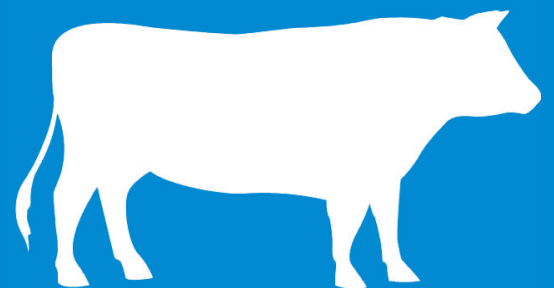


# #BEEFBELONGS



## REGIONAL TOOLKIT



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# STEAK WITH SIMPLE SUCCOTASH SAUTÉ

*Prep: 10 mins Cook: 10 mins Yields: 4-6 Servings*

## INGREDIENTS

- **1 tsp** EACH Cajun spice\* and ground cumin
- **¼ tsp** EACH salt and hot pepper flakes
- **1 lb (500g)** Beef Grilling Steak (e.g. Top Sirloin, Strip Loin, Tenderloin) **¾ to 1-inch thick**
- Simple Succotash Sauté (**recipe follows**)

### **\*Cajun Spice:**

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

## INSTRUCTIONS

- 1 Combine** Cajun spice, cumin, salt and pepper flakes in small bowl. Set aside half of mixture. Sprinkle both sides of steak with remaining mixture.
- 2 Grill** steak over medium-high about 10 minutes, turning twice or more for medium-rare doneness (145°F/63°C). Remove to plate; cover loosely with foil. Let stand for 5 minutes before slicing thinly across the grain. Serve with **Simple Succotash Sauté**.
- 3 Simple Succotash Sauté:** In large skillet, melt 2 tbsp butter over medium-high heat. Add 2 cloves garlic, minced, 1 cob corn (kernels removed from cob), 2 small zucchinis sliced, 1 small sweet red pepper, diced and  $\frac{1}{3}$  cup shelled cooked edamame (optional) and reserved Cajun Spice mix. Cook, stirring occasionally until just tender, about 8 minutes. Add  $\frac{1}{4}$  cup minced fresh parsley or chives.



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# BEEF WITH BABY GREENS SALAD & HORSERADISH VINAIGRETTE

*Prep: 15 mins Yields: 6 Servings*

## INGREDIENTS

- **¼ cup** white wine vinegar
- **1 tbsp** prepared horseradish
- **⅓ cup** canola or vegetable oil
- **½ tsp** salt and freshly ground pepper
- **2 cups** slivered cooked beef Oven Roast or Grilling Steak
- **½ cup** crumbled feta cheese
- **½** small red onion, thinly sliced
- **½ cup** toasted walnut halves, broken
- **4 cups** baby greens

## INSTRUCTIONS

- 1** In large bowl, **whisk together** vinegar, horseradish, canola oil, salt and pepper.
- 2 Add** cooked beef, lettuce greens, cheese, onion and nuts. Toss together to coat with dressing.
- 3 Serve.**

### **To toast walnuts:**

Place nuts on large rimmed baking sheet. Toast in **350°F (180°C)** oven, until aromatic, stirring once, about 10 minutes.

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# SPEEDY SKILLET STEAK WITH RAPID RATATOUILLE

*Prep: 10 mins Cook: 20 mins Yields: 2 Steaks*

## INGREDIENTS

- 2 Beef Fast-fry/Minute Steaks
- 2 tsp Herb de Provence, divided (or a mix of dried tarragon, oregano, thyme leaves)
- ½ tsp EACH salt and pepper
- 1 tbs vegetable oil
- 1 small zucchini, diced
- 1 clove garlic, minced
- 1 small sweet onion, diced
- 20 cherry tomatoes, halved
- ⅓ cup crumbled feta cheese
- ¼ cup minced Italian parsley or basil, optional

## INSTRUCTIONS

- 1 Season** the steaks with 1 tsp of the Herb de Provence and salt and pepper.
- 2 Heat** oil in medium non-stick pan over medium-high heat. Add steaks and cook, turning twice or more with tongs to desired doneness. Remove from pan and keep warm.
- 3 Add** zucchini, garlic, onion and remaining 1 tsp Herb de Provence to pan. Sauté, stirring, for 2 to 3 minutes.
- 4 Add** tomatoes and continue to cook for 2 to 3 minutes. Remove from heat, stir in feta and parsley (if using) and serve over steak.



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# QUICK BEEF & BARLEY SOUP

*Prep: 15 mins Cook: 15 mins Yields: 9 1-cup Servings*

## INGREDIENTS

- **1 tbsp** vegetable oil
- **1** onion, diced
- **2** cloves garlic, minced
- **1 EACH**, large carrot and stalk celery, sliced
- **½ tsp EACH** dried thyme leaves, salt and freshly ground pepper
- **1 tbsp** tomato paste
- **¾ cup** pearl barley
- **4 cups** beef broth
- **1 can** diced stewed tomatoes
- **3 cups** cubed cooked beef pot roast

---

## INSTRUCTIONS

- 1 Heat** vegetable oil in large pot. Add onion, garlic, carrot, celery, thyme, salt and pepper. Cook over medium-high heat to soften, about 2 minutes.
  - 2 Add** tomato paste, stirring to coat vegetables. Add barley, beef broth, 3 cups water and stewed tomatoes. Bring to boil; reduce heat and simmer, stirring occasionally, until barley is tender, about 15 minutes.
  - 3 Add** cooked beef pot roast; heat through, about 2 minutes.
-



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# BEEF STEAK & LENTIL SALAD

*Prep: 25 mins Cook: 20 mins Yields: 6 Servings*

## INGREDIENTS

- **1 tsp EACH** Italian seasoning, coarsely ground pepper and salt
- **¼ tsp** garlic powder
- **1 lb (500 g)** Beef Grilling Steak (e.g. Strip Loin or Top Sirloin), 1 inch thick
- **½ cup** minced red onion
- **¼ cup EACH** olive oil and chopped fresh basil
- **2 cloves** garlic, minced fresh or roasted mashed
- **2 tbsp** red wine vinegar
- **½ tsp EACH** salt and dried oregano
- **2 cups** assorted grilled vegetables (e.g. zucchini, sweet red pepper, asparagus, etc.), cut into chunks
- **2** plum tomatoes, seeded and chopped
- **1 can (540 mL)** lentils, drained and rinsed
- **1 jar (170 mL)** marinated artichoke hearts, drained and coarsely chopped

## INSTRUCTIONS

- 1 Combine** seasoning, pepper, salt and garlic powder in small bowl. Rub mixture over steak; let stand for 15 minutes.
- 2** Meanwhile, **combine** onion, olive oil, basil, garlic, vinegar, salt and oregano in large salad bowl. Add grilled vegetables, tomatoes, lentils and artichoke hearts. Gently toss together and season to taste.
- 3 Grill** steak over medium-high heat for about 10 minutes, turning twice or more for medium-rare doneness (145° F/63° C). Let stand for 5 minutes. Cut steak into thin slices; serve with lentil mixture.



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# OVEN ROAST BEEF HOW-TO

---

## OVEN ROAST BEEF CUT OPTIONS:

- Sirloin Tip
- Eye of Round
- Outside Round
- Inside Round
- Top Sirloin
- Tenderloin
- Prime Rib
- Rib Eye
- Rump

## INSTRUCTIONS

- 1 Season** roast all over with coarse salt and pepper; place on rack 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: 145°F/63°C for medium-rare, 160°F/71°C or higher for medium to well-done.
  - 4** Remove from oven, cover loosely with foil and let rest for 15 minutes before serving.
-



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# BEEF POT ROAST HOW-TO

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## BEEF POT ROAST CUT OPTIONS:

- Blade
- Cross Rib
- Top Blade

### **\*Slow Cooker Option:**

Transfer browned roast to slow cooker with liquid and any vegetables. Cover with lid and slow cook on LOW for 6 to 8 hours.

## INSTRUCTIONS

- 1 Season** roast all over with coarse salt and pepper. In lightly oiled Dutch oven or stockpot, brown roast all over using medium-high heat.\*
  - 2 Add** 1 to 2 cups liquid such as red wine, broth, canned tomatoes or soup.
  - 3 Simmer**, covered, on stove top or in 325°F (160°C) oven for 3 hours or until fork-tender.
  - 4 Add** chunks of vegetables for final 45 minutes, if desired. Skim fat from sauce and season to taste.
-



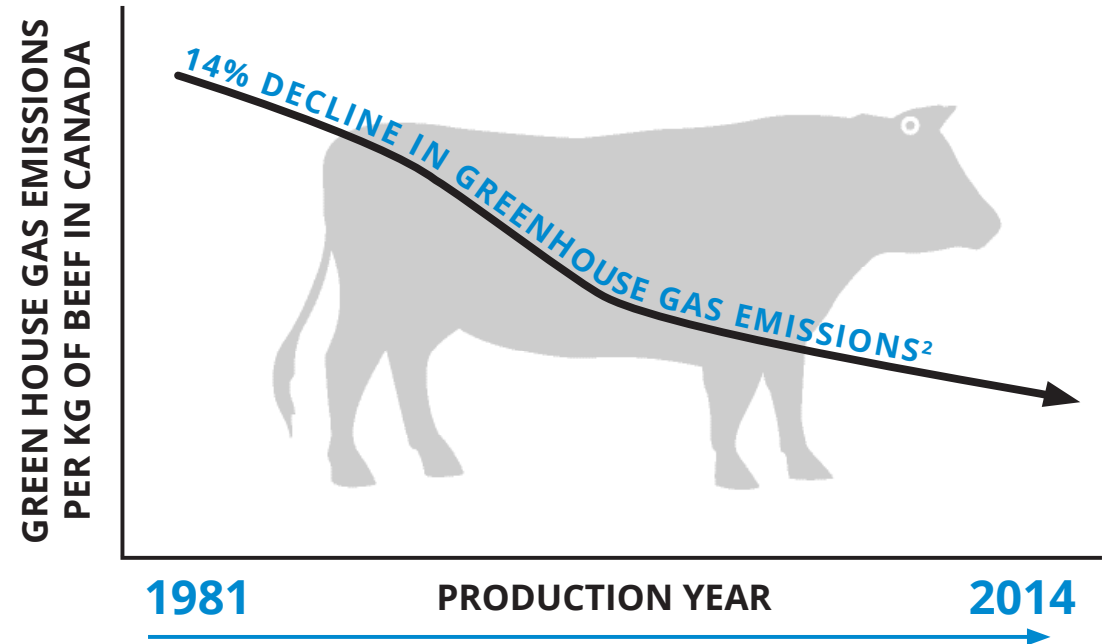
## ENVIRONMENTAL SUSTAINABILITY

### LESS GAS EXPORTED

At 0.04%, Canadians should be proud that beef production in this country has one of the **lowest** greenhouse gas footprints in the world.<sup>1</sup>

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### IMPROVED FUEL EFFICIENCY



<sup>2</sup> Legesse, G., Beauchemin, K. A., Ominski, K. H., McGeough, E. J., Kroebel, R., MacDonald, D., McAllister, T. A. (2015, December 23). Greenhouse gas emissions of Canadian beef production in 1981 as compared to 2011. *Animal Production Science*.

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AND GRAZE ON

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*soil carbon storage*



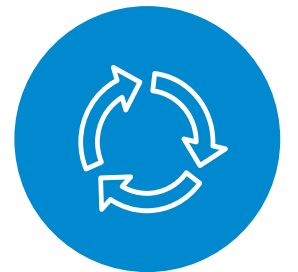
*biodiversity*



*wildlife habitat and migration*



*water filtration*



*nutrient recycling*

## WATER IMPACT

### SAFEGUARDING WATER

'Eat a steak, save a lake'. In their effort to preserve wetland habitat, Ducks Unlimited works to support beef farming. Raising cattle means lands are not drained for growing crops. Good for frogs, good for ducks, good for beef.

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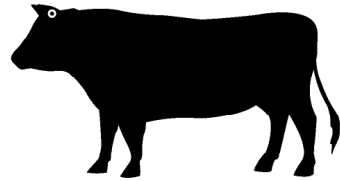
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## PROTEIN

ARE YOU GETTING ENOUGH  
**PROTEIN?**



**Beef belongs.** While many Canadians are opting for a plant-based diet, meat remains one of the most nutrient-dense foods available and is **PART OF A BALANCED DIET.**

**MORE THAN**

**56%**

of adolescent males

**48%**

of women 31-50  
years of age

**69%**

of females older  
than 70 years of age

are **EATING LESS**

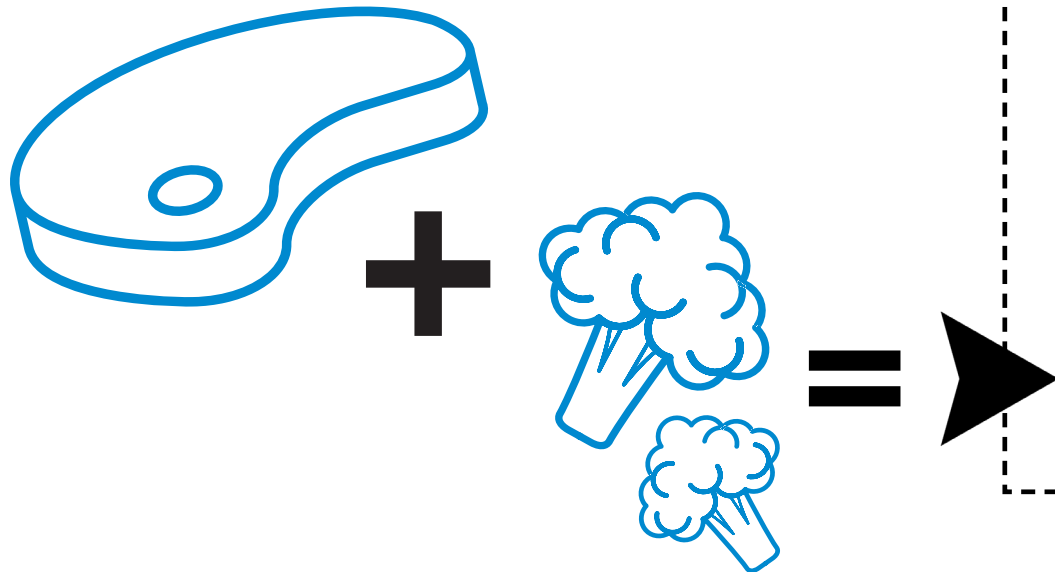
than the **recommended number of servings** for meat and alternatives daily. Are you getting enough?<sup>1</sup>

<sup>1</sup> Canadian Community Health Surveys (Nutrition) 2004 and 2015



## FOOD SYNERGY

## WORKING BETTER TOGETHER



### ***DID YOU KNOW...***

That when paired together, foods can actually produce greater health benefits for your body? We eat foods not nutrients. **Real foods trump supplements. Real foods first.**

Paired together, protein-rich beef helps increase the iron absorbed from beans and other plant sources of iron by a whopping **150%**. It's food synergy in action - known as **The Meat Factor.**<sup>2</sup>

Without the inclusion of meat in their diets, vegetarians need almost **2X more iron** than meat eaters.

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## NUTRIENTS

# WHAT'S IN IT FOR YOU

### LOOKING TO KEEP YOUR



SMILE  
SPARKLING



IMMUNE SYSTEM  
HEALTHY



BRAIN  
POWERED

MAKE SURE **BEEF** IS PART OF YOUR DIET

## 75 GRAMS OF COOKED BEEF INCLUDES:<sup>3</sup>

### 26 GRAMS OF PROTEIN –

necessary to build muscle and maintain healthy bones and teeth. Smile!

### 70% OF YOUR DAILY VALUE OF ZINC –

helps boost your body's immune system & keep you healthy

### 90% OF YOUR DAILY VALUE OF VITAMIN B<sub>12</sub> –

ensures you can concentrate and feel energized

### 10% OF YOUR DAILY VALUE OF VITAMIN B<sub>6</sub> –

remember this brain-power booster - a smart decision to include

### 20% OF YOUR DAILY VALUE OF IRON –

enabling increased brain and muscle function

<sup>3</sup>Health Canada, Canadian Nutrient File, 2015, food code 6172 Beef, composite cuts, steak/roast, lean and fat, cooked.

## SEEKING PROTEIN?

SEEKING PROTEIN

**HERE'S WHAT 26 G OF PROTEIN LOOKS LIKE** 

Enjoy a variety of protein foods from Canada's Food Guide. Consider the 'protein efficiency' in your protein choices: how much protein do I get per serving = how much I need to eat.<sup>4</sup>

**26**

=



**GRAMS  
OF PROTEIN**

**PALM-SIZED SERVING (75g)  
COOKED BEEF**

**2.5** 

**SERVINGS  
(1 SERVING = 3/4 CUP)  
BLACK BEANS**

OR

**2** 

**SERVINGS  
(1 SERVING = 3/4 CUP)  
HUMMUS**

OR

**3.5** 

**SERVINGS  
(1 SERVING = 2 TBSP)  
PEANUT BUTTER**

<sup>4</sup>Health Canada, Canadian Nutrient File, 2015, food codes: Beef 6172, Peanut Butter 6289, Hummus 4870, Black Beans 3377

# NUTRITIONALLY

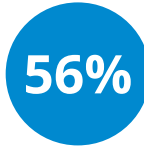
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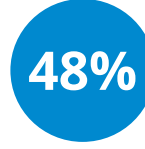


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IMMUNE SYSTEM HEALTHY



BRAIN POWERED

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**2.5**

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BLACK BEANS

OR

**2**

**SERVINGS**  
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HUMMUS

OR

**3.5**

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soil carbon storage



biodiversity



wildlife habitat and migration



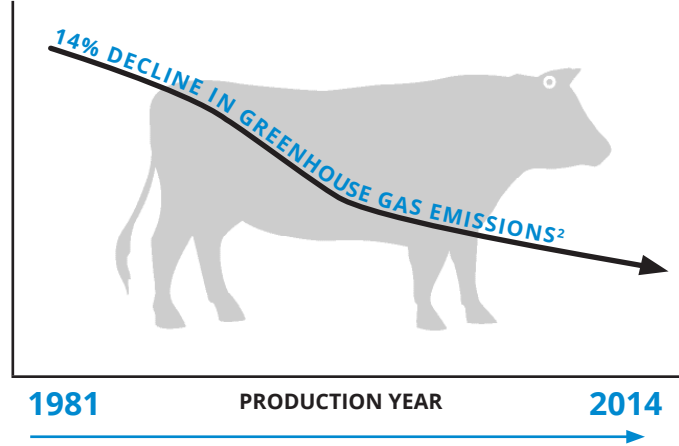
water filtration



nutrient recycling

## IMPROVED FUEL EFFICIENCY

GREEN HOUSE GAS EMISSIONS PER KG OF BEEF IN CANADA



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# How Beef Stacks Up

**1.** Canadian Beef is an excellent source of \_\_\_\_\_ :

- Fibre
- Vitamin E
- Protein

**2.** Compared to an equal serving of cooked chicken breast, beef delivers:

- \_\_\_\_\_ more iron
- 600% more vitamin B<sub>12</sub>
- 700% more zinc
- 500%
- 10%
- 200%
- 400%



**3.** Protein is critical for the following:

- Growth in childhood
- Energy and vitality in adulthood
- Healthy aging later in life
- All of the above

**4.** Which of these statements is true about the fat content of beef?

- Half the fat in beef is unsaturated
- Beef has about the same amount of saturated fat as chicken thighs
- Fat is required in your diet and helps you absorb certain nutrients such as vitamin D
- All these statements are true
- All these statements are false
- Only one of these statements is true

**5. Beef is power packed with essential nutrients. Three of the nutrients found in beef are:**

- o Iron, Zinc, Vitamin B<sub>12</sub>
- o Vitamins A, D and E
- o Fibre, Vitamin C and Iron



**6. Vegetarians need:**

- o More iron in their diets than meat eaters
- o Less iron in their diets than meat eaters
- o Vegetarians don't need iron since they don't eat meat

**7. A 75 gram serving of beef contains less than 200 calories, and a whopping \_\_\_\_\_ of protein.**

- o 6 grams
- o 26 grams
- o 14 grams

**8. Beef can be described as:**

- o A single ingredient food that satisfies the appetite and is loaded with essential nutrients
- o High in fat so needs to be limited
- o Not as nutritious as plant-based proteins



**THINKBEEF<sup>CA</sup>**

# Seeking Protein?

Here's what 26 g of protein looks like



1 serving = 75 g **Cooked Beef** <sup>1</sup>  
26 g protein & 184 calories per serving

**Peanut Butter**  
Approx 3.5 servings



1 serving = 2 tbsp  
7 g protein/serving  
184 calories/serving

**Hummus**  
Approx 2 servings



1 serving = 3/4 cup  
14 g protein/serving  
302 calories/serving

**Black Beans**  
Approx 2.5 servings



1 serving = 3/4 cup  
11 g protein/serving  
168 calories/serving

1 serving (75 g) beef is an excellent source of protein.<sup>2</sup>

<sup>1</sup>Beef, composite cuts, steak/roast, lean and fat, cooked.

<sup>2</sup>See [www.thinkbeef.ca](http://www.thinkbeef.ca) for nutrition information.

***Eating Well with Canada's Food Guide* recommends Canadians enjoy a variety of foods from the four food groups, including a variety of foods from the Meat and Alternatives food group.**

Source of nutrient values: Health Canada, Canadian Nutrient File, 2015, food codes: Beef 6172, Peanut Butter 6289, Hummus 4870, Black Beans 3377.

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# Think you know beef?

Here's how beef stacks up<sup>1</sup>



1 serving = 75 g **Cooked Beef** <sup>2</sup>  
26 g protein, 2.5 mg iron, 1.83 µg B<sub>12</sub>, 6.5 mg zinc & 184 calories per serving

26 g Protein



**Almonds**  
Approx 3.5 servings  
1 serving = 1/4 cup  
8 g protein/serving

2.5 mg Iron



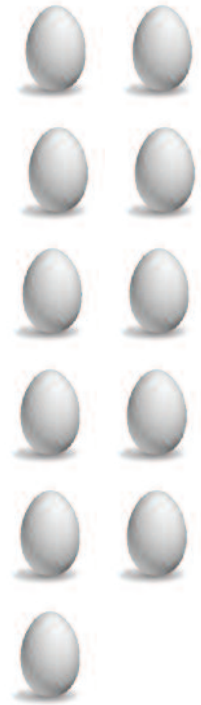
**Salmon**  
Approx 6.5 servings  
1 serving = 75 g, cooked  
0.38 mg iron/serving

1.83 µg Vitamin B<sub>12</sub>



**Boneless Chicken Breast**  
Approx 7 servings  
1 serving = 75 g, cooked  
0.26 µg B<sub>12</sub>/serving

6.5 mg Zinc



**Eggs**  
Approx 5.5 servings  
1 serving = 2 eggs  
1.16 mg zinc/serving

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