

READING BETWEEN



ARE **ALTERNATIVE** BURGERS HEALTHIER THAN REAL BEEF?

As publicity for vegan and plant-based products continues to grow, it isn't easy to know what's real when it comes to the nutritional value of these foods.

See for yourself what makes beef the real deal and why California ranching families will continue to produce a safe, nutritious product that can't be replicated.

Plant-BASED

GROUND BEEF

BEYOND MEAT®	
Nutrition Facts¹	
Serving Size 4 oz.	
Calories	250
Total Fat	18g
Saturated Fat	6g
Cholesterol	0mg
Sodium	390mg
Potassium	300mg
Total Carbohydrate	3g
Protein	20g

IMPOSSIBLE™	
Nutrition Facts²	
Serving Size 4 oz.	
Calories	240
Total Fat	14g
Saturated Fat	8g
Cholesterol	0mg
Sodium	370mg
Potassium	610mg
Total Carbohydrate	9g
Protein	19g

85% LEAN	
Nutrition Facts³	
Serving Size 4 oz.	
Calories	243
Total Fat	17g
Saturated Fat	6.5g
Cholesterol	77mg
Sodium	75mg
Potassium	333mg
Total Carbohydrate	0g
Protein	21g

93% LEAN	
Nutrition Facts⁴	
Serving Size 4 oz.	
Calories	172
Total Fat	8g
Saturated Fat	3.5g
Cholesterol	71mg
Sodium	75mg
Potassium	380mg
Total Carbohydrate	0g
Protein	24g

18 INGREDIENTS¹

Water, Pea Protein*, Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Pomegranate Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Beet Juice Extract (for color). *Peas are legumes. People with severe allergies to legumes like peanuts should be cautious when introducing pea protein into their diet because of the possibility of a pea allergy. Products do not contain peanuts or tree nuts.

21 INGREDIENTS²

Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Natural Flavors, 2% or less of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12. Contains Soy.

1 INGREDIENT³

100% Beef.

1 INGREDIENT⁴

100% Beef.

SOURCES: ¹www.beyondmeat.com/products/the-beyond-burger/ ²www.impossible-foods.com/burger/ | ³USDA National Nutrient Data base for Standard Reference for beef. NDB# 23567 <https://ndb.nal.usda.gov/ndb/search/list> | ⁴USDA National Nutrient Data base for Standard Reference for beef. NDB# 23472 <https://ndb.nal.usda.gov/ndb/search/list>

