



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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Vol. 3, No. 11

October 9, 2008

Red meat = good calories

30-second story

Red meat is often blamed for heart disease, obesity and a host of other diet-induced conditions, but carbohydrates and low-fat diets may be the real culprits.

That's according to scientific journalist Gary Taubes (TOWbs) who spent six years researching the topic of his book, "Good Calories, Bad Calories."

Taubes will speak at next month's Feeding Quality Forums in North Platte, Neb., and Amarillo, Texas. The seminars are co-sponsored by Purina Mills, Pfizer, *Feedlot* magazine and Certified Angus Beef.

60-second story

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That's according to scientific journalist Gary Taubes (TOWbs).

Actuality, Taubes: 23: "I spent six years now studying how we came to believe that and what the actual data showed and how people picked the evidence they like and ignored the evidence they didn't and what's sort-of wishful thinking or bad science and what can really be supported by evidence."

(LINK: http://www.cabpartners.com/news/radio/taubes_fqf_qt3_11_1.mp3)

Q:...supported by evidence."

The author of, "Good Calories, Bad Calories," will address the topic at the Feeding Quality Forum November 11 in North Platte, Neb., and two days later in Amarillo, Texas. The seminars are co-sponsored by Purina Mills, Pfizer, *Feedlot* magazine and Certified Angus Beef.

247-word story

Red meat is often blamed for heart disease, obesity and a host of other diet-induced conditions. But scientific journalist Gary Taubes (TOWbs) says carbohydrates and low-fat diets may be the real culprits.

Actuality, Taubes: 09: “Beef has gotten a bad rap the last fifty years, just red meat in general is an integral part of a healthy diet.”

LINK: http://www.cabpartners.com/news/radio/taubes_fqf_qt3_11_2.mp3)

Q:...a healthy diet.”

His book, “Good Calories, Bad Calories,” flies in the face of conventional nutritional advice.

Actuality, Taubes: 23: “I spent six years now studying how we came to believe that and what the actual data showed and how people picked the evidence they like and ignored the evidence they didn’t and what’s sort-of wishful thinking or bad science and what can really be supported by evidence.”

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Q:...supported by evidence.”

Taubes now tours the country lecturing on the information he uncovered in his research.

Actuality, Taubes: 24: There is an alternative hypothesis out there and I’ve been doing everything I can to get the researchers to take these ideas seriously. The medical schools and the obesity research centers, from their point of view I’m just a journalist, what do I know? I wrote the book so people could judge for themselves.

(LINK: http://www.cabpartners.com/news/radio/taubes_fqf_qt3_11_3.mp3)

(Q:...judge for themselves.”

Taubes will address the topic at the Feeding Quality Forum, November 11 in North Platte, Neb., and November 13 in Amarillo, Texas.

Other sessions on the day-long agenda will touch on economics, yearlings versus calf-feds, and health programs.

Registration is \$50 by October 30 and includes a steak lunch. The seminars are co-sponsored by Purina Mills, Pfizer, *Feedlot* magazine and Certified Angus Beef.

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