



by Kaylen Alexander

“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.

February is here, and we are a month into 2019. The year is already flying by! It is always intriguing to take a step back at the beginning of each year and dive into the research studies identifying consumer trends. From meal kits to foreign flavors, 2019 is shaping up to be an interesting year.

One of the top consumer trends identified this year is convenience. The family unit is getting busier and busier, and gone are the days of slaving

in the kitchen for hours to create the perfect meal. According to the Bureau of Labor Statistics, nearly half of all married couple households in the United States are dual-income families. Between juggling careers, children and a social life, meals that can be prepared with ease and in less than 30 minutes are a necessity.

To cater toward millennial families who demand convenience, the *Certified Hereford Beef*® team has worked with

industry partners to create new products to fulfill this need. A ready-to-eat *Certified Hereford Beef* pot roast, prime rib and tri-tip are brand-new “heat and eat” items that provide a delicious and memorable eating experience with minimum preparation and cleanup.

Transparency will continue to drive consumer demand in 2019. Consumers crave a connection with their food source and have a

genuine interest in who produces the food their family eats. Luckily, *Certified Hereford Beef* has the perfect farm-to-table story to tell since the brand supports more than 7,000 Hereford farmers and ranchers across the United States. To increase transparency and to influence brand awareness, *Certified Hereford Beef* has rolled out a new retail label for beef sold at grocery stores nationwide. The label provides information about the Hereford brand and breed and also includes an image of a scannable QR code that directs consumers to a farm-to-table video featuring Hereford producers. This video tells the *Certified Hereford Beef* story and connects the consumer directly to the farm or ranch, regardless of whether they are in New York City, California or the Midwest. To view the video, visit [CertifiedHerefordBeef.com/Taste-The-Tradition](http://CertifiedHerefordBeef.com/Taste-The-Tradition).

Global flavors and cuisine are another consumer trend making waves in 2019. Flavors typically only found at restaurants are making their way into American homes as millennial cooks are becoming more adventurous. Beef empanadas, beef lo mein and Turkish beef dumplings are examples of international foods staking their claim here in the States. Be looking on the *Certified Hereford Beef* blog and social media throughout the year for global-inspired cuisine recipes and step-by-step cooking instructions to bring this consumer trend to your home.

The future in the retail and foodservice industries is bright. Consumer trends are always shifting, and *Certified Hereford Beef* is here to capitalize on these trends to make an impact within the industry. Be on the lookout for *Certified Hereford Beef* at a retailer and restaurant near you! You can find restaurants and retailers that are promoting the *Certified Hereford Beef* brand at [CertifiedHerefordBeef.com/Where-To-Buy](http://CertifiedHerefordBeef.com/Where-To-Buy). **HW**

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## Cook Along with the Farm Girl Chef — Breakfast Beef Strata

by Elisabeth Watkins

Have you noticed pork seems to be the breakfast protein of choice in most all recipes? From sausage to bacon and breakfast chops, pork seems to reign supreme — but not so fast!

Being a cattle rancher and a member of the San Joaquin-Stanislaus CattleWomen, I am always trying to promote beef. I challenged myself to turn my favorite protein into a breakfast dish.

A “strata” is a fancy word for casserole. It is traditionally made with cubed bread, so I guess you could even call it a savory bread pudding. In my breakfast beef strata, I combine beef stir fry meat, roasted red bell peppers, sautéed onions, fresh goat cheese and an egg mixture.

I like the bold flavor of fresh goat cheese. However, if you are not a fan, you can always substitute it with fresh mozzarella.

This strata is best prepared a day in advance so it has plenty of time to marry all of the flavors in the refrigerator. If you don’t have overnight, make sure to let it sit for at least two hours before baking. This will ensure the bread soaks up all of the egg mixture.

As far as the beef goes, most grocery stores sell “stir-fry” beef. This is usually thinly-sliced sirloin cut into perfect bite-sized pieces. If your grocery store doesn’t carry it, you can purchase a hunk of sirloin and slice it yourself. I suggest freezing the meat for 15 minutes, which will make cutting thin slices much easier. Remember to use *Certified Hereford Beef* and a sharp knife, too!

I wrote the recipe to make enough strata to fill a 9” x 13” baking dish. If your family is not large enough to eat it all, simply cut the recipe in half and use an 8” x 8” baking dish. This smaller recipe will take about 35 minutes to bake completely through. Now, let’s get cooking!

### Breakfast Beef Strata

- 1 pound thinly-shaved *Certified Hereford Beef* strips
- 2 tablespoons olive oil, divided
- 1 medium white onion, thinly sliced
- 4 ounces soft goat cheese
- ¾ cup roasted red bell peppers
- 5 cups bread, cut into 1-inch cubes
- 7 large eggs
- 2 cups whole milk
- 1 teaspoon chopped fresh rosemary
- salt and pepper, to taste

- 1) In a medium skillet, heat one tablespoon of the olive oil over medium heat. Add onion and cook until it becomes translucent and begins to caramelize. Remove onion to a small bowl.
- 2) In the same pan, again add one tablespoon of oil. Quickly brown the beef, seasoning with salt and pepper. Transfer the cooked beef to the bowl with the onions.
- 3) In a separate bowl, whisk together the eggs, milk, rosemary and one teaspoon of salt and one teaspoon of pepper.
- 4) Coat a 9” x 13” baking dish with oil. Place half of the bread cubes in the base of the dish. Top with onions, beef and roasted red peppers. Top with the remaining bread cubes. Sprinkle goat cheese crumbles evenly over the bread.
- 5) Pour the egg mixture on top. Cover and refrigerate for at least two hours or overnight.
- 6) Bake in a 350 degree oven for 45 to 60 minutes. Allow the strata to cool for 10 to 15 minutes before serving. **HW**

