



# MAKE the most OF YOUR BEEF

Butt Tenderloin Roast



Medallions



Stir-Fry Strips

Short Tenderloin Roast



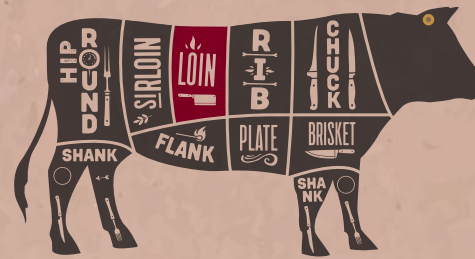
Kabob Cubes

Centre-cut Roast (Chateaubriand)



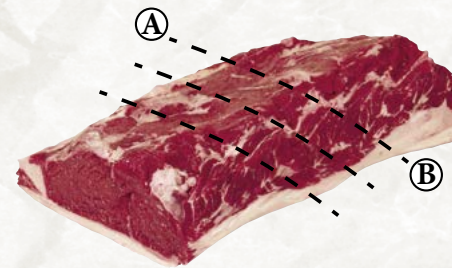
Filets





# STRIP Loin

## CARVING *how-to* WHOLE STRIP LOIN



Trim the whole Strip Loin and then cut into roasts or steaks as illustrated.  
— — — — —  
Illustrates carving direction

### PREMIUM *Oven Roast*



Cut whole Strip Loin from A to B into oven roasts that are sized to best fit your needs.

 **COOKING INSTRUCTIONS**

### *Grilling Steak*



Starting at one end of the whole Strip Loin, cut from A to B to make steaks that are 1 ¼ to 1 ½ inches (3 to 4 cm) thick.

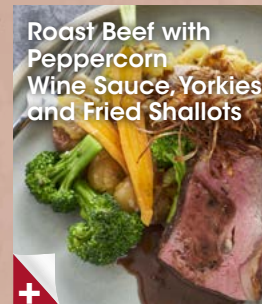
 **COOKING INSTRUCTIONS**

## CUT IT YOURSELF TO SAVE

Just as shredded cheese is more expensive than buying a block of cheese, you can save more money per pound when you buy a larger cut of beef and cut your own roasts, steaks and more. It's not hard to do, and you don't need any special equipment. For example:

- Buy a blade steak and cut it yourself into cubes for some of the best stewing beef. The thickness of the steak will determine the size of the cubes – the work is already half done for you!
- Cut steaks down to size to make them go further. See Tip (next page) for instructions on how to make Strip Loin Medallions instead of full Strip Loin Steaks.

### STRIP LOIN RECIPES



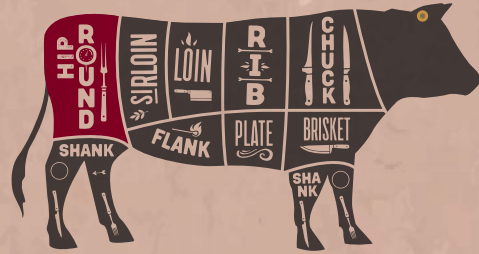
### *Tip*

#### MAKING MEDALLIONS

Cut whole Strip Loin or boneless Rib Eye lengthwise down the middle. Then, cut crosswise into pieces that are 1 ¼ to 1 ½ inches (3 to 4 cm) thick. Tie each piece with butcher twine around the middle to shape the medallions.



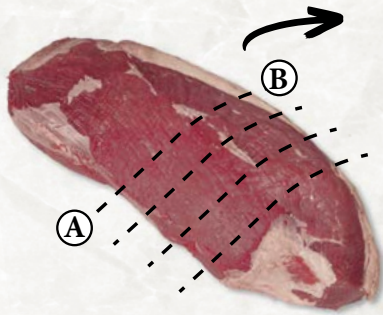
# Eye of Round



## CARVING how-to



### WHOLE EYE OF ROUND



Trim the whole Eye of Round and then cut into roasts or steaks as illustrated.

— — — — —  
Illustrates carving direction

## Oven Roast



Cut whole Eye of Round from A to B into oven roasts that are sized to best fit your needs.



COOKING INSTRUCTIONS

## Marinating Steak



Starting at one end of the whole Eye of Round, cut from A to B to make steaks that are 1-inch (2.5cm) thick.



COOKING INSTRUCTIONS



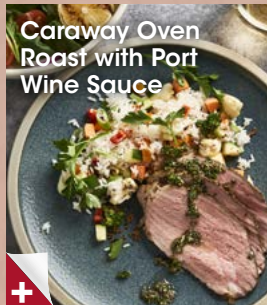
## EYE OF ROUND RECIPES



## Tip



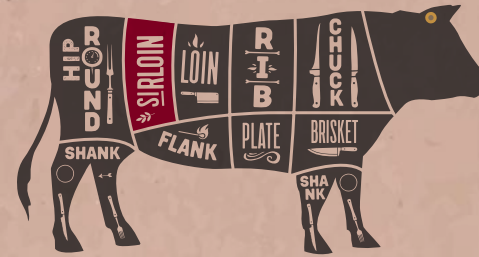
**Make your own Minute Steaks:**  
Tenderize 1/2-inch (1cm) thick steaks by pounding with the jagged side of a meat mallet on one or both sides of the steak.



Consider the yield when buying meat: it's all about the amount of meat you get for your money without the waste of bone, skin or trim that you don't eat. For example you get the same amount of meat if you buy 3 pounds of chicken legs (or thighs), or 1 pound of boneless beef. So although the package of chicken may look like a good deal, you're buying more bones than meat.

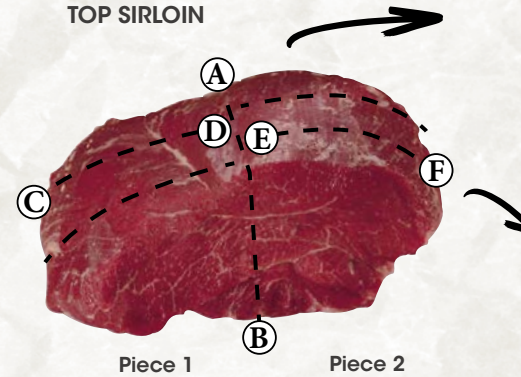
# MORE MEAT FOR THE MONEY





CENTRE PORTION  
**TOP**  
Sirloin

CARVING *how-to*   
CENTRE PORTION  
TOP SIRLOIN



Trim the whole Top Sirloin and then cut into roasts or steaks as illustrated.  
--- Illustrates carving direction

**PREMIUM**  
*Oven Roast*



Cut whole Top Sirloin from A to B to make two oven roasts (pieces 1 and 2).

 **COOKING INSTRUCTIONS**

*Grilling Steak*



Cut pieces 1 and 2 from C to D, or E to F, to make steaks that are 1¼ to 1½ inches (3 to 4 cm) thick.

 **COOKING INSTRUCTIONS**

**INVEST  
IN FOOD  
THAT  
MATTERS**

Dollar for dollar, beef delivers nutrients that are difficult to get from other foods, like iron, zinc and vitamin B<sub>12</sub>. Beef is nutrient dense, meaning less food and less calories are required to get what your body needs. With beef, you get both 'fuel food' and 'crave food' in 1 delicious package!

TOP SIRLOIN RECIPES 

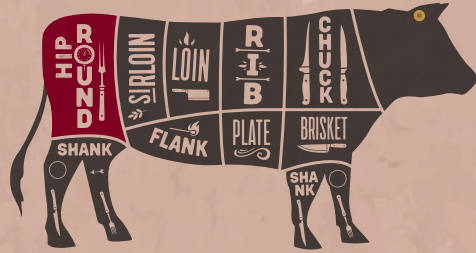


*Tip*

The pieces of meat you get after cutting a whole Top Sirloin can be used for stir-fry or satay.



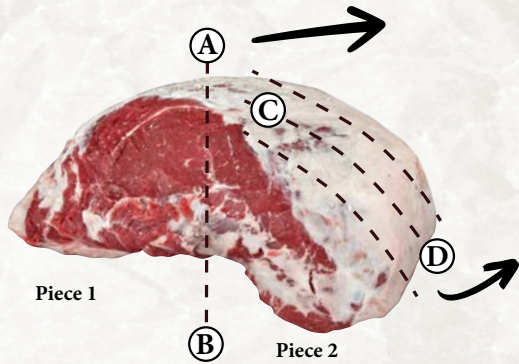
# Inside Round



## CARVING how-to



### WHOLE INSIDE ROUND



## Oven Roast

Cut whole Inside Round from A to B into oven roasts that are sized to best fit your needs.



## Marinating Steak

Cut pieces 1 and 2 from C to D to make steaks that are 1 inch (2.5 cm) thick.



Trim the whole Inside Round and then cut into roasts or steaks as illustrated.

Illustrates carving direction



## INSIDE ROUND RECIPES

## Tip



Any small pieces of meat you get after cutting a whole Inside Round can be used as marinating kabob cubes.



Madras-Spiced Oven Roast with Curry Pan Sauce



Grilled Mucho-Mexican Marinated Steak

Beef is not raised in a supply managed system and has no fixed production quota. The cost of beef is influenced by the market supply and demand. So if there is a drought that causes feed shortages, herd sizes may be reduced so less local beef will be available. And since it can take up to 2 years for cattle to grow to be ready for market, that higher price impact may take some time to resolve.

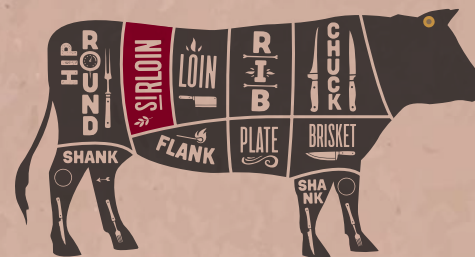
# BEEF PRICE IN FLUX



# THINK OUTSIDE THE TENDERLOIN

With over 70 cuts of beef available to choose from, there are premium and less expensive cut options to choose from. Look for the deals and learn how to have amazing meals from less pricey cuts like Blade Steak for a slow simmered curry, or thin-cut Inside Round Fast-fry steak to make an involtini (stuffed steak roll up). There's a beef cut to fit every season or every reason! Get how-to-cook information, recipes and more at the Canadian Beef Information Gateway.

cdnbeef.ca



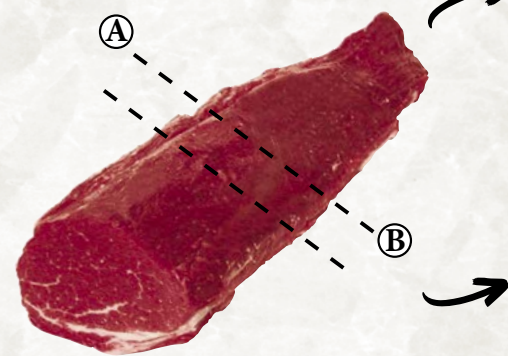
# WHOLE Tenderloin



## CARVING *how-to*



### WHOLE TENDERLOIN



Trim the whole Tenderloin and then cut into roasts or steaks as illustrated.

Illustrates carving direction

## PREMIUM *Oven Roast*



Either roast the whole Tenderloin as is or cut the Tenderloin from A to B into oven roasts that are sized to best fit your needs.

COOKING INSTRUCTIONS

## *Grilling Steak / Filets*

Starting at one end of the whole Tenderloin, cut from A to B to make steaks that are 1¼ to 1½ inches (3 to 4 cm) thick.



COOKING INSTRUCTIONS

## TENDERLOIN RECIPES



Pistachio-Crusted  
Oven Roast



20-Minute Skillet  
Steak Dinner  
for Two

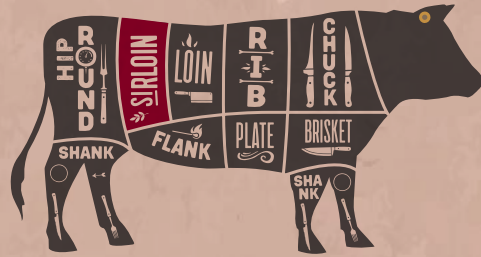


## Tip

Chateaubriand is the centre portion cut from the Tenderloin. It's the perfect sized roast for two people. Cook by grilling or roasting.

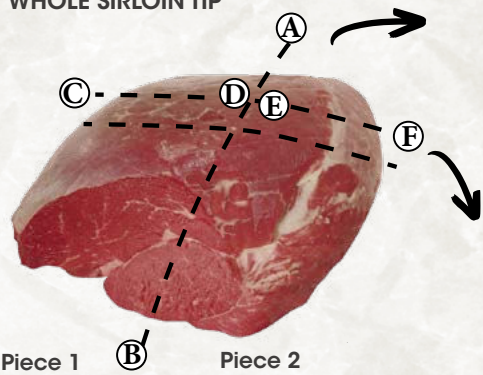


# Sirloin TIP



## CARVING how-to

WHOLE SIRLOIN TIP



### Oven Roast

Cut whole Sirloin Tip from A to B to make two oven roasts (pieces 1 and 2).



### Marinating Steak

Cut pieces 1 and 2 from C to D, or E to F, to make steaks that are 1 1/4 to 1 1/2 inches (3 to 4 cm) thick.



Trim the whole Sirloin Tip and then cut into roasts or steaks as illustrated.

Illustrates carving direction



## SIRLOIN TIP RECIPES

### Tip



Cut into thin-sliced steaks known as Fast-fry for use as a cutlet or involtini.

### Peri-Peri Oven Roast Beef with Potatoes



### Middle Eastern-Style Grilled Beef Pockets



Watch for the bulk-buy savings on larger packages of beef, or stock up on meat that's been discounted for quick sale. Divide the large packs into smaller meal-sized portions that suit your family size, wrap well and freeze for future meals.

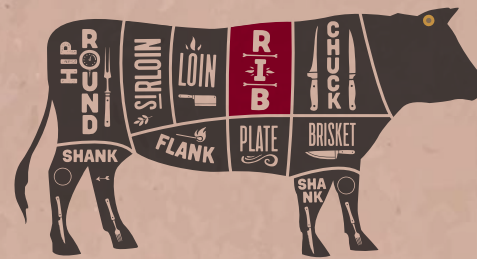


Check out at [canadabeef.ca](http://canadabeef.ca) for storage tips – includes the 'drug-store fold' video!

## STOCK UP TO SAVE

## Time & Money





# Bone-in RIB

CARVING *how-to*   
WHOLE BONE-IN RIB



**PREMIUM**  
*Oven Roast*



Cut whole Bone-in Rib from A to B into oven roasts that are sized to best fit your needs.

 COOKING INSTRUCTIONS

*Grilling Steak*




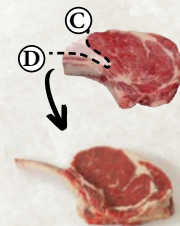
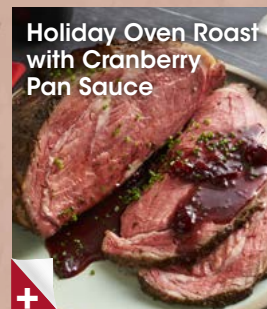
Cut whole Bone-in Rib from A to B to make steaks that are 1¼ to 1½ inches (3 to 4 cm) thick. For boneless Rib Steaks, cut the bone out from each steak.

 COOKING INSTRUCTIONS

Trim the whole Bone-in Rib and then cut into roasts or steaks as illustrated.

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Illustrates carving direction

BONE-IN RIB RECIPES 



*Tip*

To make Mini Tomahawk Grilling Steak: cut Rib Steak from C to D

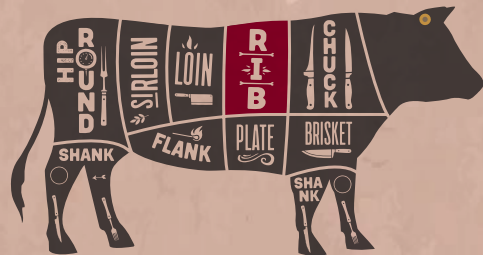
## STEAK STRETCH

Instead of the mind-set of 'steak per person' consider buying a large thick steak and cook it to carve and pass at the table. Or make the steak stretch by serving slices of cooked steak as steak sandwiches or wraps.

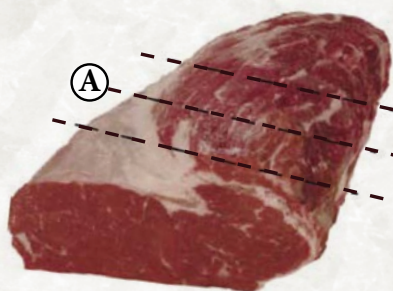
Beef Tagliata is the Italian way to serve slices of cooked steak as a salad: top dressed baby arugula with thin slices of cooked steak, shaved Parmesan cheese, cracked pepper and a drizzle of balsamic glaze.



# RIB *Eye*



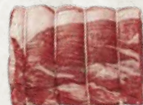
## CARVING *how-to* WHOLE RIB EYE



Trim the whole Rib Eye and then cut into roasts or steaks as illustrated.

— — — — —  
Illustrates carving direction

### PREMIUM *Oven Roast*



Cut whole Rib Eye from A to B into oven roasts that are sized to best fit your needs.



### *Grilling Steak*



Starting at one end, cut whole Rib Eye from A to B to make grilling steaks that are 1¼ to 1½-inches (3 to 4 cm) thick.



# CANADA BEEF *Quality Grades*



CANADA AA GRADE

CANADA AAA GRADE

CANADA PRIME GRADE

## RIB EYE RECIPES



Oven Roast Beef with Simple Red Wine Sauce



Grilled Steak with Peppercorn Sauce

## Tip

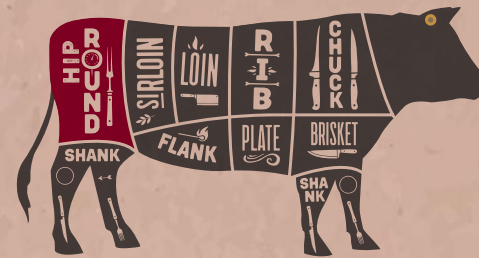
After cooking, carve steaks on the diagonal into thin slices to maximize tenderness and extend the amount of servings.

Imagine trying to pick an age-appropriate movie without ratings – you might be in for a surprise! For beef we don't have ratings, but we do have Canadian beef quality grade designations to help you decide what beef to buy. Designations of national quality standards are assigned by a certified grader as an objective way to help you purchase just what you want and expect. Whether you want the most marbling (Canada Prime) for enhanced juiciness, or less marbling for leaner premium cuts (Canada AA), the grade assigned helps you pick.



## GRADED FOR GREATNESS





# Outside Round

## CARVING *how-to* WHOLE OUTSIDE ROUND



Trim the whole Outside Round and then cut into roasts or steaks as illustrated.  
— — — — —  
Illustrates carving direction

### Oven Roast

Cut whole Outside Round from A to B into oven roasts that are sized to best fit your needs.

 COOKING INSTRUCTIONS

### Marinating Steak

Starting at one end, carve whole Outside Round from A to B to make steaks that are 1-inch (2.5 cm) thick.

 COOKING INSTRUCTIONS

## OUTSIDE ROUND RECIPES



## Tip

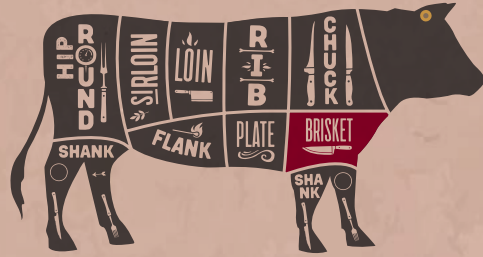
A thick Outside Round Steak can be butterflied, stuffed and rolled to get more servings from the steak.

# FOOD WASTE MATTERS

At the household level, over 5 million tons of food is wasted per year in Canada, equivalent to 139 kg of food per person, and accounting for a financial loss of \$1,766.00 per household. Manage your meat by freezing what you can't use right away – cooked or raw. Portion it out into meal quantities before freezing to save time and waste. Make 'use-up meals' each week by adding slices or dices of leftover roast beef, steak or burgers to soups, quesadillas, pasta dishes, frittatas, stir-fries and more.



# Brisket



## CARVING how-to

WHOLE BRISKET



### Flat SECTION



This thinner section of the brisket is ideal for corned beef. Tender when slowly cooked and thinly sliced.

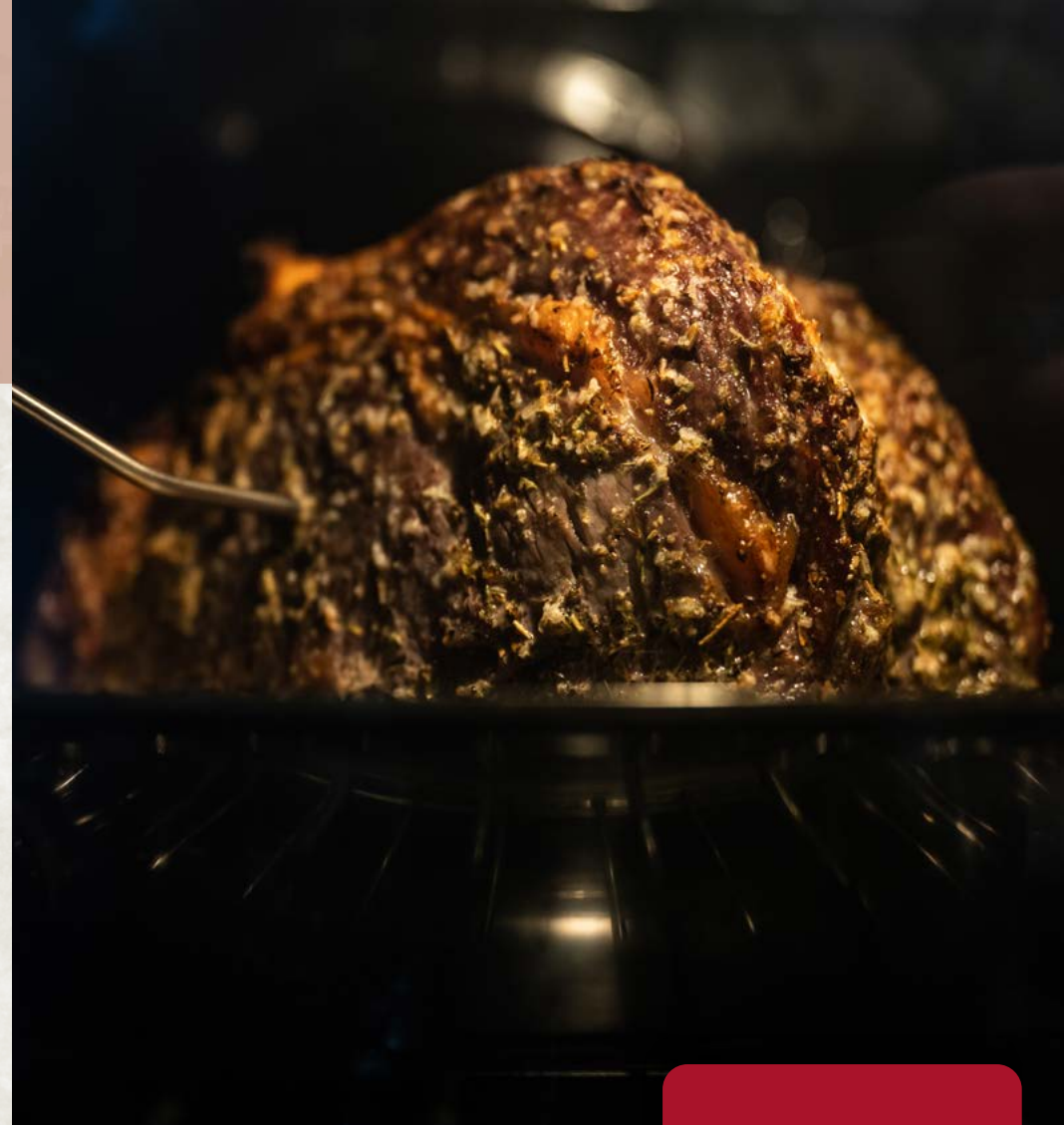


### COOKING INSTRUCTIONS

### Point SECTION



(a.k.a. Deckle/Double Point)  
This thicker section of the brisket is ideal for smoking in the barbecue or slowly simmer as a braise for pulled beef.



## BRISKET RECIPES



## Tip



Brisket can be cut into stewing cubes for curries or stews. Or mince trim to add to ground beef for a beefy boost to your burgers.

### Barbecued Dill-Marinated Roast Beef Sandwiches



### Oven-Braised Barbecue-Style Beef Roast



To make your meat go further, lower the cooking temperature when roasting and braising. Less heat means you get less loss due to 'shrink' and you'll also reap the benefits of meat that is more evenly cooked and more tender and juicy.



Check out the Oven Roast cooking instructions for our low & slow-roast method, proven in test results to provide the most juicy tender oven-roast beef that's an even doneness from edge to edge.

**LOWER  
OVEN HEAT  
=  
MORE  
MEAT**



# Canada

## A GREAT PLACE TO RAISE CATTLE



### Our Farmers and Ranchers

Canadian beef is raised by a community of over 60,000-strong beef farming and ranching families across the country. Raising beef cattle has shaped our culture and bolstered communities for over 150 years in every province across the country. Canada's beef cattle farmers and ranchers work with the resources that each province offers to raise healthy cattle and bring the best beef to your table.

**CANADIAN BEEF IS RAISED WITH PRIDE AND CARE IN EACH PROVINCE ACROSS THE COUNTRY.**

### Farms and Ranches with Beef Cattle



Canada

**60,697**

Source: 2021 Census of Agriculture

### Average Number of Beef Cows on Farms and Ranches



Canada

**69**

Source: 2021 Census of Agriculture

### Number of Cow Herds



Canada

**3,776**

Source: 2021 Census of Agriculture  
Statistics Canada; Inventory x 1,000 head



## CATTLE IN CANADA ARE LARGELY RAISED BY GRAZING ON PASTURE OR RANGE LANDS ON COW-CALF FARMS AND RANCHES

Our country provides the ideal environment for healthy cattle and the act of grazing cattle has an integral role in supporting healthy grassland ecosystems and nutrient recycling. Pasture lands are important stores of carbon and provide habitat to many species at risk as well as preservation of wetlands that otherwise may be subject to cultivation or development.

In the last few months before going to market, cattle are typically moved to feeding farms, where their diet is modified, adding grain to their feed mix in an effort to attain typical top-quality grade Canadian beef. Canada has an abundant supply of grain which includes barley, wheat, and corn. For western provinces wheat and barley are more commonly fed to cattle, and in the eastern provinces corn is the typical grain for feed. The grain used as cattle feed is typically not suitable for human consumption such as crops that have been damaged by weather conditions. Regardless, the cattle have access to a nutritionally balanced diet that is often created with the assistance of a professional working in animal nutrition.







# Get cooking

WITH THE CANADIAN BEEF  
INFORMATION GATEWAY



## INCLUDES:

Cooking know-how for 70+ cuts of beef with recipes and matching videos for each. PLUS check out 3 new inspiring modules: Recipe Collections, Diet & Wellness recipes, and World Cuisine which celebrates the diverse culinary influences of Canadian cuisine.



Recipe Collections   Diet & Wellness recipes   World Cuisine

[cdnbeef.ca](http://cdnbeef.ca)