

REFLEXIBLE

STEAK.
NEW MENU
FRONTIERS.



A great American tradition looks ahead.





BEEFLEXIBLE®

Recipes

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For more beef recipes, ideas and inspirations, visit
www.beefoodservice.com

Steak. The great American entrée. “True North” of the center of the plate. No other protein inspires such passion and such powerful associations with pleasure, indulgence and romance.

Like great wine or fine chocolate, steak is one of those rare ingredients that needs no embellishment yet can harmonize perfectly with other foods. You can prepare it simply and menu it with confidence. You can dress it up with sauces, sides and signatures. And you can use it as an ingredient to add sizzle, satisfaction and sales—all across the menu, all day long.

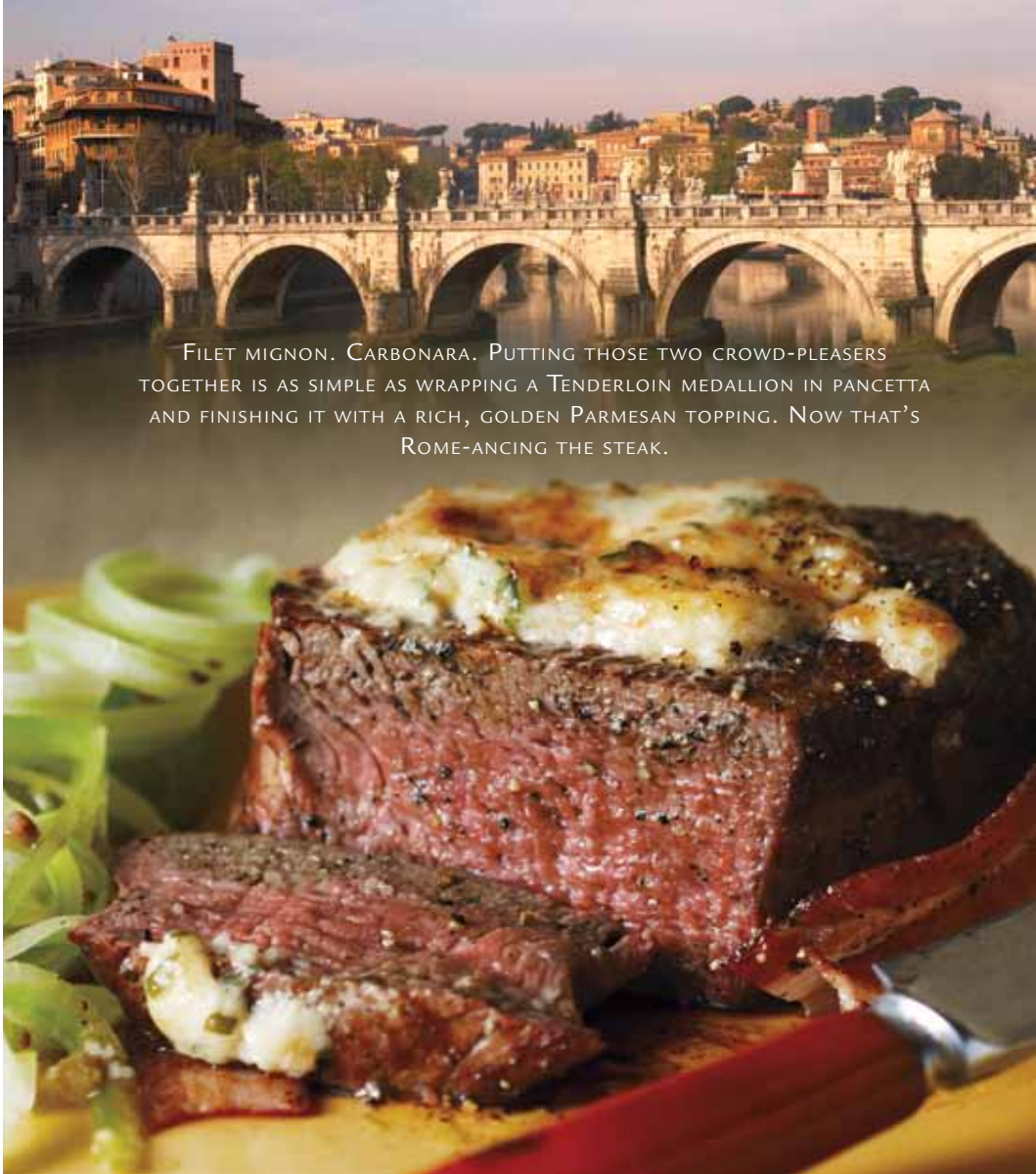
That’s why steak never goes out of style. As tastes change and trends evolve, steak remains our national benchmark for a great dining experience. Wherever your business is headed, that experience is what matters most, and steak offers endless ways to help you deliver it.

This booklet is an exploration of the road ahead. In it, you’ll find steak recipes and idea starters that fit the tastes and eating styles of today and tomorrow, along with plenty of practical strategies to help you harness the profit power of steak.

It’s a new day for the American menu. And out there on the horizon, with timeless appeal and bold, fresh thinking, steak is leading the way.

THE STEAK OF THINGS TO COME





FILET MIGNON. CARBONARA. PUTTING THOSE TWO CROWD-PLEASERS TOGETHER IS AS SIMPLE AS WRAPPING A TENDERLOIN MEDALLION IN PANCETTA AND FINISHING IT WITH A RICH, GOLDEN PARMESAN TOPPING. NOW THAT'S ROME-ANCING THE STEAK.

STEAK CARBONARA

The Elements:

Pancetta-wrapped Tenderloin: Wrap a pancetta strip around each of 24 (8-oz.) beef Tenderloin steaks, securing with a wooden toothpick. Season with salt and cracked black pepper. (Yield: 24 steaks)

Parmesan-Pecorino Topping: Mix 2 cups mayonnaise, 1 cup grated Parmesan, 1 cup grated pecorino and 2 Tbsp. chopped parsley. (Yield: 3 cups)

Celery Curls with Puntarelle Dressing: Shave 48 celery stalks with vegetable peeler lengthwise into long strips. Place in ice water; refrigerate until curled. Drain and pat dry; refrigerate. Combine $\frac{3}{4}$ cup lemon juice, 6 mashed anchovy filets, 6 Tbsp. minced garlic and 2 Tbsp. lemon zest. Slowly whisk in 3 cups extra virgin olive oil until emulsified. (Yield: 24 cups celery curls and 3 cups dressing)

The Build:

Heat 1 tsp. grapeseed oil in sauté pan; sear 1 Pancetta-wrapped Tenderloin on both sides. Place in 400°F oven until cooked to desired doneness. Spread 2 Tbsp. Parmesan-Pecorino Topping on top of steak; broil until lightly browned. Toss 1 cup Celery Curls with 2 Tbsp. Puntarelle Dressing. Plate steak with celery alongside; garnish with chopped parsley.

THE TIMELESS APPEAL OF TENDERLOIN

Beef Tenderloin is more than a steak. Think of it as a luxury brand that you can menu as an affordable indulgence. Why? Because Tenderloin is easy to handle, prep, prepare, hold and serve. And best of all, its luscious flavor and texture mean that you can add nothing more than a well-chosen ingredient or two to create an endless variety of showstoppers like these without adding much labor or food costs.


Steak Thermidor: *Top a grilled filet with a mixture of lobster or crabmeat, cream, mustard, mayonnaise, shallots, white wine and tarragon. Sprinkle with breadcrumbs and brown under the broiler.*

Bistecca al Balsamico: *Pan-sear a Tenderloin medallion. Slice and top with a bacon, onion and balsamic glaze. Serve with creamy polenta and roasted root vegetables.*

Grilled Gaucho Steak: *Spiral-butterfly a Tenderloin medallion, marinate with olive oil and garlic and thread on a skewer. Grill, drizzle with chimichurri sauce and serve with rice and fried plantains.*

Tender for Two: *Coat a double-cut filet with olive oil and a mixture of ground dried porcini mushrooms, granulated garlic and red pepper flakes. Roast whole, carve tableside and serve with potato-fennel gratin and caramelized pearl onions and carrots.*

The Filetdelphia: *Top a garlic-oregano marinated grilled Tenderloin with a provolone cheese sauce, roasted sweet-pepper relish and crispy onion strings.*



[“More than half of diners think Beef Tenderloin is the ideal entrée for occasions involving reward and celebration.”*]

* Source: Pelegrin Research Group.



SELLING STEAK

SIGNATURES THAT SIZZLE

All on its own, steak has unique selling power and crave appeal. But add the right extras, and you'll boost its profit power even more. Example: you can serve a steak with that time-honored choice of baked, mashed or fried potatoes. Or plate it with those same fries, a pat of herb butter, a few sprigs of watercress and a grilled tomato. Now you can menu it as Bistro Steak-Frites, and charge a premium. Strategic additions like these do more than round out the plate. They create menu merchandising opportunities and increase sales. No matter what cut you're serving, here are some simple ways to make any steak sizzle.

The name is half the game: *Is your menu working as hard as it can to sell your steak selections? Simply calling out the cooking method and cut can add perceived value and get customers talking. Examples: Oven-Roasted Cowboy-Cut Ribeye, Grilled Pepper-Crusted New York Strip, Skillet-Seared Flat Iron Steak.*

Leverage umami appeal: *Ingredients like blue cheese, Parmesan, mushrooms, soy sauce and bacon are rich in umami, the savory "fifth" flavor that brings out the meaty taste of steak. And even before the dish arrives at the table, the expectations that these ingredients create in menu descriptions have the power to add value and stimulate sales.*

Sell celebration: *Research shows that steak is considered the entrée of choice for celebrations, romantic dining and special occasions. Consider steak promotions that tie into events such as Valentine's Day and other holidays, as well as graduations, anniversaries, date nights, etc.*


Add compound interest: *Compound butters are simple to prepare and serve, and they go a long way toward dressing up a steak. Simply blend softened butter with seasonings, such as garlic, parsley and chives; mustard and tarragon; lemon zest and cracked pepper; anchovies, fines herbes and shallots; or blue cheese. Form into a log, roll in plastic wrap and chill.*

Give it a rub with greatness: *Rubs are a cost-effective, convenient way to add flavor and variety to steak. Use prepared seasoning blends, such as Cajun blackening mix, Middle Eastern ras el hanout or za'atar, Chinese five spice, Indian garam masala, Latin adobo, Mediterranean herbes de Provence or Ethiopian berbere, to instantly add on-trend flavor and appeal to steaks.*

Think “mini”: *Miniature foods are everywhere these days, and most steak entrées can easily be reworked as minis. Make the most of end pieces or smaller portions to create profitable, popular items like skewers, small plates, appetizers, bar bites and steak sliders.*

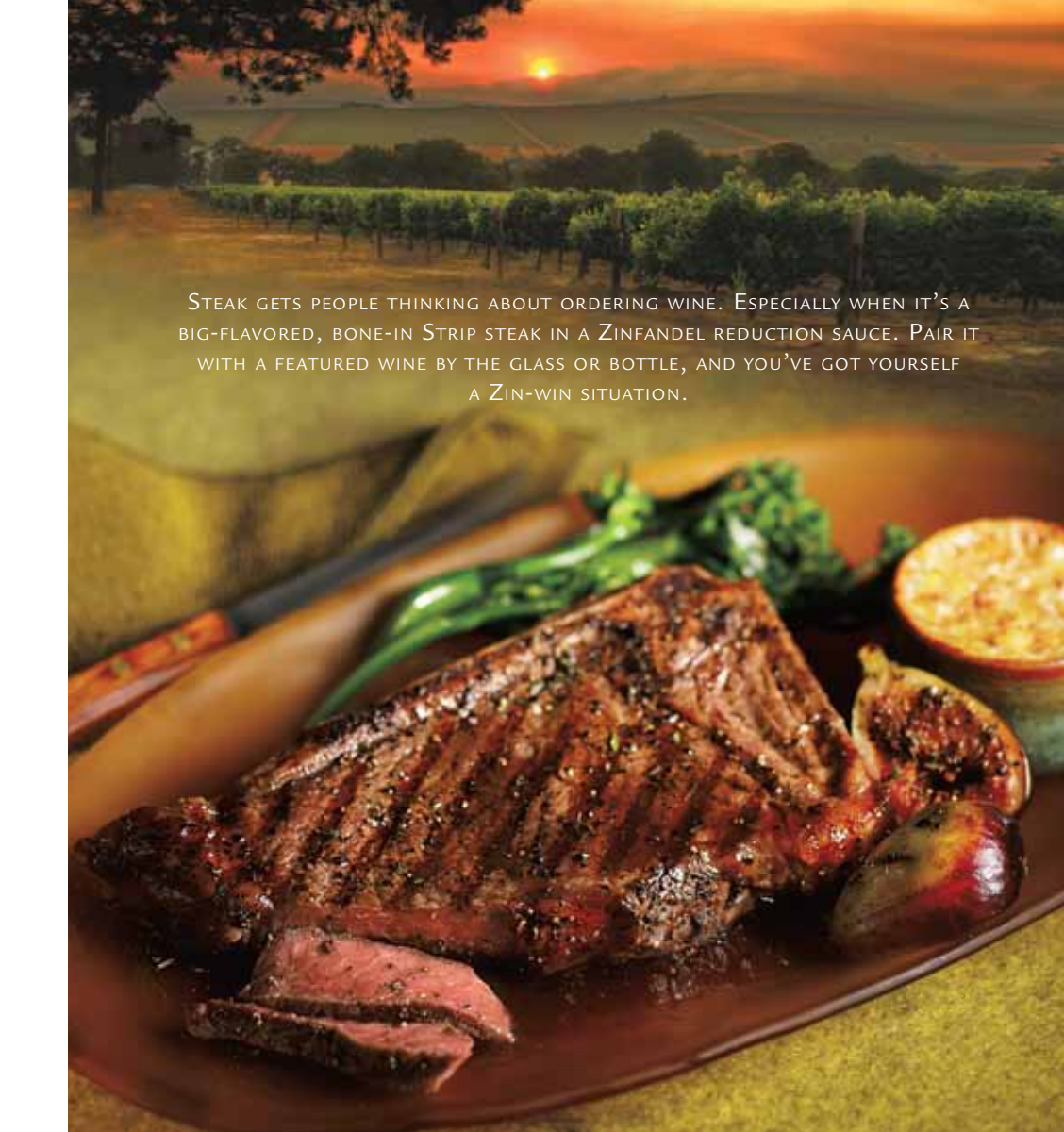
Reinvent classic sides & sauces: *Tap into the time-tested allure of classic side dishes like mashed potatoes, creamed spinach and fries by reinventing their flavor profiles to match the ethnic style of the steak. Examples: guajillo-crema mashed potatoes with a Mexican carne asada-style Ribeye; creamy sesame-miso spinach with a Japanese robata-grilled Strip steak; Parmesan-polenta fries with a Tuscan-style T-Bone.*

Finish strong: *Garnishes and finishing touches can be the difference between a good steak and a great signature best-seller. Use ingredients that add flavor, texture, color and a little marketable drama, like crispy fried sage leaves, a tangle of fried parsley or onion strings, freshly grated horseradish or wasabi root and golden fried shallots. Or add a luxurious drizzle of truffle oil or other infused or specialty oils.*



[73% of restaurant patrons picture beef as the centerpiece of an exquisite meal, versus other leading proteins.*]

* Source: Ipos Public Affairs.



STEAK GETS PEOPLE THINKING ABOUT ORDERING WINE. ESPECIALLY WHEN IT'S A BIG-FLAVORED, BONE-IN STRIP STEAK IN A ZINFANDEL REDUCTION SAUCE. PAIR IT WITH A FEATURED WINE BY THE GLASS OR BOTTLE, AND YOU'VE GOT YOURSELF A ZIN-WIN SITUATION.

THE “ZIN IS IN” BONE-IN STRIP STEAK

The Elements:

Zinfandel Sauce: In large nonreactive saucepan, sauté 1½ lbs. bacon until it starts to brown. Add 2¼ lbs. sliced shallots; sauté until shallots are soft and golden. Add 12 cups Zinfandel wine, 1 bunch thyme sprigs and 2 Tbsp. crushed black peppercorns; simmer until wine is reduced to a syrup. Add 6 cups demi-glace and ¼ cup sugar; simmer 5 minutes more. Strain; season with salt and pepper. (Yield: 6 cups)

Corn Pudding: Grate 6 ears of corn on large holes of grater into a bowl. Cut kernels from 2 more ears of corn; add kernels to grated corn. Season with salt and white pepper. Divide mixture among 24 ovenproof ramekins; dot with 4 Tbsp. butter. Bake in 425°F oven about 20 minutes or until set and golden on top. (Yield: 24 puddings)

The Build:

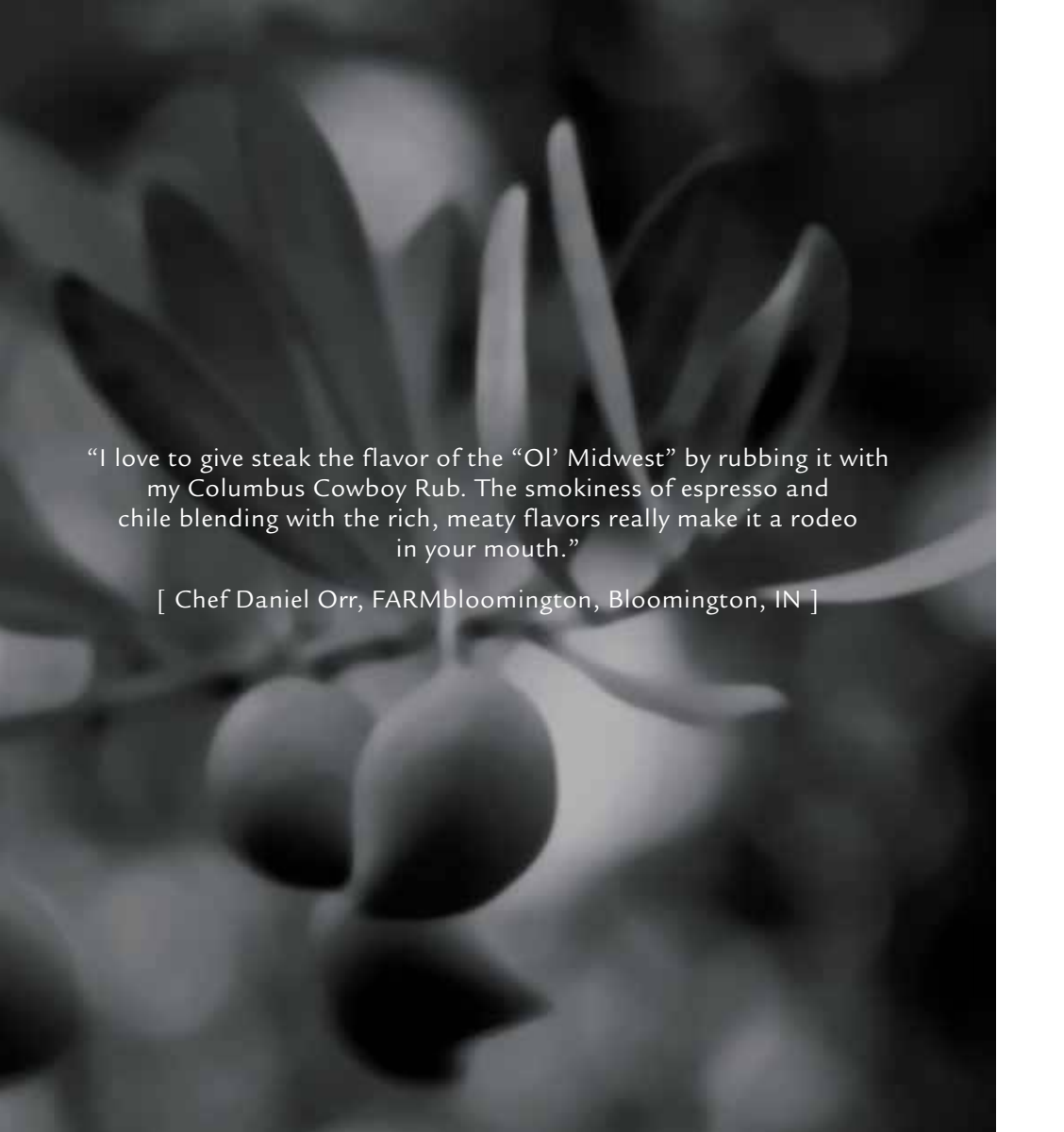
Season 1 (12-oz.) bone-in Strip loin steak with salt and pepper. Grill to desired doneness. Cut 3 fresh figs in half; brush with olive oil and grill until lightly marked. Arrange steak on plate with 1 ramekin Corn Pudding and sautéed broccolini. Spoon ¼ cup Zinfandel Sauce over steak; garnish with grilled figs.

BONE-IN STEAKS. BIG OPPORTUNITY.

Bone-in steaks are a hot ticket right now. And they're good business, too. For you, they offer impressive plate coverage, signature style and the potential for a higher price point on the menu. And for the diner, they're all about splashy presentation, big flavor and a fun, hands-on experience. Whether it's a frenched bone-in Ribeye (sometimes menued as a cowboy-cut or lollipop steak), a bone-in Tenderloin (stand it on the bone and call it a "kickstand" Tenderloin) or a T-Bone, Porterhouse or bone-in Strip (all perfect for Fiorentina-style grilling, slicing and plating with the slices arranged along the bone), you'll discover this: a bone-in steak can be a bona fide business-builder. Want proof? Try these ideas on for size.

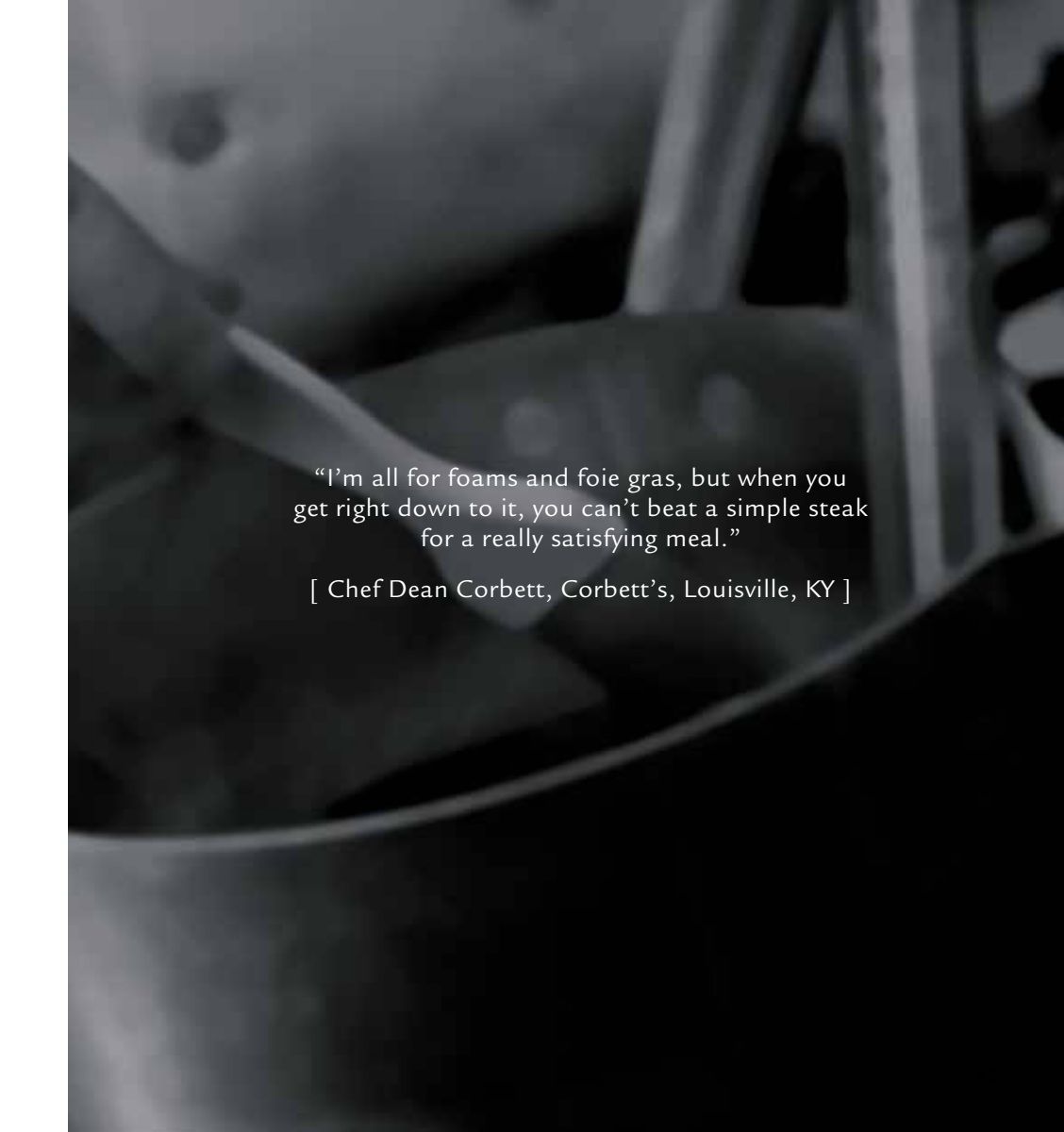
Cowboy Coffee Steak: *Coat a bone-in Strip steak with a chile-spiked coffee–brown sugar rub. Grill and serve over melted onions with coffee gravy and plank fries dusted with chile powder and garlic.*

Bistecca alla Fiorentina: *Grill a bone-in Ribeye or T-Bone. Bone, slice and arrange the slices back on the bone. Drizzle with olive oil and sprinkle with coarse sea salt and cracked black pepper. Serve on a wooden board with a side of cannellini beans simmered with tomatoes, garlic and basil; garnish with lemon wedges and fried basil leaves.*



“I love to give steak the flavor of the “Ol’ Midwest” by rubbing it with my Columbus Cowboy Rub. The smokiness of espresso and chile blending with the rich, meaty flavors really make it a rodeo in your mouth.”

[Chef Daniel Orr, FARMbloomington, Bloomington, IN]



“I’m all for foams and foie gras, but when you get right down to it, you can’t beat a simple steak for a really satisfying meal.”

[Chef Dean Corbett, Corbett’s, Louisville, KY]

Steak Diable: *Coat a frenched bone-in Ribeye steak with mustard and tarragon, then roll in a mixture of equal parts fresh breadcrumbs and Parmesan. Drizzle with clarified butter or oil and pan-roast.*

Ribeye “Schnitzel”: *Pound a frenched bone-in Ribeye to make a large, thin cutlet with the bone still attached. Dredge in seasoned flour, then dip in egg and coat with panko breadcrumbs. Shallow-fry in oil or clarified butter. Top with a salad of microgreens, fresh herbs and mini cherry tomatoes in a lemon-shallot vinaigrette.*

Double-Cut Ribeye Chop: *Offer a double-cut (two-rib) frenched bone-in Ribeye for two. Marinate with garlic and herbs, pan-roast, roll edges in minced parsley and cut between ribs to make two chops, each with a cut face and a seared face. Serve with Yorkshire pudding, caramelized carrots and horseradish cream.*

The Tumbleweed Chop: *Rub a frenched bone-in Ribeye with a Southwest spice rub. Grill and serve with bourbon-mashed sweet potatoes, succotash, campfire beans and jalapeño-cheddar cornbread.*

“L-Bone” Tenderloin: *Plate a grilled bone-in Tenderloin vertically, so it is standing on the bone. Top with a Montpelier butter made with shallots, herbs and anchovies. Serve with waffle fries and a tangle of crispy fried parsley.*

Steaketta: *Coat a bone-in Strip or Tenderloin with a porchetta-style mixture of crushed fennel seeds, garlic, minced sage and salt. Pan-roast and serve with baby white beans cooked with pancetta and kale, and fennel braised with olive oil, lemon zest, garlic and tomatoes.*



STEAK + WINE

SELL MORE STEAK. SELL MORE WINE.

There's a reason steak and wine are such a great match. They're both richly sensual and all about pleasure and satisfaction. And the special synergy they have can translate to a profit-boosting strategy for you: steak and wine, two of the highest-value items on your menu, can sell each other. And the more you know about pairing, the better it works.

Pair complex wines with simple preparations: *Complex wines are ideally paired with foods with robust, straight-ahead flavors that complement the qualities of the wine without getting in their way. A well-cooked, minimally adorned steak is the perfect match for a big Bordeaux or California Cabernet Sauvignon.*


Robust seasonings call for robust wines: *Assertively seasoned steaks are ideally paired with spicy, big-flavored wines, like Zinfandel. With Asian seasonings like garlic, ginger and chiles, try a fruity Gewürztraminer.*

Hearty steaks need weightier wines: *The weight or "body" of a wine should match the heartiness of the preparation. Pair well-marbled steak cuts and substantial preparations like bone-in chops with dense, concentrated, full-bodied wines.*

Don't forget rosés: *Rosés combine the earthy, red-fruit character of red wine with the freshness and acidity of white wine. That combination works well with many steak preparations. A chilled dry rosé can be a particularly good match with steaks seasoned with garlic.*

STEAK & WINE: UPSELLING TIPS

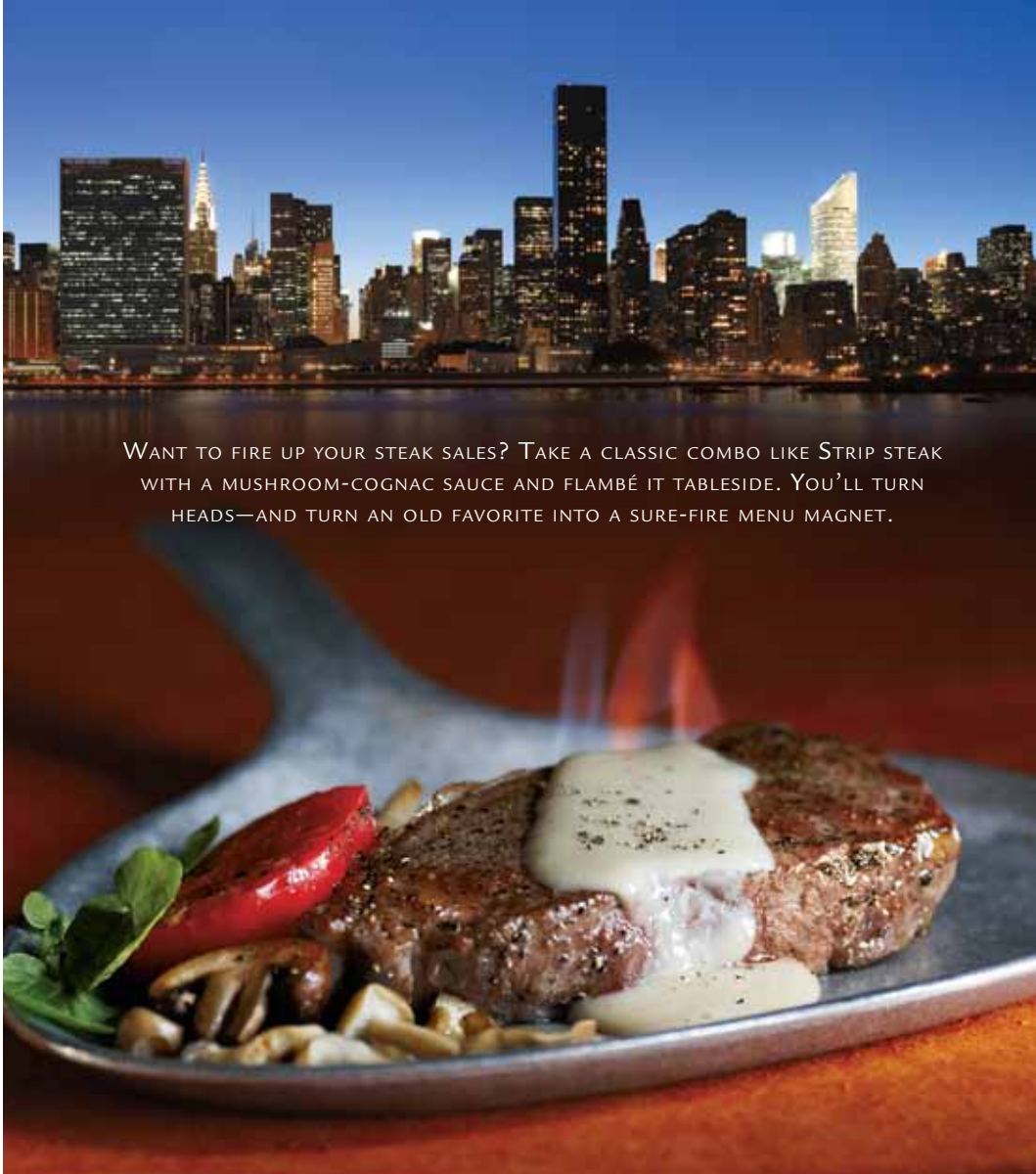
- When patrons order steak, they're more likely to order wine. In fact, 57% of operators say steak has a positive impact on red wine sales.* Train your staff to see a steak order as a potential wine upsell.
- List one or two recommended wines by the glass or bottle adjacent to steak items, to simplify that upsell for both the staff and the patron.
- Conduct waitstaff tastings showcasing great steak and wine pairings. The more your staff enjoys a pairing, the more likely they'll be to sell it.
- Give your staff plenty of descriptive language to bring pairings to life: "We've got a really juicy, fruit-forward Zinfandel that will be perfect with that."
- Offer a taste of a by-the-glass wine when the steak is brought to the table. Tasting the wine with the steak will likely lead to a sale.
- Serve a steak with a wine-based sauce, such as "Zin Is In" Bone-in Strip Steak (page 15), and pair it with the same varietal by the glass or bottle.
- Invite winemakers to participate in special winemaker dinners focused on beef and wine pairing.



"Like the perfect gastronomic seesaw, a sip of wine makes you want another bite of beef, and a bite of beef makes you want a sip of wine."

[Karen MacNeil, author, *The Wine Bible*]

* Source: Technomic, Inc., "Volumetric Assessment of Beef in Foodservice."



WANT TO FIRE UP YOUR STEAK SALES? TAKE A CLASSIC COMBO LIKE STRIP STEAK WITH A MUSHROOM-COGNAC SAUCE AND FLAMBÉ IT TABLESIDE. YOU'LL TURN HEADS—AND TURN AN OLD FAVORITE INTO A SURE-FIRE MENU MAGNET.

STEAK INFERNO

The Elements:

Cognac Cream Sauce: In large nonreactive saucepan, heat 1 Tbsp. vegetable oil. Add 3 lb. diced beef trimmings and 1½ lb. sliced shallots; sauté until well browned. Flambé with 1½ cups cognac. Add 12 cups roasted chicken stock and 2 Tbsp. crushed green peppercorns; simmer until reduced by two-thirds. Add 6 cups heavy cream; simmer until sauce coats a spoon. Strain; season with salt and white pepper. (Yield: 6 cups)

Mushroom Ragout: Cut 4½ lb. king oyster mushrooms lengthwise into halves or quarters. Grill until marked on cut surfaces. In large sauté pan, heat a small amount of vegetable oil. Add 3 lb. trimmed small mushrooms (pioppini, oyster, enoki, shimeji, etc.); sauté until lightly browned. Lower heat, add king oyster mushrooms and sauté until mushrooms are soft. Add 6 Tbsp. oyster sauce; toss to coat mushrooms. (Yield: 24 cups)

The Build:

Season 1 (8-oz.) boneless Strip loin steak with salt and pepper. Heat 1 tsp. grapeseed oil in sauté pan until hot. Add steak; sear on both sides and cook to desired doneness. Arrange steak on plate with 1 cup Mushroom Ragout. Spoon ¼ cup Cognac Cream Sauce over steak; garnish with grilled tomato and watercress.

MORE STEAK IDEA-STARTERS


For every food-cost target, every operational need, every flavor and nutritional profile and every menu application, there's a steak that fits the bill. Recipes featuring cuts from the rib and loin (Ribeye, Tenderloin, Strip, etc.) can often be prepared using a variety of other profitable, versatile steak cuts, such as Flat Iron, Denver Steak, Delmonico and Petite Tender. All of these cuts have one thing in common: whatever your budget and business needs, they allow you to offer the steak experience your patrons crave. Try these ideas with the steak cut that's right for your realities.

Steak Vesuvio: *Marinate a steak with garlic, olive oil and oregano. Pan-broil and deglaze with white wine and garlic. Add fresh or frozen peas, and serve sauce over steak with potato wedges braised with diced tomato, lemon zest, beef broth and parsley.*

Blue Mood Steak: *Grill steak; slice and serve over a bed of salt-roasted fingerling potatoes with a caramelized-onion blue-cheese cream sauce.*

Steak Mattone: *Season a steak with olive oil, garlic and red pepper flakes. Cook in a skillet or on a flat-top griddle under a foil-wrapped brick. Slice, drizzle with pesto and garnish with basil leaves and basil flowers.*

Steak Verde: *Grill steak; slice and drizzle with a piquant salsa verde, made with parsley, lemon zest, cornichons, capers, olive oil and white wine vinegar. Serve with roasted tomatoes topped with garlic breadcrumbs.*



“It’s easy to menu steak in surprising ways. Add succulent slices of Beef Tenderloin to an appetizer of potato gnocchi to take a simple pasta over the top. I offer a steak sandwich special every Wednesday night that guests love!”

[Chef Susan Goss, West Town Tavern, Chicago, IL]



THE NUTRITION STORY

BEEF: ONE POWERFUL PROTEIN

Healthy menu options are here to stay, which is great news for beef because the protein in beef is a powerful nutrient that helps strengthen and sustain the body.

The perfect package of great taste and nutrition, lean beef is an excellent source of protein, providing more than half the daily value in just one 3-ounce serving while accounting for less than 10 percent of a 2,000-calorie-a-day diet. Many of the most popular steaks are lean, such as T-Bone, Tenderloin and Flank steak.

What's more, all beef provides several body benefits: scientific research shows protein can help in maintaining a healthy weight, building muscle and fueling physical activity—all of which play an important role in a healthful lifestyle.

To learn more about beef's powerful protein benefits, visit www.BeefNutrition.org.

Many of the most popular foodservice steak cuts
are considered lean:

- Sirloin
- Tenderloin
- Ranch
- Flank
- T-bone
- Strip
- Petite Tender
- Tri-tip

STEAK, NUTRITION AND THE MENU

Even though beef has a great nutrition story to tell, some diners still need a little “permission” to order steak. Here are some simple ways to give them what they’re hungry for while providing reassurance that they can have their steak and good nutrition, too.

Promote size options: *When menuing steak, consider offering smaller-portion options with names like “petite,” “mini” or “right-size”—or simply by providing ounce references. You’ll attract a wider range of customers who want the enjoyment of steak in a modest portion and/or at a lower price point. For example, talk to your purveyor about alternative ways to break the Ribeye into the Ribeye cap and Ribeye filet.*

Think “steak as ingredient”: *In menu copy and on the plate, steak has the unique power to create instant appetite appeal. Featuring a few ounces of steak on a salad, pasta, sandwich or combination plate is a cost-effective way to add protein, sizzle and satisfaction to lighter menu items.*

Pair steak with other healthful foods: *Combine sliced, cubed or diced steak with ingredients such as vegetables, whole grains, potatoes and even fruit to help customers see steak as part of a balanced, nutritious way of eating.*

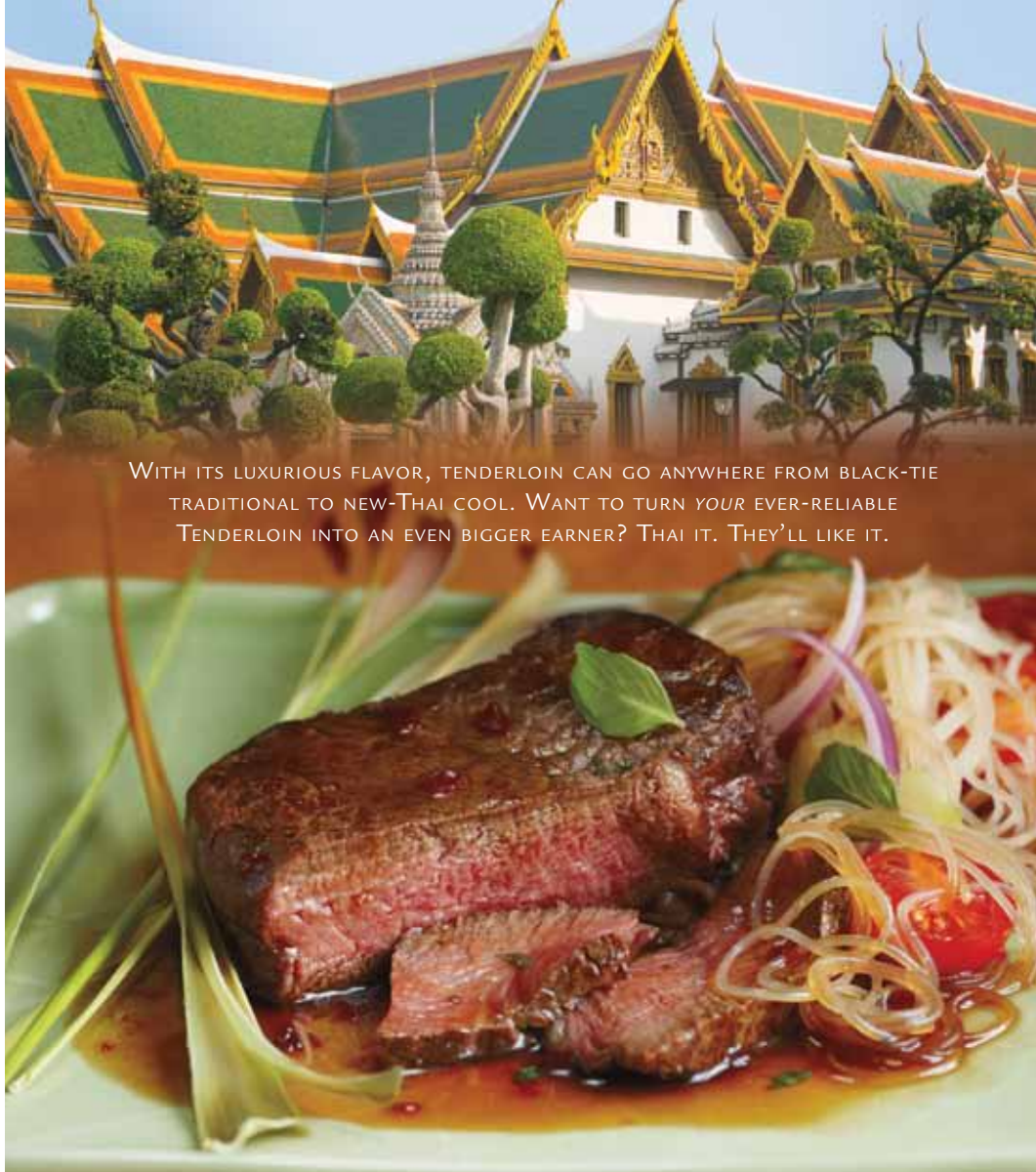
“We grill marinated Hanger steak, slice it paper thin and serve it with strategic side dishes that deliver great menu copy and monster flavor. It’s 6 ounces of beef, and we charge \$26 a plate. I feel like we’re being responsible with the portion size for the customer and at the same time realizing better profits.”

[Chef Steve Schimoler, Crop Bistro & Bar, Cleveland, OH]



“Even on a menu stocked with fresh seafood and locally grown vegetables, steak stands out as a favorite that our guests love to order. Filets, Strips and Flat Irons are soaring out of our kitchen nightly. Who says cows can’t fly?”

[Rodney Freidank, corporate chef,
Table 301 Restaurant Group, Greenville, SC]



WITH ITS LUXURIOUS FLAVOR, TENDERLOIN CAN GO ANYWHERE FROM BLACK-TIE TRADITIONAL TO NEW-THAI COOL. WANT TO TURN *YOUR* EVER-RELIABLE TENDERLOIN INTO AN EVEN BIGGER EARNER? THAI IT. THEY'LL LIKE IT.

THAI-STYLE FILET MIGNON

The Elements:

Thai-style Filets: Whisk together 2 cups fish sauce, 2 cups fresh lime juice, 2 cups brown sugar, 1½ cups low-sodium soy sauce, ⅓ cup sambal oelek (chile paste) and ⅓ cup grated lime zest. Place 24 (8-oz.) Beef Tenderloin steaks in nonreactive container; add 16 lemongrass stalks cut in 2-in. pieces and half the marinade, turning to coat. Refrigerate 4 hours; reserve remaining marinade. (Yield: 24 steaks and 3 cups reserved marinade)

Thai Noodle Salad: In large pot, bring water and 24 lime wedges to a boil; add 1½ lbs. thin rice noodles (*maifun*). Simmer 3–4 minutes or until tender; drain and rinse with cold water. Discard lime wedges; toss noodles with reserved marinade, 6 cups julienned red onion, 6 cups peeled, seeded, thinly sliced cucumber and 6 cups halved cherry tomatoes. (Yield: 24 cups)

The Build:

Heat 1 tsp. grapeseed oil in sauté pan until hot. Add 1 marinated filet and sear on both sides. Place 2 lemongrass stalks, cut in half, in a layer in an ovenproof pan; place filet on top. Roast in 400°F oven to desired doneness. Toss 1 cup Thai Noodle Salad with 1 Tbsp. torn Thai basil and 1 Tbsp. torn mint. Mound salad on plate; place filet on top. Garnish with roasted lemongrass and lime wedges.

Izakaya Pub Steak: *Marinate steak in red miso. Pan-broil, slice and serve with a potato, edamame and wasabi salad. Garnish with tempura shiso leaves.*

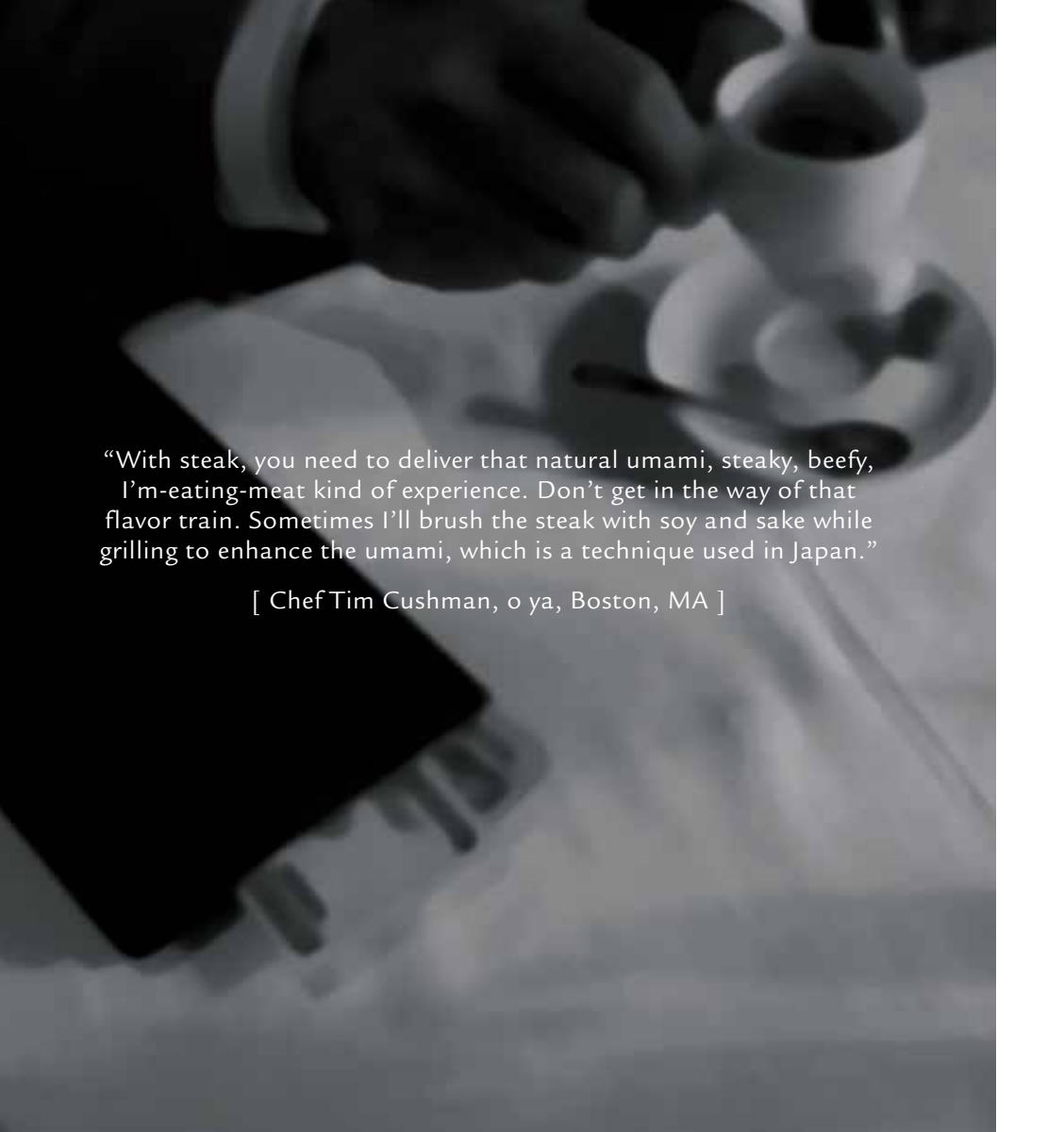
Steak Bata-yaki: *Pan-sear steak in a mixture of unsalted butter and oil. Deglaze with soy sauce and beef broth. Slice steak, drizzle with pan sauce and serve with a stir-fry of shiitake and oyster mushrooms, bean sprouts, green onions and julienned carrots.*

Steak Katsu: *Pound steak and marinate with soy sauce, sake, ginger and garlic. Coat with panko breadcrumbs and black and white sesame seeds. Pan-fry, slice and drizzle with katsu mayo (mayonnaise and prepared tonkatsu sauce). Serve with kimchee, rice and kaiware (radish sprouts).*

Teriyaki Steak Tataki: *Marinate steak in soy sauce, mirin and sake. Grill, brushing with a maple syrup–teriyaki glaze. Serve with soy-braised kabocha squash and sesame sugar snap peas.*


Vietnamese Steak “Luc Lac”: *Marinate whole or cubed Tenderloin with salt, pepper, garlic and a bit of sugar. Pan-sear with sliced onions and sweet bell peppers. Deglaze with a lime-soy vinaigrette.*

Thai Kao Kua Steak: *Coat steak with Thai roasted rice powder (kao kua). Pan-broil, slice and arrange over toasted coconut sticky rice. Top with bean sprouts, matchstick carrots, sliced jalapeños and mint leaves. Drizzle the plate with a sweet laab dressing made with lime juice, ginger, fish sauce and sugar.*



“With steak, you need to deliver that natural umami, steaky, beefy, I’m-eating-meat kind of experience. Don’t get in the way of that flavor train. Sometimes I’ll brush the steak with soy and sake while grilling to enhance the umami, which is a technique used in Japan.”

[Chef Tim Cushman, o ya, Boston, MA]

A photograph of a man wearing a cowboy hat and a light blue shirt, leaning over a wooden trough. He is looking down at his hands, which are dripping water into the trough. A young girl with her hair in a ponytail, wearing a blue shirt and jeans, stands next to him, also looking at the water. The background is a bright sunset over a field, with the sun low on the horizon, creating a warm, golden glow. The text "SUSTAINABILITY & STEWARDSHIP" is overlaid in white, sans-serif font on the left side of the image.

SUSTAINABILITY & STEWARDSHIP

When you serve beef, you're supporting family farming. After all, 97% of the nation's farms and ranches are family owned. And for the more than 1 million U.S. cattle farmers and ranchers, located in every state in the union, producing safe, sustainable, nutritious beef is more than a business. It's a matter of pride and, for many, a generations-old family tradition.

Cattlemen work hard to provide safe, high-quality beef while sustaining and improving the resources under their care. They recognize that proper animal care is the responsibility of everyone in the beef production chain, and they know that ensuring animal well-being isn't just critical to their operations' success—it's also the right thing to do.

The Beef Quality Assurance (BQA) program, which influences the management practices of producers accounting for more than 90% of U.S. cattle, provides guidelines for responsible beef production.

Today's cattle farmers and ranchers carefully follow science-based best management practices to protect our country's natural resources for future generations. In fact, ranchers have led conservation efforts and natural resource management activities, including soil tests, brush and weed control programs, grazing management plans, minimum or conservation tillage systems and range-quality monitoring.

As they look toward the future, the men and women of the American beef industry take the long view. Ensuring safety, sustainability and responsible cattle care is critical to their livelihood today. But it will also be their legacy tomorrow.

To learn more about production practices and the families and faces of the U.S. Beef industry, visit www.explorebeef.org and www.BQA.org.





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