



Animal source foods are rich in iron, a micronutrient essential to life

What are the impacts of iron deficiency on health?

Lower cognitive
development
in children



Extreme fatigue
in adults

Who suffers from iron deficiency?

25%
of world population
affected by anaemia



50%
of anaemia due to
iron deficiency



More than 1 in 10 people in the world suffer from iron deficiency.

It concerns everyone, but especially women of reproductive age, pregnant women, and children under 5 years of age.

30%
of women suffer
from anaemia



prevalence in Africa
nearly three
times higher than
in North America
and Europe



40%
of children under
5 years of age suffer
from anaemia



60% of children under 5
affected in Africa



How to prevent iron deficiency?

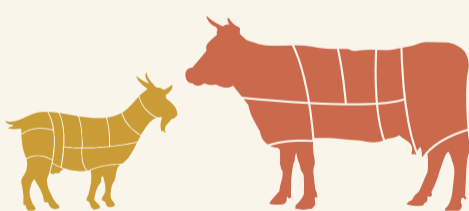


Dietary iron helps to curtail
iron deficiency anaemia,
especially through **meat**
supplementing diverse
plant-based diets

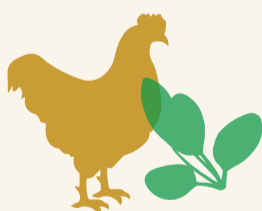


Dietary iron improves
nutrition and reduces
prevalence of anaemia
(SDG 2.2.3)

Why is meat a key solution?



A serving of meat
contributes to the daily
intake recommendation
of iron



Heme iron is only found in
meat and organ meat, and
it is absorbed 2 or 3 times
more than non-heme iron
(the only iron form found
in plant-based foods)



When meat is included in
the meal, it increases
absorption of iron
contained in plant foods

Contribution of food servings to the daily iron intake recommendation for women



44%
2 chicken
livers
(88g)



36%
Half cup
of lentils
(100g)



27%
A palm size
portion of beef
(85g)



15%
1 serving
of spinach
(100g)