

Make it ^{the} CANADIAN BEEF CLUB BEEF

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Make it ^{the} CANADIAN BEEF BEEF

What's new for bar-b-cue!



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EAT SMART

5 More reasons to LOVE beef

EXPLORE

Go beyond t-bone...



I love summertime!

Get ready for **SUMMER!**

Just like you spruce up your summer wardrobe, break out of your cooking rut too!

Come and explore **what's new in bar-b-cue** – beef-centrally speaking of course! Give up that idea that tenderloin or t-bone is “your go-to steak.” Try something new in beef this summer:

- Take **Trend-setting Tri-tip** for a test drive (page 3).
- Try out a **Fashionable Flank** (page 7), **OR Trail Blaz'n' Brisket** (page 5).
- There's also sizzling Ground Sirloin or Chuck in our **ALL-Canadian Cheeseburger** (page 11).
- Break away from burgers with **Barbecue Burritos** (page 13).

Play with our QR codes here! For information at your fingertips, scan the QR (quick response) codes next page and on page 3. Watch video lessons on Rotisserie Roasting and Tri-tip.

And what's **Nutrition Newsworthy for Canadian Beef?** Today's **beef is lean!** You can feel good about enjoying steak all summer long! Skim through the headlines and read all about it (page 9).

Relax, explore and enjoy this summer,

Joyce

Joyce Parslow, P. H. Ec.
Canadian Beef Kitchens



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Canadian Beef fans UNITE!
Join in on the beefy conversation about recipes, cooking, nutrition and more!

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What's new with Canadian Beef?

In this issue, *Canadian Beef* teams up with *Canadian Living* magazine to bring you the best in beef for summer barbecue. This symbol represents recipes developed by The Canadian Living Test Kitchen. Tested and tasted to perform to perfection!



Watch. Learn. Cook.

BEEF ROASTS ON THE BBQ! Just scan to watch!



SCAN TO WATCH

Open QR scanning app on smartphone and scan QR code using the smartphone's camera.

Need a QR code app? Type app.tag2.it into your smartphone's web browser and follow instructions to download free QR code scanning app.

You can also watch the video on-line at www.youtube.com/beefinfo.org.

Trend Setting Tri-tip



A.K.A: *Bottom Sirloin Tri-tip, The Boomerang or Santa Maria cut or Aiguillette Baronne – en français!*

Bio:

Popular in the U.S. for years, Tri-tip's claim-to-fame is the annual Santa Maria Barbecue in California.

Profile:

- 1-1/2 to 2-1/2 lb (750 to 1.3 kg) flat-shaped roast.
- Distinctive triangular shape with long visible grain.
- Sirloin flavour and tenderness.
- Use as a roast or cut into kabobs, strips or grilling steaks.
- Oven or barbecue-roast the whole Tri-tip. Grill, pan-fry or broil tri-tip steaks, kabobs or strips.
- Season simply or marinate for 30 minutes or up to 24 hours for flavour.

Benefits:

- Great cut, modest price – what's not to love?
- Quick to cook and fits small-ish families – the modern roast!
- Elegant and easy to carve, with no waste.

Critical Factors:

Cook to medium doneness **at most**. To maximize tenderness, always carve across the grain into thin slices.

Status:

An up-and-coming cut that's currently seen most at progressive butchers and Western grocers. **Alternatives:** Top Sirloin, Flank.

Friends:

Loves BIG bold Latin, Tex-Mex and Asian flavours.

TO LEARN MORE
SCAN TO WATCH!

You can also watch a Tri-tip video on-line
at www.youtube.com/beefinfo.org.



CARNE ASADA TRI-TIP WITH SALSA

Understood literally as grilled beef, Carne Asada is practically a Mexican staple. This rendition is simple, with a bold sauce and a fresh corn salsa to accessorize. Find dried ancho chili powder in the spice section of major grocers.



1/4 cup	HP® Sauce
4	cloves garlic, minced
1 tsp	EACH ground coriander, cumin and oregano
1/2 tsp	dried ancho, chipotle or regular chili powder
1/2 tsp	salt
2 lb (1 kg)	Beef Tri-tip Oven Roast (or Top Sirloin Oven Roast) Fresh Corn Salsa (recipe follows)

FRESH CORN SALSA: While meat cooks, grill 1 cob corn, husked, half sweet red pepper, seeded and half sweet onion, sliced in thick rounds. Grill with lid closed until tender and slightly charred, 10 to 15 minutes. Cut corn kernels off cob into bowl. Dice red pepper and onion; add to corn. Stir in 1 can (19 oz) black beans, drained and rinsed, 1/3 cup chopped fresh cilantro, 3 tbsp EACH olive oil and lime juice and 1/4 tsp salt.

1. Combine HP® Sauce, garlic, coriander, cumin, oregano, chili, salt and pepper, and 1 tbsp water; pour half into large resealable freezer bag, reserving the remainder as basting sauce. Pierce beef all over with fork; place into bag and refrigerate for 1 hour or up to 48 hours.

2. Place roast on greased grill over medium heat 400°F (200°C); close lid and cook, turning occasionally and basting with reserved sauce, for 15 to 20 minutes or until digital instant-read thermometer reads 140°F (60°C) when inserted into centre of roast. (NOTE: Move roast to cooler part of grill if it begins to overbrown.)

3. Remove to cutting board; tent with foil and let stand about 10 minutes before carving thinly across the grain. Serve with Fresh Corn Salsa and some extra HP® Sauce for dipping. *Makes 6 servings.*

Per serving: 446 calories, 42 g protein, 20 g fat, 24 g carbohydrate, 646 mg sodium, 5 mg iron (36% DV), 6 g fibre (25% DV), 62 µg folate (28% DV).

VERY HIGH IN IRON, FIBRE AND FOLATE



Click: For more great HP® Sauce recipes, visit hpsauce.ca.

Trail Blaz'n' Brisket



A.K.A.: Texas Beef BBQ , Flat End/First Cut or Double/Point End/Deckle sections

Bio:

Fresh brisket roast is famous for smoky Texas BBQ and also thinly sliced in Vietnamese Phở soup. Often processed and disguised as corned beef or pastrami.

Profile:

- 4 to 6 lb (2 kg to 2.7 kg) sections of brisket most available:
 - Double/Point End/Deckle section is thicker. Ideal for shredding and barbecue smoking.
 - Flat End section is thinner. Ideal for corned beef.
- Bold beefy flavour. Tender when slowly-cooked and thinly sliced.
- Marinate and slow roast/pot-roast/braise.

Benefits:

- Makes barbecue an event when smoked with woodchips.
- Perfect for a gathering without a big-ticket price tag.
- Easy to carve, great flavour and no waste.

Critical Factors:

Cook past well-done and carve thinly across grain.

Status:

On the up-and-up as a poutine topping and rich ragù. Widely available but may need to be ordered ahead.

Friends:

Cozies up to lots of cuisines: Asian spices, Jewish cookery, British pot roasting and Southern U.S. BBQ.

Smoker Tip: To prepare hardwood chips for smoking, soak in water for at least 30 minutes before using.

SMOKY SOUTHERN BRISKET

Perfectly suited for a casual gathering, the Southern flavours of smoke and sarsaparilla linger in this relaxed roast! Marinate ahead and then barbecue-smoke for easy hands-off cooking!



2 heads garlic
1 large onion, sliced
1 can (355 mL) root beer
1/4 cup EACH **Lea & Perrins® Worcestershire Sauce** and red wine vinegar
1/4 cup EACH packed brown sugar and liquid honey
1 tbsp dry mustard
1 tsp pepper
1/2 tsp salt
4 lb (2 kg) **Beef Brisket Pot Roast**

(thick Double/Point End/Deckle section) not Flat End/First Cut)

1. Slice off top of garlic heads; wrap in foil and bake in 350°F (180°C) oven until softened, about 50 minutes. Squeeze garlic cloves into large sealable freezer bag; stir in onion, root beer, Lea & Perrins® Sauce, vinegar, sugar, honey, mustard, pepper and salt.

2. Pierce roast all over with fork; add to freezer bag; seal, squeezing out as much air as possible. Refrigerate for 24 hours, turning occasionally.

3. Transfer marinade into saucepan; add 1 cup water and boil for 3 minutes. Set aside. For 3-burner barbecue, place drip pan under grill in centre of barbecue; add 1/2 inch (1 cm) water to pan. Light remaining 2 burners and heat barbecue to low (225°F/110°C). Seal soaked hardwood chips in foil packet and poke with holes to let smoke escape; place under grill over a lit burner.

4. Place roast, fat-side up, on grill over drip pan. Maintaining constant temperature, close lid and cook, turning every 2 hours and basting with marinade, for 5 hours.

5. Remove roast to cutting board; let stand. Meanwhile, boil remaining marinade until thickened and onions are softened, about 20 minutes. Serve with thin slices of warm brisket. **Makes 12 servings.**

Per serving: 471 calories, 31 g protein, 11 g fat, 19 g carbohydrate, 236 mg sodium, 3.6 mg iron (26% DV).

EXCELLENT SOURCE OF IRON



Click: Craving more from **Lea & Perrins?** Visit leaperrins.ca.

Fashionable Flank



A.K.A: London Broil

Bio:

Extremely versatile, Flank stars in Mexican burritos, French bistro, Asian stir-fry, Indonesian satay and American Tex-Mex fajitas.

Profile:

- 1-1/2 to 2 lb (600 to 1 kg) long steak that's 1-inch (2.5 cm) thick at most, with long visible grain.
- Full beefy flavour, lovely and lean.
- Season simply or marinate after piercing all over for 4 to 24 hours. Carve into thin slices across the grain and pass from a platter to serve.

Benefits:

- Great cut, moderate price – a home run!
- Nothing to trim so there's nothing to waste.
- LEAN but flavourful.
- One steak serves 4+. So supper is simple with only 1 steak to manage on the grill.

Critical Factors:

Cook to medium doneness at most and always thinly slice across the grain to serve.

Status:

Widely available and well known everywhere.

Friends:

Too many to count!

EXCELLENT SOURCE OF FOLATE AND
HIGH IN IRON



Click: For more great beef barbecue recipes, visit beefinfo.org.

VIETNAMESE FLANK STEAK WITH NOODLE SALAD

Barbecued Flank shines in sandwiches and salads like this one! Pick up an extra Flank when shopping and throw two on the grill – use one in this recipe with fresh veggies and serve the second, next night, in an open-face steak and Cheddar melt sandwich.



2 cloves garlic, minced
1 shallot, finely chopped
5 tsp packed brown sugar
4 tsp vegetable oil
1 tbsp EACH fish sauce and soy sauce
1/4 tsp pepper
1 1/2 lb (750 g) **Beef Flank Marinating Steak**
Noodle Salad (recipe follows)

Sauce:

1/2 cup cold water
3 tbsp lime juice
2 tbsp granulated sugar
2 tbsp fish sauce
1 Thai chili, thinly sliced

1. Combine garlic, shallot, brown sugar, oil, fish sauce, soy sauce and pepper in large resealable freezer bag. Pierce steak all over with fork; place in bag and refrigerate for 8 hours or up to 24 hours.

2. Place steak on greased grill over medium-high heat 400°F (200°C); close lid and grill for 5 to 6 minutes per side for medium. Remove from heat. Tent with foil; let stand 5 minutes before slicing across the grain.

3. Sauce: combine water, lime juice, sugar, fish sauce and chili; splash over Noodle Salad and toss to combine. Serve with steak. **Makes 8 servings.**

Per serving: 355 calories, 25 g protein, 12 g fat, 36 g carbohydrate, 708 mg sodium, 2.8 mg iron (20% DV), 63 µg folate (28% DV).

NOODLE SALAD: Cook 8 oz (250 g) **fine rice vermicelli** according to package instructions. Place in shallow bowl or platter along with 3 cups **shredded lettuce**, 3 cups **fresh bean sprouts** and 12 **fresh mint sprigs**, half **English cucumber**, julienned, 1 **tomato**, cut into wedges (optional). Top with 1/2 cup **chopped roasted peanuts**.





Nutrition NEWSWORTHY

by Karine Gale, RD
Canadian Beef

As a dietitian, I hear this all the time: "I love steak, but I feel guilty about eating it too often."

Here's the bottom line: Once you trim away the fat from a steak, you're left with good lean protein. If beef looks lean, it is lean!

Read on for more on the skinny on beef...

Think you know beef? Think again. Pop Quiz:

What do beef and olive oil have in common?

✓ They both have healthy fats. Almost half the fat in beef is the healthy monounsaturated type that you find in olive oil.

Which has less saturated fat: Beef sirloin tip or sockeye salmon?

✓ Surprise! They have the same amount.

What's in beef that helps to curb your appetite?

✓ Protein. It helps you to feel full longer so you're less tempted to eat soon after a meal. ¹

5 ^{more} Reasons to love beef this barbecue season



1. **Just 6 grams of fat in one serving of lean beef.**
That's like one tablespoon of ranch salad dressing.

2. **Beef's got healthy fat.**
Almost HALF the fat in beef is the same healthy fat found in olive oil.

3. **More satisfaction, less calories.**
Higher protein meals like those with lean beef are filling.¹ Think appetite management.

4. **Think "steak for dinner" not "steak per person."**
Sharing a steak is such a civilized way to portion control. Grill one Flank steak, slice it thinly and pass on a platter. You take what you like.

5. **If beef looks lean, it is lean.**
Unlike many other foods (think muffin for example), there are no hidden fats with beef! All trimmed up, **Canadian beef is lean!**



Click: Want to know more about healthy eating with beef? Visit beefinfo.org.

Per 100 gram raw beef, trimmed of external fat (composite of 26 cuts): 145 calories, 5.5 g fat (2.3 g saturated fat, 0.2 g trans fat, 2.8 g monounsaturated fat, 0.2 g polyunsaturated fat), 22 g protein, 0 g carbohydrate, 327 mg potassium, 0.121 g vitamin D, 0.12 mg thiamine, 0.25 mg riboflavin, 6.62 mg niacin, 0.3 mg vitamin B6, 2.18 mg iron, 2.59 g vitamin B12, 5.8 mg zinc, 0.9 mg pantothenate, 184 mg phosphorus, 24 mg magnesium, 18 g selenium.

¹Wegle DS, Breen PA. A high-protein diet induces sustained reductions in appetite, ad libitum caloric intake, and body weight despite compensatory changes in diurnal plasma leptin and ghrelin concentrations. Am J Clin Nutr. 2005;82:41-48

Savory Sirloin and more...

*What is Ground Sirloin?
And who is Ground Chuck?
It's really pretty straightforward:
these gourmet ground beef
offerings are simply steaks,
chopped fine in the meat
grinder. **Ground beef with
cachet – ground beef gone
gourmet!***



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EXCELLENT SOURCE OF CALCIUM
AND FOLATE



all you need is
cheese



THE ALL-CANADIAN SIRLOIN CHEESEBURGER

This boast-able burger represents the taste of the nation: Canadian quality beef, smoked Canadian Cheddar, back bacon and seasonings reminiscent of tourtière – OH Canada!

1	egg
3 tbsp	dry bread crumbs Half small onion, grated
1/4 tsp	EACH ground cloves and allspice
1/4 tsp	EACH dried marjoram (optional), salt and pepper
1 lb (500 g)	Lean Ground Beef Sirloin
8 slices	Canadian smoked Cheddar cheese
4	hamburger buns
4	slices back bacon Crunchy Apple Slaw (recipe this page)

1. In large bowl, stir egg with bread crumbs; add onion, cloves, allspice, marjoram (if using), salt and pepper. Mix in beef until just combined. Shape into four 1/2-inch (2 cm) thick patties. Make thumbprint depression in centre of each to prevent rounding while cooking. (Make-ahead: Cover and refrigerate for 30 minutes or for up to 24 hours.)

2. Place on greased grill over medium-high heat; close lid and cook, turning once, until digital instant-read thermometer inserted sideways into centre of each patty reads 160°F (71°C), about 10 minutes. Top each patty with cheese to melt.

3. Meanwhile, toast buns. Grill back bacon, turning once, until golden, about 1 minute. Assemble burgers by sandwiching slice of bacon, burger patty and some Apple Slaw in buns. *Makes 4 servings.*

Per serving: 678 calories, 46 g protein, 34 g fat, 46 g carbohydrate, 1086 mg sodium, 4.7 mg iron (34% DV), 411 mg calcium (37% DV), 60 µg folate (27% DV).

CRUNCHY APPLE SLAW: In bowl, toss together 1-1/4 cups **shredded green cabbage**, 2/3 cup **julienned apple**, 1 **green onion**, sliced (optional), 3 tbsp light **mayonnaise**, 1 tsp **white wine vinegar** or **cider vinegar** and pinch EACH **granulated sugar, salt and pepper.**
Makes 1-3/4 cups (425 mL)

GOOD SOURCE OF CALCIUM

Barbeque Burrito = Burger Evolution

Go grill **CRAZY** this summer with this cool rendition of burgers on the grill. Perfect for the end-of-year pool party, these burritos are sure to make a splash.

GRILLED BEEF BURRITOS WITH MONTEREY JACK

Kids will love to make their own dinner, working their way through the "burrito assembly line!" You'll love the fact that each burrito has all 4 of Canada Food Guide food groups represented!

- 1 1/3 lb (600 g) **Lean Ground Beef Chuck** (or Ground Sirloin or Lean Ground Beef)
 - 1 tbsp chili powder
 - 1 tsp ground cumin
 - 2 tbsp chopped fresh parsley
 - 1 egg
 - 1/2 cup bread crumbs
 - 3 oz (90 g) **Canadian Monterey Jack**, grated (or Cheddar, Mozzarella or Gouda)
 - Salt and pepper
 - whole wheat tortillas
- Toppings**
- 4 oz (120 g) **Canadian Monterey Jack**, grated
 - 1/4 cup sour cream
 - 1 tomato, diced
 - 8 lettuce leaves

- 1. Combine** ground beef, chili powder, cumin, parsley, egg, bread crumbs and Monterey Jack in a bowl. Season with salt and pepper to taste.
- 2. Divide** mixture into 10 to 12 portions and form into sausage shapes.
- 3. Place** on greased grill over medium-high heat; close lid and cook, turning frequently, until digital instant-read thermometer inserted lengthwise into each ground beef sausage reads 160°F (71°C), about 10 minutes.
- 4. Briefly warm** tortillas on grill to soften. Top with beef, Monterey Jack, sour cream, diced tomato and lettuce. Roll and serve. *Makes 12 servings.*

Per serving: 276 calories, 18 g protein, 13 g fat, 20 g carbohydrate, 2.9 g fibre, 376 mg sodium, 186 mg calcium (17% DV).



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LOOK FOR



all you need is
cheese