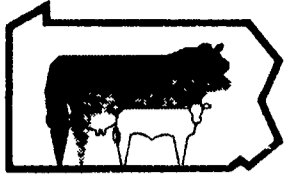


Pennsylvania



Beef Council

# The Cattle Call

January 2000 Issue

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## PA Beef Council Sports New Look At The 2000 Pennsylvania Farm Show

For the past 84 years, thousands of consumers have made their way to the Farm Show Complex in Harrisburg for the annual Pennsylvania Farm Show. This January, the Pennsylvania Beef Council will represent cattle producers with an exhibit displaying their promotional and educational efforts towards the beef industry.

The new exhibit will contain billboards portraying programs and

promotions in which the PA Beef Council has performed throughout the year, as well as, beef and veal facts. Free beef and veal recipes will be distributed to anyone visiting the exhibit and other merchandise such as hats, license plates, and cookbooks will be available to purchase.

The Beef Council is also coordinating the meat display in the Farm Show's Food Pantry

exhibit area. This display will consist of beef, veal, pork, and lamb products set up in refrigerated cases. This gives an opportunity for Pennsylvania processors to show off their products processed in PA and introduce these products to the consumers in attendance. Some of these products will be prepared by chefs and culinary students from the Lancaster County Career & Technology Center throughout the week.

## Scholarships Through PCA

Three deserving students will have the opportunity to earn a scholarship this spring through the Pennsylvania Cattlemen's Association and sponsoring animal health companies. The \$1000 and two \$500 scholarships will be awarded to students planning to further their education and plan a career in some facet of the beef, dairy, and/or veal industries. Current involvement in the industry, among other requirements, will be beneficial in applying for these scholarships. Winners will be awarded their scholarships at the annual Pennsylvania Cattlemen's banquet held on March 30 at the 2000 Beef Expo in State College, PA.

More information and scholarship applications will be available at the Pennsylvania Cattlemen's booth at this year's Pennsylvania Farm Show or by contacting Jason McCorkle at the Pennsylvania Cattlemen's Association office at (717) 986-0333.

## Winning Recipe At The 1999 National Beef Cook-Off® Calls Attention To Today's Preferences For Tasty, Quick 'n' Easy Meals

Gloria Bradley of Naperville, IL, took top honors at the 23rd National Beef Cook-Off® held in Omaha, NE on September 25. A panel of leading food professionals chose her recipe, "Fiesta Roast Beef with Tropical Fruit Relish" for its great taste and simplicity.

Bradley won \$40,000 and the title of "Best Beef." In her island-style recipe, orange juice and peel, spicy brown mustard, hot pepper sauce, green bell pepper and tropical fruit salad are combined into a fruit relish to serve with a heat-and-serve roast beef tip.

"This recipe showcases how a fully-cooked, heat-and-serve beef product can be used to create a delicious beef meal that easily can be prepared and on the dinner table in minutes," said Marilyn Weber, chairperson of the American National Cattle Women, Inc.'s National Beef Cook-Off Committee. "Americans love beef, and this recipe is perfect for quick, family dinners for weeknights."

The quick and easy recipe impressed the judges who said it

offered a unique blend of flavors and had family appeal too. This year's judging panel included prestigious food professionals led by Head Judge Nancy Byal, Executive Food Editor, *Better Homes and Gardens*. "We liked the simplicity of the recipe and the fruit combination," said Byal. "The fresh relish with the roast beef had a fresh taste and wide family appeal."

Sixteen finalists competed in two categories, eight each in "Ground Beef" and "Prepared Beef." The winning recipes, "Fiesta Roast Beef with Tropical Fruit Relish" and "Caesar Salad Beef Burgers with Garlic Crostini," were judged against each other before "Fiesta Roast Beef with Tropical Fruit Relish" was named "Best of Beef." Each category winner received \$10,000 with an additional \$30,000 grand-prize awarded to Bradley.

Jason Boulanger, a graduate student majoring in wildlife biology, was the winner of the "Ground Beef" category. He hails


from Williston, VT, and attends South Dakota State University.


The 16 finalist recipes are showcased in a new "National Beef Cook-Off® 1999 Prize Winning Recipes" brochure. To receive a free copy of the brochure, please call 1-800-848-9088, or write: Prize Winning Recipes '99, ANCW, PO BOX 3881, ENGLEWOOD, CO 80155.


This project was funded by beef producers through their \$1-per-head checkoff and was produced for the Cattlemen's Beef Board and state beef councils by the American National Cattle Women, Inc., and the National Cattlemen's Beef Association. The Nebraska and Iowa Cattle Women hosted this year's event.


The next National Beef Cook-Off will take place in 2001 in Tucson, AZ. For rules, visit [www.beef.org](http://www.beef.org) or write to: National Beef Cook-Off Rules, Dept. 01, PO Box 3881, Englewood, CO 80155  
 - Pennsylvania Beef Council -


## Check Off \$\$\$ At Work

 The Veal Menuing Awards are awarded to *Allegro's Ristorante* in Altoona and *Two Guys From Italy* in Coal Township

 The Patty Melt school food safety program has visited over 25 elementary schools reaching over 7,000 students since October.

 The Beef Backer Award is awarded to the Montgomery Grill in Philadelphia

 Veal 101, a hands on course in the complete processing of veal, was held in State College.

 Over 10 samplings of *Butcher's & Cook's* products and quick & easy beef recipes were sampled in grocery stores and industry events.

## Beef Council, Philadelphia Media Congratulate The Montgomery Grill At Beef Backer Night



Thirty members of the Philadelphia and national media congratulated the 1999 Pennsylvania Beef Council Beef Backer, The Montgomery Grill, Bala Cynwyd, PA, at festivities held November 16. Food editors from the *Philadelphia Inquirer*, *Bon Appetite* magazine, *Main Line Today* magazine and *The Server - PA Foodservice News*, were just a few guests who came to The Montgomery Grill to taste the best beef in the greater Philadelphia area and celebrate the restaurant's victory.

Guests dined on a 7-course beef and veal dinner, featuring the accompaniments of Pennsylvania. Ashley Foods and Indian Ridge Provisions donated the meat for the evening. Highlights of the meal included short ribs of beef with an apple cider-merlot sauce; grilled tenderloin of veal, served with a demi-glaze and Kennett Square mushrooms; flat iron steak with white truffle essence and Lancaster County potato spring roll & a trio of steak; filet mignon, sirloin strip and delmonico steak. Commented one restaurant critic in attendance,

"It was one of the most elegant dining experiences I've had in quite some time." At "Beef Night," Carrie Bomgardner, Pennsylvania Beef Council promotions director, also presented Adam Simon, Montgomery Grill proprietor, with the traveling Beef Backer trophy. Simon proudly accepted the honor and told the crowd, "Beef is back - we're excited that a steakhouse like ours can be filled to capacity any night of the week, with patrons dining on filet mignon or prime rib."

