

# TRUE AUSSIE BEEF AND LAMB

Our red meats are naturally rich in protein, low in sodium and provide eight essential vitamins and minerals. The True Aussie promise combines the integrity of our farmers and our rigorous processes to consistently produce some of the highest quality beef and lamb available for a leaner, healthier red meat.

## Reduces fatigue and keeps you energised

- Iron
- Phosphorus
- Niacin
- Vitamins B6
- Riboflavin
- Vitamins B12

## Helps with normal cognitive function

- Iron
- Vitamins B6
- Niacin
- Vitamins B12
- Zinc

## Keeps bones healthy and helps with growth

- Protein
- Phosphorus
- Zinc

## Regulates your nervous system

- Niacin
- Vitamins B6
- Riboflavin
- Vitamins B12
- Potassium

## Maintains a healthy Immune System

- Iron
- Vitamins B6
- Zinc
- Vitamins B12

## Builds and maintains normal muscles

- Protein



## GOODNESS FOR THE WHOLE FAMILY



Iron-rich foods are recommended for the growth and development of children



Proteins which are rich in iron can help to prevent anemia.



Zinc helps with fertility and reproduction by maintaining testosterone levels in the blood



Eating red meat 3-4 times a week helps to meet your iron, zinc and protein needs



The heme-iron in red meat is the easiest type of iron for the body to absorb



### Footnotes

1. Agriculture & Horticulture Development Board (AHDB), "AHDB Nutrition and Health Claims"
2. whfoods.com
3. Trueaussiebeefandlamb.com
4. Mlahealthymeals.com
5. Webmd.com, "The Truth About Red Meat"
6. Goodmeat.com.au, "What are the nutritional benefits of red meat?"

