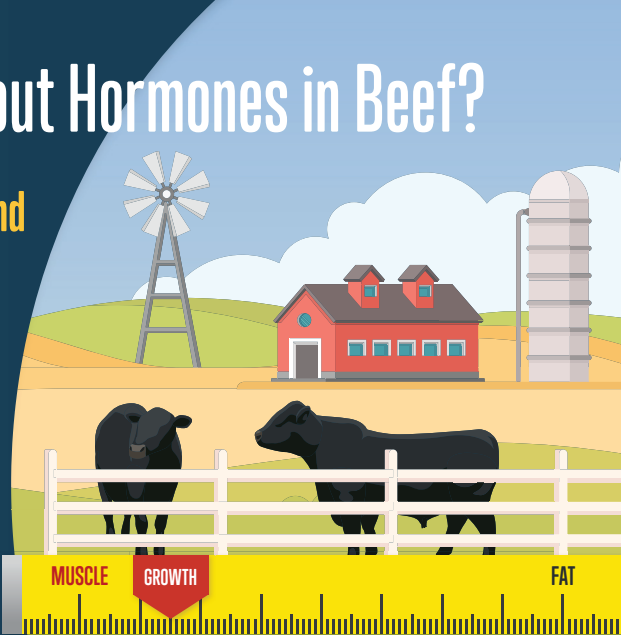


# Wondering About Hormones in Beef?

## What Are Hormones and Why Are They Used in Beef Production?

All plants and animals produce hormones naturally, including humans. Beef producers use hormone implants in cattle to enhance the hormone production already taking place in the animal. These implants direct growth towards muscle and away from fat, speeding growth and reducing the amount of feed an animal needs.



Canada's Food and Drug Act requires hormone implants to be effective, safe for regular consumption and safe for the animal.



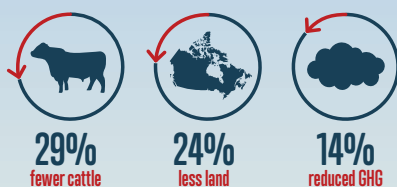
Health Canada, the World Health Organization and the United Nations all conclude the use of hormones is a safe practice that does not cause harm to human health.



While all beef contains naturally occurring hormones, random sampling is done to ensure hormone levels are below the standard set by Health Canada.

## Hormones Make Cattle More Efficient

The use of hormone implants result in 11% more beef from 20% fewer cattle. That means a cattle industry that's easier on the environment, requires less feed and creates cost savings for the producer, which are then passed on to consumers like you.



In 2011, Canadian beef production required 29% fewer cattle and 24% less land. It also reduced greenhouse gas emission by 14% compared to industry measurements in 1981.

## Estrogen Levels in Beef

Many common foods have higher hormone levels than beef produced with hormone implants.



Food Source	Estrogen
75 g beef without hormone implants	1.1 ng
75 g beef with hormone implants	1.9 ng
75 g chicken	2.1 ng
75 g pork	2.5 ng
355 mL beer	15 ng
355 mL milk	51 ng
75 g cabbage	2,025 ng
1 tbsp soybean oil	28,370 ng

ng = 1 billionth of a gram

While there are misconceptions that hormones in food cause early-onset puberty, researchers believe increased body fat levels in young children is more likely one of the major causes.

