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AMERICAN HEART ASSOCIATION® CERTIFIES EXTRA LEAN GROUND BEEF AS PART OF A HEART-HEALTHY DIET

DENVER (Feb. 10, 2015) - The Beef Checkoff Program announced today that Extra Lean Ground Beef (Ground Beef that is at least 96% lean, 4% fat) is now certified by the American Heart Association® to display its recognized and respected Heart-Check mark. Retailers now have the opportunity to help identify eight different extra lean beef items as options for part of an overall healthy diet to their shoppers using one of the most trusted nutrition icons on food packaging today.

The extra lean beef cuts that meet the American Heart Association's® requirements for heart-healthy foods as part of an overall healthy dietary pattern, and are certified to display the Heart-Check mark, include:

- [Extra Lean Ground Beef](#) (96% lean, 4% fat)
- [Bottom Round Steak](#) (USDA Select grade)
- [Sirloin Tip Steak](#) (USDA Select grade)
- [Top Sirloin Petite Roast, Boneless](#) (USDA Select grade)
- [Top Sirloin Strips](#) (USDA Select grade)
- [Top Sirloin Filet](#) (USDA Select grade)
- [Top Sirloin Kabob](#) (USDA Select grade)
- [Top Sirloin Steak, Boneless, Center Cut](#) (USDA Select grade)

“Beef has many nutritional benefits and having the American Heart Association certify yet another beef cut empowers consumers to feel good about including beef in their diet, not only for its great taste but for its nutritional value,” said Jo Stanko, a cow-calf operator from Steamboat Springs, Colo., and vice chair of the Checkoff's nutrition and health subcommittee. “Beef farmers and ranchers like myself share a common goal; to help consumers make shopping decisions to fit their needs and lifestyles by educating them about the health benefits of their food. To this end we will continue to support valid science to show consumers how extra lean beef is part of a healthy diet.”

Before putting its Heart-Check mark on any food, the American Heart Association® evaluates it against nutrition requirements based on sound science regarding healthy dietary recommendations, food categories, specific product ingredients and nutrient values.

Multiple retailers with hundreds of stores across the U.S. currently display the Heart-Check mark on certified beef items in the meat case. Retailers and processors can work with the Beef Checkoff Program to receive a discount on the certification fee for the [American Heart Association® Food Certification Program](#).

Resources such as [on-pack labels](#), [posters](#) and [recipes](#) are available for retailers to use in store and in shopper communications to promote the certified beef cuts.

To learn more about participating in the American Heart Association® Food Certification Program, please visit www.BeefRetail.org.

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About the Beef Checkoff

The Beef Checkoff Program (www.MyBeefCheckoff.com) was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. In states with qualified beef councils, states

retain up to 50 cents of the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.