

BEEF
IT'S WHAT'S FOR DINNER.®

BEEF COOKERY

A Guide for Beef Enthusiasts





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Beef Cookery is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for you, the beef enthusiast, this resource will bolster your knowledge giving you added confidence when working with beef and sharing beef content. With tips and tricks, comprehensive cooking lessons and timing charts, you'll have what you need to ensure beef success every time!

Beef Cookery also serves as a companion to BeefItsWhatsForDinner.com, the ultimate resource for all things beef. Visit the website for recipes, a deep dive into beef cuts, beef nutrition and raising beef information.



STORAGE TIP
 —
 Ground beef is more perishable than roasts or steaks. Plan to use refrigerated ground beef within 1 to 2 days of purchase.

Understanding the Label

The meat package label identifies the kind of meat (i.e. beef), the wholesale (primal) cut and the cut name. It also includes the weight, price per pound, total price, sell-by date and safe handling instructions. It may also include a grade, nutrition and preparation information, and the country of origin.

Ground Beef packages are labeled according to USDA standards. The information on the labels will be expressed as percent lean to percent fat (80% Lean/20% Fat, for example).

What to Look For

- Select beef with a bright cherry-red color. Beef in a sealed bag typically has a darker purplish-red color. When exposed to the air, it will turn a bright red.
- Choose beef that is firm to the touch.
- Make sure the package is cold with no holes or tears.
- Choose packages without excessive liquid.
- Purchase beef on or before the sell-by date.

Total fat and saturated fat are based on 3-ounce cooked servings, visible fat removed.
 U.S. Department of Agriculture, Agricultural Research Service, 2012. USDA Nutrient Database for Standard Reference, Release 25.
 Nutrient Data Laboratory homepage www.ars.usda.gov/ba/bhnrc/ndl.

Storing Beef

Keep it Safe

When shopping, pick up beef just before checking out. If it will take longer than 30 minutes to get it home, consider keeping it cold in a cooler.

At-Home Storage

- Refrigerate or freeze as soon as possible after purchasing.
- Place beef packages on the lowest shelf in your refrigerator on a plate or tray to catch any juices.
- If you plan to freeze your beef, think ahead to your weeknight meals and re-package it into right-size portions for you and your family.
- You can freeze beef in its original packaging up to two weeks. For longer storage, wrap in heavy-duty aluminum foil or place in a plastic freezer bags, removing as much air as possible.
- Label each package with the date, name of beef cut and weight and/or number or servings. Practice FIFO (First In, First Out) inventory system.
- Refrigerate leftovers promptly after serving (within 2 hours of cooking).

Refrigerator and Freezer Storage Guidelines

Beef Cut	Refrigerator 35°F to 40°F	Freezer 0°F or below
Fresh Beef	From Purchase Date	
Steaks, Roasts	3 to 4 days	6 to 12 months
Stew Meat, Kabobs or Strips	2 to 3 days	6 to 12 months
Ground Beef	1 to 2 days	3 to 4 months
Leftover Cooked Beef		
All	3 to 4 days	2 to 3 months
Cured/Smoked/Ready-to-Eat Beef		
Corned Beef, ready-to-cook	1 week	2 weeks
Frankfurters, Deli Meats	3 to 5 days	1 to 2 months
Beef Sausage, smoked	1 week	Not recommended
Beef Sausage, dry and semi-dry, unsliced	2 to 3 weeks	Not recommended



Defrosting and Cleaning

Defrosting Guidelines

For best quality, defrost beef in the refrigerator, never at room temperature. Place the frozen package on a plate or tray, to catch any juices, and place in the refrigerator according to chart.

Forget to take your ground beef out? According to the USDA, you can defrost it in the microwave, but it must be cooked the same day.

Beef Cut	Package Thickness	Approximate Refrigeration Time (35°F to 40°F)
Steaks, Ground Beef	½ to ¾ inch	12 hours
Stew Meat, Kabobs, Strips	1 to 1-½ inches	24 hours
Small Roasts	Varies	3 to 5 hours per pound
Large Roasts	Varies	4 to 7 hours per pound

Keeping it Clean

To avoid cross-contamination and prevent foodborne illnesses, follow these easy steps:

- Wash hands well in hot, soapy water before and after handling raw meat and other fresh foods.
- Keep raw meat and meat juices away from other foods, both in the refrigerator and during preparation.
- Wash all utensils, cutting surfaces and counters with hot, soapy water after contact with raw meat.
- Keep carving boards separate from other food preparation areas and serving platters.

Beef Tips and Tricks

- Use a gentle touch with ground beef. Over-mixing will result in burgers, meatballs or meatloaves with a firm texture.
- Before cooking, pat steaks and roasts dry with paper towels for better browning.
- When stir-frying, partially freeze steaks for about 30 minutes for easier slicing.
- When roasting or broiling, place steaks or roasts on a rack in a toasting or broiler pan to allow fat to drip away during cooking.
- For kabobs, cut steak into uniform pieces to ensure even cooking. Thread steak pieces onto skewers leaving small spaces between them. Loose or tight spacing can cause beef to cook unevenly.
- Use the pan size specified in the recipe. If the pan is too small, the beef will be crowded and browning will be inhibited. If the pan is too large, overcooking may result.
- When cooking with acidic ingredients, such as tomatoes, citrus juices or wine, use pans with nonreactive interior surface such as nonstick, anodized aluminum or stainless steel. Reactive metals such as aluminum and cast iron can affect the taste and color for dishes with acidic ingredients.
- High heat can overcook or char the outside of beef cuts while the interior remains underdone.
- There is no need to bring beef to room temperature before cooking - straight from the refrigerator works effectively.
- Turn steaks and roasts with tongs. Avoid using a fork, which will pierce the beef and result in the loss of flavorful juices.
- Turn ground beef patties with a spatula. Do not press down on the patty, or flavorful juices will be lost, resulting in a dry burger.
- Salt beef after cooking or browning. Salting beef before cooking draws out moisture and restricts the flavor that browning imparts.

Should you marinate or rub?

What kind of cut do you have?

Tender Cut
(think T-Bone or Strip Steak)



Less Tender Cut
(think Flank or Round Steak)



Do you have an additional 15 minutes - 2 hours?

Yes

No

Perfect!
Use a flavorful marinade

Don't Worry!
Use a rub of your favorite herbs and spices

Find rub and marinade recipes at BeefItsWhatsForDinner.com

For best results use a tenderizing marinade

Use a marinade that contains acidic ingredients (like lemon juice or flavored vinegar) or natural enzymes (like ginger or pineapple) You'll also need an additional 6 - 24 hours

Marinade Quick Tips



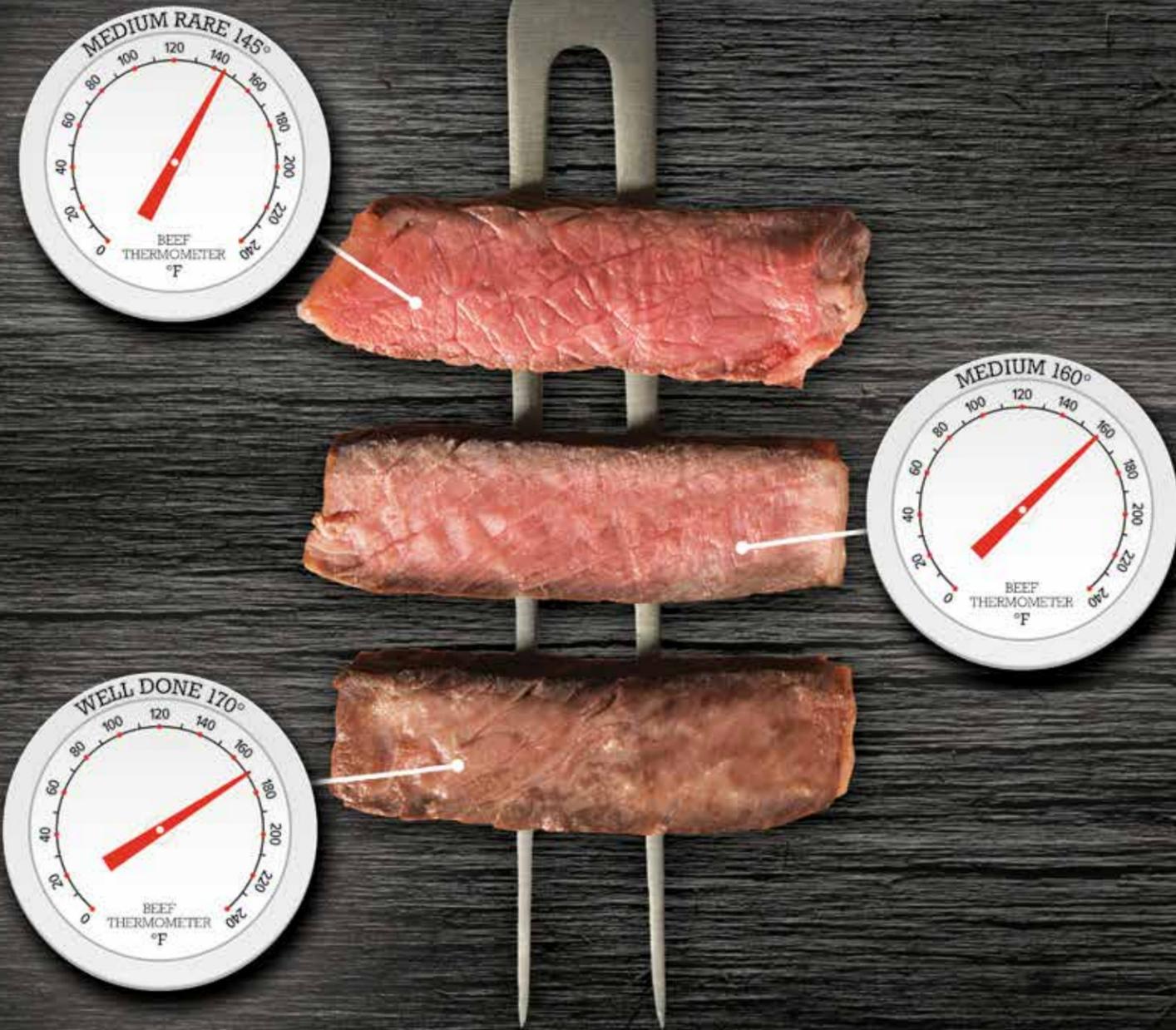
- Always marinate in the refrigerator, never at room temperature.
- Allow ¼ to ½ cup of marinade for every pound of beef.
- Marinate in a food-safe plastic bag or in a non-reactive container such as glass or plastic. Turn or stir the beef occasionally to allow even exposure to the marinade.
- Before cooking, remove beef from marinade and pat dry with a paper towel to promote even browning and prevent steaming.
- If a marinade is to be used for basting or as a sauce, reserve a portion of it before adding it to the beef. Marinade that has been in contact with uncooked meat must be brought to a full rolling boil for a least one minute before it can be used for basting or as a sauce.

Rub Quick Tips



- Dry rubs consist of herbs, spices and other dry seasonings.
- Paste-type rubs which are perfect for roasts, contain small amounts of wet ingredients, such as oil, crushed garlic, or mustard.
- Rubs can be applied just before cooking or up to 2 hours in advance and refrigerated until cooking time.
- Simply combine the ingredients and apply evenly to all sides. Cook beef to desired doneness.

Determining Doneness



Steaks



- Insert an instant-read thermometer horizontally from the side so it penetrates the thickest part or the center of the steak, not touching bone or fat.
- After cooking, let steaks rest before serving.

Ground Beef



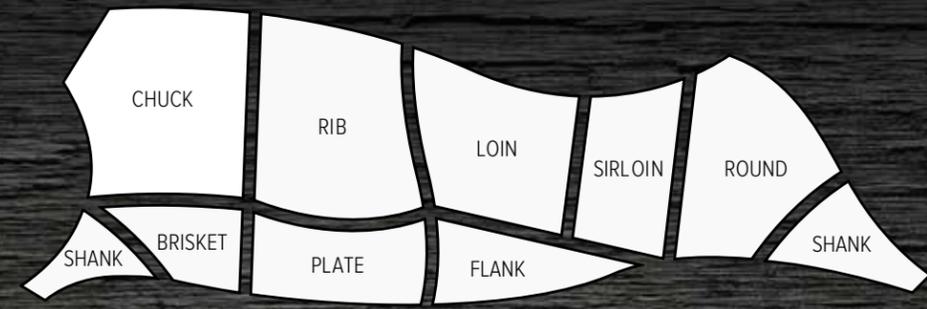
- Insert an instant-read thermometer into the center or thickest part of a meatloaf or meatball, or horizontally from the side into the center for patties.
- All cooking times in this brochure are for fresh or thoroughly thawed ground beef. Ground beef (patties, meatloaves, meatballs) should be cooked to an internal temperature of 160°F (medium doneness). Color is not a reliable indicator of ground beef doneness.
- Due to the natural nitrate content of certain ingredients often used in meatloaf, such as onions, celery and bell peppers, meatloaf may remain pink even when a 160°F internal temperature has been reached.

Roasts



- Insert an ovenproof meat thermometer prior to roasting (into the thickest part of the roast, not resting in fat or touching bone) and leave in throughout the cooking process.
- Or, insert an instant-read thermometer toward end of cooking time (as described above) for about 15 seconds. Remove thermometer; continue cooking, if necessary.
- Temperature will continue to rise 5°F to 15°F after removing from oven, to reach desired doneness. Allow 15 to 20 minutes resting time.

Most Common Beef Cuts and Recommended Cooking Methods

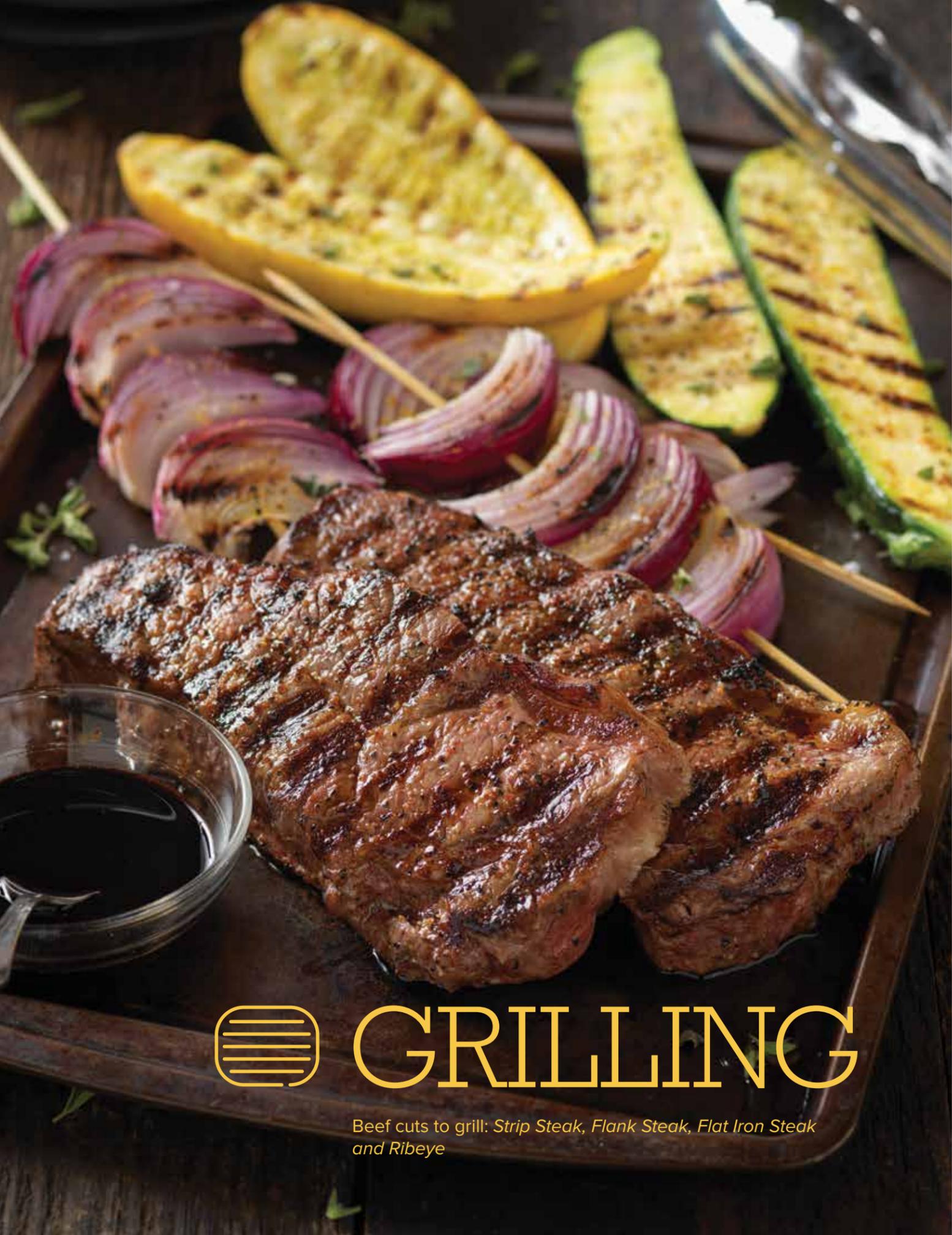


CHUCK			RIB	LOIN	SIRLOIN	ROUND	INGREDIENT CUTS	PLATE AND FLANK	BRISKET
Arm Chuck Roast  Arm Chuck Steak  Blade Chuck Steak  7-Bone Chuck Steak  Chuck Center Roast  Denver Steak 	Chuck Eye Roast+  Chuck Eye Steak  Country-Style Ribs  Cross Rib Chuck Roast  Shoulder Roast+  Shoulder Steak+* 	Ranch Steak+  Flat Iron Steak  Top Blade Steak  Shoulder Petite Tender+  Shoulder Petite Tender Medallions+  Short Ribs, Bone-In 	Ribeye Roast, Bone-In  Ribeye Steak, Bone-In  Back Ribs  Ribeye Roast, Boneless  Ribeye Steak, Boneless  Ribeye Cap Steak 	Porterhouse Steak  T-Bone Steak  Strip Steak, Bone-In+  Strip Steak, Boneless+  Tenderloin Roast+  Tenderloin Steak (Filet Mignon)+ 	Top Sirloin Steak+  Coulotte Roast  Coulotte Steak+  Tri-Tip Roast+  Tri-Tip Steak+  Petite Sirloin Steak 	Top Round Roast+*  Top Round Steak+*  Bottom Round Steak+*  Bottom Round Rump Roast+  Eye of Round Roast+  Eye of Round Steak+* 	Kabobs*  Stew Meat  Strips  Cubed Steaks  Ground Beef and Ground Beef Patties  Shank Cross-Cut+ 	Skirt Steak*  Flank Steak+*  Short Ribs, Bone-In 	Brisket Flat+  Brisket Point 

KEY TO RECOMMENDED COOKING METHODS

 GRILL	 INDIRECT GRILLING
 SKILLET	 STIR-FRY
 BRAISE/ POT ROAST	 ROAST
 BROIL	 SKILLET-TO-OVEN

+ This cut meets the government guidelines for lean, based on cooked servings, visible fat trimmed.
 * Marinate before cooking for best results



GRILLING

Beef cuts to grill: *Strip Steak, Flank Steak, Flat Iron Steak and Ribeye*

This is a popular method for preparing steak, but it's also the one that tends to worry a lot of beginner cooks. When you follow these steps (and allow yourself a little practice), you'll find grilling is easy and—most importantly—very satisfying.

1



PREP PAYS OFF

Some grill experts emphasize the importance of bringing steaks to room temperature before grilling, but we don't recommend it for food safety reasons. Likewise, our cooking chart is based on the meat going directly from chill to grill. So plan on pulling the meat from the fridge, seasoning well, and getting started right away.

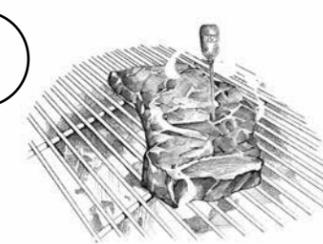
2



FIRE IT UP

Make sure your grill is clean (to prevent flare-ups) and the rack is well-oiled (to prevent sticking). If you're using charcoal, follow the directions for how much you'll need and how to build the charcoal pile. For gas grills, refer to your owner's manual and set the grill to medium-high.

3



GRILL, BABY, GRILL

Use an ovenproof or instant-read thermometer to monitor doneness, and let it go—don't flip the steaks so much! One flip is usually all you need, but take care to avoid charring or burning and be ready to turn down the heat (or move to a cooler spot on the grill) if necessary. Keep in mind the internal temperature will continue to rise for a few minutes after coming off the grill.

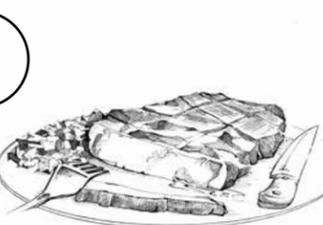
4



REST & RELAX

Here's another step novice cooks often overlook: resting the meat before serving—even if you're hungry. It's seriously worth the wait, because it prevents all those tasty juices from draining onto your plate. For most grill-friendly cuts, about five minutes is enough.

5



FINISHING TOUCHES

If you're slicing the steak before serving, be sure to go across the grain. There's no shortage of tips for assembling a great burger. For steaks, we recommend topping them off with compound butter or serving with a sauce.

GLOSSARY

Grain

Although grain is an important part of raising beef, in this case it refers to the direction of the muscle fibers in a cut of meat. Slicing "across the grain" means slicing perpendicular to the direction of the fibers, which helps make the meat easier to chew.

COOKING TIP

It's not a good idea to cut into a steak or burger to see if it's done. You'll lose juices and risk drying out the meat. Instead, rely on your thermometer to tell you when it's done.



GRILLING GUIDELINES

Beef Cut	Weight/Thickness	Charcoal Approximate Total Cooking Time Medium Rare (145°F) to Medium (160°F) (minutes)	Gas Approximate Total Cooking Time Medium Rare (145°F) to Medium (160°F) (minutes)	
Chuck	Chuck Eye Steak, Boneless	3/4 inch	9 to 11	9 to 12
		1 inch	12 to 14	13 to 17
	Top Blade Steak, Boneless	3/4 inch	6 to 9	6 to 9
		1 inch	9 to 13	10 to 13
	Flat Iron Steak	8 ounces each	10 to 14	12 to 16
	Shoulder Steak, Boneless (Marinate)	3/4 inch	8 to 12	9 to 12
		1 inch	12 to 17	15 to 19
	Ranch Steak	3/4 inch	8 to 11	8 to 11
		1 inch	11 to 14	12 to 16
	Petite Tender Roast	8 to 12 ounces each*	14 to 18	14 to 19
Rib	Denver Steak	1/2 inch	4 to 7	5 to 8
		3/4 inch	7 to 10	8 to 11
		1 inch	10 to 14	12 to 17
	Ribeye Steak, Bone-In	3/4 inch	7 to 9	7 to 9
		1 inch	9 to 11	9 to 12
		1-1/2 inches**	19 to 24	20 to 25
Ribeye Steak, Boneless	3/4 inch	7 to 10	7 to 9	
	1 inch	10 to 14	9 to 14	
	1-1/2 inches**	16 to 20	15 to 19	
Loin	Porterhouse/T-Bone Steak	3/4 inch	8 to 11	9 to 13
		1 inch	11 to 16	15 to 19
		1-1/2 inches**	19 to 24	20 to 25
	Strip Steak, Boneless	3/4 inch	7 to 10	7 to 10
		1 inch	11 to 14	11 to 15
	Tenderloin Steak	3/4 inch	7 to 10	7 to 10
		1 inch	10 to 14	11 to 15
	1-1/2 inches**	14 to 18	16 to 20	

Beef Cut	Weight/Thickness	Charcoal Approximate Total Cooking Time Medium Rare (145°F) to Medium (160°F) (minutes)	Gas Approximate Total Cooking Time Medium Rare (145°F) to Medium (160°F) (minutes)		
Sirloin	Top Sirloin Steak	3/4 inch	7 to 11	8 to 13	
		1 inch	11 to 15	13 to 16	
		1-1/2 inches**	22 to 26	24 to 30	
	Tri-Tip Steak	3/4 inch	8 to 10	8 to 10	
1 inch		10 to 14	10 to 14		
Round	Sirloin Tip Center Steak	3/4 inch	8 to 9	8 to 11	
		1 inch	11 to 13	13 to 15	
	Sirloin Tip Side Steak (Marinate)	3/4 inch	8 to 10	8 to 11	
		1 inch	12 to 14	13 to 14	
	Bottom Round Steak (Marinate)	3/4 inch	8 to 10	11 to 14	
		1 inch	12 to 15	15 to 17	
		1 to 1/4 inches	18 to 20	18 to 20	
	Top Round Steak (Marinate)	3/4 inch	10 to 11	10 to 11	
		1 inch	12 to 14	16 to 19	
		1-1/2 inches**	20 to 23	20 to 23	
Plate & Flank	Skirt Steak (Marinate)	1 to 1-1/2 pounds (4 to 6 inch portions)	7 to 12	8 to 12	
		Flank Steak (Marinate)	1-1/2 to 2 pounds	11 to 16	16 to 21
	Others	Kabobs, beef only	1 x 1-1/4 inch cubes (1 pound)	5 to 7	7 to 9
		Ground Beef Patties	1/2 inch (4 ounces each)	8 to 10	13 to 14
	Cook to medium (160°F) doneness	3/4 inch (6 ounces each)	11 to 15	7 to 9	

* Remove from grill when internal temperature(s) reaches 135°F for medium rare; 150°F for medium doneness. Let stand 5 minutes.

** Remove from grill when internal temperature(s) reaches 140°F for medium rare; 155°F for medium doneness. Let stand 5 minutes.

Charcoal and Gas Grilling

For charcoal grilling, when coals are medium ash-covered (approximately 30 minutes), spread in a single layer and check cooking temperature. Position cooking grid. To check temperature, cautiously hold the palm of your hand above the coals at cooking height. Count the number of seconds you can hold your hand in that position before the heat forces you to pull it away; approximately 4 seconds for medium heat.

For gas grilling, brands vary greatly and grilling times may need to be adjusted. Consult owner's manual for specific grilling information.

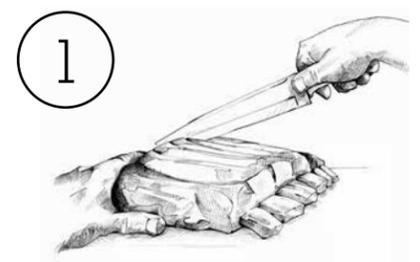
Trim visible fat before grilling to help prevent flare-ups. If food is grilled over too high heat, the exterior can become overcooked or charred before the interior reaches the desired doneness. Charring is not recommended.



BRAISING

Beef cuts to braise: *Chuck Pot Roast, Shoulder Roast, Short Ribs, Bottom Round Rump Roast, Round Steak and Brisket*

The beauty of braising is how it turns less-tender cuts into rich, fork-tender dishes. The key is to cook the beef in liquid over low heat for several hours. If you use pre-cut chunks, make sure they're not too small (think at least the size of a golf ball), because they tend to overcook.



1

PREHEAT & PREP

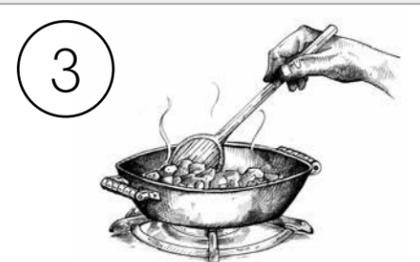
Braising can be done on your stovetop, in a slow cooker or in the oven, depending on your recipe. Before you start preparing the beef, be sure to pat it dry with paper towels. This helps it brown more evenly. If your recipe calls for a spice rub or seasoning mix, now's the time to sprinkle it on. Salt and pepper works great, too. It also helps to chop up or open any vegetables you'll be using later.



2

BROWN THE MEAT

Most every braising recipe calls for browning the meat on all sides, usually over medium-high heat, until it develops a golden brown crust. Be careful not to brown it for too long so it doesn't burn.



3

SAUTÉ THE VEGETABLES

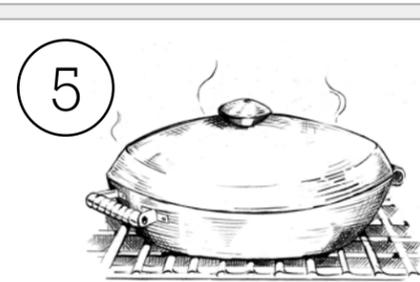
Most braising recipes include a variety of chopped vegetables, such as carrots, celery, onions and garlic. Chefs call these aromatics, and you're about to find out why (your kitchen will soon smell amazing). Add them to a pan and sauté until they begin to soften. If your recipe doesn't call for vegetables, it's ok to skip this step.



4

SAVE THE FLAVOR

See those brown bits clinging to the bottom of the pan? They're chock full of flavor. When your aromatics have softened and the pan is still hot, slowly add some liquid—such as beef broth, wine, juices or even water—and scrape up the bits with a wooden spoon or heat-resistant rubber spatula. This technique is called deglazing, and it helps make your dish delicious.



5

ALL TOGETHER NOW

Carefully return the meat to the pan or slow cooker. Depending on your recipe, now's the time to add more liquid, such as the beef broth or wine you used for deglazing. Then turn down the heat per your recipe, cover it with a tight-fitting lid and let that moist heat work its magic.



6

FINISHING TOUCHES

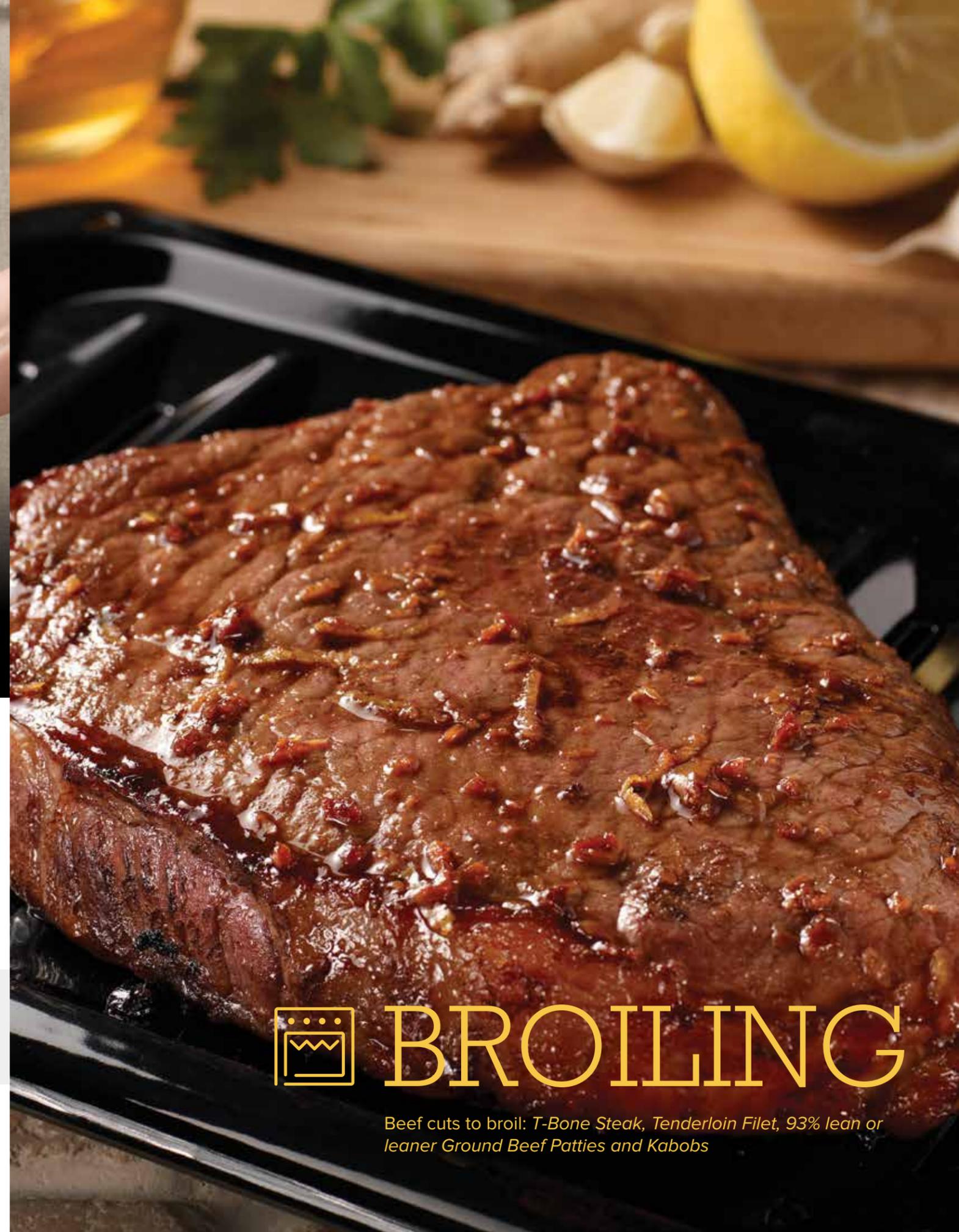
You'll know it's done when the meat is fork-tender. Some braising recipes can go straight from the stovetop, slow cooker or oven to your table. Or you can remove the meat and vegetables, strain the liquid, and combine it with a roux to make a great sauce.



COOKING TIP
 —
 You'll be mighty tempted, but it's important to avoid lifting the lid, which releases valuable heat and moisture and can significantly increase the cooking time.

BRAISING GUIDELINES

	Beef Cut	Weight/ Thickness	Approx Covered Simmer Time (hours)
Chuck	Arm Roast, Boneless	2-1/2 to 3-1/2 pounds	1-3/4 to 2-3/4
	Blade Roast, Boneless	2-1/2 to 3-1/2 pounds	2-1/4 to 3-1/4
	Shoulder Roast, Boneless	2-1/2 to 3-1/2 pounds	2-1/4 to 3-1/4
	Short Ribs, Boneless	1-1/2 pounds	1-3/4 to 2-1/2
	Short Ribs, Bone-In	2-1/2 to 2-3/4 pounds	1-3/4 to 2-1/2
	7-Bone Chuck Roast	2-1/4 to 2-1/2 pounds	2-1/4 to 2-1/2
	Cross Rib Chuck Roast	1 to 1-1/2 inches	2-1/2 to 2-3/4
	Country-Style Ribs	1-1/2 to 2 pounds	1-3/4 to 2
Round	Bottom Round Roast, Boneless	3 to 4 pounds	2-1/2 to 3-1/2
	Rump Roast, Boneless	3 to 4 pounds	2-1/2 to 3-1/2
	Bottom Round Steak, Boneless	3/4 to 1-inch	1-1/4 to 1-1/2
Shank & Brisket	Brisket	2-1/2 to 3-1/2 pounds	2-1/2 to 3
	Cross Cut Shank	1 to 1-1/2 inch thick, 3 pounds	2 to 3



BROILING

Beef cuts to broil: T-Bone Steak, Tenderloin Filet, 93% lean or leaner Ground Beef Patties and Kabobs

Broiling is similar to grilling in that it uses direct dry heat—only the heat comes from above instead of below. You'll have the best results with cuts that are relatively flat and of even thickness.

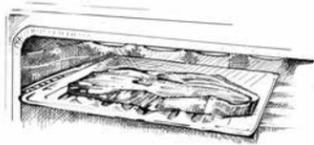
1



PREHEAT & PREP

Pull your beef from the fridge and season generously, per your recipe. Then turn on the broiler (we recommend reviewing the owner's manual for your oven if you have any questions about how this function works). It's best to use a broiler pan for even cooking and to catch drippings. Keep a timer handy.

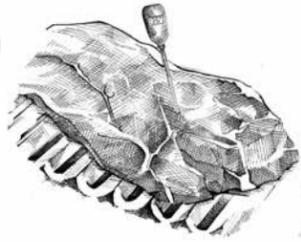
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UNDER THE BROILER

Broiling works best if the meat is close to the broiler, about 2–4 inches. Start the timer when you slide the steak under the broiler. Depending on your oven, you may need to keep the door open slightly. Follow the timing in your recipe or our cooking chart, flipping the beef once halfway through.

3



ARE WE DONE YET?

A couple minutes before you reach the recommended time, quickly check your steak for doneness. An instant-read thermometer is your best bet. Keep in mind the internal temperature of your steak will continue to rise for a few minutes after pulling it out of the oven.

4



GIVE IT A REST

Even though it's going to look delicious (and you're probably getting hungry), be sure to let the steak rest for at least five minutes before cutting into it. Set it on a serving plate and cover it loosely with aluminum foil. This step is essential because it helps keep your steak juicy, rather than having all those juices drain out onto your plate.

5



FINISHING TOUCHES

Be sure to slice your steak across the grain—that is, most steak cuts are longer than they are wide, so slice across the narrow part of the steak. Then top your broiled steak with a bit of compound butter or serve with your favorite sauce.

GLOSSARY

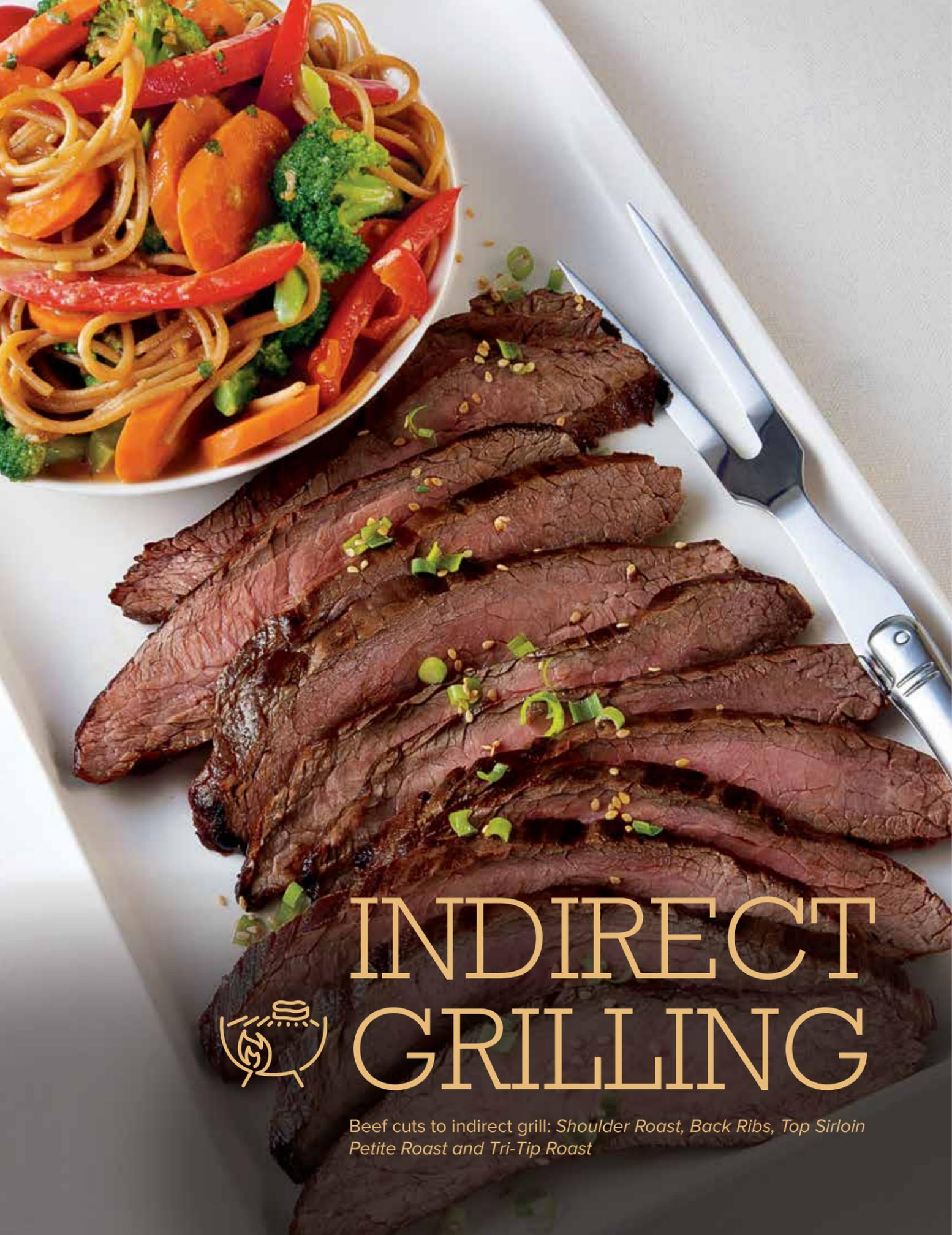
The Maillard Reaction

Ever wonder why that dark crust on a steak makes it taste so good? It's because of the Maillard (pronounced "my-yard") reaction, which happens when high heat transforms amino acids and sugars on the surface of the meat.

COOKING TIP

Line your broiler pan (or the bottom of your oven) with aluminum foil for easy clean-up.

	Beef Cut	Weight/Thickness	Distance from Heat (inches)	Approximate Total Cooking Time Medium Rare (145°F) to Medium (160°F) (minutes)
Chuck	Chuck Eye Steak	3/4 inch	2 to 3	8 to 11
		1 inch	3 to 4	12 to 15
	Flat Iron Steak	8 ounces each	3 to 4	15 to 20
	Shoulder Steak Boneless (marinate)	3/4 inch	2 to 3	10 to 13
1 inch		3 to 4	16 to 21	
Rib	Ribeye Steak, Bone-In	3/4 inch	2 to 3	9 to 12
		1 inch	3 to 4	13 to 17
		1-1/2 inches	3 to 4	24 to 31
	Ribeye Steak, Boneless	3/4 inch	2 to 3	8 to 10
		1 inch	3 to 4	14 to 18
		1-1/2 inches	3 to 4	21 to 27
Loin	Porterhouse/T-Bone Steak	3/4 inch	2 to 3	10 to 13
		1 inch	3 to 4	15 to 20
		1-1/2 inches	3 to 4	27 to 32
	Strip Steak, Boneless	1 inch	3 to 4	13 to 17
		1-1/2 inches	3 to 4	19 to 23
		Tenderloin Steak	1 inch	2 to 3
Sirloin	Top Sirloin Steak	1-1/2 inch	3 to 4	18 to 22
		3/4 inch	2 to 3	9 to 12
		1 inch	3 to 4	16 to 21
		1-1/2 inches	3 to 4	26 to 31
Round	Top Round Steak (marinate)	2 inches	3 to 4	34 to 39
		3/4 inch	2 to 3	12 to 13
		1 inch	2 to 3	17 to 18
		1-1/2 inches	3 to 4	27 to 29
		Bottom Round Steak (marinate)	1-1/4 inches	3 to 4
Plate & Flank	Flank Steak (marinate)	1-1/2 to 2 pounds	2 to 3	13 to 18
	Skirt Steak	1-1/2 to 2 pounds (4 to 6 inch portions)	2 to 3	10 to 13
Other	Kabobs, beef only	1 pound, 1-1/4 inch cubes	3 to 4	7 to 11
	Ground Beef Patties	1/2 inch (4 ounces each)	2 to 3	12 to 13
	Cook to medium (160°F) doneness	3/4 inch (6 ounces each)	3 to 4	12 to 14

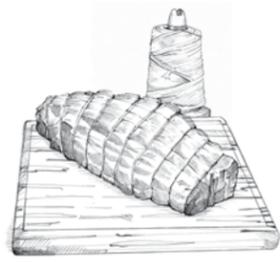


INDIRECT GRILLING

Beef cuts to indirect grill: *Shoulder Roast, Back Ribs, Top Sirloin Petite Roast and Tri-Tip Roast*

This technique is called indirect grilling, but it's more like roasting, which means indirect heat, lower temperature and longer cooking times.

1



PREPARE THE BEEF

When you're ready to get started, pull the beef out of the fridge and season well. Depending on your recipe, now's the time to apply a rub, herbs or other spices.

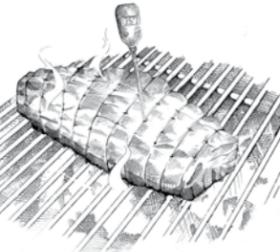
2



READY THE GRILL

Take a few minutes to configure your grill. As the name suggests, indirect grilling positions the beef away from the heat source instead of directly over it. If you're using charcoal, this means arranging the coals off to one side of the grill and cooking on the opposite side. If you're using gas, refer to your owner's manual and bring the grill to medium heat on one side only.

3



LET IT BE (MOSTLY)

Keep the lid closed for best results. You should follow your recipe for timing, but also may want to use an oven-proof meat thermometer to confirm when time's almost up. Be careful not to overshoot your target temperature because it will continue to rise for several minutes after coming off the grill.

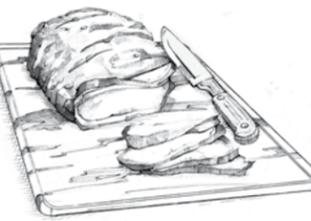
4



GIVE IT A REST

Don't skip this step! Resting is essential to keep all those delicious juices from draining out of the meat, and makes the next step easier. The larger cuts that work best for indirect grilling generally need more time to rest—often up to 15–20 minutes. Set the meat on your cutting board or a serving tray and cover it loosely with aluminum foil (this is called "tenting").

5



CARVE & SERVE

When you're ready to carve, take care to not pierce the beef with a fork. Instead just use tongs to hold the roast in place. Depending on your recipe or desired presentation, slice the beef thinly across the grain and serve on a warm plate or tray.

GLOSSARY

Filet
A filet is a boneless cut of beef often referring to a thick-cut Tenderloin steak or Filet Mignon, around 1-1/2 to 2" thick. Thick cuts benefit from using the two-step cooking method of searing and finishing in the oven.

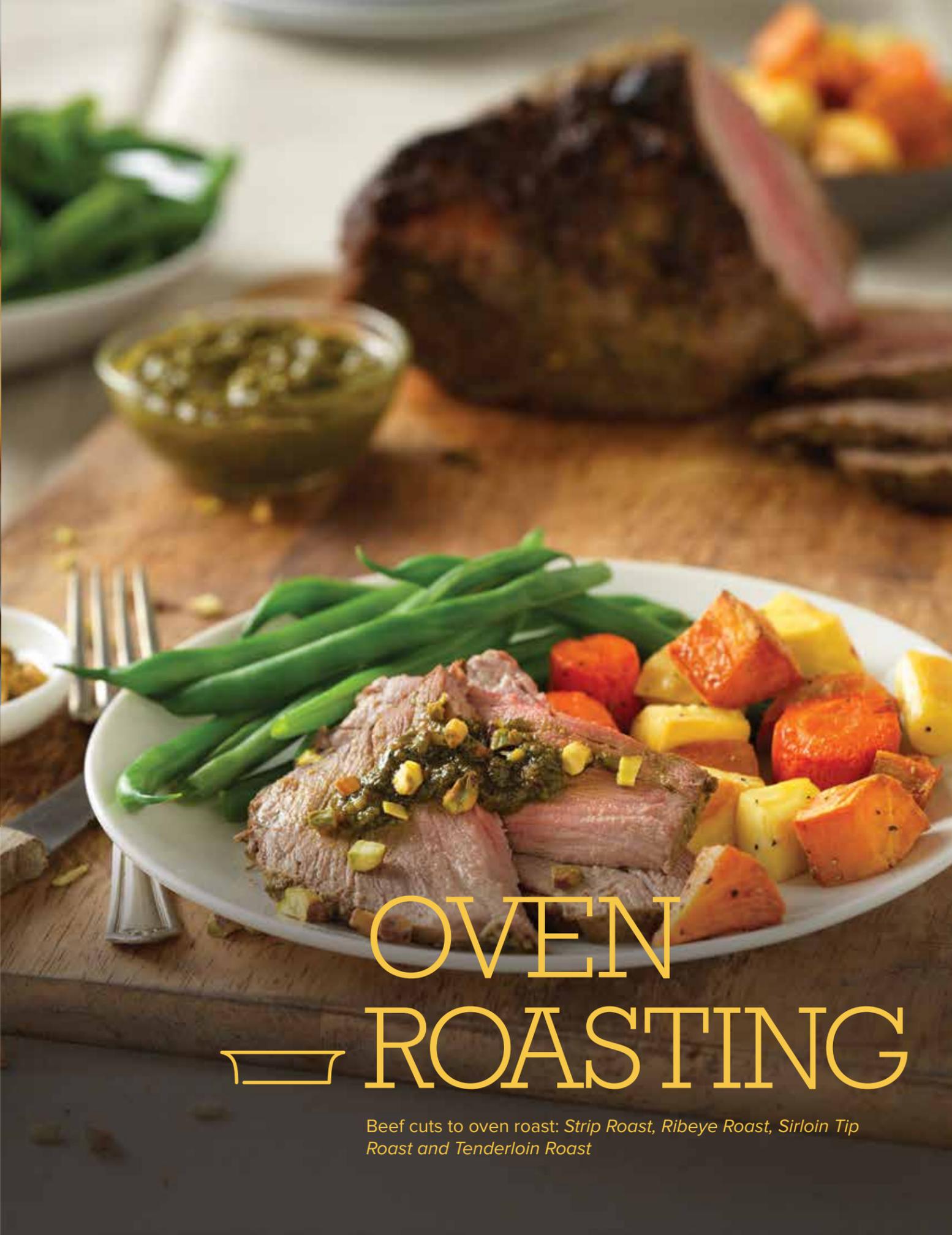
COOKING TIP

Keeping the lid closed lets the grill cook like an oven, with the heat reflecting off interior surfaces and cooking the food from all sides.



INDIRECT GRILLING GUIDELINES

	Beef Cut	Weight/Thickness	Approximate Total Cooking Time Medium Rare (145°F) to Medium (160°F) for Roasts (minutes)
Chuck	Shoulder Roast, Boneless	2-1/2 pounds	2 to 2-1/2 hours
Rib	Back Ribs	5 pounds, cut into 2 to 4 rib sections	1 to 1-1/2 hours (fork tender)
Sirloin	Top Sirloin Petite Roast	1-1/2 to 2 pounds	40 to 55 minutes
	Tri-Tip Roast	1-1/2 to 2 pounds	35 to 45 minutes

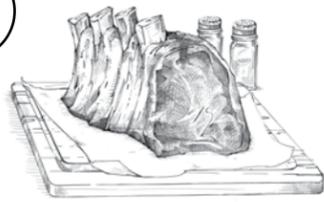


OVEN ROASTING

Beef cuts to oven roast: *Strip Roast, Ribeye Roast, Sirloin Tip Roast and Tenderloin Roast*

Oven roasting is considered a simple cooking method because it generally uses a lower temperature over a longer period of time, allowing you to "set it and forget it."

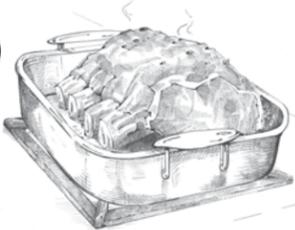
1



PREHEAT & PREP

Set your oven and season the roast per your recipe. If you're planning to brown the roast before cooking (learn more about that in the next step), do it now. Otherwise, it's OK to skip to Step 3.

2



WHEN IN DOUBT, SEAR

While it's possible to develop a crust through slow roasting, you may get tastier results by searing it over high heat at either the beginning or the end of the roasting time. Most recipes will specify whether and when to brown the meat, but when in doubt, a quick sear won't hurt.

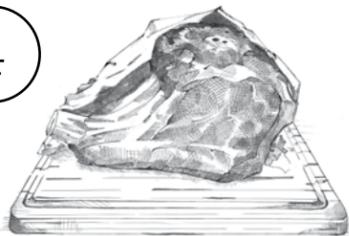
3



ARE WE DONE YET?

Place the beef fat-side-up in a roasting pan — preferably with a rack, which improves air circulation and promotes more even cooking. Insert an ovenproof meat thermometer if you have one, taking care to avoid the bone (if cooking a bone-in roast). Cook as recommended, and be sure not to overshoot your target temp because it will continue to rise after pulling the roast from the oven.

4



GIVE IT A REST

Transfer the roast to a carving tray or cutting board, then cover it loosely with aluminum foil (this is called tenting) and let it rest awhile. Larger roasts need more time to rest, often up to 15–20 minutes. Those few extra minutes are a great opportunity to make an au jus from the reserved beef drippings.

5



CARVE & SERVE

The most important tool for properly carving your roast is a sharp knife — be safe! If you're using a meat fork, don't pierce the roast to hold it in place. Use the back of the fork instead (tongs work great, too). If you have a rib roast, cut each slice along the rib bone. Always cut across the grain for maximum tenderness.

GLOSSARY

Au Jus

Pronounced oh-zhoo, it translates literally to "with juice." Au jus is a broth-like gravy made from beef juices left over from cooking.

COOKING TIP

When roasting larger cuts, an ovenproof meat thermometer that stays in the roast while cooking is preferable to an instant-read thermometer. This helps you avoid opening the oven unnecessarily and poking multiple holes in the roast and losing those delicious juices.



OVEN ROASTING GUIDELINES

	Beef Cut	Oven Temperature (preheated)	Weight (pounds)	Approximate Total Cooking Time	Remove Roast from oven when internal temperature reaches:	
Chuck	Petite Tender Roast	425°F	8 to 12 ounces	Medium Rare:	135°F	
				20 to 25 minutes		
				Medium:	150°F	
				25 to 30 minutes		
Rib	Ribeye Roast, Boneless (small end)	350°F	3 to 4	Medium Rare:	135°F	
				1-1/2 to 1-3/4 hours		
				Medium:	145°F	
				4 to 6	Medium Rare:	135°F
					1-3/4 to 2 hours	
					Medium:	145°F
			6 to 8	2 to 2-1/4 hours		
				Medium Rare:	135°F	
				2 to 2-1/4 hours		
				Medium:	145°F	
				2-1/4 to 2-1/2 hours		
	Ribeye Roast, Boneless (large end)	350°F	3 to 4	Medium Rare:	135°F	
				1-1/2 to 2 hours		
				Medium:	145°F	
			4 to 6	2 to 2-1/4 hours		
				Medium Rare:	135°F	
				2 to 2-1/4 hours		
				Medium:	145°F	
				2-1/4 to 2-1/2 hours		
			6 to 8	Medium Rare:	135°F	
				2-1/4 to 2-1/2 hours		
				Medium:	145°F	
				2-1/2 to 2-3/4 hours		

	Beef Cut	Oven Temperature (preheated)	Weight (pounds)	Approximate Total Cooking Time	Remove Roast from oven when internal temperature reaches:
	Ribeye Roast, Bone-In	350°F	4 to 6 (2 ribs)	Medium Rare: 1-3/4 to 2-1/4 hours Medium: 2-1/4 to 2-3/4 hours	135°F 145°F
			6 to 8 (2 to 4 ribs)	Medium Rare: 2-1/4 to 2-1/2 hours Medium: 2-1/2 to 3 hours	135°F 145°F
			8 to 10 (4 to 5 ribs)	Medium Rare: 2-1/2 to 3 hours Medium: 3 to 3-1/2 hours	135°F 145°F
Loin	Tenderloin Roast (well-trimmed)	425°F	2 to 3 (center-cut)	Medium Rare: 35 to 45 minutes Medium: 45 to 50 minutes	135°F 145°F
			4 to 5 (whole)	Medium Rare: 45 to 55 minutes Medium: 55 to 65 minutes	135°F 145°F
	Strip Roast, Boneless	325°F	3 to 4	Medium Rare: 1-1/4 to 1-1/2 hours Medium: 1-1/2 to 1-3/4 hours	135°F 145°F
			4 to 6	Medium Rare: 1-1/2 to 1-3/4 hours Medium: 1-3/4 to 2 hours	135°F 145°F
			6 to 8	Medium Rare: 1-3/4 to 2 hours Medium: 2 to 2-1/4 hours	135°F 145°F
Sirloin	Tri-Tip Roast	425°F	1-1/2 to 2	Medium Rare: 30 to 40 minutes Medium: 40 to 50 minutes	135°F 150°F
			2 to 3	Medium Rare: 40 to 50 minutes Medium: 50 to 60 minutes	135°F 150°F
Round	Sirloin Tip Roast	325°F	3 to 4	Medium Rare: 1-3/4 to 2 hours Medium: 2 to 2-1/4 hours	140°F 150°F

	Beef Cut	Oven Temperature (preheated)	Weight (pounds)	Approximate Total Cooking Time	Remove Roast from oven when internal temperature reaches:
Round	Sirloin Tip Roast	325°F	4 to 6	Medium Rare: 2 to 2-1/4 hours Medium: 2-1/4 to 2-3/4 hours	135°F 150°F
			6 to 8	Medium Rare: 2-1/4 to 2-3/4 hours Medium: 2-3/4 to 3-1/4 hours	135°F 150°F
	Sirloin Tip Center Roast	325°F	2 to 2-1/2	Medium Rare: 1-1/4 to 1-1/2 hours	135°F
	Rump Roast, Bottom Round Roast	325°F	3 to 4	Medium Rare: 1-1/4 to 1-3/4 hours	135°F
	Eye of Round Roast	325°F	2 to 3	Medium Rare: 1-1/4 to 1-1/2 hours	135°F
Other	Ground Beef, Meatloaf	350°F	10 x 4-inch (2 pounds)	1-1/4 to 1-1/2 hours	160°F
				Cook to medium (160°F) doneness	



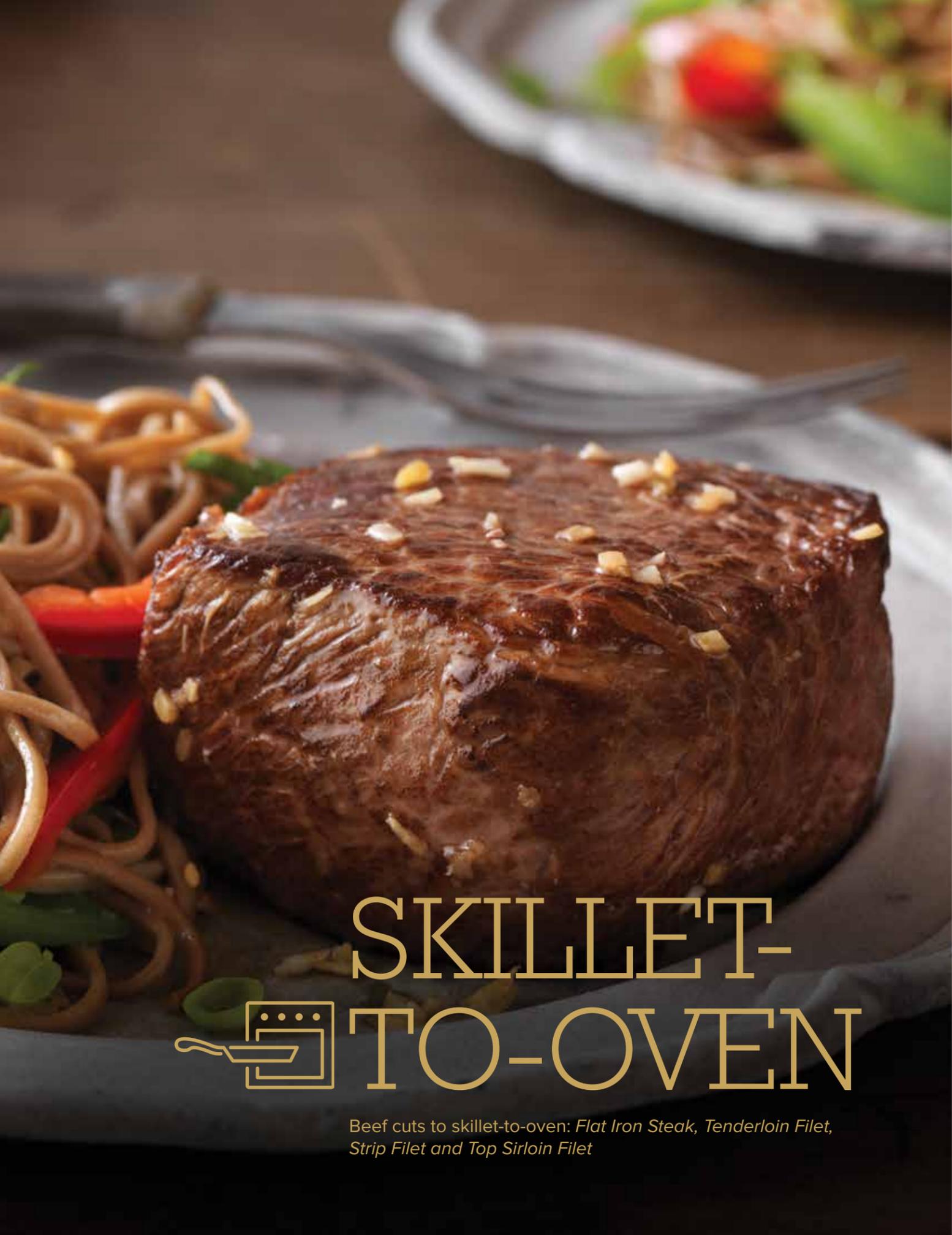
HOW TO CARVE A RIB ROAST



1 Turn roast on its side and place on carving board. (If necessary, remove a thin slice to stabilize roast.) Insert fork from the side, below the top rib. Carve across the "face" of the roast toward the rib bone.



2 Cut along the rib bone with tip of knife to release slice of beef. To serve, slide knife under beef slice; steadying from above with the fork and lifting slice onto plate.

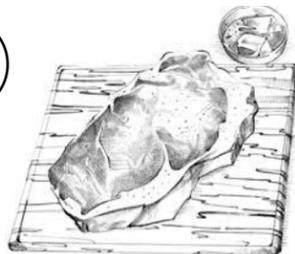


SKILLET- TO-OVEN

Beef cuts to skillet-to-oven: *Flat Iron Steak, Tenderloin Filet, Strip Filet and Top Sirloin Filet*

Simply put, this method involves searing beef on the stovetop and finishing it in the oven. It works best for thicker cuts, which need a bit more cooking time to bring up the internal temp. Well-seasoned cast iron works best, but any ovenproof, non-stick skillet will do.

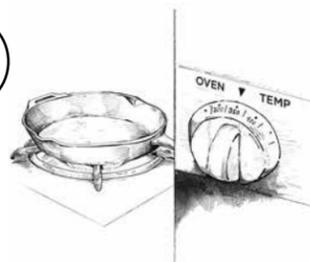
1



PREP THE BEEF

Some recipes suggest coating each steak lightly with oil (or adding oil to the pan before searing), but we've found the fat content in most steaks is enough to go without. It's healthier and results in less smoke, too. Pat the steaks dry, and if you're using a spice blend, rub it in now, or just hit both sides with a few shakes of salt and pepper.

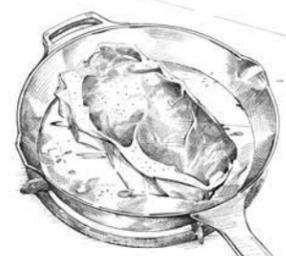
2



PREHEAT x 2

Preheat an oven-safe skillet over medium heat and the oven to 350°F, depending on your recipe. It's important to get both ready to go — and have a timer handy — because the next couple of steps will go by quickly.

3



SEAR WITHOUT FEAR

Slide your steak into the hot skillet and sear, no more than two minutes per side. Your only goal here is to give it a good crust, so be patient: Trust your timer and flip only once.

4



MOVE TO OVEN

Now that you have that sweet sear on the outside, it's time to bring up the internal temp. Quickly flip the steak back over to the first side using tongs and slide the skillet into the preheated oven. Follow the timing guidelines and test for doneness with an instant-read thermometer. Be sure to pull the skillet as soon as the steak reaches your target temp because it will continue to rise for a few minutes.

5



REST & ENJOY

Transfer the steak immediately from the skillet to a serving plate or cutting board and cover loosely with aluminum foil (this is called tenting). As always, resting time is essential. Give it at least 5–7 minutes, then top it off with some compound butter or your favorite sauce.

GLOSSARY

Smoke Point

This term refers to the temperature at which various cooking oils begin to break down and produce smoke. Oils with higher smoke points — such as canola, peanut or grapeseed — are better suited for cooking at higher temperatures.

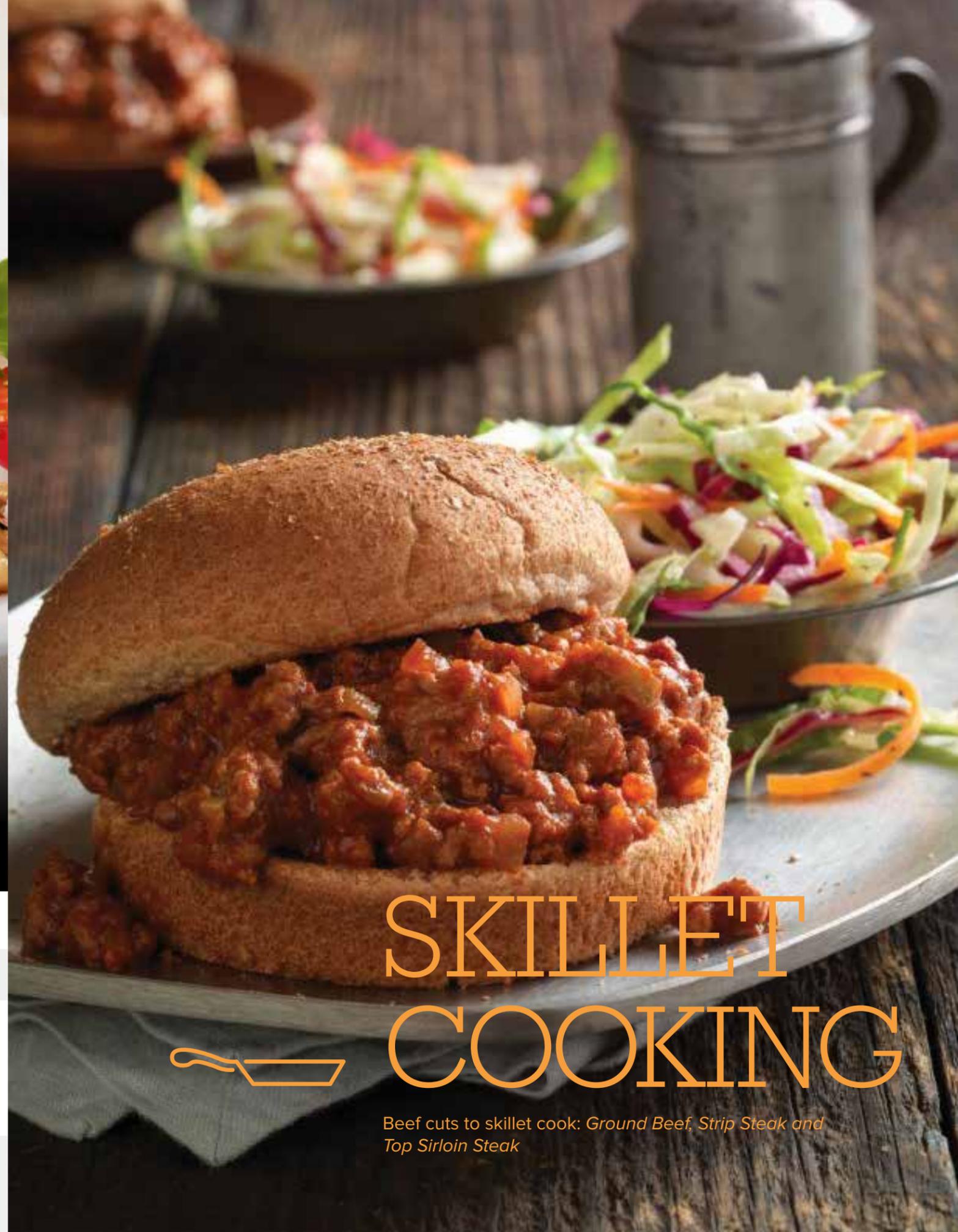
COOKING TIP

Many recipes say to bring meat to room temperature before cooking, but we recommend against it for food safety reasons. Our cooking chart is based on straight-from-the-fridge timing.



SKILLET-TO-OVEN GUIDELINES

	Beef Cut	Weight	Oven Temperature (preheated)	Approximate Total Cooking Time
Chuck	Flat Iron Steak	8 ounces each	425°F	Medium Rare: 13 to 19 minutes
Rib	Ribeye Filet	8 ounces each 1-3/4 to 2 inches thick	350°F	Medium Rare: 24 to 28 minutes
Loin	Tenderloin Steak	4 ounces each. 3/4 inch thick	400°F	Medium Rare: 15 to 20 minutes
		5 to 6 ounces each, 1-1/2 inches thick	350°F	Medium Rare: 15 to 23 minutes
	Strip Filet	8 ounces each, 1-3/4 to 2 inches thick	350°F	Medium Rare: 24 to 28 minutes
Sirloin	Top Sirloin Filet	8 ounces each, 1-3/4 to 2 inches thick	350°F	Medium Rare: 24 to 28 minutes



SKILLET COOKING



Beef cuts to skillet cook: *Ground Beef, Strip Steak and Top Sirloin Steak*

This is primarily a preparation technique for recipes that call for browned Ground Beef. But can also apply to cuts you might thinly slice before cooking — think Flank Steaks. Once the beef is cooked, it can go into a variety of recipes.

1



PREP & PREHEAT

Pull meat directly from fridge and heat a large, heavy-bottomed skillet over medium heat. It's important to have a large skillet so there's plenty of room for the beef to brown evenly. If your recipe calls for more than a couple pounds of Ground Beef, it's OK to cook in batches.

2



CRUMBLE & BROWN

Use a wooden spoon or potato masher to break the Ground Beef into crumbles as you're cooking. Stir lightly to ensure even cooking. Depending on your recipe, you may need to brown the meat only lightly, because it will continue to cook later on.

3



DRAIN ... OR DON'T

Most recipes call for the Ground Beef to be drained after browning, but in some recipes the drippings are left in for added moisture (and flavor). In extra-lean Ground Beef, there may not be much to drain at all.

4



SAVOR YOUR OPTIONS

Now's the time to put that delicious Ground Beef to good use in your favorite recipe. Looking for inspiration? Check out Confetti Beef Tacos, Mediterranean Beef and Salad Pita, Wrangler's Beef Chili and more.

GLOSSARY

Seasoning

We're not talking spices — in this case, seasoning is all about preparing a cast iron skillet for cooking. Methods may differ, but the end result of a well-seasoned pan is a non-stick surface and years (if not decades) of perfectly browned meat.

COOKING TIP

Use a potato masher to break up Ground Beef into small crumbles while browning.



SKILLET COOKING GUIDELINES

	Beef Cut	Weight/Thickness	Approximate Total Cooking Time Medium Rare (145°F) To Medium (160°F) (minutes)
Chuck	Chuck Eye Steak, Boneless	3/4 inch	9 to 11
		1 inch	12 to 15
	Top Blade Steak	3/4 inch	11 to 13
		1 inch	13 to 17
	Flat Iron Steak	8 ounces each	11 to 14
	Ranch Steak (marinate)	3/4 inch	8 to 11
		1 inch	12 to 15
	Petite Tender Medallions	1/2 to 3/4 inch	4 to 6*
Rib	Denver Steak	1/2 inch	3 to 4*
		3/4 inch	7 to 10
		1 inch	11 to 15
	Ribeye Steak, Boneless	3/4 inch	8 to 11
	1 inch	12 to 15	
Loin	Porterhouse/T-Bone Steak	3/4 inch	10 to 13
		1 inch	14 to 17
	Strip Steak, Boneless	3/4 inch	8 to 11
		1 inch	12 to 15
	Tenderloin Steak	1/2 inch	3 to 5*
		3/4 inch	7 to 10
	1 inch	10 to 13	

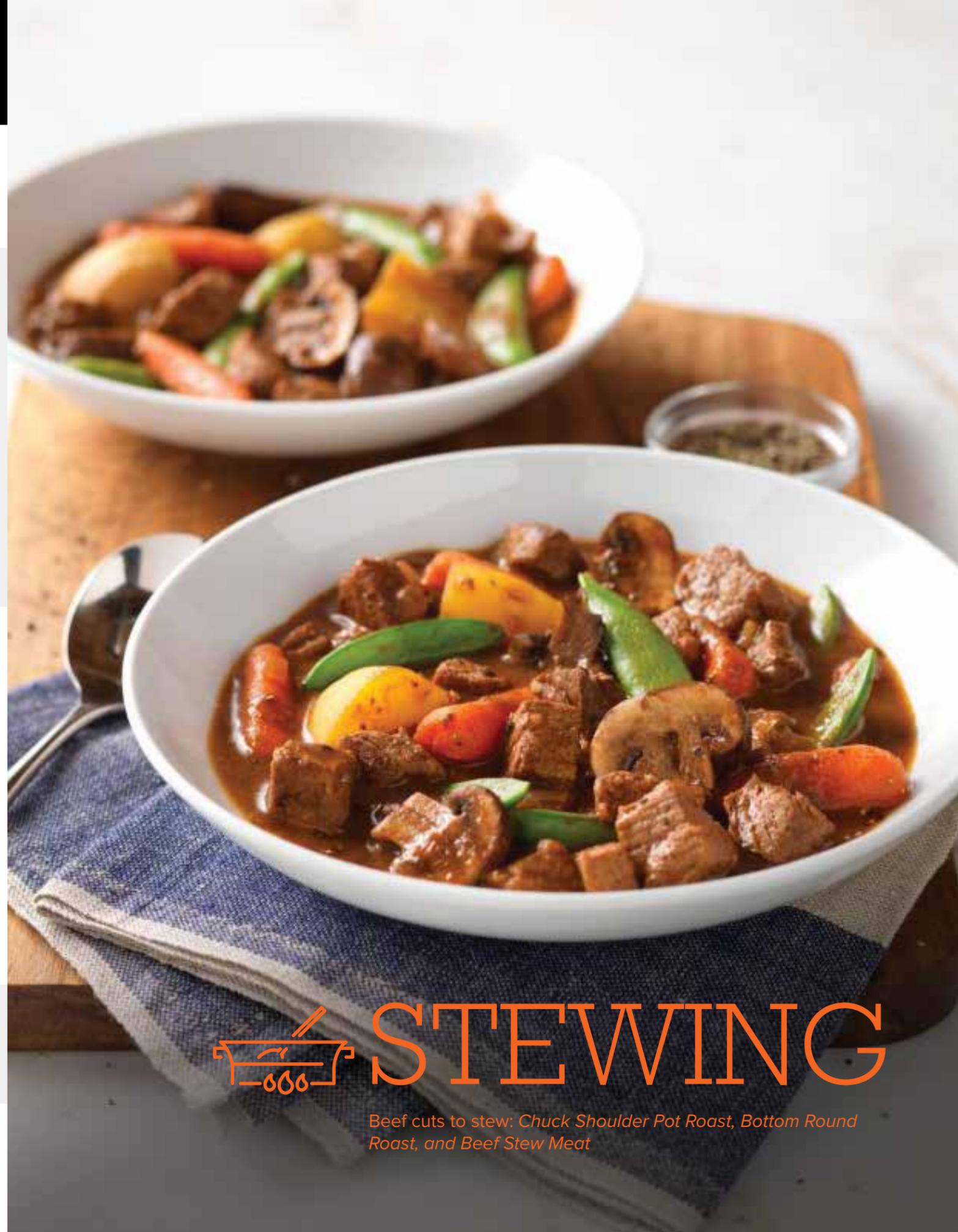
*Use medium-high heat

Beef Cut		Weight/Thickness	Approximate Total Cooking Time Medium Rare (145°F) To Medium (160°F) (minutes)
Sirloin	Top Sirloin Steak	3/4 inch	12 to 15
		1 inch	15 to 18
	Tri-Tip Steak	3/4 inch	9 to 12
		1 inch	13 to 16
Round	Recommend cooking Round to medium rare (145°F) doneness only		
	Top Round Steak (marinate)	3/4 inch	12 to 15
		1 inch	15 to 17
	Eye of Round Steak	3/4 inch	8 to 10
		1 inch	11 to 13
	Bottom Round Steak (marinate)	3/4 inch	11 to 14
		1 inch	16 to 22
	Sirloin Tip Center Steak	3/4 inch	11 to 13
	1 inch	14 to 15	
Other	Sirloin Tip Side Steak (marinate)	3/4 inch	10 to 12
		1 inch	13 to 15
	Ground Beef Crumbles	1 pound	8 to 10
	Ground Beef Patties	1/2" (4 ounces each)	10 to 12
	Cook to medium (160°F) doneness	3/4" (6 ounces each)	14 to 16

*Use medium-high heat



A cast iron skillet maintains heat and browns ground beef and steaks beautifully.



STEWING

Beef cuts to stew: Chuck Shoulder Pot Roast, Bottom Round Roast, and Beef Stew Meat

This is a slow-cooking method, similar to braising, with the key difference being the beef is covered in liquid. Stewing is best done in a heavy stockpot or Dutch oven on the stovetop or in the oven, or in a slow-cooker.

1



CUT & DREDGE

If you're using pre-packaged (or cutting your own) chunks, make sure they're not too small to prevent overcooking. Aim for cubes about the size of a golf ball. Many stew recipes call for dredging the beef in seasoned flour before browning.

2



BROWN THE BEEF

Heat a drizzle of oil in the pan over medium heat and brown the meat on all sides, and drain (unless your recipe says to leave the drippings). You may need to work in batches if using a smaller pan. If you're using a slow cooker, transfer it over.

3



ALL TOGETHER NOW

Depending on your recipe, now's the time to add seasonings, vegetables and liquid — such as beef broth, wine, beer, juice or even water. Bring the liquid to a boil, then reduce heat to low and cover with a tight-fitting lid.

4



SIMMER & STEW

Follow your recipe for timing guidelines. Don't lift the lid — unless your recipe calls for adding vegetables or other ingredients later on. You'll know it's done when the beef is fork tender.

GLOSSARY

Dredging

This describes the process of coating the meat with seasoned flour before cooking. Dredging not only seals in moisture and adds flavor, but also helps keep the meat from sticking to the pan while browning.

COOKING TIP

Use a tight-fitting lid and keep it on while stewing to prevent moisture and heat loss, which can impact cooking time.



STIR-FRY

Beef cuts to stir-fry: *Top Sirloin, Flank Steak, Sirloin Tip Steak and Skirt Steak*

Skip the takeout — it's just as fast (and fresher) to cook this simple one-pot meal at home. Stir-frying is best done with bite-sized pieces of food and lots of added flavors from aromatics (garlic, ginger, scallion) and Asian condiments (soy, hoisin, chili paste, etc.).

1



PREP & PREHEAT

This is a quick-cook technique, so it's important to have all your ingredients prepped and ready to go. Preheat the work or skillet and add cooking oil per your recipe guidelines.

2



COOK THE BEEF

Some recipes recommend cooking the beef completely before moving on to the next step, while others call for giving the beef a quick brown, then removing it from the pan, cooking the vegetables, and returning it to the pan to finish. You can quickly pull out a piece of beef to test for doneness.

3



VEGGIE TIME

Follow recipe guidelines, but generally it's important to cook things in order depending on how quickly they cook — onions first, then firm veggies such as broccoli and carrots, and finally leafy ingredients such as spinach.

4



SAUCE IT UP

Now's the time to add the ingredients for a sauce, or even a bottled sauce, depending on your recipe. Stir well to ensure the beef and vegetables are evenly coated.

5



SERVE & SAVOR

Most stir-fry recipes go straight from pan to plate, and are often served over rice, noodles, or spiralized vegetables.

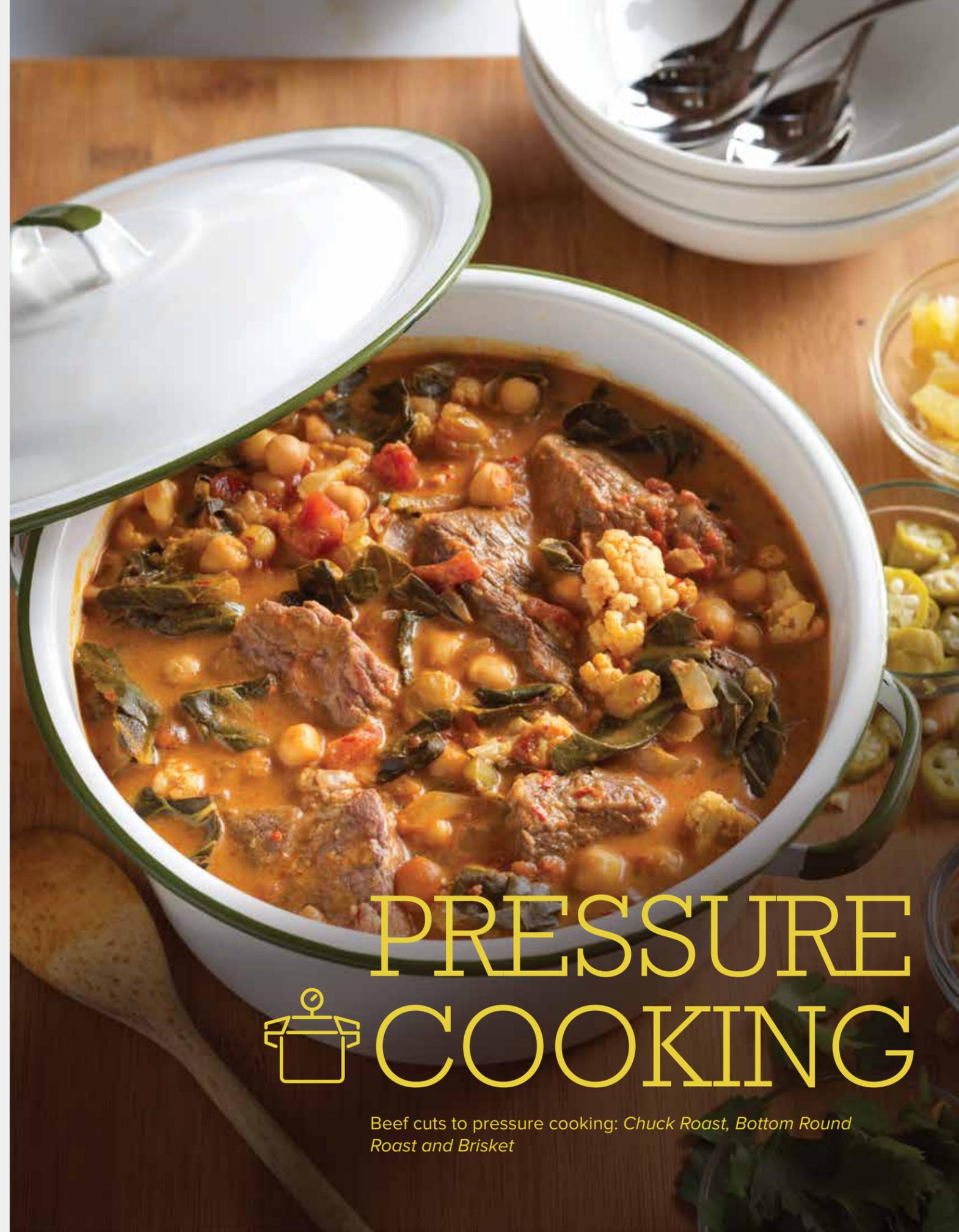
GLOSSARY

Smoke Point

This term refers to the temperature at which various cooking oils begin to break down and produce smoke. Oils with higher smoke points — such as canola, peanut or grapeseed — are better suited for cooking at higher temperatures.

COOKING TIP

Placing your beef in the freezer for around 30 minutes makes it easier to slice.

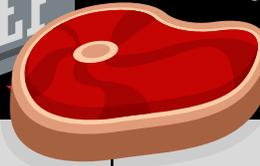


PRESSURE COOKING

Beef cuts to pressure cooking: *Chuck Roast, Bottom Round Roast and Brisket*

The MVP

[Most Valuable Protein]



BEEF.
IT'S WHAT'S FOR DINNER.®

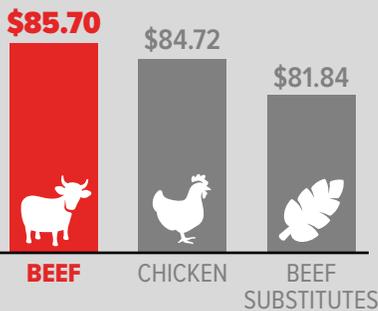
Plant-based proteins may be driving headlines, but beef is the most valuable protein when it comes to **sales, sustenance** and **sustainability**.

Sales:

Nothing can replace beef when it comes to salesⁱ

Basket size for beef is **BIGGER** than basket size of other proteinsⁱ

TOTAL BASKET SIZE OF CARTS CONTAINING:



CARTS WITH BEEF PRODUCE \$ SALES

19X GREATER THAN CARTS WITH BEEF SUBSTITUTES

Sustenance:

It's hard to beat the nutrients that a serving of real beef provides

Beef is an authentic source of high-quality protein with 10 essential nutrients **WITHOUT ADDED SODIUM** and other ingredients

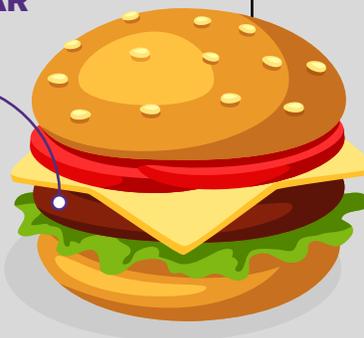
Nutrient	Ground Beef 80% Lean* (Raw, 4 oz)	Ground Beef 93% Lean* (Raw, 4 oz)	Ground Beef 96% Lean** (Raw, 4 oz)
Calories (kcal)	290	170	150
Total Fat (g)	23	8	4.5
Saturated Fat (g)	9	3.5	2
Cholesterol (mg)	80	70	70
Sodium (mg)	75	75	75
Total Carbohydrate (g)	0	0	0
Protein (g)	19	24	25

*USDA National Nutrient Database for Standard Reference NDB# 23572 and NDB# 23472
**USDA Ground Beef Calculator: <https://ndb.nal.usda.gov/ndb/beef/show>

According to USDA, more than 80% of beef graded today is **PRIME OR CHOICE**, the highest quality grades available

MOST POPULAR BEEF ITEMS:

- Ground Beef
- Ribeye Steak
- Strip Steak
- T-Bone Steak



Sustainability:

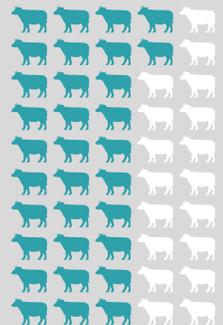
Beef is more sustainable than ever

COMPARED TO THE 1970S:



The carbon footprint of beef is **16% LOWER**ⁱⁱⁱ

Today's beef farmers use **36% FEWER CATTLE** to produce the same amount of beefⁱⁱ



BEEF ALTERNATIVES 0.5%

MARKET SHARE

The \$ share of beef substitutes is 0.5% compared to beef's **99.5% OF MARKET SHARE**ⁱ

BEEF 99.5%



Funded by Beef Farmers and Ranchers

Sources:

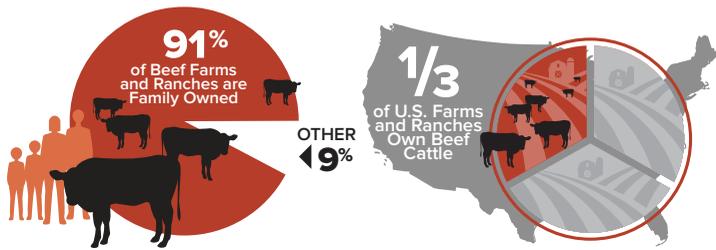
ⁱIRI Panel Data, All Outlets, 52 weeks ending 1/6/19, Market Basket Study, February 2019.

ⁱⁱUSDA NASS Quickstats Data calculated using data as of January 1, 2018

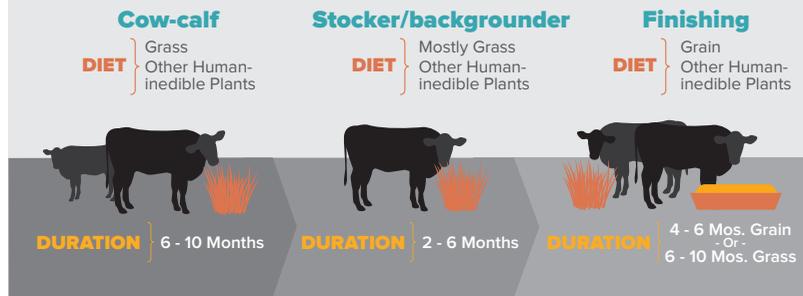
ⁱⁱⁱ<https://www.beefresearch.org/sustainability/q01/index.html>

WHAT'S SUSTAINABILITY?

Producing safe, nutritious beef while balancing environmental stewardship, social responsibility and economic viability.



Typical U.S. Cattle Lifecycle



Same Beef, Fewer Cattle

Compared to 1977, today's beef farmers and ranchers produce the same amount of beef with 33% fewer cattle.

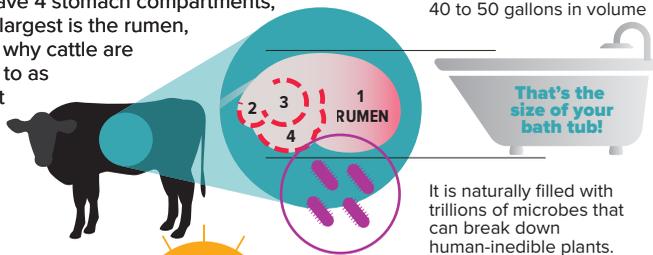


Improved efficiency and animal well-being mean a 16% lower carbon footprint and fewer natural resources used for every pound of beef produced.



The Stomach for the Job

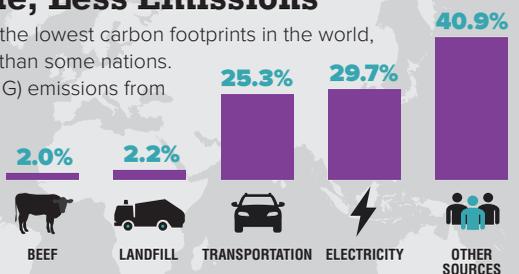
Cattle have 4 stomach compartments, and the largest is the rumen, which is why cattle are referred to as ruminant animals.



Fewer Cattle, Less Emissions

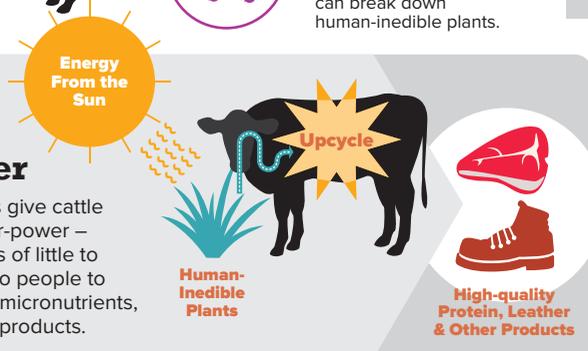
U.S. beef has one of the lowest carbon footprints in the world, 10 to 50 times lower than some nations.

Greenhouse gas (GHG) emissions from cattle only account for 2% of U.S. GHG emissions.

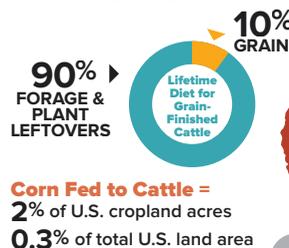


Cattle Upcycling Super-power

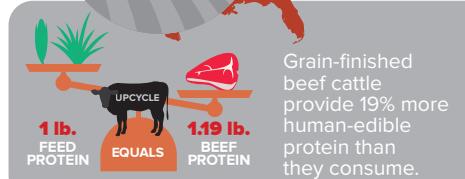
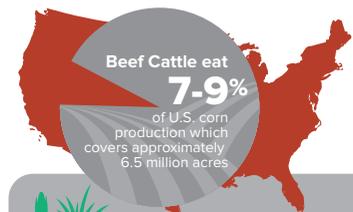
The rumen microbes give cattle their upcycling super-power – cattle upgrade plants of little to no nutritional value to people to high-quality protein, micronutrients, and other important products.



Going Against the Grain



Whether grass- or grain-finished, most of what cattle eat in their life is grass, and less than 10% of the lifetime feed of grain-finished cattle is grain.

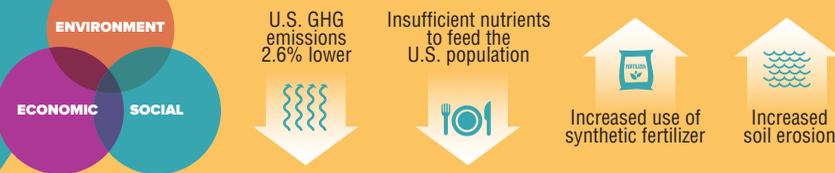


Sustainability is about balancing multiple economic, social, and environmental issues at once, while recognizing tradeoffs.

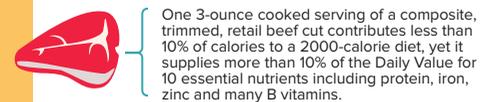
Sustainability is Bigger Than Carbon Footprints

Relative differences in carbon footprints between animal vs. plant foods don't add up to significant GHG emissions differences at the national level.

For example, what would be the consequences if every American went vegan?



Beef is a Nutrient-rich Food



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BEEF
IT'S WHAT'S FOR DINNER.®



Beef's Top 10

Beef has the taste you crave while providing an excellent source of high-quality protein and containing 9 other essential nutrients.

On average, a 3-ounce serving of cooked beef gives your body more than 10 percent of the Daily Value* (DV) of these 10 essential nutrients in only 175 calories.¹



PROTEIN — 51% DV

A key foundational nutrient for supporting strength, protein plays an important role in building muscle, maintaining a healthy body weight, fueling recovery after physical activity, helping feelings of fullness after meals, and supporting brain and immune system function.²



IRON — 14% DV

An essential nutrient for both the function and growth of your body,³ it is estimated that more than 5.5 percent of the U.S. population suffers from iron-deficiency anemia.⁴ Iron is responsible for taking oxygen from your lungs and shuttling it to every cell in your body.



ZINC — 39% DV

Zinc is an important mineral for strength.⁵ The brain has a significant concentration of zinc, making it a key nutrient for proper growth and to strengthen communications between neurons.⁶ Zinc also supports a healthy immune system.



SELENIUM — 38% DV

Selenium is an essential component of at least 25 unique compounds that have a big impact on proper immune, thyroid, cardiovascular and digestive function.⁷ Selenium plays an important role as a primary antioxidant in the liver, the main detoxification site in the body.⁸



VITAMIN B₆ — 24% DV

Vitamin B₆ supports the metabolism of amino acids and fatty acids. Vitamin B₆ influences cognitive development, immune function, and the activity of steroid hormones.⁹



NIACIN B₃ — 25% DV

To help the body produce energy from food, Niacin supports fat synthesis, tissue respiration and utilization of carbohydrate. Niacin promotes healthy skin, nerves and digestive tract; and fosters normal appetite.⁹



RIBOFLAVIN — 14% DV

Essential for the energy-producing machines in your cells, Riboflavin supports normal vision and healthy skin.⁹



VITAMIN B₁₂ — 41% DV

Vitamin B₁₂ is an essential component in the production of red blood cells and is one of the nutrients responsible for maintaining the protective coating on your nerves. It supports the developing brains of young children.¹⁰



CHOLINE — 13% DV

The brain and nervous system need choline to regulate memory, mood, muscle control, and other functions. Choline also preserves the structural integrity of all plant and animal cells by helping to form the membranes that surround the cells.¹¹



PHOSPHORUS — 20% DV

Phosphorus is present in every cell of the body and makes up 1% of a person's total body weight. Its main function is the formation of bones and teeth. Phosphorus also helps the body make protein for the growth, maintenance and repair of cells.¹²

* The Daily Value (DV) is the amount of a nutrient needed for a healthy adult on a 2,000-calorie diet. The DV is the percent of a nutrient's Daily Value provided by a serving of food. For example, if a food has 50% of the DV for protein, then it provides 50% of the protein an adult needs each day. Even if your diet is higher or lower in calories, you can still use the DV as a guide to whether a food is high or low in a specific nutrient.



SURPRISING FACTS ABOUT LEAN BEEF

Many people are often surprised to learn that the bundle of nutrients in lean beef, like high-quality protein, iron, zinc and many B vitamins,¹ comes in such a delicious package with relatively few calories. Let's bust some common myths about our favorite protein, beef.

MYTH #1: Beef consumption should be limited because it's bad for your heart and raises cholesterol.

FACT: Research consistently shows that a heart-healthy diet and lifestyle including lean beef, even daily, can reduce risk factors for heart disease.²⁻⁶ A randomized-controlled trial found that participants who consumed lean beef, as part of a dietary pattern that was rich in fruits and vegetables, low in saturated fat, and included low-fat dairy, experienced a 10% decrease in LDL cholesterol and a moderate decrease in blood pressure, both markers of lower heart disease risk.^{3,4} Another study found that subjects who followed a healthy, higher-protein, weight-loss dietary pattern, combined with physical activity, and consumed lean beef four or more times a week, saw reductions in total cholesterol, LDL cholesterol, triglycerides and systolic and diastolic blood pressure.⁵ In addition, evidence has shown that lean beef consumed in the context of an overall heart-healthy diet pattern rich in fruits, vegetables, whole grains, and low-fat dairy maintains blood lipid levels similar to other lean proteins like poultry and fish.⁷ The current body of evidence provides convincing support that eating lean beef, as part of a healthy dietary pattern and lifestyle, can support a strong heart.

MYTH #2: Americans already consume too much protein.

FACT: Although the American diet has evolved over time, Americans have not increased their percentage of calories from protein in 30 years.⁸ On average, Americans (age 2 years and older) consume 5.7 oz from the Protein Foods group each day (meat, poultry, eggs, fish/seafood, nuts, seeds and soy products), which is at a level consistent with the recommendations of the 2015-2020 Dietary Guidelines for Americans (DGAs).⁹ Including high-quality protein, like beef, in a healthy dietary pattern can help Americans meet their protein needs, improve satiety and preserve lean muscle mass.^{10,11}

MYTH #3: Americans consume too much red meat, especially beef.

FACT: On average, Americans consume 1.7 ounces of beef daily, well within the recommended amount of 5.5 ounces from the Protein Foods group per day.^{9,12} The fact is, beef is a natural source of essential nutrients with relatively few calories,¹ which makes it a great lean protein option that Americans can enjoy at any meal.

MYTH #4: Beef is the primary source of fat in the diet.

FACT: Beef contributes approximately five percent of total calories and ten percent or less of saturated fat and total fat to the American diet.¹² Many people are surprised to learn that half of the fatty acids in beef are monounsaturated – the same heart-healthy type of fat

found in olive oil! Furthermore, approximately one-third of beef's total saturated fat is stearic acid, which has been shown to be neutral in its effects on blood cholesterol levels in humans.¹³

MYTH #5: It is difficult to find lean cuts of beef in the grocery store.

FACT: Thanks to advancements in cattle breeding and feeding, today's beef is leaner than ever as approximately 65 percent of the whole muscle cuts sold through the supermarket meat case are lean when cooked and visible fat is trimmed.¹⁴ In fact, many beef cuts qualify as "lean" including some of the most popular cuts at retail like Top Sirloin, Tenderloin, Strip Steak, Flank Steak and 93% lean ground beef and leaner!¹

WHAT DOES "LEAN" MEAN?

According to USDA, a cut of cooked fresh meat is considered "lean" when it contains less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 mg of cholesterol per 100 grams (3½ oz) and per RACC (Reference Amount Customarily Consumed), which is 85 grams (3 oz).¹⁵

MYTH #6: Beef is difficult and time-consuming to prepare.

FACT: Beef is a nutrition powerhouse that can be easy to prepare by using common ingredients and matching the right cooking method to the right cut. By planning ahead, you can also save time in the kitchen when preparing recipes made with beef. Beef pairs well with other healthful foods like fruits, vegetables and whole grains, and many cuts of beef are available in the marketplace. Therefore, you have an endless amount of culinary possibilities to create a delicious, satisfying and healthy meal. Find beef recipes for all meal occasions, cooking tips and nutrition information at BeefItsWhatsForDinner.com.

Myth #7: Grass-finished beef is more nutritious than grain-finished beef.

FACT: The variety of beef choices available to you, including grain-finished and grass-finished, are delicious and nutritious. Most people don't realize that cattle spend the majority of their lives grazing on pasture. On average, over their lifetime, grain-finished cattle consume less than 11% of their diet as grain and close to 90% of their diet as forage (e.g., grass and hay) and other human-inedible plant leftovers (e.g., dried distillers grains).¹⁶ In general, all varieties of beef are equally nutritious as all are a natural source of more than 10 essential nutrients, like protein, iron, zinc and many B vitamins.¹ While grass-finished beef tends to be a little leaner, a number of other variables contribute to leanness, including breed, age, grade and cut.^{17,18}



BEEF TOP SIRLOIN & POTATO KABOBS

Use the microwave and the grill to expedite the cooking process for these tasty beef and potato kabobs.



30
MIN



4
SERVINGS

INGREDIENTS:

- 1 pound beef Top Sirloin Steak boneless, cut 1 inch thick
- 1 pound red-skinned potatoes
- 2 medium yellow or zucchini squash

Sauce:

- $\frac{3}{4}$ cup steak sauce
- 2 teaspoons minced garlic

Nutrition information per serving: 301 Calories; 45 Calories from fat; 5g Total Fat (2 g Saturated Fat; 2 g Monounsaturated Fat); 49 mg Cholesterol; 763 mg Sodium; 32 g Total Carbohydrate; 2.6 g Dietary Fiber; 30 g Protein; 3 mg Iron; 9.1 mg Niacin; 1.2 mg Vitamin B₆; 1.5 mcg Vitamin B₁₂; 5.5 mg Zinc; 31.3 mcg Selenium.

This recipe is an excellent source of Protein, Niacin, Vitamin B₆, Vitamin B₁₂, Zinc, and Selenium; and a good source of Dietary Fiber and Iron.

COOKING:

1. Cut potatoes into 1½-inch pieces. Place in microwave-safe dish; cover with vented plastic wrap. Microwave on HIGH 6 to 8 minutes or until just tender, stirring once. Cool slightly.
2. Combine sauce ingredients in 1-cup glass measure. Microwave on HIGH 1½ minutes, stirring once.
3. Cut squash lengthwise in half. Cut beef Top Sirloin Steak and squash into 1¼-inch pieces. Combine beef, squash, potatoes and $\frac{1}{3}$ cup sauce in large bowl; toss. Alternately thread beef and vegetables onto metal skewers.
4. Place kabobs on grid over medium, ash-covered coals. Grill, covered, 11 to 15 minutes (over medium heat on preheated gas grill, 13 to 16 minutes) for medium rare (145°F) to medium (160°F) doneness, turning once and brushing with remaining sauce during last 5 minutes.

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