

SIMPLIFYING THE BEEF BUYING DECISION

OPTIMIZING SCALE LABELS

This document is designed to provide you with the tools to help your customers gain confidence in buying and cooking Canadian beef. Use this information to build a trusted relationship with your beef customers to gain repeat sales and grow the sales of a wide variety of cuts.

It comes down to matching up the right beef purchase to fit a customers' meal requirement and giving them the cooking instructions that bring out the best in the cut of beef selected. Included are label options regardless of label size and label type.

For further information contact info@canadabeef.ca

KNOW YOUR BEEF



CANADIAN BEEF

CANADA BEEF

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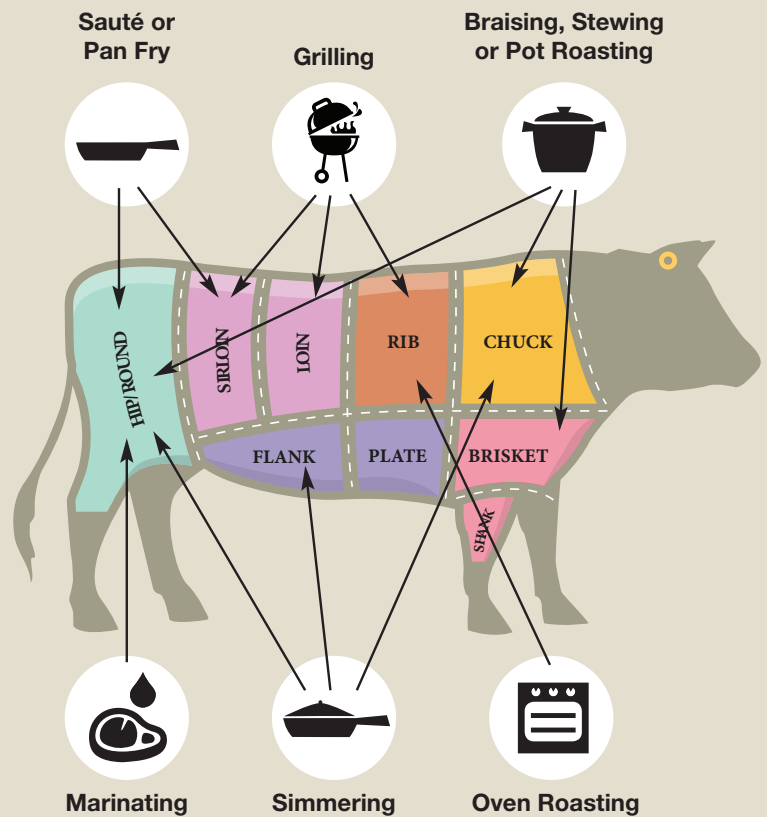
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Buying beef is complex: lots of options to buy and cook

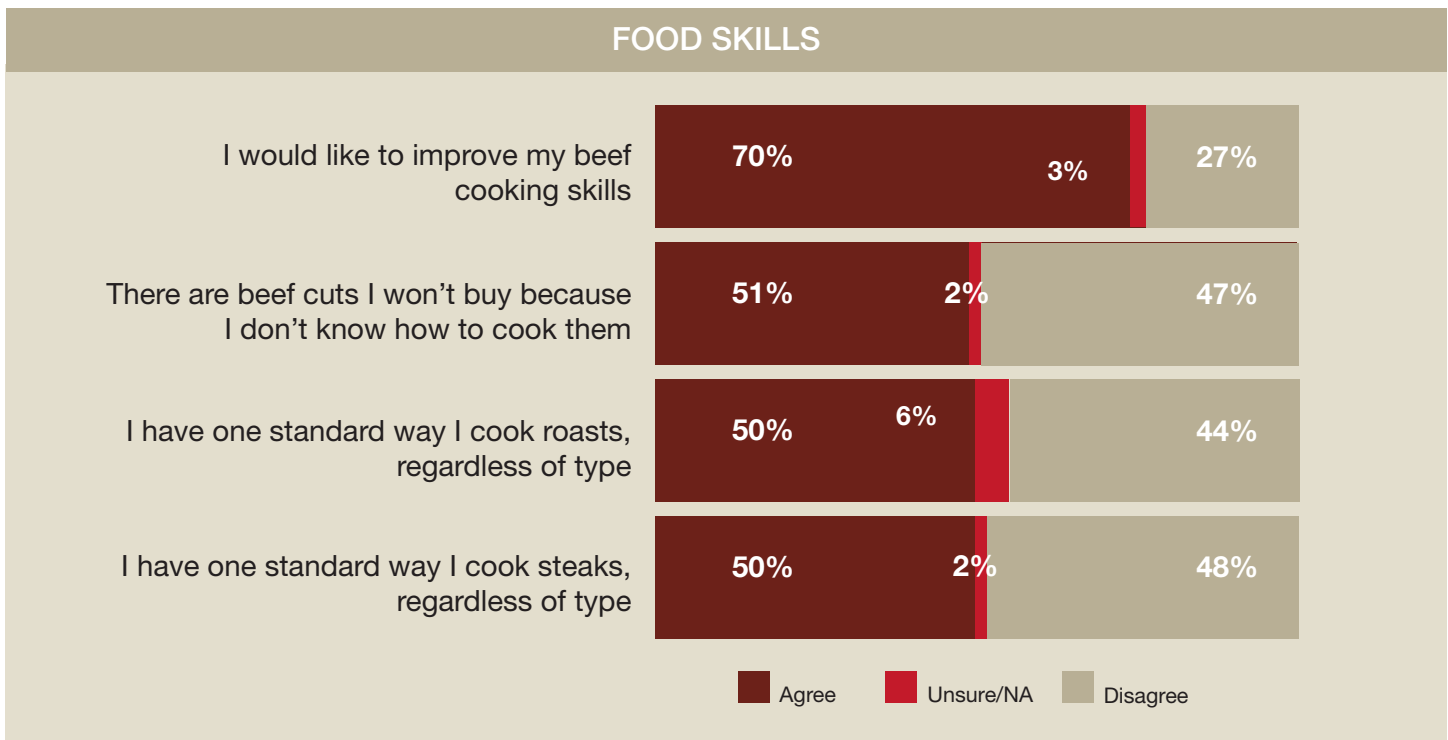
- Unlike chicken, beef is complex in nature with lots of cuts to choose from and each optimized by different cooking methods.
- Some muscles are less tender than others, while others are more flavourful. It's all about how much a muscle has to work for movement.
- Different cuts require different handling, processing and cooking methods
- The potential is high for customers to select the wrong cut for the meal that they have in mind.
- Customers may blame poor eating experience on product quality not that they purchased the wrong cut for the type of meal they had in mind. Or that they bought the right cut but cooked it the wrong way.



The food skills factor

- If you don't know how to buy, prepare and cook with fresh foods at home you limit your options of wholesome nourishing meals.
- The following is the result of a national survey of 750 Canadian adults who have a primary or shared role in both shopping and meal preparation, and at least occasionally buy fresh beef

NOTE: These Canada Beef research results were conducted and compiled by "People Talking Market Research Services", 2014.



The Findings:

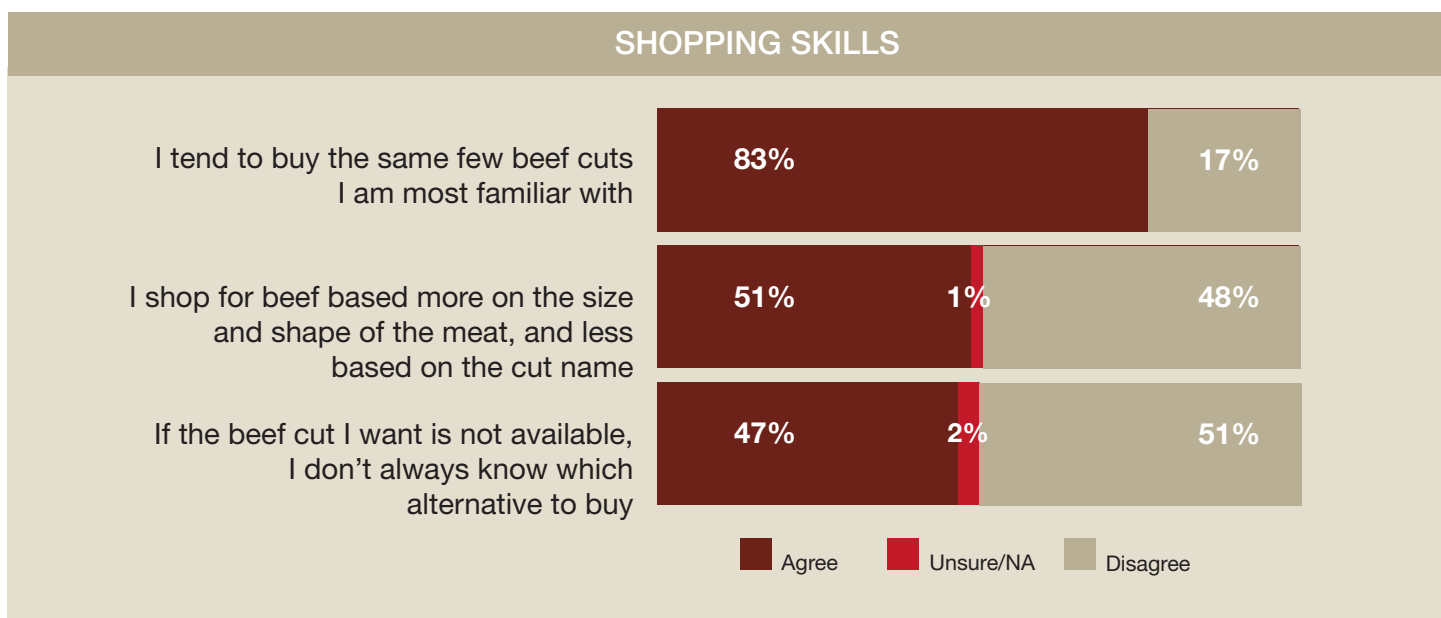
- Consumers are not highly skilled in how they cook and prepare the beef they buy – and they know it!
- 70% want to improve their beef cooking skills
- Half will avoid buying beef cuts that they don't know how to cook
- Half stated they have one standard way to cook roasts and steaks

The Big Concern With These Findings

- **There are three different steak categories**
Each requiring a different cooking method to optimize outcome
- **There are two different roast categories**
Each requiring a different cooking method to yield the best results
- **Resource Cooking Know How:**
<https://canadabeef.ca/cooking-know-how/>

Ever have a beef cooking failure?

- Many people report that they have had beef cooking experiences that were less than successful.
- Many people do not trust their own cooking skills thus impacting their shopping decision at store.
- There appears to be direct links between shopping and cooking skills, and healthy eating choices.



The Findings:

- Consumers exhibit a lack of understanding when it comes to knowing how to buy & cook beef
- 83% of beef shoppers buy the same few cuts over and over
- Half of beef shoppers make shopping decisions based on shape and look of the meat
- Half sometimes don't know what cut to substitute with if the cut they want is unavailable

The Findings Indicate

- We need to simplify the beef consumer shopping decision at the shelf
- Opportunity also exists with the help in preparation of beef cuts once product is brought home
- Some people have referred to the meat case as a 'sea of red' – it can be overwhelming and confusing
- Improved meat merchandising would be key along with cooking information at the meat case

Words matter

- When shown this label 79% said they would pot roast or slow cook it.
- Research shows that this kind of descriptive terminology on meat labels helps with the beef purchase decision.
- While “Pot Roast” is a cue that conveys covered and with liquid, for many consumers



Younger beef buyers are less knowledgeable

- Older consumers are more comfortable cooking beef (2 x knew how to cook the cuts).
- However, even older adults identified they learned new info from the label info (45% learned something new).
- Among the youngest 20-34 age group only 20% knew how to cook oven roasts, and only 25% knew the info about pot roasts.
- Clearly the information gap is more acute among younger consumers.

BEEF KNOWLEDGE					
Learned New Info: Oven Roasts		Total	20-34	35-49	50-64
Yes		58%	73%	61%	45%
No (already knew this)		37%	20%	33%	52%
Unsure		5%	7%	5%	3%
Learned New Info: Pot Roasts					
Yes		55%	70%	58%	42%
No (already knew this)		40%	25%	37%	55%
Unsure		4%	5%	5%	3%

Only 31% are aware of steak types

- The three steak categories are Grilling, Simmering and Marinating.
- All steak labels should have one of these category descriptors within the cut name.
- Most knew the term Grilling but did not understand Simmering or Marinating.
- Simmering is a slow cook where Marinating refers to tenderizing prior to cooking and not how to cook once prepared (marinated).



Simplifying the consumer shopping decision

- Retail analysts state that 70% of the consumer shopping decision is made at the retail shelf
- How can we help the consumer to be more confident in their cut selection?



How can we help with their cooking skills? Here's what we tested on packs:

- Underlining the cooking cue word helps.
Adding a QR code, with links to detailed cooking instructions helps.
- Additional line for preparation instructions helps.
- Cooking icons help.

The addition of cooking icons was the clear winner out of all four ideas

- While Canada Beef works with all retailers, the implementation of any labeling change, (such as adding cooking icons) is really up to you.



COOKING KNOW HOW TOOLS FOR YOU

- **Canadabeef.ca:** all of our beef culinary expertise in one place:
<https://canadabeef.ca/cooking-know-how/>
- **The Cooking Icons** can be used by themselves or with 1-2-3 Cooking Instructions that follow.
- All steak and roast categories are also outlined in this document (follows).

Cooking Icons are available for download from Canada Beef Marketing Library
<https://www.canadabeefmarketinglibrary.ca/?r=9459&k=5cf0221ab8>



GRILLING



GROUND BEEF



BURGERS



FAST FRY + STIR FRY



STEWING BEEF



PAN SEARING



MARINATING STEAK



SIMMERING STEAK



BROILING



POT ROAST



ROTISSERIE ROAST



OVEN ROAST

STANDARD COOKING INSTRUCTIONS FOR CANADIAN BEEF CUTS (BY COOKING CATEGORY)

This document contains the recommended standard cooking instructions for all beef cuts within each Cooking Category, as a compliment to the Canadian Beef Merchandising Guide poster and The Roundup app.

These cooking instructions are presented in an easy-to-use format as the basis for on-pack labels and ad flyers. The instructions have been extensively tested by Canada Beef professional home economists at the Canadian Beef Centre of Excellence and have been verified by scientific studies.

For further information contact info@canadabeef.ca.
For illustrated Step-by-Step detail, with videos visit
<https://canadabeef.ca/cooking-know-how/>



BEEF STEAKS

Grilling Steak/Medallion

1. **Season** steak or medallion.*
2. **Grill, broil** or **pan-fry** using medium-high heat, turning twice or more with tongs.
3. **Cook** to medium-rare 145°F (63°C) at least.

THICKNESS	TOTAL MINUTES		
	Med-Rare 145°F (63°C)	Medium 160°F (71°C)	Well 170°F (77°C)
½ - ¾ inch (1 - 2 cm)	6-8	8-10	10-12
1 inch (2.5 cm)	10-12	12-14	14-18
1½ inches (4 cm)	18-20	20-28	30-36
2 inches (5 cm)	22-28	28-36	36-44

*For improved tenderness, Tri-Tip and Top Sirloin steaks are best marinated for 8 to 12 hours before grilling.

Marinating Steak/Medallion

1. **Pierce** meat all over with fork.
2. **Place** in sealable freezer bag with 1 cup (250 mL) marinade (such as teriyaki sauce); refrigerate for 8 to 12 hours. Discard marinade. Pat meat dry.
3. **Grill, broil** or **pan-fry** using medium-high heat, turning twice or more with tongs. Cook to at least medium-rare 145°F (63°C).

THICKNESS	TOTAL MINUTES	
	Med-Rare 145°F (63°C)	Medium 160°F (71°C)
½ - ¾ inch (1 - 2 cm)	6-8	8-10
1 inch (2.5 cm)	10-12	12-14
1½ inches (4 cm)	18-20	20-28
2 inches (5 cm)	22-28	28-39

Simmering Steak/Strips

1. **Season** steak/strips. In hot lightly oiled skillet, brown beef all over using medium-high heat. Add sliced onion, green pepper, garlic, etc., if desired.
2. **Add** enough liquid (such as canned soup or tomatoes, broth or red wine) to just cover beef.
3. **Simmer**, covered, on stove top or in 325°F (160°C) oven about 1-1/4 hours until fork-tender.

Fast-fry Steak/Beef Stir-fry Strips

1. **Season** steak/strips.
2. **Cook** beef in hot lightly oiled nonstick skillet, using medium heat for 2 to 4 minutes per side for steak, 1 minute per side for strips, or until browned, but still pink inside. Beef is best cooked only to medium.
3. **Remove** from pan. **For steak**, serve with steak sauce if desired. **For stir-fry strips**, add sliced vegetables to skillet and cook 5 minutes. Add 1 cup (250 mL) stir-fry sauce and cooked beef strips; heat through.



GRILLING STEAK/MEDALLION CUTS

- Bottom Sirloin Tri-Tip
- Cross Rib Tournedos (Tenderized)
- Inside Round French w/ Pepper (Tenderized)
- Inside Round Tournedos (Tenderized)
- Porterhouse
- Prime Rib
- Rib Cap Off
- Rib Eye
- Sirloin
- Strip Loin
- T-Bone
- Tenderloin
- Top Sirloin
- Top Sirloin Cap
- Top Sirloin Cap Off
- Wing

MARINATING STEAK/MEDALLION CUTS

- Sirloin Tip
- Bottom Sirloin Tip
- Eye of Round
- Flank
- Inside Round
- Outside Round
- Full Round
- Skirt
- Round

SIMMERING STEAK/STRIPS

- Blade
- Bottom Blade
- Brisket Country Style
- Brisket Simmering Strips
- Cross Rib
- Top Blade
- Top Blade Country Style

FAST-FRY STEAK/BEEF STIR-FRY STRIPS CUTS

- Thin Cut Fast-fry Steaks
- Top Sirloin Stir-fry Strips

Note: Beef Strips cut from the hip CANNOT be cooked by this method (see page 12 of this document).

BEEF ROASTS



Oven Roast



- Season** roast. Place on rack in shallow roasting pan. Insert oven-safe meat thermometer into centre of roast, avoiding fat or bone.
- Oven-sear** in preheated 450°F (230°C) oven for 10 minutes. Reduce heat to 275°F (140°C); cook uncovered to desired doneness, removing from oven when 5°F (3°C) below finished temperature. (Bone- in roast can take 30 to 45 minutes longer. Tenderloin can take 30 to 60 minutes less.)
- Cover** with foil; let stand for at least 15 minutes before carving into thin slices.

AVERAGE COOK TIMES (HOURS)			
Weight (kg)	Medium-Rare 145°F (63°C)	Medium to Well-Done 160°F (71°C) or greater	Weight (lb)
1	1¾ to 2¼	2 to 2½	2
1.5	2 to 2½	2¼ to 2¾	3
2	2¼ to 2¾	2½ to 3	4
2.5	2½ to 3	2¾ to 3¼	5.5

*Cook Times are guidelines only and vary with ovens and roast shape. Roasts may be done up to 30 minutes sooner or later than estimated. Use a meat thermometer to know doneness.

PREMIUM OVEN ROASTS

- Prime Rib
- Rib
- Rib Cap Off
- Rib Eye
- Strip Loin
- Tenderloin
- Top Sirloin

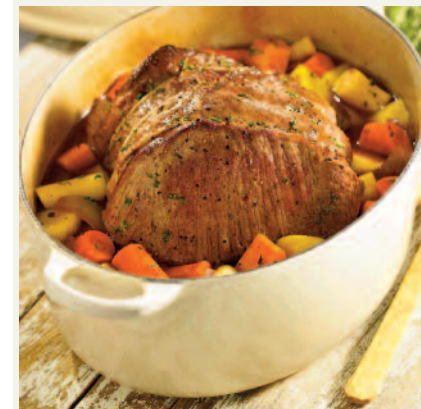
OVEN ROASTS

- Bottom Sirloin Tri-Tip
- Eye of Round
- Eye of Round w/ Bacon
- Heel of Round
- Inside Round
- Inside Round King w/ Pork Fat
- Outside Round
- Round
- Rump
- Sirloin Tip

Pot Roast



- Season** roast. In lightly oiled Dutch oven or stockpot, brown roast using medium-high heat.
- Add** 1 to 2 cups (250 to 500 mL) liquid (such as red wine, broth, canned tomatoes or soup).
- Simmer**, covered, on stove top or in 325°F (160°C) oven for 3 hours or until fork-tender. Add chunks of vegetables for final 45 minutes, if desired. Skim fat from sauce and season to taste.



POT ROASTS

- Blade
- Bottom Blade
- Brisket
- Brisket Boneless
- Cross Rib
- Shoulder
- Top Blade

BEEF ROASTS (CONT.)

Rotisserie/Premium Rotisserie Roast



For **Premium Rotisserie Roast**, season roast or marinate for 2 to 4 hours. For **Rotisserie Roast** marinate for 4 to 12 hours. **To marinate:** Pierce roast all over with fork. Place in large sealable freezer bag with 2 cups (500 mL) marinade (such as teriyaki sauce) refrigerate. Discard marinade and pat meat dry before cooking.

1. **Place** drip pan containing 1/2 inch (1 cm) water under grill. Preheat barbecue to medium-high (400°F/200°C).
To Cook with Rotisserie: Insert spit rod lengthwise through centre of roast; secure with holding forks and place roast over drip pan.
To Cook without Rotisserie: Place roast on grill over drip pan that is moved to one side; turn heat off under just the roast.
2. **Insert** meat thermometer into middle of roast avoiding spit rod (if using). Cook at constant heat, in closed barbecue, until thermometer reads 155°F (68°C) for medium (about 30 minutes per lb/500 g).
3. **Remove** roast to cutting board; tent with foil for 10 to 15 minutes. Carve across the grain.

Quick/Premium Quick Roast



1. **Season** roast. Insert meat thermometer lengthwise into the centre of roast so that shaft is not visible. Place on rack in ovenproof skillet or shallow pan.
2. **Cook** 1 lb (500 g) roast, uncovered, in 350°F (180°C) oven for 50 to 60 minutes until thermometer reads 155°F (68°C) for medium.
3. **Remove** roast to cutting board; cover with foil for 5 minutes. Carve across the grain.



PREMIUM ROTISSERIE ROASTS

- Prime Rib
- Top Sirloin

ROTISSERIE ROASTS

- Cross Rib
- Inside Round
- Outside Round
- Sirloin Tip



PREMIUM QUICK ROASTS

- Rib Eye
- Strip Loin
- Top Sirloin

QUICK ROASTS

- Bottom Sirloin Tip
- Eye of Round
- Inside Round
- Outside Round
- Sirloin Tip

OTHER BEEF CUTS



Stewing Beef/Short Ribs



1. **Coat** beef pieces in mixture of flour, salt and pepper. In lightly oiled Dutch oven or stockpot, brown meat in batches. Add onions and other seasonings, as desired.
2. **Add** enough liquid (such as broth, tomato juice or red wine) to just cover beef.
3. **Simmer**, covered, on stove top or in 325°F (160°C) oven about 1 hour until fork-tender. Add chunks of vegetables and cook an additional 30 minutes until vegetables are tender.

Soup Bones/Oxtails

1. **Place** bones/oxtail pieces with chunks of vegetables (such as carrots, onions and celery) in lightly oiled Dutch oven or stockpot. On stove top, brown over medium heat for 15 to 20 minutes, stirring frequently.
2. **Season** as desired and add enough cold water to cover bones/oxtail pieces by 2 inches (5 cm). Bring to boil.
3. **Simmer**, covered, for 3 to 5 hours until meat is fork-tender. Strain, reserving stock; chill and skim off surface fat. Meanwhile, remove meat from bones, cut into bite-sized pieces and re serve; discard vegetables, fat and bones. Add reserved meat to stock and use for beef soups or stews.

Beef Grilling Back Ribs

1. **Season** rack of ribs.
2. **Roast** on rimmed foil-lined baking sheet in 250°F (120°C) oven for 2 to 3 hours until crispy and browned. Cool slightly; cut into individual ribs.
3. **Grill** or **broil** ribs using medium heat for 5 to 10 minutes, brushing all over with barbecue sauce and turning occasionally.

Beef Kabob Grilling Cubes/Satay Strips

1. **Season** skewered beef kabob cubes or satay strips.
2. **Grill** or **broil** over medium-high heat 5 minutes per side until browned but slightly pink inside. Beef is best cooked only to medium.
3. **Serve** with dipping sauce (such as Thai peanut) if desired.

STEWING BEEF

- Shank Centre Cut
- Shank Centre Cut Boneless
- Shank Spur
- Simmering Short Ribs
- Simmering Short Ribs Boneless
- Beef Stewing Cubes

SOUP AND OX TAILS

- Beef Marrow Bones
- Beef Neck Bones
- Beef Oxtails

BEEF GRILLING BACK RIBS

- Beef Back Ribs

BEEF KABOB GRILLING CUBES/SATAY STRIPS

- Eye of Round Strips for Satay
 - Top Sirloin Grilling Cubes
- Note:** Beef Marinating Cubes cut from the hip CANNOT be cooked by this method (see page 6 of this document).

OTHER BEEF CUTS (CONT.)



Beef Marinating Cubes/Strips

1. **Combine** 1/2 cup (125 mL) marinade (such as teriyaki sauce) PLUS 2 tbsp (30 mL) corn starch in sealable freezer bag.
2. **Add** 1 lb (500 g) beef cubes/strips and refrigerate 15 to 30 minutes.
3. **For cubes**, discard marinade, pat meat dry and thread onto skewers. Grill or broil 4 to 5 minutes per side or until browned, but pink inside. **For strips**, reserve marinade; cook strips over medium-high heat in hot lightly oiled non-stick skillet for about 2 minutes, turning once, until browned but pink inside. Remove from skillet; add stir-fry vegetables and cook 5 minutes. Add reserved marinade and beef; heat until sauce bubbles and thickens.

London Broil

1. **Broil** 5 inches (12 cm) from hot element for 10 minutes per side until digital rapid-read thermometer inserted sideways into centre of meat reads at least 160°F (71°C).
London Broil is completely cooked at 160°F (71°C), regardless of colour.
2. **Serve** with steak sauce if desired.

Rouladen

1. **Spread** thin layer of your favourite filling/seasonings (such as seasoned bread crumbs and pan-fried mushrooms) over each piece of beef.
2. **Roll** each piece from short end; secure with butcher's twine, picks or skewers.
3. **Broil**, turning several times, for 7 to 8 minutes until browned all over and digital rapid-read thermometer inserted into centre of each rouladen reads at least 160°F (71°C). Serve whole or cut each piece into 1/4-inch (5 mm) thick slices.

BEEF MARINATING CUBES/STRIPS

Cubes:

- Hip

Strips:

- Hip
- Hanging Tender
- Pectoral

LONDON BROIL

- Flank Steak rolled with Seasoned Ground Beef



ROULADEN

- Inside Round for Rouladen

GROUND BEEF/TENDERIZED BEEF

NOTE: All items below have a recommended 24-hour shelf life

Ground Beef



Browned Ground Beef: **Cook** in nonstick skillet, over medium-high heat for 8 to 10 minutes, breaking into small chunks with back of spoon while cooking. Cook until browned and completely cooked. Drain, if necessary. Use in pasta sauce, chili, casseroles, etc., seasoning as desired.

Patties: Combine **1 lb (500 g) ground beef**, **1 beaten egg** and **1/4 cup (50 mL) dry bread crumbs**; season and mix lightly. **Shape** into four to six 3/4-inch (2 cm) thick patties. Lightly oil pan or grill. **Grill, broil** or **pan-fry** using medium-high heat for 10 to 14 minutes, turning twice, until digital rapid-read thermometer inserted sideways into centre of each patty reads at least 160°F (71°C). **Patties are completely cooked at 160°F (71°C), regardless of colour.**

Ground Beef Patties



1. Lightly oil grill or pan.

2. Grill, broil or **pan-fry** 3/4-inch (2 cm) thick patties using medium-high heat for 10 to 14 minutes, turning twice, until digital rapid-read thermometer inserted sideways into centre of each patty reads at least 160°F (71°C). **Patties are completely cooked at 160°F (71°C), regardless of colour.**

Minute Steak/Delicated Steak



1. Season steak.

2. Pan-fry in hot lightly oiled nonstick skillet, using medium-high heat for 3 to 4 minutes per side until cooked to medium 160°F (71°C).

3. Serve with steak sauce if desired.



GROUND BEEF

- Extra Lean Ground Beef
- Extra Lean 100% Ground Round
- Extra Lean 100% Ground Sirloin
- Lean Ground Beef
- Lean 100% Ground Chuck
- Medium Ground Beef
- Regular Ground Beef



GROUND BEEF/TENDERIZED BEEF (CONT.)

NOTE: All items below have a recommended 24-hour shelf life

Meatballs

1. **Place** 1-inch (2.5 cm) meatballs in single layer on lightly oiled, foil-lined baking tray.
2. **Cook** in 400°F (200°C) oven 15 to 20 minutes until completely cooked and digital rapid-read thermometer inserted into several meatballs reads at least 160°F (71°C).
Meatballs are completely cooked at 160°F (71°C), regardless of colour.
3. **Serve** immediately or refrigerate for up to 3 days or freeze for up to 4 months.

Beef Sausage

1. **Preheat** broiler, grill or nonstick skillet using over heat.
2. **Cook** sausages 20 to 25 minutes, turning occasionally with tongs, until digital rapid-read thermometer inserted lengthwise into each sausage reads at least 160°F (71°C).
Sausages are completely cooked at 160°F (71°C), regardless of colour.

Beef-Stuffed Peppers

1. **Place** stuffed peppers, cut side up, in shallow pan. Add 1 cup (250 mL) liquid (such as canned tomatoes, tomato sauce or tomato soup) to pan. Cover with foil.
2. **Cook** in 350°F (180°C) oven 20 minutes. Uncover and cook another 30 to 35 minutes until digital rapid-read thermometer inserted into centre of stuffed peppers reads at least 160°F (71°C). **Ground beef filling is completely cooked at 160°F (71°C), regardless of colour.**
3. **Serve** with sauce.

Meat Loaf

1. **Place** 1-1/2 lb (750 g) meat loaf mixture into 9 x 5-inch (2 L) loaf pan. Cook in 350°F (180°C) oven for 55 to 70 minutes until digital rapid-read thermometer inserted into centre of loaf reads 160°F (71°C). **Meat loaf is completely cooked at 160°F (71°C), regardless of colour.**
2. **Tent** with foil and let stand 10 minutes before slicing.



BEEF SAUSAGE

- Breakfast Sausage
- Sausage Coil
- Sausage Kabobs
- Spicy Sausage



VARIETY MEATS

NOTE: Refer to Beef Merchandising Guide for approved nomenclature

Pan-Fried Beef Liver

1. **Dip** 1/2-inch (1 cm) thick slices of beef liver in milk and coat with seasoned bread crumbs or flour.
2. **Heat** 2 tbsp (30 mL) butter or vegetable oil in nonstick skillet over medium-high heat; cook slices 2 minutes per side, turning once with tongs, until crispy brown on both sides and pink inside. Liver is best cooked only to medium.
3. **Serve** with a squeeze of lemon juice.

Beef Steak and Kidney Stew/Pie

1. **Cut** 1 lb (500 g) beef kidney into bite-sized pieces; trim off fat and connective tissue. Cover with salted water and refrigerate 12 hours. Drain and pat dry.
2. **Lightly coat** kidney pieces and 1 lb (500 g) beef stew pieces with a mixture of flour, salt and pepper. Brown pieces in batches in lightly oiled Dutch oven or stockpot using medium-high heat; set meat aside. Add 3 onions (chopped) and 3 cups (750 mL) sliced mushrooms to pot; cook 5 minutes until softened. Add 1-1/4 cups (300 mL) beef stock and 1 tsp (5 mL) EACH dried thyme and Worcestershire sauce.
3. **Return** meat to pot; bring to boil. Reduce heat, cover and simmer 1 hour. Uncover and simmer for 30 minutes until fork-tender; thicken sauce with flour or cornstarch, if desired.
For Pie, transfer cooled meat mixture to shallow 10-cup (2.5 L) casserole. Cover with pie or puff pastry; cut hole in centre to vent. Brush pastry with cream or beaten egg and bake in 400°F (200°C) oven for 30 minutes until pastry is golden and filling is bubbly.

Braised Beef Heart

1. **Wash** heart thoroughly in warm water, changing water several times; drain well. In large bowl, combine heart with 2 cups (500 mL) marinade (such as salad dressing or buttermilk); cover and refrigerate 1 hour. Discard marinade.
2. **Place** heart in Dutch oven or stockpot; cover with salted water. Simmer, covered, on stove top or in 325°F (160°C) oven for 3 to 4 hours until tender.
3. **Drain** and carve into thin slices.

Spiced Beef Tongue

1. **Rinse** tongue. Place in large pot and cover with hot water. Add 2 carrots (sliced), 1 EACH onion (sliced) and celery stalk (chopped), 6 whole allspice berries OR 1 tbsp (15 mL) whole pickling spice, 3 bay leaves, 3 black peppercorns and 2 tsp (10 mL) salt.
2. **Simmer**, covered, on stove-top for 3 to 4 hours until fork-tender. Remove from heat and let stand for 30 minutes. Refrigerate in cooking liquid until cool.
3. **Slit** skin on underside. Loosen skin with paring knife and peel off from thick end to tip. Slice thinly. Serve in sandwiches or with salad.

Breaded Beef Tripe

1. **Cover** tripe with salted water in saucepan; simmer 2 hours until surface has clear, jellylike appearance. Drain and cut into 2-inch (5 cm) pieces.
2. **Coat** pieces with seasoned bread crumbs and dip into 1 beaten egg; coat with crumbs again.
3. **Melt** 2 tbsp (30 mL) butter in nonstick skillet using medium heat; brown pieces on all sides. Season with salt and pepper; serve hot.



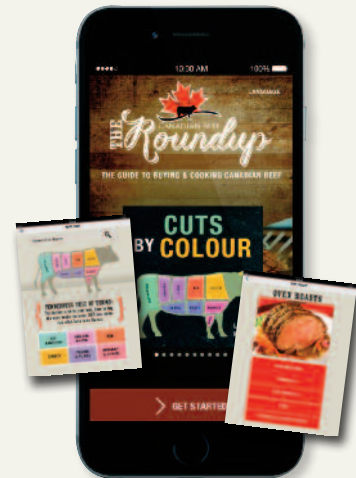
KNOWLEDGE IS POWER!

Elevate your team's beef knowledge with these **COMPLIMENTARY** resources from Canada Beef

The Roundup App

Developed by the experts at Canada Beef, The Roundup App is a comprehensive tool that will give you and your customer the know-how to buy the right cut and cook it with confidence. Elevate your team's food centric knowledge by providing cooking information in the palm of their hands.

- Beef is a complex protein that may be daunting to many of your customers, especially with millennials.
- Simplify the beef shopping experience with inspiration on what to cook, how to cook and how to buy beef.
- Create a personalized point of differentiation by offering your customers a cut-focused culinary shopping app.
- Leverage your team's savvy use and dependence on technology to better serve your customers.
- **The Roundup is FREE, download the app on iTunes or Google Play.**



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Canada Beef eLearn

The Canadian Beef Centre of Excellence has developed a self-paced on-line comprehensive training resource specifically designed to meet the needs of beef industry partners in retail and foodservice.

- Self paced on-line certification program designed with the adult learner in mind, packed with downloadable technical resources, video and interactive media.
- Build credibility, confidence and competency with eight Interactive chapters delivering pasture-to-plate beef industry information.
- Fact-based information to answer many of the tough social questions consumers have today.
- Printable certificate of completion provided.
- **eLearn is FREE to CFIG members.**



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Canada Beef Marketing Library

The Canada Beef Marketing Library contains a vast database of high resolution images, videos and marketing artwork files.

- Enhance your ability to communicate a powerful Canadian beef story.
- Explore a diversified repository of creative examples, innovative visuals, images and more for just the right marketing application.
- Access to Canada beef fact sheets to arm staff with the answers to difficult social concerns from customers.
- Educate your team with enhanced cutting, merchandising tools and video's for Canadian beef.
- Demonstrate exceptional customer service by providing the tools that will help staff become food ambassadors.
- **Canada Beef Marketing Library offers FREE downloads of all materials.**



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