

THE HEALTHY BEEF COOKBOOK ORDER FORM

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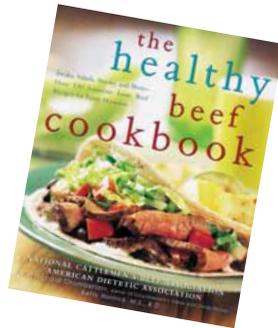
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CHOOSE NUTRIENT-RICH FOODS FIRST

MyPyramid emphasizes the basics. Be physically active and keep good nutrition simple – stay within calorie limits and enjoy foods rich in essential nutrients from all five food groups.

There are five food groups for a reason. No single food or food group can provide all the 50-plus nutrients you need each day.

For a healthier, more active lifestyle, choose nutrient-rich foods first, and then select less nutrient-rich options as your calorie needs allow.

The base of **MyPyramid** is wider to represent nutrient-rich foods that provide the most nutrients with the least calories, solid fats and added sugars.



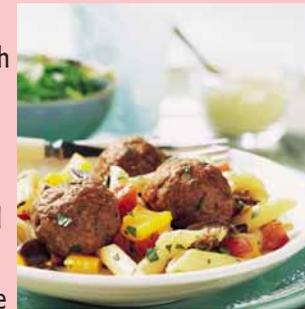
MyPyramid.gov
STEPS TO A HEALTHIER YOU

Calorie-for-calorie, lean beef ranks high as a great-tasting "power food." A 3-ounce serving contributes less than 10 percent of calories to a 2,000-calorie 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.

TIPS FOR CHOOSING NUTRIENT-RICH FOODS

Paint your plate with nutrient-rich foods with these helpful tips.

- Shop the perimeter of the store for the freshest, nutrient-rich foods, including:
 - Brightly colored fruits, such as blueberries, strawberries and oranges
 - Vibrant green, red, yellow and orange vegetables like spinach, tomatoes and peppers
 - Whole grain, fortified and fiber-rich bread and pasta products
 - Fat-free or lowfat milk, cheese and yogurt
 - Lean proteins like lean beef, skinless poultry, eggs and seafood



- When snacking, choose brightly colored red, green, yellow and orange fruits and vegetables, lowfat yogurt or lean beef jerky.
- Turn a salad into an entrée by including fruits, vegetables and a lean protein, such as grilled steak, tuna or salmon.
- Make an easy parfait out of lowfat yogurt and fresh fruit for breakfast or a snack at any time.
- Select lean ground beef that is at least 90% lean for hamburgers, chili or other dishes that require ground beef crumbles.
- Choose whole-grain breads and lean protein such as roast beef, turkey breast or other lowfat lunch meats and top with dark green lettuce and bright red tomatoes for a tasty sandwich.
- Select whole-grain cereals such as oatmeal or shredded wheat for breakfast.

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

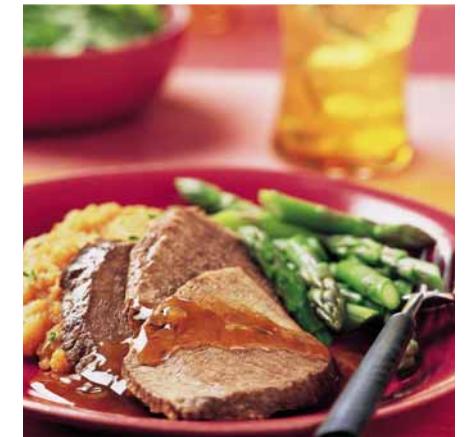
Recipes and photos as seen in *The Healthy Beef Cookbook*, published by John Wiley & Sons, Inc.



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

LEAN BEEF ONE-DISH MEALS

A complete meal in one recipe provides the nutrition your body needs and brings you the comforts of home. Whether it's a slow-cooked pot roast or a savory beef casserole, **The Healthy Beef Cookbook** offers an abundance of nutrient-rich lean beef one-dish wonders.



BEEF POT ROAST WITH MAPLE SWEET POTATOES AND CIDER GRAVY

Total preparation and cooking time: 3-1/2 hours



- 1 boneless beef chuck shoulder pot roast (3 to 3-1/2 pounds)
- 2 teaspoons olive oil
- 1-3/4 teaspoons salt, divided
- 3/4 teaspoon pepper, divided
- 1 cup chopped onion
- 2 teaspoons chopped fresh thyme
- 1 cup ready-to-serve beef broth
- 3/4 cup apple cider
- 3 pounds sweet potatoes, peeled, cut crosswise into 1 to 1-1/2-inch pieces
- 4 cloves garlic, peeled
- 2 tablespoons maple syrup
- 1 teaspoon minced fresh ginger
- 2 tablespoons cornstarch dissolved in 2 tablespoons brandy or water

- Heat oil in stockpot over medium heat until hot. Place beef pot roast in stockpot; brown evenly. Remove pot roast; pour off drippings and season with 1 teaspoon salt and 1/2 teaspoon pepper.
- Add onion and thyme to stockpot; cook and stir 3 to 5 minutes or until onion is tender. Add broth and cider; increase heat to medium-high. Cook and stir 1 to 2 minutes or until browned bits attached to stockpot are dissolved. Return pot roast to stockpot; bring to a boil. Reduce heat; cover tightly and simmer 2-1/2 hours.
- Add sweet potatoes and garlic to stockpot; continue simmering, covered, 30 minutes or until sweet potatoes and pot roast are fork-tender.
- Remove pot roast; keep warm. Remove sweet potatoes and garlic with slotted spoon to large bowl, leaving cooking liquid in stockpot.
- Add maple syrup, ginger, remaining 3/4 teaspoon salt and 1/4 teaspoon pepper to sweet potatoes. Beat until sweet potatoes and garlic are mashed and smooth; keep warm.
- Skim fat from cooking liquid; stir in cornstarch mixture. Bring to a boil, stirring constantly; cook and stir 1 minute or until thickened.
- Carve pot roast into slices; serve with mashed sweet potatoes and gravy.

Makes 8 servings

Nutrition information per serving: 342 calories; 7 g fat (2 g saturated fat; 4 g monounsaturated fat); 60 mg cholesterol; 511 mg sodium; 42 g carbohydrate; 5.3 g fiber; 26 g protein; 5.2 mg niacin; 0.7 mg vitamin B₆; 2.6 mcg vitamin B₁₂; 3.9 mg iron; 26.2 mcg selenium; 6.2 mg zinc.

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

BEEF, ARUGULA AND SPINACH LASAGNA

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



- 1-1/2 pounds ground beef (95% lean)
- 2 teaspoons minced garlic
- 1-1/4 teaspoons salt, divided
- 3/4 teaspoon pepper, divided
- 4 cups prepared pasta or spaghetti sauce
- 2 cups loosely packed fresh baby arugula (about 1-3/4 ounces)
- 2 cups loosely packed fresh baby spinach (about 1-3/4 ounces)
- 1 container (15 ounces) fat free ricotta cheese
- 2 egg whites
- 2 tablespoons chopped fresh basil
- 2 tablespoons chopped fresh oregano
- 9 uncooked oven-ready (no boil) lasagna noodles (each about 6-3/4 x 3-1/2 inches)
- 1-1/2 cups reduced fat shredded mozzarella cheese

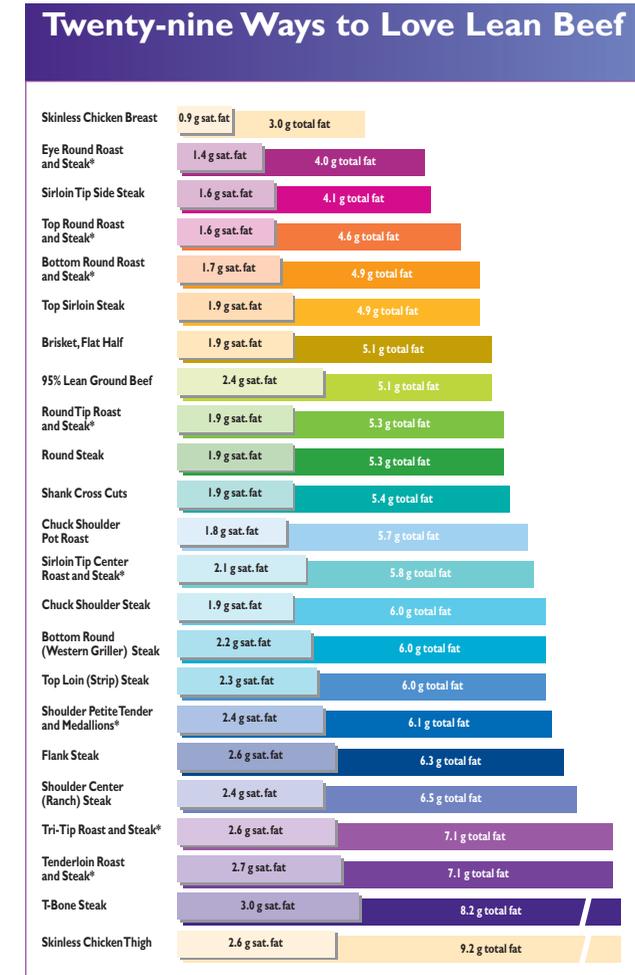
- Heat oven to 375°F. Brown ground beef with garlic in large nonstick skillet over medium heat 8 to 10 minutes or until beef is no longer pink, breaking up into 1/8-inch crumbles. Pour off drippings; season with 3/4 teaspoon salt and 1/2 teaspoon pepper. Stir in pasta sauce. Set aside.
- Combine arugula and spinach. Set aside. Combine ricotta cheese, egg whites, basil, oregano, remaining 1/2 teaspoon salt and 1/4 teaspoon pepper in small bowl.
- Spread 1 cup meat sauce over bottom of 11-3/4 x 7-1/2-inch glass baking dish. Top with 3 noodles, 1/2 ricotta mixture, 1/2 spinach mixture, 1/2 cup mozzarella and 1-1/2 cups meat sauce. Repeat layers. Top with remaining 3 noodles and meat sauce.
- Cover with aluminum foil. Bake in 375°F oven 45 to 50 minutes or until noodles are tender and sauce is bubbly. Remove foil; sprinkle with remaining 1/2 cup mozzarella. Bake, uncovered, 5 minutes or until cheese is melted. Let stand, loosely covered, 10 minutes before serving.

Makes 6 to 8 servings

Nutrition information per serving: 520 calories; 12 g fat (5 g saturated fat; 3 g monounsaturated fat); 127 mg cholesterol; 1260 mg sodium; 49 g carbohydrate; 5.1 g fiber; 47 g protein; 8.1 mg niacin; 0.4 mg vitamin B₆; 2.3 mcg vitamin B₁₂; 6.0 mg iron; 20.3 mcg selenium; 6.1 mg zinc.

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

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).

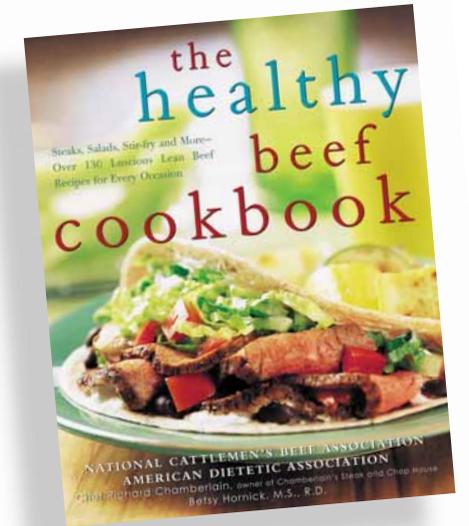


Source: US Department of Agriculture, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18. Based on cooked servings, visible fat trimmed.

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.BeefitsWhatsForDinner.com www.amazon.com or other online book retailers

