



CHB product was featured during the journalist symposium.

A Perfect Pair: CHB and Kunde Wine

AHA/CHB LLC host journalist symposium day during National Beef Cook-off.

The American Hereford Association (AHA) and Certified Hereford Beef LLC were co-sponsors of the National Beef Cook-off Journalist Symposium during the National Beef Cook-Off® in Sonoma, Calif.

More than 15 media professionals representing publications with a combined circulation of more than 12.4 million subscribers attended the event Sept. 22. Publications included *Redbook*, *Woman's Day*, *FIRST* and *Family Circle*.

A highlight of the day was a tour stop at Kunde Family Estate Winery. Hereford breeders Jim and Marcia Mickelson treated attendees to a behind-the-scenes tour of the winery including a stop to look at some fall-calving cows and new babies. Following the tour, a luncheon featuring grilled CHB® Denver cut steaks and Kunde wine was enjoyed at Kunde's beautiful Boot Hill.

After the luncheon, the group returned to The Lodge at Sonoma for a symposium that included presentations on new cuts from the chuck roll. CHB product was used for cutting, preparation and tasting demonstrations.

The National Beef Cook-Off is a Beef Checkoff Program that began in 1974 as an annual contest and changed to a biennial contest in 1993. The cook-off is managed and coordinated by the American National CattleWomen Inc. During its 35-year history, the cook-off has received accolades and the support of many notable culinary experts. The National Beef Cook-Off is considered to be among the top three cooking contests in the nation. **HW**



During the lunch at Boot Hill, Craig Huffhines, AHA chief executive officer, shared information about CHB and the Hereford breed with the media.

Mary Hawkes won the "Best of Beef" \$25,000 grand prize

With her recipe for Sonoma Steaks with Vegetables Bocconcini, amateur home cook Mary Hawkes of Prescott, Ariz., won the checkoff-funded 28th National Beef Cook-Off \$25,000 "Best of Beef" grand prize, topping recipes from 14 other finalists. The competition awarded \$70,000 in total prize money Sept. 23 in Sonoma, Calif.

The cook-off's "Sonoma Style" theme focused on fresh, flavorful ingredients paired with nutrient-rich beef cuts. The winning Sonoma Steaks with Vegetables Bocconcini recipe featured grilled beef top loin steaks, zucchini, yellow bell pepper and red grape tomatoes tossed with herb-marinated fresh mozzarella balls. In addition, the dish is an excellent source of protein, niacin, vitamin B6, vitamin B12, selenium and zinc and a good source of iron.

All contestants prepared their recipes for evaluation by a judging panel of local and national food journalists. Criteria included taste, appearance, convenient preparation and nutritional balance. The judges raved about Hawkes' recipe because of its overall simplicity, her efficient use of ingredients, and the mellow flavor and texture of the mozzarella balls partnered with the smoky grilled steak and vegetables.

Funded by the Beef Checkoff Program, the National Beef Cook-Off showcases Americans' love of beef. The cook-off promotes beef consumption by reaching consumers with appealing beef recipes that deliver on taste, health and convenience.

"We're delighted to name Mary Hawkes and her Sonoma Steaks with Vegetables Bocconcini recipe as the grand prize winner," said Sherry Hill, National

Beef Cook-Off Program manager. "All of our finalists' recipes were exceptional — perfect examples of how to combine fresh ingredients and nutritious beef in innovative ways."

In addition to the "Best of Beef" grand prize, six cash prizes were awarded in three other categories. The winner in each category received \$10,000.

This year's category winners are:

- Live well with fast and convenient grilled beef recipes: Kristina Vanni, Hollywood, Calif.
- Teens cooking with beef: Morgan Hanrahan, Olympia, Wash.
- Lean beef in nutrient rich one-dish meals: Elizabeth Bennett, Mill Creek, Wash.

The runner-up in each category received \$5,000.

This year's runner-up winners are:

- Live well with fast and convenient grilled beef recipes: Deborah Biggs, Omaha, Neb.
- Teens cooking with beef: Erin Ozment, Purcell, Okla.
- Lean beef in nutrient rich one-dish meals: Fran Fehling, Staten Island, N.Y.

In a separate cook-off event, six professional chefs from the San Francisco Bay Area and Sacramento counties competed head-to-head, showcasing their original beef dishes that portrayed "Sonoma Style" cooking.

The chef challenge was held on Sept. 21, 2009, at Sally Tomatoes Event Center in neighboring Rohnert Park. The chefs competed for prizes totaling \$5,000. The grand prize winner was Carlo Cavallo, executive



Six professional chefs competed in a cook-off event that kicked off the activities in the Sonoma Valley.

chef and proprietor, Meritage Restaurant in Sonoma, Calif. He received an all-expenses-paid trip to the December 2009 Texas A&M University "Beef 101 Seminar."

Erica Holland-Toll, executive chef, Ducca Restaurant in San Francisco, was honored with the People's Choice Award, receiving one paid registration to the 2009 Culinary Institute of America's Worlds of Flavor International Conference and Festival. Four additional first place winners each received \$500 in cash prizes.

To view this year's winning recipes, visit www.beefcookoff.org. **HW**



A highlight of the tour was going into the caves where the Kunde family wine ages. The caves are built deep into the hillside behind the winery and include more than 32,000 square feet of tunnels.



The Kunde cave holds up to 6,000 barrels of wine.



Marcia Kunde Mickelson led the tour through the caves and explained the winemaking process to attendees.



While at the Kunde Family Estate, journalists had a chance to see Herefords firsthand. Jim Mickelson carried a newborn calf to the fence line so the journalists could "pet" a calf. Several of the media professionals admitted it was the first time they had seen or touched a calf.



Following the tour, the journalists had a chance to see a cutting and cooking demonstration featuring CHB product.