

'Basics About Beef' Sets Kids Straight On Facts

CHICAGO, Ill. — Getting back to basics. That's the value of "Basics About Beef," a high school and middle school education booklet designed to teach the facts about beef as part of a healthy diet. The Beef Industry Council (BIC) recently revised and updated this 15-year-old booklet to reflect the new dietary guidelines for Americans as prescribed by the USDA and to give this long-popular book a contemporary look that will appeal to today's teens.

"Basics About Beef" is consistently in demand, according to Suzanne McGough, BIC school program coordinator. Teachers request approximately 100,000 copies of the booklet each year. Useful as a home economics and nutrition education tool, "Basics About Beef" addresses, beef cut selection, appropriate cooking methods and nutrient content, as well as retail label information to explain how pricing works to help students calculate beef's cost-per-serving value.

The revised booklet also emphasizes dietary issues that were found to be top-of-mind in school children in 3rd through 12th grade. The study, commissioned by the Meat Board Youth Initiative Task Force, revealed that the most common reason children have negative perceptions of beef is the fear of fat. Cholesterol concerns ranked number two, followed by general food safety questions. These issues stem from parent imitation, says McGough, along with teen magazines' focus on dieting.

"The value of our booklet, for beef producers, is that it will help the younger generation enjoy beef," McGough says. "The nutrition aspect helps combat the belief that beef is fattening and shows how beef fits into healthy, low-fat meal plans. And, of increasing importance in two-career households, the cooking information taps into basic kitchen skills that fewer children may be picking up at home."

To encourage safe beef handling and positive meal experiences, the booklet explores beef appearance, quality, storage, defrosting and carving.

"Basics About Beef" mentions some of the beef industry's wider implications, such as the contributions of beef by-products to American quality of life.

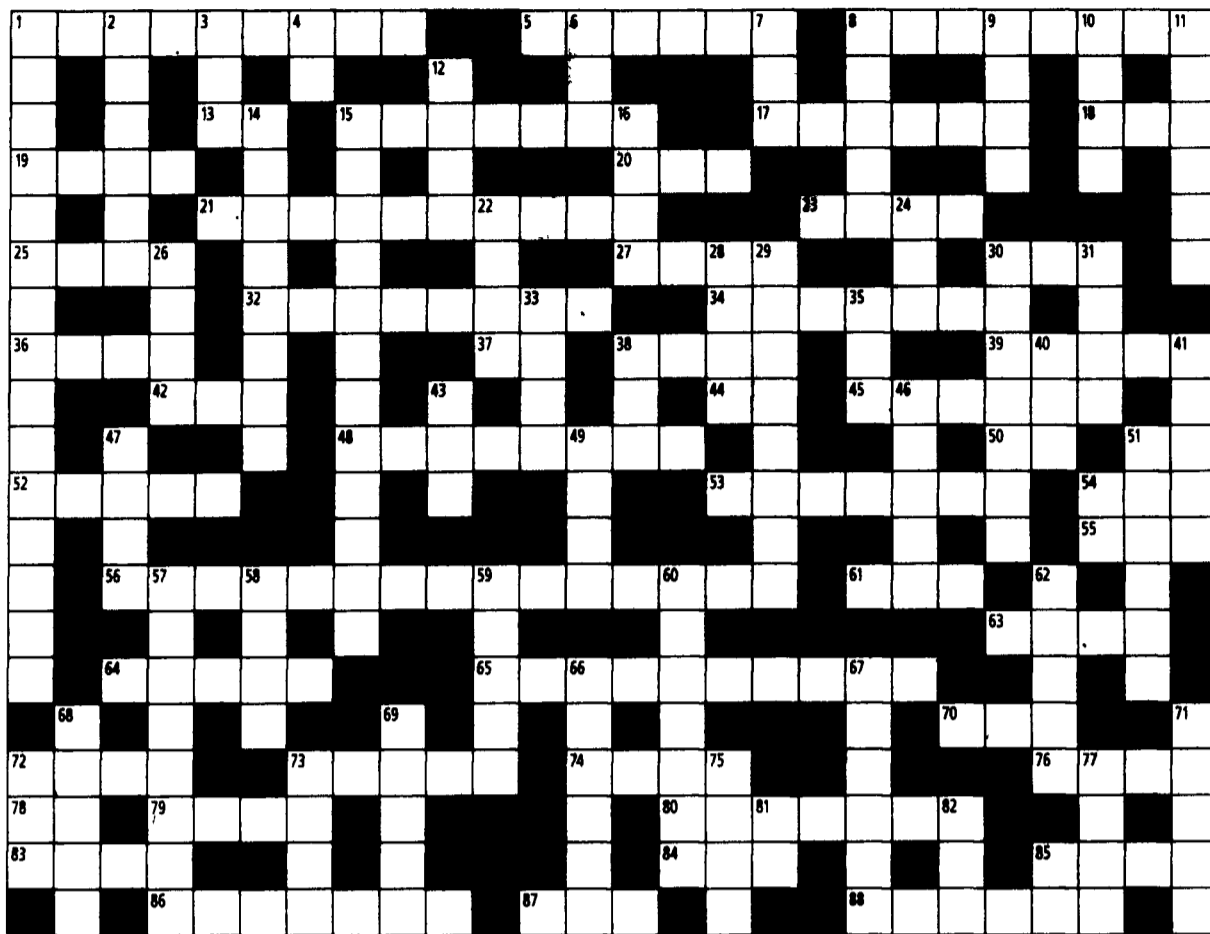
To date, 21,000 copies of the revised booklet have been distribut-

Puzzle Over The Basics

Designed as an educational tool for teenagers, *Basics About Beef* provides all the information required to complete this crossword puzzle, which is featured on the back cover of the booklet. How well do you know the basics? Can you solve the puzzle? If you need help, order your own copy of *Basics About Beef* by sending an 8" X 10" self-addressed envelope and \$1 to the National Live Stock and Meat Board at 444 N. Michigan Avenue, Department IBB01, Chicago, IL 60611-9909.

Crossword Puzzle

- Across**
- This little oven is a big convenience
 - Vitamin that contributes to healthy skin and good appetite
 - When complete, these help build body tissues
 - "Pound", abbreviation
 - Beef cut used for corned beef
 - Also called a wholesale cut
 - Another term for "also"
 - From its head to its _____, a beef animal provides valuable by-products
 - _____ a variety of foods for good health
 - Skeleton bands. (two words)
 - Most or dry, it's essential to cookery
 - _____ of round is best braised or cooked in liquid
 - At football games, it's fun to root for the home _____
 - Droop
 - An identification method that tells shoppers what's in a meat package
 - Expresses the energy-producing value of foods
 - In cooking, the opposite of well-done
 - Roast beef in an oven temperature of 300° _____ 350°F
 - Two of a kind
 - To act in response to an event
 - Another word for family "relatives"
 - Abbreviation for "decibel"
 - What's added by herbs and spices
 - _____ beef in a frying pan before cooking by microwave can add good color
 - Opposite of "out"
 - Spanish for "yes"
 - Heat methods used for less-tender cuts
 - _____ steak comes from the loin
 - Abbreviation for "et cetera"
 - Noah's _____
 - A method that can shorten beef cooking time. (two words)
 - In _____ minutes you can cook a stir fry beef meal
 - Vegetable sometimes served with carrots
 - The type of farm that produces milk
 - The beef grade _____ contains less marbling than USDA Choice. (two words)



ed to schools or state beef councils, McGough says. In some cases, "Basics About Beef" is used in conjunction with the BIC video kit called "Cooking Today's Beef."

Education programs are part of checkoff-funded consumer information programs funded by the Beef Board and managed by the Beef Industry Council of the Meat Board, a federation of 44 state beef councils that works to build demand for beef.

Down

- Best implement for measuring roasts' doneness. (two words)
- Most common USDA beef grade at the grocery store
- Adding a little bit of this to frying pans can prevent foods from sticking
- Beef _____ jus means "served with natural juices"
- Added to picnic coolers, helps keep foods cold
- A short sleep
- USDA beef grade that contains the most marbling
- Kitchen show and _____ is a good way to learn recipes
- Spring turns _____ summer
- This flavorful type of beef should not be frozen for long periods of time
- If I say beef's not nutritious, I'm a _____
- A dry heat cooking method used for tender steaks
- A dish cooked outside over an open fire, served with tangy sauce. (two words)
- Inspection is a federal _____ for beef wholesomeness
- A word that means "leave out"
- Exposure to this changes beef's color from purplish to red
- A relative of the onion, this looks like a giant scallion
- Marinades contain a food _____ such as vinegar or citrus, to soften meat fibers and add flavor
- Flecks of fat throughout the lean
- To compare meat prices, determine cost per _____
- Another word for "equipment"
- Lunch time
- The opposite of "on"
- A wide, shallow container used for frying meat
- Two or more eras
- A 3-ounce cooked serving of ground beef is about 3 inches wide and a half-inch _____
- A female beef animal
- A wrapping job that's not good for beef stored in the freezer
- A word meaning "soggy" or "wilted" when describing vegetables
- Beef can be prepared _____ many different ways! (two words)
- Emotional pressure that can result from doing too much at one time
- Abbreviation for "each"
- A dry-heat method that uses a rack and open pan
- To separate into different categories
- Shoulder area of the beef animal
- Federal officials _____ beef for wholesomeness
- A sumptuous spread
- To eat entirely and with gusto
- A tenderizing process done by machines at meat counters, to break down beef's tough fibers
- Juice from this yellow citrus fruit can be used in marinades
- The number after six
- _____ acids are proteins' building blocks
- Short for macaroni
- Something that's been bought is _____
- Another word for "delay" or "postpone"
- In a microwave oven, uniformly-shaped roasts help make cooking more _____
- Abbreviation for Registered Nurse
- What pudding and some pies must do
- Nutrients help people _____ active and alert

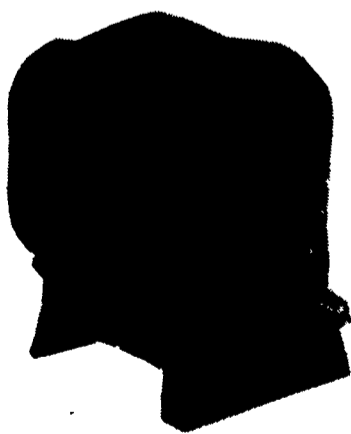
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