The World Cancer Research Fund (WCRF) recommended in 2007 that consumer intake of red meat is minimized and processed meat eliminated. The recommendation was based on a systematic review of the available literature on the association between meat consumption and cancer. The recommendation to individuals was to ingest less than 500 grams of red meat per weeks, and very little - if anything - processed meats. In a new study, National Food Institute has assessed the nutritional consequences from living the recommendations of the WCRF, in Norway, Sweden, Finland and Denmark. The current consumption of meat in the Nordic countries is not far from the level WCRF has proposed on an individual level. The study also shows that it will have no significant nutritional consequences to reduce the intake of meat to the recommended, neither when it comes to red meat nor processed meat.