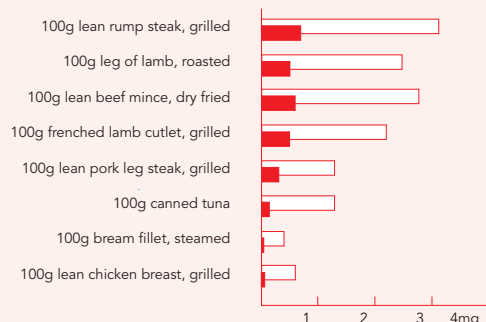


iron foods

There are two types of iron in food. Haem iron is found in animal foods and is well absorbed by the body. Non-haem iron is found in plant foods and is less well absorbed. The actual amount of iron absorbed varies between individuals.

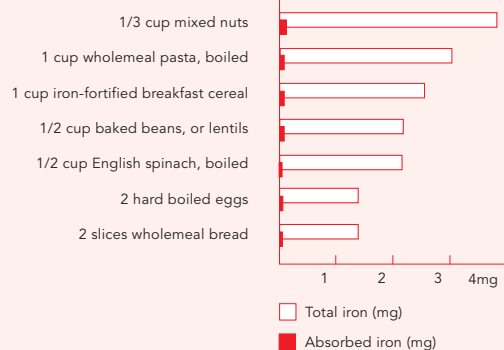
HAEM IRON FOODS

- Around 20% or more of haem iron is absorbed by the body.
- Dietary guidelines recommend eating lean red meat 3 to 4 times a week because it is a good source of iron, or high iron replacement foods will be required.



NON-HAEM IRON FOODS

- Around 5% or less of non-haem iron is absorbed by the body.
- Vitamin C and meat both increase the absorption of non-haem iron by up to four times.
- Tea and coffee inhibit the absorption of non-haem iron.



This information has been independently reviewed by the Dietitians Association of Australia. For expert nutrition and dietary advice contact an Accredited Practising Dietitian (APD). Visit 'Find a Dietitian' at www.daa.asn.au or call 1800 812 942.

Meat and Livestock Australia is a DAA industry partner.



For additional copies of this brochure, please call 1800 550 018

These are guidelines only and are not intended as medical or nutritional advice. If you have specific health or dietary concerns discuss them with your doctor or dietitian.

Meat and Livestock Australia (MLA) represents the beef, sheepmeat and goatmeat producers of Australia. MLA is committed to providing health professionals and all Australians with accurate nutrition information and promotes the role of red meat as part of a healthy balanced diet.

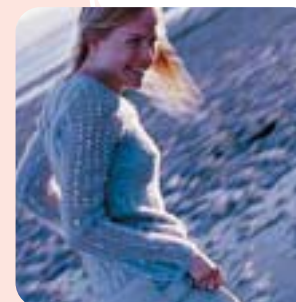
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Australian Red Cross
BLOOD SERVICE
 supports iron-rich diets.



could you be iron deficient?



are you low in iron?

Symptoms of iron deficiency are subtle and may be mistaken for a 'busy lifestyle'. If you have any of these symptoms, you may be low in iron and should see your doctor.

- Tiredness
- Lack of energy or unable to exercise
- Frequent infections
- Poor concentration

Note: You may experience symptoms of iron deficiency even with normal blood haemoglobin levels if your body stores are low.

why do you need iron?

for energy

Iron is essential for producing energy from food. That energy helps your body function, provides energy to exercise and gives you a zest for life.

for optimal brain function

Iron carries oxygen to cells around your body. As the brain has a big demand for oxygen, without enough iron you may be irritable and find it hard to concentrate.

to fight infection

Immune system cells depend on iron to work efficiently. If you're low on iron, you'll be prone to more frequent infections.