“DINE IN” WITH BEEF & VEAL, FAMILY-FRIENDLY RECIPES
THE BEEF CHECKOFF PROGRAM

Non-profit organization

Working on behalf of Pennsylvania’s 25,100 beef, dairy and veal producers

Work in cooperation with the National Beef Checkoff Program

Mission Statement: Be a unified voice for our beef & veal partners by sharing their legacy of commitment with the families enjoying dinner with us.
TODAY’S GOALS

Overview of the Beef & Veal Resources available to you and your students
- Beef It’s What’s for Dinner Website
- Veal Made Easy Website
- Veal Farm Website

Beef & Veal in the Classroom Grant Program

Beef & Veal in the Classroom Toolkit

Virtual Farm Tour Opportunity

Recipe Demonstration – Ground Beef & Pasta Skillet Primavera

Q&A
BEEF RESOURCES

Beef Recipes
Beef Cooking Lessons
Beef Cuts Education
Beef Nutrition Information & Education
Meet the Beef Community
Beef Supply Chain Resources

One integrated website -
www.beefitswhatsfordinner.com
Veal Resources

Veal Recipes
Veal Cooking Lessons
Veal Cut Information
Veal Nutrition Information
www.vealmadeeasy.com
How Today’s Veal is Raised

Animal Care

Food Safety

Veal Quality Assurance

www.vealfarm.com
DISCOVERING FARMLAND

Lesson Plans and Curriculum designed to support the Farmland Film

We highly recommend showing the Farmland Film as part of your protein lesson
TRUE BEEF

Lesson Plans and Curriculum designed to support the True Beef Documentary

We highly recommend showing the True Beef film as part of your protein lesson
The program was launched during the 2011-2012 School Year.
Veal was added the following year.
We will be offering 20 Beef Grants and 40 Veal Grants for the 2018–2019 School Year.
During the 2017–2018 School Year we received:
- 26 Beef Requests
- 29 Veal Requests
BEEF & VEAL IN THE CLASSROOM GRANTS

All of the program information is available on our website – www.pabeef.org

Online Application Form – applications are accepted on a first-come, first-serve basis

We are very grateful for the support of Mountain States Rosen and Marcho Veal for their support of the program and fulfilment of the veal grant requests
BEEF & VEAL IN THE CLASSROOM TOOLKIT

Educator PowerPoint Lessons for both beef and veal
   - Student Worksheets to follow along both lessons

Lesson Review BINGO

Recipe Contest Guidelines

Printed Resources
   - Cut Charts
   - Nutritional Information

Pre and Post-Lesson Surveys for Students

Beef Cut Chart for Classroom
CLASSROOM TOOLKIT EXPECTATIONS

1. Signed Affidavit Each Year
2. Meet ALL Expectations outlined in Affidavit
3. Submit Photos of Lesson/Toolkit Being Used in the Classroom
4. Pre-Lesson and Post-Lesson Surveys

*If your school administration has rules in place that prevent you from meeting all expectation, I will work with you on a case-by-case basis to modify the affidavit expectations.
NEW CLASSROOM-FRIENDLY VEAL RECIPES

Partnership with Carla Cardello of the Homemade in the Kitchen blog

Veal Shepherd’s Pie Baked Potatoes – using Ground Veal
Emphasizes a variety of skills/topics:
• Time Management
  • Multitasking between cooking the veal while the potatoes cook
• Salting as you cook versus salting at the end
• Utilizing frozen vegetables, if fresh are not available

Veal Stroganoff – using Boneless Veal Stew Meat
Emphasizes a variety of skills/topics:
• Time Management
  • Meat needs marinated the night before
  • Multitasking between boiling water for pasta and cooking the meat
• Importance of a Marinade
• Simmering versus Boiling
Take your students to the farm without leaving your classroom!

Thanks to modern technology we are able to live stream a farm tour with you and your students using video conferencing.

We will be hosting one beef and one veal farm tour opportunity this September:

- Multiple classrooms/schools can join in on the farm tour – there will be two dates (one beef, one veal).

Tour will be tailored to fit the needs of your class length, etc.

Technical support provided to educators by Shift-o-logy prior to the day of your farm tour.
VIRTUAL FARM TOUR EXAMPLE
Ground Beef & Pasta Skillet Primavera

This Italian-inspired recipe is a one-pot, fun to make and eat dish that combines ground beef, pasta, fresh zucchini and yellow squash. This recipe is certified by the American Heart Association®.

Key Points:

- 30 minutes – one pan
- Emphasizes knife skills and food safety
- 31.7 grams of protein per serving (63% of Daily Value)
- 7 mg of Zinc per serving (45% of Daily Value)
- 296 Calories per serving (only 15% of Daily Value)
QUESTIONS?

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