



May 26, 2010
Kentucky Beef Council
Contact: Whitney Carman, Director of Consumer Affairs
176 Pasadena Drive
Lexington, KY 40503
859-278-0899
wbrown@kycattle.org

America Agrees: Nothing Says “Father of the Year” Like Steak

Dear Editor,

Things are heating up, and we’re not just talking about the weather. It’s time to light up your grill for some summer-time flavor just in time for Father’s Day. According to a recent national survey from Pelegrin Gray for the Beef Checkoff, **57 percent** of Americans said a nice steak is the meal of choice for Dad on Father’s Day. The survey also found that many Americans associate steaks with providing a break from the recession (38%), compared to pork (22%), chicken (20%) or fish (20%). So this year, give Dad a great tasting, economical gift with Beef!

No need to panic! Preparing a delicious steak dinner for Dad doesn’t have to be difficult. The Kentucky Beef Council has teamed up with Kroger for “What’s For Dinner Wednesdays” during the summer months. This promotion offers beef meal solutions that are quick, nutritious and delicious. And the great thing is, the ingredients can be found in one area of the store meat department! For Father’s Day, try the [Santa-Fe Grilled Beef Steaks and Corn](#) will be highlighted in stores.

[Beef Kabobs With Parmesan Orzo](#) can be prepared in less than 30 minutes and deliver an explosive flavor combination that will leave no doubt in Dad’s mind that he is “Father of the Year.” Other recipes like [Cucumber Ranch Steaks](#) will delight dads everywhere without leaving their families stuck in the kitchen preparing the meal.

For more information or stats on summer grilling, please feel free to contact me. You can also visit kybeef.com or BeefItsWhatsForDinner.com for hundreds of triple-tested beef recipes, prep tips and summer entertaining pointers.

Best regards,

Whitney Carman
Kentucky Beef Council
On behalf of The Beef Checkoff

Whitney Carman is available for interviews.

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.