



Funded by Beef Farmers and Ranchers



Shopper Guidance in the Beef Case

From Confusion to Confidence

Consumer Guidance



Shoppers' needs

Heart-Healthy
Summer-Grilling
Budget
Busy Family
Fruits
Veggies Elder
Toddler's
Active Kids
Less-Prep-Time
Weight-Loss
First-time-cook
Dinner-for-2
Summer



WHY BEEF?

BEEF'S TOP 10 ESSENTIAL NUTRIENTS

- Beef contains important nutrients that your body needs. In just one 3 oz. cooked serving, you're getting 10 essential nutrients!
- Discuss key nutrients and provide *Beef's Big 10* handout.

BEEF'S BIG 10
Do more than just get through the day – be your best every day. Here's how beef's essential nutrients can help.

All lean beef cuts have less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 milligrams of cholesterol per 3 1/2-oz. cooked serving. **Surprise! Some cuts of beef are as lean as a 3-oz. skinless chicken thigh.**

IRON helps your body use oxygen.

CHOLINE supports nervous system development.

PROTEIN helps preserve and build muscle.

SELENIUM helps protect cells from damage.

VITAMINS B₆ and B₁₂ help 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.

BEEF GIVES YOUR BODY MORE of the nutrients you need. A 3-oz. serving of lean beef provides the following nutrients in about 150 calories:

| | |
|------------|---------|
| Calories | 8% DV |
| Protein | 48% DV |
| B12 | 44% DV |
| Selenium | 40% DV |
| Zinc | 36% DV |
| Niacin | 26% DV |
| B6 | 22% DV |
| Phosphorus | 19% DV |
| Choline | 16% AI* |
| Iron | 12% DV |
| Riboflavin | 10% DV |

DID YOU KNOW?

- Don't be left unsatisfied. A 3-oz serving of **lean Beef** provides 25 g (about half) of the Daily Value for protein, which is one of the most satisfying nutrients.
- Get your workout in! Exercise is more effective when paired with a higher-protein diet.
- Interested in **heart health**? Research shows that including lean beef, even daily as part of a heart-healthy diet and lifestyle, improved cholesterol levels.

BEEF

Funded by the Beef Checkoff.

For [recipes](#) and more visit [BeefItsWhatsForDinner.com](#)

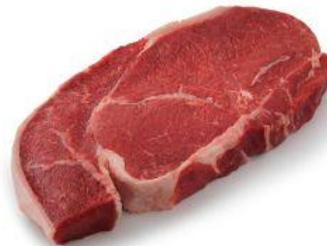
The "daily value" percentage (aka DV) helps you determine how much of a particular nutrient a food contributes to average daily needs. Each nutrient is based on 100% of the daily requirements for that nutrient (for a 2,000 calorie diet).
(*AI stands for Adequate Intake. The highest AI for Choline is 550mg.)

Beef Basic

Ground Beef



Steak



Roast



Beef Basic

UNDERSTANDING THE GRINDS



70% LEAN

Ground Beef that is not less than 70% lean (usually a 73/27 or 75/25 lean-to-fat ratio) 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 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.

Nutrition Label based on uncooked

**USDA CHOICE BEEF LOIN
T BONE STEAK**

SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED INSPECTED AND PASSED MEAT AND /OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION FOLLOW THESE SAFE HANDLING INSTRUCTIONS.

 KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.

 KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS) UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.

 COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFT-OVERS IMMEDIATELY OR DISCARD.

Nutrition Facts

Serving Size 4 OZ
Servings Per Container Varied

| Amount Per Serving | | |
|-----------------------|------|-----------------------|
| Calories | 260 | Calories from Fat 170 |
| % Daily Value* | | |
| Total Fat | 19g | 29% |
| Saturated Fat | 8g | 40% |
| Trans Fat | 0g | |
| Cholesterol | 70mg | 23% |
| Sodium | 40mg | 3% |
| Total Carbohydrate | 0g | 0% |
| Protein | 21g | |
| Iron | 15% | Vitamin B6 20% |
| Vitamin B12 | 30% | Zinc 25% |

Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, calcium.
*Percent Daily Values based on a 2000 calorie diet.

Product of United States

| | | |
|-----------------------------|--------------------------|----------------|
| Use/Freeze By Aug 10, 17 | Unit Price \$11.49/lb | \$12.41 |
| Sell By Aug 08, 17 | Net Wt/Ct 1.08 lb | |

Store# 8168



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02-46 PM

STORAGE & SAFETY

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

Beef Basic - Purchasing Tip

- A bright cherry-red color. no holes or tears.
- Without excessive liquid.
- Purchase beef on or before the sell-by date.



More Fruits & Vegetables



Beef and Pasta Skillet Primavera

- 93% lean ground beef, zucchini, summer squash, tomatoes

Sumptuous Steak Stir-Fry



LEAN

93% lean ground beef



LEAN

Top Sirloin

Handouts:

- Ground Beef Thawing
- Skillet Cooking
- Recipes

Winter – Feb Heart Month



93% lean ground beef

Beefy Sweet Potato Mash-up

- Cuts: 93% ground beef, Top Sirloin, Top Round
- Colorful veggies: Sweet Potato, Green Beans

Handouts:

- AHA Certified recipes
- Skillet Cooking

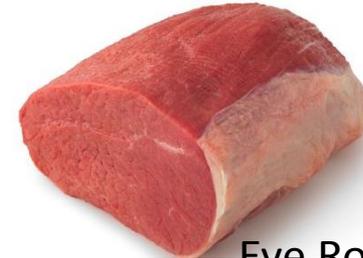
WINTER



Key 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.
- Lean beef can certainly be a part of a heart-healthy diet. Highlight recipes certified by the American Heart Association®.

Fall/Winter - Oven



LEAN

Eye Round Roast



LEAN

Top Round Roast

Herb-crusted Beef Roast With Pistachio-Leek Pesto

Cuts: Ribeye Roast, Sirloin Tip Roast, Eye Round Roast

- Fall veggies: Butternut, Acorn squash, carrots

Fall/Winter – Pot Roast



LEAN

Shoulder Chuck Roast



Chuck Roast

Horseradish Braised Pot Roast with Barley and Kale

- Cuts: Chuck Roast, Shoulder Chuck Roast
- Fall veggies: Buttercup, onions, Brussel Sprouts

Budget dinners



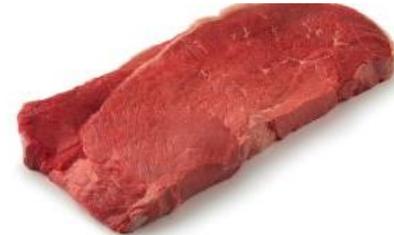
Economical: Ground beef, Top Round, Eye Round
Roast, Chuck Pot Roast

Spring



LEAN

Top Sirloin



LEAN

Top Round Steak

Sumptuous Steak Stir-Fry

Cuts: Top Sirloin, Strip Steak, Top Round

- All veg: Broccoli, celery, carrots, bell peppers

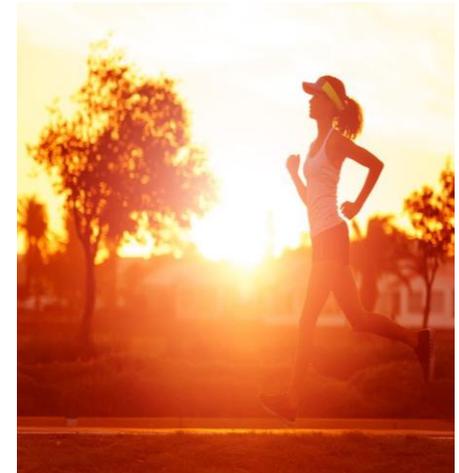
Handouts:

- 1-2-3 Stir-fry
- Recipes

SPRING

Key Talking Points:

- 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. For example, the [Sirloin with Sugar Snap Pea and Pasta Salad](#) supplies 32 g of protein and less than 400 calories per serving.
- Re-think your breakfast. 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.



Dinner for two



Tenderloin Cranberry and Pear Salad with Honey Mustard Dressing

- Cuts: Tenderloin, Top Sirloin, Top Round, Strip

Summer



LEAN

Top Sirloin



LEAN

Top Round Steak

Steak Green Beans and Tomato Salad

- Cuts: Top Sirloin, Strip Steak, Top Round
- All summer veg: asparagus, squash, onion, tomatoes, lettuce

SUMMER

Key Talking Points:

- Grilling is easy with lots of grilled veggies
- A burger bar for entertaining!
Grill up lean burgers and set out a variety of fresh veggies/fruits to choose from.
- Treat Dads on Father's Day –
Steak-house dinners at home.



Less Prep Time



Stew Meat



Chuck Roast

Braised Beef with Tomato-Garlic White Beans

- Crockpot, moist heat with broth
- Chuck Roast, Shoulder Chuck Roast

Cook once, Eat many

- Chuck Roast



Cuban Shredded Beef



Mexican Shredded Beef Sandwich

Holidays



LEAN

Tenderloin Roast



Ribeye Roast

Braised Beef with Tomato-Garlic White Beans

- Crockpot, moist heat with broth
- Chuck Roast, Shoulder Chuck Roast

Popular Cuts

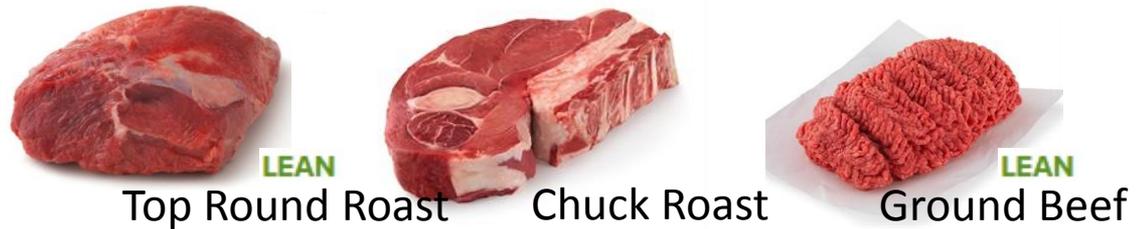
- Spring



- Summer



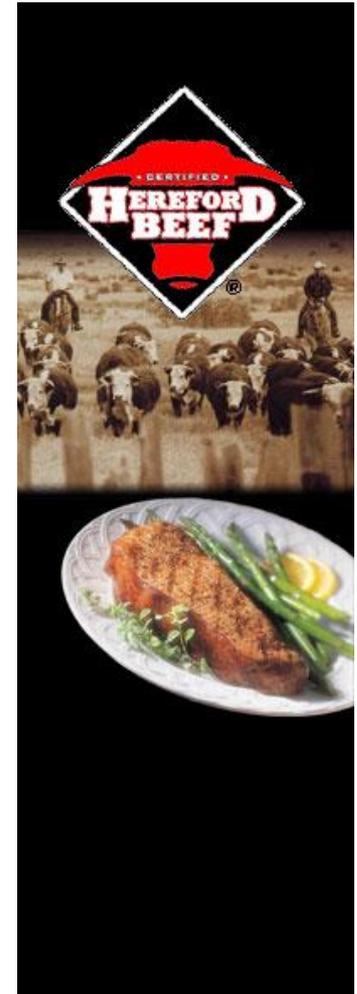
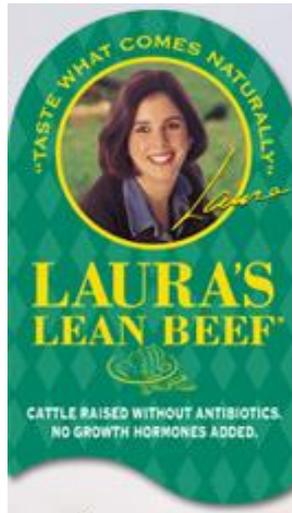
- Winter



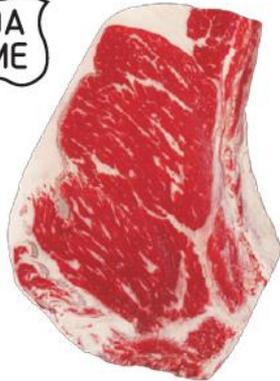
- Entertaining



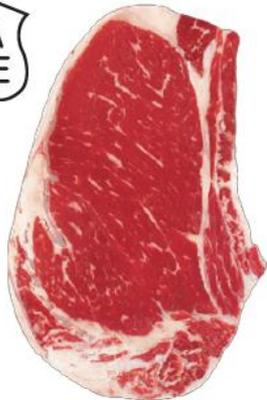
Brands



Industry Quality Grades



Prime beef is produced from young, well-fed cattle. It has the most marbling, is produced in smaller quantities than other grades, and is often sold in hotels and restaurants. Prime roasts and steaks are excellent for roasting, grilling or broiling.



Choice beef is high quality and produced in highest quantity, but has less marbling than Prime. Choice roasts and steaks, especially from the rib and loin, will be very tender, juicy and flavorful. They are suited for roasting, grilling or broiling. Less tender cuts are perfect for slow-cooking.



Select beef is slightly leaner than Prime and Choice because it has less marbling. It can lack some tenderness, flavor and juiciness as compared to the higher grades. Select grade beef often benefits from slow-cooking or from marination prior to grilling or broiling.

NO ROLL | Standard and Commercial grades of beef are frequently sold as ungraded "No Roll" beef. Because No Roll does not carry a grade designation, there is a risk it will not be as tender, flavorful and juicy as products graded Prime, Choice or Select.

Labels



- Certified Organic
- “Natural” means minimally processed. Claims must be specific.



Not a Health Claim!!

What's the difference?



Grass-fed



Grain-fed

- While grass-finished beef tends to be a little leaner, **both grass-finished and grain-finished beef are natural sources of more than 10 essential nutrients including protein, iron and zinc.** All cattle, whether grass or grain-finished, spend the majority of their lives eating grass on pastures and provide delicious and nutritious beef.

GRASS-FINISHED

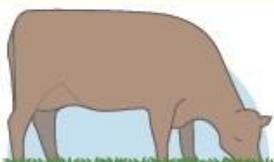
OR

GRAIN-FINISHED
BEEF?

Both are nutritious, you choose



There are nearly over one million beef farmers and ranchers throughout the United States. They often use the diverse local resources available to produce nutritious, safe and delicious beef. That means there are a variety of beef choices including grain-finished and grass-finished. **No matter the choice, there is a delicious and nutritious beef option for you.**



All cattle spend the majority of their lives eating grass on pastures.



OR



DID YOU KNOW?



Monounsaturated fat, the type of fat found in avocado and olive oil, makes up about half of all fat found in beef.



Not all grass-finished beef is organic. In order to be organic, the beef product must meet the U.S. Department of Agriculture's National Organic Program regulations, including the requirement that the animal grazes exclusively on certified organic pastures.



Grain-finished beef actually has a lower carbon footprint than grass-finished beef. Cattle fed grain produce less methane and reach market weight more quickly, thus using fewer natural resources.



A grain-finished ration may include a variety of local feedstuffs, for example other industries' by-products like distillers grains and orange peels.

NUTRIENTS

Per 100g of beef, approximately 3.5oz

Protein
A powerful nutrient that helps strengthen and sustain the body

Zinc
An important nutrient that helps maintain a healthy immune system

Iron
An essential nutrient that helps your body transport and use oxygen to power through the day

Total Fat

Saturated Fat
Aim for less than 10% of total caloric intake.

Stearic Acid
About 1/3 of beef's saturated fat is stearic acid, a fatty acid found in chocolate, that research shows does not raise cholesterol levels.

Monounsaturated Fat
The type of fat found in avocado and olive oil.

Polyunsaturated Fat
Omega-3
Found in flax seed, some nuts, salmon and other fatty fish
Omega-6
Found in vegetable oils and some nuts and seeds.

GRAIN-FINISHED



GRASS-FINISHED



WHAT DOES IT MEAN?

Choose from today's variety of nutritious and delicious beef options based on your own personal preferences.

Beef contributes 10% or less of saturated fat and total fat to the American diet.

Lean beef—whether it's grass-finished or grain-finished—can be part of a heart-healthy diet.

All beef options are a natural source of more than 10 essential nutrients including protein, zinc and iron.

Stay in Touch!

- Recipes, Beef labels, Farming, Cuts- www.beefitswhatsfordinner.com
- Questions- cphillips@nybeef.org
- Follow me @nybeefnutrition



- Download the Shopper Guide in the Beef Case at <https://www.nybeef.org/nutrition/beef-case-shopper-guide>



A Tour Sample

- 5 min – Introduction and Questions about Needs
- 5 min – Why Beef?
- 5 min – Beef Basic
- 10 min – Beef Cuts for Seasonal Solutions
- 5 min – Wrap, Q&A, Evaluation

- Total 30 minutes
Watch a 4 minute video “Making the Meat Case Matter”
<https://www.beefitswhatsfordinner.com/nutrition/resources-for-retail-dietitians>

- Recipes, Photos, Cuts’ info on
www.beefitswhatsfordinner.com
<https://www.nybeef.org/nutrition/beef-case-shopper-guide>
(Download Shopper Guidance)



Helping Shoppers

Show off Your
Shopper education!

- Oct 15th- Nov 15th
- Beef case tour, beef cut highlight
- Photo of tours, Dietitian's Pick, Cooking Demo, Social Media, Newsletters....
- Drawings: Instant Pot, T-shirts
- Enter at bit.ly/nybeefcasehannaford



Win this!

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