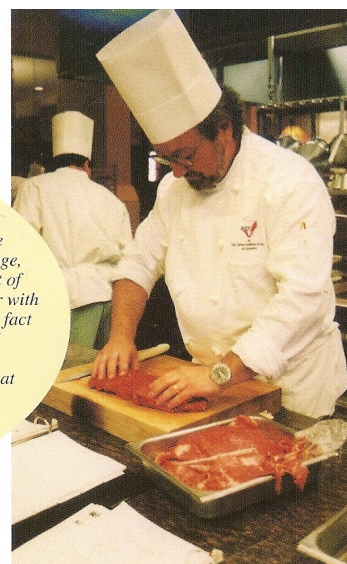


Thanks to Texas Longhorn beef, today's health-conscious consumer doesn't have to avoid tender juicy steaks. Not only is Longhorn beef leaner than that of other breeds, it is also lower in saturated fats. The flavorful Longhorn beef has less cholesterol and calories than chicken. Definitely good news for a healthy lifestyle!

Including lean beef in a heart-healthy diet can positively impact blood cholesterol levels. Studies have shown that eating lean beef can help increase "good" cholesterol and reduce "bad" cholesterol in people with elevated cholesterol levels.

"Lean beef is good for you - and the key word is lean. A heart patient can eat steak every meal if it is in the right proportions. Longhorn meat on the average, contains 10 percent less saturated fat than that of other cattle. That puts lean Longhorn beef on par with skinned boneless white meat of chicken and that fact may come as a surprise to many dieticians."

Dr. Joseph Graham, Cardiovascular Surgeon at St. John's Medical Center in Joplin, Missouri, and a Longhorn breeder himself.



How meats compare nutritionally

(Information based on 3.5 oz. serving)

Meat	Calories	Protein (gms)	Fat (gms)	Cholesterol (gms)
Ground Beef	289	24.1	20.7	90.0
Lean Ground	272	24.7	18.5	87.7
Chicken, dk	205	27.4	9.7	93.8
Lamb Chop	216	30.0	9.7	95.8
Pork Loin	190	28.6	9.8	79.6
Pork Chops	202	30.2	8.1	82.7
Lamb Leg	191	28.3	7.7	89.7
Pot Roast	210	33.0	7.6	101.0
Venison	207	33.5	6.4	4.0
Turkey	170	29.3	5.0	76.6
Top Round	180	31.7	4.9	84.6
Chicken, Wht	173	30.9	4.5	85.7
Longhorn	140	25.5	3.7	61.5

Source: Longhorn data: "Nutrient Density of Beef From Texas Longhorn Cattle; Texas A&M; 1987. Other data: USDA, USA Today 11/29/91. Pope Lab, Inc., Dallas, TX

"Red meat is really a treasure trove of nutrients, including protein, iron, vitamin B12, and more. One of the healthiest red meats is Longhorn beef, which is extremely low in fat."

Cliff Sheats, certified clinical nutritionist, and nationally recognized author of Lean Bodies, Total Fitness.

Beef is the number one source of protein, zinc and Vitamin B12, and the third best source of iron in the food supply. You'd have to eat almost 12 cans of tuna to get the equivalent amount of zinc in one 3 oz. serving of beef. It takes seven chicken breasts to equal the Vitamin B12 in one 3 oz. serving of beef. Beef is also a good source of selenium, providing 20-30% of the recommended daily allowance for men and women. Recent research has found that selenium may reduce the risk of heart disease and certain types of cancer (such as prostate) as well as enhance the body's ability to fight infections.