

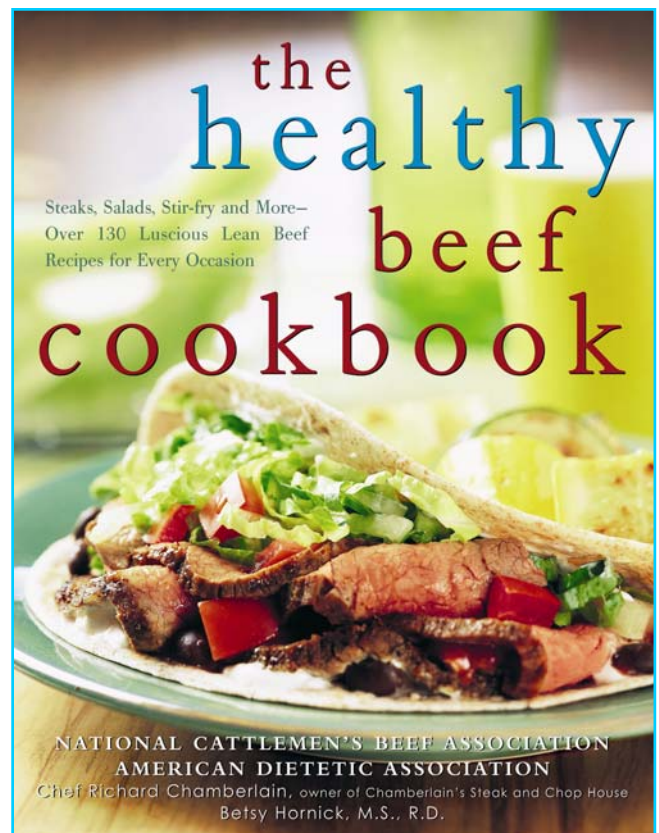
the healthy beef cookbook

Steaks, Salads, Stir-fry and More – Over 130 Luscious Lean Beef Recipes for Every Occasion

Americans love beef, and today's great-tasting lean beef is good for you too! The nutrition experts at the American Dietetic Association and the beef experts at the National Cattlemen's Beef Association, on behalf of the Cattlemen's Beef Board, partnered to create *The Healthy Beef Cookbook*, a collection of more than 130 delicious lean beef recipes, nutrition tips and culinary techniques.

COOKBOOK FACTS:

- *The Healthy Beef Cookbook* is currently available on bookstore shelves and at www.BeefItsWhatsForDinner.com and www.amazon.com.
- *The Healthy Beef Cookbook* is authored by Chef Richard Chamberlain and Betsy Hornick, M.S., R.D., who combined their culinary and nutrition expertise to bring great-tasting lean beef to the table.
- *The Healthy Beef Cookbook* contains 133 great-tasting recipes and 47 color photos.
- The recipes are satisfying and delicious for people watching their weight – nearly 75% have less than 400 calories per serving.
- *The Healthy Beef Cookbook* makes it easier for people to follow the 2005 Dietary Guidelines for Americans and MyPyramid – and “get more nutrition from their calories.”
 - 93% of the recipes are good or excellent sources of protein, iron, zinc, vitamins B₆ and B₁₂, and selenium.
 - 66% are good or excellent sources of fiber.
 - 76% are good or excellent sources of potassium.
 - 55% are good or excellent sources of magnesium.
 - 68% are good or excellent sources of vitamin A.
 - 74% are good or excellent sources of vitamin C.
 - **More than 50%** of the recipes incorporate all food groups.



For more information on *The Healthy Beef Cookbook*, please contact the California Beef Council at askus@calbeef.org or visit <http://www.BeefItsWhatsForDinner.com>.