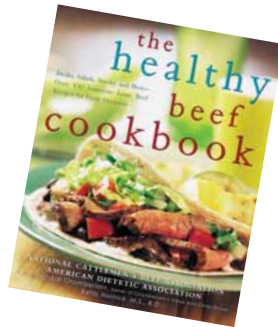


THE HEALTHY BEEF COOKBOOK ORDER FORM

To Order: Simply complete this form, and mail it with your check or credit card information to:



Customer Service Department
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BEEF IS ONE OF THE MOST NUTRIENT-RICH FOODS

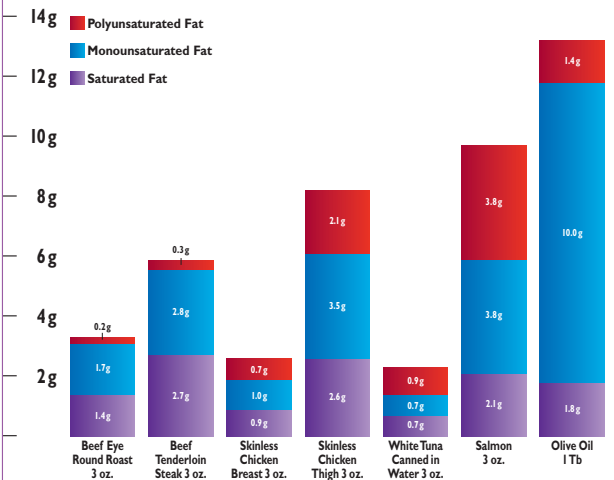
Following a healthy diet when entertaining doesn't have to be difficult. Recipes made with nutrient-rich lean beef make eating healthy a cinch.

Calorie-for-calorie, beef is one of the most naturally nutrient-rich foods. A 3-ounce serving of lean beef contributes less than 10 percent of calories to a 2,000-calorie daily diet, yet it's an **excellent** source of protein, zinc, vitamin B₁₂, selenium and phosphorus, and a **good** source of niacin, vitamin B₆, iron and riboflavin.

Fats in foods come in packages containing various amounts of saturated, monounsaturated and polyunsaturated fats. Same goes for beef. In fact, half the fat in beef is monounsaturated, the same heart-healthy kind found in olive oil.



Fat Comparisons of Beef, Chicken, Fish and Olive Oil



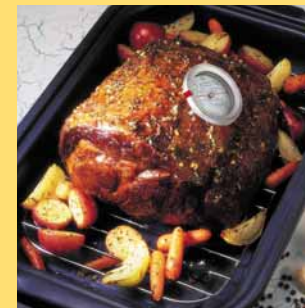
Source: US Department of Agriculture, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18. Based on cooked servings, visible fat trimmed.

In addition, about one-third of beef's total saturated fat is stearic acid, which has been shown to have a neutral effect on blood cholesterol levels in humans.

THE BEAUTY OF A ROAST

The mouth-watering aroma of beef roast lures the family to the dinner table. Keep these tips on hand to make sure your beef roast cooks to perfection each time.

- For holidays or special occasions, it's advisable to order the type and size of roast you need in advance from your supermarket or local butcher shop. For small gatherings, choices include a beef tri-tip roast or a small beef tenderloin roast.
- Allow 4 to 7 hours per pound to defrost large roasts and 3 to 5 hours per pound to defrost small roasts. ALWAYS defrost in the refrigerator, NEVER at room temperature.
- A meat thermometer is essential to successfully determine the doneness of roasts. It should be inserted into the thickest part of the roast, not resting in fat or touching bone. To achieve the desired doneness (145°F for medium rare; 160°F for medium), remove the roast from the oven when the thermometer registers 5°F to 10°F below the desired doneness. Let roast stand until temperature reaches desired doneness.
- Take advantage of the roast being in the oven and place cut-up root vegetables, such as parsnips, carrots, sweet potatoes and onions, on a baking sheet sprayed with nonstick cooking spray and bake at the same time.
- A sharp carving knife is a must. Oven roasts become firmer, and easier to carve, when allowed to stand 15 to 20 minutes before carving.



For more recipes, nutrition information and cooking tips, visit www.BeefItsWhatsForDinner.com

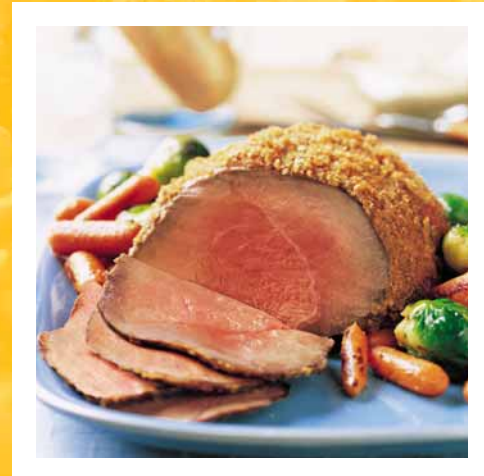
Recipes and photos as seen in *The Healthy Beef Cookbook*, published by John Wiley & Sons, Inc.



Brought to you by the Beef Checkoff Program through the Cattlemen's Beef Board

EASY ENTERTAINING WITH DELICIOUS LEAN BEEF

Make lean beef the star of your next dinner party. Naturally nutrient-rich, tender and delicious, see how easy it is to wow your family and friends with elegant, enticing recipes from *The Healthy Beef Cookbook*.



PORCINI MUSHROOM AND BEEF BOLOGNESE

Total preparation and cooking time: 2-1/4 hours



- 2 pounds ground beef (95% lean)
- 1/2 teaspoon salt
- 1/4 to 1/2 teaspoon black pepper
- 2 tablespoons olive oil
- 1 large onion, chopped
- 1 cup sliced cremini mushrooms
- 3 ounces pancetta, finely chopped
- 2 ounces prosciutto, finely chopped
- 3 tablespoons minced garlic
- 1 cup dry red wine
- 2 cans (14 to 14-1/2 ounces each) ready-to-serve beef broth
- 3/4 cup dried porcini mushrooms, broken into small pieces (about 1 ounce)
- 3/4 cup chopped sun-dried tomatoes, not packed in oil
- 1/3 cup tomato paste
- 1 tablespoon sugar
- 1 tablespoon chopped fresh thyme
- 8 cups hot cooked pasta

1. Brown ground beef in stockpot over medium heat 8 to 10 minutes or until beef is no longer pink, breaking up into 3/4-inch crumbles. Remove from stockpot with slotted spoon; season with salt and pepper. Set aside. Pour off drippings.
2. In same stockpot, heat oil over medium heat until hot. Add onion, cremini mushrooms, pancetta, prosciutto and garlic; cook 8 to 10 minutes or until onion is tender and most of the liquid has evaporated, stirring occasionally. Add wine; bring to a boil. Reduce heat; simmer 8 to 10 minutes or until liquid is reduced by half.
3. Return beef crumbles to stockpot. Stir in broth, porcini mushrooms, sun-dried tomatoes, tomato paste, sugar and thyme; bring to a boil. Reduce heat; cover and simmer 45 minutes. Uncover stockpot; continue simmering 10 to 15 minutes or until sauce thickens. Stir in additional sugar, as desired. Serve over pasta.

Makes 8 servings

PORCINI MUSHROOM AND BEEF BOLOGNESE

Nutrition information per serving: 313 calories; 13 g fat (6 g saturated fat; 3 g monounsaturated fat); 88 mg cholesterol; 1014 mg sodium; 14 g carbohydrate; 2.4 g fiber; 33 g protein; 7.4 mg niacin; 0.5 mg vitamin B₆; 2.2 mcg vitamin B₁₂; 5.2 mg iron; 19.8 mcg selenium; 6.3 mg zinc.

This recipe is an excellent source of protein, niacin, vitamin B₆, vitamin B₁₂, iron, selenium and zinc.

THREE MUSTARD BEEF ROUND TIP

Nutrition information per serving: 265 calories; 11 g fat (3 g saturated fat; 5 g monounsaturated fat); 74 mg cholesterol; 680 mg sodium; 14 g carbohydrate; 3.2 g fiber; 28 g protein; 4.3 mg niacin; 0.5 mg vitamin B₆; 2.5 mcg vitamin B₁₂; 4.4 mg iron; 25.1 mcg selenium; 6.6 mg zinc.

This recipe is an excellent source of protein, niacin, vitamin B₆, vitamin B₁₂, iron, selenium and zinc, and a good source of fiber.

THREE MUSTARD BEEF ROUND TIP

Total preparation and cooking time: 2-3/4 hours



- 1 boneless beef round sirloin tip roast (3 pounds)
- 3 tablespoons Dijon-style mustard
- 1 tablespoon fresh thyme, chopped
- 1/2 teaspoon coarse grind black pepper
- 2 tablespoons dry bread crumbs

Vegetables:

- 1 pound small brussels sprouts, trimmed
- 2 pounds packaged baby carrots
- 2 tablespoons olive oil
- 2 teaspoons fresh thyme, chopped
- 1 teaspoon salt
- 1/2 teaspoon coarse grind black pepper

Mustard Sauce:

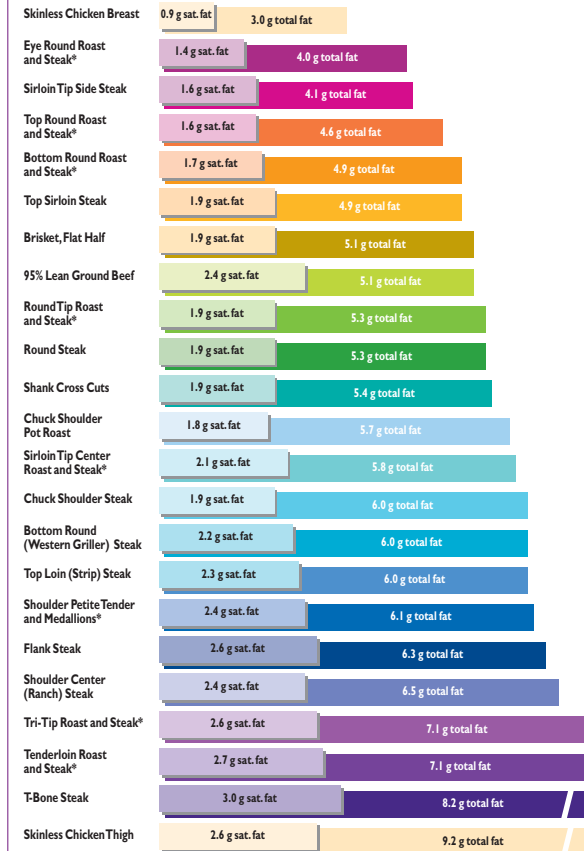
- 1 tablespoon olive oil
- 1/4 cup minced shallots
- 1/2 cup Dijon-style mustard
- 2 teaspoons mustard seeds
- 1 teaspoon dry mustard
- 2 tablespoons fresh lemon juice
- 1/2 cup reduced fat dairy sour cream
- 2 tablespoons chopped fresh parsley
- 1/4 teaspoon coarse grind black pepper

1. Heat oven to 325°F. Combine mustard, thyme and pepper in small bowl. Spread mustard mixture evenly over all surfaces of beef roast. Press bread crumbs evenly onto roast over mustard.
2. Place roast on rack in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef, not resting in fat. Do not add water or cover. Roast in 325°F oven 1-3/4 to 2 hours for medium rare; 2-1/4 to 2-1/2 hours for medium doneness.
3. Meanwhile prepare vegetables. Cut shallow "X" into bottom of each brussels sprout. Toss brussels sprouts, carrots, oil, thyme, salt and pepper in large bowl. Transfer to metal baking sheet. Cover tightly with aluminum foil. Roast in 325°F oven with beef roast 1 to 1-1/4 hours or until crisp-tender. Uncover baking sheet; continue roasting 5 minutes or until lightly browned.
4. Remove roast when thermometer registers 140°F for medium rare; 155°F for medium. Transfer to carving board; tent loosely with aluminum foil. Let stand, covered, 20 minutes. (Temperature will continue to rise about 5°F to reach 145°F for medium rare; 160°F for medium.)
5. Meanwhile prepare Mustard Sauce. Heat oil in small saucepan over medium heat until hot. Add shallots; cook and stir 3 to 5 minutes or until tender. Add Dijon-style mustard, mustard seeds and dry mustard; cook and stir 30 seconds. Remove from heat; stir in lemon juice until well blended. Add sour cream, parsley and pepper; stir until smooth. Keep warm.
6. Carve roast into thin slices. Serve with vegetables and Mustard Sauce.

Makes 12 servings

When it comes to choosing lean beef, consumers have a full range of choices. More than 65% of cuts sold at the supermarket meet government guidelines for lean, with less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 95 milligrams of cholesterol per 3-ounce serving (and 100 grams).

Twenty-nine Ways to Love Lean Beef

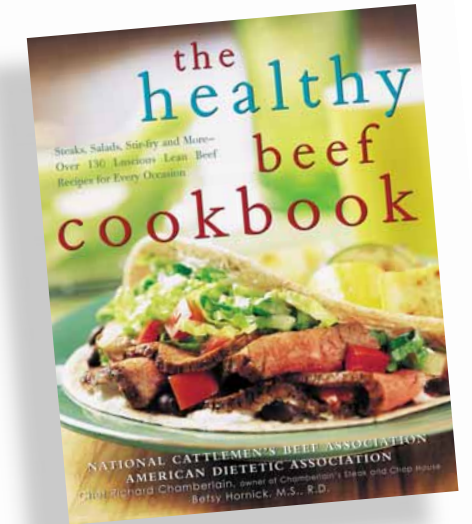


Source: US Department of Agriculture, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18. Based on cooked servings, visible fat trimmed.

Refer to *The Healthy Beef Cookbook* for information on which cuts are most appropriate for specific cooking methods, and how to choose the right cut to enhance your favorite beef recipes.



ORIGINAL, DELICIOUS AND NUTRITIOUS LEAN BEEF RECIPES FOR EVERY OCCASION



You've heard that beef can be an important part of a healthy lifestyle. But, you may not be confident that you have the know-how to deliver great-tasting, health-promoting lean beef dishes to your dinner table on a regular basis. *The Healthy Beef Cookbook* is now available to show you how to use lean beef to add excitement and ease to everything from quick and easy dinners to special occasion entrées.

The nutrition experts at the American Dietetic Association and the beef experts at the National Cattlemen's Beef Association combined their efforts to produce this compilation of more than 130 delicious recipes, the latest nutrition information, and cooking techniques to create tender, moist, flavorful beef dishes every time.

To order *The Healthy Beef Cookbook*, complete and mail the order form on the reverse side of this sheet. Or call 1-800-368-3138 to place your order with customer service.

Online orders can be placed at www.BenefitsWhatsForDinner.com www.amazon.com or other online book retailers

