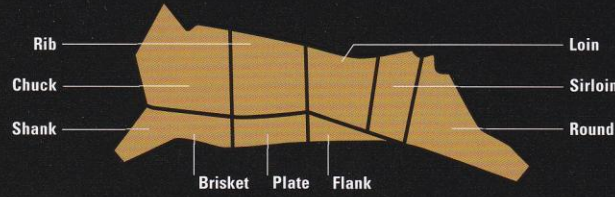


Beef Made Easy[®]

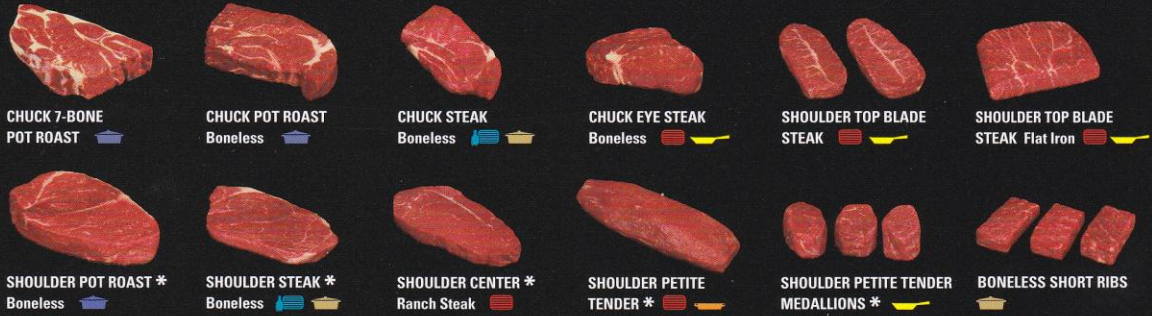
Retail Beef Cuts and Recommended Cooking Methods



BEEF
IT'S WHAT'S FOR DINNER.[®]

BEEF
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THE BEEF CHECKOFF

Chuck



Rib



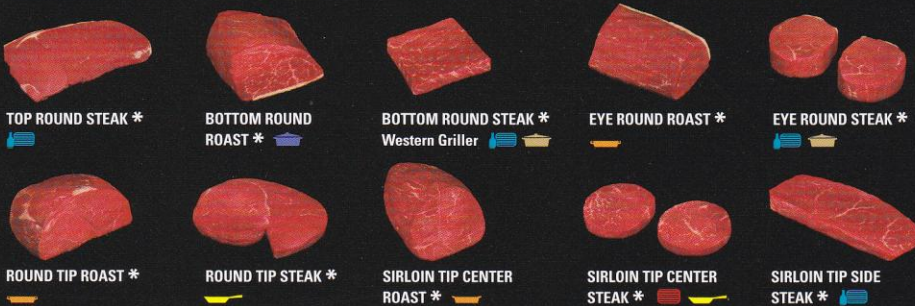
Loin



Sirloin



Round



Shank and Brisket



Plate and Flank



Other



Key to Recommended Cooking Methods

- Skillet
- Grill or Broil
- Marinate & Grill or Broil
- Stir-Fry
- Roast
- Stew
- Braise
- Pot Roast

*These cuts meet government guidelines for "lean" and are based on cooked servings with visible fat trimmed.

Lean is defined as less than 10 grams of total fat, 4.5 grams of saturated fat, and less than 95 milligrams of cholesterol per serving and per 100 grams (3.5 oz).