



**Monday 23 May 2011**

### **KIWIS EATING RED MEAT WITHIN INTERNATIONAL GUIDELINES**

The World Cancer Research Fund (WCRF) recommends around 500g cooked red meat a week. Having reviewed the latest research available from around the world, the recommendation made by WCRF today remains the same as the one it made nearly four years ago. Kiwis continue to eat red meat well within this guideline.

The WCRF recommendation equates to around five or six medium portions of beef, lamb and pork a week. The latest research in New Zealand\* showed, in an average week, Kiwis eating two portions of beef and under one of lamb.

WCRF also confirms obesity and inactivity are clear leaders when it comes to cancer risk. Being physically active and a normal body weight, especially avoiding excess fat around the waist, are essential in preventing cancer. Scientists agree overall eating and lifestyle patterns are far more important than avoiding individual foods.

“At the risk of sounding repetitive, the balance and moderation message remains,” says Fiona Carruthers, Beef + Lamb New Zealand Nutrition Manager. “Kiwis should feel good about this latest international advice showing they are eating red meat in the right amounts – also in line with the Ministry of Health’s dietary guidelines, written specifically for New Zealand. Lean red meat is an important part of a healthy balanced diet, providing an excellent source of protein, iron, zinc and several vitamins, whilst low in fat. New Zealanders should continue to enjoy lean beef and lamb with plenty of vegetables, as part of an overall healthy lifestyle.”

**-ends -**

**For more information please contact Fiona Carruthers, Beef + Lamb New Zealand Nutrition Manager, on 021 681 311 or email [fiona@beeflambnz.co.nz](mailto:fiona@beeflambnz.co.nz).**

**Editor note: \* TNS research, November 2010**

**beef + lamb new zealand inc**

**address** ground floor, air new zealand building, smales farm park, cnr taharoto and northcote roads, takapuna, north shore city 0622, auckland  
po box 33 648, takapuna, north shore city, 0740, auckland  
**phone** 09 489 7119 **facsimile** 09 489 7164 **freephone** 0800 733 466 **email** enquiries@beeflambnz.co.nz **website** www.beeflambnz.co.nz