

2009 What's For Dinner Beef Cook-Off

Healthy and Nutritious Meals...with Beef!

Recipe Criteria:

- ❖ Pair one of the nutrient rich 29 lean beef cuts listed below with other important nutrient-rich ingredients such as vegetables, whole grains or fruits to create an original beef meal that promotes health and enjoyment. Choose ingredients that get the most from vitamins, minerals and other nutrients, but not too many calories. Refer to the website www.NutrientRichFoods.org for the basics in creating your nutrient rich one-dish beef meal. All ingredients other than beef must be nationally available and not brand specific. Recipe preparation and cooking time must be 45 minutes or less (marinating time not included).
- Beef used in your recipe must be one of the 29 lean cuts of beef. The 29 lean beef cuts, beginning with the leanest, include: eye round roast and steak; sirloin tip side steak; top round roast and steak; bottom round roast and steak; top sirloin steak; round tip roast and steak; 95% lean ground beef; flat half brisket; shank cross cuts; chuck shoulder pot roast; sirloin tip center roast and steak; chuck shoulder steak; bottom round (Western Griller) steak; top loin (strip) steak; shoulder petite tender and medallions; flank steak; round steak; shoulder center (Ranch) steak; and tri-tip.

How Do I Enter:

- ❖ Please send recipes to the Nebraska Beef Council at PO Box 2108, Kearney, NE 68848 or e-mail them to kroeder@nebeef.org.
- ❖ Entry deadline: Friday, August 28, 2009.
- ❖ The top five finalists will be notified by September 11, 2009.
- ❖ Finalists will prepare their recipe in Omaha at River City Roundup on Saturday afternoon, September 26, 2009 on the "What's For Dinner Cooking Stage" at the Qwest Center. Award ceremony will immediately follow the Cook-off.
- ❖ Only 1 recipe per contestant may be submitted for the contest.

Judging:

- ❖ The following criteria for judging is as follows:
 - Taste 40 points
 - Appearance 20 points
 - Convenient Preparation and Cooking 20 points
 - Healthfulness and Nutritional Balance 20 points

Eligibility:

- ❖ All contestants must be at least 18 years of age or older and a resident of the state of Nebraska.
- ❖ You are **not** eligible to enter if you are a food professional, such as a chef, food writer, home economist, food educator, caterer, dietitian or if you prepare food on a professional basis.
- ❖ You are **not** eligible to enter if you are an employee or officer of any state beef industry organization, as well as said employee's/officer's spouse, parent or children or anyone living in the household of any such employee/officer.

Prizes:

- ❖ The Grand Prize winner will receive the kitchen appliances used on the "What's for Dinner Cooking Stage." (Appliances include refrigerator, stove, dishwasher and microwave.)
- ❖ Beef Certificates will be awarded as follows: 2nd place - \$300; 3rd place - \$200; 4th place - \$100 and 5th place - \$50.

All recipes will become exclusive property of the Nebraska Beef Council.
Call NBC at 800-421-5326 or email kroeder@nebeef.org with questions.

