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CHOOSE-A-ROAST

Any of the delicious beef roasts below can be substituted for the ribeye roast in the Espresso-Crusted Beef Roast recipe by following these three easy steps.

1. Heat oven to temperature specified in chart.
2. Press Espresso Rub evenly onto beef roast. Place roast on rack in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of roast, not resting in fat. Do not add water; do not cover.
3. Roast according to chart. Transfer roast to carving board; tent loosely with aluminum foil. Let stand 15 to 20 minutes. Temperature will continue to rise 5° to 10°F to reach desired doneness and roast will be easier to carve.

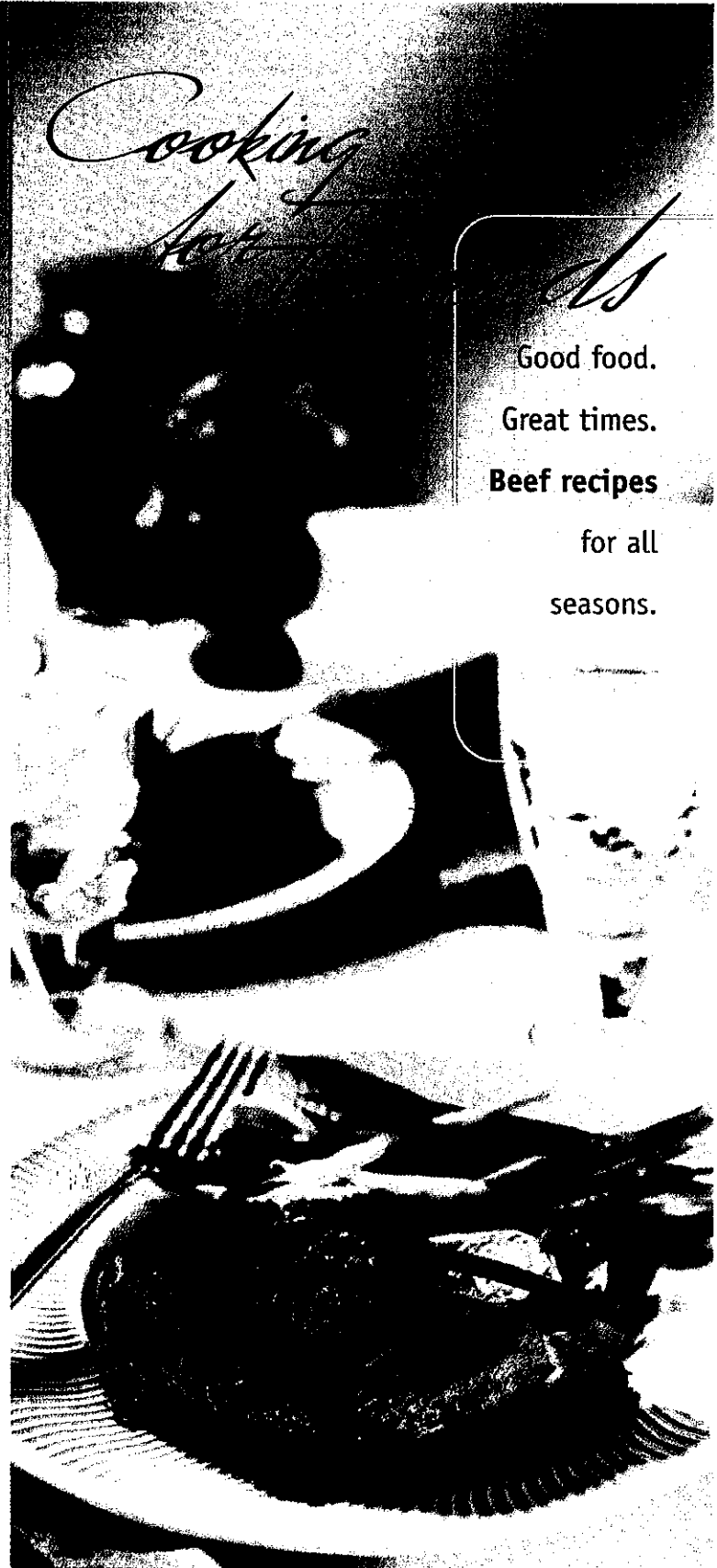
BEEF ROAST	Oven Temperature (preheated)	Weight	Approx. Total Cooking Time	Remove roast from oven when internal temperature reaches
TENDERLOIN ROAST	425°F	4 to 5 lbs	Medium rare: 50 to 60 min. Medium: 60 to 70 min.	135°F 150°F
ROUND TIP ROAST	325°F	3 to 4 lbs	Medium rare: 1-3/4 to 2 hrs. Medium: 2-1/4 to 2-1/2 hrs.	140°F 155°F
EYE ROUND ROAST	325°F	2 to 3 lbs	Medium rare: 1-1/2 to 1-3/4 hrs.	135°F
TRI-TIP ROAST* (bottom sirloin)	425°F	1-1/2 to 2 lbs	Medium rare: 30 to 40 min. Medium: 40 to 45 min.	135°F 150°F

* For 6 to 8 servings, use 2 tri-tip roasts; roasting time remains the same.

Medium rare doneness = 145°F final meat temperature after 15 to 20 minutes standing time.

Medium doneness = 160°F final meat temperature after 15 to 20 minutes standing time.

All cooking times are based on beef removed directly from refrigerator.



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This project was funded by beef producers through their beef checkoff and was produced for the Cattlemen's Beef Board by the National Cattlemen's Beef Association.

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ASSEMBLY NATURAL RES., AGRICULTURE & MINING
DATE: 2/17/03 ROOM: 3161 EXHIBIT G1-6
SUBMITTED BY: Joe Guild III



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COOKING TIPS

▼ Beef Tri-Tip Roasts:

Broil - 4 to 5 inches from heat source,
25-30 minutes*

Roast - 425° for 30-35 minutes*

Grill - 30-35 minutes over medium
coals*

*Meat temperature will be 135° for
medium rare and 150° for medium.
Tent roast with aluminum foil for 10
minutes before carving. During the
standing time the temperature will rise
5 - 10°. Carve tri-tip across the grain
into thin slices.

▼ Beef Tri-Tip Steaks, cut 1 inch thick:
Panbroil over medium heat for a total of
8 minutes, turning once.

▼ Beef Tri-Tip Stir-Fry Strips, cut 1/8
inch thick:

Stir-fry strips 1 to 1 1/4 minutes.

▼ Beef Tri-Tip Strips, cut 1/4 inch thick
and woven on skewers:

Broil about 3 inches from heat source
or grill over medium coals for 2 to 3
minutes.



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Beef
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*Funded by Nevada's Beef Producers
through their \$1 per head beef checkoff.*

IN A HURRY?

Discover how fast and flavorful a tri-tip can be with any of these quick ideas.

▼ Use any prepared Italian salad dressing
for a zesty marinade.

▼ Thinly sliced left-overs make a great
tasting French Dip.

▼ Make your mealtime a fiesta by rubbing
packaged taco seasoning on the meat
surface before cooking.

▼ Combine 1 cup prepared salsa, 1/4 cup
chopped cilantro and 2 tablespoons oil
for a Mexicali marinade.

▼ Still searching for the easiest recipe?
Just sprinkle the tri-tip with salt and
pepper or seasoning salt. This cut is so
flavorful, it doesn't need anything else.

WHAT'S NEW WITH
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THE BEEF CHECKOFF

your investment

- Recognition of "Beef It's What's for Dinner."[®] advertising is at an all time high 86 percent. Ads carrying beef convenience and nutrition messages will run 1,400 times in 2002.
- The checkoff has developed a new line of Beef Value Cuts that includes 14 new steaks and roasts designed to compete with other moderately priced proteins.
- The checkoff has helped spur the development of convenience beef sections in 12,000 grocery stores.
- The checkoff has been striving to recover the Japanese marketplace for U.S. beef, after BSE was discovered in the Japanese cattle herd, through an extensive "desire" beef campaign.
- The ongoing partnership with Taco Bell[®] has resulted in sales of more than 30 million pounds of beef annually.
- *Vealstore.com* offers a new channel for selling veal to consumers.
- The checkoff-funded Council for Women's Nutrition Solutions presented beef nutrition information at the American Dietetic Association's annual conference, reaching more than 9,000 nutrition leaders.
- Youth public relations efforts featuring Olympic figure skater Sasha Cohen have reached 14 million girls with beef enjoyment and nutrition messages.
- An all time high 89 percent of consumers are confident U.S. beef is safe from BSE.



Brought to You by America's Beef Producers

For more information, contact

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