

The Real Deal with Proteins

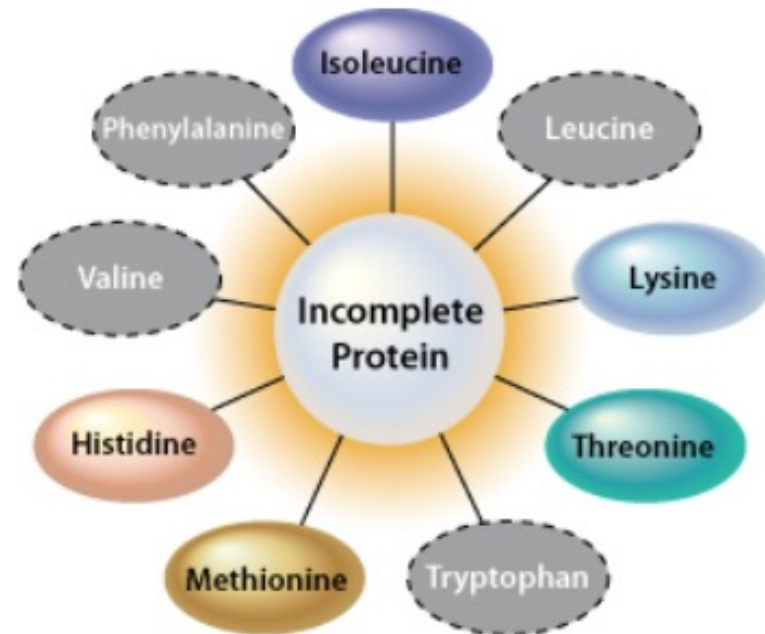
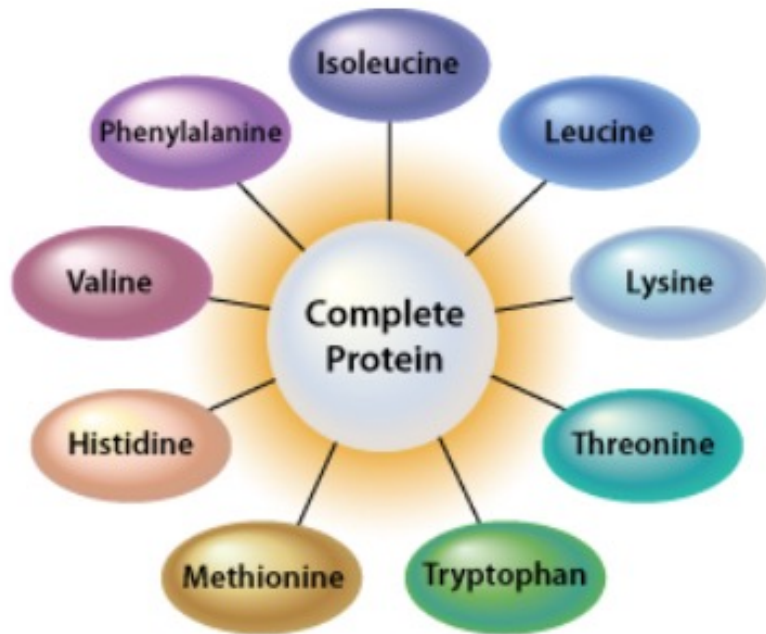
Are you using high quality proteins ?

**Is your protein
complete ?**

**Does it count
towards your Daily
Value ?**

Quality Protein Offers All 9 essential Amino Acids

- Collagen hydrolyzate is an incomplete protein, lacking the essential amino acid tryptophan.
- Incomplete proteins are not allowed to be included as part of the RDI requirement therefore they have no Daily Value or a daily value of 0%



Read Those Labels, You Might Be Surprised

- What is Collagen Hydrolyzate ?

A commonly used protein additive. Mostly derived from pork products . Is NOT a complete protein source and is NOT considered a “clean” label ingredient

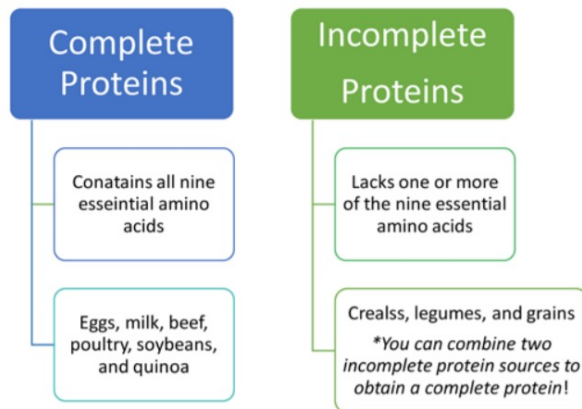
- What Should I Look For ?

To be sure you are providing complete proteins, you should always look for the “Protein Daily Value” on the Nutritional Panel . ONLY complete proteins count to the Daily Value.

Protein Daily Value

Thick & Easy® Meats are an EXCELLENT source of Protein!

Thick & Easy® Meats are made from high quality protein.



- To estimate the Daily Value delivered by a specific protein on the Nutritional Facts Panel, the U.S. uses a PDCAAS calculation (Protein Digestibility – Corrected Amino Acids Score)
- This system evaluates the amino acid combinations and outlines how much of a given protein can be included in the % Daily Value.
- Proteins are not all created equally...
- The Daily Value of protein stated on labels is based on the quality of protein in the product.
 - For example:
 - An ounce of beef, egg or dairy protein offers a PDCAAS protein value of 100%. Allowing for 100% of the animal protein to be counted against the Recommended Daily Value.
 - An ounce of vegetable protein may offer a PDCAAS value of 60% -70% so only 60% - 70% of the vegetable protein can be included in the % Daily Value calculation. The lower PCDAAS score is related to the combination and inclusion level of amino acids.
 - An ounce of collagen hydrolyzate does not offer all the amino acids required and has zero % Daily Value for protein. No matter what quantity of collagen hydrolyzate is included in a product, it will never have a daily value because it lacks an essential amino acid.
 - Collagen hydrolyzate is commonly used as an additive to boost protein levels. Products using collagen hydrolyzate will only be able to count the intact protein in the product toward the Recommended Daily Value.
 - What is Recommended Daily Value?
 - **Daily Value:** DV, a term on food labels based on the RDA (Recommended Dietary Allowance) designed to help consumers use food label information to plan a healthy diet. The **Daily Value** serves as a basis for declaring on the label the percent of the DV for each nutrient that a serving of the food provides.