

Make Every Bite Count

— With Beef —



The first 1,000 days of life—from conception through age two—are critical for your baby's growth and development. During this time, babies need key nutrients like iron, zinc, vitamins B6 and B12, choline, and high-quality protein to support their brain, body, and immune system.^{1,2}

The American Academy of Pediatrics recommends introducing nutrient-rich foods like fruits and vegetables, whole grains, dairy and meat—like beef—around 6 months of age to help meet these essential nutrient needs.^{2,3}

Why **Nutrients Matter**

PROTEIN

Promotes strong muscles and healthy bodies

ZINC

Supports a healthy brain and helps fight off sickness

VITAMIN B6

Enhances energy and mood

VITAMIN B12

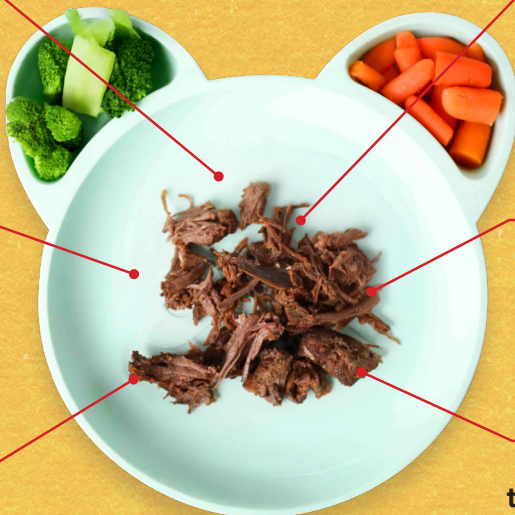
Supports the brain and red blood cells

CHOLINE

Powers memory and learning

HEME IRON

facilitates oxygen transport and energy production



Iron Matters Early

- In the U.S., one in five infants under one year of age doesn't get enough iron each day.⁴
- In the last 20 years, babies and young children have been getting less iron—at a time when their needs are highest.^{4,5}
- Not getting enough iron, especially before age two, can lead to long-term issues with brain development.²

Experts recommend 2 ounces of protein, like beef, per day for children 12-23 months.⁶

Beef provides babies with key nutrients like iron, zinc, and protein that help with brain development, growth, strong bodies, and learning.⁷ All foods should be modified in taste and texture to match a baby's development stage. These textures are safe to begin once your baby shows signs of readiness for solid foods—usually around 6 months.



Safety First! Always serve beef in a soft, moist texture like pureed, shredded, or finely chopped to reduce choking risk. Babies don't need teeth to try meat!



6–8 Months

Start with smooth purees of cooked beef

8–10 Months

Try soft, shredded pieces that baby can mash with gums

10–12 Months

Offer tender, moist, chopped pieces that baby can pick up and chew

If you have questions about starting solid foods, consult your physician or healthcare provider.



Did You Know?

Every bite of beef supports more than nutrition—it also helps babies explore new textures, practice chewing, and learn to enjoy healthy foods!¹



To learn more about infant and toddler nutrition, scan the QR code!



References: 1. The Scientific Foundation for the Dietary Guidelines for Americans (2026) 2. Schwarzenberg et al, 2018 (PMID: 29358479) 3. Feeding Infants and Meal Pattern Requirements in the Child and Adult Care Food Program (2024) 4. Van Elswyk, 2021 (PMID: 34712894) 5. Roess et al, 2018 (PMID: 30247583). 6. Dietary Guidelines for Americans, 2020-2025 (2020) 7. FoodData Central (NDB Number: 13364)



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