

# New CSIRO report reveals why “more protein” could be missing the point



A new report from CSIRO, Australia’s national science agency, has found that while most Australians might be hitting general protein targets, they may be missing the mark when it comes to supporting weight loss and healthy ageing.

The Protein for Weight Loss report reveals that Australian adults consume an average of around 91 g of protein per day (103 g for men and 79 g for women), which broadly meets baseline health needs.

However some Australians could be falling short of what is considered optimal for weight loss, ageing well, and muscle preservation.

## Example of the protein distribution on the Total Wellbeing Diet

Her protein needs are 80-110 g per day based on her weight of 70 kg



His protein needs are 110-145 g per day based on a weight of 90 kg



## With 2 in 3 Australian adults overweight & obese

and an ageing population requiring more targeted nutrition, Accredited Practising Dietitian for the CSIRO Total Wellbeing Diet, Nicole Pritchard says it’s time to shift the conversation from “more protein” to smarter protein.

“Protein is one of the most talked-about nutrients right now, but the issue isn’t just quantity, it’s also the quality consumed, and whether people are eating protein that actually supports their health goals.”



Protein needs are not one-size-fits-all, and understanding your own protein needs is a great place to start.

The CSIRO Total Wellbeing Diet Protein Calculator helps Australians take a more informed approach to their protein and overall health needs.”

Nicole Pritchard  
Accredited Practising Dietitian



The report also encourages Australians to prioritise whole, minimally processed protein sources, over ultra-processed “high-protein” products, with affordable options like **eggs, dairy, legumes and meat** offering strong nutritional value.

It also highlights emerging evidence around “protein dilution”, where diets high in ultra-processed foods are lower in protein and higher in refined carbs and fats, meaning people may eat more overall to meet their protein needs.

## With 1 in 4 Australians

following a specific diet or eating pattern, the report highlights the need for more tailored, practical guidance. The CSIRO Total Wellbeing Diet has developed a free online **Protein Calculator** to help Australians understand the right protein targets and recommendations for their age, sex, weight and health goals.

Visit [totalwellbeingdiet.com/protein](https://totalwellbeingdiet.com/protein)

