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TexasBeef Checkoff Goes Red with American Heart Association Partnership

AUSTIN, TX - The Texas Beef Council (TBC) is partnering with the American Heart Association (AHA) to share with consumers the many ways beef can be a part of a heart-healthy diet. The partnership began in February with National Heart Month efforts where beef was showcased on television cooking segments, radio interviews and at retail store-front promotions. “Because the beef industry bases our nutrition information in science, we are able to partner with the AHA and showcase the research and initiatives, like 29 lean beef cuts, that provide heart-healthy options for consumers,” said Stacy Bates, TBC nutrition manager and registered dietitian. “Promotions like the ‘Love Your Heart Lean Beef’ include the AHA logo and enhance our nutrition outreach efforts.”

In conjunction with the AHA GoRed! for Women campaign, TBC hosted “GoRed! Nourish you Heart with Lean Beef” retail store-front events across the state distributing more than 2,000 lean beef samples and 25,000 beef recipes and nutrition information. Throughout these events TBC also participated in nine live radio remotes promoting the activities and encouraging listeners to visit the stores to learn more about beef and heart-health. Beef was also featured on 1,100 heart-healthy radio advertisements and interviews reaching two million listeners an average of five times each in the Austin, Houston and Dallas markets.

The partnership was also showcased on the Texas checkoff’s monthly television cooking segments reaching over 257,000 viewers. An AHA representative appeared on two of the nine television segments with TBC Chef Tiffany Collins where she conducted a delicious heart-healthy beef recipe from the checkoff-funded The Healthy Beef Cookbook. The segments focused on heart-health awareness and provided beef nutrition information. “The beef industry has made significant strides when it comes to producing a wholesome and nutritious product that fits into a heart-healthy diet and lifestyle,” said Richard Thorpe, M.D., cow-calf producer and chairman of the TBC nutrition committee. “For more than 20 years the Beef Checkoff Program has funded research studies that have been instrumental in providing accurate beef nutrition information to not only consumers, but leaders within the health professional community.”

The partnership will last through December and will be integrated and utilized in all checkoff program areas including retail and foodservice, nutrition, communications and consumer promotions. Upcoming events highlighting the partnership include GoRed! for Women Luncheons, running and fitness events, tailgating promotions, Mother’s Day events, health professional conferences and meetings, wine and food festivals and health professional advertisements.

For more information on beef nutrition and other checkoff programs, visit www.texasbeef.org or call (800) 846.4113. You may also call the Texas AgriLife Extension Service office at 903-473-5000, ext. 157.

Asian Express Beef Lettuce Wraps

Ingredients

1-1/2 lbs. lean ground beef
1/2 cup [hoisin sauce](#)
1/2 cup Asian peanut sauce
1 medium cucumber, seeded, chopped
1/4 cup torn fresh mint leaves
salt and pepper
12 large Boston lettuce leaves (about 2 heads) or iceberg, or romaine lettuce
fresh mint leaves

Instructions

[Brown](#) ground beef in large nonstick skillet over medium heat 8 to 10 minutes, or until beef is no longer pink, breaking up into small crumbles. Pour off drippings. Stir in hoisin sauce and peanut sauce; heat through.

Just before serving, add cucumber and torn mint; [toss](#) gently. Season with salt and pepper.

Serve beef mixture in lettuce leaves. Garnish with mint leaves.

Nutritional Information Nutrition info per serving: **337 Calories; 11g Total Fat; 5g Saturated Fat; 115mg Cholesterol; 18g Carbohydrates; 3g Dietary Fiber; 6mg iron 641mg Sodium; 40g [Protein](#); 9mg [Zinc](#); 3mcg vitamin_b12.**

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