



by Kaylen Alexander

Deck the Halls with Beef

“CHB Bites” is a column designed to keep you in-the-know about the Certified Hereford Beef (CHB®) program. To get involved with CHB on social media, search *Certified Hereford Beef* on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.

The snow is falling, and a chill is in the air. The Christmas tree is shining in all of its glory, and the stockings are now hung by the chimney with care, just waiting to be filled by Santa. Perfectly wrapped packages begin to appear under the tree, which is filling the room with the sweet smell of pine needles. In the midst of classic Christmas movies, holiday parties and checking your gift list twice, it’s easy to forget about one of the main holiday attractions — Christmas dinner.

While the traditional Thanksgiving meal of turkey, stuffing and mashed potatoes is great, Christmas is the time to enjoy everyone’s favorite culinary option — beef. Whether you prefer yours roasted, grilled or pan-seared, we can all agree on one thing: It’s not Christmas without a prime rib roast!

Oven roasting a prime rib is the easiest way to cook your Christmas dinner. Oven roasting is often considered a “simple” cooking method because it allows you to use a lower temperature over a long period of time. There is nothing better than setting the timer and forgetting about the main meal while you are busy preparing side dishes and desserts. Follow these five easy steps for preparing a delicious *Certified Hereford Beef* rib roast in no time:

1) Preheat and prep.

Set your oven and season the roast. You can find many different roast recipes at CertifiedHerefordBeef.com.

2) When in doubt, sear.

While it’s possible to develop a rich, flavorful crust through

slow roasting, you are likely to get better and tastier results if you sear your meat over high heat in the beginning of the cooking process. To sear, heat oil in a large nonstick or cast-iron skillet. Once sizzling hot, add the roast and sear for two to three minutes per side to create a crust on the meat.

3) Low and slow.

Place the beef fat side up in a roasting pan. Insert an ovenproof meat thermometer, if you have one. Be careful not to cook past your target temperature because the roast will continue to cook after being pulled from the oven.

4) Let it rest.

After removing the roast from the oven, transfer the roast to a carving tray or cutting board and cover it loosely with aluminum foil. Let the roast rest 15 to 20 minutes. This time allows juices to be absorbed into the meat, making for a very juicy and delicious cut of beef!

5) Carve and enjoy.

When it comes time to carve your roast, make sure you have a sharp knife. Always cut across the grain for maximum tenderness in your roast. Serve up and dig in!

Visit CertifiedHerefordbeef.com to select your perfect Christmas dinner recipe from our Holiday Favorites recipe collection. For more beef roasting tips, visit BeefItsWhatsForDinner.com. **HW**

Kaylen Alexander is the director of marketing and communications for Certified Hereford Beef. She can be reached at kalexander@hereford.org.

Holiday appetizer for your home

Looking for a great appetizer recipe to bring to your holiday parties? Try this beef-stuffed mushroom recipe featuring *Certified Hereford Beef* from the Farm Girl Chef.

Ingredients:

- ½ pound ground *Certified Hereford Beef*
- 36 small cremini mushrooms
- ½ cup smoked gouda, shredded
- ¼ cup soft bread crumbs
- 3 tablespoons chopped sage
- 2 teaspoons steak seasoning
- Salt to taste
- Minced fresh sage for garnish (optional)



Instructions:

- 1) Preheat oven to 375°F.
- 2) Remove and reserve stems from mushrooms. Place mushroom caps on a greased baking sheet and season with salt; set aside.
- 3) Mince mushroom stems to yield ½ cup. Discard remaining stems.
- 4) Combine beef, gouda, bread crumbs, sage and seasoning. Spoon mixture evenly into mushroom caps.
- 5) Bake mushrooms for 15 to 20 minutes. Sprinkle with additional sage for garnish, if desired. **HW**