Beef Selection Guidelines
Rib
- Roast
- Ribs
- Ribeye
- Rib Steak
- Prime Rib

Loin
- Porterhouse
- T-Bone
- Tenderloin
- Tri-Tip
- Sirloin Steak
- New York Strip

Chuck
- Chuck Roast
- Chuck Eye Steak
- Chuck Steak
- Pot Roast

Plate
- Skirt Steak
- Short Ribs

Round
- Top Round Steak
- Rump Roast
- Eye of Round

Indicates a popular summer item
<table>
<thead>
<tr>
<th>Store</th>
<th>Items</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheeler Farms</td>
<td>Chuck roast- $7.50/lb</td>
<td>5th Ave Chuck Roast- $5.19/lb</td>
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<tr>
<td></td>
<td>Ribeye- $20.00/lb</td>
<td>Ribeye(seasoned)- $12.99/lb</td>
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<tr>
<td></td>
<td>T-Bone- $16.00/lb</td>
<td>Ribeye(unseasoned)- $12.89/lb</td>
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<tr>
<td></td>
<td>Sirloin- $10.50/lb</td>
<td>Sirloin(seasoned)- $6.99/lb</td>
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<tr>
<td></td>
<td>Fajita Meat(skirt steak)- $8.00/lb</td>
<td>Sirloin(unseasoned)- $6.89/lb</td>
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<tr>
<td>Aldi</td>
<td>Chuck Roast- $5.99/lb</td>
<td>Walmart Chuck Eye- $10.98/lb</td>
</tr>
<tr>
<td></td>
<td>Ribeye- $11.99/lb</td>
<td>Ribeye- $14.97/lb</td>
</tr>
<tr>
<td></td>
<td>Skirt Steak- $8.29/lb</td>
<td>T-Bone- $12.97/lb</td>
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<tr>
<td></td>
<td>Bottom Round- $5.79/lb</td>
<td>Skirt Steak- $8.42/lb</td>
</tr>
<tr>
<td></td>
<td>Top Sirloin- $6.99/lb</td>
<td>Bottom Round- $7.84/lb</td>
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<td></td>
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<td>Flat Iron- $9.84/lb</td>
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<tr>
<td></td>
<td></td>
<td>Center Cut Sirloin- $11.94/lb</td>
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</tbody>
</table>

**Prices regularly vary based on market, availability and season**
Muscling
• Intramuscular fat (the white stripes of fat in the red middle of the meat) responsible for most of the flavor and juiciness in the meat.

Meat Color
• Beef varies in color based on cattle maturity and meat pH. Browning can also occur when hemoglobin and myoglobin oxidize, or when preservatives are added.

Rule of Thumb
The more marbling, the more flavor.
The brighter the red the more tender.

Ideal Color
A bright cherry red is the ideal meat color (in the A to B range). A darker color generally means tougher meat.
Marbling

Meat Color
**Cooking Method PSA**

Muscles towards the outside of the body are used more to move, meaning they become tougher. For these use low and slow or moisture cooking methods.
**RARE**
Cool red center
125°

**MEDIUM RARE**
Warm red center
135°

**MEDIUM**
Warm pink center
145°

**MEDIUM WELL**
Slightly pink center
150°

**WELL**
Little or no pink
160°
Marinade

- 1/2 cup olive oil
- 1/4 cup balsamic vinegar
- 2 Tbsp. soy or Worcestershire sauce
- 1 Tbsp. Dijon or whole-grain mustard
- 1 Tbsp. honey, granulated sugar, or brown sugar
- 2 garlic cloves, sliced
- 2 Tbsp. chopped fresh green herbs (such as thyme, basil, rosemary, and/or oregano), or 2 tsp. dried green herbs
- 1/2 tsp. salt
- 1/4 tsp. black pepper

Dry Rub

- 2 1/2 teaspoons kosher salt
- 1 teaspoon freshly ground black pepper
- 1 teaspoon dried thyme
- 1 teaspoon garlic powder
- 1/2 teaspoon ground cumin
- 1/2 teaspoon paprika
- 1/2 teaspoon ground red pepper

*Recipes from Southern Living*