

TIPS FOR SELECTING & PREPARING POPULAR BEEF CUTS

Selecting from the wide variety of beef cuts available in the supermarket meat case and determining the best preparation method for each can be a daunting task. These tips can help take some of the guesswork out of beef preparation to ensure success in the kitchen.

Bring beef to room temperature before grilling. Be creative and experiment with the many beef seasoning recipes available or keep it simple with Kosher salt, pepper and garlic. Cook over medium heat. Cooking over too hot a flame can char the outside of beef cuts while the interior remains underdone.

The degree of doneness can be confirmed using an instant-read thermometer inserted horizontally from the side but not touching bone or fat. You can also check for doneness using your finger. Rare meat moves easily when pressed with your finger, while a well-done steak is stiff. Medium-rare is right in the middle.

After cooking allow beef to stand 5 to 10 minutes before serving. While standing, the temperature will rise about 5 degrees to the desired doneness.



Grilling, Broiling, Pan-Broiling & Sautéing

These preparation methods are best for premium, tender steaks such as ribeye, New York, filet, T-bone, Porterhouse and top sirloin; as well as popular roasts such as tri tip and top sirloin.

• **Grilling:** A form of dry heat cooking and one of the most popular, healthy ways to prepare beef. Ideal cuts include premium steaks and tri tip roast.

• **Broiling:** Cooking beef directly under the heat element in your oven is fast and easy and helps avoid adding fat.

• **Pan-Broiling:** Sometimes called “frying without fat”, pan-broiling in a stove-top skillet is fast and works well for tender cuts.

• **Sautéing:** Also known as pan frying, this method is similar to pan-broiling except a small amount of oil is added to the pan when cooking.

Roasting, Braising and Stewing

These preparation methods are ideal for premium roasts such as rib roast as well as cuts from the chuck, round and brisket.

• **Roasting:** Roasting larger or thicker cuts of beef in the oven requires more time but is a simple form of cooking requiring little attention. For best results use a meat thermometer to avoid over cooking.

• **Braising:** Also known as “pot roasting”, braising is ideal for less tender cuts from the chuck and round and requires long, slow moist heat cooking using a small amount of liquid in a covered oven-safe dish or crock pot.

• **Stewing:** A slow, moist-heat cooking method ideal for cubed beef from the chuck, round or brisket when combined with vegetables and seasoned liquid.

NUTRITIOUS AND DELICIOUS

Beef is America's favorite protein and is also a very nutrient dense food. A 3-ounce serving of lean beef has about 150 calories on average and is an excellent source of 10 essential nutrients like zinc, iron and B vitamins. Most importantly, a single serving of beef provides nearly 50 percent of the Daily Value for protein. Surprisingly, there are more than 29 cuts of lean beef with a total fat content that falls between a skinless chicken breast and skinless chicken thigh when comparing cooked 3-oz. servings. Visit beefnutrition.org to learn more.

Also, new research connects lean beef and heart health. Lean beef as part of a heart-healthy diet has been shown to lower LDL (bad) cholesterol levels by as much as 10 percent — comparable to any other recommended heart-healthy diet. That's because half of the fatty acids in beef are monounsaturated — the same heart-healthy type of fat found in olive oil. Finally, one-third of the saturated fat in beef comes in the form of stearic acid, the same fat recognized as beneficial in chocolate for its neutral effect on blood cholesterol levels.

WHAT IS MARBLING IN MEAT?

Marbling refers to the white flecks and streaks of fat within the lean sections of meat. Marbling is so named because the streaks of fat resemble a marble pattern. Also called intramuscular fat, marbling is what gives beef its flavor, juiciness and tenderness. Marbling does not refer to the layer of fat on the outside of the steak or roast, which can be trimmed away. In general, the more marbling the beef contains, the better cut of meat it is.

Certain cuts of meat naturally have more marbling than others. The beef rib and short loin, for instance, are among the most marbled sections, while the beef round and sirloin tend to have the least marbling.

Legendary Beef. Legendary Quality.



Visit our On-Line Chef at
harrisranchbeef.com

You'll find a variety of beef cuts perfectly matched to the ideal cooking method plus mouth-watering recipes.



HARRIS RANCH BEEF COMPANY 1-800-742-1955



BEEF

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Harris Ranch is proud of our track record of producing safe, wholesome and humanely raised beef products for consumers. Just as we have done for decades, California grown beef from Harris Ranch is produced to exceptional and exacting standards. Today, while we are focused on our dynamic future, Harris Ranch remains dedicated to the core values of our iconic brand.

Our advantage in this competitive industry lies in the fact that Harris Ranch controls multiple aspects of beef production including cattle sources, feeding and finishing at Harris Feeding Company, processing at Harris Ranch Beef Company and, finally, distribution of our world class products. Our story and the strength of our brand is virtually unparalleled in our industry. Harris Ranch is truly unique because no other fed beef processor can make our California grown claim — which consumers tell us is important to them. Harris Ranch beef helps support our local and regional economies, is better for the environment and reflects our continued commitment to providing the freshest and best-tasting products for our customers.



FROM RANCH TO PLATE

At Harris Ranch, our beef cattle spend approximately 70 – 80% of the time grazing on grass on ranches before being fed and finished for about 120 days on a nutritionally balanced diet of corn and other feed grains, plus alfalfa hay, vitamins and minerals. This helps add flavor, tenderness and juiciness to the beef.

- *Cattle raised by ranching families dedicated to producing premium beef while emphasizing animal welfare*
- *Grass raised and grain finished for superior flavor and quality*
- *Cattle in our care are humanely handled as verified by an independent third party*

THE STORY BEGINS

The Harris Ranch story starts at the ranch where we source cattle from progressive ranching families who utilize superior genetics in their herds. This network of cattle producing families is committed to sustainable ranching practices and humane livestock handling. For us, as well as our ranching partners, the land is not just where cattle are

raised, it's also where we raise our families. We have a personal stake in the quality of the environment and are always looking for ways to improve it. For those who raise cattle, sustainability means ensuring the land will provide for the next generation by focusing not only on the well-being of livestock but also by maintaining the natural resources of the land.



FEEDING FOR QUALITY

Our beef cattle arrive at the feeding operation at 16 – 24 months of age, then spend about 120 days there to produce the premium quality beef our brand is famous for. Grains, like corn, are fed to cattle because they are nutritious, energy rich and can be stored for use in any season. Since grass doesn't grow in abundance year-round in most of the U.S., feeding grains helps produce a consistent supply of superior quality beef that's tender, juicy and incredibly flavorful.

Livestock welfare practices at Harris Feeding Company include shaded pens as well as a sprinkler system that reduces dust and helps cool cattle during warm summer months. We routinely scrape pens and compost waste material for use in local farming operations. Rain or shine, cowboys ride the pens daily to monitor animal health and welfare. Also, our livestock handling facilities have been designed with input from Dr. Temple Grandin, a world-renowned expert in animal welfare who has also assisted in training our staff on proper livestock handling techniques.



JOHN LACEY, OWNER, LACEY LIVESTOCK
Paso Robles, California

Together with dozens of other ranching families, Lacey Livestock works with Harris Ranch to produce the finest beef possible.

ANTIBIOTIC USAGE

Several years ago, Harris Ranch discontinued feeding Tylan — a product that belongs in the same class of antibiotics used in human medicine. Today, antibiotics are used in a therapeutic manner under veterinarian oversight to treat cattle that require medical attention. We believe it's inhumane to not treat an animal that becomes ill. Just like caregivers with children who become sick and need medicine, we administer antibiotics to sick cattle to make them well again. If antibiotics are administered, withdrawal periods (the time it takes for a drug to be naturally eliminated from an animal's system) are strictly followed.

PREMIUM PROCESSING

Once cattle reach optimum weight and quality, harvesting takes place at Harris Ranch Beef Company located in central California not far from our feeding operation. By owning our own USDA inspected processing facility we are better able to control the quality, consistency and safety of all Harris Ranch beef. As an added measure of safety, we take the extra step to test finished beef to make sure no antibiotic residues are present — a process that actually exceeds USDA guidelines.

Our highly trained quality assurance (QA) staff works in tandem with onsite USDA inspectors to ensure product wholesomeness. During harvesting, the use of thermal pasteurization and organic acid carcass washes help eliminate contaminants. Additionally, our spray chill system and carcass coolers quickly reduce carcass temperatures resulting in lower bacteria counts.

At Harris Ranch, quality, consistency and unsurpassed levels of food safety make up the cornerstones of our operation. We understand that great brands aren't born. They're built over a lifetime of hard work, dedicated leadership and continual innovation. That's how a family name became a strong company and a trusted brand like Harris Ranch.