD-PLUS diets experienced a 10% decrease in their LDL cholesterol levels from the start of the study. After 5 weeks, significant reductions in total cholesterol and LDL cholesterol were evident in the BOLD, BOLD-PLUS and DASH diets compared to a “Healthy” American control diet that contained an average of 0.7 oz (20 g) of beef per day.

The improvements in heart health realized by the BOLD diets are similar to those found in the gold-standard DASH diet and other highly referenced heart-healthy diets. Previous checkoff-funded nutrition studies have found evidence that lean beef can be as effective as lean chicken in a cholesterol-lowering diet, and the BOLD results strengthen the science providing evidence that America’s favorite protein, beef, is also as good as plant protein-rich diets for heart health.

To access the study, go to: <http://bit.ly/BOLDAJCN>. To learn more about lean beef’s nutrition and heart-health benefits, please visit BeefItsWhatsForDinner.com or BeefNutrition.org.

Sincerely,



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