



Beef & Veal in the Culinary Classroom

Supplemental Resources

November 1, 2021 – June 30, 2022

Supplemental Resources

The Beef Checkoff's [Northeast Beef Promotion Initiative](#) (NEBPI) is excited to inform you of several supplemental resources available to support your 'above and beyond' educational experience/lesson through your participation in the Beef & Veal in the Culinary Classroom Program!

❖ **The Raw Truth About Beef**

The Raw Truth About Beef is an engaging online experience provided by the [Texas Beef Council](#) that provides a unique opportunity to go behind the scenes to learn about each stage in the beef lifecycle. This free video-based experience focuses on getting to know ranchers and industry experts that can answer the questions you have always had about beef and beef production. Join along on the journey from pasture to plate. [Download](#) the activity guide for ideas on how to incorporate this platform into your classroom!

[Visit Raw Truth About Beef](#)

❖ **[Beef it's What's For Dinner.com](#)**

❖ **Beef University**

Beef U is your comprehensive resource on all things beef. This free, interactive training program gives culinary professionals access to the resources that can help market beef and further understand the beef industry.

[Visit Beef U](#)

❖ **Cutting Videos**

Our instructional cutting videos feature visual step by step instructions on making different cuts from the primals and subprimals. Videos include the Ranch Steak, Flat Iron Steak and Country-Style Ribs.

[View the cutting videos](#)





Beef & Veal in the Culinary Classroom

❖ **Cut Charts**

Beef cut posters are an effective tool to help educate yourself and your students about the variety of fresh beef cuts available today. These charts will help teach which cuts are lean and the most common cooking method for each cut. Any school in the program who has not yet received a laminated beef cut chart poster will be eligible to receive one for use in their classroom. While supplies last, beef cut chart booklets/handouts will also be provided to each participating school based on the estimated number of students the program funding will reach per the completed grant application.

[Check out our cut charts](#)

❖ **Cutting Guides**

Our cutting guides feature step by step instruction on how to make various cuts including the Denver Cut, Sierra Cut, Santa Fe Cut and more. Use these guides to make fabricated cuts from the primals.

[View the Cutting Guides](#)

❖ **Foodservice Articles**

Learn the latest trends in beef, discover new and innovative cuts and explore some new menu inspirations that will help promote beef on the menu or in the meat case.

[Learn more](#)

❖ **Art of Beef Cutting Book**

The [Art of Beef Cutting](#) is the valuable resource for anyone looking to develop their meat cutting knowledge and skills. Authored by Kari Underly, The Art of Beef Cutting: A Meat Professional's Guide to Butchering and Merchandising, was nominated for a James Beard Foundation Award and the International Association of Culinary Professionals Award. Any school in the program who has not yet received a copy of the book will be eligible to receive one for use in their classroom. Learn more about the book [here](#).





Beef & Veal in the Culinary Classroom

❖ **Farmland Film**

We encourage you to take the time to screen the [Farmland Film](#) during your beef or veal lesson. Award-Winning Director, James Moll, takes an in-depth look into the lives of young farmers and ranchers, to demonstrate the passion for agriculture that has been. Any school in the program who has not yet received a copy of the DVD will be eligible to receive one for use in their classroom, as supplies last. Farmland lesson plans, to accompany the film were also created. You can also find them directly at discoveringfarmland.com. The lesson plans were created in conjunction with Discovery Education, the leading provider of digital content and professional development for classrooms, Discovering Farmland offers interactive resources that allow teachers and students to experience the industry through the eyes of six young farmers and ranchers, all while learning about food production's connection to science, economics, technology and sustainability.

❖ **True Beef Documentary**

We encourage you to take the time to screen the ["True Beef: From Pasture to Plate"](#) documentary during your beef or veal lesson. Any school in the program who has not yet received a copy of the DVD will be eligible to receive one for use in their classroom. The documentary is an innovative educational documentary that follows Pflugerville ISD agricultural science and culinary arts students as they learn about the entire process of beef production. The documentary is designed to teach culinary arts students where their food comes from while learning the importance of farming and ranching from agriculture students. Make the farm to fork connection with this series of lesson plans that supports the documentary "True Beef". The guide contains 8 lessons designed for the High School Culinary Arts or Family and Consumer Sciences program, however, STEM connections have been included for all lessons making it easy for teachers to make connections across the curriculum. The "True Beef" documentary was produced by Pflugerville Independent School District (TX). Download the comprehensive lesson plans, [here](#).





Beef & Veal in the Culinary Classroom

❖ **MyMeatUp App**

In early 2017, the North American Meat Institute (NAMI) release the first-of-its-kind mobile app aiming at helping consumers become more confident when buying meat and poultry. The free MyMeatUp app is the only available app with a full guide to **beef**, pork, lamb and **veal** retail meat cuts. The app draws on content from www.MyMeatUp.org, a popular resource that was launched in 2016. This dynamic, interactive app offers consumers a convenient, go-to guide that will equip shoppers with essential tips when buying, preparing and cooking meat and poultry products. It is a great resource, especially for shoppers just starting to navigate the grocery store on their own for themselves and their family, to answer questions they have about the meat in the case.

❖ **Northeast Beef Directory**

In April of 2017, the [Northeast Beef Directory](#) was developed and contains roughly 170 beef farmer within the Northeast region who have chosen to be listed on the directory. The farms listed on the directory are looking to sell the beef they raise locally. Feel free to browse the [state searchable directory](#) to locate local beef farms in your area.

❖ **BEEFSHI Resources**

Beefshi is an innovative new sushi-style concept that features convenient beef products like pastrami, roast beef, summer sausage, hot dogs, corned beef and bologna prepared in rolls with rice and vegetables. Beefshi recipes taste as good as they look and can be enjoyed individually as an appetizer or grouped together as a full meal.

- <http://beefshi.com/>
- <http://beefshi.com/sites/default/files/pictures/Beefshi%20Foodservice%20Booklet%202019.pdf>
- <http://www.meatpoultrynutrition.org/productcenter>

Additional Resources

- Beefitswhatsfordinner.com
 - [Cooking](#)
 - [Recipes](#)
 - [Nutrition](#)
- [Raising Beef- 101](#)
 - [Virtual Farm Tour Video](#) (PA)





Beef & Veal in the Culinary Classroom

- [Beef For Dinner – YouTube](#)
- [Beef Sustainability Facts Sheets](#)
 - [Animated Sustainability Infographic](#)
- [VealFoodservice.com](#)
 - [Resource Page](#)
- [Vealfarm.com](#)
 - [Today's Veal Video](#)
 - [Veal Wisconsin Farm Tour](#)
- <http://www.mymeatup.org/>
- [Beef Marketing Guide](#)
 - Access Code: BeefGuide (case sensitive)

Internal links within this document are funded and maintained by the Beef Checkoff. All other outgoing links are to websites maintained by third parties.

Questions/Requests:

Samantha Augustine
Director of Marketing

Northeast Beef Promotion Initiative/PA Beef Council

205 South Juliana Street

Bedford, PA 15522

Phone: (814) 623-2698

Saugustine@pabeef.org

