

Bright idea.

Canadian Beef is brimming with 14 essential nutrients including Vitamin B₁₂, a factor in normal growth and development. And trimmed of fat, beef is another great lean choice as part of a healthy diet.

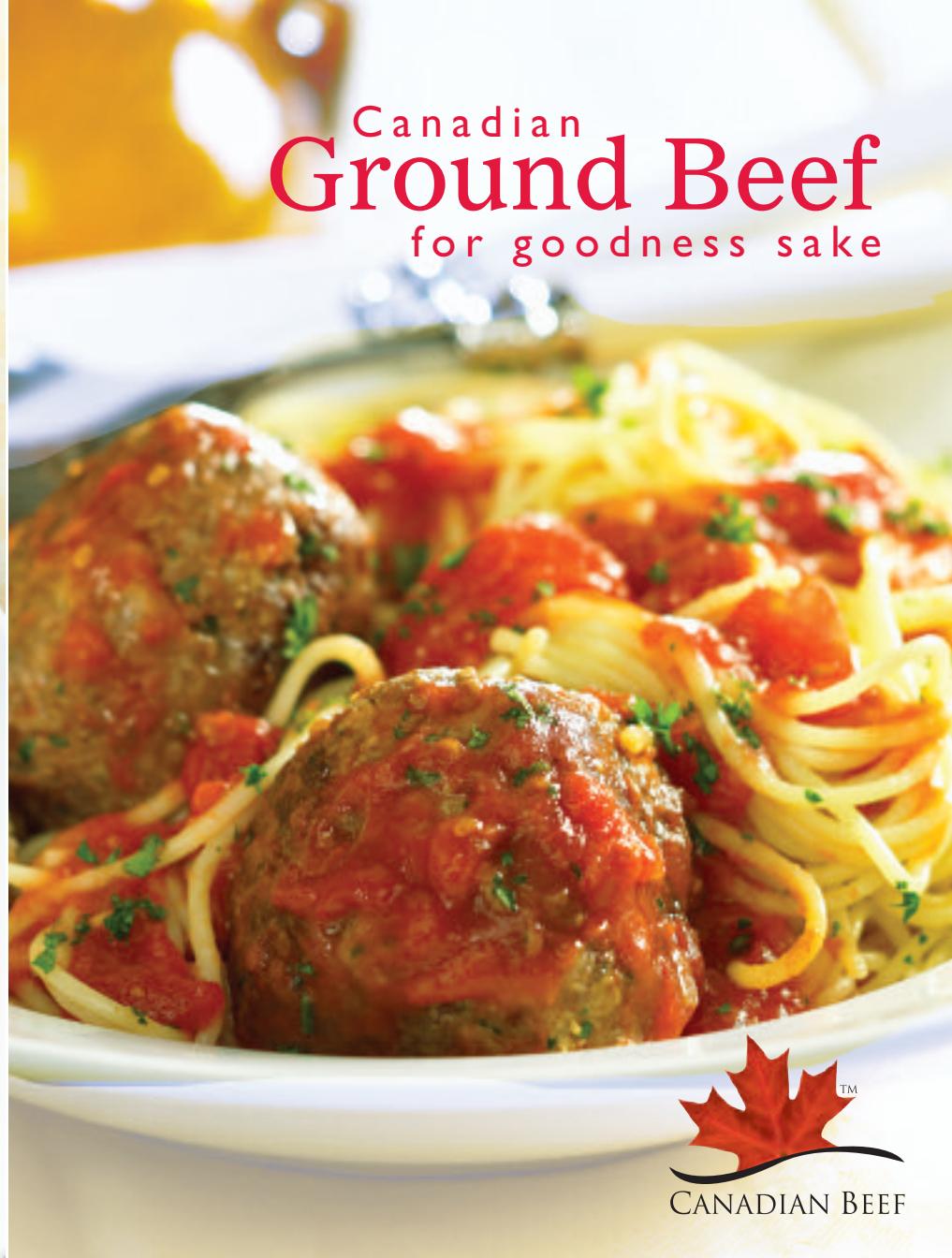
For more recipes and nutrition information, visit beefinfo.org



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* Per 100 gram, Lean Ground Beef: 210 Calories, 20 g protein, 15 g fat, 0 g carbohydrate
% Daily Values potassium 8% DV, iron 15% DV, vitamin D 10% DV, thiamine 8% DV, riboflavin 15% DV, niacin 40% DV, vitamin B6 15% DV, vitamin B12 80% DV, pantothenate 8% DV, phosphorus 15% DV, magnesium 8% DV, zinc 50% DV, selenium 30% DV

Canadian Ground Beef for goodness sake





Ground Beef

*Ground beef's got a lot going for it. It's fast and easy to cook, versatile and enjoyed by all. It's little wonder that ground beef is **the number 1 meal-maker with Canadian families.***

*But there's more to ground beef's benefits. Plain and simple, **ground beef's good for you!***

goodness – gracious

Canadian ground beef is 100% beef – all beef, boasting all beef's nutrient benefits.

Ground beef has 14 essential nutrients including:

- an excellent source of protein, zinc, and vitamin B₁₂
- a good source of iron, with a high percentage of heme iron – the type of iron that's the easiest for our bodies to use.

Name Game: All ground beef comes designated as **Extra Lean, Lean, Medium** or **Regular**, based on the maximum fat content.

This designation is the same for all ground meats: beef, turkey, veal, chicken, pork and lamb.

BONUS: All varieties of lean and extra lean ground beef qualify for the Heart and Stroke Foundation of Canada's Health Check™ program. **Ground beef's got goodness in every bite.**

Ground Beef Type	Best Use
 <ul style="list-style-type: none">• Extra Lean Ground Sirloin or Round• Extra Lean Ground Beef (10 g fat per 100 g raw meat)	<ul style="list-style-type: none">• Best for health-conscious cooking.• Use when you don't drain meat after cooking (e.g. cabbage rolls, stuffed peppers).
 <ul style="list-style-type: none">• Lean Ground Sirloin, Chuck or Round• Lean Ground Beef (17 g fat per 100 g raw meat)	<ul style="list-style-type: none">• A good all-purpose lean choice.• For best lean burgers, add shredded carrot or mushrooms to the meat mix when making patties.
<ul style="list-style-type: none">• Medium (23 g fat per 100 g raw meat)• Regular (30 g fat per 100 g raw meat)	<ul style="list-style-type: none">• Use for grilling, broiling or pan-frying.• Drain after pan-frying.• Grill/broil patties rather than pan-fry.• Patties made with Regular may cause excessive flare-ups when grilling.

[†]The Heart and Stroke Foundation's registered dietitians have reviewed lean and 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



For more on ground beef goodness, visit beefinfo.org.

Have you tried?

“Steak Experience” Ground Beef

Look for the names **Sirloin, Chuck and Round** on packages of ground beef. These names indicate that the ground beef is made from a single cut, not a mix. Ground Sirloin tastes like Sirloin Steak for example – it’s “steak-experience” ground beef.

Brand-name Beef

A brand name on a ground beef package works just like the brand name you find on your favourite cereal. The brand is a signal of quality and consistency. Branded AAA Canadian Beef is an indication of premium beef that meets the brand’s quality standards with every purchase.

Leaders of the Pack

For added convenience, buy premium ground beef in deep tray packs (as pictured here).

The advantage:

- **Longer freshness.** The packaging itself keeps beef fresh longer. Nothing is added or done to the meat. Store refrigerated and use or freeze by the Best Before date on pack. **BONUS:** No need to use ground beef within a day of purchase!
- **Less mess.** Packs are sealed so there’s no leaks and less mess.

Also available are tube-packed ground beef, much like packs that cookie dough comes in. Tube packs eliminate the need to overwrap before freezing. It’s the same ground beef you normally buy, in an easy-to-store pack.



Ground Rules



Freshness Factor

- “Packaged On” or “Best Before” dates on pack are the best guides to freshness.
- Cook or freeze fresh ground beef within one day of the “Packaged On” date, OR by the “Best Before” date. Once any pack is opened, cook or freeze within one day.

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 (500 g). **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 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 large deep 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 completely browned.
2. **Drain.**
3. **Add** to pasta sauce, chili, casserole, taco and soup recipes, seasoning to taste.



Fabulous formations

This basic recipe makes 4 burgers, about 30 meatballs or 1 meat loaf.

1 lb (500 g)	Ground Beef
1/4 cup (50 mL)	EACH dry bread crumbs and minced onion
1	egg, lightly beaten
1 tbsp (15 mL)	Worcestershire sauce
	Salt and pepper

Cook ground beef to 160°F (71°C)

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 each patty for doneness as shown.

Burgers done at 71!



EASY-COOKING BAKED MEATBALLS

Bake 1-inch (2.5 cm) 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 7-inch (18 cm) square, about 1/2 inch (1 cm) thick. Cut into 25 squares; do not separate. Bake as directed above. Separate into individual meatballs.



MARVELLOUS MEAT LOAF

Increase ground beef to 1-1/2 lb (750 g) and add 1/4 cup (50 mL) 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.



Burger Basics

OPEN FOR OPTIONS

- Instead of dry bread crumbs, you can use fresh bread crumbs, quick-cooking oatmeal or cooked bulgur or rice.
- For the juiciest burgers, add 1/4 cup (50 mL) shredded carrot, mushrooms or zucchini to the meat mix.

MIXING MATTERS

- Mix and form ground beef patties using a light hand. Manhandling meat toughens patties.
- Reluctant to make contact? Wear disposable plastic gloves or mix patty ingredients in a sealable freezer bag. **BONUS** – easy cleanup!

PATTY MAKER

- Dampen hands with water when shaping patties to prevent meat from sticking.
- Keep patties uniform thickness so they cook in about the same amount of time.
- To keep patties from puffing while cooking, use knuckle or thumb to make a shallow depression in centre of each patty before cooking.

CLEVER COOK

- Rub grill with oil before cooking to prevent sticking.
- Grill in barbecue preheated to 400°F (200°C) with lid closed.

HEALTHY TIP: Grilling burgers instead of pan frying reduces their fat content on average by one-third since fat drips out while grilling.

BRIGHT IDEA

More than just filler, our taste tests found that adding bread crumbs and egg to burgers made them more tender and flavourful.



For more step-by-step instructions, see Cooking Lessons at beefinfo.org.

Savoury Sirloin

Up-to-the-minute ingredients such as Lean Ground Sirloin combine to transform humble burgers into haute cuisine.

SO-TRENDY SIRLOIN SLIDERS

These lean mini burgers are oven-baked for maximum juiciness and easy cooking. To make regular size burgers, form meat mixture into six 3/4-inch (2 cm) thick patties and grill over medium-high heat for 5 to 7 minutes per side.

1 pkg (14 g)	dried porcini mushrooms
1 tbsp (15 mL)	olive oil
4	cloves garlic (unpeeled)
1-1/2 lb (750 g)	Lean Ground Beef Sirloin*
1 tbsp (15 mL)	finely chopped fresh tarragon
1 tsp (5 mL)	salt
1/2 tsp (2 mL)	pepper
23	dinner rolls, split in half horizontally
	Arugula leaves
3 oz (75 g)	soft goat cheese or feta cheese, crumbled
14	cherry tomatoes, sliced

1. Combine porcini mushrooms with 1 cup (250 mL) boiling water; let stand for 20 minutes. Drain and rinse; chop finely and set aside.

2. Heat oil in small skillet over medium heat. Add garlic; cook, stirring often, for about 10 minutes or until softened and skins are golden. Remove from skillet; let cool slightly. Squeeze garlic out of skins into large bowl, mashing with back of spoon. **Add** mushrooms, beef, tarragon, salt and pepper; lightly combine.

3. Form into twenty-three 1/2-inch (1 cm) thick patties. Place on rack on parchment paper-lined baking sheet. Cook in 375°F (190°C) oven until digital thermometer inserted sideways into centre of several patties reads 160°F (71°C), about 25 minutes.

4. Place arugula on bottom half of each bun; top each with cooked patty, goat cheese, 3 tomato slices and bun top. **Makes 23 mini burgers.**

*Other options: Lean Ground Round, Chuck or Lean Ground Beef

Per Serving (2 burgers): 305 Calories, 18 g protein, 12 g fat, 6 g carbohydrate
Good source of iron (23% DV) and excellent source of zinc (37% DV), 23% DV sodium.



For more Burger know-how, see Cooking Lessons at beefinfo.org.

Frozen assets

Cook up convenience when you buy *bulk packs of ground beef and stash Big Batch Beef in the freezer. Use it to make the recipes opposite or simply add a scoop of Big Batch Beef 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
(or see Bright Idea, this page)

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 or 15 minutes until vegetables are softened.

2. Spread mixture in a 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 about 10 cups (2.5 L)

Per cup (250 mL) made with Lean Ground Beef:
332 Calories, 36 g protein, 18 g fat, 5 g carbohydrate
% Daily Value (DV): excellent source of iron (25% DV) and zinc (91% DV), 5% sodium

COOK'S NOTES

For a nutrient boost, sneak some vegetables into the meat mix. Add up to 1 cup (250 mL) diced sweet red pepper; shredded carrot or zucchini.

SO SIMPLE SPAGHETTI SAUCE

1-1/2 cups (375 mL) diced vegetables (such as carrot, zucchini, celery, sweet peppers)
2 cups (500 mL) **Big Batch Beef**
2 cans (19 oz/540 mL EACH) Italian-style tomatoes
1 can (5-1/2 oz/156 mL) tomato paste

Pan-fry vegetables in a saucepan in a bit of oil. Stir in remaining ingredients; heat to simmer, breaking up tomatoes with back of spoon. Simmer, stirring occasionally, for 15 minutes. **Makes 6 cups (1.5 L).**



SO SIMPLE KOREAN BEEF

Serve warm Korean Beef spooned into individual Bibb lettuce leaves. Top with squeeze of lime juice and toppings such as diced sweet red pepper, shredded carrot, cucumber, torn cilantro or mint leaves.

2 cups (500 mL) **Big Batch Beef**
1/4 cup (50 mL) sodium-reduced beef broth
1/4 cup (50 mL) hoisin sauce
2 green onions, thinly sliced

Combine ingredients in large skillet over medium-high heat. Heat through, stirring occasionally, for about 5 minutes. **Makes 4 servings.**



SO SIMPLE MEATY MINISTRONE

1 cup (250 mL) **Big Batch Beef**
2 cans (19 oz/540 mL EACH) Italian-style stewed tomatoes
2 cups (500 mL) EACH frozen mixed vegetables and water
1 can (19 oz/540 mL) kidney beans, drained and rinsed

Combine ingredients in saucepan. Heat to simmer; stir in 3/4 cup (175 mL) **small alphabet pasta or broken spaghetti noodles.** Simmer, stirring occasionally, until pasta is cooked, 15 minutes. **Makes 8 cups (2 L).**



BRIGHT IDEA

Use 1 envelope onion soup mix instead of chopping onions and garlic. Skip the step required to cook the fresh onion and garlic.



Hungry for more recipes? Visit beefinfo.org.

Meat Loaf Mastery

This recipe is one of our favourites. We hope it becomes one of yours.



CLASSIC MEAT LOAF WITH PEPPER JELLY GLAZE

This basic meat loaf is moist and slices nicely. Embellish it with a bit of Pepper Jelly Glaze before cooking and serve the remaining glaze as a sauce.

2 tsp (10 mL)	vegetable oil
1	onion, diced
2	cloves garlic, minced
1	carrot, shredded
1	egg
1/2 cup (125 mL)	milk
2	slices bread, finely chopped
1 tbsp (15 mL)	EACH Dijon mustard and Worcestershire sauce
1/2 tsp (2 mL)	salt
1/4 tsp (1 mL)	pepper
1-1/2 lb (750 g)	Extra Lean or Lean Ground Round or Sirloin* Pepper Jelly Glaze (recipe follows)

1. Heat oil in skillet over medium-high heat. Add onion, garlic and carrot; cook for 5 minutes or until softened. Set aside.

2. Beat egg and milk together with fork; blend in bread, mustard, Worcestershire, salt and pepper. Mix in ground beef and onion mixture. Pack into foil-lined 9 x 5-inch (2 L) loaf pan.

3. Top with 1/3 cup (75 mL) Pepper Jelly Glaze. Cook in 350°F (180°C) oven for 55 to 60 minutes or until digital rapid-read thermometer inserted into centre reads at least 160°F (71°C). Using foil, lift meat loaf from pan, draining off any fat; tent with foil for 10 minutes. Cut into slices and serve with remaining Pepper Jelly Glaze. **Makes 6 servings.**

*Other options: Lean Ground Chuck or Lean/Extra Lean Ground Beef

Per Serving (made with Extra Lean): 316 Calories, 27 g protein, 10 g fat, 29 g carbohydrate
Good source of iron (21% DV), excellent source of zinc (61% DV) 6 mg sodium

PEPPER JELLY GLAZE: Combine 1/2 cup (125 mL) red pepper jelly, 1/4 cup (50 mL) apple sauce (optional), 2 tbsp (30 mL) ketchup and 1 tbsp (15 mL) Worcestershire sauce in microwavable bowl. Microwave on HIGH (100%) for 1 to 2 minutes or until bubbling, stirring once.



For step-by-step meat loaf instruction, see Ground Beef Cooking Lessons at [beefinfo.org](https://www.beefinfo.org).

Chili Champion...

This simple chili is family-friendly. If you prefer a fiery version, add a teaspoon or so chopped canned chipotle peppers.



CORN AND BLACK BEAN CHILI

This is a snap to pull together with simple pantry ingredients. Use it to fill tortillas and bake as a casserole (see Chili Enchiladas below) or just serve from the pot with wedges of baked tortilla.

1 lb (500 g)	Extra Lean or Lean Ground Round or Sirloin*
1	large onion, diced
1	large sweet pepper, diced
2 to 3 tbsp (30 to 45 mL)	chili powder
1 tsp (5 mL)	ground cumin
1 can (28 oz/796 mL)	diced tomatoes
1 can (14 oz/398 mL)	tomato sauce
1 can (19 oz/ 540 mL)	black beans, drained and rinsed
1-1/2 cups (375 mL)	frozen corn kernels

BRIGHT IDEA

For a health conscious chili, we used lean beef and skipped on the oil when frying the veggies and meat.

1. **Cook** beef, onion, sweet pepper, chili powder and cumin in large saucepan or Dutch oven over medium heat until meat is thoroughly cooked and any liquid has evaporated.
2. **Stir in** tomatoes, tomato sauce, beans and corn.
3. **Cook** over medium-high heat until boiling. Reduce heat to medium; simmer, covered, for 30 minutes, stirring occasionally. **Makes 9 servings.**

Per Serving (made with Ground Round): 192 Calories, 16 g protein, 5 g fat, 2 g saturated fat, 24 g carbohydrate, 6 g fibre, 573 mg sodium. Excellent source of iron (26% DV) and zinc (33% DV),

CHILI ENCHILADAS: Spread 2 cups (500 mL) chili in 13 x 9-inch (3 L) baking dish; set aside. Spoon 1/2 cup (125 mL) chili onto centre of each of 8 small **flour tortillas**. Roll up; place seam side down in baking dish. Spoon remaining chili over enchiladas. Sprinkle with 1 cup (250 mL) **shredded Cheddar cheese**. Bake in 350°F (180°C) oven for 30 minutes. **Makes 8 enchiladas.**

*Other options: Lean Ground Chuck or Lean/Extra Lean Ground Beef



Join the Make it Beef Club e-newsletter for monthly recipes sent to you. Visit beefinfo.org.