



Consumer Focus

► by Colorado Beef Council

Colorado Beef Council revs up marketing efforts

The Colorado Beef Council has teamed with DRC Motorsports and 2007 ProTruck Rookie of the Year driver Dustin Courter to promote beef at the Colorado National Speedway (CNS) and other Front Range events.

Start your engines

Courter is starting his second year in the NASCAR-sanctioned Whelen All-American ProTruck series, which races at the CNS track in Erie, Colo. He finished fourth in overall division points last year and is favored by many to win the ProTruck Division Championship in 2008. He's a rising star in one of the fastest-growing sports in the country. The Erie track, for example, draws more than 250,000 spectators annually.

"The partnership with DRC Motorsports gives the Colorado Beef Council a unique opportunity to promote beef, while driving to increase the beef demand," said Kent Bamford, a Haxtun, Colo., cattle feeder and board member for the Colorado Beef Council.

Racing fans will easily spot Courter's



► ProTruck Driver Dustin Courter, proudly showing off the "Beef. It's What's for Dinner" logo, sponsored by the Colorado Beef Council.

black and yellow No. 20 truck, which now carries the familiar "Beef. It's What's for Dinner" logo on the truck bed cover. DRC Motorsports will also hand out beef recipes and educational materials at "off track"

events along the Front Range, Bamford added.

The Colorado Beef Council and logo will appear on Courter's race trailer, on his web site and on his autograph cards. The beef council will also be recognized by the track announcer when Courter races.

Courter is a Parker, Colo., native, and while not directly involved in the beef industry, he is the grandson of a former Delta County ranching family.

For more information contact the Colorado Beef Council or visit www.cobeef.com. To plan a trip to Colorado National Speedway and watch Courter race, visit www.dustincourter.com for the 2008 schedule.



Editor's note: The Colorado Beef Council was founded in 1965 and is among the oldest of 45 beef councils in the United States. The CBC collects the \$1 beef checkoff, a self-assessed market development fee paid by all U.S. beef producers who sell cattle and by beef importers. Colorado retains 50¢ of the checkoff dollar to manage state beef promotions and consumer education programs, while the other 50¢ is forwarded to national beef marketing programs.

Recipe of the Month: Beef Steak & Potato Kabobs

Ingredients:

- 1 lb. boneless beef top sirloin steak*, cut 1 in. thick
- 1 lb. all-purpose potatoes
- 2 medium yellow or zucchini squash

Sauce:

- ¾ cup steak sauce
- 2 large cloves garlic, minced

Instructions:

1. Cut potatoes into 1½-in. pieces. Place in microwave-safe dish; cover with vented plastic wrap. Microwave on "high" 6-8 minutes or until just tender, stirring once. Cool slightly.
2. Combine sauce ingredients in a 1-cup measuring glass. Microwave on "high" 1½ minutes, stirring once.
3. Cut squash lengthwise in half. Cut beef steak and squash into 1¼-inch pieces. Combine beef, squash, potatoes and ½ cup sauce in large bowl; toss. Alternately thread beef and vegetables onto metal skewers.
4. Place kabobs on grill over medium, ash-covered coals. Grill, uncovered, about 10-12 minutes for medium rare to medium doneness, turning occasionally and brushing with remaining sauce during last 5 minutes.

Serves 4



Nutrition information per serving: 301 calories; 5 g fat (2 g saturated fat; 2 g monounsaturated fat); 49 mg cholesterol; 763 mg sodium; 32 g carbohydrate; 2.6 g fiber; 30 g protein; 9.1 mg niacin; 1.2 mg vitamin B₆; 1.5 mcg vitamin B₁₂; 3.0 mg iron; 31.3 mcg selenium; 5.5 mg zinc.

*The Angus Journal suggests using Certified Angus Beef® (CAB®).

For more tasty beef dishes, visit www.beefitswhatsfordinner.com.