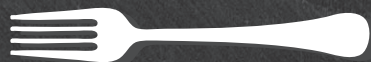
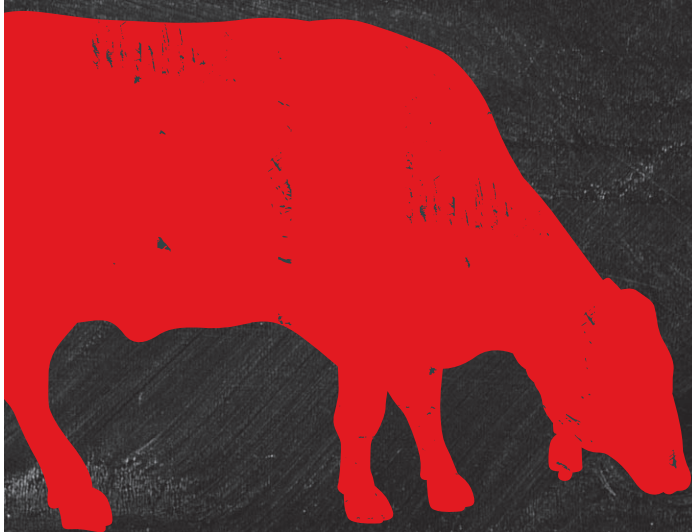


BEEF

101



How beef gets
from the farm to
your dinner table



BEEF



Funded by The Beef Checkoff

PHOTO COURTESY OF CALIFORNIA BEEF COUNCIL



It's what's for dinner — and breakfast and lunch, too

California beef producers work to feed quality meat to consumers

BY Kendall Fields

As you bite into a juicy New York steak or a zesty burger, you may not even pause to think about where that meat came from beyond the hands of your local butcher or grocery store shelf. But who is responsible for that prime cut of meat?

The United States is the largest provider of the world's beef and California ranchers are top producers. In California, there are hundreds of cattle ranchers who work to put that meat on your table. They fight droughts, floods, even other agricultural commodities so you can enjoy that rib eye.

But who are these ranchers and where is your California beef really coming from? The California Beef Council is an organization that helps educate consumers about beef and handles beef promotion for producers as they feed our world.

Fifth generation rancher Darrel Sweet has seen the cattle industry evolve over the last 30 years. Sweet, who runs a cattle ranch just east of Livermore, says organizations like the California Beef Council have been instrumental in helping keep farmers up to date on how to provide top quality beef and meet food standards through best practices, quality assurance programs and classes.

Sweet says cattle farming today is all about efficiency — producing more cattle with a minimal carbon footprint. Through sustainable solutions and green techniques, Sweet's ranch produces as many pounds of beef as it did in the '70s

with 30 percent fewer cattle. "This is our solution to help the environment. We are still working to become even better as technology improves, but we have significantly reduced our carbon footprint."

Ranches like Sweet's make up more than 25 percent of California's land and provide a vital source of revenue for California's agricultural industry. Sweet says there are a lot of misconceptions about beef production,

especially how cattle are raised. Most ranches, Sweet explains, have cows grazing on open land. It takes at least eight acres to raise a cow. And beef producers are concerned with their cattle's safety and quality of life. Sweet notes raising a cow from birth to market (or to get ready to sell to a larger finishing facility) takes about two years and is a big investment on the farmer's part.

Cattle that have a better quality of life and are free of disease, malnourishment and cruel practices, are going to produce better tasting meat, according to Sweet. "That's the bottom line right there," he says, dismissing misconceptions about "confined" animals and feedlot stereotypes.

"If I'm not taking care of my animals and the land, they aren't going to produce for me and I'll go out of business." Also, he added, it's the right thing to do.

As the industry continues to evolve, Sweet hopes more consumers are educated on where beef is coming from — whether they are eating it or not.

WHO ARE THESE RANCHERS, AND WHERE IS YOUR CALIFORNIA BEEF REALLY COMING FROM?

GLOSSARY: BEEF CHOICES

All beef cattle spend the majority of their lives eating grass on pastures. Cattle ranchers use the diverse resources available in their local areas to produce beef. That means consumers have a variety of choices such as grain-finished, grass-finished, natural and certified organic. But what do those terms mean?

GRAIN-FINISHED — Cattle that are grain-finished spend most of their lives grazing on pasture, then spend 4 to 6 months in a feedlot eating a scientifically and healthy balanced diet of grains, such as corn, wheat or soybeans. Grain-finished cattle may be judiciously given FDA-approved antibiotics or growth promoting hormones, and they may be given vitamin and mineral supplements.

GRASS-FINISHED — Cattle that are grass-finished spend their entire lives grazing on pasture. Grass-finished cattle may also be judiciously given FDA-approved antibiotics or growth promoting hormones, as well as vitamin and mineral supplements. Due to changing season and weather conditions in North America, grass-finished cattle may be difficult to produce in some parts of the United States.

NATURALLY RAISED — Cattle termed "naturally raised" may be either grain-finished or grass-finished. The key to the definition of "naturally raised" is that the cattle are never given antibiotics or growth promoting hormones. They may, however, be given vitamin and mineral supplements. In order to be termed "natural" the beef must be certified by the United States Department of Agriculture (USDA) Agriculture Marketing Service.

NATURAL — The USDA definition of natural is a product containing no artificial ingredient or added color and is only minimally processed. Minimal processing means that the product was processed in a manner that does not fundamentally alter the product. The label must include a statement explaining the meaning of the term natural, such as "no artificial ingredients" or "minimally processed."

CERTIFIED ORGANIC — Certified organic cattle may be grain-finished or grass-finished, as long as the feed is 100 percent organic. Like the naturally raised cattle, certified organic cattle are never given antibiotics or growth promoting hormones, but may be given vitamin and mineral supplements. Certified organic beef must be certified by the USDA's Agricultural Marketing Service and should bear the USDA ORGANIC official label.

RANGE LIFE

Preserving land for the future

BY Mike Blount

It takes several acres of land to produce forage for healthy cows to graze. But maintaining that land has added benefits like preserving the environment and protecting habitats for wildlife. The nonprofit California Rangeland Trust (CRT) is an organization dedicated to protecting California's open space and way of life for future generations.

protect the land. Sweet grew up working in the cattle industry with his family in Livermore and also spent several years as a business manager for Sparrowk Livestock in Clements.

According to Sweet, California's rangeland is home to nearly 200 threatened or endangered species, including freshwater fish, wintering birds, waterfowl, invertebrates and

frog. They exist primarily on rangeland and survive best in areas that have been moderately grazed. They do not live in tall overgrown areas."

Preserving these lands also helps California's water supply. While California rangeland accounts for about 25 percent of all land in California, according to the California Department of Conservation, 85 percent of California's drinking water is collected and stored annually within rangeland watersheds. These lands produce drinking water for millions of people across the state — something many in the state don't realize.

Sweet added that part of the job of California Rangeland Trust is to help people understand that these issues are intertwined — that the preserved land is not just for ranchers and cows, but for everyone.

"The idea was to hold our own interests within an organization and the Rangeland coalition was joined by 100 organizations and agencies all with the same goal of preserving," Sweet says. "Cattle ranches are large acreages and big expansive spaces, but these are also lands you can't do much with [other than raise cattle]. The ranchers need it and it gives a home to endangered species and provides us drinking water. It works out for everyone."

mammals. Keeping their habitat safe from encroaching development and preserved for future generations is key to their survival.

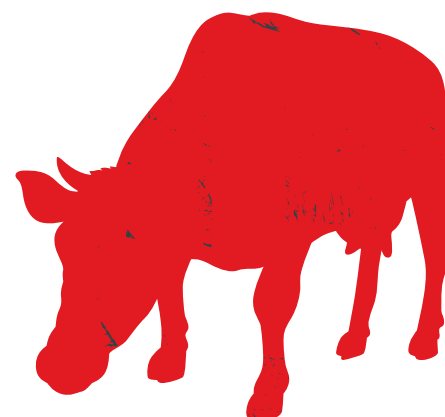
"California has more diversity in our rangeland than any other state in the nation," Sweet says. "Something like 60 to 70 percent of our endangered species reside on rangeland, so it's very important to species like the California tiger salamander and California red-legged

"CALIFORNIA HAS MORE DIVERSITY IN OUR RANGELAND THAN ANY OTHER STATE IN THE NATION. SOMETHING LIKE 60 TO 70 PERCENT OF OUR ENDANGERED SPECIES RESIDE ON RANGELAND."

Darrel Sweet,
California Rangeland Trust

Since its formation in 1998 by like-minded cattlemen and cattlemen, the organization has helped protect over 275,000 acres of privately-owned rangeland.

Darrel Sweet, a former president of the California Cattlemen's Association and former director of the Alameda County Resource Conservation District, is on the Board of Directors of California Rangeland Trust and understands the need to



ENVIRONMENT

ISN'T CATTLE PRODUCTION BAD FOR THE ENVIRONMENT? WHAT ABOUT GREENHOUSE GASES?

Cattle production has been targeted by some as one of the United States' biggest producers of greenhouse gas emissions by stating that livestock contribute as much as 18 percent of our overall greenhouse gas emissions. In reality, cattle production is NOT a top contributor to greenhouse gas emissions.

The Environmental Protection Agency (EPA) reported in 2010 that livestock accounted for only 3.1 percent of total greenhouse gas emissions, and methane from livestock only 2.8 percent of total emissions. Compare that with other industries such as transportation at 26 percent and residential and commercial use at 8 percent.

We are always trying to do more to improve production while using fewer resources. Between 1977 and 2007 the beef community has reduced their overall carbon footprint by 16 percent. In an article published in the Journal of Animal Science, Dr. Jude Capper compared beef raised in 1977 to beef raised in 2007. Her research shows that compared to 1977, cattle raised in 2007 used 19 percent less feed, 33 percent less land, 12 percent less water and 9 percent less fossil fuel energy.



PHOTO COURTESY OF CALIFORNIA BEEF COUNCIL

CARING FOR OUR COWS

What beef producers do to protect their herd

BY *Mike Blount*

The welfare of their cattle is extremely important to beef producers — and not just because it is the right thing to do. Making sure that cattle are properly taken care of ensures the animal's quality of life and a safe and quality product for the consumer.

As producers, cattlemen understand they are raising food and they take care of their animals extremely well, according to UC Davis Cooperative Extension veterinarian John Maas. A longtime advocate for the beef industry, Maas has testified before legislative bodies about animal welfare within the cattle industry.

"People are concerned about where their food comes from and I think consumers should know that cattlemen are doing everything they can to ensure quality food and animal care," Maas explains. "They make sure they are fed, they have adequate water, that diseases and parasite problems are prevented and all of those things add up to the Beef Quality Assurance program."

"I THINK CONSUMERS SHOULD KNOW THAT CATTLEMEN ARE DOING EVERYTHING THEY CAN TO ENSURE QUALITY FOOD AND ANIMAL CARE."

John Maas,

UC Davis Cooperative Extension veterinarian

The national program provides guidelines for beef cattle production, including proper management techniques and a commitment to quality. Maas says the program does not use a one-size-fits-all approach, rather, the program has different guidelines for different areas throughout the United States. For example, in California there may be certain diseases cattlemen need to worry about more than cattlemen in Alabama, who may have a different set of concerns.

Regarding the use of antibiotics, Maas says the cattle industry only uses scientifically proven treatments and methods that have been well researched. These antibiotics are also approved by the Federal Drug

Administration as being safe and effective and are given under the skin to prevent irritation.

"We know all the drugs and we know what the withdrawal times are for when the drug leaves the cow's system," Maas says. "The science has been done. Actually, we're so far ahead in the vaccination department, that cattle are getting preventative treatment, whereas with humans, it's up to the patient's whim."

Keeping cattle healthy also allows them to graze, which is an important function in both brush and weed control. It also provides a habitat for some endangered species that live in short grass environments. Maas says cattle are checked a few times a year but spend the rest of that time grazing.

Cattlemen also pledge to adhere to the Cattle Producers' Code of Ethics, which lists the values the cattle industry strives for. The pledge acknowledges that a cattleman's livelihood depends on the wise stewardship of all livestock and natural resources.

The guidelines set up by the Beef Quality Assurance program and Cattle Producers' Code of Ethics are designed to keep both the cattle and the consumer healthy with a quality product. "It makes economic sense and it's the right thing to do," Maas says, "and the industry is always looking for ways to improve."

PHOTO COURTESY OF THE BEEF CHECKOFF



ANIMAL CARE

ARE ANTIBIOTICS IN CATTLE OVERUSED AND CREATING RESISTANT BACTERIA?

Antibiotics in cattle are used to prevent, control and treat disease and raise safe beef. All drugs used to raise food animals are extensively tested and monitored, and each new product must go through dozens of studies before approval by the Food and Drug Administration (FDA). This process helps protect human health while giving veterinarians and beef producers the tools to keep animals healthy. By law, no beef with antibiotic residues that exceed FDA standards is allowed in the food supply, and all products approved by the FDA for use in food-producing animals must pass significant human food safety benchmarks.

Cattle producers avoid using antibiotics that are important in human medicine; in multiple studies, no connection has been found between antibiotic use in cattle and antibiotic-resistant foodborne or other pathogens. The U.S. government closely tracks antibiotic resistance and monitors and reviews products and interventions.

BY *Kendall Fields*

GROWING — BEEF —

In Sacramento's Backyard

Cattle rancher runs family farm with eye toward the future

Stan Van Vleck lifts a tarp covering the wagon his great grandfather moved westward on in the 19th century. The same wagon his grandfather showed his father and his father showed him when work on the family's cattle ranch seemed a little too hard. As Van Vleck runs fingers over the smooth brown wood, he thinks about the nearly 150 years of history his family has had at their namesake ranch in Sacramento's backyard, tucked in the hills of Rancho Murieta.

The Van Vleck Ranch covers an impressive 18 square miles, making up 3 to 4 percent of Sacramento's open area, according to Van Vleck.

As the youngest son, Van Vleck remembers growing up working on the ranch but never expected to someday take it over. After working as a lawyer and lobbyist in Sacramento for two decades, Van Vleck decided he wanted to come home. In 2000, Van Vleck and his wife, who works for a major rice production company in Yuba City, bought the family ranch with goals of improving it and ensuring its economic vitality. Today, Van Vleck runs the ranch with the help of three employees. As part of his 50-year business plan, the ranch has improved its efficiency and environmental sustainability by working with research teams at UC Davis to find solutions to common ranching issues like irrigation and water reservoirs. Van Vleck also leases some of the land to government entities (such as police departments, the U.S. Army and California Coast Guard).

For Van Vleck, raising cattle isn't about money. He does it because it's his passion. And it's more than a 9-to-5 job. He recalls summers on the ranch as a teenager, when he might rush out at 3 a.m. to birth a calf or stay up all night to nurse a sick calf to health. "I feel connected to the earth," Van Vleck says. "From the grass to the cattle to the water — all of this biology is what I love to take care of and be a part of. It's more than my business, it's my home."

Running a ranch is not without challenges, Van Vleck is quick to point out. From government land use rules to uncontrollable things like drought, Van Vleck says working in the beef industry isn't so easy. "I'm in the business of converting grass to meat. If there's no grass, there's no meat, and my business suffers." Van Vleck and

his team work to tend to the land and their animals, knowing that the more respect they have for the environment and their cattle, the better product they will produce.

Van Vleck Ranch sells its beef to top restaurants throughout California and several high-end grocery stores. Van Vleck urges Sacramentans to eat local beef, since it fuels our economy and keeps local producers in business.

Back in one of the original barns on the ranch, Van Vleck continues looking at the wagon relic, pausing to reflect on the past and hopeful that he'll be able to pass the same work ethic on to his two children.

**"I FEEL
CONNECTED TO THE
EARTH. FROM THE
GRASS TO THE CATTLE
TO THE WATER."**

Stan Van Vleck,
Owner, Van Vleck Ranch



Stan Van Vleck left his career as a lawyer to return to his family's roots in cattle ranching.

PHOTO BY ANNE STOKES

LOCALLY GROWN

Q: DOES THE BEEF I BUY AT THE GROCERY STORE COME FROM CALIFORNIA? HOW CAN I TELL?

A: Unlike some agricultural commodities, cattle do not necessarily spend their lives in one location. In California, for example, a calf may be born on a ranch in the Central valley, spend some of the time feeding in another state and return to California prior to humane slaughter. Technically, you could not really say that cow is from California. A cow born in California might also be humanely slaughtered in another state and the beef shipped back to California. Likewise, a cow born, raised and humanely slaughtered in California might be shipped as "boxed beef" to another state.

Some ranchers in California raise cattle specifically to be sold under their brand name. The label on the package may indicate that the rancher's cattle spend their entire lives in California.

We have such a large population in California that we cannot possibly produce all the beef in-state to meet consumer needs, so some of the beef you see in the grocery store comes from other states. All beef produced in the United States, however, adheres to the same USDA guidelines.

THE BEEF Lifecycle

1

ON COW-CALF FARMS AND RANCHES, COWS ARE BRED AND GIVE BIRTH TO A CALF EACH YEAR.



2

FOR THE FIRST FEW MONTHS OF LIFE, CALVES DRINK THEIR MOTHER'S MILK AND SPEND TIME GRAZING ON PASTURES.



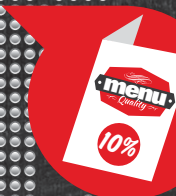
10
ESSENTIAL
NUTRIENTS!



HIGH-
QUALITY
PROTEIN!

9

BEEF PROVIDES HIGH-QUALITY PROTEIN AND 10 ESSENTIAL NUTRIENTS TO DIETS IN THE UNITED STATES AND AROUND THE GLOBE.



8

BEEF FROM THE PACKING PLANT IS SENT TO SUPERMARKETS AND RESTAURANTS. BEEF RAISED IN THE UNITED STATES (BY WEIGHT) IS CONSUMED IN THE UNITED STATES.





3

CALVES ARE WEANED FROM THEIR MOTHER'S MILK WHEN THEY ARE BETWEEN 6-8 MONTHS OLD AND WEIGH APPROXIMATELY 500-700 POUNDS. CALVES THEN MOVE ONTO PASTURES WHERE THEY EAT GRASS AND FORAGES THAT ARE INDIGESTIBLE TO PEOPLE.



4



MANY CALVES ARE PURCHASED AT LIVESTOCK AUCTION MARKETS BY FARMERS AND RANCHERS CALLED STOCKERS AND BACKGROUNDERS. SOME OF THE CALVES, INCLUDING ABOUT ONE-IN-THREE FEMALE CALVES, ARE KEPT ON THE COW-CALF FARM AS BREEDING ANIMALS.

7

BEEF CATTLE ARE HUMANELY SLAUGHTERED IN MODERN PROCESSING FACILITIES OR PACKING PLANTS WHERE SKILLED WORKERS BREAK DOWN BEEF CARCASSES INTO POPULAR BEEF CUTS.



6

GRAIN-FINISHED CATTLE ARE THEN SOLD OR MOVED TO FEED YARDS WHERE THEY RECEIVE A CAREFULLY BALANCED, GRAIN-BASED DIET.



5

STOCKERS AND BACKGROUNDERS GRAZE CATTLE ON MANY DIFFERENT KINDS OF PASTURES ALL ACROSS THE UNITED STATES. THESE CATTLE GAIN WEIGHT AND, IN EFFECT, CONVERT FORAGE AND GRASS INTO PROTEIN.



GRANTS WORLDWIDE. APPROXIMATELY 90% OF THE BEEF STATES. THE REMAINING 10% OF BEEF IS EXPORTED.



Katy Tenner prepares a beef dish in her kitchen.

HEALTHY BEEF IS ALL ABOUT KEEPING IT LEAN

BY Michelle Carl

Katy Tenner thinks beef has a bad rap. “Beef is not bad for you,” the registered dietician says. “Beef is just like anything. Whether it’s dessert or alcohol, anything in moderation can fit into a healthy diet.”

As the director of food and nutrition outreach for the California Beef Council, Tenner enjoys educating the public on smart choices for your diet.

For instance, beef is an excellent source of protein — but many people are unsure exactly how much protein they need in a meal. A serving of any protein is defined as 3 ounces and contains 28 grams of protein.

“The body can metabolize 30 grams [of protein] give or take every two hours, so any in excess of that is more than the body needs,” Tenner says. “Unfortunately, I think we overeat everything across the board from protein to carbohydrates to fats.”

Portion size is important in choosing a cut of beef, and so is its fat content. Some people are surprised to learn that many of the popular cuts of beef they already buy from the grocery store are actually lean cuts.

“Top sirloin, T-bone, flank steak, fillet ... these are lean cuts,” she says.

Lean is defined by the U.S. Department of Agriculture as less than 10 grams of fat (less than 4.5 grams of it can be saturated fat), and less than 50 mg of cholesterol per serving. If you want a handy reference for which cuts are lean, Tenner suggests checking out the 29 lean cuts wallet card at www.BeefItsWhatsForDinner.com.

With the rise of social media, Tenner enjoys using this new tool to share her knowledge and find recipes from all over. She’s even started a blog, *Look What Katy Did!* (calibeeff.blogspot.com) where she shares her adventures and lots of recipes.

“I like writing and I like cooking — and everybody’s got a blog,” she says. “I wanted something where I could use my own personality and style and put down and express everything I’m doing.”

Through her blog and other outreach efforts, Tenner hopes to encourage people to give beef a closer look.



PLATING IT SAFE

Bacteria are found in soil, animals and even our own bodies. While not all bacteria are harmful, some of them cause foodborne illnesses. To avoid bacteria spoiling your meal, keep perishable foods out of the danger zone — between 40 and 140 degrees F — when you are storing, thawing, preparing or serving it.

Follow these safety tips to keep your beef products out of the danger zone.

DO

- Make grocery shopping the last stop when running errands.
- Be sure refrigerated products are cold to the touch and frozen foods are solid.
- Use a thermometer to ensure your refrigerator is at or below 40 degrees and your freezer is at or below 0 degrees F.
- Label and date your frozen foods, and follow the “first in, first out” rule.
- Wash your hands with hot, soapy water for at least 20 seconds before preparing food, as well as before and after handling raw meat.
- Thaw foods in the refrigerator or microwave (not at room temperature).
- Use an ovenproof or instant-read meat thermometer to prevent undercooking.
- Insert the thermometer into the thickest portion of the meat, not touching bone, fat or the pan.
- When serving buffet style, keep cold foods below 40 degrees and hot foods above 140 degrees F.
- Refrigerate leftovers no later than 2 hours after cooking.
- Cover and reheat leftovers to 165 degrees throughout. Stir to make sure all the food reaches this temperature.

DON'T

- Purchase packages if the “sell by” date has expired.
- Let raw meat, poultry and fish and their juices come into contact with other foods.
- Use the same cutting board for raw meat without proper cleansing. (If possible, designate a separate cutting board for use with raw meat.)
- Don’t marinate at room temperature (use the refrigerator).
- Use a plate that held raw meat, poultry or fish for serving.
- Taste leftover food that looks or smells strange. When in doubt, throw it out.

SOURCE: The Beef Checkoff

Homework: Recipe #1

PRIME RIB ROAST

WITH BROWNED VEGETABLES

Ingredients

- 1 beef rib roast (2 to 4 ribs), small end, chine (back) bone removed (6 to 8 pounds)
- 3 cloves garlic, minced
- 1-1/2 teaspoons lemon pepper
- 8 small red-skinned potatoes, cooked
- 8 boiling onions, cooked
- 8 carrots, cut into 2-inch pieces, cooked

Instructions

1. Heat oven to 350°F. Combine garlic and lemon pepper; press onto beef roast. Place roast, fat side up, in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef, not resting in fat or touching bone. Do not add water or cover. Roast in 350°F oven 2-1/4 to 2-1/2 hours for medium rare; 2-3/4 to 3 hours for medium doneness.
2. Remove roast when meat thermometer registers 135°F for medium rare; 150°F for medium. Transfer to board; tent with foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.)
3. Remove all but 2 tablespoons drippings from pan. Add vegetables; cook over medium-high heat 5 minutes or until lightly browned, stirring occasionally. Carve roast. Serve with vegetables.

PHOTO COURTESY OF THE BEEF CHECKOFF



MATCH THE CUT TO THE METHOD

When choosing a cut of meat, make sure to use the cooking method that will bring out its true tenderness and flavor.

Less tender cuts such as chuck, round, plate and flank steaks are more affordable, but need a little extra prep to maximize their potential. Try a tenderizing marinade before using the grill, stovetop or broiler.

Don't overcook, which can lead to a tough texture. Cook to medium rare (145 degrees) doneness and carve across the grain for a more tender bite.

Use a slow, low and moist cooking method (think crock pot or braising) to break down tough muscle fibers and guarantee a moist, flavorful meal.

Homework: Recipe #2

BOLD AND PEPPERY

RIBEYE

WITH MANGO-AVOCADO SLAW

Ingredients

- 2 beef ribeye thick-cut filets, cut 1-3/4 to 2 inches thick (about 1 pound)

Slaw:

- 1/4 cup fresh lime juice
- 1/2 teaspoon salt
- 1/4 teaspoon ancho chile powder
- 1/3 cup olive oil
- 1 package (1 pound) coleslaw mix (about 6 cups)
- 1 cup diced fresh or jarred mango
- 1 medium avocado, thinly sliced
- 1/4 cup diced red onion
- 1/4 cup chopped fresh cilantro

Rub:

- 2 teaspoons chopped fresh thyme
- 1 teaspoon ancho chile powder
- 1/2 teaspoon coarse grind black pepper
- 1/4 teaspoon ground red pepper

Instructions

1. To prepare Slaw, combine lime juice, salt and chile powder in small bowl; gradually whisk in oil until blended. Set aside. Combine remaining slaw ingredients in large bowl. Add dressing; toss gently to coat. Let stand while preparing beef or refrigerate, covered, up to 4 hours.
2. Preheat oven to 350°F. Combine Rub ingredients; press evenly onto beef filets. Heat heavy, ovenproof, nonstick skillet over medium heat until hot. Place filets in skillet and brown 2 minutes; turn filets over and place skillet into preheated oven.
3. Cook in 350°F oven 20 to 24 minutes for medium rare; 25 to 28 minutes for medium doneness. Remove from oven when internal temperature reaches 135°F for medium rare; 150°F for medium. Transfer filets to carving board; tent loosely with aluminum foil. Let stand 5 to 10 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.)
4. Carve filets into slices; serve with slaw.



PHOTO COURTESY OF THE BEEF CHECKOFF

BEEF ON A BUDGET

There are many ways to make sure your craving for beef doesn't break the bank.

Try buying in bulk. Instead of pre-cut kabobs or fajita strips, buy the whole steak or roast and cut it into portions you will use throughout the week. Less work for the butcher means savings for you.

Cook once, dine twice. Plan ahead to use the tri-tip you grilled Sunday for a steak salad Monday night. Turning those leftovers into another meal stretches your grocery budget.

Explore ground beef. Ground beef is an economical and versatile way to add protein to your weeknight dinners. Simple seasonings and low-cost add-ins can turn ground beef into burritos, meatloaf or lasagna.

Homework: Recipe #3

T-BONE STEAKS

WITH PARMESAN-GRILLED VEGETABLES

Ingredients

- 2 beef T-bone or Porterhouse steaks, cut 1 inch thick (about 2 pounds)
- 1/4 cup grated Parmesan cheese
- 2 tablespoons olive oil
- 2 tablespoons red wine vinegar
- 2 medium red or yellow bell peppers, quartered
- 1 large red onion, sliced (1/2-inch)

Seasoning:

- 1 tablespoon minced garlic
- 2 teaspoons dried basil
- 1 teaspoon pepper

Instructions

1. Combine seasoning ingredients. Remove 4 teaspoons; press onto beef steaks. Add cheese, oil and vinegar to remaining seasoning; mix well.
2. Place steaks in center of grid over medium, ash-covered coals; arrange vegetables around steaks. Grill steaks, covered, 11 to 16 minutes (over medium heat on preheated gas grill, 15 to 19 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally. Grill bell peppers 12 to 15 minutes and onion 15 to 20 minutes or until tender, turning once. Brush vegetables with cheese mixture during last 10 minutes.
3. Carve steaks. Season with salt and pepper. Serve with vegetables.



DEMYSTIFYING THE MEAT COUNTER

Buying and preparing beef just got easier with the Interactive Meat Case.

Let's say you want to take advantage of this week's sale on brisket or maybe try cooking a ribeye steak. Head over to www.BeeftIsWhatsForDinner.com/MeatCase.aspx to find the information and inspiration to turn beef into a meal. Click on a cut to find out if

it is lean, recommended cooking methods, nutrition information and — the best part — recipes!

You can also meal plan on the fly with the mobile website, www.beeffordinner.com. Search for a specific cut that's on sale and find ways to cook it — even when you're at the grocery store's meat counter.

NOW THAT YOU KNOW BEEF ...

Hungry for more?

Whether you're curious about a day in the life of a rancher, want to know more about veterinarians and their role in cattle wellness or just need to find out how to select and prepare a specific cut of beef, The California Beef Council would love to hear from you.

Visit our Web site, www.calbeef.org, or check us out on Facebook. You can also email us directly at askus@calbeef.org.

Want to learn even more? Fact sheets, Q&A and answers to many common questions are at www.factsaboutbeef.com.

Need help preparing a meal?

Find tips and recipes for popular cuts of meat at www.BeeftIsWhatsForDinner.com/MeatCase.aspx.



SCAN TO
DISCOVER MORE
WAYS TO LOVE
LEAN BEEF!

