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## Celebrate 4<sup>th</sup> of July with 29 Lean Beef Cuts

*Grill Your Way to Good Health this Summer Season*

[LEXINGTON, KY] (JUNE 23, 2010) –Over 76 million Americans said they have taken part in a barbecue during this previous year according to *Mediamark Research & Intelligence*. It's probably safe to assume a lot of these events took place on Independence Day! Nothing brings out the sizzle in a steak like the power of the grill. Grilling is a healthy and fun way to enjoy America's favorite: beef, for your 4<sup>th</sup> of July celebrations. Not only is lean beef low in fat, high in protein and packed with essential nutrients, there are 29 lean cuts to choose from, making it easy to find a delicious addition to your healthy grilling menu.

With so many lean cuts available – from exciting new choices like the Ranch steak to traditional favorites such as T-Bone steak and 95 percent lean ground beef – you may be wondering how to choose which is best for you. Now, with the new online Interactive Meat Case available on the Kentucky Beef Council's website, [www.kybeef.com](http://www.kybeef.com) you can learn more about the variety of nutritious and satisfying beef cuts now available – including cut descriptions, recipes and cooking tips – to make the most of your next grilling occasion.

“Grilling is a low-fat and healthy way to cook that brings together family and friends to enjoy delicious food,” says Whitney Carman, Director of Consumer Affairs. “From flavorful beef kabobs to farm-fresh fruits and vegetables—everything tastes better on the grill.”

As Kentuckians fire up their grills this holiday, here are just a few simple steps to delicious and healthy grilling with the 29 lean cuts:

- **Look for Lean**
  - Six lean cuts – T-Bone, Filet Mignon, Strip steak, Top Sirloin, Top Round and 95 percent lean ground beef – have the starring role in the beef checkoff program's new national advertising campaign, “Profiles.” These cuts meet government guidelines for lean, meaning they have less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 milligrams of cholesterol per 3½ -ounce serving. Each advertisement provides information about lean beef's nutrition benefits while showcasing quick and simple ways to include beef as part of a healthful diet. Try [Beef Kabobs with Parmesan Orzo](#) or found at [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com).
- **Farm Fresh**
  - Lean beef pairs well with seasonal fruits and vegetables that are bountiful during the spring and summer. Step outside of the traditional grilling fare of burgers and corn-on-the-cob by serving your guests a cool salad made with crisp romaine and arugula, grilled sweet bell peppers and zucchini and top with slices of grilled Flank steak. For dessert: grill stone fruits such as peaches or apricots and serve with low fat frozen yogurt.
- **Mouthwatering Marinades**
  - Opt for marinades with little or no sugar to help protect meat from charring. Instead, try a taste bud-tantalizing, yet simple and tenderizing marinade by using an acidic ingredient like lemon or lime juice, balsamic vinegar or wine or a natural tenderizing enzyme found in fresh ginger, pineapple, papaya and figs.
- **Avoid the Burn**



- For even browning and cooking, turn occasionally using a spatula for burgers and tongs to turn steaks and kabobs. Do not press, flatten or pierce the meat as flavorful juices will be lost, which can also lead to fire flare-ups. And, cut off any burnt or charred pieces before eating should minimal overcooking occur.

To learn more about the new “Profiles” campaign, the 29 lean cuts of beef, the Interactive Meat Case and how to become a true grill master, visit [www.kybeef.com](http://www.kybeef.com) and [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com). You can also find recipes, nutrition information and learn about Kentucky’s own beef farmers.

Whitney Carman is available for interviews.

*Source: Mediamark Research & Intelligence, as cited in the Statistical Abstract of the United States: 2010*  
<<http://www.census.gov/compendia/statab/>>, Table 1203

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*The Kentucky Beef Council is funded by The Beef Checkoff Program, which was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen’s Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.*