

RED MEAT MATTERS



Australians eat their red meat in a healthy way

Fact **4**

On average, Australian adults are eating around 460g of red meat (beef, lamb and veal) a week. This is within the Australian dietary guidelines. They are eating red meat in a healthy way - lean (trimming off the fat), with lots of vegetables and as part of a healthy, balanced diet.

Trimming the fat off meat

9 in 10 Australians consume lean red meat (purchased lean or trimmed before/after cooking).¹

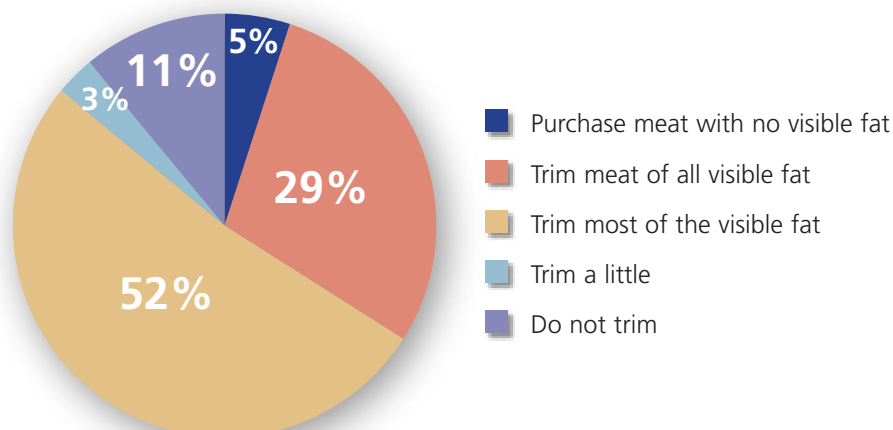
Purchased lean

Demand from health conscious consumers for leaner cuts of red meat has paid off. A survey of the nutritional composition of red meat in Australia has shown there are more lean cuts of red meat now available – as a result of the considerable changes made to red meat production and retailing over the last five years.²

Trimmed meat

Trimming is an effective and easy way of reducing fat. Unlike fat in cheese or pastries, the fat in meat can be seen and therefore easily removed. If all the visible fat is removed from a typical beef rump or sirloin steak, around 4 grams (one teaspoon) of fat is removed.

Trimming Practices of Australian Consumers¹



This means that Australians are likely to be getting much less fat from red meat in their diets than previously thought.

Eating meat with vegetables

Australians eat red meat in a variety of ways, although the most popular way is as: steak with vegetables or as a meal in casseroles, mince dishes or meatballs.¹



Steak with vegetables



Casseroles



Mince dishes



Meatballs

Australians tend to eat red meat with many vegetables, on average 4 or more vegetables are used in meal (excluding potatoes).³ This is consistent with the National Nutrition Survey which showed that vegetables were the food group most commonly eaten with red meats. They found that as red meat intake increased so did vegetable intake.⁴ This relationship between red meat and vegetable intake reflects the way red meat fits into today's dietary patterns.

Summary of key points:

- Australians are eating red meat in a healthy way - eating it lean and with lots of vegetables.
- 9 in 10 Australians consume lean red meat (purchased lean or trimmed before/after cooking).
- Australians tend to eat red meat with many vegetables, on average 4 or more vegetables are used in a meal (excluding potatoes).

Vegetables at different red meat intake categories - adults



References:

1. *Meat Expectations Study*, (2007), The Clever Stuff.
2. Williams P et al, (2007): "Composition of Australian red meat 2002-1. Gross composition data," **Food Australia**; 58:173-81.
3. *Eating Behaviour Study*, (2007), Roy Morgan Research.
4. Record S et al, (1999): "Red meat consumption - results from the 1995/6 National Nutrition Survey," **CSIRO Health Sciences Nutrition**, commissioned by Meat & Livestock Australia.



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Meat & Livestock Australia (MLA) represents the beef, sheepmeat and goatmeat producers of Australia and manages research and development, marketing and promotions on behalf of the industry. MLA has a commitment to providing Australians with accurate nutrition information and promotes the role of red meat as part of a healthy, balanced diet.