The beef industry is proud to provide Beef Bytes — a collection of facts to help you become more familiar with America’s #1 selling protein.

For example, did you know nearly nine out of 10 households — or 251 million people — will eat beef at home in the next two weeks? Or that there are 19 cuts of beef that are leaner than a skinless chicken thigh?

Beef Bytes contains a number of fun and interesting facts that you can use to support a host of stories.
Consumer Demand, Spending and Consumption for Beef

- Consumer demand for beef has increased 25 percent in the last six years. Demand is a measure accounting for both per capita consumption and consumer spending for beef.¹

- Yearly per capita beef consumption in 2004 was 66.1 pounds.²

- Consumers spent more for beef in 2004 than any other time in history.²

- Total consumer expenditures topped $70 billion on beef—the fifth consecutive year consumer spending exceeded $50 billion in a given year.²

- Annual retail beef prices averaged $3.62 per pound in 2004, compared to $3.31 per pound in 2003.²

Per Capita Consumption

|| Beef | Chicken | Pork |
|-----|-------|-------|
| 66.1 | 55.0  | 51.3  |

Beef is the Number One Protein in America!

- Per capita spending for beef increased to $240 in 2004 (for retail and foodservice). This is up about $40 per capita from 2001. Per capita spending for pork was $144 and per capita spending for chicken was $145 in 2004.²

¹Cattlemen’s Beef Board, 2005
²Cattle-Fax, March 2005. Consumption data is based on retail weight.
Economics of Beef

Beef Production in the U.S.

• The U.S. beef industry is made up of more than 1 million businesses, farms and ranches operating in all 50 states.²

• The average herd size is 40 head.¹

• In 2004, beef production reached 24.5 billion pounds.²

In January 2005, there were an estimated 95.8 million cattle in the U.S.²

How Beef Affects the U.S. Economy

• 2005 cash receipts from cattle and calves is forecasted to total $48.5 billion.²

• Gross income of cattle and calves in 2003 was $45.1 billion and total inventory value was nearly $70 billion.²

• While the U.S. has less than 10 percent of the world’s cattle inventory, it produces nearly 25 percent of the world’s beef supply.²

¹USDA, July 2004
²Cattle-Fax, March 2005
Today’s Consumer

Today’s Beef Eater

• Nearly 8 out of 10 Americans eat fresh beef at home regularly. That’s an average of slightly less than 2 times per week.¹

• Ground beef accounts for 59% of all fresh beef served in-home. Steaks and roasts account for most of the remaining fresh beef servings. These shares have remained stable for years.¹

Fresh Beef Served In-Home¹

*includes ribs, kabobs, stew meat, etc.

• Steak eaten “as is” is the single most popular beef dish, eaten more than once a month by the average person.¹

Today’s Food Buyer

• Today’s food buyer is still primarily female and has a strong need to satisfy the family. Increased demands on her time have led to a trend of distilled cooking abilities and more “assembly cooking.”²

• Female participation in the work force has nearly doubled in the last 50 years. Today, more than 60% of women work outside the home, yet they still shoulder most of the meal planning and preparation tasks.²

• With fewer homemade items, there is a trend toward less use of fresh products and more use of frozen items.³

Meal Activities for Which the Female Homemaker is Responsible³

Planning 79%
Preparing 77%
Shopping 76%
Cleaning 71%

¹The NPD Group, National Eating Trends (NET) Research, 2004 ³The NPD Group’s Annual Food for Thought Study, 2003
²U.S. Department of Labor, 2000
• Balance, variety and moderation have become the food mantra in recent years, while concerns about calories and fat are declining, Americans are redefining their definition of health. For example, concern about calories, fat, cholesterol, sugar, salt and caffeine have declined steadily compared to the early 1990s.¹

• Foods naturally rich in zinc and iron—foods like beef—can have a healthful advantage for consumers.

¹NPD National Eating Trends, 2004
Eating Beef at Home

Ground Beef is the most popular cut purchased by Americans in 2004.²

The most popular cuts purchased at retail by American households in 2004:² (in order of pounds purchased)

1. Ground Beef
2. Round Steak
3. Chuck Roast
4. Round Roast
5. Chuck Steak
6. Rib/Ribeye Steak
7. Sirloin Steak
8. Strip Steak
9. Brisket
10. Porterhouse/T-Bone Steak
11. Stew Meat
12. Cubed Steak
13. Ribs

Top Dinner Side Dishes Served with Beef¹

- Steak
  - Baked Potatoes
  - Corn
  - Vegetable Salad
  - Bread/Rolls
  - Mashed Potatoes
  - Green Beans
  - Rice
  - Fried Potatoes/Fr. Fries

- Roast Beef
  - Mashed Potatoes
  - Bread/Rolls
  - Corn
  - Carrots
  - Green Beans
  - Baked Potatoes
  - Vegetable Salad
  - Rice

- Ground Beef/Patties
  - Fried Potatoes/Fr. Fries
  - Corn
  - Bread/Rolls
  - Vegetable Salad
  - Green Beans
  - Mashed Potatoes
  - Mac & Cheese

- Hamburgers
  - Fried Potatoes/Fr. Fries
  - Chips
  - Vegetable Salad
  - Corn
  - Pork & Beans
  - Potato/Pasta Salad

• Although ground beef is the most popular beef item among all ages, eating habits do change as we age.

Source: The NPD Group, National Eating Trends (NET), 2004

¹The NPD Group, National Eating Trends (NET) Research, 2004
² Freshlook Marketing (IRI Scanenr Data) Research, September 2004
Eating Beef at Home

**PEOPLE LOVE TO EAT BEEF!**

• Nearly nine out of 10 U.S. households (88% of households) will eat beef at home in the next two weeks. That’s 251 million people! This base level has remained stable over the past 13 years.²

• The most popular meal of the day to eat beef is dinner. Four out of five beef servings (80%) will occur at dinnertime compared to about one in five beef servings taking place at lunch.²

---

**Beef Dominates the Retail Meat Case¹**

<table>
<thead>
<tr>
<th>Protein</th>
<th>Supermarket Sales (billions of dollars)</th>
<th>Supermarket Volume (billions of pounds)</th>
<th>Average Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td>13.41</td>
<td>3.78</td>
<td>$3.55</td>
</tr>
<tr>
<td>Chicken</td>
<td>5.49</td>
<td>2.83</td>
<td>$1.94</td>
</tr>
<tr>
<td>Turkey</td>
<td>1.10</td>
<td>0.91</td>
<td>$1.21</td>
</tr>
<tr>
<td>Pork</td>
<td>4.26</td>
<td>1.64</td>
<td>$2.59</td>
</tr>
<tr>
<td>Ham</td>
<td>1.08</td>
<td>0.52</td>
<td>$2.07</td>
</tr>
</tbody>
</table>

• More than 79% of total U.S. beef volume sold at retail is sold at the supermarket.¹

• Beef accounts for 39% of pounds and 52% of total dollars spent at retail.¹

• Chicken—the second largest segment of the fresh meat case—garners just 21% of total meat sales.¹

• Retail meat sales in 2004 were $26.2 billion, with beef accounting for sales reaching $13.4 billion.¹

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¹FreshLook Marketing (IRI Scanner Data), December 2004
²The NPD Group, National Eating Trends (NET) Research, 2004
Eating Beef at Home

- While warehouse clubs have grown in recent years, most shoppers still buy their fresh meat products at their local supermarkets. In 2004, supermarkets accounted for 79% of all pounds of beef, poultry and pork sold at retail. Warehouse clubs and discount stores only represented 14% of meat purchases.¹

Favorite Cuts of Beef

- Ground beef continues to be the favorite type of beef item purchased at retail. 44% of all beef pounds purchased is ground beef.²

Types of Beef Purchased at Retail

44% Ground Beef
(1.6 billion lbs.)

31% Steak
17% Roast
9% Other

Top Uses of Ground Beef

Burgers
Spaghetti
Mexican dishes
Casseroles/Helpers
Meatloaf
Chili
Sloppy Joes
Non-sandwich patty
Meatballs
Lasagna
Stew
Other

Source: The NPD Group, National Eating Trends (NET) Research, 2004

Source: FreshLook (IRI Scanner Data) Research, 2004

¹ACNielsen HomeScan Research, 2003
²FreshLook Marketing (IRI Scanner Data) Research, 2004
New Products are Key to the Beef Industry

Beef Value Cuts

This new line is made up of ten new steaks and roasts that can compete with other proteins marketed in retail and foodservice. Turning the underutilized chuck and round into delicious new cuts helps meat processors, manufacturers, retailers, foodservice operators and cattle producers improve overall profitability while supplying more options to the consumer. At the same time, consumers can enjoy great-tasting steaks and roasts that are convenient to prepare and moderately priced.

A little history

*Beef Value Cuts* were developed based on findings from the beef industry’s Muscle Profiling Study – a checkoff-funded research project that analyzed 39 different muscles from the chuck and round for palatability and functionality. It also highlighted a handful of individual muscles that have unique qualities, such as a high degree of tenderness or flavor.

Researchers discovered that several tender and flavorful muscles in primals and subprimals could be extracted and turned into new cuts of beef offering greater consistency and tenderness. More options for steaks and roasts – which can be prepared in a variety of ways – equal less product going to the grinder.

Growing in Popularity

*Beef Value Cuts* are gaining momentum and can be found in select supermarkets and foodservice outlets. More than 1,000 retail locations are stocking *Beef Value Cuts* today and we expect that number to more than double by the end of the year. The Flat-Iron, Petite Tender, and Ranch-Cut steaks have been available to foodservice operators nationally through broadline distributors since 2002. The Flat-Iron is on menus in casual dining and fine dining restaurants throughout the country.
Research Helps Steer New Product Development

A major research initiative in 2004 led the R & D Ranch® team to a collection of new beef product ideas that will be shared with processors and manufacturers in the near future. The research was conducted with both consumers and chefs to gain a thorough understanding of the issues that drive their beef product needs. Consumers and chefs also participated in the brainstorming of product ideas. Meat processors and food manufacturers will have the opportunity to benefit from the research findings and resulting product ideas through the efforts of the R & D Ranch.

New Steak Label

Helping Customers Make Beef Easier

The beef industry introduced Beef Made Easy™ in the 1990s to help retailers address customer confusion surrounding the proper way to cook the various beef cuts found in the meat case. Since its inception, the program has evolved from a non-peelable label containing color-coded cooking instructions to a peelable label that includes cooking instructions, recipes and serving suggestions. The latest version, part of a complete meat case program known as Easy Fresh Cooking™, includes colorful, triangle-shaped labels that are the result of focus group research funded in part by beef checkoff dollars. The research explored meat case shopping habits needs, as well as cooking preferences and concerns. Over 15,000 grocery stores across the U.S. have implemented Easy Fresh Cooking™ or a similar program.
Restaurant Trends

BEEF REMAINS THE MOST POPULAR ENTRÉE SERVED IN RESTAURANTS

There were 11.3 billion beef servings vs. 9.6 billion chicken servings in commercial restaurants in 2004.¹

- There were 8.2 billion burgers/cheeseburgers served in commercial restaurants in 2004.¹
- Burgers dominate beef selections in restaurants, accounting for three-fourths of all beef entrees served.¹
- Almost 60% of all burgers are purchased in a restaurant. However, 65% of all burgers/cheeseburgers are consumed off-premise (take-out) vs. on-premise (35%).¹

The Most Popular Steak Cuts On Restaurant Menus: (in order)²
1. Strip Steak (Kansas City / New York)
2. Tenderloin / Filet Mignon
3. Top Sirloin
4. Porterhouse / T-Bone Steak
5. Ribeye / Rib Steak

Burgers Drive Beef Sales at Restaurants

- There were 8.2 billion burgers/cheeseburgers served in commercial restaurants in 2004.¹
- Burgers dominate beef selections in restaurants, accounting for three-fourths of all beef entrees served.¹
- Almost 60% of all burgers are purchased in a restaurant. However, 65% of all burgers/cheeseburgers are consumed off-premise (take-out) vs. on-premise (35%).¹

Percentage of Beef Servings in Restaurants

Source: NPD FoodWorld CREST Research, December 2004

¹NPD FoodWorld CREST Research, December 2004
²Restaurants and Institutions Menu Census, 2003
Burgers account for almost half of all restaurant sandwiches consumed throughout the country.¹

Burgers continue to outpace chicken nuggets served in restaurants by more than 2 to 1.¹

How Americans Prefer to Eat Their Burgers

- Large Cheeseburger 39%
- Regular Cheeseburger 21%
- Large Burger 14%
- Bacon Cheeseburger 14%
- Regular Burger 12%

¹NPD FoodWorld CREST Research, December 2004
### Restaurant Trends

**Restaurant Beef: Share of Consumption by Region**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percent of Eatings</th>
<th>Total Beef Entrées</th>
<th>Steak</th>
<th>Hamburger</th>
<th>Roast Beef Sandwich</th>
<th>Steak Sandwich</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>4.7</td>
<td>4.3</td>
<td>4.9</td>
<td>3.5</td>
<td>3.8</td>
<td>6.5</td>
</tr>
<tr>
<td>Mid-Atlantic</td>
<td>13.7</td>
<td>11.3</td>
<td>11.9</td>
<td>11</td>
<td>12.6</td>
<td>22.7</td>
</tr>
<tr>
<td>East North Central</td>
<td>15.6</td>
<td>15</td>
<td>16.5</td>
<td>16.8</td>
<td>23</td>
<td>13.3</td>
</tr>
<tr>
<td>West North Central</td>
<td>6.6</td>
<td>6.6</td>
<td>6.3</td>
<td>7.6</td>
<td>8.9</td>
<td>5</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>19.3</td>
<td>20.6</td>
<td>21.9</td>
<td>18</td>
<td>17.7</td>
<td>26.9</td>
</tr>
<tr>
<td>East South Central</td>
<td>6.3</td>
<td>7.3</td>
<td>7.4</td>
<td>7.2</td>
<td>6.5</td>
<td>4.1</td>
</tr>
<tr>
<td>West South Central</td>
<td>12.4</td>
<td>14.9</td>
<td>12.1</td>
<td>12.9</td>
<td>8</td>
<td>7.6</td>
</tr>
<tr>
<td>Mountain</td>
<td>6.2</td>
<td>7.2</td>
<td>6.3</td>
<td>6.9</td>
<td>7.6</td>
<td>5.1</td>
</tr>
<tr>
<td>Pacific</td>
<td>15.1</td>
<td>12.9</td>
<td>12.7</td>
<td>16.2</td>
<td>12.1</td>
<td>8.8</td>
</tr>
</tbody>
</table>

- ★ People in the East North Central (Illinois, Wisconsin, Michigan, Indiana and Ohio) eat **burgers and roast beef sandwiches** more than anyone else in the U.S.¹
- ★ People in the Mid-Atlantic (New York, New Jersey and Pennsylvania) eat **steak sandwiches** more than anyone else in the U.S.¹
- ★ People in the South Atlantic (Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Maryland and Delaware) eat more **steak** than anyone else in the U.S.¹

¹NPD FoodWorld CREST Research, December 2004
Veal Trends

Eating Veal in Restaurants

• Seven in 10 (70%) fine dining restaurants served veal in 2004.¹

Use of Veal in Restaurants¹

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrée</td>
<td>92%</td>
</tr>
<tr>
<td>Ingredient in Entrée</td>
<td>26%</td>
</tr>
<tr>
<td>Soup/Stew</td>
<td>21%</td>
</tr>
<tr>
<td>Sandwich</td>
<td>12%</td>
</tr>
<tr>
<td>Appetizer</td>
<td>8%</td>
</tr>
<tr>
<td>Pizza/Pasta Topping</td>
<td>3%</td>
</tr>
<tr>
<td>Salad</td>
<td>2%</td>
</tr>
</tbody>
</table>

In 2004, 54 percent of commercial foodservice operations served veal.¹

It’s a Tradition

Restaurants are serving traditional veal cuts:¹

- Veal cutlets 80%
- Veal chops 62%
- Osso bucco 54%
- Veal Medallions 44%

Nutritional Benefits of Veal
(All values are based on 3-oz. trimmed)

<table>
<thead>
<tr>
<th>Veal Cut</th>
<th>Calories (Kcal)</th>
<th>Saturated Fat (g)</th>
<th>Total Fat (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cutlet (top round) leg, cooked, roasted</td>
<td>128</td>
<td>1.0</td>
<td>2.9</td>
</tr>
<tr>
<td>Loin cooked, roasted</td>
<td>192</td>
<td>2.2</td>
<td>7.8</td>
</tr>
<tr>
<td>Rib cooked, roasted</td>
<td>150</td>
<td>1.8</td>
<td>6.3</td>
</tr>
<tr>
<td>Breast whole, boneless, cooked, braised</td>
<td>185</td>
<td>3.2</td>
<td>8.3</td>
</tr>
<tr>
<td>Shank (fore and hind), cooked, braised</td>
<td>150</td>
<td>1.0</td>
<td>3.7</td>
</tr>
</tbody>
</table>

Source: www.veal.org

• Veal is a complete, nutrient dense food that provides high percentages of essential vitamins and minerals, including protein, niacin and zinc.²

¹Restaurant Hospitality Veal Usage Study, 2004
²www.veal.org
Health Benefits of Beef

**TAKE A BYTE OUT OF BEEF’S NUTRITION!**

Calorie-for-calorie, beef is one of the most nutrient-rich foods. Not only does it provide you with a bundle of essential nutrients, but it has one of the highest concentrations of these nutrients compared to many other proteins.

**Beef is the #1 food source for Protein, Vitamin B₁₂ and Zinc!**

Beef is also the #3 food source of iron behind fortified cereal and grains.¹

- A three-ounce serving of lean beef 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 nine essential nutrients. Based on a 2000-calorie diet, just 3 ounces of lean beef provides you with:²,³
  - **Protein**—Helps build a strong and muscular body
  - **Zinc**—Helps create a healthy immune system & heal wounds
  - **Phosphorus**—Necessary for strong teeth and bones
  - **Iron**—Helps carry oxygen in the blood to all cells and muscles to prevent fatigue
  - **B-Complex Vitamins** (including Vitamin B₁₂, Niacin, Vitamin B₆ and Riboflavin)—Help release energy

**A 3-ounce serving of lean beef is an excellent* source of:**²

**A 3-ounce serving of lean beef is also a good* source of:**²

- Protein
- Zinc
- Vitamin B₁₂
- Selenium
- Phosphorus
- Niacin
- Vitamin B₁₂
- Iron
- Riboflavin

*“Excellent source of” claims are defined as providing 20% or more of the Daily Value per serving and “good source of” claims are defined as providing 10-19% of the Daily Value per serving. ¹

¹ American Dietetic Association

• Not only does beef provide an excellent amount of nutrients, but did you know that there are at least 19 cuts of beef that are leaner than a skinless chicken thigh and meet the USDA Labeling Guidelines for lean?

Health Benefits of Beef

**Benefit of Beef’s Nutrients for Children**

- Beef supplies an abundant amount of key nutrients to help children and tweens grow to be strong and healthy. Nutrients that are found in beef—protein, zinc, phosphorus and iron—contribute to optimal growth, cognitive function, red blood cell development and prevent iron deficiency during the adolescent years.

**Beef: A Bundle of Nutrients for Children**

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Percent of Recommended Daily Allowance for Boys and Girls ages 9-13</th>
<th>Contributed by a 3-ounce Serving of Lean Beef</th>
<th>124%</th>
<th>91%</th>
<th>72%</th>
<th>45%</th>
<th>32%</th>
<th>30%</th>
<th>28%</th>
<th>23%</th>
<th>16%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin B12</td>
<td>*91% for boys and girls ages 7-10, 56% for boys ages 11-14, 55% for girls ages 11-14, based on 1989 Recommended Dietary Allowances.</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protein*</td>
<td>104%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zinc</td>
<td>104%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Selenium</td>
<td>104%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iron</td>
<td>104%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Vitamin B6</td>
<td>104%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Niacin</td>
<td>104%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Riboflavin</td>
<td>104%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phosphorus</td>
<td>104%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PLUS, beef may play a positive role in cancer prevention:**

- The American Dietetic Association recognizes beef as a functional food that provides a health benefit beyond basic nutrition because of its Conjugated Linoleic Acid (CLA) content, a fatty acid found naturally in beef.  
  Recent research indicates CLA may play a role in cancer prevention by inhibiting tumor growth and development.

**LEAN BEEF TIPS**

- Choose the leanest cuts by looking for LOIN or ROUND in the name.
- Buy ground beef that’s 90% lean or higher.
- Trim away any visible outside fat before cooking.
- Use low-fat cooking methods such as broiling, roasting or grilling.
- Eat reasonable portion sizes. One 3-oz. serving of beef is the size of a deck of cards or a computer mouse.

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Food Safety

U.S. BEEF IS ONE OF THE MOST CAREFULLY INSPECTED FOODS AVAILABLE TO CONSUMERS.

- The federal agency with the largest role in meat production safety is the Food Safety and Inspection Service of the United States Department of Agriculture (USDA-FSIS). USDA-FSIS administers a comprehensive system of inspection regulations ensuring that meat products intended for human consumption are wholesome and accurately labeled (www.fsis.usda.gov).

Cooking with Beef

- Cook all foods to their proper temperatures.

  **Ground Beef** should be cooked to an internal temperature of at least 160°F until the center is no longer pink and the juices show no pink color.

  **Steaks** should be cooked to an internal temperature of at least 145°F and can have pink centers.

- Use an instant-read thermometer to ensure proper doneness.

America’s Beef Producers spend an average of $2 million on food safety research and technology every year.¹

Using Instant-Read Thermometers

- One of the best ways to tell if your meat is cooked to the proper temperature is by using instant-read thermometers, which are usually located near the meat case in local supermarkets or specialty food/cookware stores and cost between $6 and $12.

- Instant-read thermometers register the meat’s temperature in about 15 seconds and are not designed to stay in the food during cooking.

¹2002 Beef Checkoff Research Annual Report
### Food Safety

### Storing Beef at Home

<table>
<thead>
<tr>
<th>Types of Beef</th>
<th>Refrigerator (35°F to 40°F)</th>
<th>Freezer 0°F or Colder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Beef Steaks</td>
<td>3-4 Days</td>
<td>6-12 Months</td>
</tr>
<tr>
<td>Ground Beef</td>
<td>1-2 Days</td>
<td>3-4 Months</td>
</tr>
<tr>
<td>Beef for Kabobs, Stew &amp; Stir Fry</td>
<td>2-3 Days</td>
<td>6-12 Months</td>
</tr>
<tr>
<td>Leftover Cooked Beef All Types of Cooked Beef</td>
<td>3-4 Days</td>
<td>2-3 Months</td>
</tr>
<tr>
<td>Ready-to-Serve Beef Products Deli Products</td>
<td>3-5 Days</td>
<td>1-2 Months</td>
</tr>
</tbody>
</table>

### Marinades

Marinades are seasoned liquid mixtures that add flavor and in some cases tenderize. A tenderizing marinade must contain an acidic ingredient such as lemon juice, yogurt, wine or vinegar, or a natural tenderizing enzyme found in fresh papaya, ginger, pineapple and figs.

- Always marinate in the refrigerator, never at room temperature.
- Tender beef cuts need only be marinated 15 minutes to 2 hours for flavor. Tender cuts include porterhouse/t-bone, top loin, tenderloin, ribeye, rib, top sirloin, chuck eye and chuck top blade steaks. Less tender beef cuts should be marinated at least 6 hours in a mixture containing food acid or enzyme. Less tender cuts include flank, skirt, top round and chuck shoulder steaks.

- A tenderizing marinade penetrates about 1/4 inch into the meat.
- Marinating longer than 24 hours in a tenderizing marinade can result in a mushy surface texture.
- If a marinade is to be used later for basting or served as a sauce, reserve a portion of it before adding the beef. Marinade that has been in contact with uncooked meat must be brought to a full rolling boil before it can be used as a sauce.
- Never save and reuse a marinade.
- Allow 1/4 to 1/2 cup marinade for each 1 to 2 pounds of beef.
- Marinate in a food-safe plastic bag or in a nonreactive container. Turn or stir the beef occasionally to allow even exposure to the marinade.

**Marinate Tender Beef Cuts:** 15 minutes–2 hours

**Less Tender Cuts:** 6–24 hours
Food Safety

Meat Grading

- Quality grading refers to palatability characteristics, such as tenderness, juiciness and flavor. It is established through meat grading standards. Beef grading is performed by U.S. Department of Agriculture/Agriculture Marketing Services (USDA/AMS) graders, based on the amount of marbling (intra-muscular fat) and the physiological age of the animal.

- There are three different USDA quality grades that are identified and sold at retail:

  **Prime** has the most marbling. It is produced in limited quantities and usually sold to fine restaurants and specialty meat markets.

  **Choice** has less marbling than Prime, but is of very high quality.

  **Select** has the least amount of marbling, making it leaner than, but often not as tender, juicy and flavorful as, the other two top grades. Most grocery stores today offer a selection of Choice and Select cuts.

Fight Bac!

To avoid cross-contamination and prevent foodborne bacteria and illness, follow these four easy steps!

**Clean:** Wash hands well in hot soapy water before and after handling meat and other fresh foods. Wash all utensils, cutting surfaces and counters with hot soapy water after contact with raw meat.

**Separate:** Keep raw meat and meat juices from coming into contact with other foods, both in the refrigerator and during preparation. Keep carving boards separate from other food preparation or serving boards.

**Cook:** Use a clean thermometer to measure the internal temperature of cooked food to make sure it is thoroughly done.

**Chill:** Refrigerate foods quickly. Set your refrigerator temperature at 40°F or lower and the freezer at 0°F or lower. Check these temperatures occasionally with a refrigerator/freezer thermometer. Refrigerate or freeze perishables, prepared foods and leftovers within two hours; less time if air temperature is warmer than 80°F.

¹“Fight Bac!,” www.fightbac.org, 1998
Beef Trivia

**DID YOU KNOW...**

- Consumers spent more for beef in 2004 than any other time in history.¹

- While the U.S. has less than 10 percent of the world’s cattle inventory, it produces nearly 25 percent of the world’s beef supply.¹

In January 2005, there were an estimated 95.8 million cattle in the U.S.¹

- The U.S. beef industry is made up of more than 1 million businesses, farms and ranches operating in all 50 states.¹ The average herd is 40 head.²
- In 2004, beef production reached 24.5 billion pounds.¹

**Fresh Beef Served In-Home³**

- Steak 22%
- Ground Beef 59%
- Other* 10%
- Roasts 9%

*includes ribs, kabobs, stew meat, etc.

¹Cattle-Fax, March 2005. Consumption data is based on retail weight. ³The NPD Group’s National Eating Trends (NET) Research, 2004

²USDA, July 2004
• Steak eaten “as is” is the single most popular beef dish, eaten more than once a month by the average person.²

The most popular cuts purchased at retail by American households in 2004:¹
(in order of pounds purchased)
1. Ground Beef
2. Round Steak
3. Chuck Roast
4. Round Roast
5. Chuck Steak
6. Rib/Ribeye Steak
7. Sirloin Steak
8. Strip Steak
9. Brisket
10. Porterhouse/T-Bone Steak
11. Stew Meat
12. Cubed Steak
13. Ribs

Top Dinner Side Dishes Served with Beef¹

<table>
<thead>
<tr>
<th>Steak</th>
<th>Roast Beef</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baked Potatoes</td>
<td>Mashed Potatoes</td>
</tr>
<tr>
<td>Corn</td>
<td>Bread/Rolls</td>
</tr>
<tr>
<td>Vegetable Salad</td>
<td>Corn</td>
</tr>
<tr>
<td>Bread/Rolls</td>
<td>Carrots</td>
</tr>
<tr>
<td>Mashed Potatoes</td>
<td>Green Beans</td>
</tr>
<tr>
<td>Green Beans</td>
<td>Baked Potatoes</td>
</tr>
<tr>
<td>Rice</td>
<td>Vegetable Salad</td>
</tr>
<tr>
<td>Fried Potatoes/Fr. Fries</td>
<td>Rice</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ground Beef/Patties</th>
<th>Hamburgers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fried Potatoes/Fr. Fries</td>
<td>Fried Potatoes/Fr. Fries</td>
</tr>
<tr>
<td>Corn</td>
<td>Chips</td>
</tr>
<tr>
<td>Bread/Rolls</td>
<td>Vegetable Salad</td>
</tr>
<tr>
<td>Vegetable Salad</td>
<td>Corn</td>
</tr>
<tr>
<td>Green Beans</td>
<td>Pork &amp; Beans</td>
</tr>
<tr>
<td>Mashed Potatoes</td>
<td>Potato/Pasta Salad</td>
</tr>
<tr>
<td>Mac &amp; Cheese</td>
<td></td>
</tr>
</tbody>
</table>

• Nearly nine out of 10 U.S. households (88% of households) will eat beef at home in the next two weeks. That's 251 million people! This base level has remained stable over the past 13 years.²

¹The NPD Group, National Eating Trends (NET) Research, 2004
²Freshlook Marketing (IRI Scanner Data) Research, September 2004
Beef Trivia

There were 11.3 billion beef servings vs. 9.6 billion chicken servings in commercial restaurants in 2004.¹

The Most Popular Steak Cuts On Restaurant Menus: (in order)²

1. Strip Steak (Kansas City / New York)
2. Tenderloin / Filet Mignon
3. Top Sirloin
4. Porterhouse / T-Bone Steak
5. Ribeye / Rib Steak

Types of Beef Purchased at Retail³

- 44% Ground Beef (1.6 billion lbs.)
- 31% Steak
- 17% Roast
- 9% Other

Beef Value Cuts are new cuts of moderately priced beef from the underutilized chuck and round

Percentage of Sandwiches Served at Restaurants

- Burgers 40%
- Heros/Subs 4%
- Breakfast 13%
- Hot Dog 5%
- Broiled Chicken 6%
- Fried Chicken 7%
- Roast Beef 4%
- Turkey 5%
- Steak 3%
- Fried Fish 2%
- Ham 2%
- Other 9%

Source: NPD FoodWorld CREST Research, December 2004

¹NPD FoodWorld CREST Research, December 2004
²Restaurants and Institutions Menu Census, 2003
³FreshLook Marketing (IRI Scanner Data) Research, September 2004
There were 8.2 billion burgers served in commercial restaurants in 2004.³

Burgers dominate beef selections in restaurants, accounting for three-fourths of all beef entrées served.³

The average U.S. household purchases ground beef an average of about once a month.¹

78-84% lean is the most popular type of ground beef purchased.²

Top Uses of Ground Beef

Burgers
Spaghetti
Mexican dishes
Casseroles/Helpers
Meatloaf
Chili
Sloppy Joes
Non-sandwich patty
Meatballs
Lasagna
Stew
Other

Source: The NPD Group, National Eating Trends (NET) Research, 2004

Source: ACNielsen HomeScan Research. 2003
²FreshLook Marketing (IRI Scanner Data) Research, 2004
³NPD FoodWorld CREST Research, December 2004
Beef Trivia

Beef is the #1 food source for Protein, Vitamin B₁₂ and Zinc!

- Not only does beef provide an excellent amount of nutrients, but did you know that there are at least 19 cuts of beef that are leaner than a skinless chicken thigh and meet the USDA Labeling Guidelines for lean?

Choose Your Calories by the Company They Keep

A 3-ounce serving of lean beef 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:

- Protein
- Zinc
- B₁₂
- Selenium
- Phosphorus
- Niacin
- Be
- Iron
- Riboflavin

America’s Beef Producers spend an average of $2 million on food safety research and technology every year.