

SIMPLY GOOD FOOD

Beef

Shopping and Selection

★Make meat selections last when shopping to ensure the beef stays as cold as possible. Choose packages that are cold and tightly wrapped without tears or punctures.

★Check the "sell by" date on the package label. Purchase before or on the date printed.

★A bright, cherry-red color indicates fresh ground beef.

However, fresh ground beef goes

through a number of color changes during its shelf life. A darker, purplish-red color is typical of vacuum-packaged ground beef or the interior of packaged ground beef which has not been exposed to air. Once exposed to air, ground beef will turn from darker red to bright red. With extended exposure to air, beef's cherry-red color will take on a brown color. It's important to remember that these color changes are normal. Use the "sell by" date on the package label as a guide to freshness.

★One pound of ground beef provides approximately four (3-ounce) cooked servings.

Lean Beef Tips

- ✓Choose the leanest cuts by looking for LOIN or ROUND in the name.
- ✓Buy beef that 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 portions sizes. One serving of beef is the size of a deck of cards.

Storage

★Refrigerate or freeze ground beef as soon as possible after purchasing.

★Place ground beef in meat keeper or coldest part of refrigerator (35°F to 40°F). Use within 2 days.

★Ground beef can be frozen in its original, transparent packaging for up to 2 weeks. For longer storage, prevent freezer burn by re-wrapping the beef in moisture-proof, air-tight wrapping materials such as heavy-duty aluminum foil, freezer paper or plastic freezer bags. Ground beef may be stored in the freezer for 3 to 4 months at 0°F or lower. Label and date all packages. Also include the weight and/or number of servings.

Beef the Body Builder

Calorie-for-calorie, beef has more nutrients than many other foods. Beef is rich in iron which helps deliver oxygen to your cells and muscles, giving you the energy you need to make it through the day. On average, beef boasts three times more iron than chicken.

Foods like spinach, prune juice and dried peas contain iron too, but the iron in animal products like beef is more useable in your body than iron from plant sources.

Did you know . . .

Eating too little fat can have negative consequences especially for women - among them are dry, flaky skin, hair loss and loss of menstrual cycle.

Other important nutrients you'll find in beef include:

- Zinc - Boosts the immune system and heals wounds faster
- Phosphorous - Necessary for strong teeth and bones
- Protein - Helps build a strong and muscular body
- B-complex vitamins (Riboflavin, Niacin, B6 and B12) - Help produce energy in all cells of the body

Beef is like nature's multi-vitamin— not only does it provide you with a great variety of important nutrients, the nutrients are present in amounts that make it easy for you to get what you need each day. Just one 3-ounce serving of lean beef gives you all this:

Percent Daily Values, (From 3 ounces of lean beef*)

Protein	50%	Thiamin	7%	B-6	19%
Zinc	37%	Riboflavin	14%	B-12	40%
Phosphorus	21%	Niacin	18%	Iron	16%

Note: Percent Daily Values are based on a 2000-calorie diet. Your daily values may be higher or lower depending on your calorie needs. *Sirloin, 3 ounces cooked, lean only.

Beef has a nutritional advantage when it comes to other foods. To get the same amount of key nutrients found in a 3-ounce serving of beef, check out how much you need to eat of these other popular foods:

Zinc - 12 (3.25 ounce) cans of tuna
B12 - 7 chicken breasts
Iron - 3 cups of spinach
Riboflavin - 2½ chicken breasts
Thiamin - 2 chicken breasts

Did you know...

- Like iron, zinc is absorbed most efficiently from meals containing meat.
- Meal plans which replace all animal proteins with soy protein and whole grains are high in inhibitors to zinc absorption.

Roast Beef Cheddar Pockets

1 package (16 to 17 oz.) refrigerated fully-cooked boneless beef pot roast with gravy

1 package (8 oz.) refrigerated crescent rolls

1 cup shredded sharp Cheddar cheese, divided

⅓ cup finely chopped sweet onion (optional)

¼ cup sour cream - Fresh chives

Heat oven to 375°F. Remove pot roast from package, removing as much gravy as possible; reserve gravy for another use. Cut pot roast into fine shreds. Unroll crescent dough onto ungreased baking sheet. Separate into 4 rectangles; press diagonal seams to seal. Pull sides of rectangles slightly to enlarge. Combine beef, ¾ cup cheese and onion in large bowl. Divide beef mixture into fourths; press mixture to compact and place lengthwise in center of rectangles. Fold the long sides of each rectangle over filling, pressing to seal. Press ends to seal. Sprinkle pockets evenly with remaining ¼ cup cheese. Bake for 13 to 16 minutes or until golden brown. Serve with sour cream and garnish with chives.

15-Minute Post Roast with Savory Potatoes

1 package (1¼ - 2½ pounds) heat-and-serve beef post roast

1 package frozen mashed potatoes

½ cup prepared French onion dip

Prepare pot roast according to package directions. Prepare mashed potatoes according to package directions. For extra pizzazz, stir ½ cup prepared French onion dip into potatoes. Carve pot roast and serve with potatoes.

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