

2009 WHAT'S FOR DINNER BEEF COOKOFF

Family Favorites Recipe Information:

If you have a one-dish healthy beef recipe that receives rave reviews from family and friends, the "What's For Dinner" beef cookoff is the contest for you! And by one-dish, we're not just talking casseroles. Think salads, kabobs, stir-frys. The options are limitless. Pair one of the nutrient-rich lean beef cuts listed in the **29 Ways to Love Lean Beef** chart posted on the web site www.kansasbeef.org with other important nutrient-rich ingredients such as vegetables, whole grains or fruits to create an original one-dish beef meal that promotes health and enjoyment. All ingredients, except beef, must be nationally available and not brand-specific. Recipes should yield four to six servings. Preparation and cooking time must be 30 minutes or less (marinating time not included).

- ◆ Beef used in recipe must be a fresh beef cut.
- ◆ Finalists will give a cooking demonstration and explain recipe on stage.
- ◆ Cooking stage equipment will include: electric grill, electric cook top, electric skillet and microwave.

How Do I Enter:

- ◆ Send recipe to the Kansas Beef Council at 6031 SW 37th Street, Topeka, KS 66614 or e-mail kbc@kansasbeef.org.
- ◆ Entry deadline: Friday, August 7, 2009.
- ◆ The top eight finalists will be notified by August 21, 2009.
- ◆ Finalists will prepare their recipes on Saturday, September 19, 2009, in the Domestic Arts Building on the Kansas State Fair Grounds between the hours of 11 a.m. and 3 p.m.
- ◆ Only one recipe per contestant may be submitted for the contest.

Judging:

The following criteria will be used for judging:

- ◆ Taste—50 points
- ◆ Ease of Preparation—30
- ◆ Overall Appeal and Presentation—20 points

Eligibility:

- ◆ All contestants must be at least 18 years of age and residents of Kansas.
- ◆ You are **not** eligible to enter if you are a food professional such as a chef, food writer, home economist, food educator, caterer, or dietitian, or if you prepare food on a professional basis.
- ◆ You are **not** eligible to enter if you are an employee or officer of any state beef industry organization, as well as said employee/officer's spouse, parent or child.

Prizes:

- ◆ The grand prize winner will receive a \$300 cash prize.
- ◆ 2nd, 3rd and 4th places will receive \$200, \$150 and \$100, respectively.

**All recipes will become the exclusive property of the
Kansas Beef Council.**

Call the Kansas Beef Council at 785-273-5225 or
E-mail kbc@kansasbeef.org with questions.