

Bright idea.

Canadian Beef is brimming with 14 essential nutrients including Vitamin B₁₂, a factor in normal growth and development. And trimmed of fat, beef is another great lean choice as part of a healthy diet.

For more recipes and nutrition information, visit beefinfo.org



* Per 100 gram Lean Ground Beef: 210 Calories, 20 g protein, 1.5 g fat, 0 g carbohydrate
% Daily Value: potassium 8% DV, iron 15% DV, vitamin D 10% DV, thiamine 8% DV, riboflavin 15% DV, niacin 40% DV, vitamin B₆ 15% DV, vitamin B₁₂ 80% DV, pantothenate 8% DV, phosphorus 15% DV, magnesium 8% DV, zinc 50% DV, selenium 30% DV

Volume 10, Issue 1

Make it CANADIAN BEEF

BEEF

Summer Steaks



EAT SMART
Tasty Tostada

INSPIRE
Go Global Rubs and Marinades

Beef Information Centre

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It's summertime – let's soak up the sun and enjoy the best from the backyard barbecue – steaks are the star – by far!

Little can rival a thick juicy steak sizzling on the grill – are you smiling yet? A steak makes even the simplest dinner an event. And with lean **Canadian beef**, it's a healthy indulgence of 14 essential nutrients and powerful protein to fuel you and your family.

Making a great steak can seem daunting to some – you don't want to mess up an event after all!

We're here to help, with the **Know-How** to help you buy, cook and serve the steak you've been hoping for. And there's more – of course!

Here are some tasty recipes to inspire:

- Steaks **Go Global** (p. 7), paired with beef's perennial partners: **HP® Sauce** and **Lea & Perrins® Worcestershire Sauce**. Try some of our **Robust Rubs** and **Marinade Marvels**.
- In **Eat Smart** (p. 11), garden-fresh veggies combine with tender Top Sirloin to make a terrific tostada. Both the recipe and steak are Health Check™ qualified!
- Sirloin steak morphs into yummy **Inside Out Sirloin Steak Cheeseburgers** for a delicious **Dinner Now** (p. 14). These juicy signature burgers start off with fresh ground sirloin and **Lea & Perrins® Worcestershire** as the super-simple seasoning. We've got lots of options in flavours and toppings to keep you grilling all summer long.

So start the fires and make summer meals so simple and so delicious – all with Canadian beef. Bring on the steak!

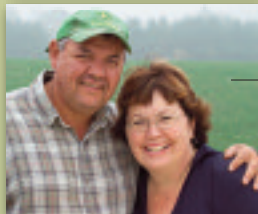
Joyce

Joyce Parslow, R. H. Ec.
Beef Information Centre Kitchens



“What’s your favourite steak?”

The folks that proudly raise Canadian beef speak out! Here are their personal picks:



“Rib Eye Steaks are my favourite – they’re well-marbled, full of flavour and extremely tender. I season them all over with a rub of fajita seasonings.” **Shaunere Lane, Claresholm, Alberta**

“I go for Tenderloin Medallions on a charcoal grill. They’re always so tender – the kids love them. Mmmm!”
Erin Butters, Cochrane, Alberta

“Top Sirloin is my favourite with its big flavour and tenderness. I use a little bit of ground sea salt and freshly ground pepper to season it before grilling. I carve the whole steak into thin slices and pass at the table.” **Darlene Sanford, Mount Carmel, P.E.I.**

“We enjoy a lean Cross Rib cut medallion style. I marinate the meat in our not-so-secret Teriyaki Temptation (p. 8).”
Gindy Gerber, Ayr, Ontario



Just Click: What's your favourite steak? Have your say online at [Facebook.com/ILoveCanadianBeef](https://www.facebook.com/ILoveCanadianBeef).

Buying the Best

The good news is, there is more than one great steak – with Canadian beef, there's lots to choose from. Do a steak taste test to compare – then pick your favourite.

Making the Grade

The best of what Canada has to offer is Canada Prime, then AAA and AA grades. The higher the grade, the more marbling in the meat – a critical factor for the most tender, flavourful, juicy beef.

Trim is In

For a lean steak that's least prone to grill flare-ups, look for fully-trimmed steaks that have the word "loin" or "round" in the name. When trimmed of all outside fat, 8 types of lean beef steaks* qualify for Health Check™ – even with well-marbled Canada AAA beef. (Note: Flank and Cross Rib are also Health Check™ qualified.)



Sizing up the Matter

Thick-cut Beef Medallions are perfect single-serving steaks. Easy to grill without overcooking, medallions don't need trimming or cutting into smaller portions.

For large steaks, sear and slice to serve with elegance. Just carve grilled steak into thin slices and place on a platter to pass at the table. This way, family and friends can help themselves to just how much they want. Or try tossing the steak slices with dressed greens or grilled veggies for an easy all-in-one dinner (see **Eat Smart** p. 11). **BONUS:** With only one steak to cook, the grilling is easy.

*The Heart and Stroke Foundation's registered dietitians have reviewed lean and extra lean beef to ensure it meets the specific nutrient criteria developed by the Health Check™ program based on the recommendations in *Canada's Food Guide*. A fee is paid by each participating company to help cover the cost of this voluntary, not-for-profit program. See healthcheck.org.



Through Thick or Thin

Buy steaks that are cut thick – at least 1-inch (5 cm) thick for the most juicy steaks. Thickness is more critical with lean steaks as they have less of a buffer for overcooking.

Meat of the Moment

Looking for food adventure? Try some of the new steaks at the meat counter. Look for: **Skirt, Chuck Eye and Chuck Tail Flap steaks, Bottom Sirloin Tri-Tip and Bavette (or Sirloin Flap)** – all great steaks with BIG beefy flavour, good bite and good value.

So Simple Grilling Steaks

Steaks with Grilling in their name are the most tender. A simple seasoning of ground sea salt and pepper before cooking is all you need. **Tenderloin** is melt-in-the-mouth tender while **Top Sirloin** has more bite and more flavour.

*Grilling Steaks: **T-Bone, Porterhouse, Top Sirloin, Strip Loin, Wing, Tenderloin, Bottom Sirloin Tri-Tip, Rib Eye, Rib**

T-bone Trivia: T-bone and Porterhouse have two types of steak in one: **Strip Loin** is on the big side of the bone while **Tenderloin** is on the smaller side. (With a Porterhouse Steak, you get a bigger Tenderloin portion and a smaller Strip Loin portion.)



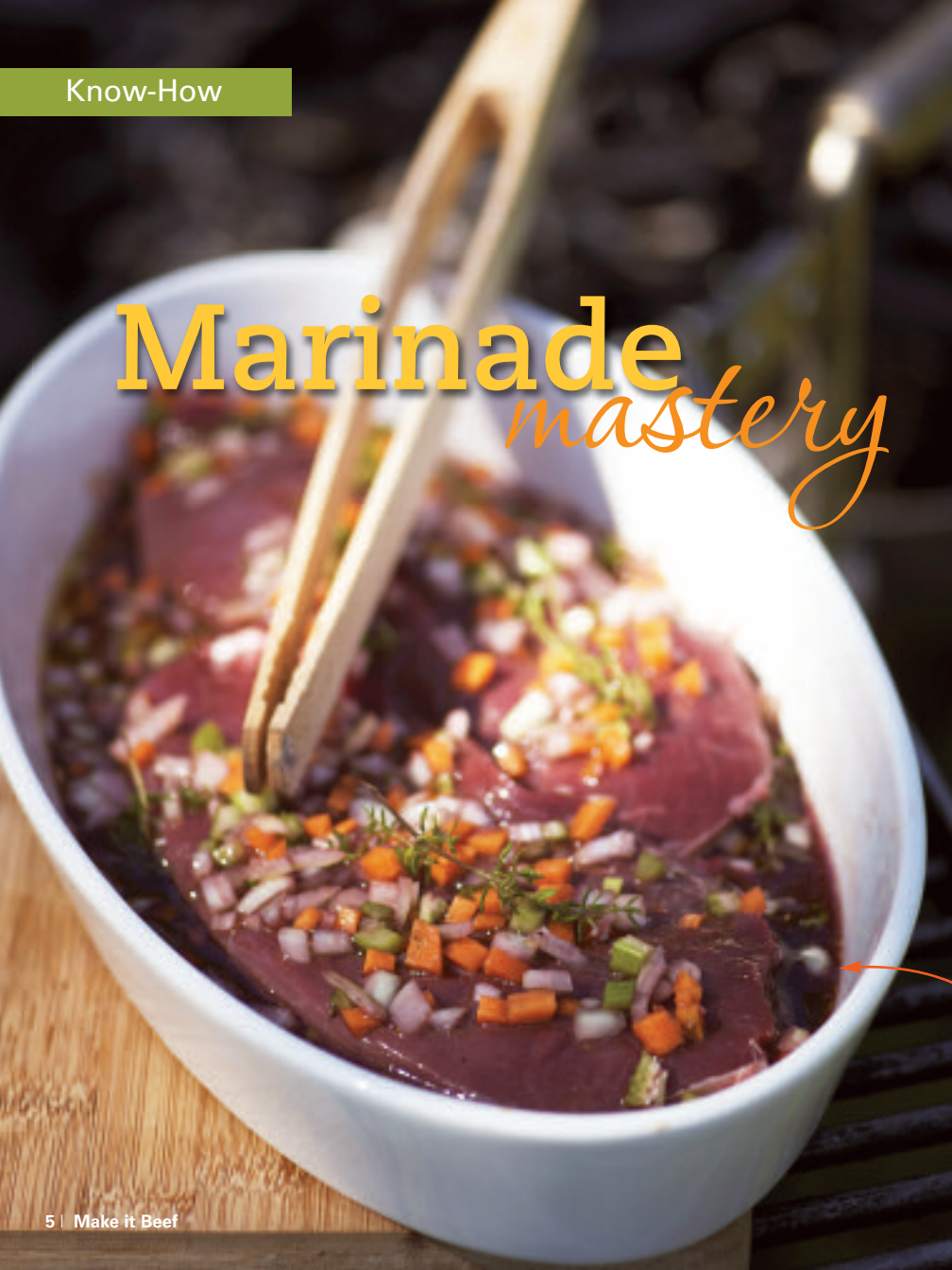
Marvellous Marinating Steaks

Steaks with Marinating in their name have more bite and will often have more beefy flavour too. These cuts benefit most from a marinade for juiciness and flavour. **Round Steaks** and **Sirloin Tip** are the leanest and work best with a mild marinade. Bolder flavours are best with **Flank, Skirt** and **Cross Rib**.

*Marinating Steaks: **Sirloin Tip, Inside Round, Eye of Round, Outside Round, Flank, Skirt, Cross Rib**

*Note: Steaks in **red** type are all Health Check™ qualified

Marinade *mastery*



Marinades are all about building steak flavour and juiciness. They don't do that much to tenderize since they don't penetrate the meat very deeply. Marinades work best on thin steaks and small steak pieces, such as kabob cubes.

Managing the Marinade

- Piercing steak all over with a fork will help tenderize the steak.
- Use 1/2 cup (125 mL) marinade per 1 lb (500 g) of beef.
- Mix marinade in a zipper-type plastic bag, add meat, squeeze out air and seal. This helps to coat the meat evenly and means less mess in mixing.
- Boost flavours with oil and sweet ingredients. Oil helps spices and herbs release flavour. Sweeteners, such as maple syrup and honey, encourage browning so they boost flavour too.
- When using strong acids, such as citrus juice and vinegar, use sparingly and for short marinating times – assertive acids can turn the meat surface mushy. Marinating Steaks can be marinated for 4 or up to 12 hours; Grilling Steaks for just 30 minutes or up to 4 hours.
- Keep meat refrigerated while marinating to manage food safety risks.
- For best browning, pat a marinated steak dry with paper towel before grilling.
- For the juiciest steaks, cook Marinating Steaks to medium at most.
- Don't recycle a used marinade for a dipping or basting sauce unless first brought to a boil.

RED WINE GARDEN MARINADE: Combine 1 cup (250 mL) EACH red wine, chopped red onion, carrots and celery, 1/4 cup (50 mL) EACH cider vinegar and olive oil, 2 cloves garlic (crushed), 2 sprigs EACH fresh thyme and rosemary (crushed). Makes enough for 2 lb (1 kg) steaks.

Go global

Explore some of the flavours of the world's cuisines right in your own backyard.

Robust RUBS

Rubs can be wet or dry. Combine rub ingredients in a small bowl; rub mix into the meat and grill or refrigerate for several hours before grilling. **These recipes make enough rub for at least 1 to 2 lb (500 g to 1 kg) steak.** Any remaining rub can be stored covered and refrigerated for up to 2 to 3 days.

CURRY IN A HURRY

3 tbsp (45 mL) curry paste, 2 tbsp (30 mL) vegetable oil and 1 tbsp (15 mL) chopped fresh cilantro and 1 clove garlic, minced.

MOROCCAN MIX

2 tbsp (30 mL) EACH paprika and ground coriander, 1 tbsp (15 mL) EACH ground cumin and chopped fresh mint, 1 tsp (5 mL) brown sugar, 1/2 tsp (2 mL) EACH ground allspice and sea salt, and 1/4 tsp (1 mL) pepper.

SPANISH SPECIAL

1 tbsp (15 mL) EACH smoked paprika and chopped fresh rosemary, 1 clove garlic, minced, 1 tsp (5 mL) ground sea salt and 1/2 tsp (2 mL) ground pepper. Finish grilled steaks with a squeeze of lemon.

Marinade MARVELS

Combine marinade ingredients in a zipper-type plastic bag. Reserve some marinade (before marinating) to use as basting and/or dipping sauce. OR, if you like, blend some reserved marinade into bottled vinaigrette dressing to dress greens for a steak-and-salad combo that's a matched set.

These recipes make enough marinade for at least 1 to 2 lb (500 g to 1 kg) steak.

MUCHO MEXICAN (pictured here)

Combine 1/2 cup (125 mL) HP® Sauce, 1/4 cup (50 mL) EACH vegetable oil and pizza sauce, 1 tbsp (15 mL) minced chipotle peppers in adobe sauce and 1 green onion, sliced.

TERIYAKI TEMPTATION (see cover)

Combine 1/4 cup (50 mL) EACH Lea & Perrins® Worcestershire Sauce and soy sauce, 1 tbsp (15 mL) EACH rice vinegar and vegetable oil, 1 tsp (5 mL) EACH liquid honey, garlic powder, and sesame oil, 1/2 tsp (2 mL) ground ginger and 1 green onion, sliced.

BRITAIN'S BEST

Combine 1/4 cup (50 mL) Lea & Perrins® Worcestershire Sauce, 2 tbsp (30 mL) vegetable oil, 1 tbsp (15 mL) EACH chopped fresh chives or parsley, prepared horseradish and grainy mustard, 2 cloves garlic, minced and 1/4 tsp (1 mL) freshly ground black pepper.

JAMAICAN JUMP UP (pictured p. 9)

Combine 1/4 cup (50 mL) EACH HP® Sauce and strong-brewed coffee, 3 tbsp (45 mL) EACH balsamic vinegar and dark rum, 2 tbsp (30 mL) vegetable oil, 1 tbsp (15 mL) EACH minced gingerroot and fresh thyme, 2 cloves garlic, minced, 1/2 tsp (2 mL) ground allspice and 1/4 tsp (1 mL) EACH ground sea salt and freshly ground pepper.



Just Click: For more great HP® Sauce recipes, visit hpsauce.ca.

Grilling *Flory*



Doneness Timing for Steaks

(using medium-high heat 400°F (200°C))

THICKNESS	APPROX COOK TIME (MINUTES)		
	MED-RARE 145°F (63°C)	MEDIUM 160°F (71°C)	WELL-DONE 170°F (77°C)
1/2 - 3/4 inch (1-2 cm)	6-8	8-10	10-12
1 inch (2.5 cm)	10-12	12-14	14-18
1 1/2 inches (4 cm)	18-20	20-28	30-36
2 inches (5 cm)	22-28	28-36	36-44

Have no fear!

Here's just what you need to tame the flames and become the Grill Master.

Grilling with Gusto

- **Trim fat** from outside of steak if necessary. For a large steak, **nick edges** with a sharp knife to prevent curling while cooking.
- **Pat steak dry. Rub all over** with a light seasoning of ground kosher or sea salt and freshly ground pepper OR try our **Robust Rubs** (p. 9).
- **Heat grill to high** – it should be difficult to hold your hand over the grill.
- **Scrape hot grates clean** and coat with oil to prevent steaks from sticking and get the best grill marks. **To oil grates:** moisten folded paper towel with vegetable oil; grasp with tongs and quickly wipe grates.



Just Click: Avoid common **mi-steaks**: See beefinfo.org for Beef 101 cooking advice, lessons and videos.

BRIGHT IDEA

Grill once, savour twice.

Put an extra steak on the barbecue tonight. Save it to make a sandwich, salad or pasta dish the next day.

- **Reduce heat** to medium-high (400°F/200°C); **grill with lid down** for most even heat and least flare-ups.
- **Turn steaks only once** for best browning. **Set a timer** as a guide for turning steaks and testing doneness. **NOTE: The second side will cook faster than the first side.**
- **If basting with sauce**, brush on in the last few minutes of grilling to avoid burning.
- **Rest steaks at least 5 minutes before serving. The resting is almost as important as the grilling** – if you carve steaks too early, the juices run out – that looks messy and makes steaks seem drier too.

Doneness Test

Take **steak temperature** with a digital instant read thermometer. **Here's how:** Near end of estimated cook time, insert thermometer sideways into steak. **NOTE:** Take steaks off the grill a few degrees shy of the final temperature – **steak continues to cook as it rests.**

Second-best Touch Test: Lightly press tongs onto steak; if steak is as soft as your cheek it's rare; as firm as your chin is medium-rare; as firm as the tip of your nose is well-done.



Totally terrific Tostada



With grilled lean beef and market-fresh veggies, this crispy crunchy main-course salad has all the satisfaction of a nacho platter with a fraction of the fat and a BIG boost of nutrients.



GOOD SOURCE OF IRON AND FIBRE

TOP SIRLOIN TOSTADA

Using oven-toasted whole wheat flour tortillas as the tostada base is a healthier choice than traditional fried corn tortillas. When cooking the corn and tomatoes, heat just enough to combine and develop their flavours.

- 1 lb (500 g) Beef Top Sirloin Grilling Steak, about 1-inch (2.5 cm) thick
- 8 7-inch (18 cm) whole wheat flour tortillas
- Pinch salt and pepper
- vegetable oil
- 1/4 cup (50 mL) chopped red onion
- 1/2 cup (125 mL) cloves garlic, minced
- 2 EACH quartered mushrooms and grape tomatoes, halved
- 2 cups (500 mL) fresh or thawed corn kernels
- 1 cup (250 mL) shredded lettuce
- 2 tbsp (30 mL) minced fresh coriander or parsley
- Pinch salt and pepper

Marinade/Dressing:

- 1 tbsp (15 mL) grated lime rind
- 1/4 cup (50 mL) lime juice (about 2 limes)
- 2 tbsp (30 mL) minced fresh coriander or parsley
- 1 tbsp (15 mL) chili powder
- 4 large cloves garlic, minced

1. Marinade/Dressing: In bowl, combine lime rind, lime juice, coriander, chili powder and garlic. Set aside 3 tbsp (45 mL) in large bowl for dressing. Rub remaining mixture over both sides of steak. Cover and refrigerate for at least 30 minutes or up to 4 hours. **Meanwhile,** toast tortillas (see Bright Idea).

2. Pat steak dry; season with salt and pepper. Grill over medium-high heat for about 5 minutes per side for medium-rare. Let rest before slicing.

3. Meanwhile, heat 1 tbsp (15 mL) of the oil in large skillet over medium-high heat. Add onion and garlic; cook until onion is softened, about 4 minutes. Add mushrooms; cook until all liquid is released, about 5 minutes. Reduce heat to medium; add tomatoes and corn. Cook stirring until just softened, about 5 minutes.

4. Meanwhile, whisk remaining oil into the reserved marinade to complete the dressing. Thinly slice steak; add to dressing along with mushroom mixture, lettuce and coriander; toss gently to coat. Pile 1/2 cup (125 mL) beef mixture on each tortilla to serve.

Makes 8 servings.

Per serving: 340 Calories, 19 g protein, 13 g fat (3 g saturated fat, 0.2 g trans fat, 26 mg cholesterol), 39 g carbohydrate (6 g fibre), 413 mg sodium, 443 mg potassium. Good source of iron (20% DV) and excellent source of zinc (42% DV), 17% DV sodium.

† This recipe has been evaluated by the Heart and Stroke Foundation registered dietitians and is part of a healthy diet based on the recommendations in Canada's Food Guide. See healthcheck.org.

BRIGHT IDEA

Oven-Toasted Tortillas:

Spray both sides of tortillas with cooking spray; place in single layer on baking sheet. Bake in 350°F (180°C) oven for 10 minutes or until crisp and lightly browned.



Just Click: For free monthly recipes and healthy eating inspiration, join the Make it Beef Club at beefinfo.org.

Flavour Inside OUT

When is something as delicious as sirloin steak not a sirloin steak?
When it's a sumptuous Sirloin Steak Cheeseburger of course!
Steak Burgers are packed with more flavour than just what's on top!



EXCELLENT SOURCE OF ZINC AND
VITAMIN B₁₂

INSIDE OUT SIRLOIN STEAK CHEESEBURGERS

Signature burgers such as these are all the rage at restaurants. Make your own at home by starting with fresh Ground Round, Chuck or Sirloin, available at your grocer. Here, we take the cheese underground for easier grill management and for burgers delicious from the inside OUT.

Bacon Cheeseburger

1 lb (500 g)	Lean Ground Beef Sirloin
1	clove garlic, minced
1	egg, lightly beaten
1/2 cup (125 mL)	shredded aged Cheddar cheese
1/4 cup (50 mL)	diced bacon (uncooked)
1/4 cup (50 mL)	EACH bread crumbs and minced onion
2 tbsp (30 mL)	Lea & Perrins® Worcestershire Sauce
1 tsp (5 mL)	minced fresh rosemary
	Melted Mushrooms and Onions, optional (recipe follows)

- 1. Combine** beef, garlic, egg, cheese, bacon, bread crumbs, onion, Lea & Perrins and rosemary in bowl.
- 2. Divide** meat into 6 portions. Form into 3/4 inch (2 cm) thick patties. Make thumb-print depression in centre of each patty (to prevent rounding while they grill). **Make Ahead:** Refrigerate, covered, for up to 1 day.
- 3. Grill** over medium heat on preheated, oiled grill for 5 to 7 minutes per side, testing doneness with a digital instant read thermometer inserted sideways into centre of each patty to ensure patties are cooked to 160°F (71 °C). Top with Melted Mushrooms and Onions (if desired). **Makes 6 servings.**

Per patty (above): 262 Calories, 20 g protein, 18 g fat, 5 g carbohydrate, 262 mg sodium.
Good source of iron (17% DV) and excellent source of zinc (43% DV) and vitamin B₁₂ (56% DV), 11% DV sodium.

MELTED MUSHROOMS AND ONIONS: Combine 1 sweet onion (such as Vidalia), sliced, 2 cups (500 mL) sliced mushrooms and 1 tbsp (15 mL) olive oil. Season with salt and pepper to taste; cook, stirring occasionally, in nonstick skillet over medium heat for 10 to 15 minutes until vegetables are golden and tender. Stir in 2 tbsp (30 mL) HP® Sauce.

Change it UP: Drop the bacon, hold the rosemary and Cheddar. Add in...

Muffletta Burgers: 1/2 cup (125 mL) shredded provolone cheese, 1/3 cup (75 mL) chopped pitted green olives and 1 tsp (5 mL) dried Italian seasoning. **TASTY TOPPING:** Pan fry 1 green pepper, slivered, in nonstick pan with 1 tsp (5 mL) olive oil until just softened. Stir in 1/2 cup (125 mL) slivered thinly sliced summer sausage; warm through. Toss with 1/2 cup (125 mL) sliced iceberg lettuce and 1/4 cup (50 mL) Italian salad dressing.

Greek Goddess: 1/2 cup (125 mL) crumbled feta cheese, 1/4 cup (50 mL) chopped softened sun-dried tomatoes and 1 tsp (5 mL) dried oregano.

Baby Blues: 1/3 cup (75 mL) crumbled blue cheese and 4 tsp (20 mL) chopped fresh tarragon. Divide into 12 portions; shape into 3-inch (8 cm) patties. Grill for 4 minutes per side or until digital thermometer inserted sideways into centre of each patty reads 160°F (71°C).



Just Click: Craving more from Lea & Perrins? Visit leaperrins.ca.

