



Legendary Beef. Legendary Quality.



Harris Ranch is proud to offer consumers a product of exceptional quality raised to our exacting standards: California grown Harris Ranch beef. Harris Ranch's sustainable, local and home-grown beef helps support our

local and regional economies, is better for the environment and reflects our commitment to providing the freshest, most wholesome products. Plus Harris Ranch beef is California grown by ranching families committed to animal welfare.

While some markets offer their customers beef from multiple producers across the country and around the world, when you buy local, California grown beef from Harris Ranch you will know where your beef comes from.

- California grown, fed and processed
- Grain fed for superior flavor, tenderness and juiciness
- Cattle feed tested to ensure it is free of pesticide residues
- Finished beef tested for antibiotic residues above USDA standards



WHAT IS BEEF AGING?

Aging, or conditioning, of beef is a natural process that helps add flavor and tenderness to the meat. If beef is allowed to age, the natural enzymes in it will break down muscle fibers increasing the tenderness and palatability of the beef.

There are two methods used to age beef: dry-aging and wet-aging.

WET AGING *is the aging of meat in airtight, vacuum-sealed bags.*

- Aged up to 21 days on average
- Refrigerated conditions of 32 – 34 degrees F.
- Most common method for aging beef
- Produces enhanced tenderness and traditional beef flavor

DRY AGING *is the process of placing an entire carcass or wholesale cuts, uncovered, in a refrigerated room.*

- Aged up to 28 days or longer depending on the purveyor
- Aged uncovered in refrigerated conditions of 32 – 34 degrees F under strictly controlled humidity and air flow
- Less common method of aging due to complexity and increased costs resulting from yield loss
- Produces a distinctive brown-roasted beef or “nutty” flavor

NUTRITIOUS AND DELICIOUS

Beef is America's favorite protein and is also a very nutrient dense food. A 3-ounce serving of lean beef has about 150 calories on average and is an excellent source of 10 essential nutrients like zinc, iron and B vitamins. Most importantly, a single serving of beef provides nearly 50 percent of the Daily Value for protein. Surprisingly, there are more than 29 cuts of lean beef with a total fat content that falls between a skinless chicken breast and skinless chicken thigh when comparing cooked 3-oz. servings. Visit beefnutrition.org to learn more.

Also, new research connects lean beef and heart health. Lean beef as part of a heart-healthy diet has been shown to lower LDL (bad) cholesterol levels by as much as 10 percent – comparable to any other recommended heart-healthy diet. That's because half of the fatty acids in beef are monounsaturated – the same heart-healthy type of fat found in olive oil. Finally, one-third of the saturated fat in beef comes in the form of stearic acid, the same fat recognized as beneficial in chocolate for its neutral effect on blood cholesterol levels.

WHAT IS MARBLING IN MEAT?

Marbling refers to the white flecks and streaks of fat within the lean sections of meat. Marbling is so named because the streaks of fat resemble a marble pattern. Also called intramuscular fat, marbling is what gives beef its flavor, juiciness and tenderness. Marbling does not refer to the layer of fat on the outside of the steak or roast, which can be trimmed away. In general, the more marbling the beef contains, the better cut of meat it is.

Certain cuts of meat naturally have more marbling than others. The beef rib and short loin, for instance, are among the most marbled sections, while the beef round and sirloin tend to have the least marbling.

MAKING THE GRADE

The beef grading program is administered by the U.S. Department of Agriculture (U.S.D.A.). The grading system determines the quality rating of beef based on an inspection system which measures the amount of marbling in the ribeye muscle (lean) portion and combines the maturity (age) of the beef carcass to determine the inspected grade. Generally, the higher ratio of marbling and the younger the beef, the higher the grade.

PRIME *has the most marbling.* It is usually sold to high-end restaurants, although some specialty meat markets and supermarkets may carry it.



CHOICE *beef cuts tend to have a little less marbling.* Choice is the most widely available grade in the market.



SELECT *has the least amount of marbling* of these three grades making it leaner and a little less juicy and flavorful than the other two grades.



Visit our On-Line Chef at
harrisranchbeef.com

You'll find a variety of beef cuts perfectly matched to the ideal cooking method plus mouth-watering recipes.



HARRIS RANCH BEEF COMPANY 1-800-742-1955



FRESH BEEF GUIDE

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HOW DO YOU LIKE YOUR STEAK?

Grilling is one of the most popular ways to enjoy beef. Whether cooking over gas or charcoal, nothing matches the mouth-watering flavor of beef fresh from the grill.

TIPS: Bring beef to room temperature before grilling. Be creative and experiment with the many beef seasoning recipes available or keep it simple with Kosher salt, pepper and garlic. Cook over medium heat. Cooking over too hot a flame can char the outside of beef cuts while the interior remains underdone.

The degree of doneness can be confirmed using an instant-read thermometer inserted horizontally from the side but not touching bone or fat. You can also check for doneness using your finger. Rare meat moves easily when pressed with your finger, while a well-done steak is stiff. Medium-rare is right in the middle.

After cooking allow beef to stand 5 to 10 minutes before serving. While standing, the temperature will rise about 5 degrees to the desired doneness.



TIPS FOR SELECTING & PREPARING POPULAR BEEF CUTS

Selecting from the wide variety of beef cuts available in the meat case and determining the best preparation method for each can be a daunting task. These tips can help take some of the guesswork out of beef preparation to ensure success in the kitchen.

Grilling, Broiling, Pan-Broiling & Sautéing

These preparation methods are best for premium, tender steaks such as ribeye, New York, filet, T-bone, Porterhouse and top sirloin; as well as popular roasts such as tri tip and top sirloin.

- **Grilling:** A form of dry heat cooking and one of the most popular, healthy ways to prepare beef. Ideal cuts include premium steaks and tri tip roast.
- **Broiling:** Cooking beef directly under the heat element in your oven is fast and easy and helps avoid adding fat.
- **Pan-Broiling:** Sometimes called “frying without fat”, pan-broiling in a stove-top skillet is fast and works well for tender cuts.
- **Sautéing:** Also known as pan frying, this method is similar to pan-broiling except a small amount of oil is added to the pan when cooking.

Roasting, Braising and Stewing

These preparation methods are ideal for premium roasts such as rib roast as well as cuts from the chuck, round and brisket.

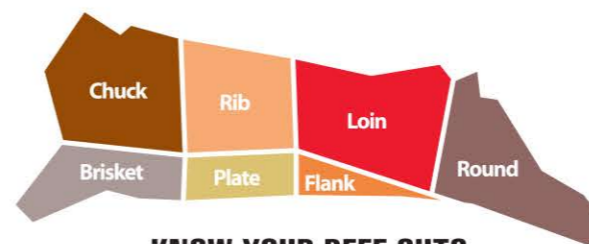
- **Roasting:** Roasting larger or thicker cuts of beef in the oven requires more time but is a simple form of cooking requiring little attention. For best results use a meat thermometer to avoid over cooking.
- **Braising:** Also known as “pot roasting”, braising is ideal for less tender cuts from the chuck and round and requires long, slow moist heat cooking using a small amount of liquid in a covered oven-safe dish or crock pot.
- **Stewing:** A slow, moist-heat cooking method ideal for cubed beef from the chuck, round or brisket when combined with vegetables and seasoned liquid.

VISIT OUR ON-LINE CHEF

Matching the correct beef cut to the appropriate cooking method is the key to moist, juicy, flavorful beef. And now it's never been easier when you use the Harris Ranch On-Line Chef. Recipes made famous by Harris Ranch Restaurant as well as complete cooking instructions for various cuts are available on-line at www.harrisranchbeef.com.

ONLINE CHEF

Easy Beef Recipes



KNOW YOUR BEEF CUTS

The various cuts of steaks and roasts available in the meat case can seem confusing at times and even a bit intimidating. We believe there is a cut of nutritious, delicious Harris Ranch beef for every occasion and customer. Here are a few of our most popular beef cuts that are ideal for grilling.



Porterhouse Steak - LOIN ●

The king of the T-Bones offering the best of both worlds! The Porterhouse provides a prized and plentiful portion of tender filet mignon on one side of the “T-shaped” bone and the unmatched flavor of a strip steak on the other side.



T-bone Steak - LOIN ●

The T-Bone is really two steaks in one. Known for the “T-shaped” bone it combines the savory flavor of the strip steak on one side plus a tender, juicy portion of filet on the other. Perfect for grilling!



Ribeye Steak - RIB ●

One of the most popular steaks! Boneless ribeye is juicy, extremely flavorful and second to none because of its rich marbling. With the rib bone attached, the ribeye becomes a rib steak that has even more exceptional flavor.



New York Steak - LOIN ●

Hearty and prized for its distinctively rich flavor, the strip steak, which comes from the loin just behind the rib area, first became associated with New York in 1937 when Delmonico's Restaurant first opened in Manhattan. A favorite of steak lovers everywhere!



Filet Mignon - LOIN ●

Hand carved from the tenderloin, the most tender cut of beef, this elegant cut has exceptional, succulent taste and melt-in-your-mouth buttery tenderness. Truly the ultimate cut of beef!



Baseball Cut Top Sirloin - LOIN ●

Carved from the heart of the sirloin and resembling a baseball in shape, hearty center cut “baseball” top sirloin steaks are lean but bursting with robust beefy flavor. A BBQ classic!

Tri Tip Roast - LOIN ●

From the bottom sirloin, tri tip gets its name from its triangular shape. Known for hearty, beefy flavor, tri tip is perfect for grilling and its tenderness is enhanced when sliced across the grain of the meat. A California classic!



Bistro Filet - CHUCK ●

Also called beef shoulder petite tender, the bistro filet is a seldom used muscle in the shoulder (chuck). It is very similar to beef tenderloin and is second only to the tenderloin filet in terms of tenderness. When sliced into medallions it is then often referred to as petite tender medallions. Delicious roasted or grilled whole.