

Providing Shopper Guidance in the Beef Case - From Confusion to Confidence!

Making Your Beef Educational Tour a Success:

1. Coordinate with store employees.

To schedule your Beef Case tour, contact the corporate office or manager at your store location to coordinate the date and time. Many stores do not allow group events on the busiest shopping days. Also, ask about any in-store nutrition resources, tools, or promotions for beef that can enhance your tour.

2. Familiarize yourself with the store's beef case.

Plan a pre-visit to the store where you'll be conducting your tour to become familiar with the meat department and the beef case offerings. Also, consider options from the service case if available. This knowledge will help you organize your key talking points to save time.

3. Schedule Tours to Accommodate Participants

Choose a time that will accommodate participants and limit the tour to approximately 60 minutes or less. Make sure to communicate where to meet.

4. Increase Participation

Increase store tour participation by partnering with organizations to form groups that may be interested in learning more about beef in the grocery store. For example, a local young moms group may want to learn more about including beef in a young child's diet along with kid-friendly meal ideas. A local fitness group or active seniors group may be other options. In addition, dietitians can work with local health care organizations and offer education on a specific topic, such as selecting lean cuts of beef for heart-healthy recipes.

5. Allow for Flexibility

The most successful tours are driven by the questions and concerns of the customers so follow their lead on particular areas of confusion when it comes to selecting, storing and preparing beef.

6. Build Trust with Shoppers

Explain that your job is to educate and advocate for the health of customers, and that you're not there to sell products. The goal is to help shoppers become confident when shopping the beef case and preparing healthful meals.

7. Make Learning Interactive

Ask questions and provide real-life solutions. For example: Does anyone have a favorite way to prepare beef for breakfast? What is your easiest meal to prepare with lean ground beef? Share quick and easy recipes from the [Beef. It's What's for Dinner.](#) website and ask about barriers participants have for preparing/consuming beef. You may also want to check with the store ahead of time about offering samples of a simple beef recipe. Be sure to provide the recipe to participants to help the store drive sales.

Tour Timeline:

- 10 Minutes – Introduction
- 10 Minutes – Why Beef?
- 20 Minutes – Beef Basics
- 10 Minutes – Navigating the Beef Case for Seasonal Solutions (focus on the current season)
- 10 Minutes – Review Resources, Evaluation

Note: Tour could be shorter based on audience knowledge, audience size and/or time constraints.

Introduction:

Beef is a popular protein source and a delicious ingredient for healthy family meals, but many shoppers do not feel confident navigating the beef case at their supermarket. From what cuts to use for recipes to how to store beef, shoppers are looking for guidance that moves them from confusion to confidence with the purchase and preparation of tasty and nutritious beef meals.

This educational tour is being offered to provide individuals and families with information about the health benefits of beef and to provide helpful resources regarding how to select, store and prepare beef meals that are easy, tasty and nourishing!

Section I: Why Beef?

(Provide Beef's Big 10 Infographic Handout)

<https://embed.widencdn.net/download/beef/goc8tzpsmc/Beefs-Big-10.png?u=q5atpk>

It's important to note that beef is not only delicious, but it also provides 10 essential nutrients including protein, zinc, iron and B vitamins, that help develop both a strong body and mind. The nutrients found in beef provide our bodies with the strength to thrive and grow throughout all stages of life. Here's how beef's nutrients help fuel you and your family:

The Power of Beef's Protein

If there was a protein contest, beef would surely be crowned the king! Among the powerful package of 10 essential nutrients beef is known for, protein may be one of the most notable. In fact, one 3 oz. cooked serving of beef provides 50% of your Daily Value (25 grams) of this important nutrient—making it an excellent source!

A wealth of research¹ has linked protein to favorable lifestyle markers such as healthy body weight and/or weight loss, maintaining and building muscle, and overall diet satisfaction.

- Feeling hungry? People who eat a higher-protein diet (about 30% of daily calories from protein) feel more satisfied, which may help prevent overeating.²
- Protein helps support strong, lean bodies. Eating at least 4 ounces of high-quality protein from foods like beef at each meal provides your body with energy to lead an active lifestyle.³
- Protein may help cut the fat. Research has shown exercise is more effective for weight management when paired with a higher-protein diet, and beef provides the amino acids necessary for building and replenishing muscles.⁴
- Use beef as a breakfast, lunch or dinner option to provide the power of protein!

Essential Nutrients – Beef’s Top 10!

When it comes to beef and your health, you can rest easy knowing that along with being delicious, beef contains important nutrients that your body needs. In just one 3 oz. cooked serving, you’re getting 10 essential nutrients:

Iron – Helps your body use oxygen

Choline – Supports nervous system development

Protein – Helps preserve and build muscle

Selenium – Helps protect cells from damage

Vitamins B-6 and B-12 – Helps maintain brain function

Zinc – Helps maintain a healthy immune system

Phosphorus – Helps build bones and teeth

Niacin – Supports energy production and metabolism

Riboflavin – Helps convert food into fuel

Did you know? When it comes to high-quality proteins, beef provides many nutrients in a smaller serving size than some other choices (with unbeatable taste at that)! For example, you’d have to eat at least 8 oz. of cooked chicken breast to get the same amount of iron in just 3 oz. of cooked beef. When comparing zinc, you’d need to eat 20 oz. of cooked chicken breast!

You can feel good knowing that beef is providing so much of what your body needs to perform at its best. And even more good news is how deliciously beef pairs with fruits, vegetables and whole grains—making it even easier to enjoy a balanced diet. We’ve provided you with some great recipes to try in your tour packet! You’ll find more recipes at

www.BeefItsWhatsForDinner.com

Beef Throughout the Life Cycle

(Tailor life cycle talking points to your audience)

During Pregnancy:

Throughout pregnancy, your body needs about 10 extra grams of protein each day to support the growing baby. It is also important to get enough iron for red blood cell production, zinc for the baby's brain development, choline to help build the brain and spinal cord, and B vitamins to utilize energy efficiently. Including just one additional high-protein snack (like half of a roast beef sandwich on wheat bread) will help you meet these important nutrient goals.

Here are a few ideas for quick ways to add some extra nutrition to your daily meals:

- Add a little extra beef to your standard casserole and enjoy it all week
- Include beef jerky as a snack
- Serve scrambled eggs with a little taco-seasoned Ground Beef
- Ask for slices of grilled steak on your salad at lunch
- Load up your classic Ground Beef tacos with extra veggies and lowfat cheese

Beef as a First Food:

(Provide Feeding Tips for Healthy Infant Growth handout)

<https://embed.widencdn.net/download/beef/xtwqxu78ar/Feeding-Tips-for-Healthy-Infant-Growth.pdf?u=q5atpk>

Also make this handout available through supermarket pharmacies to help build a bridge to the food aisles –provide to mothers picking up prenatal vitamin prescriptions or infant medications.

For infants and young kids, nutrients such as iron and zinc have been identified as critically important in supporting proper growth and development. Experts agree that breastfed infants need a good dietary source of iron and zinc by 6 months of age, which cannot be met by breastmilk alone. One way that you can boost iron and zinc for your child is by introducing pureed beef as a complementary food, while continuing to breastfeed. Doing so may provide long-lasting benefits for your baby, such as developing a healthy immune system, improving recall skills and reasoning, as well as promoting growth and learning milestones. The protein and nutrients from beef also support linear growth and proportional weight gain.

Tips for introducing your baby to beef include:

- Start by offering fully cooked, pureed beef. You can choose to buy pre-packaged baby food or make your own in the blender.
- Once your baby gets more teeth, introduce tiny pieces of soft foods, such as Ground Beef crumbles or fork-tender Pot Roast.

Toddlers to Teens:

The foundation for a lifetime of good health can begin early when children and teens start to enjoy a variety of foods. At this life phase, it is important to help kids start to eat smart! Just one serving of beef provides protein, iron and zinc, which are often lacking in diets of kids and teens. Making sure your children get the right nutrients will provide energy for their active bodies, aid in brain development and support a healthy immune system.

(Provide some kid-friendly recipe ideas)

<http://www.beefitswhatsfordinner.com/recipes/collection/10058/kid-friendly-fare>

Busy Adults:

We all seem busier than ever. As you strive to achieve balance, you'll need foods that do more than just get you through the day, you need foods that will provide energy, protein, vitamins and minerals. To this end, aim to eat a variety of delicious foods that balance the taste you love with good nutrition. Including one serving of beef will deliver on that goal with B-vitamins, protein, iron and zinc. When you're in a hurry, look for recipes that balance taste, nutrition and simplicity!

Healthy Aging:

There's great news if you're looking for delicious ways to fuel your life as you age. Adding more protein to your meals – from foods in the meat and dairy groups, for instance – can be a simple way to help manage several age-related health issues. One of the most notable benefits of including beef in your diet is its ability to build and maintain muscle. As we age, getting the right amount of protein becomes increasingly important to fight off diseases like sarcopenia (loss of muscle mass), type-2 diabetes and osteoporosis.

Section II: Beef Basics

Selection at the Case - Whether you're looking for a lean cut for a weeknight family dinner or a large, tender cut for your holiday roast, we want you to feel confident choosing the perfect cut next time you're at the meat case. Let's look at four main categories to keep it simple:

Ground Beef

Overview: The versatility of Ground Beef has made it one of America's all-time favorite go-to cuts. From hamburgers to lasagna, tacos to meatloaf, pasta sauce to wraps, Ground Beef offers quick, easy and delicious options for any meal and for any occasion.

Selection: Understanding the Grinds



70% Lean

Ground Beef that is 70% lean is used for burgers and in recipes calling for browning (crumbles) and pouring off drippings, such as chili, tacos and spaghetti sauce. When properly cooked, it is moist and juicy.



80-85% Lean

A mid-range lean-to-fat ratio is a nice option for dishes like meatloaf and meatballs, where you'll be forming a ball or loaf, but you'll be cooking in a pan, oven or skillet. When properly cooked, it is moist and juicy and has a slightly firm texture.



93% Lean

Ground Beef that is 93% lean or leaner meets government guidelines for "lean." If you're trying to choose lean meats, this is an excellent choice for you. It works well in dishes that require crumbles, like meat sauce, tacos, stuffed peppers or casseroles where draining fat might be difficult.

(Note: If using leaner ground beef for spaghetti sauce or tacos there won't be as many drippings. The beef may not be as moist but is still healthy and easy).

Ground Beef Safety:

Determining Doneness - Always use a meat thermometer as the best way to check beef's internal temperature. Ground Beef should be cooked to an internal temperature of 160F. Color is not a reliable indicator of Ground Beef doneness.

(Note: A thermometer will provide an accurate temperature for burgers and items like meat loaf, but not for crumbles).

Cooking Tips:

To thaw frozen Ground Beef - Refrigerate for 12 hours or microwave using our simple steps.

[\(Provide Ground Beef thawing handout\)](#)

<https://p.widencdn.net/gremnm/Ground-Beef-Thawing>

Skillet Cooking - Heat large nonstick skillet over medium heat until hot. Add Ground Beef to skillet and cook 8-10 minutes. While cooking, break into ¾-inch, or smaller crumbles and stir occasionally.

Grilling - To grill the perfect burger, form Ground Beef into ½-inch thick patties, place patties on grid over medium heat until instant-read thermometer inserted horizontally into center registers 160F.

Recipe Ideas with Ground Beef:

- [All About Ground Beef](#)
<https://www.beefitswhatsfordinner.com/cooking/ground-beef>
- [3 Simple Steps to Skillet Cooking](#)

<https://p.widencdn.net/qm72hn/3-Simple-Steps-to-Skillet-Cooking>

- [Beef101 Ground Beef Hack video](https://beef.widencollective.com/dam/assetdetails/asset:cdccf609-afdc-4bae-b395-0b503680161f/false)
<https://beef.widencollective.com/dam/assetdetails/asset:cdccf609-afdc-4bae-b395-0b503680161f/false>

Steaks

Overview: Steaks are flat cuts of beef generally ranging from three-quarter inch to one-and-a-half inches thick. They are cut from various parts of the beef carcass and the size of one steak is often sufficient for more than one portion or serving size. Responding to demand from consumers looking for smaller portion sizes, some restaurants also have started offering smaller 4 to 6-ounce steak options on menus, and some grocery retailers are featuring smaller cuts in the meat case.

Selection: Show popular steak cuts in the Beef case pointing out lean options such as:

Flank Steak | Lean



Top Sirloin Steak | Lean



Top Loin or New York Strip Steak | Lean



Cooking Tips:

There are many popular preparations for steaks. Most steaks, including Tenderloin, Porterhouse, Flat Iron and Petite Tender:

- Pat dry to promote browning
- Cook over medium heat and turn with tongs, not a fork.
- Cook to medium rare at 145 degrees Fahrenheit, or medium at 160 degrees Fahrenheit.
- Let the steak rest at least 3-5 minutes after cooking.

Recipe Suggestions: You may think Beef steaks are only meant for warm weather grilling but there are a variety of Beef steaks to choose from and they can be used to create a variety of menu options from stir-fry to chili and wraps.

Grilled – Tenderloin, Porterhouse/T-Bone, Strip, Ribeye, Top Sirloin, Flat Iron, Ranch

Fajitas – Top Sirloin, Flat Iron, Flank, Skirt

Stir Fry – Top Sirloin, Flat Iron, Petite Tender, Flank, Top Round (inside) and Ranch

Salad Topper – Strip, Top Sirloin, Flat Iron, Petite Tender, Flank, Top Round (inside) and Ranch

Visit www.BeefItsWhatsForDinner.com for many delicious options!

Roasts

Overview: Roasts are cuts of beef more than two inches thick and larger than a steak. They may contain bones or be boneless and often contain more than one major muscle from the carcass. Different roast types call for different types of cooking methods to optimize flavor and tenderness.

Cooking Tips:

Roasts from the Rib and Loin: Tender roasts from the Rib and Loin are best prepared with dry heat cooking – either in the oven or in a covered grill using indirect heat. They are ideal for signature dishes featuring special rubs, sauces and seasonings and offer opportunity for a stunning presentation and memorable dining experience.

Roasts from the Chuck and Round: Some of the less tender beef roasts from the Chuck and Round are best when prepared using moist-heat cooking techniques, such as braising or using a slow-cooker. [\(Provide handout on perfect Pot Roast\)](#)

<https://www.beefitswhatsfordinner.com/cooking/braising-pot-roasting-slow-cooking>

<https://p.widencdn.net/eaxx6u/3-Simple-Steps-for-Braising>

Brisket: A Brisket is a boneless beef cut and is sold both fresh and cured as Corned Beef. Brisket is ideal for use in popular barbecue and ethnic comfort dishes. The boneless cut is perfect to slice for use in sandwiches and adapts well to dry rubs or marinades. Moist, slow-cooking methods, such as braising, generally are the way to go with Brisket.

Additional Recipe Options

Ribs:

Back Ribs are an old favorite and are relatively inexpensive for consumers. They're often braised with wine, vegetables, seasonings or stock to enhance taste and tenderness.

Short Ribs offer rich, deep flavor. They are the ultimate comfort food and require long, slow braising with wine, vegetables, seasonings or stock to enhance flavor and tenderness. They are delicious served shredded with a sauce.

Ribs can be sold bone-in or boneless or short ribs can be cut flanken-style.

Kabobs: Kabobs are popular worldwide and rely on uniform size pieces for even cooking. If desired, marinate these cuts 15 minutes up to 2 hours. When skewering, consider the shape of the cut. Chunk-style cuts should have small spaces between them when on skewers to allow for even cooking on all sides. Ribbon-style cuts should be woven onto the skewer so that beef is

just touching. Skewer other companion ingredients separately – such as fruit or vegetables – or group according to required cooking time.

Beef for Stew: Beef for Stew are cubes cut into uniform-sized pieces. They're best prepared by coating the cubes with flour and browning them in a small amount of oil over medium heat. Then, add liquid to the pan and cover tightly. Simmer gently adding vegetables near the end. These cuts offer many home-style entrée options including stews, chili and pot pie. Moderately priced, they are ideal for high-volume cooking, hold well and are easily reheated for leftovers.

Strips: Strips also rely on uniform sizes for even cooking. They work well as an ingredient in stir-fry dishes with vegetables and as an ingredient in fajitas.

Keeping Beef Safe:

Beef Refrigerator Storage Times:

Steaks, Roasts	3 to 4 days
Beef cut for Recipes	2 to 3 days
Ground Beef	1 to 2 days
Leftover cooked Beef	3 to 4 days

- Once home, immediately store beef in the meat compartment or coldest part of the refrigerator. (The coldest part of the refrigerator is at back of an inside shelf, not inside the door.)
- Make sure the refrigerator is set at 35°F to 40°F.
- Beef wrapped in transparent film requires no additional wrapping. However, placing the package inside a plastic food storage bag protects against potential leakage.
- If beef is wrapped in uncoated butcher paper, unwrap and repackage in heavy-duty aluminum foil, freezer paper or plastic freezer bags.
- Ground beef is more perishable than whole beef cuts. During grinding, oxidation (exposure to air) causes shorter shelf life.
- Refrigerate leftover cooked beef within 2 hours after cooking. Divide large quantities of food into smaller portions or spread out in a shallow container to chill more quickly.

Beef Freezer Storage Times:

Steaks, Roasts	6 to 12 months
Beef cut for Recipes	6 to 12 months
Ground Beef	3 to 4 months
Leftover cooked Beef	2 to 3 months

- Immediately freeze any beef that won't be used within a few days.
- Make sure the freezer is set at 0°F or colder (optimal freezer temperatures are -10°F to -40°F). Fast freezing reduces moisture and flavor loss.

- To prevent freezer burn, repackage beef in heavy-duty aluminum foil, freezer paper or plastic freezer bags, pressing out as much air as possible before sealing.
- Label and date frozen beef packages with the cut, weight and/or number of servings. Use packages in the order of FIFO – first in, first out.

Section III: Navigating the Beef Case for Seasonal Solutions

Depending on the time of year that you are talking to consumers about navigating the beef case they will have different meal planning needs. The following section provides beef talking points and suggestions for *Beef. It's What's For Dinner.* resources to use during key seasons.

Winter

At the beginning of a new year, research shows consumers have a focus on organization and getting their budget and diet back in line after the holiday season. Recipes for basic and nourishing meals are likely to catch attention during this time of year. In addition, February is American Heart Month and a great time to highlight lean cuts of Beef and showcase recipes certified by the American Heart Association®.

Talking Points:

- Beef is a great value for your budget! Beef supplies 10 essential nutrients that support a heart-healthy lifestyle including protein, zinc, iron and B vitamins. The nutrients found in beef provide our bodies with the strength to thrive and grow throughout all the stages of life.
- There are many easy and nourishing beef recipes at the *Beef. It's What's For Dinner.* website. Be sure to check out the collection for [recipes that take 30 minutes or less.](#)
- Lean beef can certainly be a part of a heart-healthy diet. The *Beef. It's What's For Dinner.* website also includes [recipes](#) certified by the American Heart Association®.
- Ask participants about their favorite, budget friendly beef recipe and be prepared to share a few examples.

Spring

Spring invigorates shoppers to mix-it-up as food boredom sets in, so they seek new meal ideas to add variety. Consumers also start revisiting their nutrition and fitness goals since they may have fallen away from their New Year resolutions and realize that warmer weather means lighter and tighter fitting clothing. The trend towards prioritizing the perimeter of the store as “fresh” and less processed may be strong at this time of year as shoppers seek to avoid negative ingredients and look for minimally processed foods.

Talking Points:

- Research shows that people who eat a higher-protein diet (about 30% of daily calories from protein) feel more satisfied, which may help prevent overeating. Look for easy recipes that combine fresh veggies and lean beef at the *Beef. It's What's For Dinner.* website. For example, the [Sirloin with Sugar Snap Pea and Pasta Salad](#) supplies 32 g of protein and less than 400 calories per serving.
- Protein is important at all meals to help maintain muscle. There are many delicious [breakfast recipes](#) with beef at the *Beef. It's What's For Dinner.* website. For example, the [Beef Breakfast Burrito](#) packs a delicious protein punch to start the day!
- Cooked beef can help make a colorful salad into a complete meal. Ask participants if they have a favorite beef salad recipe idea to share and be prepared with a few simple examples using prepared salad greens.

Summer

In the warm months of July and August, shoppers become more laid back and are looking for easy, healthy meals. Summertime rituals include outdoor eating and vacations so outdoor grilling recipes and healthy, portable salad ideas with Beef will be popular.

Talking Points:

- Grilling is easy with these simple steps:
 1. **Choose Your Cut** - Some of the best cuts for grilling include Strip Steak, Flank and Ribeye.
 2. **Prepare your beef** - Prepare grill (gas or charcoal) according to manufacturer's directions for medium heat. Remove beef from refrigerator and season with herbs and seasonings, as desired.
 3. **Cook your beef** - Place beef on cooking grid. Grill, covered, according to the [grilling chart](#) turning occasionally.
- If you're entertaining this summer think about setting up a burger bar! Grill up some lean burgers and set out a variety of toppings to choose from. Complete the menu with some fresh watermelon slices and a store-bought fresh veggie tray.
- If you're looking for some delicious beef recipes to help Dad celebrate his special day, you'll find some great recipes at the *Beef. It's What's For Dinner.* website.
- Ask participants about what their favorite beef cut is on the grill. Be prepared to point out steaks and other cuts that would be appropriate.

Fall

In the fall, shoppers are focused on back-to-school and getting back into routines. This is a great time of year to show the versatility of beef or breakfast and lunch ideas that provide the nutrients needed for strength and brain health. In September, there is a focus on the importance of family meals. Showcase the many delicious ways beef can be used in kid-friendly recipes - cook once, eat twice recipes; slow-cooker meals and nourishing casseroles.

Talking Points:

- Want to change up your traditional roast beef sandwich? Parents and kids will both love a protein-packed, roast beef and veggie wrap sandwich in their lunch box.
- Research shows that kids and teens who eat more frequent family meals have more nutritious eating habits, healthier weights, and are less likely to use tobacco or alcohol. Catch up with your family tonight at the dinner table with some easy slow cooker recipes from the *Beef. It's What's For Dinner.* website and pledge to eat family dinner one more night each week.
- Fall is a busy time of year for most families! Remember the importance of nutrient-rich diet to help keep you going strong. Beef provides 10 essential nutrients including vitamins B6 and B12 to help maintain brain function and zinc which helps maintain a healthy immune system.
- Ask participants about their favorite family meal using ground beef. Be prepared to suggest a few simple ways to use ground beef such as on pizza, in tacos or in a beef and veggie soup.

Holiday

The holiday season has consumers thinking about entertaining family and friends for seasonal celebrations but weekday meal ideas need to be simple and non-fussy. Anticipate the Beef recipe opportunities your tour participants will be planning for and be ready with ideas for easy appetizers and special meals.

Talking Points:

- Holiday parties call for easy, but delicious appetizers. The *Beef. It's What's For Dinner.* website has many recipes to make your celebrations simply delicious!
- This may be the time of year for cooking a special holiday roast for a family gathering. Again, solutions can be found at the *Beef. It's What's For Dinner.* website including roasting tips and recipes.
- Many families celebrate the season with a holiday brunch. A new recipe like this [Beef Breakfast Sausage and Goat Cheese Egg Bake](#) will delight your guests! Serve with a prepared fresh deli fruit tray and some bakery muffins to make a complete meal.
- Ask participants about other holiday meal traditions they may have and suggest how beef resources can help.

Seasonal Store Activation:

Tour guides or the local state beef organization can encourage supermarkets to support beef educational efforts and engage shoppers by promoting seasonal beef recipes and tips via social media and by creating an in-store recipe display. Store activation resources include:

- **Social Media Posts** – Seasonal beef social posts to be used by retailers to promote easy, healthy beef recipes.
- **Meat Bunker Recipe Display Ideas** – Instructions for promoting an easy seasonal beef recipe by creating bunker of all necessary ingredients.

Winter Store Activation:

Meat Bunker Recipe Display – Ground Beef and Pasta Skillet Primavera (see instruction sheet)

Retail Social Posts:

Twitter: This [Beefy Sweet Potato Mash-Up](#) recipe is certified by the American Heart Association® and combines lean ground beef, diced sweet potato and taco seasoning for a family-pleasing meal.

Facebook: This Italian inspired [Ground Beef & Pasta Skillet Primavera](#) is a one-pot, fun to make and eat dish that combines ground beef, pasta, fresh zucchini and yellow squash that’s easy on the budget and certified by the American Heart Association®.

Instagram: The hustle and bustle of the holidays are over so slow down and beef up your zinc levels for a healthy immune system with this easy and satisfying Lazy Day [Beef & Vegetable Soup](#). (use photo below)



Spring Store Activation:

Demo Idea – Mediterranean Beef and Salad Pita (see instruction sheet)

Retail Social Posts:

Twitter: No dinner plans? _____(insert retailers name) has you covered with all the healthy ingredients for this light and delicious [Steak, Asparagus & Walnut Stir Fry](#).

Facebook: Protein helps support strong, lean bodies. Eating at least 4 ounces of high-quality protein from foods like beef at each meal provides your body with energy to lead an active lifestyle. This [Beef Breakfast Burrito](#) packs a delicious protein punch to start the day!

Instagram: Feeling hungry? Research shows that people who eat a higher-protein diet (about 30% of daily calories from protein) feel more satisfied, which may help prevent overeating. Fresh and colorful, this [Sirloin with Sugar Snap Pea and Pasta Salad](#) supplies 32 g of protein and less than 400 calories per serving! (use photo below)



Summer Store Activation:

Meat Bunker Recipe Display – Santa Fe Grilled Beef Steaks & Corn (see instruction sheet)

Retail Social Posts:

Twitter: Celebrate Independence Day with America’s favorite food – juicy, [delicious burgers](#) on the grill. Add your own spices and sides to satisfy your backyard party-goers’ appetites.

Facebook: Grilling is one of the most exciting and healthy ways to enjoy beef. Here are some [simple steps for grilling beef](#) to help make this one tasty summer!

Instagram: Celebrate Dad this Father’s Day by serving up his favorite meal from the grill. This delicious [Santa Fe Grilled Beef Steaks & Corn](#) recipe also gives the gift of essential nutrients like protein, iron, zinc and B vitamins to keep him healthy all year long! (use photo below)



Fall Store Activation:

Demo Idea: Roast Beef & Veggie Wrap (see instruction sheet)

Retail Social Posts:

Twitter: Want to change up your traditional roast beef sandwich? Parents and kids will both love this protein-packed [Roast Beef & Veggie Wrap](#) in their lunch box.

Facebook: Research shows that kids and teens who eat more frequent family meals have more nutritious eating habits, healthier weights, and are less likely to use tobacco or alcohol. Catch up with your family tonight at the dinner table with this easy [After Work Beef Pot Roast](#) and pledge to eat family dinner one more night each week.

Instagram: Looking for a nourishing, family-friendly dinner meal for this busy time of year? Try this delicious [Pizza with a Purpose](#) - simply blend your favorite veggies mixed right into the pizza sauce and topped with lean Ground Beef!
(Use photo below)



Holiday Store Activation:

Meat Bunker Recipe Display – Classic Beef Tenderloin with Cranberry Drizzle (see instruction sheet)

Retail Social Posts:

Twitter: Holiday parties call for easy, but delicious appetizers. Wow your guests with these [Beef Pinwheels](#) and pick up the convenient ingredients at _____ (insert retail name).

Facebook: There's nothing like a perfectly cooked Beef Roast to make a family gathering special! Here is a great [tip sheet](#) for oven roasting and we wish you a Merry Beef Roast!

Instagram: Looking for an amazing recipe for your holiday brunch? This [Beef Breakfast Sausage and Goat Cheese Egg Bake](#) will delight your guests! Serve with a prepared fresh deli fruit tray and some bakery muffins to make a complete meal. (use photo below)



Handouts:

- Beef's Big 10 Nutrition Infographic
<https://p.widencdn.net/rzkxl0/Beefs-Big-10>
- Feeding Tips for Healthy Infant Growth
<https://p.widencdn.net/ntsazu/Eating-Tips-for-Healthy-Toddler-Growth>
<https://p.widencdn.net/rszbxp/Feeding-Tips-for-Healthy-Infant-Growth>
- Kid-friendly Recipes
<https://p.widencdn.net/xicwq5/FamilyMealSolutionsforInfantsandToddlers>
<https://www.beefitswhatsfordinner.com/recipes/collection/10058/kid-friendly-fare>
- Ground Beef Thawing
<https://p.widencdn.net/qremnm/Ground-Beef-Thawing>
- Simple Ground Beef Recipes
<https://www.beefitswhatsfordinner.com/recipes/collection/10045/ground-beef-favorites>
- Guide to Ground Beef
<https://www.beefitswhatsfordinner.com/cooking/ground-beef>
- Perfect Pot Roast
<https://www.beefitswhatsfordinner.com/cooking/braising-pot-roasting-slow-cooking>
<https://p.widencdn.net/eaxx6u/3-Simple-Steps-for-Braising>

Resources:

FAQ's – hormones, antibiotics, grass fed vs. grain fed, etc.

https://p.widencdn.net/leigyc/ABX_Infographic_2Pager_final11.10.17

https://p.widencdn.net/izwlht/Beef_Choices_Infographic_3.3.17

Beef Cuts Graphic

<https://www.beefitswhatsfordinner.com/cuts/cut-charts>

Sources:

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