

Food Trends

A Guide To Help Cooks Stay A Cut Above

(NAPSA)—Any way you slice it, preparing meals at home can be an excellent way to save money and still eat well. And now there's a new resource to help home cooks do an even better job on both fronts.

Many people—in fact, over half of those surveyed in a new poll—say they aren't as good as their moms when it comes to selecting and preparing meats.

Fortunately, a free new consumer brochure may change all that. It was created to demystify how to select and prepare the 150 cuts of fresh beef, pork, lamb and veal available in today's abundant meat case and make the process—from selection to preparation—less intimidating.

Called "Consumer's Guide to the Meat Case," the guide—prepared by the American Meat Institute (AMI)—is designed to be carried in a purse or pocket and contains convenient grids depicting each cut, its regional and fanciful name, and the cooking methods that can be used to prepare it.

It also describes dry-heat cooking, like roasting and grilling; moist-heat cooking, like simmering and slow cooking; and combination cooking, which uses both techniques.

"Meat is a delicious and nutritious part of a healthy balanced diet, offering a huge nutrition return for every calorie consumed," said AMI Senior Vice President of Public Affairs Janet Riley. "We hope this free guide will help consumers select meat confidently and prepare these cuts so they will be satisfying and enjoyable."



While many consumers feel they aren't as good as their moms when it comes to selecting meats, a new consumer guide may change all that.

Other findings in the survey include:

- Only 27 percent said their skills in selecting and preparing meat are as good as their mothers' and only one in five (21 percent) dared to say they're actually better.
- Nearly a quarter (23 percent) of consumers ages 35 and older claim to be better than their mothers at selecting and preparing meats, compared to 17 percent of their younger counterparts.

Consumers can download the brochure at www.MeatMattersInfo.org or send a self-addressed, stamped, business-size envelope to Guide to the Meat Case, AMI, 1150 Connecticut Ave., Suite 1200, Washington, DC, 20036.

AMI represents companies that process 95 percent of red meat and 70 percent of turkey in the U.S. It also monitors legislation and conducts scientific research through its foundation. The survey was conducted for the institute by Kelton Research.

To learn more, visit www.meatmattersinfo.org.