



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

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NEWS RELEASE

Eat Beef ... It's BC Beef Day

Today is BC Beef Day.

BC Premier Gordon Campbell proclaimed June 2nd as BC Beef Day. Ranchers from all around the province are at the legislature today to help celebrate the occasion and raise awareness about the importance of the BC ranching industry.

Cattlemen will be celebrating BC Beef Day at the Parliament Buildings and offering a beef barbeque lunch to guests.

In her welcome speech today at the legislature, BC Cattlemen's Association new President Judy Guichon says, "Lets make the most of this opportunity today, to share a meal while talking about what ranching means to British Columbia and how we can continue to bring wholesome BC beef to supper tables in the years ahead."

Guichon thanked Premier Campbell for declaring today BC Beef Day and for acknowledging the important role ranching families play in our communities. Minister of Agriculture & Lands Hon. Steve Thomson, along with members of the Ranching Task Force and co-chair MLA Dr. Terry Lake were also recognized for giving the industry a vehicle to have the concerns of our industry heard and addressed.

"BC Beef Day is a recommendation from the Task Force intended to raise the profile and awareness of ranching within Government," explains Kevin Boon, BCCA General Manager.

For over 150 years, ranching has been a backbone of rural communities around British Columbia. Help celebrate locally grown, environmentally sustainable beef production today.

We invite you to enjoy beef for supper today.

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[Beef recipe & photos courtesy of Beef Information Centre.](#)

CONTACTS:

Kevin Boon, G/Manager
Cell 250-320-3611

Judy Guichon, President
Cell 250-320-3611*

* BCCA representatives can be reached for interviews while at the BC Beef Day celebrations on June 2, please call the BCCA mobile phone 250-320-3611.

High Sticking

There's no penalty when it comes to making these speedy kabobs. You get a delicious all-in-one dinner, packed with the powerful protein that lean Canadian beef provides along with the goodness of grains and grilled veggies. You shoot – you score!

Moroccan-Style Beef Brochettes

This recipe features a zingy lemon dressing that works as a 3-for-1 bonus: you get a marinade for the meat, dressing for the couscous and dipping sauce for the brochettes. Other lean beef you can choose: Flank Steak, Sirloin Tip or Strip Loin Steaks.

Preparation: 5 minutes

Marinating: 15 minutes

Cooking: 10 minutes

2		cloves garlic, minced
2		green onions, thinly sliced
1/4 cup	(50 mL)	minced fresh cilantro
		Grated rind and juice of 1 lemon
2 tbsp	(30 mL)	mild curry paste
4 tsp	(20 mL)	olive oil
1 tbsp	(15 mL)	minced gingerroot
Pinch		salt
1 lb	(500 g)	Top Sirloin Beef Grilling Steak (1-inch/2.5 cm thick), trimmed and cut into 1-inch (2.5 cm) cubes
1 cup	(250 mL)	whole wheat couscous
1		EACH sweet red and green pepper, seeded and cut into 1-1/2-inch (4 cm) chunks
1/2 cup	125 mL	low-fat plain yogurt

1. **Combine** 1/2 cup (125 mL) water, garlic, green onions, cilantro, lemon rind and juice, curry paste, olive oil, gingerroot and salt. Remove about 1/2 cup (125 mL) and set aside. In large sealable freezer bag, toss beef with remaining mixture; refrigerate for 15 minutes.
2. **Meanwhile, prepare** couscous according to package directions, using 1-1/4 cups (300 mL) water; stir in 1/4 cup (50 mL) of the reserved dressing. Set aside. Alternately thread beef and pepper chunks onto skewers, discarding marinade.
3. **Grill or broil** brochettes using medium-high heat for 5 minutes per side or until medium-rare. Meanwhile, stir remaining reserved dressing into yogurt for dipping sauce. Serve grilled brochettes with couscous and dipping sauce.

Makes 8 brochettes or 4 servings.

Per serving: 435 Calories, 32 g protein, 14 g fat, 49 g carbohydrate

Excellent source of iron (31% DV) and zinc (61% DV), 11% DV sodium.

Bright Idea: For the quickest fix, make this meal using store-made fresh beef kabobs, marinating the entire meat and veggie kabobs as directed in the recipe above.

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Source: www.beefinfo.org