

Red meat: myths, facts and recommendations

Carrie Ruxton PhD RD
Meat Advisory Panel

Meat is constantly in the media

The Daily Telegraph

Official: eat less red meat

Just 2.5oz a day is limit, says Government

The Daily Telegraph

Risk to women cutting out meat

Daily Mail

FRIDAY, AUGUST 2, 2002

40p

Less red meat could prevent 17,000 bowel cancer cases

The Guardian

Cut red meat intake and don't eat ham, say cancer researchers

Daily Mail

FRIDAY, AUGUST 2, 2002

40p

Hurrah - eating red meat is good for you after all!

What do we mean by red meat?

- ▶ **Red meat:** beef, lamb, pork, veal
- ▶ **Processed meat:** any meat that is not sold fresh but has been preserved. For example, the meat may have been smoked, cured, or had chemical preservatives added. This includes meats like bacon, sausages, hot dogs, hams, rashers, salami, and pepperoni
(Irish Cancer Society website)



Meat and cancer



What we heard

- ▶ Red meat causes cancer
- ▶ Processed meat is as bad as tobacco
- ▶ It is healthier to avoid red meat (vegetarian agenda)
- ▶ Meat is high in fat and calories
- ▶ People should have meat-free days, weeks or months (normally promoted by celebs)



Red Meat

Cutting through the confusion



Dr Carrie Ruxton, PhD, RD, Freelance Dietitian,
Nutrition Communications



UK SACN report 2010

- ▶ SACN concluded that there may be a '*probable*' link between high intakes of red and processed meats and risk of colo-rectal cancer
- ▶ Only epidemiological studies were available with inconsistent findings – limitations were noted by SACN.



Vegetarians and meat eaters have similar rates of CRC and breast cancer (EPIC study)

SACN: Mechanisms

- ▶ Likely mechanisms linking red meat with CRC include:
 - Increased endogenous production of potentially carcinogenic N-nitroso compounds
 - Haem content may enhance nitrosation
 - Production of heterocyclic amines and polycyclic aromatic hydrocarbons when meat and fish cooked at very high temperatures
 - High fat intakes may boost production of secondary bile acids.

SACN: Recommendation

- ▶ SACN declined to set a target as: “the evidence does not allow quantification of the amount of red and processed meat that may be linked with increased colorectal cancer risk”
- ▶ Conducted modelling exercise to find the minimum population average of red meat that would ensure adequate iron and zinc intakes
- ▶ This was **70g per day** red and processed meat, as cooked weight (500g weekly)

IARC report 2015

- ▶ Processed meat categorised as 1 (“sufficient” evidence for a link with cancer). For every 50g eaten/day, risk of CRC increased by 18%.
- ▶ Red meat categorised as 2a (“limited” evidence for a link with cancer). For every 100g eaten/day, risk of CRC increased by 17%.
- ▶ So, if everyone in Ireland ate either 100g red meat or 50g processed meat daily, you would get one extra case of CRC per 100 people.

Evidence for link with cancer

- ▶ Mainly ‘observational’ studies (mostly from US) where people’s diets are estimated then their health followed for up to 20 years.
- ▶ Meat definitions inconsistent and don’t distinguish lean meats from pies etc.
- ▶ Other dietary factors that influence cancer are often ignored e.g. fibre, fat, fruit, veg
- ▶ No agreed mechanism to explain why red meat might cause cancer.
- ▶ All of this does not prove causation.

UK Dept of Health advice



Department
of Health

- ▶ Red meat can be part of a healthy balanced diet. It is a good source of protein and vitamins and minerals
- ▶ People who eat around **90g or more** red and processed meat per day (cooked weight) should consider cutting down to 70g per day (*equivalent to 100g raw meat*)
- ▶ 42% of men but **only 12% of women** eat on average over 90g a day (NDNS)

Source: www.dh.gov.uk/en/MediaCentre/Pressreleases/DH_124670

Irish Cancer Society advice



- ▶ “Processed meat was associated with small increases in the risk of cancer”.
- ▶ “The cancer risk relating to eating red meat is more difficult to estimate because the evidence that red meat causes cancer is not as strong”.
- ▶ Recommends no more than 500g red meat per week (4–5 portions) and keeping processed meat to a minimum or avoiding.
- ▶ Irish eat a “a bit too much meat”

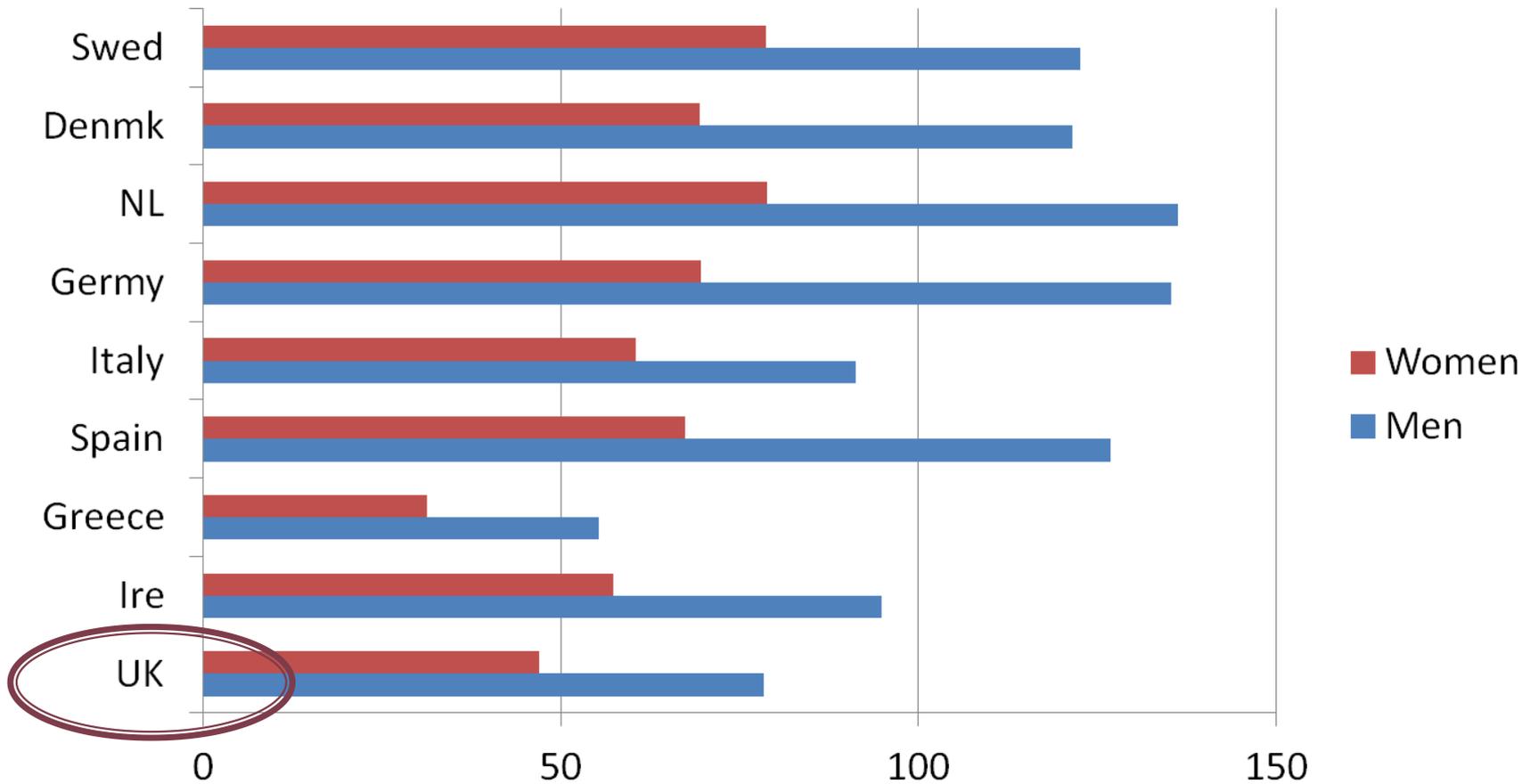
FSAI advice

- ▶ Lean red meat consumed in moderation can be a valuable part of a healthy diet — it is a good source of protein and a particularly good source of absorbable iron.
- ▶ Consumers should avoid eating large quantities of red meat, especially processed meat. There is no need to avoid red meat.
- ▶ Healthy eating is all about “moderation” which means avoiding large portion sizes and eating red meat less frequently.

Meat intakes in Ireland

- ▶ Difficult to estimate as the latest survey does not report red and processed meat as per WHO definitions
- ▶ North/South Ireland Food Consumption Survey 2001: average daily intakes of red meat and processed meat were 51g and 26g which gives an overall intake of 77g (UK 70g)
- ▶ 2011 NANS gives a figure of 71g for fresh cooked beef, pork and lamb but does not include meat in dishes nor processed meats.

Ireland has lower intake than many other EU countries



What we replied



- ▶ Red meat causes cancer The evidence is weak and only suggests association not causation
- ▶ Processed meat is as bad as tobacco WHO didn't say this. The Grade 1 score refers to the amount of evidence, not the risk. Tobacco is 20 times more risky than eating high amounts of red meat
- ▶ It is healthier to avoid red meat Vegetarians have the same rates of bowel cancer

Meat and nutrition

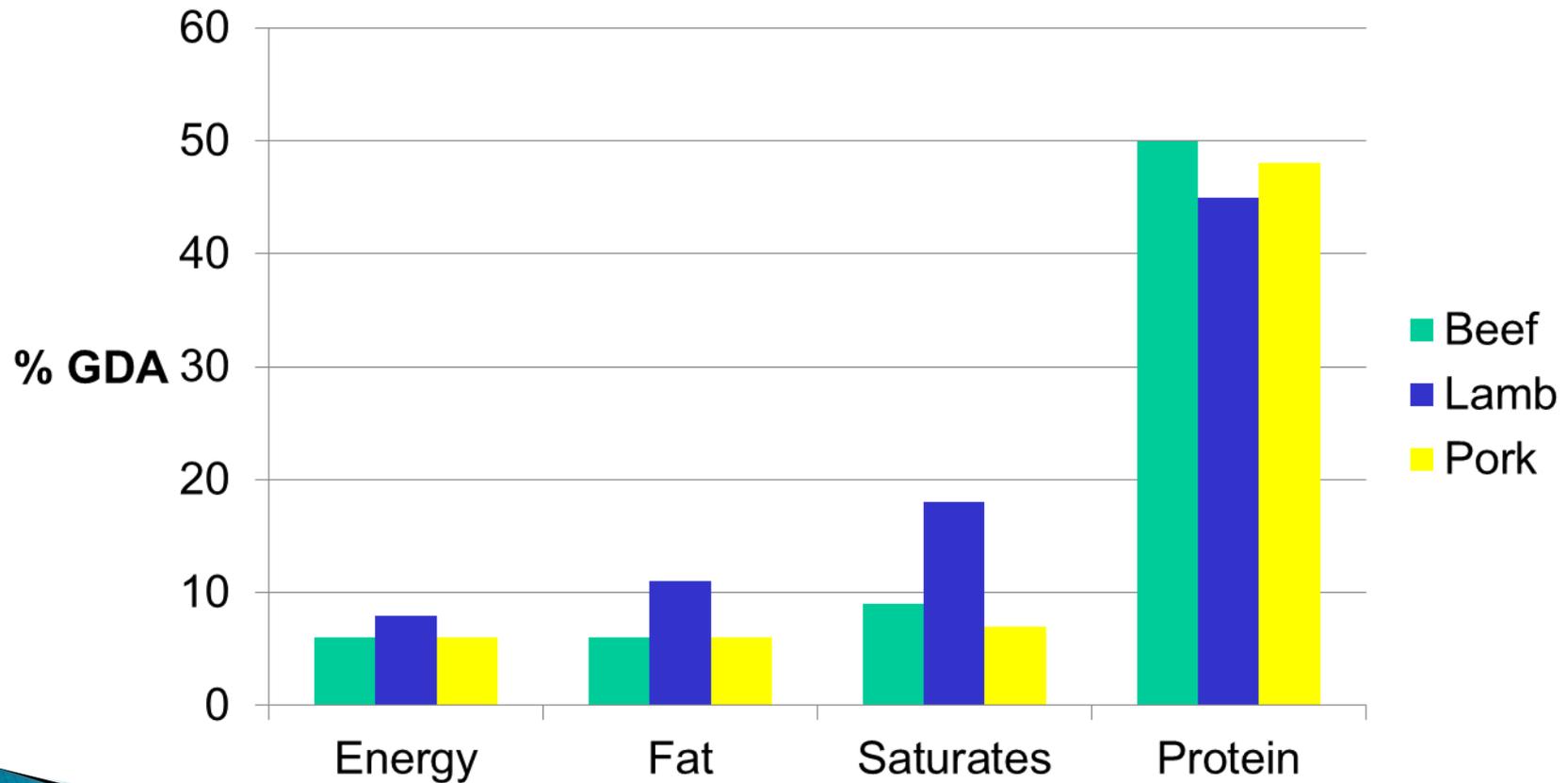


What we heard

- ▶ Meat is high in fat and calories
- ▶ Meat contains saturated fat which is bad for the heart
- ▶ People should have meat-free days, weeks or months (normally promoted by celebs)

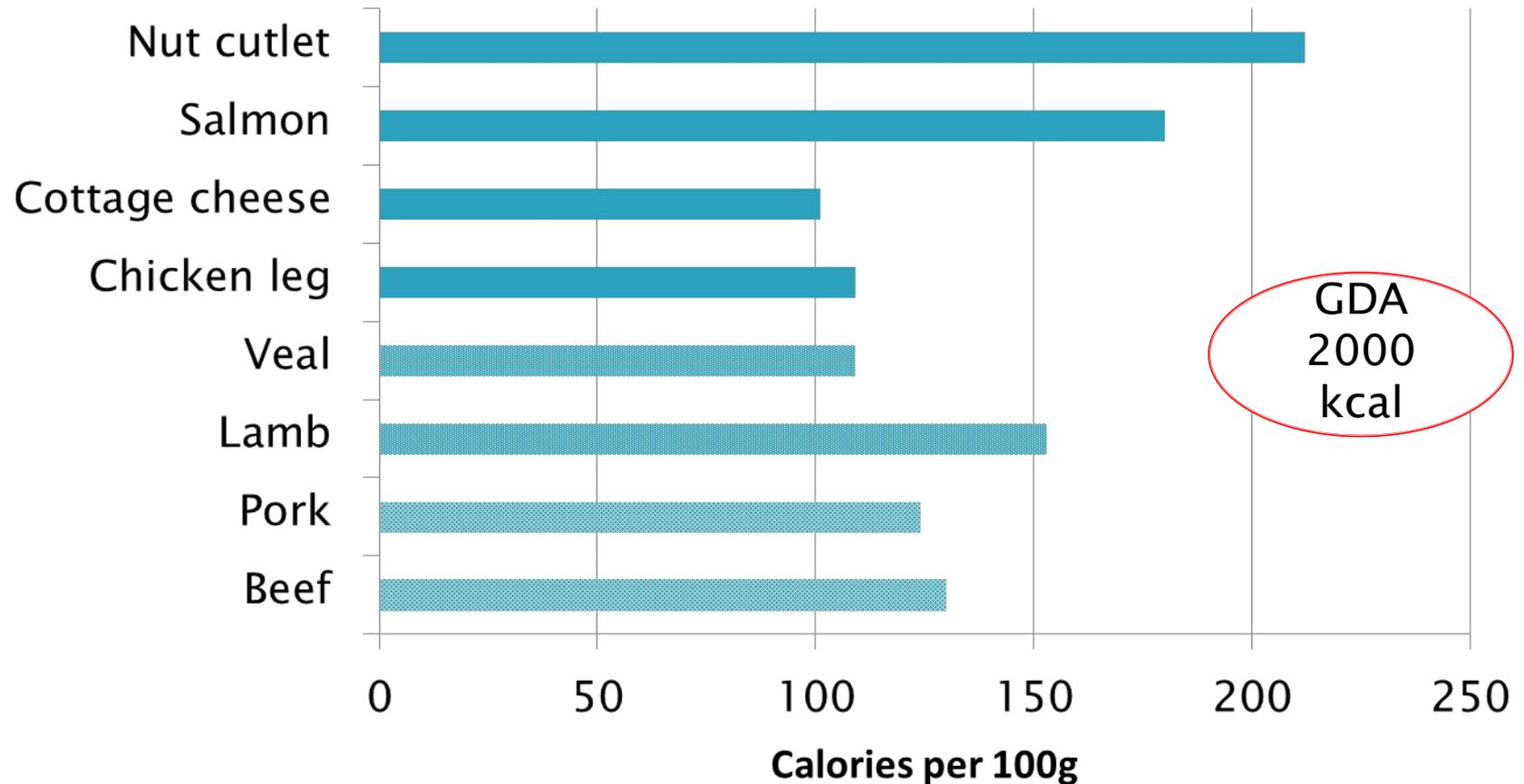


Lean red meat is a healthy choice

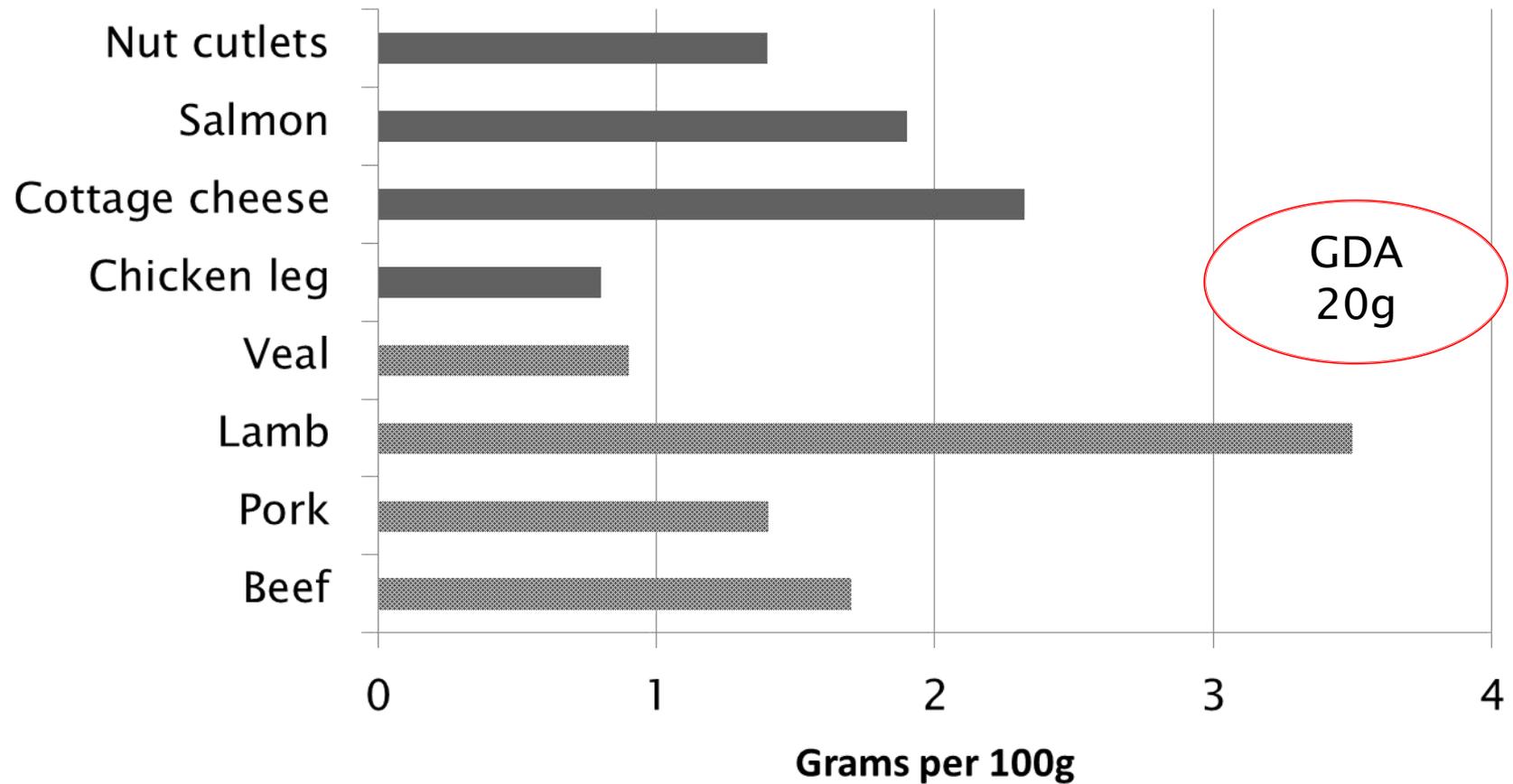


100g raw meat; GDA for women

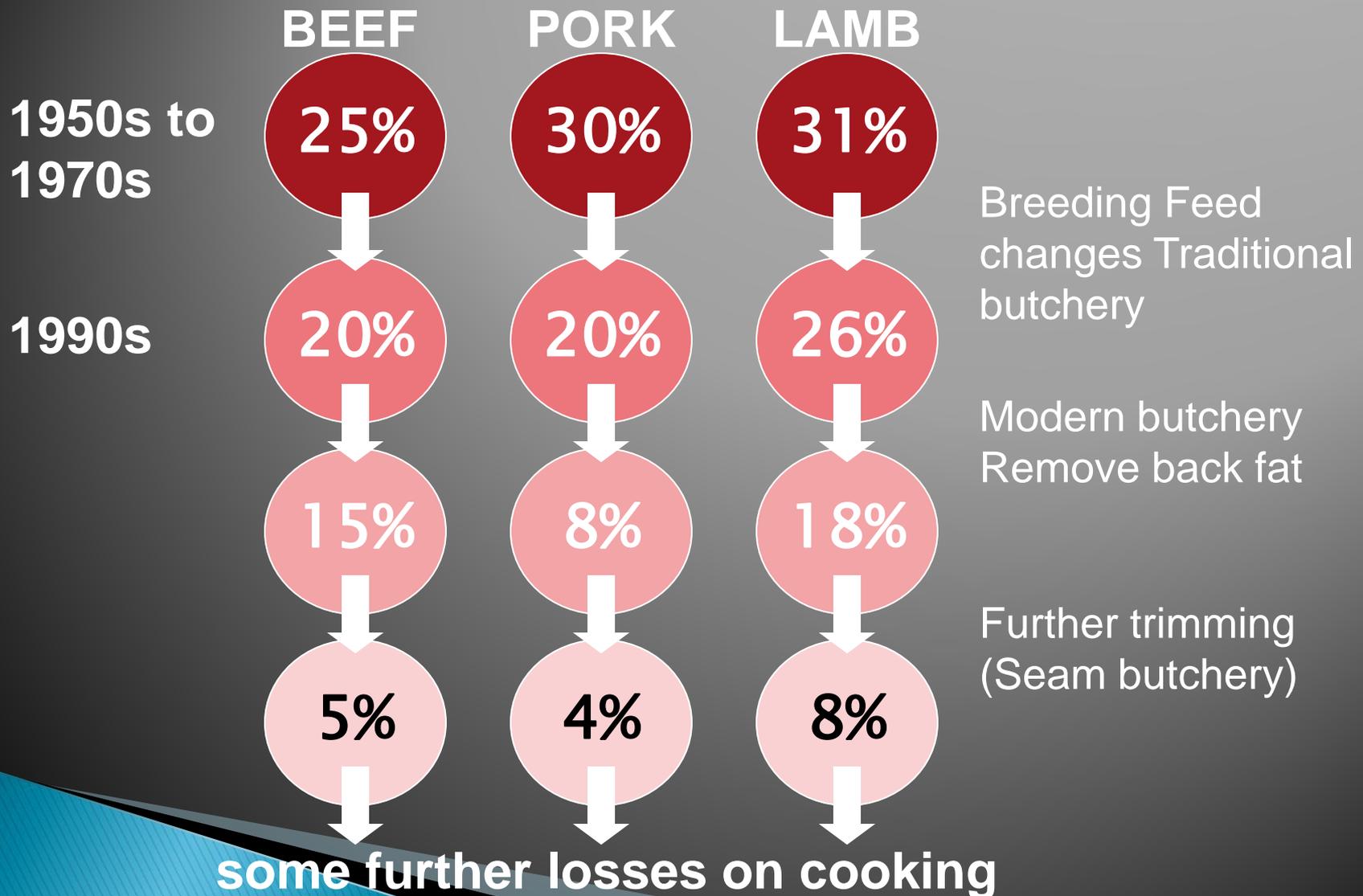
Calories in lean red meat



Saturated fat in lean red meat



Reduction in fat content achieved from the 1950s to the present day (for raw meat)

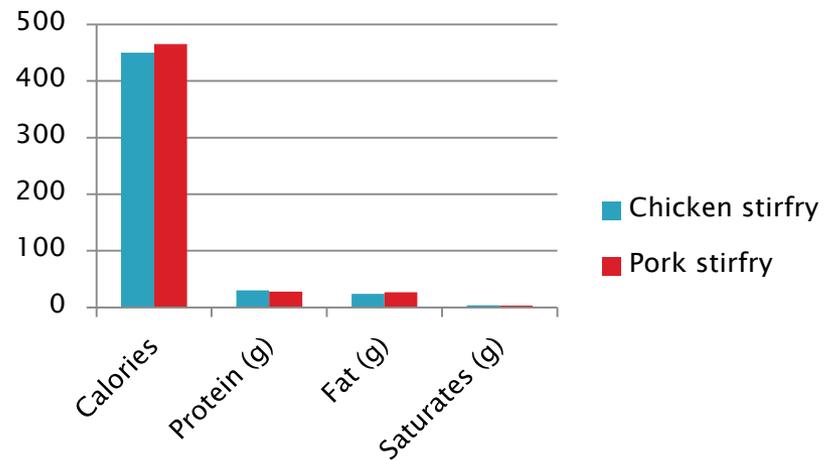
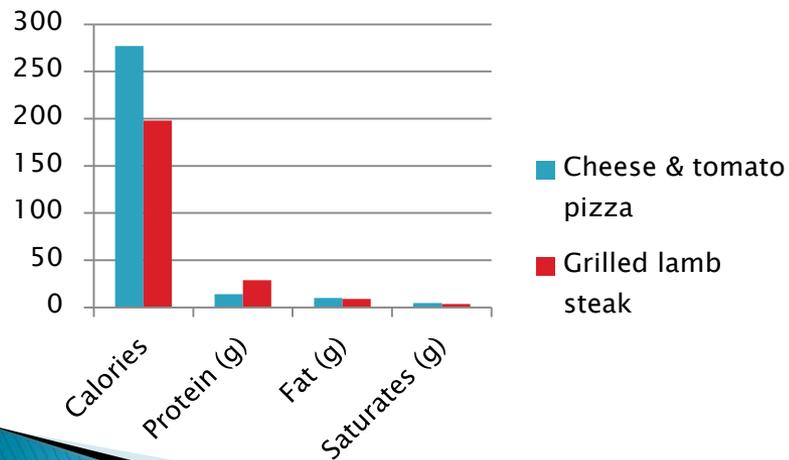
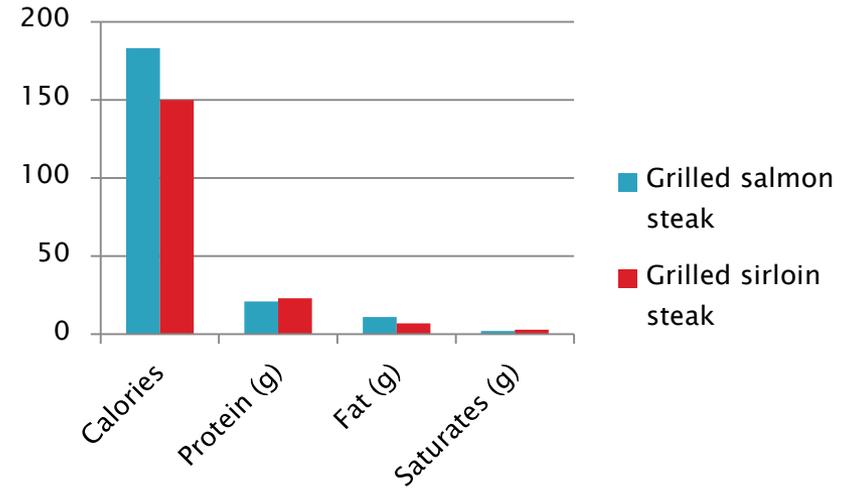
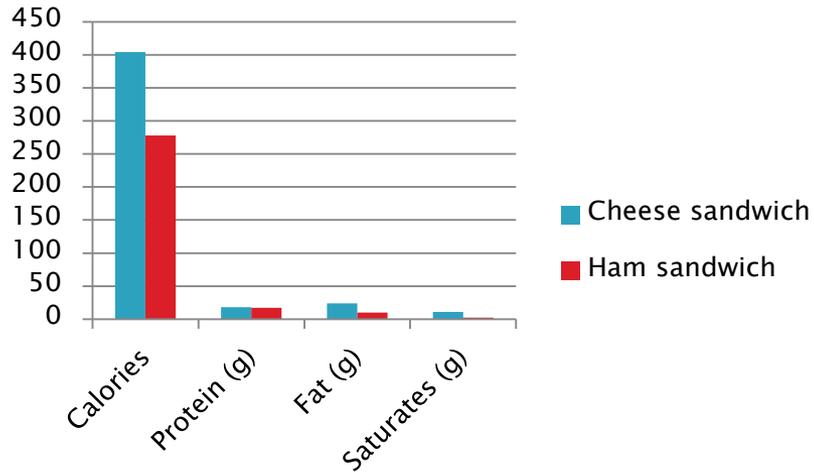


Protein content of red meat

Protein as percentage of calories – raw weight



No advantage to swapping meat



Vitamin and mineral claims

	Source of ...	Rich in ...
Beef	Iron, potassium	Niacin, vitamin B12, zinc
Pork	Zinc, selenium, potassium	Vit B1, niacin, vit B12
Lamb	Potassium	Niacin, vit B12, zinc
Veal	Vitamin D, zinc, potassium	Niacin, vit B12
Calf liver	Vitamin C, potassium	Vitamin A, all B vitamins, zinc, selenium, phosphorus

Iron content of red meat

	mg per 100g as sold	Qualify for iron claim?
Beef	2.1	Yes
Pork	0.7	No
Lamb	1.4	No
Veal	0.6	No

	mg per 100g as consumed	Qualify for iron claim?
Beef	2.3	Yes
Pork	1.3	No
Lamb	2.1	Yes
Veal	0.9	No

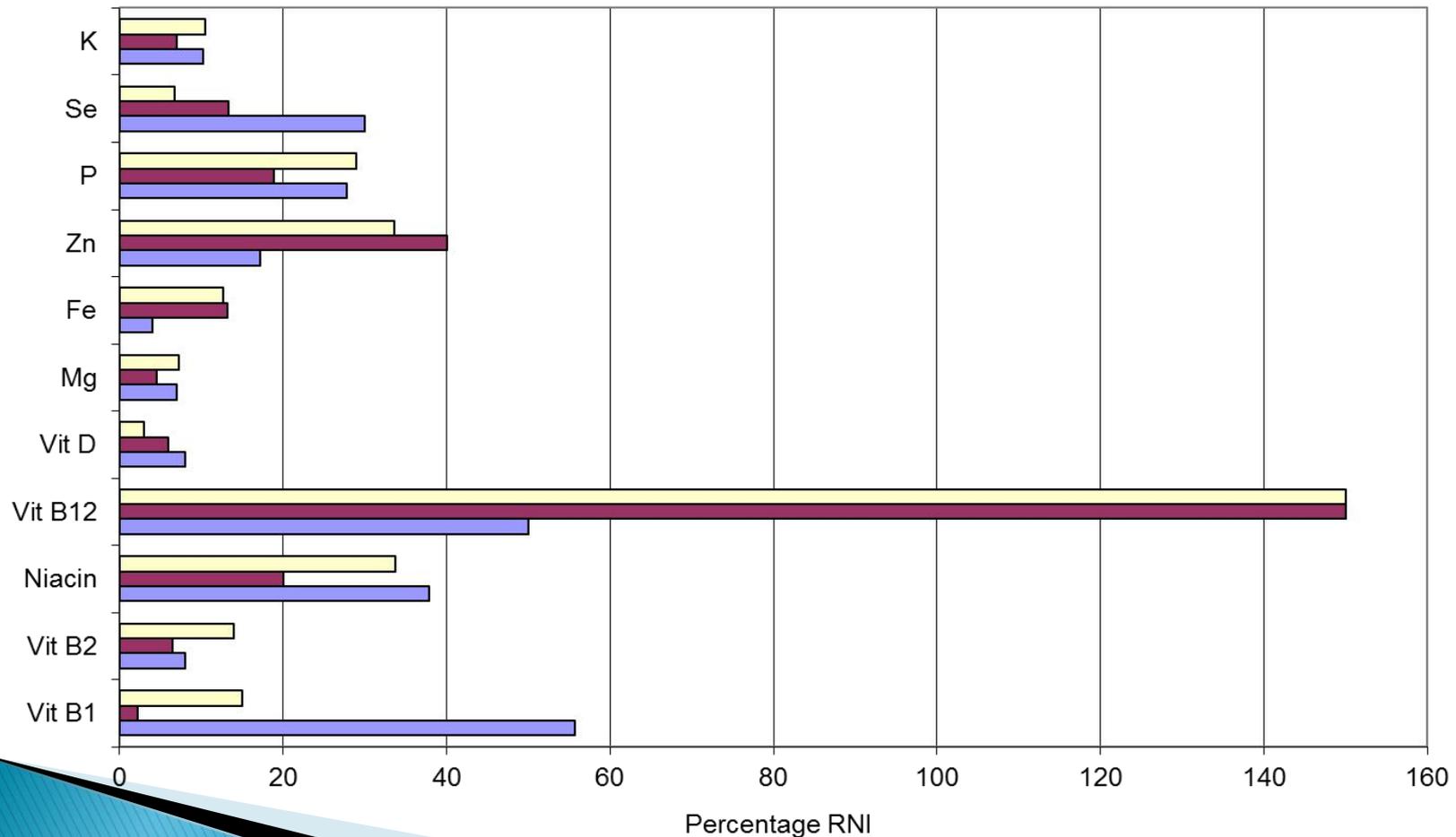
Surprisingly, red meat often does not qualify for a 'source' claim for iron due to the high water content but it is the most bioavailable source in the diet

EU Health claims for meat nutrients

1. Heart health
2. Normal vision
3. Growth & maintenance of muscle
4. Mental function, anti-fatigue
5. Immune function, natural antioxidants
6. Strong bones and teeth
7. Hormone regulation
8. Healthy skin, hair, nails

Just 50g of red meat daily provides a significant amount of nutrients for children

Theoretical contribution of red meat (50g cooked) to daily nutrient recommendations



Intervention studies on red meat and heart health

- ▶ 191 adults ate 170g meat daily for 36 wks as part of a low fat diet. 80% as poultry/fish or as red meat. Both diets reduced total & LDL cholesterol¹.
- ▶ 38 adults ate 85g of cooked beef or chicken daily for 5 wks as part of a low sat fat diet. Both diets reduced total, LDL cholesterol and triglycerides².
- ▶ 36 women ate lamb or chicken 3 times a week for 5 wks. No differences in lipids³.

Intervention studies on red meat and heart health

- ▶ 144 obese adults ate usual diet or 1 kg pork/wk for 6 months. Weight & body fat reduced. No changes in BP, lipids or blood glucose⁴.
- ▶ 49 obese adults ate 1 kg pork, beef or chicken for 3 months. No differences in weight, BMI or body fat between the diets⁵.
- ▶ 36 adults ate 28g, 113g or 153g lean beef for 5 wks as part of a low fat diet. Total & LDL cholesterol reduced after all diets vs. control⁶.

What we replied



- ▶ Meat is high in fat and calories **Lean meat is lower in fat & calories than other meal options**
- ▶ Meat contains saturated fat which is bad for the heart The saturated fat content of meat has reduced in recent years. **Lean red meat performs as well as white meat in studies looking at cholesterol and body weight**
- ▶ People should have meat-free days, weeks or months **There is no evidence showing an advantage to this and avoiding red meat could make people miss out on iron, zinc and B vitamins**

MeatMATTERS.com



Objectives

- ▶ Informative website aimed at consumers and the media
 - ▶ Provides information on all aspects of beef, pork and lamb
 - ▶ Key messages are that red meat is a valuable part of a healthy balanced diet and can be used in a wide range of easy, enjoyable and nutritious meals.
- 

Team of experts

The screenshot shows the MeatMATTERS.com website. At the top is the logo and a navigation menu with links for recipes, prep & cook, healthy eating, quality schemes, facts and info, expert panel, and latest news. Below the navigation is a blue banner with the text "Welcome to MeatMATTERS.com" and a paragraph describing the website's purpose. To the right of the text is an image of a roasted lamb. Below the banner are two columns of content. The left column is titled "Latest news and recipes" and contains two items: "Red meat the facts" with an image of a butcher and "Latest recipes" with an image of a dish. The right column is titled "Meat: our experts" and contains a section for "Eat Less Campaigns" with an image of a pig and a cow, a section for "The real truth about meat" with an image of meat, and a "Visit other sites" section with links to www.meatandeducation.com and www.meatandhealth.com.

MeatMATTERS.com

recipes prep & cook healthy eating quality schemes facts and info expert panel latest

Welcome to MeatMATTERS.com

MeatMATTERS.com is an informative website aimed at consumers and the media. It provides information on all aspects of beef, pork and lamb. Its key messages are that red meat is a valuable part of a healthy balanced diet and can be used in a wide range of easy, enjoyable and nutritious meals. The website contains many recipes which show how versatile, convenient and tasty red meat really is. It also contains information on nutrition, cooking times and storage methods. Beef, pork and lamb are all perfect ingredients for a variety of meal occasions and often at the heart of many favourite meals and traditional dishes.

Latest news and recipes

Red meat the facts

meat advisory panel
Communicating the facts about meat and health

Eat Less Campaigns targeting the wrong meat consumers

Latest recipes

The real truth about meat: Why we can all enjoy red meat as part of a balanced diet

Meat: our experts

Healthcare professionals, scientists and researchers offer information about the role of meat as part of a healthy, balanced diet. Click here to meet our experts or ask our experts

a question

Visit other sites

www.meatandeducation.com

www.meatandhealth.com



- Rebuttal of negative stories
- Placing positive stories in the media
- Horizon scanning for meat-related research
- Writing articles aimed at HCPs and opinion-leaders

Eat the right foods

A balanced diet with a variety of foods is important. A recent study of more than 1,800 adults found that vitamins A and B12 from animal sources, such as red meat, tended to be associated with improved hearing levels in women, says Dr Emma Derbyshire of the Me Advisory Panel. Other studies have shown adults who ate fish twice a week had a 42% lower risk of age-related hearing loss thanks to its omega-3 fats and vitamin D content. Antioxidants in

Can Your Baby Eat Too Healthily?

Don't feel guilty if you're not filling your toddler with healthy quinoa salad every day - too much of a good thing could lead to 'muscle malnutrition'

CLA DOWS

What if your little one is a little bit too healthy? If all the world's a salad, you're probably looking for a way to give your toddler a bit more variety. But it's not just about the food. It's also about the way you're feeding your toddler. It's not just about the food. It's also about the way you're feeding your toddler. It's not just about the food. It's also about the way you're feeding your toddler.

THE DIETITIAN

CARRIE Ruxton is an award-winning dietitian and health writer who is on the Meat Advisory Panel, working closely with BLEX (the English Beef and Lamb Executive) based at Stoneleigh Park.

She says: "When people survey vegetarians they are already looking at people who have made particular lifestyle choices.

"Lots of things contribute to our risk of disease and being a non-smoker, environmentally friendly so cycling and walking around and eating a diet that's high in fruit and vegetables these are all helpful factors.

"If you have a healthy, balanced diet including meat you're not just getting benefit from healthy vegetables, you're benefitting from meat nutrients as well

"We know that vegetarians tend to be less likely to smoke and tend to be more physically active. So when you look at people with a vegetarian lifestyle it isn't necessarily the absence of meat causing the improved health.

"You definitely eat more vegetables when you're vegetarian. So the benefit isn't necessarily the absence of meat. It's the extra vegetables.

"But if you have a healthy, balanced diet including meat you're not just getting the benefit from healthy vegetables, you're benefitting from most nutrients too.

"A lean cut of red meat is a good source of iron and zinc.

"And if you compare red meat with spinach you'll absorb more than three times the amount of iron from red meat than you will from spinach.

"So by including meat in your diet you include more iron and fortified sources because all forms of nutrients are better absorbed.

"There are two types of iron - not just animal-based iron (what we call 'heme' iron) but vegetarian ('non-heme') iron too.

"Heme iron is three times better absorbed because your body doesn't have to do very much to convert it.

"With regards to advice to cut down on meat, women on average eat about 56 grams of meat a day - and they could eat more.

"Women are more likely to be iron deficient and they tend to have a low vitamin D status. The same applies to children and teenagers.

"Whereas some groups of men could do with eating a bit less. Four out of 10 men eat more than 90 grams of meat a day and in that group you need to consider a reduction to around 70 grams a day.

"They could do with reducing it a bit and switching to more vegetables in their diet, and more fish.

"Cutting processed meats out of your diet isn't necessarily the right focus either.

"Most pies and fatty meats (generally, the cheap meats) are a better target. Given that we've got an obesity problem in the UK people could easily switch to a smaller portion of more expensive meat.

"Buy the best you can afford - the leanest meat - and pad it out with vegetables.

"Offal including kidneys and liver is a really good healthy option if you are on a diet. Keep the meat pies and cheaper cuts with all the fat on them for more occasional use."



Dr Carrie Ruxton

Mother & Baby

Your Baby's Perfect Food Routine

UNDERSTANDING YOUR BABY'S DIET IN THE DUTY

1. **INTRODUCE SOLID FOODS** (around 6 months)

2. **INCREASE VARIETY** (around 8 months)

3. **ENCOURAGE SELF-FEEDING** (around 10 months)

4. **INTRODUCE A WIDE RANGE OF FOODS** (around 12 months)

5. **ENCOURAGE A HEALTHY EATING ATTITUDE** (ongoing)

SNACK SMARTER

THINK YOUR TODDLER'S GETTING THE MOST FROM THEIR SNACKS?

1. **AVOID SUGARY DRINKS**

2. **LOW-CALORIE BERRY CRISPS***

3. **RAW VEGETABLES ON STICKS**

Two much fibre can fill up young children before they have eaten enough other foods

1. **Limit fibre intake**

2. **Offer a variety of foods**

3. **Encourage self-feeding**

4. **Offer a variety of textures**

5. **Offer a variety of colors**

Why teens should eat meat

1. **Meat is a source of essential nutrients**

2. **Meat is a source of iron**

3. **Meat is a source of protein**

4. **Meat is a source of B12**

5. **Meat is a source of zinc**

COSMOPOLITAN



+STEAK WHY? Reduces mood swings and boosts energy

"Eating red meat can help you avoid anaemia, which causes energy slumps and makes you infection-prone," says Dr Emma Derbyshire from the Meat Advisory Panel. "It's a source of iron, B and D vitamins, zinc, selenium and potassium."

You are Here: Home / Lifestyle / Health

Why teens should eat meat



Your teen should be eating meat

You might also like:



Healthy eating takes top priority for women

29 June 2013

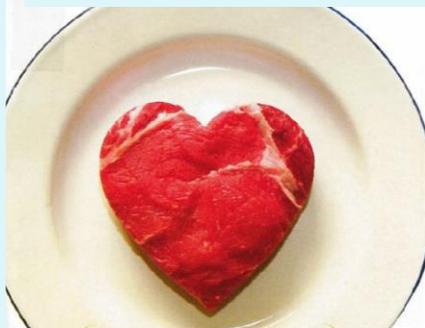
Between the ages of 13 - 19 our bodies goes through a huge period of growth and development, so it's vital that teenagers eat the right food and get the right amount of nutrients to help support these changes

Research shows teens across the UK often have inadequate intakes of vital vitamins and minerals due to a poor Diet, and this can contribute to problems such as acne, tiredness, heavy/light periods and even affect your mood. So how can meat help?

Good quality meat (think steak, not burgers) is a rich source of nutrients vital to the Diet, including protein, iron, zinc and vitamins A, B2, B6 and B12 (amongst others!). Here are 5 reasons why teens should include meat in their Diet:

- 1. Skin and Hair** - Red meat contains Riboflavin (vitamin B2), which helps to keep skin healthy, by helping your skin develop and repair faster. Zinc is another substance found in red meat; it contributes to the maintenance of healthy hair. If your hair is looking a little lackluster, give a beef stir-fry a go!
- 2. Brain power** - Iron, found in red meat, helps to ward off tiredness, which is why a lack of iron (a condition also known as anaemia) affects our mental performance. Red meat also contains B6, which keeps our brain functioning normally, so, why not give a pint pin burger a try before your next exam.
- 3. Fitness** - A steak, or your mum's shepherd's pie, is a great source of protein, protein helps our bodies to build muscle, but also helps to repair and regenerate tissue in our bodies.

WeightWatchers



KEEP IT LEAN

New research suggests L-carnitine, a natural chemical found in red meat, may increase the risk of heart disease. What's more, high consumption of red meat, such as lamb, pork and beef, and processed meat, including bacon and hot dogs, is linked to bowel cancer. So should we think twice before throwing a sausage on the barbie? Dietitian Dr Carrie Ruxton, spokesperson for the Meat Advisory Panel, says: "Red meat supplies essential vitamins and minerals. It's an important source of iron, of which women, especially, can have low intakes."

So how much should we eat? Official guidelines say no more than 70g of red or processed meat a day. Dr Ruxton recommends eating processed meats in moderation and switching to lean red meat. Choose lean cuts of beef and pork, such as sirloin or fillet, and trim off the fat. Or choose skinless chicken or turkey for a lower ProPoints value alternative.

The need for red meat in the diet



Red meat is essential for nutrients

You might also like:



How to stay fit and trim with Hayley Newton: Week 16



Healthy eating takes top priority for women

2 July 2013

Lean red meat is known to have numerous health benefits, providing key nutrients for a healthy lifestyle.

The Meat Advisory Panel this week want to reaffirm the need for red meat in the Diet in response to the launch of a new alliance supported by celebrity chef, Hugh Fearnley-Whittingstall, which suggests that eating 'less and better' meat is healthier.

Commenting on this latest launch, Dr Carrie Ruxton from The Meat Advisory Panel (MAP) explains: "Meat has a valuable role to play as part of a healthy balanced Diet, which is recognised by the Department of Health in its advice to consume 70 grams a day. Red meat intakes in the UK are not high (only 76g on average day) and most UK consumers have intakes well within acceptable limits."

Research has also shown that eating red meat doesn't cause heart disease or cancer.

Current average consumption of red meat in the UK is in line with the Department of Health recommendations and as a result, most people do not need to reduce their intake

Dr Carrie Ruxton continues: "Government dietary surveys continue to demonstrate that diets in the UK across the age spectrum are worryingly low in some nutrients commonly found in meat, such as vitamin A, vitamin D, iron, magnesium, zinc, selenium and potassium. The National Diet and Nutrition Survey (NDNS) reports that 20-40% of women have low iron intakes compared with recommendations, and there is evidence of iron deficiency and poor iron status in women and girls.

"Of note is a new review which has found that including lean red meat in diets across the age spectrum, from infancy to old age, may help to narrow the present gap between recommended levels and current vitamin and mineral intakes. In addition, the evidence suggests that nutrients commonly found in red meat play a role in supporting cognitive function, immune health and addressing iron deficiency."

NUTRITION

HOW TO GET A HEALTHY BALANCE RIGHT

1. **Think it's the healthiest diet**

2. **Think it's the most popular diet**

3. **Think it's the most expensive diet**

4. **Think it's the most convenient diet**

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Publications

Learning zone

CONTINUING PROFESSIONAL DEVELOPMENT

- ▶ **Page 49**
Red meat multiple choice questionnaire
- ▶ **Page 50**
Read Irene Croucher's practice profile on oncological emergencies
- ▶ **Page 51**
Guidelines on how to write a practice profile

The role of red meat in a balanced diet

This article is supported by an educational grant

NS615 Ruxton C (2011) The role of red meat in a balanced diet. *Nursing Standard*. 26, 7, 41-48. Date of acceptance: August 10 2011.

CLINICAL: NUTRITION

Carrie Ruxton PhD
Freelance Dietitian

The role of red meat in healthy ageing

Key learning points:

- ▶ The nutritional content of red meat
- ▶ Dietary adequacy in elderly people
- ▶ Advice on including red meat in a balanced diet

MINERALS

MINERALS MATTER: THE ROLE OF RED MEAT



Dr Carrie Ruxton
PhD, RD

Vitamin intakes have been improving over the past few decades, in part due to the fortification of foods such as bread, breakfast cereals, soft drinks and dairy foods. Increased access to dietary supplements has also impacted, although only around 35 percent of consumers use supplements on a regular basis, with a lower proportion seen in teenagers and young children (23 to 27 percent). In contrast, mineral intakes have changed little with potential consequences for health and wellbeing. This article will examine mineral intakes in the UK and consider the role of red meat in helping to bridge the gap between intakes and recommendations.

Hot Topic | Red Meat & Young Children's Diets

Does red meat have a role in young children's diets?

Dr Carrie Ruxton, PhD, RD, Freelance Dietitian and
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Nutrition Bulletin

REVIEW

DOI:

Micronutrient challenges across the age spectrum: Is there a role for red meat?

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Walking a fine line

WHO links red meat with colo-rectal cancer

Govt health experts advise lower red meat intakes

Processed meat is less healthy than lean red meat (salt, fat, curing)



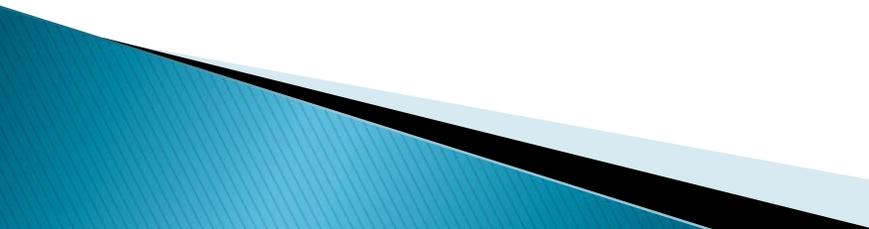
Meat industry wishes to promote red meat

Red meat is nutrient-rich

Some adults, esp men, eat too much red meat

Women and children have low intakes of red meat

Way forward: 1. Limit risk

- ▶ Choose lean cuts of red meat as these are lower in fat, saturated fat and calories
 - ▶ Cook without burning and limit added fat
 - ▶ Serve with plenty of vegetables
 - ▶ Eat processed meat products less often (pies, sausages etc). Home-made burgers healthier
 - ▶ High consumers (>90g) should reduce intakes but most people are already within acceptable limits.
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Way forward: 2. Enhance benefits

- ▶ Red meat is the best source of iron (haem). Poor iron status is common in females
 - ▶ Red meat provides protein, zinc, potassium and B vitamins
 - ▶ Fresh meat is low in sodium (salt)
 - ▶ Women, children and elderly should eat more lean red meat to address low intakes of iron/selenium/vitamin D but some men should eat less red meat.
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Next steps

- ▶ Plan to respond when full IARC report is published – date unknown but likely to generate further coverage of meat and cancer
 - ▶ Continue to inform key opinion leaders, especially health professionals and government agencies
 - ▶ Develop evidence-based messages on red meat benefits
 - ▶ Train the front line – butchers, chefs, teachers, shop workers
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Questions please!