



LIBRARIES
UNIVERSITY OF WISCONSIN - MADISON

American Meat Institute advertisement.

[s.l.]: [s.n.], 1934

<https://digital.library.wisc.edu/1711.dl/7NTYX4MO5OQ6S8K>

<http://rightsstatements.org/vocab/InC/1.0/>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

The Newer Concepts of Meat in Nutrition

Meat . . .

and the Patient's Speedier Return to Productivity

THE need for manpower in all types of industry makes it imperative that the incidence of illness be held to a minimum, and that convalescence be shortened as much as possible. Both these objectives can be more readily achieved by maintaining a state of adequate nutrition.

During the period of recovery from surgery or infectious disease, the return of strength and stamina is closely paralleled by metabolic readjustment of the organism. The increased protein requirement during this period is the reflection of a rebuilding and rehabilitation process, necessitated by the increased metabolic demands of temperature elevation and by re-

striction of food intake during the phase of acute illness.

The early inclusion of meat in the diet of the convalescent is an effective means of re-establishing nitrogen equilibrium. In addition to its biologically adequate protein, meat also provides significant amounts of the B vitamins and the minerals iron, copper, and phosphorus, all of which are needed in greater amounts during the period of convalescence.

The aroma of properly prepared meat arouses the appetite, and its extractives stimulate the flow of gastric juices, thereby increasing the desire for food and adding to the relish with which the meal is eaten.



The Seal of Acceptance denotes that the statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

American Meat Institute
CHICAGO
