



BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

AGRI CENTRE - #4 - 10145 DALLAS DRIVE, KAMLOOPS, B.C. V2C 6T4 PHONE (250) 573-3611 FAX (250) 573-5155

For immediate release August 26, 2010

NEWS RELEASE

Celebrate BC Ranchers with Save-On-Foods

With so many beef cuts available in the meat counter, consumers often appreciate help choosing the right one. BC ranchers and Save-On-Foods have joined forces to help customers with their beef selection and at the same time learn about where their food comes from.

BC ranchers will be in Save-On-Foods stores throughout the lower mainland on August 28 & 29 to participate in the *Meet A Rancher* initiative (schedule attached). Save-On-Foods team members will be offering samples of their product and ranchers will be available to help customers with beef selection and recipe ideas.

"The *Meet A Rancher* initiative will help give consumers a better understanding of how BC beef gets from our ranches to your table," explains Mark Grafton of the Bar K Ranch in Prince George.

Save-On-Foods has invited several BC ranching families to their stores as a way to help consumers make better choices about the nutritious, healthy, high quality beef produced right in here BC.

"Come to the store, see photos of our ranches, our families and our animals. You might even be able to convince my wife, Erika, to share her secret to making any cut of beef tender every time," says Doug Fossen, rancher from Rock Creek.

Mark Grafton of the Bar K Ranch in Prince George explains, "We take pride in raising our cattle in a way that is healthy for the environment, provides the animals with proper care and attention and supports BC communities."

Save-On-Foods is also excited about giving urban consumers the opportunity to meet rural food producers. "Our customers are eager to learn more about their food," says Save-On-Foods' official Ken Clark, "who better to learn from than real ranching families."

Media and the public are invited to come to any of the Save-On-Foods stores listed below to "Meet A Rancher." Stop by, sample some beef and talk to BC ranchers about beef, how to select it and create a mouthwatering beef dish.

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For an Interview, please contact:

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Pomegranate & Citrus Beef Salad



- 1 Pomegranate *
- 3 dried figs
- 1 clove garlic
- ¼ cup white wine vinegar
- Salt and pepper
- 1 lb Beef Marinating Steak (Inside Round, Sirloin Tip or Flank), 1-inch (2.5 cm) thick
- 1 pink grapefruit
- 8 cups mixed baby greens OR bagged salad greens
- 1 jar (6 oz/170 mL) marinated artichokes, drained and halved
- ½ cup thinly sliced red or green onion

Citrus Dressing (recipe follows)

Place half the seeds from pomegranate into blender, reserving remaining seeds. Add figs, garlic and vinegar to blender; blend until paste-like. Season with salt and pepper to taste; place in large sealable freezer bag. Pierce beef all over with fork. Add to freezer bag and refrigerate 30 minutes.

Meanwhile cut peel and pith off grapefruit. Separate and reserve sections, collecting and squeezing out juice from membranes; set sections aside and reserve juice.

Discard marinade and grill or broil steak using medium-high heat, 5 to 6 minutes per side for medium-rare. Slice beef thinly across the grain. Divide salad greens among 4 serving plates; top with beef strips, grapefruit sections, artichoke hearts and onion. Drizzle each with Citrus Dressing and garnish with reserved pomegranate seeds.

Citrus Dressing: Add enough white wine vinegar to reserved grapefruit juice to make 1/2 cup (125 mL). Whisk in 2 tbsp (30 mL) EACH olive oil, liquid honey and chopped fresh mint and 1/2 tsp (2 mL) grainy Dijon mustard; season with salt and pepper to taste.

Chef's Notes: Although Beef Marinating Steaks normally take 12 to 24 hours to marinate, the powerful natural enzymes in the figs tenderize these steaks in a fraction of the time.

* If pomegranates are not available, use 2 peeled kiwi for the beef marinade and garnish with dried cranberries.

Recipe courtesy of the Beef Information Centre
www.beefinfo.org

- 100% Western Canadian
- Aged a Minimum 14 Days
- AA/AAA Quality
- Guaranteed Tender

PROUDLY SUPPORTING LOCAL RANCHERS



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Background:

In 2004, Save-On-Foods developed a long-term partnership with the BC Cattlemen's Association to develop a 100% Western Canadian brand of beef that would help stimulate demand for BC and Western Canadian beef. The Western Family™ beef brand, exclusive to Save-On-Foods and its sister stores, was launched in 2004 and has proven to be a successful partnership between the cattle industry and the BC-owned grocery store chain.

The British Columbia Cattlemen's Association is the official voice of the BC beef cattle industry. Since 1929, the Association has represented the interests of beef cattle producers and continues to work on issues affecting the industry on behalf of our 1,200 rancher members.

Save-On-Foods is a proudly Western Canadian company. We are known for our innovative ideas, our commitment to local communities and our support of local growers, suppliers, and producers. We carry more than 300 varieties of produce from local family-operated farms and ranches in BC and Alberta. We feature local cheeses made especially for us, and we're proud to offer 100% Western Canadian beef, sold under our very own Western Family™ label.

Meet A Rancher Program Schedule

Saturday August 28, 2010		Sunday August 29, 2010	
Morning 9:00 AM – 12:00 PM	Afternoon 2:00 PM – 5:00 PM	Morning 9:00 AM – 12:00 PM	Afternoon 2:00 PM – 5:00 PM
Walnut Grove 8820-210 th Steet, Langley	Willoughby 20255-64 th Street, Langley	Port Coquitlam 2385, Ottawa Street	Pinetree 2991 Lougheed Hwy, Coquitlam
Park & Tilford 333 Brooksbank Ave, North Vancouver	Lynn Valley 1199 Lynn Valley Road, North Vancouver	Nordel 12130 Nordel Way, Surrey	Newton 100-7320 King George Hwy, Surrey
Madison 4399 Lougheed Hwy, Burnaby	Highgate 200 – 7155 Kingsway, Burnaby	West Maple Ridge 300-20395 Lougheed Hwy, Maple Ridge	East Maple Ridge 22703 Lougheed Hwy, Maple Ridge
Abbotsford 2140 Sumas Way	Aldergrove 100-26310 Fraser Hwy,	Fleetwood 9014-152 nd Street, Surrey	South Point 3033-152 nd Street, Surrey

Media Contacts:

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