

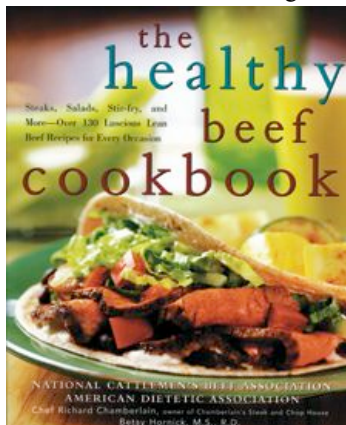
Angus Productions Inc.'s coverage of the



Healthy Beef Cookbook

News release by the Cattlemen's Beef Promotion and Research Board

DENVER, CO (Feb. 3, 2006) — A cookbook introduced by the Beef Checkoff Program and the American Dietetic Association is generating wide publicity in newspapers across the country. A report about the success of *The Healthy Beef Cookbook: Steaks, Salads, Stir-Fry and More* was made at the Joint Nutrition and Health Committee meeting during the 2006 Cattle Industry Annual Convention and Trade Show in Denver.



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According to media research, nearly 80 million consumer impressions have been created as a result of publicity about the cookbook in newspapers and magazines nationwide. Among papers running stories or items about the book include the *Philadelphia Inquirer*, *Detroit Free Press*, *St. Louis Dispatch*, *Omaha World Herald*, *Honolulu Advertiser* and *Austin American-Statesman*. The *National Examiner* (which reaches nearly 1.7 million readers) ran a story on the cookbook and gave away five copies to its readers. *Drover's* also profiled one of the co-authors, Chef Richard Chamberlain, in its current edition.

The book was produced by the food and nutrition experts of the American Dietetic Association and the beef authorities at the National Cattlemen's Beef Association (NCBA), on behalf of the Cattlemen's Beef Promotion and Research Board (CBB). It was co-authored by Richard Chamberlain, nationally known chef and owner of Chamberlain's Steak and Chop House in Dallas, Texas, and registered dietitian Betsy Hornick.

The Healthy Beef Cookbook contains more than 130 delicious and nutrient-rich recipes, color photos, nutrition tips, and culinary techniques that feature lean beef. Many of the recipes take 30 minutes or less to prepare.

Unveiled in October at the American Dietetic Association's Food & Nutrition Conference & Expo in Saint Louis, Mo., the book is now available wherever books are sold and on Web sites like www.amazon.com.

"We're thrilled with how *The Healthy Beef Cookbook* has taken off," said CBB member Mike Cline, an Iowa beef producer and chairman of the Joint Nutrition & Health Committee. "As more and more bookstores around the country carry the book, its value to

consumers and to the beef industry will be even greater.”

Taking advantage of new U.S. Department of Agriculture (USDA) data that shows 29 beef cuts meet government guidelines for lean, *The Healthy Beef Cookbook* highlights all lean cuts in nutritious recipes that were thoroughly tested by the checkoff-funded Culinary Center. All 29 lean beef cuts have, on average, one more gram of saturated fat than a skinless chicken breast per 3-ounce (oz.) serving.

“Getting the book to the shelves took three years,” says Mary K. Young, NCBA executive director of

nutrition. “But the end results will prove the effort was worth it. Showing consumers that the beef they love is good for them too is a key goal of the Beef Checkoff Program. *The Healthy Beef Cookbook* presents beef to consumers as the contemporary, lean, nutrient-dense and very delicious product that it is.”

To purchase *The Healthy Beef Cookbook* or to download lean beef nutrition facts and a Lean Cuts Wallet Card, go to www.BeefItsWhatsForDinner.com.



Editor's Note: This release is adapted from a news release distributed by the Cattlemen's Beef Promotion and Research Board. For the original release or for more information about the organization, click the "Press Releases" link at www.beefboard.org.