



Since Amy Eshelman was named beef representative, she has learned to cook a variety of beef and veal recipes, which she serves during store promotions and on her off-work hours to family and friends.

Beef Representative: If You Like It You Share It

LOU ANN GOOD
Lancaster Farming Staff
CENTERVILLE (Lancaster Co.) — Remember Amy Eshelman, former Pa. Lamb and Wool Queen?

Now she is touting beef.

Not that she has given up eating lamb, but as a beef representative with the Pennsylvania Beef Council, it is her job to prepare beef and veal and hand out samples to customers in stores in Philadelphia and surrounding counties.

She gets paid for that. But what she doesn't get paid to do is try out all kinds of beef and veal recipes on friends and family members.

"This job opened up a whole new way of cooking and eating for me," she said. "I marinate everything now."

She has become one of veal's most adamant promoters. "It's my favorite meat. It's very lean and really good for you," she tells everyone who will listen.

And, feeds it to everyone who will try it.

Some of her friends who were slightly biased against veal because of false claims by animal rights' groups, were reluctant to

eat veal. But they listened as Amy explained the good care veal calves received and then sampled the veal.

All it took was one bite and the group devoured the veal that she had prepared on the grill.

"When you like it (veal), you can't help but tell everyone," Amy said of her love affair with veal.

Amy participated in a two-day training seminar to learn how to speak to the public about beef and veal. At the school, she learned about food safety, cooking meat, and that meat cut on a slant is easier to chew. The final requirement was cooking for her boss.

"I was really nervous, but I did o.k.," Amy said.

After that, Amy was on her own cooking for many supermarkets assigned to her territory and at future Ag Progress, tailgate, and Farm Show promotions.

Amy hands out recipes and nutritional information with the meat samples.

While some customers ignore the samples, Amy doesn't take it as a personal rejection. "Some are in a hurry and don't have the time to stop," she said.

Her purpose is not to convince customers to eat beef every day but to fit it into their weekly meal plans. The customers who do try the meat samples usually pick up recipes and often ask her about marinades.

A marinade is a seasoned liquid used to tenderize less tender cuts of meat; it also adds some extra flavor to the meat. An acidic liquid, such as lemon juice, vinegar, lime juice or wine, soaks into the meat and softens the muscle fibers. These natural acids must be present to tenderize the meat. Most meat should be marinated for 6 to 8 hours or overnight in the refrigerator.

Throw away any used marinade. If you want to use it in a sauce or gravy, it must be heated to boiling first.

Amy tells consumers that cuts from beef chuck or the shoulder are less expensive because they are from the part of the animal that gets more exercise. The more movement the muscle gets, the less tender the meat becomes. By soaking the meat in a marinade overnight, the meat becomes more

(Turn to Page B14)



Beef Representative Amy Eshelman answers consumers' questions during a supermarket demonstration on grilling beef.

See your nearest
NEW HOLLAND
Dealer for Dependable
Equipment and

PENNSYLVANIA

Annaville, PA
BHM Farm
Equipment, Inc.
RD1, Rte. 934
717-867-2211

Hughesville, PA
Farnsworth Farm
Supplies, Inc.
103 Cemetery Street
717-584-2106

Carlisle, PA
R&W Equipment Co.
35 East Willow Street
717-243-2686

New Holland, PA
A.B.C. Groff, Inc.
110 South Railroad
717-354-4191

Daidsburg, PA
George N. Gross, Inc.
R.D. 2, Dover, PA
717-292-1673

Oley, PA
C.J. Wonsidler Bros.
R.D. 2
215-987-6257

Elizabethtown, PA
Messick Farm
Equipment, Inc.
Rt. 283 - Rheem's Exit
717-367-1319

Pitman, PA
Schreffler Equipment
Pitman, PA
717-648-1120

Halifax, PA
Sweigard Bros.
R.D. 3, Box 13
717-896-3414

Quakertown, PA
C.J. Wonsidler Bros.
R.D. 1
215-536-1935

Honey Brook, PA
Dependable Motor Co.
East Main Street
215-273-3131
215-273-3737

Tamaqua, PA
Charles S. Snyder, Inc.
R.D. 3
717-386-5945

Honey Grove, PA
Norman D. Clark
& Son, Inc.
Honey Grove, PA
717-734-3682
Loysville, PA
717-789-3117

West Grove, PA
S.G. Lewis & Son, Inc.
R.D. 2, Box 66
215-869-2214

MARYLAND

Frederick, MD
Ceresville
Ford New Holland, Inc.
Rt. 26 East
301-862-4197
Outside MD,
800-331-9122

NEW JERSEY

Bridgeton, N.J.
Leslie G. Fogg, Inc.
Canton & Stow Creek
Landing Rd.
609-451-2727
609-935-5145

Washington, NJ
Smith Tractor &
Equip., Inc.
15 Hillcrest Ave.
201-689-7900

Woodstown, NJ
Owen Supply Co.
Broad Street &
East Avenue
609-789-0303