

Beef

Consumer Guide



PREMIUM OVEN ROASTS



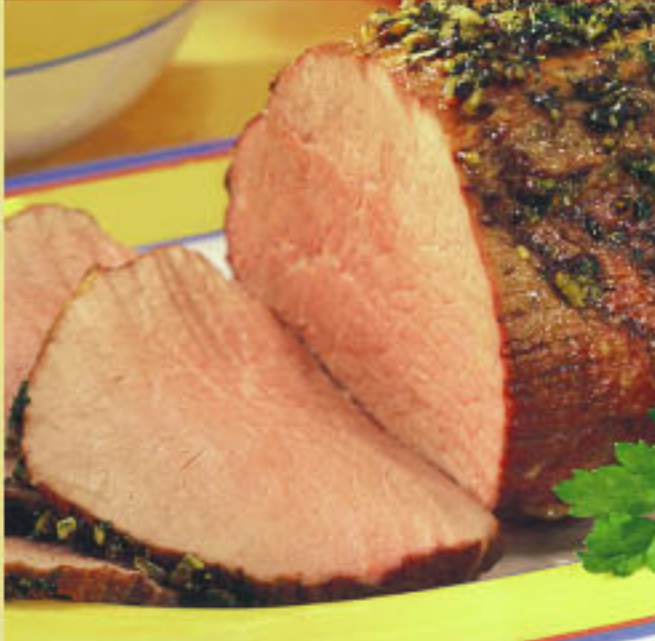
COOKING DIRECTIONS

- 1 Place roast, fat side up, on rack in roasting pan.
- 2 Season roast; insert meat thermometer into centre of roast avoiding fat or bone.
- 3 Cook, uncovered, in 325°F (160°C) oven to desired doneness. Transfer roast to cutting board; tent with foil for 10-15 min to allow temperature to rise 5°F (3°C).

DONENESS	ROASTING TIME (APPROXIMATE)	INTERNAL TEMP (WHEN REMOVED FROM OVEN)
RARE	20 min per lb / 500 g	135°F / 57°C
MEDIUM	25 min per lb / 500 g	155°F / 68°C
WELL	30 min per lb / 500 g	165°F / 72°C

TOP SIRLOIN
TENDERLOIN **STRIP LOIN**
WING **RIB EYE** **RIB**

OVEN ROASTS



COOKING DIRECTIONS

- 1 Place 2-5 lb (1-2.5 kg) roast, fat side up, on rack in roasting pan. Season roast; insert meat thermometer into centre of roast, avoiding fat.
- 2 Add 1/2 inch (1 cm) water to roasting pan. Cook roast, uncovered, in preheated 500°F (260°C) oven for 30 min. Reduce heat to 275°F (140°C); cook 1 1/4-1 3/4 hours until thermometer reads 155°F (68°C) for medium. Roast is best cooked only to medium.
- 3 Transfer roast to cutting board; tent with foil for 10-15 min to allow temperature to rise 5°F (3°C). Cut into thin slices across the grain.

SIRLOIN TIP **TRI-TIP** **RUMP**
EYE OF ROUND **HEEL OF ROUND**
INSIDE ROUND **OUTSIDE ROUND**

POT ROASTS



COOKING DIRECTIONS

- 1 Season roast. Brown in lightly oiled Dutch oven or stockpot over medium-high heat.
- 2 Add 1-2 cups (250-500 mL) liquid (such as red wine, broth, canned tomatoes or soup).
- 3 Simmer, covered, on stove-top or in 325°F (160°C) oven at least 3 hours or until tender. Add chunks of vegetables for final 1/2 hour, if desired.

BLADE **CROSS RIB**
BRISKET **SHOULDER**

QUICK ROASTS*



COOKING DIRECTIONS

- 1 Season roast. Insert meat thermometer lengthwise into the centre of roast so that shaft is not visible. Place on rack in ovenproof skillet or shallow pan.
- 2 Cook 1 lb (500 g) roast, uncovered, in 350°F (180°C) oven 50-60 min until thermometer reads 155°F (68°C) for medium.
- 3 Remove roast to cutting board; tent with foil for 5 min to allow temperature to rise 5°F (3°C). Cut into thin slices across the grain.

SIRLOIN TIP **EYE OF ROUND**
INSIDE ROUND **OUTSIDE ROUND**
RIB EYE **STRIP LOIN** **TOP SIRLOIN**

ROTISSERIE ROASTS*



COOKING DIRECTIONS

- 1 Pierce roast numerous times with long fork. Place in large re-sealable freezer bag with 2 cups (500 mL) teriyaki sauce or Italian salad dressing; refrigerate 12-24 hours. Discard marinade.
- 2 Place drip pan under grill; add 1/2 inch (1 cm) water to pan. Preheat barbecue to medium-high 400°F (200°C).
- 3 **Cooking with rotisserie:** Insert spit rod lengthwise through centre of roast; secure with holding forks. **Cooking without rotisserie:** Place roast on grill over drip pan moved to one side. Turn off the burner under roast.
- 3 Insert meat thermometer into middle of roast avoiding spit rod (if using). Maintaining constant heat, in closed barbecue, cook roast over drip pan until thermometer reads 155°F (68°C) for medium (about 30 min per lb / 500 g). Remove roast to cutting board; tent with foil for 10-15 min to allow temperature to rise 5°F (3°C). Cut into thin slices across the grain.

INSIDE ROUND **OUTSIDE ROUND**
SIRLOIN TIP **TOP SIRLOIN**
CROSS RIB **PRIME RIB**

STEWING BEEF



COOKING DIRECTIONS

- 1 Coat beef pieces with a mixture of flour, salt and pepper. In lightly oiled Dutch oven or stockpot, brown meat in batches. Add onions and other seasonings, as desired.
- 2 Add enough liquid (such as broth, tomato juice or red wine) to just cover beef.
- 3 Simmer, covered, on stove-top or in 325°F (160°C) oven at least 1 hour. Add chunks of vegetables and cook for 30 min.

TIP: For stew in half the time, use a packaged quick stew mix (available at most meat counters).


SHORT RIBS
STEWING BEEF **SHANK**

SELECTING QUALITY BEEF

FEDERAL INSPECTION
Canada has a very complex meat inspection system in place to help ensure Canadians have access to a safe and wholesome food supply. Inspection at federally registered processing plants is the responsibility of Health Canada and the Canadian Food Inspection Agency (CFIA). Federal inspection is a mandatory procedure required before any inter-provincial or export trade of meat can occur. The Canadian meat inspection stamp means the product has been inspected for food safety and meets both Canadian and international requirements.

PROVINCIAL INSPECTION
Inspection in provincially registered plants is the responsibility of the Ministry of Health or Ministry of Agriculture depending on the province. Provincially inspected meat may only be distributed within the province of inspection.

GRADING
Grading is a voluntary process designed to determine eating quality and lean meat yield of a beef carcass. The grade and yield determine the initial value and appropriate use within the food industry for each carcass. The Canadian Beef Grading Agency (CBGA) assesses carcass quality based on federal regulations that were developed to parallel the United States Department of Agriculture (USDA) grading standards.

CANADA'S TOP GRADES FOR EATING QUALITY ARE			
			
Canada Prime Must have slightly abundant marbling or higher.	Canada AAA Must have small marbling or higher.	Canada AA Must have at least slight marbling but less than small.	Canada A Must have at least trace marbling but less than slight.

Two of the main factors that determine how beef is graded are marbling and maturity. Marbling refers to the small white flecks of fat running through the lean meat. Maturity relates to the actual age of the animal and is closely associated with tenderness. All Canada Prime and Canada "A" grades must be from youthful animals. In addition, the meat color must be bright red, the muscle well developed, firm and fine grained and the fat must be white and firm.

A QUALITY EATING EXPERIENCE
Canadians buy beef for the great taste, but a satisfying eating experience depends largely on the choices made when selecting and cooking beef.

Marbling and aging are two key factors in predicting eating quality. Marbling can increase juiciness and flavour and aging can dramatically improve tenderness and flavour development.

Aging of beef simply refers to the process of holding beef cuts under controlled temperatures for a period of time to allow natural enzymes in the meat to slowly break down some of the connective tissue that contribute to toughness. Most aging programs today use the "wet" or "vacuum" method whereby large cuts of beef are packaged into airtight plastic pouches before storage and distribution. For best eating quality look for beef aged at least 10 to 14 days. Dry aging involves storage without pre-packaging and requires strict temperature, humidity and airflow control. Dry aging can develop intensified flavour, colour and a firm texture, however this process is seldom used today. It is important to note that beef cannot be safely aged in a home refrigerator.

The colour of fresh beef significantly impacts customer choice at the retail meat case. Consumers prefer the bright red cherry colour for fresh beef, which develops after beef has been removed from its vacuum packaging and "blooms" with exposure to oxygen. The portions not exposed to oxygen can remain dark, which explains why the centre of a package of ground beef may be naturally darker while the surface is bright red. Colour can be affected by a variety of reasons including type of packaging, amount of aging, meat case temperature and condition of the meat. Although colour is not the best indicator of eating quality it can affect perceptions of quality and should be monitored. Government regulations prohibit the use of any colouring, additives or preservatives in fresh beef.

ENHANCING BEEF QUALITY

CERTIFIED PREMIUM BEEF – The term certified represents a set of quality standards that have been verified by an independent organization like the Canadian Beef Grading Agency. Certified beef programs can offer a higher standard of eating quality based on specific attributes associated with the individual brand name.

SEASONED BEEF – These beef cuts can have enhanced eating quality through the addition of ingredients that can improve juiciness, flavour, tenderness or colour. The methods can involve topical spicing, marinating in a seasoned acidic solution or mechanical processes such as injecting or tumbling the seasoning/marinade directly into the meat. Seasoned beef products must include a label listing all added ingredients.

MECHANICALLY TENDERIZED BEEF – Beef cuts can also be tenderized through a mechanical process that involves the penetration of the meat with closely spaced thin blades with sharpened ends, which cut the muscle fibers into shorter segments resulting in increased tenderness.

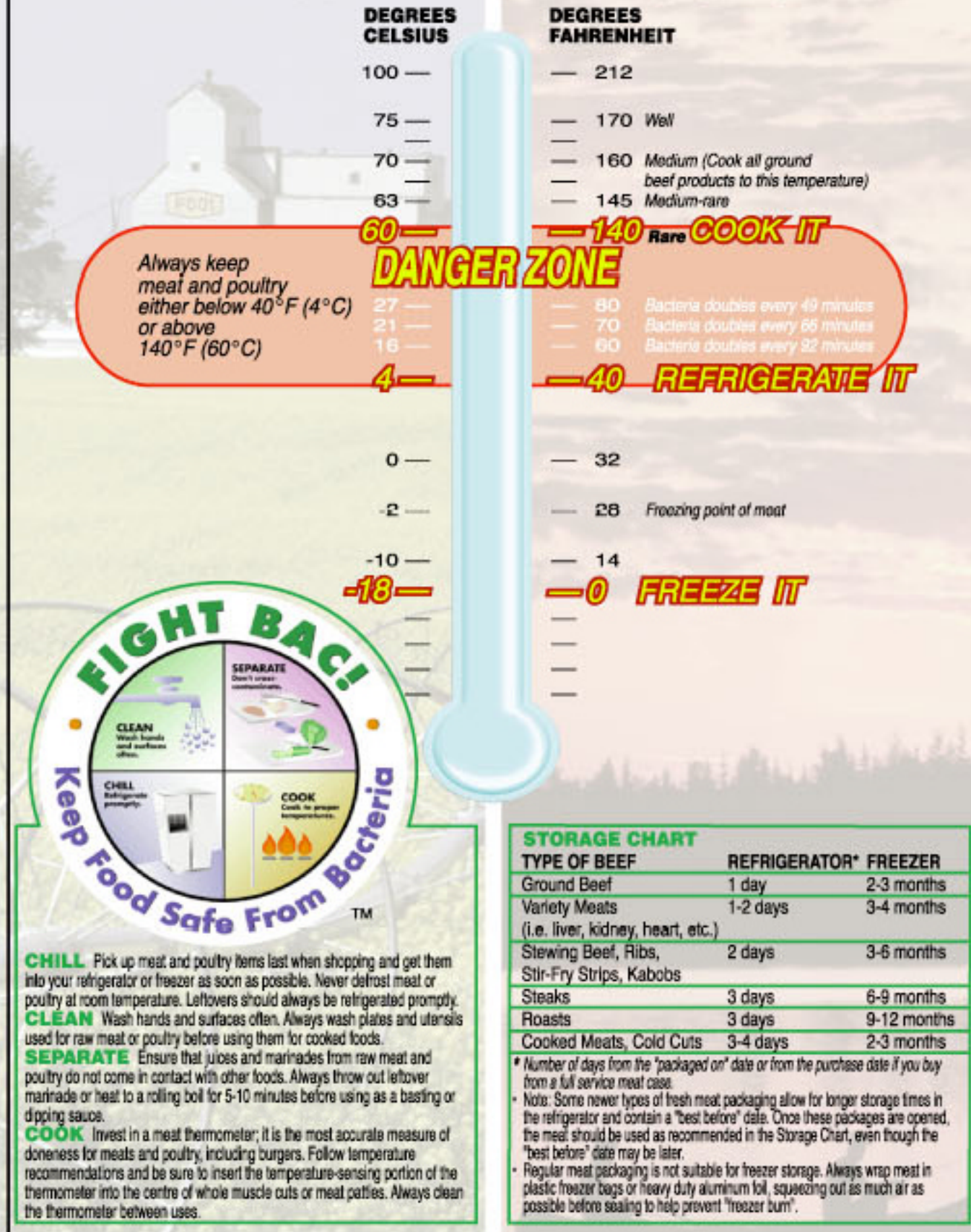
STEAK DONENESS GUIDE

RARE 140°F (60°C) Seared outside, 75% red through centre	
MEDIUM RARE 145°F (63°C) Seared outside, 50% red through centre	
MEDIUM 160°F (70°C) Seared outside, 25% pink through centre	
WELL 170°F (75°C) A slight hint of pink	

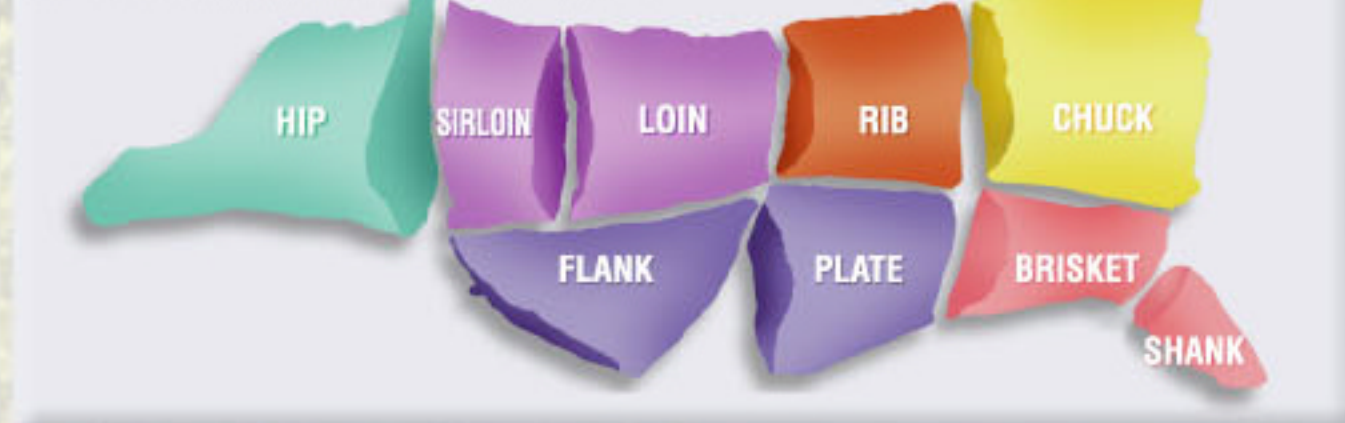
THE PERFECT MARINADE

- A marinade consists of an acidic ingredient such as wine, vinegar, soy sauce, fruit juice, beer or yogurt plus oil and seasonings. Oil can usually be omitted.
- Pierce holes in steaks and roasts with a long fork so that the marinade can penetrate into the meat. Use 1/2 to 1 cup (125-250 mL) marinade for every 1-2 lbs (500 g - 1 kg) of beef.
- Marinate meat in resealable freezer bag or non-metallic dish.
- It takes time to tenderize. Marinate strips or cubes for 30 min to 2 hrs and steaks or roasts for 12-24 hrs in refrigerator. If using packaged quick marinades, follow package instructions, marinating strips/cubes for 15-20 min and steaks/roasts for 20-30 min at room temperature. Turn meat occasionally to expose all surfaces to marinade.
- Beef can be thawed in a marinade in the refrigerator, allowing 12-15 hrs/lb (26-33 hrs/kg) for roasts or 24 hrs/lb (53 hrs/kg) for steaks.
- For added flavour, a marinade can be used to baste beef during grilling. Boil marinade for 5-10 minutes before using as a basting sauce.
- Don't save or reuse a marinade.

SAFE FOOD HANDLING AND STORAGE



WHERE CUTS COME FROM



GROUND BEEF TYPES

EXTRA LEAN	10%
Maximum Fat Content	
LEAN	17%
Maximum Fat Content	
MEDIUM	23%
Maximum Fat Content	
REGULAR	30%
Maximum Fat Content	

PREMIUM GROUND BEEF

The premium ground beef category can offer Canadians new choices when it comes to shopping for the highest quality ground meats available in the meat case. Premium ground beef varieties are made from very specific sub-primal cuts (i.e. Sirloin, Round, Chuck) and are not blended with any other trimmings. Varieties include 100% pure ground chuck and course ground chuck for chili, 100% pure ground round and 100% pure ground sirloin.

EXTRA LEAN GROUND BEEF - ROUND	10%
Maximum Fat Content	
EXTRA LEAN GROUND BEEF - SIRLOIN	10%
Maximum Fat Content	
LEAN GROUND BEEF - CHUCK	30%
Maximum Fat Content	

Lean beef is packed with 12 essential nutrients and gives you Z-I-P!

- Zinc** to boost the immune system.
- Iron** to carry oxygen to all parts of the body to fuel daily activities.
- Protein** to build and repair muscle for a strong and healthy body.
- Plus... B-vitamins** to help turn the foods we eat into energy.

VALUE FOR YOUR DOLLAR

When shopping compare meats based on cost per serving not total price to determine value. Most beef cuts contain less bone and waste than other meats and poultry, so even at a higher price per lb/kg beef is often a better buy. To calculate cost per serving, divide the price per lb/kg by the number of servings.

Price	BONELESS OVEN ROAST	ROASTING CHICKEN
Number of Servings	\$6.59/kg	\$4.39/kg
Cost per Serving	7 per kg	3 per kg
	94¢	\$1.46

GUIDE TO THE NUMBER OF 3 OZ COOKED SERVINGS/LB (or 100 g cooked servings/kg)		
HIGH YIELD:	MEDIUM YIELD:	LOW YIELD:
3-3 1/2 servings per lb 6-7 servings per kg	2-3 servings per lb 5-6 servings per kg	1-2 servings per lb 3-5 servings per kg
Boneless Beef Roasts Boneless Beef Steaks Ground Beef Stewing Beef Beef Liver Fish Fillets	Boneless Pork Roasts Bone-In Beef Steaks Bone-In Beef Roasts Chicken Breasts Turkey Breasts Pork Chops Pork Back Ribs	Chicken Legs Whole Chicken Whole Turkey Beef Short Ribs Pork Side Ribs

CARVING TIPS



1. Tent roast with foil and wait 10-15 minutes before carving. This allows meat juices to be reabsorbed and evenly distributed. The roast becomes firmer and easier to carve.
2. Place roast on cutting board. Anchor with two-pronged carving fork. Avoid piercing beef with fork too often as juices will escape.
3. Using a sharp knife, carve roast across the "grain" for greater tenderness. Just like wood, meat is made up of long muscle fibers all lying in the same direction, called the grain. Determine this direction and cut across it.
4. Use a gentle sawing action, keeping knife at the same angle for each slice.
5. Slice only what is needed for a meal. Unsliced roast will not dry out in the refrigerator as quickly as sliced.

GRILLING STEAKS*



COOKING DIRECTIONS

- 1 Season steak.
(Tri-Tip and Top Sirloin steaks can be marinated for 8-24 hours before grilling for improved tenderness.)
- 2 Grill, broil or pan-fry using medium-high heat, turning only once with tongs.
- 3 Cook to desired doneness:

THICKNESS	RARE	MED	WELL
1 1/2" to 3/4" (1-2 cm)	3-4	4-5	5-6
1" (2.5 cm)	4-6	6-7	7-9

TOP SIRLOIN **TRI-TIP**
STRIP LOIN **T-BONE** **WING**
TENDERLOIN **RIB EYE** **RIB**

MARINATING STEAKS*



COOKING DIRECTIONS

- 1 Pierce meat numerous times with a fork.
- 2 Place in resealable freezer bag with 1 cup (250 mL) teriyaki sauce or Italian salad dressing; refrigerate 12-24 hours. If using packaged quick marinades, marinate 20-30 min at room temperature. Discard marinade.
- 3 Grill, broil or pan-fry beef using medium-high heat, turning only once with tongs. Best cooked only to medium.

THICKNESS	RARE	MED
1 1/2" to 3/4" (1-2 cm)	3-4	4-5
1" (2.5 cm)	4-6	6-7

SIRLOIN TIP **EYE OF ROUND**
INSIDE ROUND **OUTSIDE ROUND**
FLANK **SKIRT** **BACK**

SIMMERING STEAKS*



COOKING DIRECTIONS

- 1 Season steak/strips. In lightly oiled skillet, brown all over. Add sliced onion, green pepper, garlic, etc., if desired.
- 2 Add enough liquid (such as canned soup or tomatoes, broth or red wine) to just cover beef.
- 3 Simmer, covered on stove-top or in 325°F (160°C) oven approximately 1 1/4 hours or until tender. Serve with cooked rice, noodles or mashed potatoes.

BLADE **CROSS RIB**
BRISKET

QUICK SERVE BEEF



COOKING DIRECTIONS

- 1 Season beef steak/strips.
- 2 In preheated lightly oiled non-stick skillet, cook over medium heat, 2-4 min/side for steak, 1 min/side for strips or until browned, but pink inside. Beef is best cooked only to medium.
- 3 Remove beef from pan. FOR STEAK: serve with steak sauce, if desired. FOR STRIP-FRY STRIPS: add sliced vegetables to skillet and cook 5 min. Add 1 cup (250 mL) sauce and cooked beef strips; heat through. Serve with rice or noodles.
- 1 Season sketched beef kabobs or satay strips.
- 2 Broil or grill using medium-high heat 5 min/side until browned, but slightly pink inside. Beef is best cooked only to medium.
- 3 Serve with dipping sauce, such as Thai peanut, if desired.

FAST-FRY STEAKS
STIR-FRY STRIPS **GRILLING CUBES**
SATAY STRIPS

GROUND BEEF



COOKING DIRECTIONS

- 1 **FOR CRUMBLES:** In non-stick skillet over medium-high heat, break up ground beef into small chunks and brown 8-10 min until completely cooked. Drain, if necessary. Use in pasta sauce, chili, casseroles, etc., seasoning to taste.
- 2 **FOR PATTIES:** Combine 1 lb (500 g) beef, 1 beaten egg and 1/4 cup (50 mL) fine bread crumbs; season and mix lightly. Shape into 4 to 6, 3/4-inch-thick (2 cm) patties. Lightly oil pan or grill. Broil, barbecue or pan-fry using medium-high heat, 5-7 min per side until instant-read thermometer inserted sideways into centre of patties reads at least 160°F / 70°C. Patties are completely cooked at 160°F / 70°C, regardless of colour.

GROUND BEEF

COOK'S NOTES

GRILLING, BROILING, SAUTÉING / PAN-BROILING AND PAN-FRYING:

Cooking with dry direct heat
- use for tender steak cuts like **GRILLING STEAKS**, **QUICK SERVE CUTS** OR for less tender cuts like **MARINATING STEAKS / STRIPS**, after marinating beef in acidic liquid 12-24 hours for steaks or 30 min for strips.

BRAISING:
Cooking in liquid with low heat in enclosed container
- use for less tender cuts like **SIMMERING STEAKS**, **STEWING BEEF** OR **POT ROASTS**.

ROASTING:
Cooking with dry moderate heat in open container
- use for **OVEN ROASTS**, **PREMIUM OVEN ROASTS**.

SPIT ROASTING:
Cooking over dry moderate heat, slowly rotating meat for even cooking
- use for **ROTISSERIE** OR **PREMIUM ROTISSERIE ROASTS**.

QUICK ROASTING:
Cooking small portion 1 lb (500 g) beef roasts with medium-high heat in open container
- use for **QUICK ROASTS** OR **PREMIUM QUICK ROASTS**.