

Why **Nutrients Matter**

PROTEIN

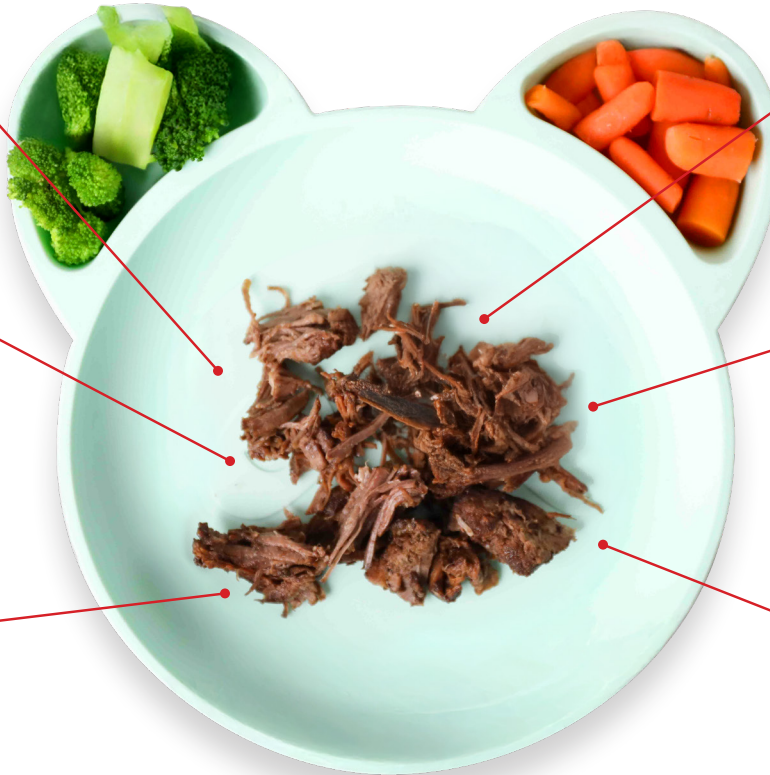
Promotes strong muscles and healthy bodies

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

Safe Ways to Serve Beef¹



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



Funded by Beef Farmers and Ranchers

Iron Matters Early

Iron is a critical nutrient for babies—and far too many aren't getting enough.²

- According to the American Academy of Pediatrics (AAP), iron deficiency remains the most common nutrition deficiency worldwide and impacts 2.4 million children in the U.S.³
- 77% of exclusively breastfed infants fall short of established iron intake requirements, and at 6 months, their natural iron stores are depleted, just as needs rise sharply.²



Without enough iron—along with protein, zinc and choline—healthy growth and development can be compromised. In fact, iron-deficiency in early infancy may be associated with long-term cognitive deficits. That's why choosing iron-containing foods from the start is essential.³⁻⁵

Beef: A First Food with Benefits

When it comes to first foods, beef delivers. Leading health authorities, like the American Academy of Pediatrics (AAP), and the Women, Infant and Children's (WIC) program recommend introducing nutrient-rich meats, like beef, to infants when developmentally ready—around 6 months of age.³⁻⁵

- Beef is an excellent source of protein, zinc, vitamins B6 and B12, niacin, and selenium, and a good source of riboflavin, phosphorus, iron and choline.⁷
- Beef contains more than twice the amount of iron and zinc as chicken, turkey, or pork.⁷
- Beef has been shown to be well tolerated and accepted as a first complementary food to help improve iron and zinc levels in infants.^{8,9}