

RECOMMENDATION 5
<p><b>ANIMAL FOODS</b></p> <p><b>Limit intake of red meat<sup>1</sup> and avoid processed meat<sup>2</sup></b></p>
<p>PUBLIC HEALTH GOAL</p> <p>Population average consumption of red meat to be no more than 300 g (11 oz) a week, very little if any of which to be processed</p>
<p>PERSONAL RECOMMENDATION</p> <p>People who eat red meat<sup>1</sup> to consume less than 500 g (18 oz) a week, very little if any to be processed<sup>2</sup></p>
<p><sup>1</sup> 'Red meat' refers to beef, pork, lamb, and goat from domesticated animals including that contained in processed foods  <sup>2</sup> 'Processed meat' refers to meat preserved by smoking, curing or salting, or addition of chemical preservatives, including that contained in processed foods</p>

**Justification**

An integrated approach to the evidence also shows that many foods of animal origin are nourishing and healthy if consumed in modest amounts.

People who eat various forms of vegetarian diets are at low risk of some diseases including some cancers, although it is not easy to separate out these benefits of the diets from other aspects of their ways of life, such as not smoking, drinking little if any alcohol, and so forth. In addition, meat can be a valuable source of nutrients, in particular protein, iron, zinc, and vitamin B12. *The Panel emphasises* that this overall recommendation is not for diets containing no meat — or diets containing no foods of animal origin. The amounts are for weight of meat as eaten. As a rough conversion, 300 g of cooked red meat is equivalent to about 400–450 g raw weight, and 500 g cooked red meat to about 700–750 g raw weight. The exact conversion will depend on the cut of meat, the proportions of lean and fat, and the method and degree of cooking, so more specific guidance is not possible. Red or processed meats are convincing or probable causes of some cancers. Diets with high levels of animal fats are often relatively high in energy, increasing the risk of weight gain. Further details of evidence and judgements can be found in Chapters 4 and 8.

RECOMMENDATION 6
<p><b>ALCOHOLIC DRINKS</b></p> <p><b>Limit alcoholic drinks<sup>1</sup></b></p>
<p>PUBLIC HEALTH GOAL</p> <p>Proportion of the population drinking more than the recommended limits to be reduced by one third every 10 years<sup>1 2</sup></p>
<p>PERSONAL RECOMMENDATION</p> <p>If alcoholic drinks are consumed, limit consumption to no more than two drinks a day for men and one drink a day for women<sup>1 2 3</sup></p>
<p><sup>1</sup> This recommendation takes into account that there is a likely protective effect for coronary heart disease  <sup>2</sup> Children and pregnant women not to consume alcoholic drinks  <sup>3</sup> One 'drink' contains about 10–15 grams of ethanol</p>

**Justification**

The evidence on cancer justifies a recommendation not to drink alcoholic drinks. Other evidence shows that modest amounts of alcoholic drinks are likely to reduce the risk of coronary heart disease.

The evidence does not show a clear level of consumption of alcoholic drinks below which there is no increase in risk of the cancers it causes. This means that, based solely on the evidence on cancer, even small amounts of alcoholic drinks should be avoided. Further details of evidence and judgements can be found in Chapter 4. In framing the recommendation here, the Panel has also taken into account the evidence that modest amounts of alcoholic drinks are likely to protect against coronary heart disease, as described in Chapter 10.

The evidence shows that all alcoholic drinks have the same effect. Data do not suggest any significant difference depending on the type of drink. This recommendation therefore covers all alcoholic drinks, whether beers, wines, spirits (liquors), or other alcoholic drinks. The important factor is the amount of ethanol consumed.

*The Panel emphasises* that children and pregnant women should not consume alcoholic drinks.

*Recommendation 4, continued from page xviii*

The goals and recommendations here are broadly similar to those that have been issued by other international and national authoritative organisations (see Chapter 10). They derive from the evidence on cancer and are supported by evidence on other diseases. They emphasise the importance

of relatively unprocessed cereals (grains), non-starchy vegetables and fruits, and pulses (legumes), all of which contain substantial amounts of dietary fibre and a variety of micronutrients, and are low or relatively low in energy density. These, and not foods of animal origin, are the recommended centre for everyday meals.