

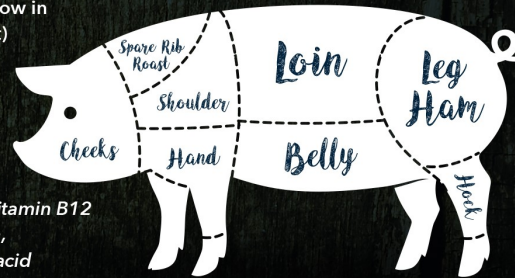
PORK

Provides 10 vitamins and minerals

Some cuts of pork, such as loin medallions and fillet are actually low in fat (less than 3%) and low in saturated fat (less than 1.5% saturated fat)

Not only can pork be lean but it is rich in protein, naturally low in sodium and provides ten vitamins and minerals* that contribute towards good health and well-being

**rich in thiamine, niacin, vitamin B6 and vitamin B12 and a source of riboflavin, zinc, potassium, phosphorous, selenium and pantothenic acid*



VENISON

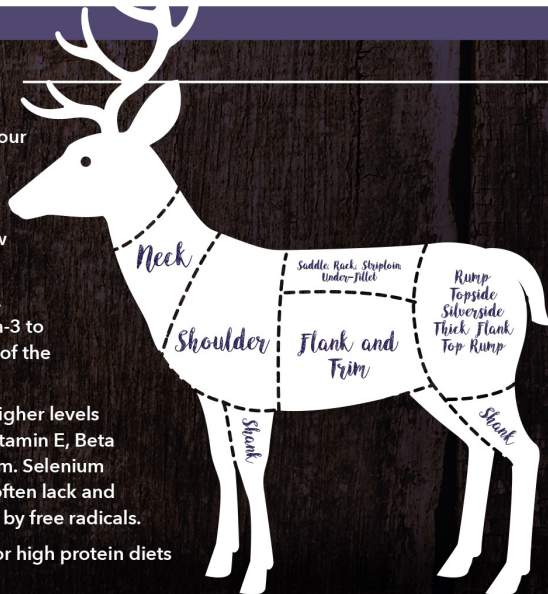
Low in fat and cholesterol, full of flavour

One of the main benefits of eating game meat is that it is one of the most healthiest meats available, very low in fat and cholesterol.

The fat that is in game meat is Omega 3. Venison has an optimum ratio of Omega-3 to Omega-6 fatty acids, making game one of the healthiest sources of good fat.

Game is very high in Iron and contains higher levels of many beneficial nutrients including vitamin E, Beta Carotene, Zinc Vitamin B(6) and Selenium. Selenium is an important part of our diet that we often lack and helps protect cells from damage caused by free radicals.

Being high in protein, Venison is good for high protein diets



NATURALLY
RICH IN
PROTEIN



PROTEIN-GREAT
FOR GROWING
BONES

IMPORTANT RED MEAT FACTS



GREAT SOURCE
OF ZINC, WHICH
BOOSTS THE
IMMUNE SYSTEM



THE BENEFITS OF EATING A BALANCED DIET

These facts were sourced from: AHDB and Taste of Game. For further information go to their websites:
ahdb.org.uk/redmeatandhealth and tasteofgame.org.uk/why-you-should-eat-game-meat/

You can also visit www.qguild.co.uk to find out more information.



No single food contains all the nutrients we need for good health so it is important to eat a wide variety of different foods each day. By choosing a variety of food groups you will get all the nutrients your body needs.

There are five food groups:

- FRUIT & VEGETABLES
- BREAD, OTHER CEREALS AND POTATOES
- MEAT, FISH AND ALTERNATIVES
- MILK & DAIRY FOODS
- FOODS CONTAINING FAT, FOODS & DRINK CONTAINING SUGAR

Here are some facts about red meat and nutrition

Lean red meats can play an important part in a healthy balanced diet as they have a high nutrient density. This means that they contain a wide variety of nutrients in a relatively small amount of food.

PROTEIN

Meat is a good source of protein which helps to improve satiety and fills you up for longer. Protein-rich foods help to control weight.

IRON

Iron is a vital mineral for red blood cell formation. A deficiency of iron in the diet is the most common dietary cause of anaemia. The type of iron found in red meat (haem iron) is more easily absorbed and used by the body than the iron in plant foods such as pulses, nuts, seeds and leafy green vegetables (non-haem iron).

ZINC

Red meat is a good source of readily absorbable zinc, which is important for the healthy functioning of the immune system, growth, wound healing and fertility. We get about 30% of our dietary intake of zinc from red meat and meat products.

OTHER MINERALS

Red meat also provides other minerals such as potassium and selenium. Selenium is an important antioxidant, which has been linked to reducing the risk of heart disease and certain cancers.

VITAMINS

Red meat is a significant source of B vitamins, including B12, which is not naturally in foods of plant origin and is important for healthy red blood cells, growth and the production of energy.

It has also recently been found to make an important contribution to vitamin D intakes. Vitamin D works with calcium and phosphorus to build strong bones and teeth.

FAT

Red meat is far lower in fat now than it was 20 years ago. On average fully trimmed raw lean beef contains just 5% fat and fully trimmed raw lean lamb 8%.

These reductions have been achieved by breeding techniques on the farm and new butchery techniques, which trim off most of the fat.

About half of the fat found in red meat is in the unsaturated form, which is believed to be healthier.

Red meat contains small amounts of Omega-3 fats, which help keep the heart healthy.

SALT

Fresh meat is naturally low in salt.

LAMB

Full of flavour and taste, a great versatile meat

Lamb is naturally rich in protein which helps muscle growth

Lamb naturally contains four essential vitamins* that help reduce tiredness and fatigue

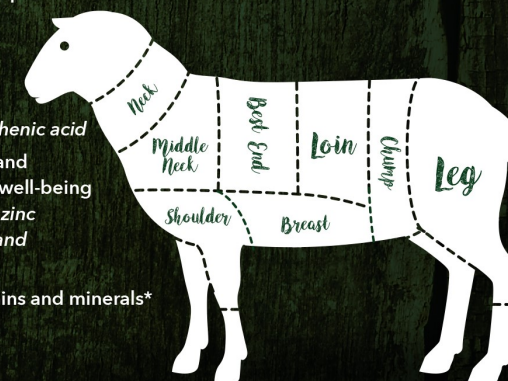
*niacin, vitamins B6 and B12 and pantothenic acid

Lamb naturally contains seven vitamins and minerals* that support good health and well-being

*niacin, vitamin B6 and vitamin B12 and zinc and a source of potassium, phosphorus and pantothenic acid.

Lamb is a source of three essential vitamins and minerals* which help the immune system to work

*Vitamins B6, B12 and zinc



BEEF

Naturally rich in protein, it always tastes great

Beef is naturally rich in protein which helps muscle growth

Beef is a source of iron which helps the immune system to work and helps reduce tiredness and fatigue

Beef provides 8 essential vitamins and minerals* that support good health and well-being.

*niacin, vitamins B6 and B12, riboflavin, plus iron, zinc, potassium and phosphorus

Beef is a rich source of zinc, which supports normal cognitive function, fertility and reproduction

