



Our pledge. Our practice.

We make our living from the land each and every day.
It's what we do in the present and for the future.

We are committed to this way of life—day and night,
rain or shine.

We take our responsibilities seriously, caring for
our cattle and the natural resources.

We stand behind our beef. Beef is a powerful,
good food that we and our families and friends
all enjoy. We can't wait to share it with you.

Carman and Donna Jackson
www.facebook.com/HighBluffStockFarm



PHOTO CREDIT: Manitoba Canola Growers

Let's get social!

Join the conversation at Canada Beef
at beefinfo.org. Just scan to go now.



THE Roundup

THE GUIDE TO **BUYING, COOKING & ENJOYING** CANADIAN BEEF



Real. Authentic. Canadian Beef.



Welcome to my world. I'm proud to be a part of Canadian beef – one of the many across this country who commit to bringing good food to your table. It's a noble cause, to feed the planet – a responsibility that I don't take lightly. It's at the very heart of who I am and what my family is all about. It's a labour of love and an honest way to make a living, all rolled into one.

Sheldon Kyle, Kenray Ranch, @kenrayRanch

Real. Authentic. Canadian Beef.
beefinfo.org



THE  CANADIAN BEEF
Roundup
WHAT'S INSIDE:

4 Buying Canadian Beef

Choices are just what you get with Canadian beef! Our buying tips help you get just what you need.

8 Beef's Benefits

Never underestimate Canadian beef. Here's just what it can do for you – and myth busting too.

10 Top Reasons to Love Canadian Beef

Here are just a few of the reasons why Canadian beef is a real nutritional powerhouse.

12 Clever Cooking

See how to cook all the cuts Canadian beef has to offer with recipes and video Cooking Lessons, too.

BUYING CANADIAN BEEF

PART ONE



Go Home (grown)

Canadian beef comes from cattle born and raised right here at home, in each and every province. Our cattle feed on grass and forage for the most part. A blend of grains such as barley, wheat or corn is mixed in as cattle reach maturity. It's the Canadian cattle breeds and feeds that help to give Canadian beef the taste and tenderness you've come to expect.



LOOK FOR THIS SYMBOL as your assurance of some of the best beef in the world. It's the value that comes with that single maple leaf.

MAKING THE GRADE

Typically, the best in beef is given an 'A' GRADE or quality designation as an indicator of just how good it's going to get!



Just as in hockey, look for **Canada AAA** as the top in the league, followed by **double A (AA)** and then **single A** (you know it's Canadian beef when they do the grading by eh's!). **Canada Prime**, is the best of the best, found mainly on restaurant menus.

The Name Game

Look for beef cuts to be organized in-store by Cooking Category. This means each cut bears the cooking method as its middle name. So... a Sirloin Tip Marinating Steak should be marinated (of course).

This Name Game makes it easy 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.



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

no 1 AGING

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.**

no 2 MARBLING

Marbling and flavour both get a boost with grain as part of the feed mix as cattle mature. It's part of the quality difference you get with Canadian beef!

no 3 ASSURANCE

The Canadian beef you buy in-store is federally or provincially inspected for safety - no compromises here! Our commitment to rigorous food safety systems work to win confidence at home and abroad.

Joyce Parslow
Beef geek
@CDNbeefrecipes

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

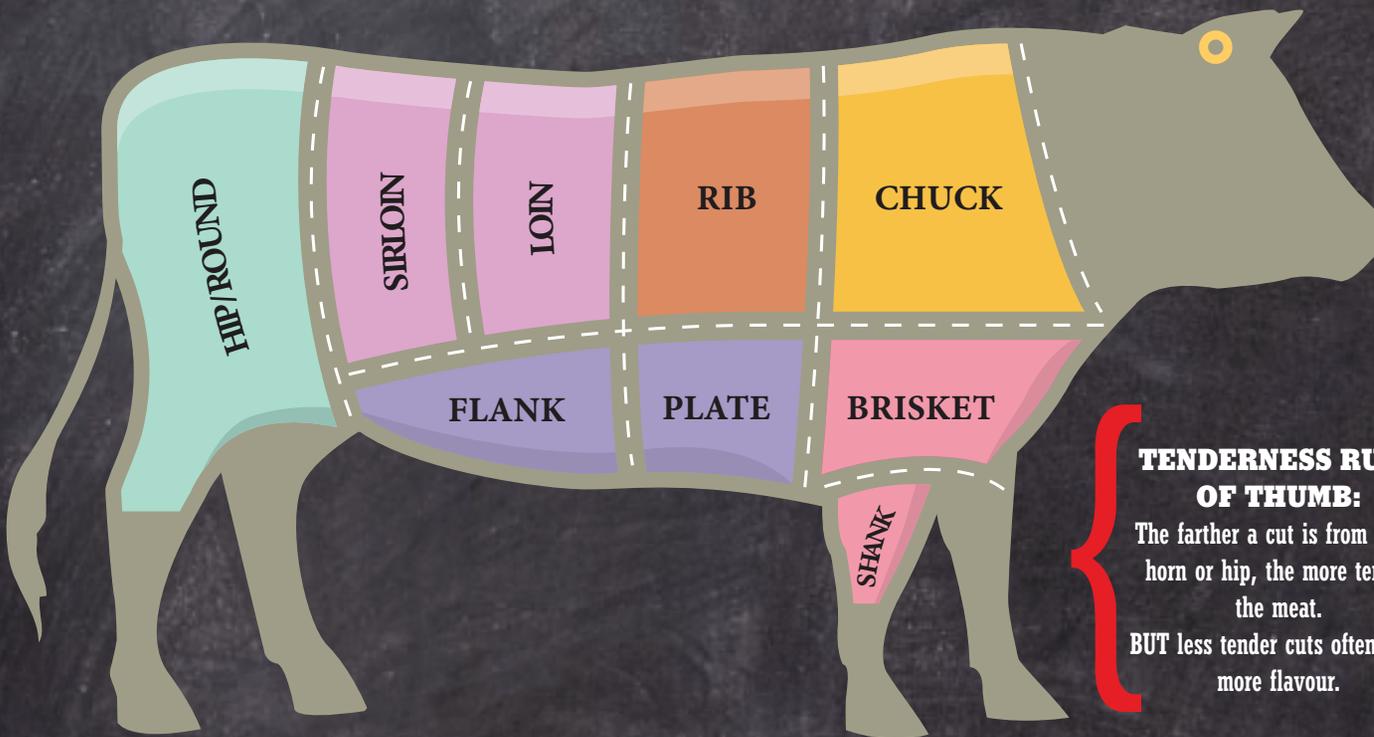
Canadian Beef's a superhero when it comes to meal planning - with cuts that simmer for hours and others that are ready in minutes. Whatever your schedule, beef has a solution – flip through these pages to see how BEEF WORKS for you.

BUYING CANADIAN BEEF

PART TWO

Cuts by Colour

Colour-coding helps you see where the main beef cuts come from. Most cuts come in the shape of a roast or steak. 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.

SOME HELPFUL QUESTIONS TO ASK YOURSELF BEFORE YOU BUY:

askanexpert@CDNbeef

- ✓ **How much prep time do I have?** Oven Roasts and Grilling Steaks are speedy to prep - just season and cook.
- ✓ **How much cooking time do I have?** Grilling or Marinating Steaks, Ground Beef, Kabobs and Strips cook in minutes.
- ✓ **Do I want extras for a next-day meal?** Roasts are great for leftovers or plan to cook an extra steak.
- ✓ **Do I want to splurge or penny pinch?** Pot Roasts, Marinating and Simmering Steaks and Ground Beef are generally the thriftiest options.
- ✓ **Do I have time to prep ahead?** If yes, Marinating and Simmering Steak, Stew or Pot Roast can work for you. Slow-cookers are the best!
- ✓ **Do I need hands-off cooking?** Choose a Roast or Simmering Steak.
- ✓ **Do I want a kid pleaser or show-stopper?** Think Ground Beef to Roast Beef.

Canadian Beef Benefits

6 FACTS ABOUT BEEF THAT WILL SURPRISE YOU



Karine Barlow, RD
Nutrition nut
@CDNbeefRD

With 14 essential nutrients like iron, zinc, B vitamins and protein, beef is arguably the tastiest multi-vitamin around! //

Calorie for calorie, beef is one of the most delicious and efficient ways 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 IS IRON KING:

Beef provides **2x more IRON** than chicken.

THE FACTS ON FAT:

Chicken and beef have similar amounts of fat.

75 g of skinless light chicken meat has 3.4 g fat; 75 g of trimmed cooked sirloin has 3.9 g fat.

Beef's big on HUNGER-CURBING protein

A 75 g serving* of beef (170 calories) has the SAME AMOUNT OF PROTEIN as 102 almonds at 714 calories! *cooked, trimmed

Beef is one of the richest sources of complete protein. Unlike most plant proteins, beef delivers the full nine essential amino acids in the amounts your body needs to build and repair itself.



only 6% of total fat on average for adults. In comparison, fast foods and sweetened baked goods account for a whopping 25% of fat in the average Canadian diet.



calories in a typical 2000 calorie diet. That's only 9% of your daily calorie budget!

TOP 10 REASONS TO *Love Lean* **CANADIAN BEEF**

CANADIAN BEEF IS...

#1 A nutritional powerhouse, with **14 ESSENTIAL NUTRIENTS** plus energy

2. An **EXCELLENT SOURCE OF HIGH QUALITY PROTEIN** for muscle growth and repair

3 A **LEAN CHOICE**; beef's fat content is similar to skinless chicken and fish

Per 100 grams 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. See www.beefinfo.org for additional details and references to above statements.



no. 4 One of the best sources of **IRON**, needed by every cell in your body

#5 Packed with **B VITAMINS**, for energy and healthy brain function



6 An excellent source of **ZINC**, to support a strong immune system

7. A **CALORIE-WISE, PROTEIN-RICH** choice for achieving a healthy weight

no. 8 Part of a heart healthy diet for managing **CHOLESTEROL**



#9 Real food, recommended as part of **EATING WELL WITH CANADA'S FOOD GUIDE**

no. 10 **FLAVOUR** and **SATISFACTION** your whole family loves

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 that has a shape similar to that of a hand, ranging from 1/4 to 2 inches thick. Steaks, range in tenderness, so they require different cooking methods: **grilling**, **marinating** or **simmering**.

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**.



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

- 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. These include:

- 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. These include:

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

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

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 or medallion.
- 2 GRILL, BROIL OR PAN-FRY** using medium-high heat, turning with tongs.
- 3 COOK** to desired doneness.

ESTIMATED STEAK GRILLING TIME

STEAK 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	3-4	4-5	5-6
1 inch	5-6	6-7	7-9
1-1/2 inches	9-10	10-14	15-18
2 inches	11-14	14-18	18-22

Note: Steaks pre-tenderized at the store should be cooked to medium doneness, an internal temperature of 160°F (71°C).

GRILLING TIPS:

- Preheat barbecue on high for 5 minutes; reduce heat to medium to cook (about 200°C/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.
- Season steaks with coarse salt and pepper before grilling.
- 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.



Jill, Tinely and Cole Harvie
AB, harvieranching.com

// We're here to feed the world. //

Top Sirloin is my favourite steak – it has great beefy flavour and a bit of a bite. Top Sirloin Cap is the best!

JUST SCAN FOR A TOUR OF OUR RANCH!



JUST SCAN TO WATCH!
GRILLING COOKING LESSON VIDEO

MISO BEEF WITH CITRUS SALAD

Miso paste enhances beef and savoury flavours. It is available in Asian sections of the grocery store.

MAKES 4 to 6 servings

- 1 lb (500 g) thick Beef Grilling Steak, trimmed (e.g. Top Sirloin Flap, Strip Loin or Rib Eye)
- 2 tbsp miso paste, optional
- Coarse salt and pepper

DRESSING:

- 1/3 cup vegetable oil
- 3 tbsp EACH fish sauce (optional) and lime juice
- 1 tsp miso paste or soy sauce
- 1/2 tsp EACH chili flakes and granulated sugar
- Salt and pepper

SALAD VEGGIES:

- Torn romaine leaves, thinly sliced seeded sweet red pepper, orange wedges, peanuts and cilantro leaves

1. RUB steak all over with miso paste (if using). Wrap in plastic wrap; refrigerate for a minimum of 8 or up to 24 hours. Wipe paste off and season lightly with salt and pepper; grill to medium-rare and let stand for 5 minutes.

2. MEANWHILE, WHISK TOGETHER dressing ingredients, seasoning with salt and pepper to taste.

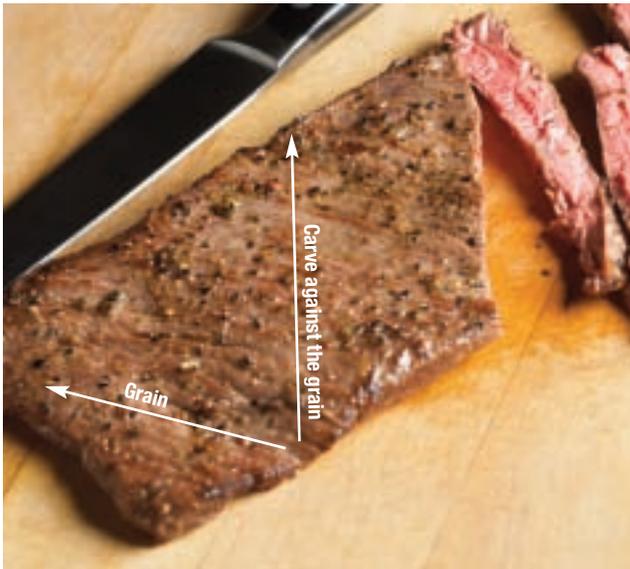
3. TOSS WITH salad veggies and serve with steak.

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

Marinating Steaks & Medallions

Marinating Steaks are 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 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 with tongs. Cook to medium doneness.



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.



Heather Travis
Beef's social butterfly
@loveCDNbeef

I like to plan ahead, so Marinating Steak is perfect for me.

I like to buy a bulk pack of Marinating Steaks or a large Flank Steak. I divide portions out into zipper-freezer bags and add marinade. I freeze them right in the marinade. As the steak thaws in the fridge, it marinates at the same time.

MYTH BUSTER:

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

CARNE ASADA

Serve tucked into warm tortillas or with a side of steamed rice and beans.

MAKES 6 servings

- 1. COMBINE** 4 cloves garlic (minced), juice from 2 limes, 1/4 cup olive oil, 2 tbsp vinegar, 1/2 tsp EACH chipotle chili powder and sugar, and 1/4 cup minced cilantro or parsley in large sealable freezer bag.
- 2. PIERCE** 2 lb (1 kg) **Inside Skirt** or **Flank Marinating Steak** all over with fork; place in bag with marinade. Refrigerate 8 to 12 hours.
- 3. REMOVE** steak from marinade and pat dry with paper towel; discard marinade. Season all over with salt and pepper. **PLACE** on lightly oiled grill over medium heat (400°F/200°C); close lid and cook, turning once, for 3 to 4 minutes per side for medium doneness.
- 4. REMOVE** to cutting board; tent with foil and let stand about 5 minutes before carving into thin slices across the grain. Serve with **salsa** in warmed tortillas with slices of **sweet peppers** and **avocado**.



JUST SCAN TO WATCH!
MARINATING COOKING LESSON VIDEO

Robust RUBS for Grilling Steaks

If you want a switch from simple salt and pepper, try a rub. Rubs can be wet or dry and work well on any Grilling Steak. Combine ingredients and rub mix into the meat. Cook right away or refrigerate for several hours before grilling. These recipes make enough rub for at least 1 to 2 lb (500 g to 1 kg) of steak. Any remaining rub can be covered and refrigerated for up to 3 days.

CURRY IN A HURRY

Combine 3 tbsp curry paste, 2 tbsp vegetable oil, 1 tbsp chopped fresh cilantro and 1 clove garlic, minced.

MOROCCAN MIX

Combine 2 tbsp EACH paprika and ground coriander, 1 tbsp EACH ground cumin and chopped fresh mint, 1 tsp brown sugar, 1/2 tsp EACH ground allspice and sea salt and 1/4 tsp pepper.

SPANISH SPECIAL

Combine 1 tbsp EACH smoked paprika and chopped fresh rosemary, 1 clove garlic, minced, 1 tsp sea salt and 1/2 tsp ground pepper. Finish grilled steaks with a squeeze of lemon.

MARINADE Marvels for Marinating Steaks

Combine marinade ingredients in a zipper-type plastic bag. Reserve some marinade (before marinating) to use as basting and/or dipping sauce. OR, if you like, blend some reserved marinade into bottled vinaigrette dressing to dress greens for a steak-and-salad combo that's a matched set. These recipes make enough marinade for at least 1 to 2 lb (500 g to 1 kg) of steak.

MUCHO MEXICAN (pictured here)

Combine 1/2 cup steak sauce, 1/4 cup EACH vegetable oil and pizza sauce, 1 tbsp minced chipotle peppers in adobo sauce and 1 green onion, sliced.

TERIYAKI TEMPTATION

Combine 1/4 cup EACH Worcestershire sauce and soy sauce, 1 tbsp EACH rice vinegar and vegetable oil, 1 tsp EACH liquid honey, garlic powder and sesame oil, 1/2 tsp ground ginger and 1 green onion, sliced.

BRITAIN'S BEST

Combine 1/4 cup Worcestershire sauce, 2 tbsp vegetable oil, 1 tbsp EACH chopped fresh chives or parsley, prepared horseradish and grainy mustard, 2 cloves garlic, minced and 1/4 tsp pepper.

JAMAICAN JUMP UP

Combine 1/4 cup EACH steak sauce and strong-brewed coffee, 3 tbsp EACH balsamic vinegar and dark rum, 2 tbsp vegetable oil, 1 tbsp EACH minced gingerroot and fresh thyme, 2 cloves garlic, minced, 1/2 tsp ground allspice and 1/4 tsp EACH sea salt and pepper.

Brisket • Blade • Top Blade • Bottom Blade • Cross Rib • Cross Rib Boneless

Simmering Steaks

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 (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 and slow-cook on LOW for 8 to 10 hours.

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



Sarah and Jim Anderson
rightcrossranch.com

“After working out in the cold all day, a blade steak supper from the slow cooker is heaven! Perfect for two!”

Ranching is not your '9 to 5' kind of job, that's for sure. Some days it's more like an 'all day and all night' job. In calving season when prairie temperatures can dip to minus 40°C, we're here to help 300 cows deliver their calves and protect them from the cold. It's hard work but rich with rewards.

BARBECOA BEEF BITES

MAKES 2 to 4 servings

- | | |
|-------------|--------------------------------------|
| 2 lb (1 kg) | Blade or Cross Rib Simmering Steak |
| 1/2 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 |
| 1/2 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 1/2 cup water). Pour over steak.

2. COVER AND SIMMER on stove top or in 325°F (160°C) oven until fork-tender, about 1-1/4 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 flour tortillas if desired.



JUST SCAN TO WATCH!

SIMMERING STEAK COOKING LESSON VIDEO

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 can have a range of sizes cut to suit you, from 1 lb (500 g) Quick Roasts to 10 lb (4.5 kb) or more. They come with a range of tenderness and require one of three basic cooking methods. 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: Choose from OVEN ROAST, POT ROAST and ROTISSERIE ROAST.

QUICK ROASTS are small-cut Oven Roasts that cook in less than 1 hour.

SIZING UP THE MATTER:

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 are typically the star of the banquet table – cooked to the doneness you choose, 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.

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

PREMIUM OVEN ROASTS: Top Sirloin • Tenderloin • Strip Loin • Prime Rib/Standing Rib • Rib Eye

Oven Roasts

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.

- SEASON** roast and place in shallow roasting pan without water and lid. Insert ovenproof thermometer into centre of roast, avoiding fat or bone.
- *OVEN-SEAR** by placing uncovered roast in preheated 450°F (230°C) oven for 10 minutes.
- REDUCE** heat to 275°F (140°C). Cook to desired doneness, removing from oven when 5°F (3°C) below finished temperature. (The thermometer is the best way to determine doneness.)
- 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.



Faiqua Khalid
First-time roaster

// **One of the simplest recipes I have every tried – really!** //

Check out Faiqua's post on the Canadian Beef Blog:

Roast Beef for Dummies



OVEN ROASTS: Sirloin Tip • Bottom Sirloin Tip • Eye of Round • Outside Round • Inside Round • Rump

OVEN ROAST BEEF WITH SIMPLE WINE SAUCE

MAKES 6 to 8 servings

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). **CARVE** roast across the grain into thin slices and serve with sauce.

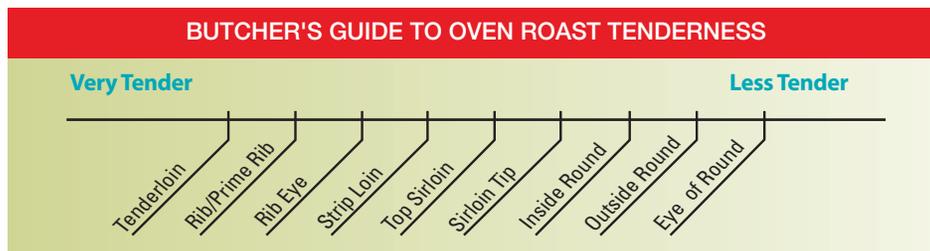
SIMPLE WINE SAUCE:

- **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 1/2 cup **red wine** to pan, stirring to scrape up browned bits from bottom of pan; simmer until almost no wine remains.
- **MEANWHILE**, stir 1 tbsp **cornstarch** with 1/4 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.

OVEN ROASTING 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.

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



JUST SCAN TO WATCH!

OVEN ROASTING COOKING LESSON VIDEO

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

Pot Roasts

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 using medium-high heat.
- 2 ADD** 1 to 2 cups (250 to 500 mL) liquid such as red wine, broth, canned tomatoes or soup.
- 3 COVER AND SIMMER** on stove top or in 325°F (160°C) 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.

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 (160°C) oven for 30 minutes or until hot.

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.



Amanda Elzinga + fiancé,
Greg Pugh
pughfarms.ca

// We're just starting out, owning cattle and farming together. //

A Pot Roast done in the slow cooker is my go-to meal when the crop-work is keeping us busy dawn to dusk. I use the slow cooker all summer long to keep the heat out of the kitchen.



JUST SCAN TO WATCH!
POT ROASTING
COOKING LESSON
VIDEO

SLOW COOKER MARVELLOUS MUSHROOM POT ROAST

MAKES 12 servings

4 lb (2 kg)	Beef Cross Rib or Blade Pot Roast
	Coarsely ground sea salt or kosher salt and pepper
2 tbsps	vegetable oil
3	cloves garlic, minced
1	cooking onion, cut into wedges lengthwise
1/4 cup	red wine or beef broth
1	can (284 mL) condensed mushroom soup, undiluted
1/2 cup	dried mushrooms (optional)
1 cup	quartered button mushrooms

1. PAT roast dry; season with salt and pepper. Heat oil in Dutch oven on medium-high heat. Add roast; brown well on all sides. Remove roast from pan.

2. ADD garlic and onion to pan; cook until lightly browned, 3 to 4 minutes. Stir in wine, scraping up browned bits from bottom of pan. Stir in soup. Soak dried mushrooms (if using) in 1/2 cup hot water. Strain, reserving liquid; add soaked mushrooms and reserved liquid to pan.

3. *TRANSFER roast and liquid from pan to slow cooker. Add fresh mushrooms; cover and cook on LOW for 6 to 8 hours until roast is fork-tender.

4. REMOVE roast to cutting board. Season sauce to taste. Slice roast and serve with sauce.

*Note: To cook without a slow cooker, continue to cook roast in the Dutch oven as in Step 3 on previous page.

ROTISSERIE ROASTS: Sirloin Tip • Outside Round • Inside Round • Cross Rib

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.

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



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.

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.



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

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.

PREMIUM ROTISSERIE ROASTS: Top Sirloin • Prime Rib

BEER-SOAKED ROTISSERIE ROAST & FRESH CHOW-CHOW RELISH

MAKES 10 to 12 servings

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

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

2. COOK by Indirect Heat or rotisserie (p. 28).

3. REMOVE roast to cutting board; cover with foil and let stand for 10 to 15 minutes. Carve across the grain into thin slices and serve with Chow-Chow Relish (recipe below).

FRESH CHUNKY CHOW-CHOW RELISH

COOK 2 cups EACH cauliflower florets and coarsely chopped carrots in pot of boiling salted water until tender, about 4 minutes. Drain well; place in bowl. **STIR IN** 1 sweet green pepper (coarsely chopped), 1/2 cup EACH chopped red onion and barbecue sauce, 2 tbsp EACH vinegar and minced fresh parsley and 1 tsp prepared hot mustard. **Cover and refrigerate** for up to 1 week. **Makes 4 cups (1 L).**



JUST SCAN TO WATCH!
ROTISSERIE ROASTING
COOKING LESSON
VIDEO



Virgil Lowe
MB and AB Rancher
cattlemensyoungleaders.com

“A big barbecue is how we thank those that help us out at Round-up!”

Rounding up calves for tagging in spring is a big job. To manage the work on our Manitoba ranch, our friends and family come in from Alberta to help - it's hard work but a fun reunion too. It's what we consider vacation time.

FAST-FRY STEAKS:

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

STIR FRY STRIPS, KABOBS/SATAY:

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

COOKING FAST FORWARD

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

Quick Cook Beef

Fast-fry Steaks are thin-cut and 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/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.
- 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.

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.



Daniel, Kimberley, Grady and Kyleah Doerksen Gem, AB

// I cut my own stir-fry strips from Top Sirloin - my favourite Grilling Steak. //

We all love Asian stir-fry, so I stock our kitchen with the basic ingredients we need so we can make it at home. I cut everything up and make the sauce when there's quiet time in my day. That way, dinner is ready to cook when we're ready to have it.



JUST SCAN TO WATCH!

STIR-FRY COOKING LESSON VIDEO

STOPLIGHT BEEF STIR-FRY

MAKES 4 servings

MARINADE:

- 2 tbsp sodium-reduced soy sauce
- 2 cloves garlic, minced
- 1 lb (500 g) **Beef Stir-fry Strips (cut from Grilling Steaks),** about 3/4-inch thick

SAUCE:

- 1/2 cup sodium-reduced beef or chicken broth
- 2 tbsp EACH lemon juice, hoisin sauce and packed brown sugar
- 1 tbsp cornstarch

STIR-FRY:

- 1 tbsp vegetable oil
- 1 EACH sweet red, green and yellow pepper, thinly sliced
- 2 cups broccoli florets
- 1 tbsp minced fresh gingerroot
- 3 cloves garlic, sliced
- 1/4 cup toasted slivered almonds (optional)

- 1. MARINADE:** Combine soy sauce and garlic in bowl. Add beef strips; toss with marinade to combine. Let stand for 5 to 10 minutes.
- 2. SAUCE:** Meanwhile combine broth, lemon juice, hoisin, brown sugar and cornstarch in small bowl; set aside.
- 3. STIR-FRY:** Remove beef from marinade and pat strips dry with paper towel (reserving marinade). Heat half the oil in 12-inch nonstick pan over medium-high heat until sizzling. Scatter half the beef strips in pan; cook for 1 to 2 minutes or until browned but still pink inside. Return beef to bowl with marinade; set aside. Repeat with remaining beef.
- 4. HEAT** remaining oil in pan over medium-high heat. Add peppers and broccoli; stir-fry for 2 minutes. Add splash of water; cover and cook until tender-crisp, about 2 minutes. Push veggies to side of pan; add gingerroot and garlic to centre of pan and cook until just fragrant, 15 to 20 seconds. **Add sauce,** meat and reserved marinade; toss together and heat through until bubbling and sauce thickens slightly. Serve topped with almonds (if desired).

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

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

Stew makes for 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 necessary. 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 COVER AND SIMMER** 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.

- TIPS**
- 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.



Joanne Solverson's crew: Dave, Denver, Becca and Brook
www.youthengagement.net

“ I like to make stew the day ahead - it always tastes better the next day. ”

Stew flavours seem to blend together and mellow when I make it ahead. And supper couldn't be simpler – just reheat it and serve with crusty bread! I like to cut my own stew cubes from boneless Short Rib or Blade - amazing flavour and so tender!

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

TRADITIONAL BRAISED BEEF STEW

MAKES 8 servings

- | | |
|-------------|---|
| 2 tbsp | olive or vegetable oil |
| 2 lb (1 kg) | Beef Stewing Cubes |
| 1/4 cup | all-purpose flour, |
| 2 | garlic cloves, minced |
| 1 | large onion, chopped |
| 1 cup | beef stock |
| 1 | can (796 mL) diced plum tomatoes |
| 2 tbsp | Worcestershire sauce |
| 2 tbsp | balsamic vinegar |
| 1 tsp | dried thyme (or 4-5 sprigs fresh thyme) |
| 1 | bay leaf |
| 1/2 tsp | EACH salt and pepper |
| 2 | carrots, cut into chunks |
| 1/2 lb | scrubbed mini potatoes, quartered |

1. HEAT oil in Dutch oven or stockpot over medium-high heat until sizzling. Brown meat in 4 batches. Set beef aside; sprinkle with flour.

2. ADD garlic and onion to pot; cook for 3 to 4 minutes or until just softened, adding more oil if necessary. Stir in broth, scraping up browned bits from bottom of pot. Add reserved beef, tomatoes, Worcestershire sauce, vinegar, thyme, bay leaf, salt and pepper.

3. COVER AND SIMMER on stovetop or in 325°F (160°C) oven for 1 hour until beef is fork-tender. Add vegetables; cook 30 to 40 minutes or until vegetables are tender. Remove and discard bay leaf. Garnish each serving with chopped parsley.

SLOW-COOKER VERSION: After Step 2, transfer mixture with carrots and potatoes to 24-cup (6 L) slow cooker. Cook, covered, on LOW for 8 hours.



JUST SCAN TO WATCH!

Stewing
Cooking Lesson

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. 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.

The Advantage:

- **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 Best Before date on the 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.** 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.

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.**

Ground Beef

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.

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 or soups or use in chili, casserole, taco and soup 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**
- 1/4 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 3/4-inch thick using medium-high heat on lightly oiled grill or skillet for 5 to 7 minutes per side, 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 (190°C) 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 1/2 inch thick. Cut into 25 squares; do not separate. Bake as directed above. Separate into individual meatballs.



MEAT LOAF MASTER

Increase ground beef to 1-1/2 lb (750 g) and add 1/4 cup ketchup to the mix. Form into loaf shape and top with more ketchup or barbecue sauce. Bake in 325°F (160°C) oven for 55 to 70 minutes, testing doneness as shown.



COOK UP CONVENIENCE

When you buy bulk packs of ground beef, cook up **Big Batch Beef** to stash in the freezer. Use it to make the recipes opposite or simply add a scoop to 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

- 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 in colander. Return to pot and add onion and garlic; 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 (2.5 L).



Tara, Ross, Ash, Cameron and Jaime Davidson
davidsonlonesomedoveranch.com

“Since iron is so important for babes, I’m introducing beef as one of Jaime’s first solid foods.”

There’s nothing like the satisfaction you get from sharing a meal that’s your own home-grown. One of my proudest “Mom-moments” was watching my son Ash as he tucked into his first beef meal – tentative at first, and then he just ate it all up!

SO SIMPLE MEATY MINISTRONE (pictured)

- 1 cup **Big Batch Beef**
- 2 cans (540 mL EACH) Italian-style stewed tomatoes
- 2 cups EACH frozen mixed vegetables and water
- 1 can (540 mL EACH) kidney beans, drained and rinsed
- 3/4 cup small alphabet pasta or broken spaghetti

COMBINE beef, tomatoes, vegetables, water and kidney beans in saucepan; heat to simmer. Stir in pasta; simmer, stirring occasionally until pasta is cooked, 15 minutes. **MAKES** 8 cups (2 L).

SO SIMPLE SPAGHETTI SAUCE

- 1-1/2 cups diced vegetables (such as carrot, zucchini, celery, sweet peppers)
- Vegetable oil
- 2 cups **Big Batch Beef**
- 2 cans (540 mL EACH) Italian-style stewed tomatoes
- 1 can (156 mL) tomato paste

PAN-FRY vegetables in saucepan in a bit of oil. Stir in beef, tomatoes and tomato paste; heat to simmer, breaking up tomatoes with back of spoon. Simmer, stirring occasionally, for 15 minutes. **MAKES** 6 cups (1.5 L).



JUST SCAN TO WATCH!
GROUND BEEF COOKING LESSON VIDEO