

Lancaster County Beef Producers Help Busy Moms Tackle Hectic Schedules

MIDDLETOWN (Lancaster Co.) — It's back-to-school time for many American households. What busy moms want for their families is simple — great-tasting, convenient meal options with a healthy spin — meals that the whole family can enjoy and she can feel good about serving. Thanks in part to the beef industry, food editors across the country are bringing moms ideas for beef meals that can keep hectic schedules from turning into hectic mealtimes.

Lancaster County beef producers, through investments in the \$1-per-head beef checkoff program, are helping support distribution of information on beef's nutrition and convenience to magazines and newspapers across the country. And what's more, they're doing it with tremendous success. During the past year, articles and recipes developed with assistance from the beef checkoff program have resulted in 5,250 article placements in publications with a combined circulation of 803 million.

The checkoff-funded food communications program is intended to increase positive coverage of beef in the U.S. media while establishing and strengthening key relationships with editors and other food writers.

"Food editors are a key link

between the industry and the consumer," says Paul Slayton, executive director of the Pennsylvania Beef Council. "Because they determine the information that flows through their publications, they influence many popular food and cooking trends."

Convenience-oriented food communications efforts alone were responsible for more than 1,160 article placements in magazines and newspapers with a combined circulation of 68.7 million since the beginning of October 1999.

The beef industry is using the food communications program to get the word out about beef's wholesome nutrition and convenience.

"We need to continue to show how our product fits the lives of consumers today," adds Slayton. "Our checkoff-funded food communications efforts are part of a strategy to do that."

Here are two quick beef recipes that also provide your family with essential nutrients protein, iron, zinc and B-vitamins.

EASY BEEF POT ROAST AND ZESTY RICE

- 1 package (about two pounds) fully cooked boneless beef pot roast with gravy
- 1 cup uncooked long grain white rice

- 1 teaspoon chili powder
- ½ cup frozen corn
- ¼ cup prepared thick-and-chunky salsa
- 2 tablespoons chopped fresh cilantro
- ¼ cup prepared thick-and-chunky salsa

Fresh cilantro sprigs (optional)

1. Cook rice according to package directions (omitting oil or butter), adding chili powder with the rice. Remove from heat. Stir in corn, ¼ cup salsa and chopped cilantro. Let stand, covered, five minutes.

2. Meanwhile prepare beef pot roast with gravy according to package directions. Remove beef to platter; keep warm. Add ¼ cup salsa to gravy; heat through.

3. Serve pot roast with rice and gravy. Garnish with cilantro sprigs, if desired.

Total preparation and cooking time: 30 minutes.

Makes six servings.

Nutrition information per serving: 361 calories; 36 g protein; 35 g carbohydrate; 9 g fat; 4.4 mg iron; 968 mg sodium; 92 mg cholesterol.

GARLIC-PEPPER BEEF STEAK AND POTATO WEDGES

- 1 pound boneless beef top sirloin steak, cut ¾ inch thick
- 2 tablespoons chopped fresh parsley

- 1 teaspoon garlic-pepper blend
- 2 potatoes (about seven ounces each), each cut lengthwise into eight wedges
- 1 tablespoon olive oil
- ¼ cup prepared fat-free ranch dressing

1. Combine parsley and garlic-pepper blend; divide in half. Rub both sides of beef steak evenly with ½ of seasoning mixture; set aside.

2. Combine potato wedges, oil and remaining ½ seasoning mixture in medium bowl; toss to coat evenly.

3. Place steak and potatoes on rack in broiler pan so surface of beef is two to three inches from

heat. Broil steak and potatoes nine to 12 minutes until steak is medium rare to medium doneness, turning once. Remove steak from broiler pan; continue broiling potatoes one to two minutes until tender and lightly browned.

4. Carve steak into thin slices. Serve with potato wedges. Serve dressing as dipping sauce for potatoes.

Total preparation and cooking time: 25 minutes.

Makes four servings.

Nutrition information per serving: 220 calories; 28 g protein; 24 g carbohydrate; 10 g fat; 3.8 mg iron; 236 mg sodium; 76 mg cholesterol.

Register For Holiday Program

LEBANON (Lebanon Co.) — Holidays Around the World will be presented Tues, Oct. 31, and repeated Wed., Nov. 1, from 8:40 a.m. to 2:45 p.m., at the Lebanon Valley Exposition Grounds, corner of Cornwall and Rocherty Rds., next to the Lebanon Valley Agriculture Center.

The entire program will also be available divided between the two evenings, from 6:30 p.m. - 9:30 p.m.

create unusual projects, floral designs, a history of the Moravians and the legends of Santa, culinary deceptions by Frances Dietz, and displays by several organizations.

Attendance is limited. Reservations must be made by sending \$6 to cover the program costs of the hall, decorations, speakers, printing, door prizes, and refreshments. Lunch is available for an additional \$5.

The program includes presentations on holiday traditions, sewing techniques to

Specify day and time you want to attend and if meal is desired. Send check with stamped self-addressed envelop to Extension Special Fund, Lebanon Ext. Office, 2120 Cornwall Rd., Suite 1, Lebanon, PA 17042.

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