**BOLD**  
  
One of the most of recent clinical studies on heart health and lean beef provides a new way of thinking:  
  
Eating lean beef daily as a part of a heart healthy diet is effective in lowering total cholesterol levels and LDL “bad cholesterol”. The study was published in the “American Journal of Clinical Nutrition.”  
  
“BOLD”- “Beef in an Optimal Lean Diet” was as effective in lowering cholesterol levels as most recommended heart healthy diets such as DASH “Diet Approaches to Stop Hypertension” and HAD “Healthy American Diet”. Many diet programs which emphasize plant protein and limit beef consumption.  
  
BOLD by researchers at Penn State University, beginning in 2007, found that lean beef is beneficial in a cholesterol lowering diet. Adults with moderately elevated cholesterol levels following the BOLD diet that contained 4oz of lean beef and the BOLD PLUS diet containing 5.4oz of lean beef daily at the end of five weeks these participants experienced a 10% drop in LDL cholesterol, as well as drop in total cholesterol levels compared to the baseline in these two diets. These lean beef weights were before cooking and both diets provided less than 7% of calories from saturated fat.  
  
These BOLD research study results were comparable to the gold standard of heart healthy diets DASH and HAD, which were also consumed by research participants for comparison.  
  
The science allows beef farmers and ranchers show American families that they can continue to enjoy lean beef daily if they want and improve risk factors for heart disease. Until BOLD the Human Nutrition Research Committee for National Cattlemen’s Beef Association did not have a comprehensive research study that would validate the benefits of adding more lean beef to the DASH diet and other diets that were being recommended most often to maintain or improve heart health.  
  
The diets compared in the study were:  
  
HAD Control diet, included more refined grains, full-fat dairy products, oil and butter to reflect current American dietary habits.  
  
DASH Considered the “gold standard” heart healthy diet, this eating plan featured vegetables, fruits and low-fat dairy limited red meat and sweets.  
  
BOLD similar to the DASH diet (rich in vegetables, fruits, whole grains, nuts and beans) and protein amount, but used lean beef (4oz per day) as the primary protein source, whereas the DASH diet used primarily meat and pl ant protein sources.  
  
BOLD PLUS similar to the BOLD diet, with higher protein and lean beef at 5.4oz per day.  
  
To learn more about the BOLD study, please visit Beef Nutrition.org  
  
A booklet “Confident Cooking with Beef” list beef’s 29 lean beef cuts including: Top Sirloin Steak, T-Bone Steak, Top Loin or Strip Steak and 95% Lean Ground Beef. Lean Beef defined as: Less than 10 grams of total fat; 4.5 grams or less saturated fat; less than 95mg of cholesterol per 3oz cooked serving. The booklet is available from the Tennessee Beef Industry Council; call 615-896-5811.  
  
Lean Beef is a Nutrient rich satisfying food.  
  
**Other Articles of Interest:**  
  
[Love That Lean Beef](http://weebly-file/1/8/9/9/18991133/love_that_lean_beef.docx)  
[Twenty Nine Ways to Love That Lean Beef](http://weebly-file/1/8/9/9/18991133/twenty_nine_ways_to_love_lean_beef.doc)  
[Heart Healthy Beef](http://weebly-file/1/8/9/9/18991133/heart_healthy_beef.docx)