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RECIPE AND PHOTO AVAILABLE UPON REQUEST

## **Inaugural "RDs Love Lean Beef" Grand Prize Recipe Winner Features Thai Braised Beef Shank**

*Mary Herrstrom of Collegeville, Pennsylvania, Wins  
With Lean Cut and Unique, Ethnic Flavors*

**CENTENNIAL, CO (April 19, 2010)** – Registered dietitian, Mary Herrstrom of Collegeville, Penn., won the first-ever "RDs Love Lean Beef Recipe Contest" with her culinary creation for "[Thai Braised Beef Shank and Fresh Pickled Vegetable Salad](#)," taking home a grand prize worth \$450, which includes registration fees for the 2010 American Dietetic Association's Food and Nutrition Conference & Expo, taking place in Boston this November.

Registered dietitians nationwide submitted their favorite healthy recipe featuring one of the 29 lean cuts of beef, which include T-Bone, tenderloin and flank steaks. Herrstrom's winning recipe is a delicious and refreshing salad that pairs lean beef with a variety of vegetables and seasonings typical in Thai cuisine. The result is a unique and tasty combination that proves just how versatile lean beef can be.

"I love lean beef because it is so versatile and makes a great foundation for ethnic cooking," said Herrstrom of her recipe. "Beef becomes a familiar taste among exotic spices. It's like bumping into an old friend in a new place."

Not only is lean beef versatile and delicious, it's good for you too. On average, a 3-ounce serving of lean beef is only 154 calories yet an excellent source of 5 nutrients (protein, zinc, vitamin B<sub>12</sub>, selenium and phosphorous) and a good source of 5 additional nutrients (choline, niacin, vitamin B<sub>6</sub>, iron and riboflavin).

What's more, each of the 29 lean cuts all have less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 95 milligrams of cholesterol per serving. And with 29 lean cuts to choose from, including some of Americans' favorite steaks, roasts and ground beef, it's easy to create a wide variety of delicious and healthful meals that your family – and your favorite registered dietitian – is sure to love.

Herrstrom's recipe for "Thai Braised Beef Shank and Fresh Pickled Vegetable Salad" is available now at [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com). And while you're there, be sure to check out many of the other healthful and unique ethnic recipes featuring lean beef in the Recipe section, including: Beef Spring Rolls with Carrots and Cilantro, Mediterranean Braised Beef, Ancho Chili Beef on Cornbread and many more.

For a complete listing of the 29 cuts of beef, consumers can download a 29 Lean Cuts Wallet card by visiting [PABeef.org](http://PABeef.org) and [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com). You can also find nutrition information and learn more about how to include naturally nutrient-rich lean beef into your healthy eating plan.

*The National Cattlemen's Beef Association is a contractor to the national Beef Checkoff Program, which is administered by the Cattlemen's Beef Board. The Federation of State Beef Councils represents Qualified State Beef Councils and works to coordinate state and national programs designed to strengthen the beef industry's position in the marketplace. Consumer-focused and producer-directed,*

*NCBA and its Federation of State Beef Councils work together as a marketing organization on behalf of the largest segment of the food and fiber industry.*

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