

THE Handbook

HOW TO **BUY** AND **COOK** CANADIAN BEEF & VEAL





Canadian Beef and Veal

are part of the culinary traditions and family meals enjoyed around the world. Whether it's a special celebration or a speedy dinner to nourish body and soul, Canadian beef and veal have a place at your table.



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Canadian Beef and Veal are raised right here in Canada, by farmers and ranchers who carefully manage the resources in their care: the animals, land and water resources. They strive to ensure that they can pass onto the next generation.



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BUYING CANADIAN BEEF

PART ONE

Beef's got it all – perfect for a simple supper or the grandest gathering! So much to love!

Canadian Beef is a super-hero when it comes to meal planning - with cuts that simmer for hours or others that are ready in minutes. BEEF WORKS!



@LoveCDNbeef



LOOK FOR THIS SYMBOL as your assurance of some of the best beef in the world.

Making the Grade

The Canadian beef you buy in Canada is federally or provincially inspected for safety – no compromises there. Often beef is given an 'A' GRADE or quality designation for comparison to help guide your purchase. Canada Prime is the premium grade, followed by Canada AAA, Canada AA and then Canada A.

BUY THE RIGHT BEEF CUT FOR THE JOB

Watch for the label names to understand what type of cut you're buying and for a cue on how to cook it right.



Cooking Categorically

Here's how beef choices are organized:

- **STEAKS:** Grilling, Marinating or Simmering
- **ROASTS:** Oven, Rotisserie or Pot Roasts
- **QUICK COOK BEEF:** Stir-fry Strips + Kabobs or Fast-fry/Minute/Tenderized Steaks
- **STEW BEEF**
- **GROUND BEEF**

CANADIAN BEEF BASICS

no1 Aging

Aging can dramatically improve beef tenderness and flavour. It is a carefully controlled process where beef is held at a specific temperature and humidity level for a set period of time. Premium beef is aged at least 10 to 14 days. **Beef SHOULD NOT be safely aged in a home refrigerator.**

no2 Marbling

As cattle mature, grain is added to their feed mix which contributes to the marbling and flavour of the meat. It's part of the quality difference you get with Canadian beef.

no3 Assurance

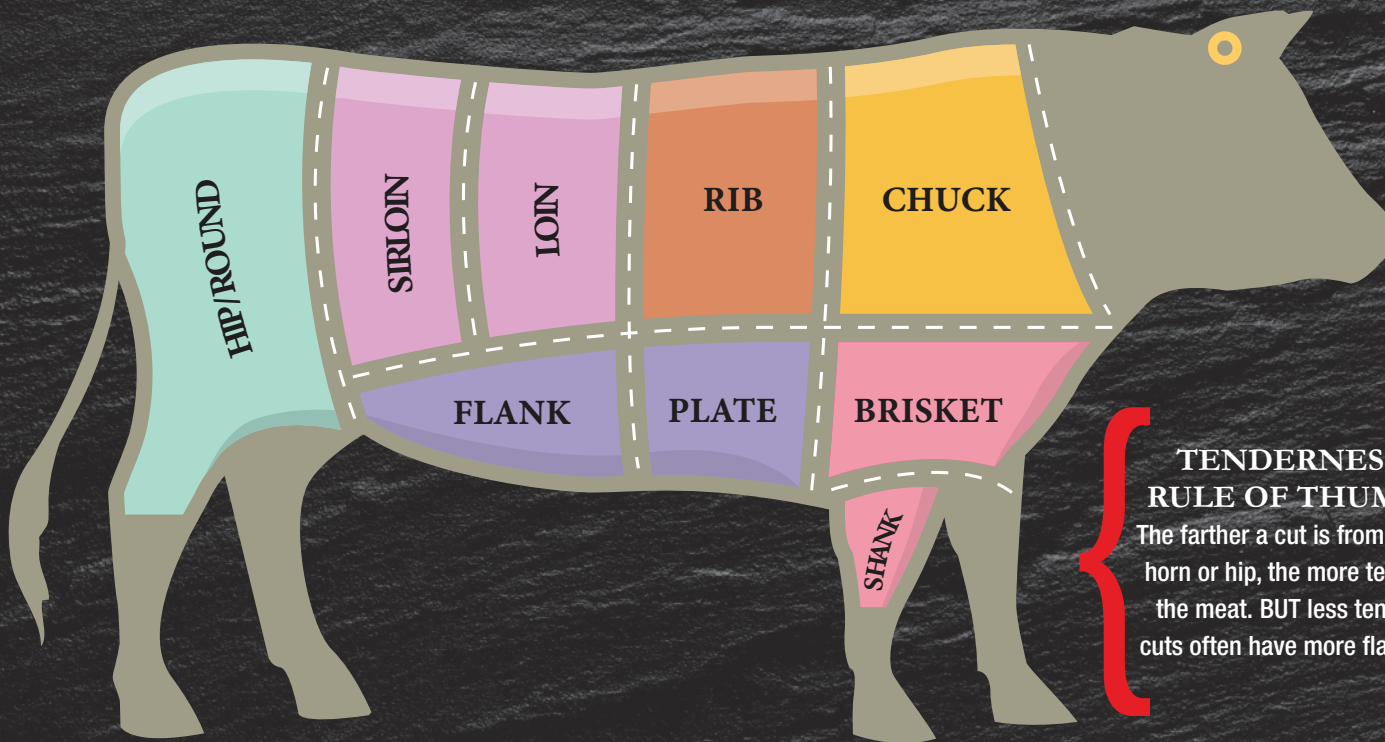
Canada's commitment to rigorous food safety systems work to win confidence for all Canadian grown foods both here and abroad.

BUYING CANADIAN BEEF

PART TWO

Cuts by Colour

Colour-coding helps you see where the main beef cuts come from. Ground beef can be made from trim of many cuts while some ground beef comes from specific cuts like Sirloin, Round or Chuck.



**TENDERNESS
RULE OF THUMB:**
The farther a cut is from hoof,
horn or hip, the more tender
the meat. BUT less tender
cuts often have more flavour.

COOKING RULES OF THUMB:

Less tender cuts need low temperature slow cooking with moist heat – simmer or braise.
Moderately and very tender cuts work well with dry higher temperature heat – no added moisture.
The most tender cuts can work well with highest cooking temperatures and cook quickly.



KNOW YOUR BEEF

Get all the info you need to
cook beef like a master.

Tap into our
how-to
YouTube
videos here



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Canadian Beef Benefits

BEEF FACTS THAT WILL SURPRISE YOU

Packed with nutrients like iron, zinc, protein and B vitamins, beef is one powerful protein!

Calorie for calorie, beef is a delicious way to meet your family's nutrition needs. And since it pairs up perfectly with traditional sides like vegetables and whole grains, beef makes it easy to feed your family a healthy, balanced diet, in line with Canada's food guide.

Beef comes out **ON TOP**



Compared to chicken breast, beef has:
200% more Iron **600%** more Vitamin B₁₂ **700%** more Zinc

THE FACTS ON FAT

About half the fat in beef is monounsaturated, the same fat found in olive oil!

Beef's **BIG** on protein

One serving of **beef** (100 g at 245 calories) has the same amount of protein (35 g) as 3/4 cup of almonds (at 960 calories).



Canadians get only 5% of their total calories from red meat on average while 50% comes from ultra-processed foods (Canadian Heart & Stroke Foundation)

Canada's food guide healthy plate

recommends eating a variety of protein foods including lean meat. The guide encourages eating plant sources of protein, but not at the reduction of animal sourced protein foods.

What comes off the plate? With 50% of our calories coming from ultra-processed foods like pop, chips and baked goods, perhaps reducing these foods would be the best way to improve eating patterns.

Per 100 grams cooked beef: 245 calories, 35 grams protein, 10 g fat (4 g monounsaturated), 3.3 mg iron (19% DV), 8.7 mg zinc (79% DV) 2.4 µg vitamin B₁₂ (100% DV)

Per 100 grams chicken breast: 31 g protein, 1 mg iron, 1 mg zinc, 0.34 µg vitamin B₁₂

Source: Health Canada, Canadian Nutrient File, 2015, Beef 6172, Almonds 2534, Chicken 842

Table of Reference Amounts for Food: <https://www.canada.ca/en/health-canada/services/technical-documents-labelling>



Clever Cooking

Beef tastes GREAT - the right cooking technique is all you need for GLORY.
Our 1, 2, 3 cooking steps keep it SIMPLE.
Let's start with your favourite: STEAKS

1 2 3

STEAK YOUR CLAIM

(or claim your steak!)

Little can rival a thick juicy steak sizzling on the grill – are you smiling yet? A steak makes even the simplest dinner an event.

Steak Defined:

The icon of beef, a **Beef Steak** refers to a cut shaped like a hand that is ¾ to 2-inches thick. Steaks vary in tenderness so they require different cooking methods.

Medallions are steaks cut to be single-portioned, much like the look of a Tenderloin. They are thick-cut so there's less risk of overcooking.

Steak Simplified:

All Canadian steaks are sorted into 3 basic COOKING categories so you know what you're buying and how to cook it: Choose from GRILLING, MARINATING and SIMMERING steaks.



GRILLING STEAKS are the most tender – simply season and sear.

- T-Bone
- Wing
- Top Sirloin
- Tenderloin
- Strip Loin
- Rib



MARINATING STEAKS are best marinated before grilling – simple, but you need to allow for a little advance time. These steaks often have the boldest beefy flavour and can be value-priced.

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



SIMMERING STEAKS are best simmered low and slow for a winter stew-like experience.

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

Grilling Steaks 1 2 3

Fast-cooking and convenient, *Grilling Steaks* are tender by nature and always delicious. Simply season and cook by grilling, broiling or pan-frying.

1. SEASON steak all over.

2. GRILL, BROIL OR PAN-FRY

using **medium-high heat**, turning twice or more with tongs.

3. COOK to desired doneness.

ESTIMATED STEAK GRILLING TIME

STEAK THICKNESS	TOTAL GRILLING TIME (MINUTES)		
	Med-Rare 145°F (63°C)	Medium 160°F (71°C)	Well 170°F (77°C)
1/2 - 3/4 inch	6-8	8-10	10-12
1 inch	10-12	12-14	14-18
1-1/2 inches	18-20	20-28	30-36
2 inches	22-28	28-36	36-44

- T-Bone
- Top Sirloin
- Strip Loin
- Wing
- Tenderloin
- Rib
- Rib Eye
- Porterhouse
- Tri-tip

Step-by-step grilling tips:

- Preheat barbecue on high for 5 minutes; reduce heat to medium to cook – about 400°F.
- After preheating, clean grill grates and brush with a bit of vegetable oil.
- For best browning and flavour, pat steaks dry with paper towel before grilling.
- Season steaks simply before grilling – coarse salt and freshly ground pepper are all you need.
- Grill with the lid closed for even cooking and energy efficiency.
- Flip steaks when you start to see juices rise to the surface of the steak.
- Let steaks rest at least 5 minutes before serving.

Southwestern Beef Steak with Succotash Sauté



JUST SCAN
TO WATCH!

1 tsp
¼ tsp
1 lb (500 g)

EACH Cajun spice* and ground cumin
EACH salt and hot pepper flakes
Beef Grilling Steak (e.g. Top Sirloin, Strip Loin, Tenderloin) ¾ to 1-inch thick
Simple Succotash Sauté (recipe below)

1. Combine Cajun spice, cumin, salt and pepper flakes in small bowl. Set aside half of the seasoning mix to use in Simple Succotash Sauté. Sprinkle both sides of steak with remaining seasoning mix.

2. Grill over medium-high heat until medium, about 10 minutes, turning twice or more for medium-rare doneness (145°F/63°C). Remove to plate; cover loosely with foil. Let stand for 5 minutes before slicing thinly across the grain. Serve with Simple Succotash Sauté.
Makes 4 to 6 servings.

**Cajun Spice: ¼ tsp EACH paprika, dried oregano, garlic powder and dried thyme.*

Simple Succotash Sauté: In large skillet, melt 2 tbsp **butter** over medium-high heat. Add 2 cloves **garlic**, minced, 1 cob **corn** (kernels removed from cob), 2 small **zucchini** sliced, 1 small **sweet red pepper**, diced and ½ cup shelled cooked **edamame** (optional) and reserved steak seasoning mix (from above recipe). Cook, stirring occasionally until just tender, about 8 minutes. Add ¼ cup minced fresh **parsley** or **chives**. **Makes 4 cups.**

Marinating Steaks 1 2 3

Marinating Steaks are marvellous. Take the time to maximize tenderness by piercing all over and then marinating for 8 to 12 hours.

1. Pierce steak all over with fork.

2. Place in sealable freezer bag with 1 cup marinade (such as teriyaki sauce or salad dressing); refrigerate for 8 to 12 hours.

3. Discard marinade. Pat steak dry with paper towel; season lightly with salt and pepper. Grill, broil or pan-fry using medium-high heat, turning twice or more with tongs.



Carve Marinating Steaks across the grain to maximize tenderness. Like a piece of wood, meat has a grain to it – referring to the direction of the muscle fibres. Cutting across the muscle fibres (or grain) shortens them, making the meat more tender to eat.

- Sirloin Tip
- Inside Round
- Eye of Round
- Outside Round
- Flank
- Inside and Outside Skirt

Myth Buster:

Marinades are all about building steak flavour and juiciness. Piercing steak all over with a fork is what helps tenderize the steak.

Tandoori Marinating Steak with Roasted Curried Cauliflower



JUST SCAN TO WATCH!

- | | |
|-------------|---|
| 1 cup | plain yogurt |
| 2 | cloves garlic, minced |
| 1 | small onion, minced |
| 1 tbsp | EACH minced gingerroot, fresh lemon juice and hot curry powder |
| 1 tsp | EACH chili powder and salt |
| 2 lb (1 kg) | thick-cut Marinating Steak (e.g. Flank, Sirloin Tip or Inside Round) |
| | Roasted Curried Cauliflower (recipe below) |

1. Combine yogurt, garlic, onion, gingerroot, lemon juice, curry powder, chili powder and salt in large zipper-type freezer bag.

2. Pierce steak all over with fork. Place in freezer bag with yogurt mixture; refrigerate for 8 to 12 hours to marinate.

3. Discard marinade. Pat steak dry with paper towel; season lightly with salt and pepper. Grill over medium-high heat, turning with tongs at least twice. Cook to medium-rare doneness, until thermometer inserted sideways into steak reads 145°F (63°C).

4. Let steak rest for 5 minutes before slicing across the grain. Serve with Roasted Curried Cauliflower.

Makes 6 servings

Roasted Curried Cauliflower: Break 1 medium-sized head of cauliflower into large florets (about 8 cups). Toss with ¼ cup olive oil, 2 tsp curry powder and ½ tsp EACH chili powder and coarse salt, ¼ tsp coarsely ground pepper. Roast in single layer on lined rimmed baking sheet in 425°F oven, stirring occasionally, until softened and golden, 15 to 20 minutes. Toss with ¼ cup toasted pine nuts and 2 tbsp drained capers and chopped parsley (optional). **Makes 8 cups.**

Simmering Steaks 1 2 3

Simmering Steaks are steaks served stew-style, like a Pot Roast, but they cook faster than Pot Roasts and serve just two to three people. Cook by simmering (or braising), on the stove top, or in the oven or slow cooker.

- 1. Season** steak. In hot lightly oiled skillet, brown all over. Add sliced vegetables (such as onion, sweet green pepper and garlic) if desired.
- 2. Add** enough liquid (such as canned soup or tomatoes, broth or red wine) to just cover beef.
- 3. Simmer**, covered, in 325°F oven or on stove top approximately 1½ hours or until tender. Serve with cooked rice, noodles or mashed potatoes.

SLOW-COOKER SIMMER: Season and brown Simmering Steak in skillet; place in slow cooker. Fry some sliced onion and minced garlic in the same skillet until lightly browned. Stir in a splash of red wine or broth, scraping up all the browned bits. Stir in half a can of condensed mushroom soup; pour over meat. Cover and slow-cook on LOW for 8 to 10 hours.

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

tip

For a constant simmer and less chance of scorching, use the oven to slow-simmer instead of the stove top.

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Barbecoa Beef Bites

2 lb (1 kg)	Blade or Cross Rib Simmering Steak
½ tsp	EACH salt, pepper and chili powder
1	can (540 mL) chopped stewed tomatoes
HALF	(38.5 g envelope) onion soup mix
1	large onion, sliced lengthwise
½ cup	barbecue sauce
HALF	(341 mL bottle) beer

1. Season steak all over with salt, pepper and chili powder. Brown in lightly oiled Dutch oven over medium-high heat. Meanwhile, combine tomatoes, soup mix, onion, barbecue sauce and beer (or ½ cup water). Pour over steak.

2. Cover and simmer in 325°F oven until fork-tender, about 1½ hours (OR in slow cooker on LOW for 6 to 8 hours).

3. Serve as "pulled beef" by shredding with 2 forks. Serve with sauce tucked into tacos or toasted flour tortillas if desired. **Makes 2 to 4 servings.**



ROASTING – REJOICE!

If you've never made roast beef before, you're in for a pleasant surprise – it's drop dead easy and oh so delicious! Whether it's a Pot Roast or Oven Roast - just follow our lead to your best roast beef ever.



Roasts Defined

Roast Beef refers to a cut that has a chunky shape – often like a cylinder or cube. Roasts are available in a size that suits you, from 1 lb (500 g) to roasts that are 10 lb or more. They range in tenderness so how you cook them can vary. There are 3 different ways to cook beef roasts. All three are super simple and totally tested!

Roasts Simplified

All Canadian roasts are sorted into 3 basic COOKING categories so you know what you're buying and how to cook it: OVEN ROAST, POT ROAST and ROTISSERIE ROAST.



OVEN ROASTS are typically the star of the banquet table – cooked to the doneness you choose and carved into thin slices and served with pan gravy. You can get great results using any Oven Roast with our totally tested low-temperature cooking instruction (next page).

PREMIUM OVEN ROASTS:

- Top Sirloin
- Tenderloin
- Strip Loin
- Prime Rib/Standing Rib
- Rib Eye

OVEN ROASTS:

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

POT ROASTS are a stew-style roast beef experience and a comfort food classic. You can make ahead or simmer Pot Roast while you work using the slow cooker or oven.

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

ROTTISERIE ROASTS are the summer barbecue option for roast beef – way easier to manage on the grill than several steaks. Rotisserie Roasts can be cooked with OR without a rotisserie. Barbecued roast beef is a great way to keep your kitchen cool when entertaining in summer.

ROTTISERIE ROASTS:

- Top Sirloin
- Outside Round
- Inside Round
- Cross Rib

PREMIUM ROTISSERIE ROASTS:

- Top Sirloin
- Prime Rib

How Much to Buy:

Butchers recommend you buy enough beef for generous servings or to allow for leftovers:

- Buy 6 to 8 oz (175 to 250 g) raw beef per person (boneless roast)
- Buy 12 oz (375 g) raw beef per person (bone-in roast)

Oven Roasts 1 2 3

Oven Roasts are so easy. They're ready to cook in a snap and once in the oven, they require no attention. Oven-roast these cuts at a low temperature to the doneness you like and carve into thin slices to serve.

1. Season roast and place in shallow roasting pan without water and lid. Insert ovenproof thermometer into centre of roast, avoiding fat or bone.

2. *Oven sear by placing uncovered roast in preheated 450°F oven for 10 minutes.

3. Reduce heat to 275°F. Cook to desired doneness, removing from oven when 5°F below finished temperature. (The thermometer is the best way to determine doneness.)

4. Cover loosely with foil and let rest for at least 15 minutes.

*Not around to turn it down? Skip Step 2 and roast at a constant 275°F. This is especially good for less tender cuts and smaller roasts (less than 1 kg/2 lb). Allow approximately 15% longer cook time.

PREMIUM OVEN ROASTS:

- Top Sirloin
- Tenderloin
- Strip Loin
- Prime Rib/
Standing Rib
- Rib Eye

OVEN ROASTS:

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

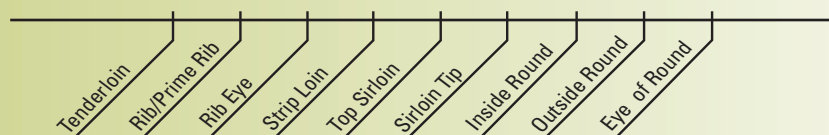
AVERAGE COOK TIMES (HOURS)

Weight (kg)	Medium-Rare 145°F (63°C)	Medium to Well-Done 160°F (71°C) or greater	Weight (lb)
1	1½ 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

BUTCHER'S GUIDE TO OVEN ROAST TENDERNESS

Very Tender

Less Tender



Oven Roast Beef with Simple Wine Sauce



JUST SCAN TO WATCH!

1. Rub an Oven Roast all over with coarse salt and pepper. Cook as directed (previous page). As cooked roast rests, make Simple Wine Sauce (below).

2. Carve roast across the grain into thin slices and serve with sauce.

SIMPLE WINE SAUCE:

- Skim off all but 2 tbsp fat from roasting pan and place pan over medium high heat. Add 6 to 8 **cloves garlic** (smashed) and 1 to 2 **shallots** (chopped) and sauté 1 to 2 minutes.
- Add 3 to 4 sprigs **thyme** and ½ cup **red wine** to pan, stirring to scrape up browned bits from bottom of pan; simmer until almost no wine remains.
- Meanwhile, in a small bowl, combine 1 tbsp **cornstarch** with ¼ cup **cold water** until smooth; set aside.
- Stir 2 cups **beef stock or broth** into roasting pan and simmer until reduced by half. Gradually stir in cornstarch mixture, cooking until sauce is slightly thickened. Makes 6 to 8 servings.

Oven roast tips

- A rack in the pan promotes even cooking.
- Roast without a lid for best browning.
- Use a thermometer to know when your Oven Roast is done the way you like it.
- Let roasts stand at least 15 minutes after cooking to let juices settle.
- Carve Oven Roasts in thin slices across the grain for best tenderness.

Pot Roasts

1 2 3

Pot Roasts give comfort. They slowly simmer in their own sauce unattended, providing good and hearty meals complete with vegetables and gravy. Slow cookers make these roasts a good fit for weekday dinners.

- 1. Season** roast. In lightly oiled Dutch oven or stockpot, brown roast all over using medium-high heat.
- 2. Add** 1 to 2 cups liquid such as red wine, broth, canned tomatoes or soup.
- 3. Cover and simmer** on stove top or in 325°F oven for 3 hours or until fork-tender (or simmer in slow cooker on LOW for 8 to 10 hours).
- 4. Add** chunks of vegetables for final 45 minutes, if desired. Skim fat from sauce and season to taste.

TIME SAVER: Browning Pot Roast before cooking helps to develop beef flavour BUT if pressed for time, you can skip this step without too much sacrifice.

tip

Cook a pot roast on Sunday to enjoy the next night. Just arrange slices of leftover cooked roast in the baking dish with the pan juices, cover and refrigerate. To reheat, cover pan with foil and heat in 325°F oven for 30 minutes or until hot.

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

Slow Cooker Greek Beef Pot Roast



JUST SCAN
TO WATCH!

3½ lb (1.75 kg)

1 tbsp
1¾ cups
½ cup
1 tbsp

Beef Pot Roast (e.g. Cross Rib or Blade)
vegetable oil
tomato pasta sauce
sliced pitted Greek Kalamata olives
dried oregano leaves

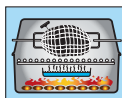
- 1. Brown** roast on all sides in hot oil in large skillet. Place in a 4 to 5 quart (4 to 5 L) slow cooker.
- 2. Combine** pasta sauce, olives and oregano; pour over roast in slow cooker and turn meat to coat well. Cover and cook on LOW for 8 to 10 hours.
- 3. Let** roast stand for 15 minutes or more; carve and serve with sauce. **Makes 8 servings.**

Oven Method: Brown roast in Dutch oven and add pasta sauce, olives and oregano. Cover with lid and cook in 325°F oven for 3 hours or until fork tender.

Rotisserie Roasts 1 2 3

Rotisserie Roasts are perfect for backyard barbecue gatherings – easy to manage on the grill and so simple to serve. Rotisserie roast or cook by indirect heat on the barbecue.

1. Place drip pan under grill; add ½ inch water to pan. Using medium-high heat, preheat barbecue to 400°F.



2. Insert spit rod lengthwise through centre of roast; secure with holding forks. Insert meat thermometer into middle of roast, avoiding spit rod. Discard marinade (if using).

3. Cook roast over drip pan in closed barbecue to desired doneness. Remove roast to cutting board; cover loosely with foil for 10 to 15 minutes before carving.

ROTISSERIE ROASTS:

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

PREMIUM ROTISSERIE ROASTS:

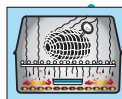
- Top Sirloin
- Prime Rib

For Top Sirloin or Prime Rib Rotisserie Roasts, simply season or marinate for 2 to 4 hours before cooking. For all other Rotisserie Roasts, marinate for 12 to 24 hours before cooking to improve tenderness.

To marinate: Pierce roast numerous times with long fork. Place in sealable freezer bag with 2 cups marinade, such as teriyaki sauce or Italian dressing; refrigerate.

No Rotisserie? No Problem.

Use Indirect Heat: Place drip pan under centre grate. Preheat barbecue to 400°F. Shut off middle burner. Place roast over unlit burner; cook in closed barbecue at constant heat.



AVERAGE COOK TIME

Rotisserie Roasting		Doneness (Internal temperature when removed from heat)	Indirect Heat	
min/kg	min/lb		min/kg	min/lb
42-47	20-22	Medium-rare (140°F / 60°C)	40-50	20-25
50-55	22-25	Medium (155°F / 68°C)	55-65	25-30
65	30	Well (165°F / 74°C)	75	35

Beer-Soaked Beef Rotisserie Roast



JUST SCAN
TO WATCH!

- 1½ cups beer (ale or lager)
 3 cloves garlic, minced
 ¾ cup ketchup
 ½ cup EACH balsamic vinegar and brown sugar
 3 tbsp EACH Dijon mustard and chili powder
 1 tbsp minced fresh rosemary
 4 lb (2 kg) **Beef Rotisserie Roast** (e.g. Sirloin Tip, Top Sirloin or Inside Round)

1. Combine all ingredients (except beef) in large sealable freezer bag. Pierce roast all over with a fork. Add roast to bag and refrigerate for 12 to 24 hours. Discard marinade.

2. To Cook on rotisserie: place drip pan with ½ inch water under grill. Using medium-high heat, preheat barbecue to 400°F. Insert spit rod lengthwise through centre of roast; secure with holding forks. Insert meat thermometer into middle of roast avoiding spit rod.

3. Cook at constant heat, in closed barbecue, to desired doneness: about 1½ to 2 hours, until thermometer reads 145°F for medium-rare; 155°F (68°C) for medium.

4. Remove roast to cutting board; cover with foil and let stand for 10 to 15 minutes. Carve into thin slices to serve. **Makes 10 to 12 servings.**

COOKING FAST FORWARD

Speedy beef that is built for speedy suppers – that's where Quick Cook Beef comes in. Ask for strips, kabobs and thin cut or fast-fry steaks at your meat counter.

Quick Cook Beef 1 2 3

Fast-fry Steaks are thin-cut and some come pre-tenderized at the store, so they're easy for kids to eat. Cook Fast-fry Steaks and Stir-fry Strips by pan-frying. Grill or broil Kabobs or Satay Strips.

FAST-FRY STEAKS OR STIR-FRY STRIPS

- 1. Season** steak or 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.
- 3. Remove** beef from pan. For steak, serve with steak sauce if desired. For stir-fry strips, add sliced vegetables to skillet and cook for 5 minutes. Add stir-fry sauce and cooked beef strips; heat through.

BEEF GRILLING KABOBS OR SATAY

- 1. Season** skewered beef kabobs or satay strips.
- 2. Grill or broil** using medium-high heat for 5 minutes per side until browned but slightly pink inside.
- 3. Serve** with dipping sauce, such as Thai peanut, if desired.

FAST-FRY STEAKS:

- Outside Round
- Inside Round
- Eye of Round
- Strip Loin
- Rib Eye
- Sirloin Tip

STIR FRY STRIPS, KABOBS OR SATAY:

- Top Sirloin
- Top Sirloin Grilling Cubes
- Eye of Round Strips for Satay

Glazed Beef Kabobs with Asian Eggplant



JUST SCAN TO WATCH!

¼ cup	EACH hoisin sauce, soy sauce and ketchup
1 tbsp	EACH maple syrup, minced fresh gingerroot and garlic
1 lb (500 g)	Beef Grilling Steak (e.g. Top Sirloin, Strip Loin, etc), 1-inch thick, cut into kabob cube pieces.
½ tsp	Chinese five-spice powder
3	Salt and pepper to taste
	small (mini) eggplants, sliced ½-inch thick
	Toasted sesame seeds (optional)

1. Combine hoisin, soy sauce, ketchup, maple syrup, gingerroot and garlic. Divide mixture into 2 equal portions - 1 portion to baste the meat and one to baste the eggplant.

2. Season beef cubes all over with Chinese five-spice powder and salt and pepper to taste; thread onto skewers. Grill over medium-high heat 6 to 8 minutes, turning at least twice for medium-rare doneness, basting with 1 portion of the sauce mixture near end of cooking. Discard any remaining meat basting sauce.

3. Meanwhile, place eggplant slices on grill in single layer. With clean basting brush, lightly baste upper side with the reserved eggplant basting sauce. Grill 2 minutes; turn and baste lightly. Cook 2 to 3 minutes until just softened; transfer to serving bowl and drizzle with any remaining eggplant basting sauce. Serve with beef kabobs, garnishing with sesame seeds (if desired). **Makes 4 servings.**

STEWING COMFORT!

Meat and veggies all together – a big batch of stew is great when you have the family together at the table.

Stewing Beef 1 2 3

Short Ribs and Stew Beef make delicious one-pot dinners. Slow-simmer on the stove top, in the oven or in a slow cooker.

1. Cut meat from bone into cubes if desired. Coat beef with a mixture of flour, salt and pepper; shake off excess. 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 in 325°F oven or on stove top for at least 1 hour or until fork-tender. Add chunks of vegetables and cook for 30 minutes longer or until vegetables are tender.

tip

• Lightly coating the beef cubes with flour before cooking is optional but it can increase the amount of browning and helps to thicken the broth.

• Browning the beef before simmering gives beef stew a rich colour and flavour. Brown beef in batches to avoid overcrowding the pan. Overcrowding will cause meat to steam rather than brown.

- Beef Short Ribs
- Blade
- Cross Rib
- Top Blade
- Bottom Blade Boneless
- Shoulder
- Brisket Boneless

Bulgogi-style Braised Beef with Baby Bok Choy



JUST SCAN TO WATCH!

3 lb (1.5 kg)

Beef Simmering Short Ribs or Blade Beef Stewing Cubes

3 tbsp
1

½ cup
¼ cup
3 tbsp
½ cup
2 tbsp
2 cups
1 tbsp

5

Salt and freshly ground pepper
sesame oil, divided
whole head of garlic, separated into cloves and peeled
soy sauce
packed brown sugar
minced fresh gingerroot
coarsely chopped green onions
rice vinegar or cider vinegar
water
cornstarch mixed with
1 tbsp cold water
baby Bok Choy, halved lengthwise

1. Season beef all over with salt and freshly ground pepper. Heat 2 tbsp oil over medium-high heat in Dutch oven or large heavy pot; add beef and brown all over.

2. Combine garlic, soy sauce, brown sugar, gingerroot, onion, vinegar and water in 4 cup bowl. Pour over beef; bring to a boil. Cover and transfer to 325°F oven; cook for 1½ to 2 hours, until meat is fork-tender.

3. Bok Choy: Heat remaining 1 tbsp sesame oil in large skillet over medium-high heat; add bok choy and sauté for 2 to 3 minutes, flipping occasionally. Add HALF of the cooking sauce and stir in HALF of the cornstarch mixture; cover and cook until simmering and sauce thickens slightly, about 3 minutes, stirring occasionally. Garnish with sesame seeds or cashews.

4. To serve, remove beef to platter; keep warm. Stir remaining cornstarch mixture into remaining cooking sauce; heat over high heat for 2 to 3 minutes, until bubbling and thickened slightly; spoon over beef. Portion beef and bok choy onto plates, along with steamed rice or noodles if desired. **Makes 4 to 6 servings**

GROUND BEEF GLORY!

Ground beef's got a lot going for it – the beef-flavour you love in a form that's fast and easy to cook, versatile and enjoyed by all. It's the #1 meal-maker with Canadian families.

The BIG ah-ha!

You may be surprised how the fat level in ground beef stacks up against other ground meats like chicken or turkey. All ground meats are designated on the label as **Extra Lean**, **Lean**, **Medium** or **Regular**, based on the maximum fat content. So Lean Ground Beef has the SAME maximum fat content as Lean Ground Turkey or Chicken. SO WHY SWITCH? Don't give up the beef flavour you love!

Leaders of the pack

For added convenience, buy ground beef in deep tray packs or chub (tube-like) packs (pictured here). Oxygen is removed from the package so beef keeps fresh longer. Nothing is added or done to the meat. Here's some of the advantages of these types of packs:

- **Longer freshness.** No need to use ground beef within a day of purchase! Store these packs in the refrigerator and use or freeze by the Expiry or Best Before date on pack.



- **Easy freeze.** Chub packs eliminate the need to overwrap before freezing. It's the same ground beef you normally buy, in an easy-to-store pack.
- **Less mess.** These packs are sealed so there are no leaks and less mess.

GROUND BEEF TYPE	BEST USE
EXTRA LEAN (10% maximum fat)	Great for flavour-packed recipes that you don't drain after cooking. Use in meat loaf or cabbage rolls.
LEAN (17% maximum fat)	Canada's No.1 grind is a good all-purpose choice. Use in all kinds of ground beef recipes.
MEDIUM (23% maximum fat) REGULAR (30% maximum fat)	Use for grilling, broiling, or pan-frying. When pan-frying, brown and drain to reduce fat before adding to your recipe. Use Medium in burgers and meatballs, and Regular or Medium in pasta sauces and casseroles.

Ground Beef 1 2 3

Good-for-you ground beef is perfect for families in the fast lane. It's so easy and quick to cook. Forever flexible, ground beef can be pan-fried for meat sauces and casseroles or shaped into burgers, meatballs and more.

Colour Confusion

Ground beef colour is variable and not a good indicator of freshness. For example, ground beef will be dark purple until it meets oxygen. That's why ground beef in the centre of a pack won't match its cherry-red surface colour.



Big Chill

- Refrigerate ground beef within 1 to 2 hours of purchase.
- Refrigerate at 40°F (4°C) or lower, on bottom shelf to avoid dripping onto other foods.
- Thaw in the fridge, allowing 12 to 15 hours per pound OR thaw in the microwave, cooking immediately after thawing.

Come Clean

- Wash your hands with soap and water before and after handling raw meat.
- Use separate dishes and utensils for raw meat, cooked meat and other foods.
- Use clean utensils and plates when switching between cooked or raw ground beef.

Clever Cook

- Cook all ground beef thoroughly to an internal temperature of 160°F (71°C). Test temperatures with a digital instant-read thermometer. **Never eat ground beef rare.**

SIMPLY COOKED GROUND BEEF

- 1. Cook** ground beef in nonstick skillet over medium-high heat for 8 to 10 minutes, breaking into small chunks with back of spoon or potato masher while cooking. Cook thoroughly, until browned throughout.



- 2. Drain.**

- 3. Add** to pasta sauce, soups or use in chili, casseroles and taco recipes. Seasoning to taste.

FABULOUS FORMATIONS

Combine all ingredients for this basic recipe to make 1 meat loaf, about 4 burgers or 30 meatballs.

- | | |
|--------------|--|
| 1 lb (500 g) | Ground Beef |
| ¼ cup | EACH dry bread crumbs and minced onion |
| 1 | egg, lightly beaten |
| 1 tbsp | Worcestershire sauce |
| | Salt and pepper |

JUST-RIGHT BURGERS

Cook patties that are ¾-inch thick using medium-high heat on lightly oiled grill or skillet for 10 to 14 min turning twice or more, testing each patty for doneness as shown. *"Burgers done at 71!"*



EASY-COOKING BAKED MEATBALLS

Bake 1-inch meatballs on lightly oiled parchment or foil-lined baking sheet in 375°F oven for 15 to 20 minutes, testing doneness of several meatballs as shown.



SO-SIMPLE SQUARE MEATBALLS

Line baking sheet with foil and lightly oil. Shape beef mixture into a 7-inch square, about ½-inch thick. Cut into 25 squares; do not separate. Bake as directed above. Separate into individual meatballs.



MEATLOAF MASTERY

Use 1½ lb (750 g) ground beef and add ¼ cup ketchup to the mix. Form into loaf shape and top with more ketchup or barbecue sauce. Bake in 325°F oven for 55 to 70 minutes, testing doneness as shown. Cook to 160°F (71°C).



COOK UP CONVENIENCE

When you buy bulk packs of ground beef, cook up **Big Batch Beef** to stash in the freezer. Use by adding a scoop or two into your favourite pasta sauce, chili or casserole. Dinner just got easier!

BIG BATCH BEEF

4 lb (2 kg) **Ground Beef**
4 EACH onions and cloves garlic, minced
Diced sweet red pepper or shredded carrot (optional)

1. Cook ground beef in large deep skillet or Dutch oven using medium-high heat for 9 to 10 minutes, breaking into small chunks with back of spoon, until browned and completely cooked. Drain. Return to pot and add onion, garlic and optional vegetables; simmer for 12 to 15 minutes until vegetables are softened.

2. Spread mixture in single layer on several foil-lined baking trays; cover loosely with plastic wrap and freeze just until meat is firm (about 1 hour).

3. Loosen frozen beef into small chunks; scoop meal-sized portions into freezer bags or sealable containers. Freeze for up to 3 months. **Makes 10 cups.**



Speedy Tex-Mex Chili

1 can (796 mL) diced tomatoes, drained
2 cups frozen Tex Mex **Big Batch Beef** (see next page)
2 cans (540 mL) kidney or black beans, drained and rinsed
Sliced green onion
2 small flour tortilla

Combine ingredients in saucepan. Simmer over medium heat, stirring occasionally, for 15 minutes or until heated through. **Makes 7 servings.**

BIG BATCH: TEX-MEX VERSION



BIG BATCH BEEF



Big Batch: Tex-Mex Version

4 lb (2 kg) **Lean Ground Beef**
4 tbsp chili powder
2 tsp EACH ground cumin, salt, paprika and ground coriander
½ tsp cayenne pepper
2 sweet red bell peppers, finely chopped
2 small onions, finely chopped
2 cups corn, frozen or canned

1. Cook ground beef and spices in Dutch oven over medium-high heat for 9 to 10 minutes, breaking into small chunks with back of spoon, until browned and completely cooked. Drain well, and return to pot.

2. Add sweet peppers and onions; simmer for 8 to 10 minutes until vegetables are softened. Add corn and heat through 1 to 2 minutes.

3. Spread mixture in a single layer on several foil or parchment paper-lined baking trays; freeze just until meat is firm, about 1 hour.

4. Loosen beef mixture into chunks; scoop meal-sized portions into freezer bags. Freeze for up to 3 months. **Makes 16 cups.**

VEAL Appeal



Veal has a rich heritage in global cuisines with recipes passed down from generations. Veal Parmigiana, Veal Marsala, Osso Buco and more – these are just some of the classic dishes that start off with quality Canadian Veal. In demand around the world, Canadian Veal offers many tasty possibilities that are waiting to be discovered. Here are some tips and recipes to help you on your culinary journey.

Buying Canadian Veal

In Canada, you have the choice of buying either grain-fed veal or milk-fed veal, both with its own distinct flavour and texture. Grain-fed veal is a darker pink meat and offers a mild beef flavour. Milk-fed veal is a light pink colour and has a very subtle taste. Both grain-fed and milk-fed veal work well with a variety of seasonings.

Veal Nutrient Facts

Low in saturated fat, high in iron, zinc and vitamin B₁₂, Canadian veal is a delicious, lean and nutrient packed protein that fits well within a healthy diet and lifestyle. All veal cuts are considered extra-lean with 7.5 g of fat or less per 100 g portion that's just the size of your palm.

Cooking Canadian Veal

As with beef, choose from chops (steaks), cutlets, roasts, simmering shanks, minced and more, Canadian veal offers a cut to fit many types of meals.

Because veal is so lean, careful cooking is the key to success. Most tender cuts of veal are best cooked by dry heat including pan frying, broiling or grilling or for roasts, oven roasting. Less tender cuts of veal should be cooked slowly in moist heat by braising or pot roasting – cooking in a liquid.

Look for veal with a fine grain. Unlike beef, veal is not marbled. This is because veal comes from dairy cattle breeds so the fat is found on the outside trim of the meat. The tenderness of veal comes from its inherent moisture, so be careful to not over-cook.

Nonna's Meatballs

½ lb (250 g) EACH lean ground beef and veal
1 cup fresh bread crumbs
1 egg
2 tbsp finely chopped Italian parsley
2 tbsp grated Parmesan cheese
1 clove garlic, minced
½ tsp salt
Pinch of hot pepper flakes
Pasta sauce (homemade or jarred)

- 1. Preheat** oven to 350°F (180°C). Line a baking sheet with foil.
- 2. Mix** together in a large bowl, pork, veal, bread crumbs, egg, parsley, Parmesan, garlic, salt and red pepper flakes until well combined. Using wet hands roll meat mixture into 1-inch (2.5 cm) balls. Place on a prepared sheet.
- 3. Bake** in oven for about 12 minutes or until no longer pink inside, but not browned.
- 4. Meanwhile**, heat pasta sauce over medium heat. Add meatballs to sauce and boil gently for about 10 minutes. Serve with pasta or in a bun. *Makes 24 meatballs.*



Photography by: Jonathan Bielaski

Courtesy of Emily Richards, from her book *Per La Famiglia: Memories and Recipes of Southern Italian Home Cooking*

Veal Parmigiana



JUST SCAN
TO WATCH!

½ cup bread crumbs
 ½ cup Parmesan cheese, grated
 1 lb (500 g) **veal scaloppini or cutlets**
 2 tbsp flour, seasoned with salt and pepper to taste
 1 egg, beaten
 2 tbsp oil
 1 cup spaghetti or tomato sauce
 pinch EACH dried thyme and cayenne
 ½ cup grated mozzarella cheese

1. Combine bread crumbs and Parmesan cheese. Using a meat mallet, pound veal slices between two pieces of plastic wrap to flatten. Coat veal slices in seasoned flour; then beaten egg; then bread crumbs/Parmesan mixture.

2. Heat oil in a non-stick skillet, over medium high heat. In batches, add veal slices and sauté for 3 to 4 minutes per side, until browned and veal is cooked through. Do not overcook. Remove to serving dish to keep warm.

3. Add tomato sauce to skillet with thyme and cayenne. Heat to boiling and simmer 5 minutes.

4. Serve over veal slices, sprinkling tops with mozzarella cheese. *Makes 4 servings.*

Palermo Style (Sicilian) Veal Chops

4 Veal Chops
 1 tsp EACH salt and ground pepper

MARINADE:

½ cup EACH extra virgin olive oil and lemon juice

BREADCRUMB MIXTURE:

1 cup bread crumbs

2 tbsp EACH minced capers and chopped parsley

1 tbsp minced garlic

¼ cup grated Parmesan cheese

1 tsp dried oregano

½ cup + 1 tbsp extra virgin olive oil

1. Arrange chops in large casserole dish or bowl. Sprinkle with salt and pepper. Combine olive oil and lemon juice and pour over chops; set aside.

2. Combine breadcrumbs, capers, parsley, garlic, cheese and oregano. Mix in ½ cup olive oil. Remove chops from the marinade and bread with breadcrumb mixture.

3. Preheat oven to 350° F (180° C). Heat remaining tablespoon of olive oil in large nonstick skillet to medium-high; brown chops on both sides, about 1 minute per side. Place chops on baking sheet lined with parchment paper. Finish cooking chops in oven for 7 to 10 minutes, until instant read thermometer inserted sideways into chops reads 160° F (71° C) for medium doneness.

Makes 4 servings.



CANADIAN CATTLE HAVE HIDDEN TALENTS

Beef cattle have an important role to play in maintaining healthy grassland ecosystems.

The environmental benefits cattle provide is a powerful untold story that needs to be herd (pun intended). There's a secret life to cattle that doesn't tend to make the headlines...

Cattle keep grasslands going

Don't take grass for granted. Canada's pasture and prairie store up to 1.5 billion tons of carbon, equal to the emissions from 3.62 million cars annually. Cultivation of grasslands can lead to a 30-35% loss of soil organic carbon.

Cattle are key to healthy soil

Healthy soil is the secret to life. Cattle sustain soil with nutrients from manure for healthy grass. Healthy grass = ground cover protection from blazing sun and pounding rains. Cattle are the ultimate manure spreaders. No bull.

Cattle help birds

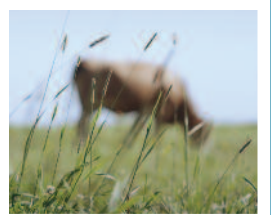
In Canada, cattle maintain 68% of the wildlife habitat capacity that comes from our agricultural lands. Many bird species would lose their habitat to overgrowth without cattle grazing. Keep calm. Graze on.

Cattle are "upcyclers"

Cattle do amazing things - they eat and digest grasses and crop-by-products that we can't eat, turning them into one of nature's most powerful proteins.

Cattle are a strong fit with Canada's pasture and prairie ecosystems. With 74% of Canada's native grasslands already lost to cultivation, grazing cattle are key to preserving these important spaces.

For more information on how #beefbelongs, visit: canadabeef.ca/whycanadianbeef



Ducks Unlimited
Canada



BIRD STUDIES
ÉTUDES D'OISEAUX CANADA