



## **Why Beef?**

Link to Beef's Big 10 Infographic Handout:

<https://embed.widencdn.net/download/beef/goc8tzpsmc/Beefs-Big-10.png?u=q5atpk>

### **The Power of Beef's Protein**

Among the powerful package of 10 essential nutrients beef is known for, protein may be one of the most notable. In fact, one 3 oz. cooked serving of beef provides about 50% of your Daily Value (25 grams) of this important nutrient—making it an excellent source!

Research<sup>1</sup> has linked protein to favorable lifestyle markers such as healthy body weight and/or weight loss, maintaining and building muscle, and overall diet satisfaction.

- Feeling hungry? People who eat a higher-protein diet (about 30% of daily calories from protein) feel more satisfied, which may help prevent overeating.<sup>2</sup>
- Protein helps support strong, lean bodies. Eating at least 4 ounces of high-quality protein from foods like beef at each meal provides your body with energy to lead an active lifestyle.<sup>3</sup>
- Protein may help cut the fat. Research has shown exercise is more effective for weight management when paired with a higher-protein diet, and beef provides the amino acids necessary for building and replenishing muscles.<sup>4</sup>
- Use beef as a breakfast, lunch or dinner option to provide the power of protein!

### **Essential Nutrients – Beef's Top 10!**

When it comes to beef and your health, you can rest easy knowing that along with being delicious, beef contains important nutrients that your body needs. In just one 3 oz. cooked serving, you're getting 10 essential nutrients:

- **Iron** – Helps your body use oxygen
- **Choline** – Supports nervous system development

- **Protein** – Helps preserve and build muscle
- **Selenium** – Helps protect cells from damage
- **Vitamins B-6 and B-12** – Helps maintain brain function
- **Zinc** – Helps maintain a healthy immune system
- **Phosphorus** – Helps build bones and teeth
- **Niacin** – Supports energy production and metabolism
- **Riboflavin** – Helps convert food into fuel

Did you know? When it comes to high-quality proteins, beef provides many nutrients in a smaller serving size than some other choices (with unbeatable taste at that)! For example, you'd have to eat at least 8 oz. of cooked chicken breast to get the same amount of iron in just 3 oz. of cooked beef. When comparing zinc, you'd need to eat 20 oz. of cooked chicken breast!<sup>5</sup>

You can feel good knowing that beef is providing so much of what your body needs to perform at its best. And even more good news is how deliciously beef pairs with fruits, vegetables and whole grains—making it even easier to enjoy a balanced diet. We've provided you with some great recipes to try in your tour packet! You'll find more recipes at [www.BeefItsWhatsForDinner.com](http://www.BeefItsWhatsForDinner.com)

## **Beef Throughout the Life Cycle**

### **During Pregnancy:**

Throughout pregnancy, your body needs about 10 extra grams of protein each day to support the growing baby.<sup>6</sup> It is also important to get enough iron for red blood cell production, zinc for the baby's brain development, choline to help build the brain and spinal cord, and B vitamins to utilize energy efficiently. Including just one additional high-protein snack (like half of a roast beef sandwich on wheat bread) will help you meet these important nutrient goals.

Here are a few ideas for quick ways to add some extra nutrition to your daily meals:

- Add a little extra beef to your standard casserole and enjoy it all week
- Include beef jerky as a snack
- Serve scrambled eggs with a little taco-seasoned Ground Beef
- Ask for slices of grilled steak on your salad at lunch
- Load up your classic Ground Beef tacos with extra veggies and lowfat cheese

### **Beef as a First Food:**

Link to Feeding Tips for Healthy Infant Growth handout:

<https://embed.widencdn.net/download/beef/xtwqxu78ar/Feeding-Tips-for-Healthy-Infant-Growth.pdf?u=q5atpk>

For infants and young kids, nutrients such as iron and zinc have been identified as critically important in supporting proper growth and development. Experts agree that breastfed infants need a good dietary source of iron and zinc by 6 months of age, which cannot be met by breastmilk alone. One way that you can boost iron and zinc for your child is by introducing pureed beef as a complementary food, while continuing to breastfeed. Doing so may provide long-lasting benefits for your baby, such as developing a healthy immune system, improving recall skills and reasoning, as well as promoting growth and learning milestones. The protein and nutrients from beef also support linear growth and proportional weight gain.

*Tips for introducing your baby to beef include:*

- Start by offering fully cooked, pureed beef. You can choose to buy pre-packaged baby food or make your own in the blender.
- Once your baby gets more teeth, introduce tiny pieces of soft foods, such as Ground Beef crumbles or fork-tender Pot Roast.

If you have questions about starting solid foods, consult with your physician or healthcare provider.

### **Toddlers to Teens:**

The foundation for a lifetime of good health can begin early when children and teens start to enjoy a variety of foods. At this life phase, it is important to help kids start to eat smart! Just one serving of beef provides protein, iron and zinc, which are often lacking in diets of kids and teens. Making sure your children get the right nutrients will provide energy for their active bodies, aid in brain development and support a healthy immune system.

Link to kid-friendly recipe ideas:

<http://www.beefitswhatsfordinner.com/recipes/collection/10058/kid-friendly-fare>

### **Busy Adults:**

We all seem busier than ever. As you strive to achieve balance, you'll need foods that do more than just get you through the day, you need foods that will provide energy, protein, vitamins and minerals. To this end, aim to eat a variety of delicious foods that balance the taste you love with good nutrition. Including one serving of beef will deliver on that goal with B-vitamins, protein, iron and zinc. When you're in a hurry, look for recipes that balance taste, nutrition and simplicity!

### **Healthy Aging:**

There's great news if you're looking for delicious ways to fuel your life as you age. Adding more protein to your meals – from foods in the meat and dairy groups, for instance – can be a simple

way to help manage several age-related health issues. One of the most notable benefits of including beef in your diet is its ability to build and maintain muscle. As we age, getting the right amount of protein becomes increasingly important to fight off diseases like sarcopenia (loss of muscle mass), type-2 diabetes and osteoporosis.

## **Beef Basics**

**Selection at the Case** - Whether you're looking for a lean cut for a weeknight family dinner or a large, tender cut for your holiday roast, we want you to feel confident choosing the perfect cut next time you're at the meat case. Let's look at four main categories to keep it simple:

## **Ground Beef**

**Overview:** The versatility of Ground Beef has made it one of America's all-time favorite go-to cuts. From hamburgers to lasagna, tacos to meatloaf, pasta sauce to wraps, Ground Beef offers quick, easy and delicious options for any meal and for any occasion.

### **Selection: Understanding the Grinds**



#### **70% Lean**

Ground Beef that is 70% lean is used for burgers and in recipes calling for browning (crumbles) and pouring off drippings, such as chili, tacos and spaghetti sauce. When properly cooked, it is moist and juicy.



#### **80-85% Lean**

A mid-range lean-to-fat ratio is a nice option for dishes like meatloaf and meatballs, where you'll be forming a ball or loaf, but you'll be cooking in a pan, oven or skillet. When properly cooked, it is moist and juicy and has a slightly firm texture.



#### **93% Lean**

Ground Beef that is 93% lean or leaner meets government guidelines for "lean." If you're trying to choose lean meats, this is an excellent choice for you. It works well in dishes that require crumbles, like meat sauce, tacos, stuffed peppers or casseroles where draining fat might be difficult.

*(Note: If using leaner ground beef for spaghetti sauce or tacos there won't be as many drippings. The beef may not be as moist but is still healthy and easy).*

### **Ground Beef Safety:**

**Determining Doneness** - Always use a meat thermometer as the best way to check beef's internal temperature. Ground Beef should be cooked to an internal temperature of 160F. Color is not a reliable indicator of Ground Beef doneness.

*(Note: A thermometer will provide an accurate temperature for burgers and items like meat loaf, but not for crumbles).*

### **Cooking Tips:**

**To thaw frozen Ground Beef** - Refrigerate for 12 hours or microwave using our simple steps.

Link to Ground Beef thawing handout:

<https://p.widencdn.net/gremnm/Ground-Beef-Thawing>

**Skillet Cooking** - Heat large nonstick skillet over medium heat until hot. Add Ground Beef to skillet and cook 8-10 minutes. While cooking, break into ¾-inch, or smaller crumbles and stir occasionally.

**Grilling** - To grill the perfect burger, form Ground Beef into ½-inch thick patties, place patties on grid over medium heat until instant-read thermometer inserted horizontally into center registers 160F.

### **Recipe Ideas with Ground Beef:**

- [All About Ground Beef](https://www.beefitswhatsfordinner.com/cooking/ground-beef)  
<https://www.beefitswhatsfordinner.com/cooking/ground-beef>
- [3 Simple Steps to Skillet Cooking](https://p.widencdn.net/qm72hn/3-Simple-Steps-to-Skillet-Cooking)  
<https://p.widencdn.net/qm72hn/3-Simple-Steps-to-Skillet-Cooking>
- [Beef101 Ground Beef Hack video](https://beef.widencollective.com/dam/assetdetails/asset:cdccf609-afdc-4bae-b395-0b503680161f/false)  
<https://beef.widencollective.com/dam/assetdetails/asset:cdccf609-afdc-4bae-b395-0b503680161f/false>

## **Steaks**

**Overview:** Steaks are flat cuts of beef generally ranging from three-quarter inch to one-and-a-half inches thick. They are cut from various parts of the beef carcass and the size of one steak is often sufficient for more than one portion or serving size.

### **Cooking Tips:**

There are many popular preparations for steaks. Most steaks, including Tenderloin, Porterhouse, Flat Iron and Petite Tender:

- Pat dry to promote browning
- Cook over medium heat and turn with tongs, not a fork.
- Cook to medium rare at 145 degrees Fahrenheit, or medium at 160 degrees Fahrenheit.
- Let the steak rest at least 3-5 minutes after cooking.

**Recipe Suggestions:** You may think Beef steaks are only meant for warm weather grilling but there are a variety of Beef steaks to choose from and they can be used to create a variety of menu options from stir-fry to chili and wraps.

**Grilled** – Tenderloin, Porterhouse/T-Bone, Strip, Ribeye, Top Sirloin, Flat Iron, Ranch

**Fajitas** – Top Sirloin, Flat Iron, Flank, Skirt

**Stir Fry** – Top Sirloin, Flat Iron, Petite Tender, Flank, Top Round (inside) and Ranch

**Salad Topper** – Strip, Top Sirloin, Flat Iron, Petite Tender, Flank, Top Round (inside) and Ranch

Visit [www.BeefitsWhatsForDinner.com](http://www.BeefitsWhatsForDinner.com) for many delicious options!

## **Roasts**

**Overview:** Roasts are cuts of beef more than two inches thick and larger than a steak. They may contain bones or be boneless and often contain more than one major muscle from the carcass. Different roast types call for different types of cooking methods to optimize flavor and tenderness.

### **Cooking Tips:**

**Roasts from the Rib and Loin:** Tender roasts from the Rib and Loin are best prepared with dry heat cooking – either in the oven or in a covered grill using indirect heat. They are ideal for signature dishes featuring special rubs, sauces and seasonings and offer opportunity for a stunning presentation and memorable dining experience.

**Roasts from the Chuck and Round:** Some of the less tender beef roasts from the Chuck and Round are best when prepared using moist-heat cooking techniques, such as braising or using a slow-cooker. **Link to handout on perfect Pot Roast:**

<https://www.beefitswhatsfordinner.com/cooking/braising-pot-roasting-slow-cooking>

<https://p.widencdn.net/eaxx6u/3-Simple-Steps-for-Braising>

**Brisket:** A Brisket is a boneless beef cut and is sold both fresh and cured as Corned Beef. Brisket is ideal for use in popular barbecue and ethnic comfort dishes. The boneless cut is perfect to slice for use in sandwiches and adapts well to dry rubs or marinades. Moist, slow-cooking methods, such as braising, generally are the way to go with Brisket.

### **Additional Recipe Options**

#### **Ribs:**

**Back Ribs** are an old favorite and are relatively inexpensive. They're often braised with wine, vegetables, seasonings or stock to enhance taste and tenderness.

**Short Ribs** offer rich, deep flavor. They are the ultimate comfort food and require long, slow braising with wine, vegetables, seasonings or stock to enhance flavor and tenderness. They are delicious served shredded with a sauce.

Ribs can be sold bone-in or boneless or short ribs can be cut flanken-style.

**Kabobs:** Kabobs are popular worldwide and rely on uniform size pieces for even cooking. If desired, marinate these cuts 15 minutes up to 2 hours. When skewering, consider the shape of the cut. Chunk-style cuts should have small spaces between them when on skewers to allow for even cooking on all sides. Ribbon-style cuts should be woven onto the skewer so that beef is just touching. Skewer other companion ingredients separately – such as fruit or vegetables – or group according to required cooking time.

**Beef for Stew:** Beef for Stew are cubes cut into uniform-sized pieces. They're best prepared by coating the cubes with flour and browning them in a small amount of oil over medium heat. Then, add liquid to the pan and cover tightly. Simmer gently adding vegetables near the end. These cuts offer many home-style entrée options including stews, chili and pot pie. Moderately priced, they are ideal for high-volume cooking, hold well and are easily reheated for leftovers.

**Strips:** Strips also rely on uniform sizes for even cooking. They work well as an ingredient in stir-fry dishes with vegetables and as an ingredient in fajitas.

## **Keeping Beef Safe:**

### **Beef Refrigerator Storage Times:**

|                      |             |
|----------------------|-------------|
| Steaks, Roasts       | 3 to 4 days |
| Beef cut for Recipes | 2 to 3 days |
| Ground Beef          | 1 to 2 days |
| Leftover cooked Beef | 3 to 4 days |

- Once home, immediately store beef in the meat compartment or coldest part of the refrigerator. (The coldest part of the refrigerator is at back of an inside shelf, not inside the door.)
- Make sure the refrigerator is set at 35°F to 40°F.
- Beef wrapped in transparent film requires no additional wrapping. However, placing the package inside a plastic food storage bag protects against potential leakage.
- If beef is wrapped in uncoated butcher paper, unwrap and repackage in heavy-duty aluminum foil, freezer paper or plastic freezer bags.
- Ground beef is more perishable than whole beef cuts. During grinding, oxidation (exposure to air) causes shorter shelf life.
- Refrigerate leftover cooked beef within 2 hours after cooking. Divide large quantities of food into smaller portions or spread out in a shallow container to chill more quickly.

### **Beef Freezer Storage Times:**

|                      |                |
|----------------------|----------------|
| Steaks, Roasts       | 6 to 12 months |
| Beef cut for Recipes | 6 to 12 months |

|                      |               |
|----------------------|---------------|
| Ground Beef          | 3 to 4 months |
| Leftover cooked Beef | 2 to 3 months |

- Immediately freeze any beef that won't be used within a few days.
- Make sure the freezer is set at 0°F or colder (optimal freezer temperatures are -10°F to -40°F). Fast freezing reduces moisture and flavor loss.
- To prevent freezer burn, repackage beef in heavy-duty aluminum foil, freezer paper or plastic freezer bags, pressing out as much air as possible before sealing.
- Label and date frozen beef packages with the cut, weight and/or number of servings. Use packages in the order of FIFO – first in, first out.

### **Handouts:**

- Beef's Big 10 Nutrition Infographic  
<https://p.widencdn.net/rzkxl0/Beefs-Big-10>
- Feeding Tips for Healthy Infant Growth  
<https://p.widencdn.net/ntsazu/Eating-Tips-for-Healthy-Toddler-Growth>  
<https://p.widencdn.net/rszbxp/Feeding-Tips-for-Healthy-Infant-Growth>
- Kid-friendly Recipes  
<https://p.widencdn.net/xjcwq5/FamilyMealSolutionsforInfantsandToddlers>  
<https://www.beefitswhatsfordinner.com/recipes/collection/10058/kid-friendly-fare>
- Ground Beef Thawing  
<https://p.widencdn.net/qremnm/Ground-Beef-Thawing>
- Simple Ground Beef Recipes  
<https://www.beefitswhatsfordinner.com/recipes/collection/10045/ground-beef-favorites>
- Guide to Ground Beef  
<https://www.beefitswhatsfordinner.com/cooking/ground-beef>
- Perfect Pot Roast  
<https://www.beefitswhatsfordinner.com/cooking/braising-pot-roasting-slow-cooking>  
<https://p.widencdn.net/eaxx6u/3-Simple-Steps-for-Braising>
- Beef Cuts Graphic  
<https://www.beefitswhatsfordinner.com/cuts/cut-charts>

## **Beef Production Resources:**

FAQ's – hormones, antibiotics, grass fed vs. grain fed, etc.

[https://p.widencdn.net/leigyc/ABX\\_Infographic\\_2Pager\\_final11.10.17](https://p.widencdn.net/leigyc/ABX_Infographic_2Pager_final11.10.17)

[https://p.widencdn.net/izwlht/Beef\\_Choices\\_Infographic\\_3.3.17](https://p.widencdn.net/izwlht/Beef_Choices_Infographic_3.3.17)

[Raising Beef- 101](#)

[Virtual Farm Tour Video \(PA\)](#)

[Beef Sustainability Facts Sheets](#)

[Animated Sustainability Infographic](#)

[Vealfarm.com](#)

[Today's Veal Video](#)

[Veal Wisconsin Farm Tour](#)

## **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.

## **Sources:**

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- 6. Elango R, Ball RO. Protein and Amino Acid Requirements during Pregnancy. Adv Nutr. 2016;7(4):839S-44S.
- 7. Fulkerson JA, et al. Family dinner meal frequency and adolescent development: relationships with developmental assets and high-risk behaviors. J Adolesc Health 2006;39(3):337-45.
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- 9. Story, M., and Neumark-Sztainer, D. A perspective on family meals: Do they matter? Nutrition Today, 40 (6), 261-266; 2005.

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