

Beef: Choices, Preparation, and Flavor

Leader's Guide

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Suggested Introduction

May is “Kansas Beef Month,” but any time of year is a good time to enjoy a variety of cuts of beef – grilled KC strip steak, thick-cut rib-eye steak, slow-simmered pot roast, barbecued ribs, thick juicy hamburgers or succulent prime rib. Is your mouth watering yet?

Educational Goals

Participants will receive information regarding:

1. Beef cuts, their characteristics, and how they are best cooked and served.
2. USDA beef quality grades (Prime, Choice and Select).
3. The role that beef plays in nutrition as a source of protein.
4. Making high-quality, safe selections by planning before going to the grocery store or meat market.
5. Marinades, how they tenderize and add moisture to beef and how they help prevent cancer.
6. Safe food preparation practices from the beginning to the end of the cooking process, to help prevent food-borne illness.

Suggested program preparation.

1. Review the leader's guide and the fact sheet for *Beef: Choices, Preparation & Flavor* before planning your program.
2. Review the Web sites listed as resources on page 2 for updated information, possible food safety suggestions and guidelines as well as new meal planning and recipe resources.
3. Contact the Kansas Beef Council to order copies of the brochures and handouts they have available for your use through the “Kansas Beef Check-Off” program.

4. Have ample copies of the fact sheet, handouts, brochures and food if taste testing is going to be included in your program.
5. Contact a local butcher, steak house owner or chef to see if they would be interested in being a part of your presentation. They can offer suggestions for shopping and preparing beef, as well as information about the role beef plays in the local economy.
6. Make sure that participants have a surface to write on, pencil and paper to take extra notes from comments that may be shared during the program.
7. If serving samples of beef for taste testing, be sure to follow safe food handling practices.

Suggested teaching activities

1. At the beginning of your program, introduce agents involved in delivering the program as well as any guests you have invited to participate in a demonstration.
2. Distribute copies of the *Beef Made Easy* color flier (from the Cattleman's Beef Board and National Cattleman's Association), which shows retail beef cuts and recommended cooking methods. (http://www.beefnutrition.org/uDocs/BME_MINI_handout.pdf)
3. Provide copies of the USDA's food guide pyramid (available from mypyramid.gov), showing the role that protein and lean meat plays in a healthy diet and active lifestyle. Point out that a healthy diet works hand in hand with daily exercise, staying hydrated and a good night's sleep.
4. Share copies of recipes used if you offer tastes of beef that you have prepared, or collect recipes from participants for a community cookbook.

Food Preparation Demonstration

One of the most popular national television networks is the Food Network, on which celebrity chefs and other hosts show how to prepare foods. Likewise, you can organize the program so participants can experience first-hand safe food preparation procedures and correct preparation techniques with guidance from yourself, a dietician, butcher, steak house owner or chef.

1. Plan to have a food preparation table that includes a table covering and all the equipment and ingredients you need to safely prepare the food item.
2. Show different marinade recipes and ingredients: bottles of prepared marinades, bottles of vinaigrettes and salad dressings, different flavors of vinegars, and other marinade options.
3. Demonstrate the preparation of a marinade. Use the recipe provided in the lesson or a favorite a recipe of your own.
4. Demonstrate proper grilling or roasting procedures by preparing samples for participants to enjoy. Include a demonstration on using a food thermometer, and note the temperatures recommended for safe food practices.
5. Serve small samples of your item if you desire.

Resources

Antioxidants May Reduce Heterocyclic Amines in Commercially Marinated Beef Steaks. F. Ameri and J. S. Smith, K-State Research and Extension, Beef Cattle Research 2007.

Vary your Protein, MF2835. Mary Meck Higgins. K-State Research and Extension, 2008.

Valuing Beef Tenderness, MF2464. James Mintert, et al. K-State Research and Extension, 2000.

K-State Research and Extension resources for Human Nutrition – including *Dining on a Dime* newsletter, Family Nutrition Program and other resources –

www.ksre.ksu.edu/humannutrition

Fix It Fresh recipe book –

www.ksre.ksu.edu/humannutrition/recipebook_pdf

Spend Smart, Eat Smart program, Iowa State University Extension –

www.extension.iastate.edu/foodsavings/meat

USDA Food Guide Pyramid

www.mypyramid.gov

Industry Resources

National Cattlemen's Beef Association

www.beef.org

The Cattlemen's Beef Board

www.beefboard.org

Kansas Beef Council

www.kansasbeef.org

Reviewers

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Beef: Choices, Preparation and Flavor Participant Survey

Date _____ Your County/District _____

You are: Male _____ Female _____

You are: White, non-hispanic _____ White, Hispanic _____ Native-American _____

African-American/Black _____ Asian-American _____ Other _____

Your age category: Teen _____ 19-40 yrs. _____ 41-59 yrs. _____ 60 + yrs _____

1. What did you learn today that you did not know or that surprised you?

As a result of this program, will you:

a. Feel confident in selecting a beef cut at your market?

No _____ Maybe _____ Yes _____ Comment: _____

b. Be able to choose packaged beef from your market beef display, and feel confident that it is safe and of the highest quality?

No _____ Maybe _____ Yes _____ Comment: _____

c. Be diligent in preventing cross contamination, practicing safe handling of raw beef and in testing your meat and other foods for doneness with a thermometer?

No _____ Maybe _____ Yes _____ Comment: _____

d. Feel confident adding flavor and moisture and feel reassured that you may be grilling more safely using a marinade?

No _____ Maybe _____ Yes _____ Comment: _____

3. How important is nutrition information to you?

Not at all important _____ Somewhat important _____ Very important _____

4. How do you rate this program overall?

Excellent _____ Good _____ Average _____ Poor _____

5. Please share additional comments and suggestions:

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