

# MYTH BUSTERS

Discovery channel's "Mythbusters" has swept the nation with its charismatic hosts and immense curiosity to expose the truth. However, many myths don't require quirky experiments, just a knowledgeable person to shed some light on common misconceptions.

Generations ago, a majority of the US population not only lived through agriculture but made a living with agriculture. Today, a majority of the US population lives in industrialized cities and has grown away from the agriculture roots shared by all. As a result, some truths have been distorted and myths have grown to be accepted as truth.

Now it is time for some less captivating mythbusters to reveal the legitimacy of some of these myths. Even though there is no show to watch on prime-time cable, the devotion to the truth is unquestionable. **T**

## MYTH: Beef is high in cholesterol.

**BUSTED:** According to the United States Department of Agriculture (USDA), a 3 ounce serving of beef round roast contains 65 mg of cholesterol while a 3 ounce chicken breast contains 119 mg.

*Source: United States Department of Agriculture*

## MYTH: Beef is high in saturated fat.

**BUSTED:** According to the Texas Beef Council, more than 50 percent of the fats in beef are monounsaturated, the same heart-healthy fats found in olive oil. There are 29 lean cuts of beef that have less fat per serving than a skinless chicken thigh, yet provide more nutrients than a skinless chicken breast.

*Source: Texas Beef Council*

## MYTH: Vegetarian diets are healthier than diets that contain beef.

**BUSTED:** According to the Texas Beef Council, eliminating meats entirely from the diet can compromise the intake of important nutrients such as iron, zinc, and vitamin B12. This can lead to deficiencies in these nutrients because the iron found in plant foods is not as easily absorbed by our bodies. The Center for Disease Control and Prevention (CDC) says that iron and zinc deficiencies can delay mental and physical development, as well as hurt the immune system.

*Source: Texas Beef Council, Center for Disease Control and Prevention*

## Beef's Competitive Advantage

### ZINC 3-ounce lean beef



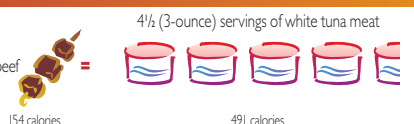
### Vitamin B<sub>12</sub> 3-ounce lean beef



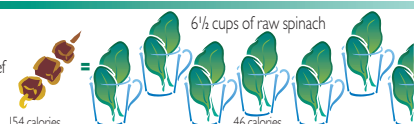
### IRON 3-ounce lean beef



### RIBOFLAVIN 3-ounce lean beef



### Vitamin B<sub>6</sub> 3-ounce lean beef



GRAPHIC COURTESY OF: TEXAS BEEF COUNCIL

## MYTH: Organic beef is safer than regular beef.

**BUSTED:** According to the USDA, grain-fed beef is just as safe as organic beef. All beef goes through the same precise inspection process by the USDA and is subject to strict government guidelines that ensure the highest level of safety.

*Source: United States Department of Agriculture*

Blake Bedinger | Weatherford, Texas

