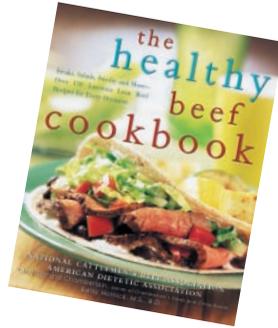


THE HEALTHY BEEF COOKBOOK ORDER FORM

To Order: Simply complete this form, and mail it with your check or credit card information to:



Customer Service Department
National Cattlemen's Beef Association
P.O. Box 670
Bloomingdale, IL 60108-0670

Or place your order toll-free:
PHONE: 1-800-368-3138 FAX: 1-800-368-3136

____ No. of cookbooks (item #18-950) requested
@ \$24.95 each (includes shipping and handling)
Please allow two-three weeks for delivery.

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(Please do not use P.O. box.)

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Enclose check or include credit card information.

Please charge: MasterCard  Visa 

Credit Card No. _____

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Billing address if different from above _____

Address _____

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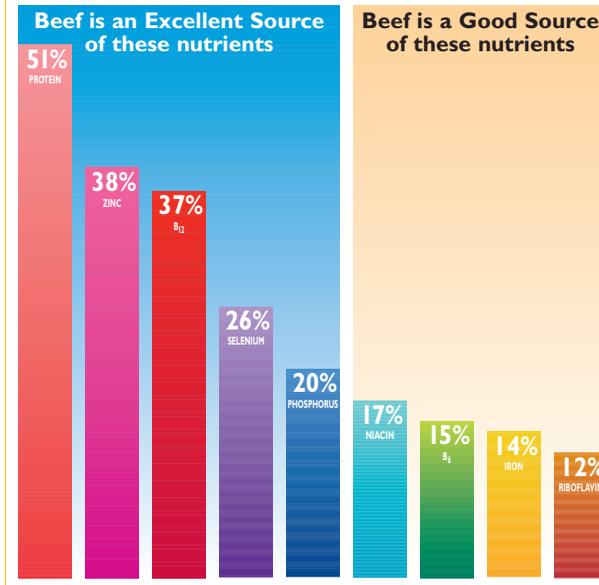
State _____ Zip _____

BOOST YOUR IMMUNE SYSTEM

Beef is a source of nine essential nutrients necessary for a healthy body.

Choose Your Calories by the Company They Keep

A 3-ounce serving of beef (179 calories) contributes less than 10 percent of calories to a 2,000-calorie diet, yet it supplies more than 10 percent of the Daily Value for:



Source: US Department of Agriculture, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18. Based on a cooked serving, visible fat trimmed.

As the number one food source of zinc (38 percent of the Daily Value), lean beef plays an integral role in keeping the immune system healthy and strong. Zinc is essential for the normal development and maintenance of immune functions. Without zinc, your body cannot fight off infections and even a mild deficiency can increase your risk. Currently, 38 percent of Americans are not meeting the RDA for zinc, putting them at risk for catching that seasonal cold.

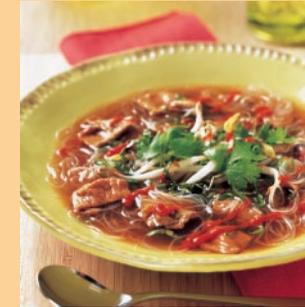
Zinc found in lean beef is absorbed more efficiently by the body than zinc found in non-animal sources. And, lean beef provides more zinc per calorie compared to other animal proteins. In fact, you would have to consume 13-1/2 (3-ounce) servings of salmon or six (3-ounce) servings of skinless chicken breast to get the same amount of zinc available in a 3-ounce serving of lean beef.*

*USDA, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18. www.nal.usda.gov/fnic/foodcomp.

THE SECRETS OF MOIST HEAT COOKERY

A slow, gentle process, moist heat methods take place over low heat in liquid in a tightly covered pan.

Moist heat cooking breaks down collagen to make the beef tender while also releasing delicate and natural beef flavors. Moist heat, undercover cooking methods – braising, pot roasting, stewing – are better choices for less tender cuts, such as some round roasts, chuck pot roasts, brisket, beef for stew and shank cross cuts.



Three Easy Steps to Moist Heat Cookery

1. Remove beef from refrigerator. Lightly coat with seasoned flour, if desired. **Slowly brown** beef on all sides in small amount of oil in heavy pan. Pour off drippings. Season beef, as desired.
2. Add liquid, such as broth, water, juice, beer and/or wine, to pan. Bring to a boil; reduce heat. For pot roasts and other braised beef dishes, use small amount of liquid (1/2 to 2 cups). For stews and soups, use at least enough liquid to cover beef.
3. **Cover tightly** and **simmer gently** over low heat on top of the range, or in a preheated 325°F oven, according to timetable or until beef is fork-tender. (It is not necessary to turn pot roast or steak over during cooking.)

| Beef Steak | Weight/Thickness | Approximate Total Cooking Time (covered over low heat) |
|---|------------------------------------|--|
| Chuck Shoulder Pot Roast, boneless | 2-1/2 to 4 pounds | 2 to 3 hours |
| Bottom Round Roast, boneless | 3 to 4 pounds | 2-1/2 to 3-1/4 hours |
| Chuck Shoulder Steak, boneless | 3/4 to 1 inch | 1-1/4 to 1-3/4 hours |
| Brisket, Flat Half | 2-1/2 to 3-1/2 pounds | 2-1/2 to 3 hours |
| Round Steak, (Eye or Bottom), boneless | 3/4 to 1 inch 1 to 1-1/2 inches | 1-1/4 to 1-3/4 hours 1-3/4 to 2-1/2 hours |
| Beef for Stew (Boneless Round or Chuck Pieces for Stew) | 1 to 1-1/2 inches | 1-3/4 to 2-1/4 hours |
| Shank Cross Cuts | 1 to 1-1/2 inches | 2 to 3 hours |

All cook times are based on beef removed directly from refrigerator.

For more recipes, nutrition information and cooking tips, visit www.BeefitsWhatsForDinner.com

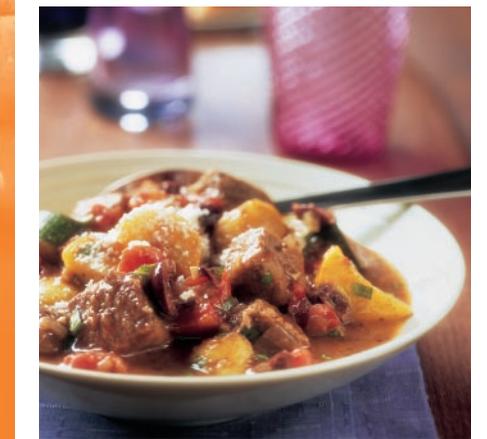
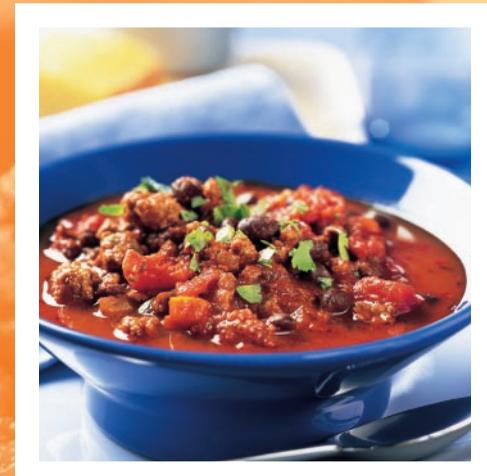
Recipes and photos as seen in *The Healthy Beef Cookbook*, published by John Wiley & Sons, Inc.



Brought to you by the Beef Checkoff Program through the Cattlemen's Beef Board

HEARTY LEAN BEEF STEW & CHILIS

Do you notice that colder weather increases your desire for hot stews and chilis? Enhance your body's natural defense system while enjoying America's favorite comfort food – great-tasting, nutrient-rich lean beef.



COWBOY BEEF AND BLACK BEAN CHILI

Total preparation and cooking time: 2 hours



- 2 pounds ground beef (95% lean)
- 1 tablespoon vegetable oil
- 1-1/2 cups chopped onions
- 2 tablespoons minced garlic
- 2 medium yellow bell peppers, chopped
- 1 large jalapeño pepper, seeded, finely chopped
- 1/4 cup chili powder
- 1 tablespoon ground cumin
- 1 teaspoon dried oregano leaves, crushed
- 1 teaspoon dried thyme leaves, crushed
- 1/8 teaspoon ground red pepper
- 1 can (28 ounces) crushed tomatoes, undrained
- 1 can (14-1/2 ounces) chili-seasoned or zesty-style diced tomatoes, undrained
- 1 can (14 to 14-1/2 ounces) ready-to-serve beef broth
- 12 ounces dark beer
- 1/3 cup tomato paste
- 1 tablespoon honey
- 2 cans (15 ounces each) black beans, rinsed, drained
- Chopped fresh cilantro (optional)

1. Brown ground beef in stockpot over medium heat 8 to 10 minutes or until beef is no longer pink, breaking up into 3/4-inch crumbles. Remove from stockpot with slotted spoon. Set aside. Pour off drippings.
2. Heat oil in same stockpot over medium heat until hot. Add onions and garlic; cook and stir 3 to 5 minutes or until onions are tender. Add bell peppers and jalapeño; cook and stir 4 to 5 minutes or until peppers are tender.
3. Return beef crumbles to stockpot. Add chili powder, cumin, oregano, thyme and red pepper; cook and stir for 2 to 3 minutes. Stir in crushed tomatoes, diced tomatoes, broth, beer, tomato paste and honey; bring to a boil. Reduce heat; cover and simmer 45 minutes. Uncover stockpot; continue simmering 30 minutes or until thickened to desired consistency, stirring occasionally. Stir in beans; cook 5 to 10 minutes or until beans are heated through. Season with salt and black pepper, as desired. Garnish with cilantro, if desired.

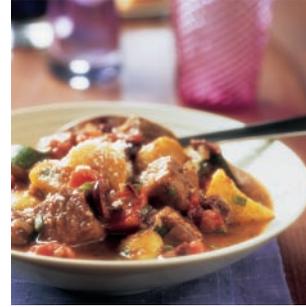
Makes 8 servings

Nutrition information per serving: 364 calories; 10 g fat (3 g saturated fat; 4 g monounsaturated fat); 76 mg cholesterol; 1131 mg sodium; 39 g carbohydrate; 10.6 g fiber; 34 g protein; 8.1 mg niacin; 0.8 mg vitamin B₆; 2.2 mcg vitamin B₁₂; 7.3 mg iron; 19.3 mcg selenium; 6.5 mg zinc.

This recipe is an excellent source of fiber, protein, niacin, vitamin B₆, vitamin B₁₂, iron, selenium and zinc.

PROVENÇAL BEEF STEW

Total preparation and cooking time: 2 to 2-1/4 hours



- 2 pounds boneless beef chuck shoulder roast, cut into 1-inch pieces
- 1/3 cup all-purpose flour
- 3/4 teaspoon salt
- 1/2 teaspoon pepper
- 4 teaspoons olive oil, divided
- 1 cup chopped onion
- 1 tablespoon minced garlic
- 1 cup dry red wine
- 3 cups ready-to-serve beef broth
- 1 can (14-1/2 ounces) diced tomatoes with garlic, undrained
- 1 tablespoon herbes de Provence
- 1 pound new potatoes, cut into quarters
- 2 small zucchini, cut lengthwise in half, then crosswise into 1/2-inch thick slices
- 2 small yellow squash, cut lengthwise in half, then crosswise into 1/2-inch thick slices
- 1/2 cup niçoise olives, pitted and cut in half
- 1/4 cup chopped fresh basil
- Grated Parmesan cheese (optional)

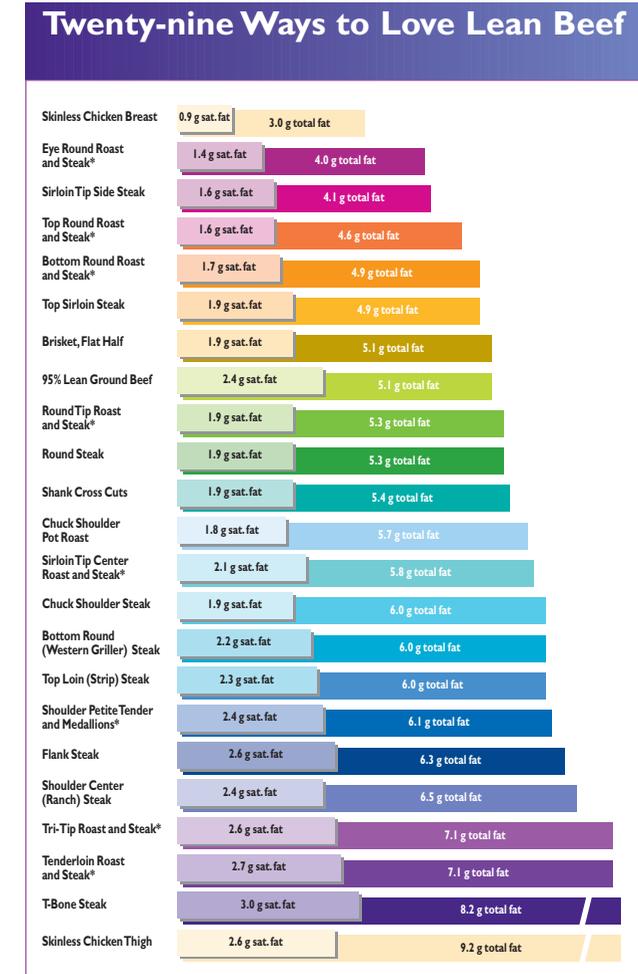
1. Combine flour, salt and pepper. Reserve 1 tablespoon flour mixture. Lightly coat beef with remaining flour mixture.
2. Heat 2 teaspoons oil in stockpot over medium heat until hot. Brown 1/2 of beef; remove from stockpot. Repeat with remaining 2 teaspoons oil and remaining beef. Remove beef from stockpot.
3. Add onion and garlic to stockpot; cook and stir 3 to 5 minutes or until onions are tender. Add wine; increase heat to medium-high. Cook and stir 1 to 2 minutes or until browned bits attached to stockpot are dissolved. Stir in broth, tomatoes, herbes de Provence and reserved flour mixture. Return beef to stockpot; bring to a boil. Reduce heat; cover tightly and simmer 1-1/2 hours or until beef is fork-tender.
4. Add potatoes, zucchini and yellow squash to stockpot; continue simmering, covered, 15 minutes or until potatoes are tender. Add olives and basil; cook, uncovered, 2 to 3 minutes or until olives are heated through. Serve with cheese, if desired.

Makes 6 servings

Nutrition information per serving: 358 calories; 11 g fat (3 g saturated fat; 6 g monounsaturated fat); 80 mg cholesterol; 1179 mg sodium; 31 g carbohydrate; 4.1 g fiber; 30 g protein; 4.4 mg niacin; 0.6 mg vitamin B₆; 2.5 mcg vitamin B₁₂; 6.0 mg iron; 28.9 mcg selenium; 7.3 mg zinc.

This recipe is an excellent source of protein, niacin, vitamin B₆, vitamin B₁₂, iron, selenium and zinc, and a good source of fiber.

When it comes to choosing lean beef, consumers have a full range of choices. More than 65% of cuts sold at the supermarket meet government guidelines for lean, with 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 ounces.

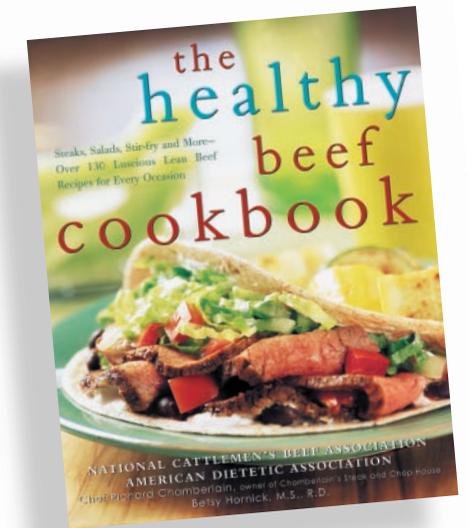


Source: US Department of Agriculture, Agricultural Research Service, 2005. USDA Nutrient Database for Standard Reference, Release 18. Based on cooked servings, visible fat trimmed.

Refer to *The Healthy Beef Cookbook* for information on which cuts are most appropriate for specific cooking methods, and how to choose the right cut to enhance your favorite beef recipes.



ORIGINAL, DELICIOUS AND NUTRITIOUS LEAN BEEF RECIPES FOR EVERY OCCASSION



You've heard that beef can be an important part of a healthy lifestyle but you may not be confident that you have the know-how to deliver great-tasting, health-promoting lean beef dishes to your dinner table on a regular basis. *The Healthy Beef Cookbook* is now available to show you how to use lean beef to add excitement and ease to everything from quick and easy dinners to special occasion entrées.

The nutrition experts at the American Dietetic Association and the beef experts at the National Cattlemen's Beef Association combined their efforts to produce this compilation of more than 130 delicious recipes, the latest nutrition information, and cooking techniques to create tender, moist, flavorful beef dishes every time.

To order *The Healthy Beef Cookbook*, complete and mail the order form on the reverse side of this sheet. Or call 1-800-368-3138 to place your order with our customer service department.

Online orders can be placed at www.amazon.com or other online book retailers

