

Strong on nutrients.

Canadian beef is brimming with **14 ESSENTIAL** nutrients including Iron, a factor in normal growth and development. And trimmed of fat, beef is another great lean choice as part of a healthy diet.

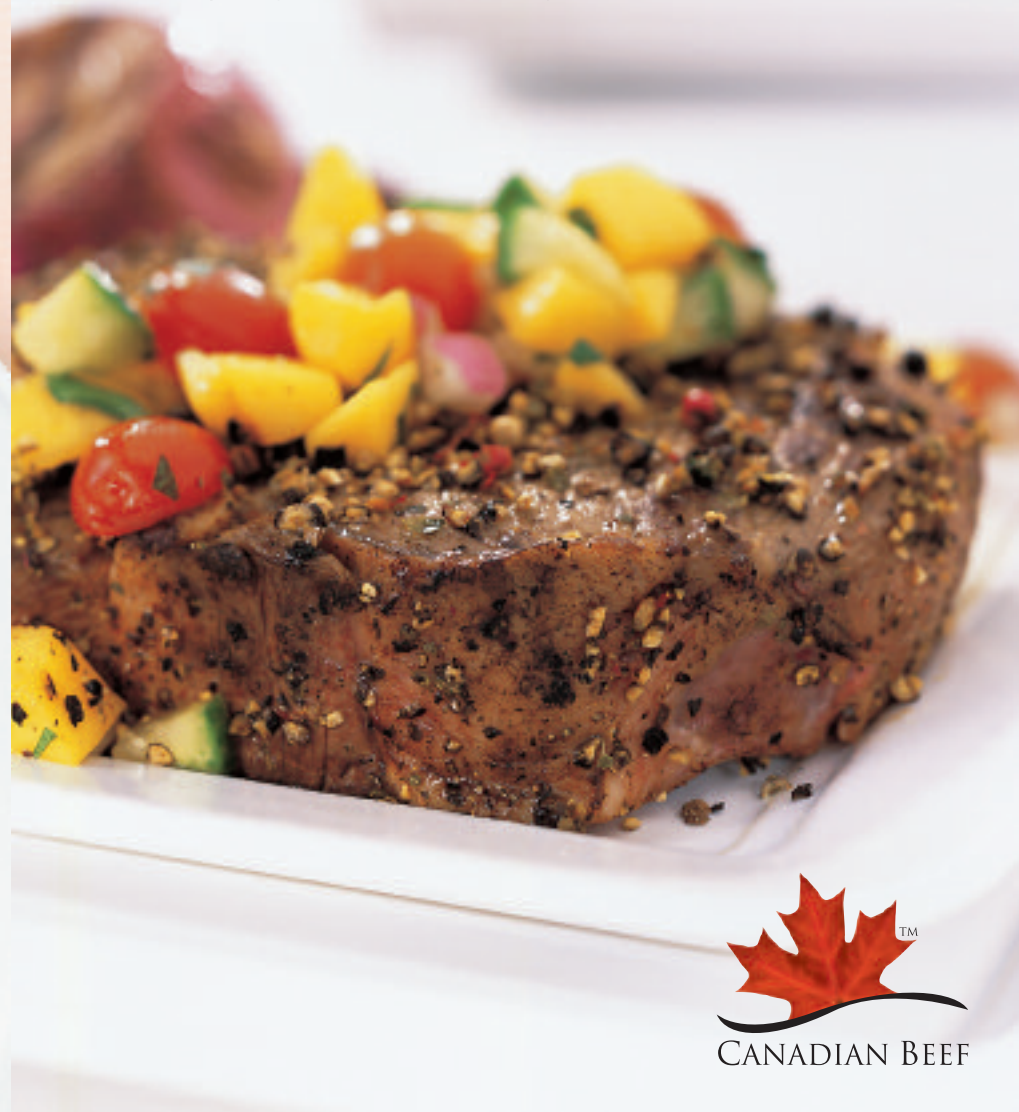
For more information and recipes, visit beefinfo.org



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* Per 100 gram raw lean beef, trimmed of external fat (composite of 26 cuts): 162 Calories, 21 g protein, 7.8 g fat, 0 g carbohydrate
% Daily Value potassium 9% DV, iron 15% DV, vitamin D 10% DV, thiamine 10% DV, riboflavin 15% DV, niacin 45% DV, vitamin B₆ 15% DV, vitamin B₁₂ 110% DV, pantothenate 10% DV, phosphorus 15% DV, magnesium 10% DV, zinc 60% DV, selenium 40% DV

Beef 101

Buying and cooking Canadian beef



Canadian Beef – Best!

*There are so many choices available when buying **Canadian Beef** – and that's a good thing!*

But sorting through the options can be a bit unnerving. We're here to help.

*With our handy purchase tips and easy **totally tested** cooking instructions, you'll have just what you need to make and enjoy **Canadian beef at its best!***

When you're buying beef, start with the end in mind. Consider your craving and the time you have to prepare and cook. Do you want leftovers or not? Read the labels on pack to help with your pick.

Name Game

Each label bears the name of the cut PLUS the basic cooking instruction – built right into the name. The need for speed makes a Mini **Quick Roast** the best match while a weekend comfort food craving calls for slowly cooked **Short Rib Pot Roast**.

This Name Game makes it easy to know how to swap one cut for another too. Can't find a **Strip Loin Grilling Steak**? Then a **Rib Eye Grilling Steak** will work just fine.



Brand-name Beef

A brand name on the pack is a signal of quality and consistency. For beef, each brand will set specific standards for things such as the length of aging and amount of marbling. Buying a brand of beef helps you enjoy the same flavour, tenderness and juiciness, time after time.

Reason to Smile

All Canadian beef is brimming with 14 ESSENTIAL nutrients, including iron, zinc, vitamin D and all five B-complex vitamins PLUS protein.

All varieties of Lean and Extra Lean Ground Beef PLUS EIGHT cuts of beef qualify for the Heart and Stroke Foundation of Canada's Health Check™ program.



Look for the Health Check™ symbol throughout this booklet to identify Health Check™ qualified lean beef (cuts trimmed of external fat, 0-inch trim).

*The Heart and Stroke Foundation's registered dietitians have reviewed lean beef cuts plus lean/extra lean ground beef to ensure they meet the specific nutrient criteria developed by the Health Check™ program based on the recommendations in Canada's Food Guide. A fee is paid by each participating company to help cover the cost of this voluntary, not-for-profit program. See healthcheck.org

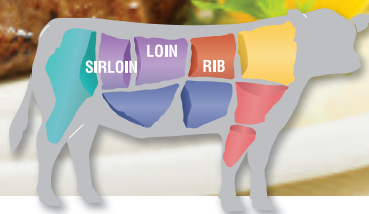
Beef Basics

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

Marbling can enhance beef juiciness and flavour. It refers to the amount of fine white flecks of fat that you can see running through the lean beef. The amount of marbling helps determine the grade of beef.

Grading is a quality designation based on several characteristics, including marbling. The top Canadian Grade is **Canada Prime**, found mainly at fine restaurants. In stores, **Canada AAA** is the premium grade, with the most marbling, followed by **Canada AA** and **Canada A**.

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



- Sirloin Tip
 - Inside Round
 - Eye of Round
 - Outside Round
 - Flank
 - Skirt
- ALSO**
- Beef Marinating Cubes and Strips



Grilling Steaks & Medallions

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/medallion.
2. **Grill, broil or pan-fry** using medium-high heat, turning only once with tongs.
3. **Cook** to desired doneness:

Average Cook Time			
Thickness	MINUTES PER SIDE		
	Med-Rare 145°F (63°C)	Medium 160°F (71°C)	Well 170°F (77°C)
1/2 - 3/4 inch (1-2 cm)	3-4	4-5	5-6
1 inch (2.5 cm)	5-6	6-7	7-9
1 1/2 inches (4 cm)	9-10	10-14	15-18
2 inches (5 cm)	11-14	14-18	18-22

Note: For improved tenderness, Bottom Sirloin Tri-Tip and Top Sirloin Steaks are best marinated 8 to 24 hours before grilling.



Health Check™ Qualified Options:
Top Sirloin, Strip Loin, Inside Round, Eye of Round, Outside Round, Flank

HAVE YOU TRIED?
Grilling and Marinating Medallions – thick cut steaks that are individually sized and easy to grill just right without overcooking.

- ALTERNATIVE NAMES**
- Top Sirloin = Culotte, Centre Cut Sirloin, Cap
 - Strip Loin = New York Strip, Shell, Strip, Entrecôte, Delmonico, Club, Top Loin
 - Rib Eye = Delmonico, Spencer, Market, Entrecôte
 - Tenderloin = Filet de Boeuf, Filet, Filet Mignon

Marinating Steaks & Medallions

Marinating Steaks mean marvellous. Take the time to maximize tenderness by marinating for 8 to 12 hours. Cook by grilling, broiling or pan-frying.

1. **Pierce** steak or medallions all over with fork.
2. **Place** in sealable freezer bag with 1 cup (250 mL) marinade (such as teriyaki sauce or salad dressing); refrigerate for 8 to 12 hours.
3. **Discard** marinade. Grill, broil or pan-fry using medium-high heat, turning only once with tongs. Best cooked only to medium.

Average Cook Time		
Thickness	MINUTES PER SIDE	
	Med-Rare 145°F (63°C)	Medium 160°F (71°C)
1/2 - 3/4 inch (1-2 cm)	3-4	4-5
1 inch (2.5 cm)	5-6	6-7
1 1/2 inches (4 cm)	9-10	10-14
2 inches (5 cm)	11-14	14-18



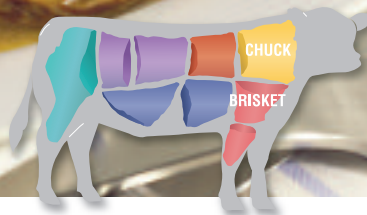
Health Check™ Qualified Options:
Sirloin Tip, Inside Round, Eye of Round, Outside Round, Flank

- MARINATING CUBES AND STRIPS**
1. **Combine** 1/2 cup (125 mL) marinade PLUS 2 tbsp (30 mL) cornstarch.
 2. **Add** 1 lb (500 g) beef cubes/strips; refrigerate for 30 minutes.
 3. **FOR CUBES:** Discard marinade; thread onto skewers. Grill or broil for 4 to 5 minutes per side or until browned but pink inside. **FOR STRIPS:** Reserve marinade; cook strips using medium-high heat in hot lightly oiled nonstick skillet; remove from pan. Add stir-fry vegetables to pan and cook for 5 minutes. Add reserved marinade and meat; heat until sauce comes to boil and thickens.

- ALTERNATIVE NAMES**
- Inside Round = Top Round, London Broil
 - Flank = London Broil, Flank Steak Filet
 - Skirt = Fajita steak



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



Simmering Steaks & Strips

Simmering Steaks are steaks served stew-style – they cook faster than Pot Roasts, serving just 2 to 3 people. Cook by simmering (or braising), on the stove top, in the oven or slow cooker.

1. **Season** steak/strips. 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 (160°C) oven or on stove top approximately 1-1/4 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; slow-cook on Low for 8 to 10 hours.

ALTERNATIVE NAMES

- Cross Rib = Shoulder; Clod, Chuck Shoulder
- Top Blade = Flat Iron, Top Chuck, Chuck Mock Tender; Chuck Eye, Chuck Arm

COOK'S NOTES

Simmer beef in the oven rather than on the stove for constant simmer with less chance of scorching.

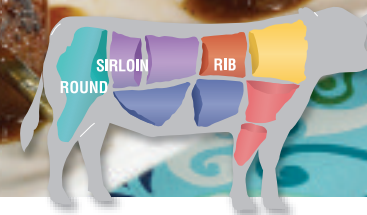


FASY-FRY STEAKS:

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

BEEF STIR-FRY STRIPS, KABOBS/SATAY:

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



Quick Serve Beef

Speedy beef built for speedy suppers – that's where Quick Serve Beef cuts come in. Fast-fry Steaks are thin-cut and come blade-tenderized so they're easy for kids to eat. Cook Fast-fry Steaks and Stir-fry Strips by pan-frying. Grill or broil Kabobs/Satay Strips.

FAST-FRY STEAKS/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.
3. **Remove** 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.

COOK'S NOTES

Quick-serve Beef is best cooked only to medium, not well-done.

BEEF GRILLING KABOBS/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.

ALTERNATIVE NAMES FOR FAST-FRY STEAKS:

Minute Steak, Sandwich Steak, Swiss Steak, Delicaded/Mechanically Tenderized Steak



Health Check™ Qualified Options:
Cross Rib, Cross Rib Boneless



Health Check™ Qualified Options: **Fast-Fry Steaks:** Inside Round, Outside Round, Eye of Round, Strip Loin, Sirloin Tip **Stir-Fry Strips, Kabobs/Satay:** Top Sirloin Stir-Fry Strips, Top Sirloin Grilling Cubes, Eye of Round Strips for Satay

Oven Roasts

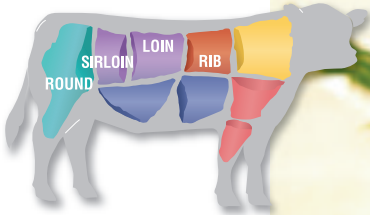
Crowd pleasing Oven Roasts are so easy. They're ready to cook in a snap and once in the oven, they require no attention. Oven-roast these cuts slowly to the doneness you like and carve into thin slices to serve.

PREMIUM OVEN ROASTS:

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

OVEN ROASTS:

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



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 (230°C) oven **for 10 minutes**.
3. **Reduce** heat to 275°F (140°C). Cook to desired doneness, removing from oven when 5°F (3°C) below finished temperature. (Cook Times are estimates only. The thermometer is the best way to determine doneness.)
3. **Remove** from oven, 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 (140°C). This is especially good for less tender cuts and smaller roasts (less than 1 kg/2 lb). Allow approximately 15% longer cook time.



Health Check™ Qualified Options: Premium Oven Roasts: Top Sirloin, Strip Loin
Oven Roasts: Sirloin Tip, Eye of Round, Outside Round, Inside Round



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	1-3/4 to 2-1/4	2 to 2-1/2	2
1.5	2 to 2-1/2	2-1/4 to 2-3/4	3
2	2-1/4 to 2-3/4	2-1/2 to 3	4
2.5	2-1/2 to 3	2-3/4 to 3-1/4	5.5



Mini Quick Roasts

Mini Quick Roasts are perfect for small families. Cut from traditional oven roasts to weigh 1 lb (500 g) or less, they evenly cook to medium-rare in just 50 minutes. Cook by oven roasting.

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

IS IT DONEYET?

Use a food thermometer to know for sure.

- Oven-proof thermometers (A) and (C) stay in the meat while it cooks and are good for roasts and meat loaves.
- Use an instant-read thermometer (B) for steaks and burgers. Digital versions are the best, inserting into the meat towards the end of cooking. Once thermometer stem is inserted, take a reading after about 20 seconds.

 **Health Check™ Qualified Options:** **Quick Roasts:** Sirloin Tip, Eye of Round, Outside Round, Inside Round **Premium Quick Roasts:** Top Sirloin, Strip Loin



Rotisserie Roasts

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.

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 (500 mL) teriyaki sauce or Italian dressing; refrigerate.

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

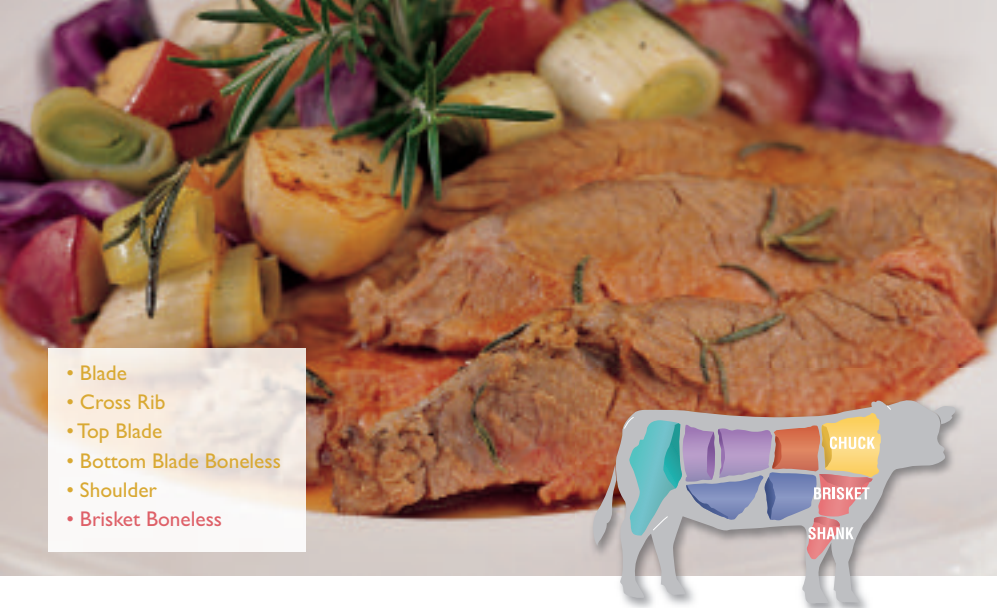
 **Health Check™ Qualified Options:**
Rotisserie Roasts: Sirloin Tip, Outside Round, Inside Round, Cross Rib
Premium Rotisserie Roasts: Top Sirloin

- Place** drip pan under grill; add 1/2 inch (1 cm) water to pan. Using medium-high heat, preheat barbecue to 400°F (200°C).
- 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).
- 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.

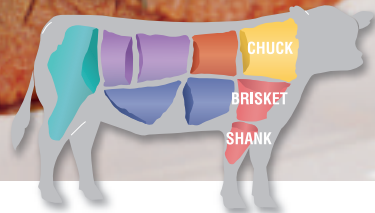
No Rotisserie? No Problem.

Use indirect heat to roast: place roast on grill over drip pan on one side of barbecue. Turn heat off just under the roast. Cook in closed barbecue at constant 400°F (200°C) heat.





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



Pot Roasts

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

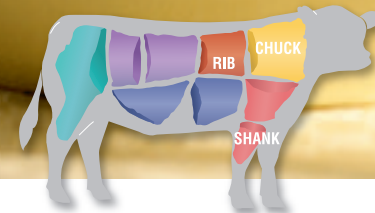
1. **Heat** 2 tbsp (30 mL) vegetable oil in Dutch oven or heavy stockpot over medium-high heat. Season roast; brown all over in hot oil. Remove roast; set aside. Add 1 cup (250 mL) diced vegetables, such as carrot, onion and garlic. Cook until lightly browned, adding more oil if necessary.
2. **Stir** in 1 to 2 cups (250 to 500 mL) liquid, such as red wine, broth, canned tomatoes or tomato or mushroom soup, stirring up browned bits. Return roast to pot.
3. **Simmer**, covered tightly, in 325°F (160°C) oven or on stove over low heat for about 3 hours or until fork-tender. Add 3 cups (750 mL) vegetable chunks during final 45 minutes, if desired. Skim fat from sauce and season to taste.

COOK'S NOTES

Cook a pot roast on Sunday to enjoy the next night. Just arrange thin slices of leftover cooked roast in the roasting pan with the pan juices, cover and refrigerate. To reheat, cover pan with foil and heat in 325°F (160°C) oven for 30 minutes or until hot.



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



Stewing Beef

Caribbean, African, French or Canadian – whatever the cultural flavour, Stew makes for delicious one-pot dinners. Slow simmer on stove-top, or in the oven or slow cooker.

1. **Cut** meat from bone into cubes if necessary. Coat beef with a mixture of flour, salt and pepper; shake off excess flour. 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 tightly, in 325°F (160°C) 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.

COOK'S NOTES




- 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.



Health Check™ Qualified Options:
Cross Rib

Ground Beef

Good-for-you ground beef is perfect for families in the fast lane. It's so easy and quick to cook, and ALL types of Lean and Extra Lean Ground Beef are Health Check™ qualified. Forever flexible, ground beef can be pan-fried for meat sauces and casseroles or shaped into burgers, meatballs and more family favourites.

Ground Beef Type	Best Use
 Ground Sirloin, Ground Round and Ground Chuck	All lean or extra lean, these varieties have unique beef flavour, depending on the cut used. Use in recipes where beef flavour is the feature.
 Extra Lean	Great for flavour-packed recipes that you don't drain after cooking. Use in meat loaf or cabbage rolls .
 Lean	Canada's No. 1 grind is a good all-purpose choice. Use in all kinds of ground beef recipes.
Medium and Regular	Use for grilling, broiling, or pan-frying. When pan-frying, brown and drain to reduce fat before adding into your recipe. Use Medium in burgers and meatballs, and Regular or Medium in pasta sauces and casseroles.

SIMPLY COOKED GROUND BEEF

- Cook** ground beef in non-stick 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 and until browned.
- Drain.**
- Add** to pasta sauce, chili, casserole, taco and soup recipes, seasoning to taste.

Always cook ground beef thoroughly – never eat ground beef rare.



HAVE YOU TRIED?
Make steak flavour the feature.
Look for **Ground Sirloin, Chuck or Round** at Canadian grocers and restaurants too. Pick up a pack of these premium ground beef selections and cook up signature burgers and ground beef dishes.



FABULOUS FORMATIONS

Use a light hand when combining ingredients and shaping meat, for the most tender, moist results. This basic recipe makes 4 burgers, about 30 meatballs or 1 meat loaf.

1 lb (500 g)

1/4 cup (50 mL)

1

1 tbsp (15 mL)

Ground Beef

EACH dry bread crumbs and minced onion
egg, lightly beaten
Worcestershire sauce
Salt and pepper

JUST-RIGHT BURGERS

Cook 3/4-inch (2 cm) thick patties using medium-high heat on lightly oiled grill or skillet for 5 to 7 minutes per side, testing doneness with a digital instant read thermometer inserted sideways into centre of each patty. Burgers are completely cooked when thermometer reads 160°F (71°C). **Burgers done at 71!**



EASY-COOKING BAKED MEATBALLS

Bake 1 inch (2.5 cm) meatballs on parchment paper or foil-lined baking sheet in 375°F (190°C) oven for 15 to 20 minutes until digital instant-read thermometer inserted into the centre of several meatballs reads 160°F (71°C).



MEAT LOAF MASTER

Increase ground beef to 1-1/2 lb (750 g) and add 1/4 cup (50 mL) ketchup to the mix. Place loaf in a lightly oiled 9 x 5-inch (2 L) pan and top with more ketchup. Bake in 325°F (160°C) oven for 55 to 70 minutes until digital instant-read thermometer inserted into centre of loaf reads 160°F (71°C).

