



Why National Deli Meat Month?

Celebrate National Deli Meat Month this March—the perfect time to enjoy an American favorite.

REASON #1

March is a great time for Deli Meat Month because it's also National Nutrition Month.

DETAILS

- Deli meats provide a convenient source of protein, vitamins and minerals.
- Because deli meats are pre-cooked, they offer consumers easy, on-the-go access to the nutrient density in meat.
- The iron and zinc in meats are also more bioavailable to the body than from vegetarian sources.¹
- While the processed meat category is sometimes the target of critics, numerous studies and the Dietary Guidelines for Americans affirm that they can be part of a healthy, balanced diet.^{2,3,4}
- USDA NHANES data show that, as a whole, Americans are consuming fresh and prepared meat products at levels recommended by the Dietary Guidelines for Americans.⁵

REASON #2

There is something for everyone with deli meats.

DETAILS

- The deli meats category is diverse and offers choices to meet nutrition needs, tastes, budgets and personal preferences.
- Thousands of products are available in the meat case and include low- and reduced-sodium products, low- and reduced-fat products, American Heart Association certified, organic and grass-fed options, Kosher and more. A range of AHA certified prepared products can be found on our nutrition website: meatpoultrynutrition.org/productcenter
- Consumers can search the products they prefer in our on-line, searchable product center at MeatPoultryNutrition.org

NationalDeliMeatMonth.org • #DeliMeatMonth

REASON #3

You can have confidence in deli meats sold in the United States.

DETAILS

- What you see is what you get—any meat processed in a plant must contain an ingredient statement and a nutrition label.
- All ingredients used in deli meat products must be approved by the Food and Drug Administration (FDA) and accepted by the U.S. Department of Agriculture (USDA), which regulates and inspects meat and poultry products.
- Deli meat products are regulated and inspected by USDA inspectors before they are sold.
- Deli meats have an excellent and continually improving safety record.⁶
- Because deli meats are ready-to-eat, they offer an added safety margin that doesn't depend on consumer variables to cook them safely.

REASON #5

It's time to get on board with the Charcuterie trend.

DETAILS

- Supermarket News⁸ reported that Charcuterie has long been a staple at specialty food stores and fine-dining restaurants, but more and more mainstream consumers have been seeking out these cured-meat products as part of a growing appreciation for artisan food overall.
- Charcuterie is the French appetizer course featuring a platter of a variety of cooked and dry-cured meats, sausages and cheeses, accompanied by crusty baguettes, spreads, fruits, vegetables, nuts, pickles and other delicious morsels.

REASON #4

Prepared meats such as deli meats are an important part of meat's sustainability story.

DETAILS

- Animals produce far more than steaks and roasts. Utilizing all of the meat available with deli meats and other prepared meat products reduces food waste while also providing a nutrient dense food.
- The deli meat market is projected to grow \$114.18 billion by 2023, increasing the value of the animals for farmers and ranchers.
- Over the decades, America's farmers and ranchers have made dramatic improvements in how they raise their animals including:
 - Enhanced protection from harsh weather and predators
 - Better genetics and animal care
 - Improved crops to better match animals' needs

1. Hunt JR. Bioavailability of iron, zinc, and other trace minerals from vegetarian diets. *Am J Clin Nutr.* 2003; 78, Issue 3: 633S–639S. <https://academic.oup.com/ajcn/article/78/3/633S/4690005> Accessed March 29, 2018.
2. Roussell, M et al. Beef in an Optimal Lean Diet study: effects on lipids, lipoproteins, and apolipoproteins. *AJCN.* 2012;95(1):9-16.
3. Bernstein, A. M., et al. Processed and Unprocessed Red Meat and Risk of Colorectal Cancer. *PLoS One.* 2015, 10(8). 17.
4. Ollberding, N.J. et al. Meat Consumption, Heterocyclic Amines, and Colorectal Cancer Risk: The Multiethnic Cohort Study. *Int. J. Cancer.* 2012, 131, E1125–E1133.
5. USDA and DHHS. Scientific Report of the 2015 Dietary Guidelines Advisory Committee <https://health.gov/dietaryguidelines/2015-scientific-report/> Accessed March 29, 2018.
6. <http://www.fsis.usda.gov/wps/portal/fsis/topics/data-collection-and-reports/microbiology/testing-program-for-rte-meat-and-poultry-products/testing-program-rte>
7. https://www.technavio.com/report/global-deli-meat-market-industry-analysis?utm_source=pressrelease&utm_medium=bw&utm_campaign=t9_wk26&utm_content=IRTNTR30832/ Accessed January 21, 2020
8. <https://www.supermarketnews.com/deli/charcuterie-offers-cure-deli-sales/> Accessed January 19, 2020



NationalDeliMeatMonth.org

#DeliMeatMonth

