

# *Canadian Beef*

quality that inspires confidence



We are proud to introduce a few of  
the many cattle-producing families from across Canada,  
along with their favourite beef recipe ideas.



*I've been working as a Home Economist for the Beef Information Centre since 1989. I'm proud to represent the beef industry and am confident that Canada's food supply is one of the most wholesome in the world.*

Turn the pages to see some of the faces behind beef production in Canada. Cattle producers are amazing people – they have to be general farm labourers, cattle nutritionists, accountants and mechanics. These cattle producers are excellent stewards of the land who want to pass their farming heritage on to their children. They are also business people who are committed to producing a wholesome, nutritious food product, while preserving the environment.

Read their stories and try some of their favourite beef recipe ideas – my family loved the Flaming Fajitas! I'm sure you'll find some new favourites, as well.

Enjoy!

*Corinne Dawley*

Corinne Dawley, Home Economist, Beef Information Centre

*In Canada, there are more than 90,000 beef cattle farms and ranches. Many of these are small family farms – 65% having fewer than 47 beef cows each.*

## Types of beef cattle operations

### Cow-Calf

Cow-calf farms raise calves for sale to other beef producers. The calves graze on pastures until they are sufficiently mature to move on to either the backgrounding or feedlot stage.

### Backgrounding

Mature calves are fed forage-based diets until their weight increases to about 900 pounds, at which time they may go to a feedlot. Cattle are provided sheltered feeding and bedding areas.

### Feedlots

Cattle spend 3-6 months in a feedlot. They are fed a diet of forages and grain until they reach a weight of about 1,300 pounds.

## Canada's Beef Industry

- Beef production takes place in every province across the country, contributing \$31 billion to the Canadian economy each year.
- Canada is one of the top 10 beef-producing countries in the world, producing 3% of the world's beef supply or about 3 billion pounds of beef each year.
- Canada is the third largest beef exporter in the world. The majority of Canadian beef exports are destined for the United States, while other important markets include Mexico and Asia.



*“We’re part of the land, and the land is part of us. It’s in our blood and we depend on it. And that’s meant a strong commitment to our environment – to maintain and improve the land, the water cycle and all that this entails.”*

Judy Guichon, Gerard Guichon Ranch Ltd., Quilchena, British Columbia

**Operation:** Cow-calf, yearling

**Years ranching:** Since 1972

**Years ranch has been in the family:** Since the 1860s

Judy Guichon grew up in Montreal, but spent weekends on a family farm. So when her husband Laurie, a pilot, asked her to leave their life in the Yukon and move back to his family’s cattle ranch in the Nicola Valley in 1972, she agreed. They took over the management of the ranch in 1979 and were ahead of their time in adopting holistic resource management practices. Laurie became the co-founder and director of the Grasslands Conservation Council, promoting the importance of natural grasslands. Through the council, the couple worked with ranchers to ensure sustainable ranching and promoted ranchers as good stewards of the land. Laurie passed away in 1999. Since then, Judy has run the ranch with the help of one of her four children and three full-time employees. She continues to work passionately to preserve the unique environment of the Nicola Valley.

## *Judy Guichon, British Columbia*

### *Beef Bourguignon*

*Beef Bourguignon is one of my favourite recipes for entertaining. I often prepare and serve it with wine from one of the Okanagan Valley wineries.*

4	slices bacon, diced
2	medium onions, cut lengthwise into slices
8 oz (250 g)	mushrooms, halved
2 lb (1 kg)	Stewing Beef Cubes
3 tbsp (45 mL)	all-purpose flour
3	garlic cloves, minced
1 1/2 cups (375 mL)	EACH red wine and beef broth
1	bay leaf
1 tsp (5 mL)	dried thyme
1/2 tsp (2 mL)	EACH salt and pepper

**1. Pan-fry** bacon in Dutch oven or heavy stockpot using medium-high heat until lightly browned. Remove bacon; set aside. Sauté onion and mushrooms in bacon fat until just browned. Remove vegetables; set aside.

**2. Brown** beef in two batches adding some vegetable oil, if necessary. Sprinkle flour over browned meat. Add garlic, wine, broth, bay leaf, thyme, salt and pepper.

**3. Cook**, covered, in 325°F (160°C) oven for 2 h. Add reserved bacon, onion and mushrooms; cook 30 min longer. **Makes 6 servings.**

**Per Serving:** 381 Calories, 41 g protein, 19 g fat, 9 g carbohydrate

#### Is cattle production sustainable?

Cattle have an important role in a balanced and sustainable agriculture system. Most land where cattle graze is unsuitable for planting crops; the soil may be infertile, rocky or rugged, or the climate may be too dry. If it weren’t for cattle grazing, much of this land could not be used to produce food. Pastures have a year-round cover of vegetation and provide a habitat for insects, small mammals and birds.



*“We’re proud to be a part of this industry. Our success is based on our high quality standards.”*

Bern & Mike Kotelko, Highland Feeders Limited, Vegreville, Alberta

**Operation:** Feedlot

**Years ranching:** Since 1976

**Years ranch has been in the family:** Since 1947

“We’re in the business of cattle production, and since healthy cattle thrive, we provide our animals with a humane and clean environment along with care from dedicated, well-trained staff. We have a well-developed system of cattle monitoring and treatment, along with a fully computerized herd health program.” Jack Kotelko and his sons, Bern and Mike, originally operated Highland Feeders Limited as a mixed grain and purebred cattle farm. In the early 1980s, the Kotelkos incorporated a feedlot into the company. Bern and Mike remain the owners. Both are married with children. Their feedlot is a vital part of their community – employing 47 people. The brothers have been recognized for their contributions to the industry in the areas of economic development and the environment. Bern and Mike love what they do, saying that the flexibility and creativity of the industry adds value to every day.

*Bern & Mike Kotelko, Alberta*

#### **How is the safety of Canadian beef monitored?**

The Canadian Cattle Identification Program, initiated by producers, identifies cattle with numbered I.D. tags. This enables the industry to quickly trace and eliminate serious animal health problems. Canada is recognized worldwide for its safe and wholesome beef products. Strict regulations are in place, with federal, provincial and municipal governments all playing a role in monitoring and ensuring food safety and quality.

### *All Kinds o’ Meatballs*

*Meatballs are always a hit – we like all varieties! The grated carrot keeps these lean meatballs juicy and gets kids to eat vegetables without even knowing it.*

<b>1 lb (500 g)</b>	<b>Lean Ground Beef</b>
<b>1</b>	<b>egg, lightly beaten</b>
<b>1/2 cup (125 mL)</b>	<b>dry bread crumbs</b>
<b>1/3 cup (75 mL)</b>	<b>EACH finely grated carrot and shredded onion</b>
<b>1 tbsp (15 mL)</b>	<b>Worcestershire sauce</b>
<b>1/2 tsp (2 mL)</b>	<b>EACH salt and pepper</b>

- 1. Lightly combine** all ingredients; form into about thirty 1” (2.5 cm) balls.
- 2. Bake** on lightly oiled foil-lined baking tray in 400°F (200°C) oven for 15 min, until digital rapid-read thermometer inserted into centre of several meatballs reads 160°F (71°C).

**Per Serving (4 meatballs):** 170 Calories, 14 g protein, 10 g fat, 6 g carbohydrate

**Variations – try adding the following to the basic recipe (above):**

**Italian:** 2 tbsp (30 mL) pizza sauce and 1 tsp (5 mL) dried oregano. Serve with extra pizza sauce or spaghetti sauce.

**Asian:** 2 tbsp (30 mL) hoisin sauce and 1/2 tsp (2 mL) ground ginger. Serve with peanut sauce or sweet and sour sauce.

**Mexican:** 1 tbsp (15 mL) chili powder and 2 garlic cloves (minced). Serve with salsa.



*“It’s a life that I love. It’s work that I’m proud of, producing a product that Canadians can trust.”*

Pat Hayes, Hayes Farm and Ranch, Val Marie, Saskatchewan

**Operation:** Backgrounding; grows barley/hay

**Years ranching:** Since 1982

**Years ranch has been in the family:** Since 1911

“We are continually looking for ways we can improve our operation. In this way, I can ensure that I am leaving a viable operation and a viable way of life for my children.” Pat took over the majority of work on his parents’ ranch when he was 20 years old. He left the ranch for a university rodeo scholarship in the United States, but returned to Canada and ranching when the property next to his parents’ came up for sale. Pat works with his brother, Ryan and Dad, George and gets a hand from his wife Trudy and children Jade, Paige and Drew. Pat carefully follows the care that is given to every animal on the ranch. Proper environmental stewardship helps Pat guarantee long-term sustainability in both the land and operation.

## *Pat & Trudy Hayes, Saskatchewan*

### *Best Barbecued Beef Oven Roast*

*Marinating is key to the best barbecued oven roast. Salad dressing makes a super easy marinade and offers lots of flavour options. In the summer months, we enjoy beef roasts barbecued, cooking on a rotisserie or by Indirect Heat.*

**4-13 lb (2-6 kg) Beef Rotisserie or Oven Roast**  
**(Inside Round, Eye of Round or Sirloin Tip)**  
**2 cups (500 mL) salad dressing (e.g. balsamic vinaigrette or sun-dried tomato)**

- 1. Pierce** roast all over with fork. Place in large sealable freezer bag with dressing; refrigerate 12-24 h.
- 2. Place** drip pan containing 1/2" (1 cm) water under grill. Heat barbecue to 400°F (200°C), using medium-high heat.
- 3. Discard** marinade. Insert spit rod lengthwise through centre of roast; secure with holding forks. Insert meat thermometer into middle of roast avoiding spit rod.
- 4. Cook** roast in closed barbecue over drip pan, maintaining constant heat, until thermometer reads 135°F-145°F (57°C-63°C) for rare to medium rare (about 18-21 min/lb or 40-46 min/kg).
- 5. Remove** roast to cutting board; tent with foil 10-15 min to allow temperature to rise 5°F (3°C). Carve into thin slices to serve. **A 4 lb (2 kg) roast will make 11-12 servings.**

**Per Serving (3.6 oz/100 g):** 200 Calories, 30 g protein, 8 g fat, 0.1 g carbohydrate

**Indirect Heat BBQ Roasting:** Cook roast directly on the grill positioned over a drip pan that is placed on one side of a preheated barbecue; turn heat off under just the roast. Cook in closed barbecue with constant heat (as above). Roast will cook slightly faster than on rotisserie.

#### **What are producers doing to ensure water quality?**

Cattle need clean water for optimum growth and health. Many producers are proactive in protecting the water supply. Pat Hayes uses a solar-powered pump that carries water to troughs for his cattle to drink. In this way, he is conserving and protecting the water supply. Producers may also fence water systems to keep cattle out, or plant a strip of trees and shrubs to reduce bank erosion and run-off.



*“I rely heavily on my background in ruminant nutrition and grazing management in running our farm.”*

John Popp, Big Bear Farm, Erickson, Manitoba

**Operation:** Cow-calf  
**Years farming:** Since 1980  
**Years farm has been in the family:** 20 years

“Well balanced nutrition, clean water and daily checks ensure that our herd is healthy. Ninety-nine percent of the health of our cattle depends upon prevention.” John, his wife Adele and his father Werner run the farm. His two brothers also have a hand in its operation. John’s family came to Canada 20 years ago from Germany. It was their dream to have their own cattle ranch. The family now strives to also build their beef genetics business. John believes that the continued success of the industry will rest on improving genetic stock to focus on beef quality and consistency. Although John has a day-job working with the Manitoba Department of Agriculture and Food as a beef specialist, he says there is nothing like getting on the back of a horse and working with cattle.

# John & Adele Popp, Manitoba

## What do cattle eat?

Cattle eat mostly grass, hay and other plants. Being ruminants, cattle can digest cellulose from grasses and other plant material that is indigestible by humans. Grain is fed to cattle for only about four months at a feedlot where the feed, which includes grain, is carefully monitored to produce tender, marbled beef. This practice is made possible by Canada’s large supply of grain. Cattle feed also provides a market for weather-damaged cereal grains that are not suitable for people to eat.

## Sunday Night’s Prime Rib for Two\*

*Here is a barbecued Prime Rib that’s perfect for a small family. This makes two restaurant-style thick slices of beef with ample to share with young children. The roast can also be enjoyed oven-roasted.*

**2** garlic cloves, minced  
**Salt and freshly ground pepper**  
**2 lb (1 kg)** Beef Prime Rib Premium Oven Roast  
about 2”/5 cm (1 rib) thick

- 1. Rub** roast with seasonings. Insert meat thermometer sideways into centre of roast so that shaft is not visible, avoiding fat and bone.
- 2. Place** drip pan containing 1/2” (1 cm) water under grill on one side of the barbecue. Heat barbecue to 400°F (200°C), using medium-high heat. Place roast on grill over flame and cook 5 min/side. Move roast to grill over the drip pan; turn heat off under just the roast.
- 3. Cook** in closed barbecue, maintaining constant heat, until thermometer reads 135°F (57°C) for rare (about 50 min) or cook to desired doneness. Remove roast to cutting board; tent with foil for 5-10 min to allow temperature to rise 5°F (3°C).
- 4. Carve** meat from bone and then cut in half across the grain into 2 thick slices to serve.

**Per Serving (7.7 oz/215 g):** 528 Calories, 69 g protein, 26 g fat, 1 g carbohydrate

**Oven Roasting:** Cook roast from frozen. Rub frozen roast with some Dijon mustard and seasonings as above. Cook on rack in shallow pan in 325°F (160°C) oven for about 1 1/2 - 2 h, testing doneness with thermometer. (\*adapted from PamCooks 2, Pam Collacott, 2002.)



*“We’re in the business of producing safe, wholesome food. We care as much about the quality of beef we are producing for other people, as we do about the beef we’re producing for ourselves.”*

Bruce & Heather Ribey, Iris Creek Farm, Paisley, Ontario

**Operation:** Cow-calf

**Years farming:** Since 1990

**Years farm has been in the family:** 150 years

“Our children, family, friends and neighbours all eat the beef that we produce. We’re proud it’s a quality product.” Bruce and Heather’s three young children, Bryce, Kent and daughter Taylor, are the 6th generation of Ribeyes to live in their farmhouse. They share the day-to-day running of the operation with Bruce’s parents, brother and sister-in-law who live nearby. Bruce relies heavily on the expertise of Heather, a veterinarian. She is primarily responsible for the health of the herd and says that one of the biggest changes to the industry is that there are many more preventative health measures available today. For example, vaccines actually decrease the use of antibiotics. Bruce and Heather agree that raising a young family and running a farm is a busy lifestyle, and they love it.

## *Bruce & Heather Ribey, Ontario*

### *Weeknight Steak Dinner*

*On those long summer evenings, we enjoy a simple meal of barbecued steak with Caesar salad and potatoes. Grilling Steaks are marinated briefly, just for flavour. For Marinating Steaks, like Inside Round, marinate 8-12 hours.*

**3/4 cup (175 mL) soy sauce**  
**1/4 cup (50 mL) packed brown sugar**  
**1 garlic clove, minced**  
**1 tbsp (15 mL) minced fresh gingerroot**  
**1 1/2 lb (750 g) Beef Grilling Steak or Medallions (Rib Eye, Top Sirloin or Strip Loin), 1" (2.5 cm) thick**

**1. Combine** all ingredients (except beef) in large sealable freezer bag. Pierce steak all over with fork; add to bag and refrigerate for 15 min or up to 1 h.

**2. Discard** marinade. Grill or broil steak using medium-high heat for 6-7 min/side for medium. **Makes 4-6 servings.**

**Per Serving (1/6 of recipe):** 200 Calories, 24 g protein, 11 g fat, 1 g carbohydrate

**Garlic Smashed Potatoes:** Boil scrubbed 3" (7.5 cm) new potatoes until just tender. Drain and cool slightly. Flatten each potato slightly with your hand, keeping potatoes intact. Brush generously with your favourite salad dressing and season with some minced garlic, salt and pepper. Grill about 3 min/side, until crispy and browned.

#### **Why are antibiotics used in cattle production?**

Antibiotics are used to maintain the health of a herd. They may be used to prevent the onset or halt the progression of a disease, or prevent the spread of illness after it occurs. Health Canada must approve the use of all veterinary drugs before they can be sold in Canada; only those that pose no risk to humans, that are safe and effective for treating cattle and that follow strict manufacturing guidelines are approved.



*“When I started farming, I remember sitting down to a meal knowing that I had produced everything on the plate.”*

Duane MacDonald, MacDonald Brothers Farm, Lady Fane, PEI

**Operation:** Feedlot, potatoes

**Years farming:** Since 1993

**Years farm has been in the family:** 5 generations

“It was a basic meal: roast beef, potatoes and vegetables. But I was so proud. Nothing has compared to the feeling I had of knowing that everything I was eating was from our farm.” Duane MacDonald farms with his father Elmer, uncle Earle and cousin Corey. Duane is the cattle specialist of the four. He started out on a different career path. After receiving his degree in commerce, he worked for the provincial Department of the Environment, but the life he had known on the farm lured him back in 1994. Duane’s wife, Sara, is completing her PhD in molecular biology. Although she isn’t working on the farm day-to-day, Duane says her work, combined with his years with the Department of the Environment, has given him an understanding of science that has been useful to him as a farmer.

## *Duane & Sara MacDonald, PEI*

### Why do many cattle producers also grow crops?

Crops grown for food deplete the soil of nutrients. Cattle feed-crops such as alfalfa and hay revitalize the soil. Therefore, annual crop rotation is essential. On the MacDonald Brothers farm, cattle and potatoes complement each other. The waste material from the potatoes feed the cattle and the hay crop nourishes the soil to grow more potatoes. Beef provides the cash flow for the farm during the seasons when the MacDonalds aren’t selling potatoes.

### *Flaming Fajitas*

*We love beef fajitas. By grilling the steak, vegetables and flatbreads, this entire meal is cooked in the great outdoors. When using a Grilling Steak, like Top Sirloin, reduce the marinating time to 30-60 min, just for flavour.*

<b>1</b>	<b>lime</b>
<b>1/2 cup (125 mL)</b>	<b>finely chopped pickled jalapeño peppers plus 2 tbsp (30 mL) reserved juice</b>
<b>2</b>	<b>Worcestershire sauce</b>
<b>2</b>	<b>garlic cloves, minced</b>
<b>1 lb (500 g)</b>	<b>Beef Marinating Steak (Flank, Inside Round or Sirloin Tip), 3/4" (2 cm) thick</b>
<b>1</b>	<b>EACH onion and sweet red pepper, cut into strips</b>
<b>1 tbsp (15 mL)</b>	<b>vegetable oil</b>
<b>1 tsp (5 mL)</b>	<b>chili powder</b>
<b>1/2 tsp (2 mL)</b>	<b>ground cumin</b>
<b>4</b>	<b>Greek pitas</b>

**1. Combine** finely grated peel and juice from lime, jalapeños and their reserved juice, Worcestershire and half the garlic in large sealable freezer bag. Pierce beef all over with fork and add to bag; refrigerate 8-12 h.

**2. Discard** marinade; grill steak using medium-high heat 3-4 min/side for rare. Let stand for 5 min; slice thinly across the grain. Meanwhile, toss vegetables with oil, remaining garlic and seasonings; grill in grilling basket using medium-high heat 5 min, stirring occasionally.

**3. Tuck** steak and vegetables into warm pitas and top with some salsa. **Makes 4 servings.**

**Per Serving:** 354 Calories, 31 g protein, 8 g fat, 39 g carbohydrate



## ***CANADIAN BEEF IS HIGH QUALITY!***

The benefits of buying Canadian beef are clear. It's wholesome, it's as reliable as the people who produce it and its superior taste is renowned. But, that's not all. To ensure our legacy of being one of the world's foremost producers, the Canadian beef industry remains on the leading edge when it comes to issues of food safety, accountability, grading and quality control.

Thank you for taking the time to read this booklet. We truly believe there is no better choice than beef produced in Canada. And, when you feel as strongly as we do – it's worth letting people know.



The Beef Information Centre is the promotional division of the Canadian Cattlemen's Association.

Questions about Beef? Visit [www.beefinfo.org](http://www.beefinfo.org) or call **1-888-248-BEEF**.



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