



A Family Tradition

“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.

“Quality and service at its finest” is the motto Main Street Quality Meats has stood by for nearly 25 years. Rooted in Salt Lake City,

Main Street Quality Meats is the product of two family owned and operated businesses — Main Street Poultry and Quality Meats — that have provided fresh, high-quality meat since the late ‘50s. The two merged in 1996 to form Main Street Quality Meats, which sells *Certified Hereford Beef®* in Salt Lake City and surrounding areas.

By offering Certified Hereford Beef, Jay DeForest and his team feel the product added a “real beef taste” for their customers. “From the start we appreciated the unique flavor and consistent quality of Hereford beef,” says DeForest, meat specialist at Main Street Quality Meats.

Certified, safe and consistent

Like any other business that sets goals to progress and grow, Main Street Quality Meats has done just that, while also dedicating time to ensure each customer is comfortable and confident in placing an order with the company.

One way to guarantee safe, high-quality meat, Main Street Quality Meats went the extra mile by becoming Safe Quality Food (SQF) certified in 2014. SQF is a voluntary inspection program that goes far beyond the United States Department of Agriculture’s Food Safety and Inspection Service.

Main Street Quality Meats is also the only small meat processor in the area to be Global Food Safety Initiative certified.

In addition to the certifications, Main Street Quality Meats is committed to safe, wholesome meats and humanely treated animals. Its goal is to provide customers with tender, flavorful, nutritious meats with every order.

“What separates us from the competition is our people,” DeForest says. “The dedication to quality and service has kept us a leader in our market.”

Main Street Quality Meats reaches food services businesses directly through wholesale distributors, grocery stores, local restaurants, fast food establishments and online orders.

Online meat business

In order to extend its clientele range, Main Street Quality Meats partnered with 56 Cutz and is able to deliver to Utah, Arizona, California, Colorado, Idaho, Montana, Nevada and Wyoming. Customers are able to track their orders and can expect their packages to ship in three to four business days.

56 Cutz centers on specialty boxes. These range from holiday themes to a “Butcher’s Choice Box” and even a “Build Your Own Box.”

“Basically, you can order several pre-designed meat boxes online from a variety of Hereford beef,” DeForest says. “Adding our online ordering and delivery option has been a real boost during the current pandemic. There have been challenges mainly with serving customers who are outside of our delivery area and this has allowed us to expand.”

For more information relating to the online ordering platform, visit 56Cutz.com. Visit MainStreetQualityMeats.com/Beef/ to learn more about Main Street Quality Meats and see a list of its complete product offering. **HW**

For more information about Certified Hereford Beef, visit CertifiedHerefordBeef.com or email info@herefordbeef.org

Easy, No-Fuss Prime Rib

Provided by 56Cutz.com

Ingredients:

- 5-pound beef prime rib
- sea salt
- 2 teaspoons freshly ground black pepper
- 2 teaspoons fresh rosemary
- 1 teaspoon fresh thyme
- 8 cloves garlic, minced
- ¼ cup olive oil
- horseradish, for serving (optional)

Instructions:

- 1) Remove your prime rib from the refrigerator one hour before cooking. Season it on all sides with salt and cover it loosely with plastic wrap as it comes to room temperature. Prime rib roast will cook better and more evenly when it’s at room temperature.
- 2) When you are ready to cook the prime rib, adjust your oven rack so the meat will cook in the center of the oven. Preheat the oven to 500 degrees F.
- 3) In the meantime, mix together 1½ teaspoons salt, pepper, rosemary, thyme, garlic and olive oil.
- 4) Pat the roast with paper towels. Spoon seasoning over it, rubbing the seasoning onto all sides. Place bone-in roast with the bones down inside a roasting cast-iron pan. Place a boneless roast on a rack inside the pan.
- 5) Bake prime rib at 500 degrees for 15 minutes; then reduce the oven temperature to 325 degrees F and continue baking until desired doneness:
 - Rare — 120 degrees F (10-12 min/pound)
 - Medium rare — 130 degrees F (13-14 min/pound)
 - Medium — 140 degrees F (14-15 min/pound)
 - Medium well — 150 degrees F

A few things to keep in mind:

- 1) A meat thermometer is essential to ensure the roast cooks to your perfect doneness. Not all roasts or ovens are the same!
- 2) Also, the meat will continue to cook once it’s taken out of the oven (your thermometer will continue to rise 5-10 degrees) so remove the roast from the oven 5-10 degrees before it reaches your optimal temperature.
- 3) Remove the roast from the oven and tent it with foil. Allow it to rest for 30 minutes before carving.
- 4) Carve your roast by slicing against the grain at about ½-inch thickness. Serve with horseradish, if desired.

Nutrition:

Calories: 761kcal | Carbohydrates: 1g | Protein: 31g | Fat: 69g | Saturated Fat: 26g | Cholesterol: 137mg | Sodium: 101mg | Potassium: 523mg | Vitamin A: 10IU | Vitamin C: 1.4mg | Calcium: 26mg | Iron: 3.4mg