13  
Apr 13

[**Heart Healthy Beef**](http://agricultureadvocate.blog.com/2013/04/13/heart-healthy-beef-2/)

|  |  |
| --- | --- |
|  | The heart healthy beef pilot program, through the state (Tennessee Beef Industry Council) and national (American Heart Association) partnership is from the farmer/rancher supported beef checkoff program. The National Cattlemen’s Beef Association has selected one of our Tennessee retailers, “Food City” of East Tennessee and launched a heart healthy beef promotion campaign.  The campaign highlighted the new health statement, “HEART-CHECK” endorsed by the American Heart Association. The “HEART-CHECK” program certifies several cuts of extra-lean beef as heart healthy. The extra-lean beef cuts that meet the American Heart Association’s “HEART-CHECK” for healthy foods and are approved to display the “HEART-CHECK” emblem are:  Sirloin Tip Steak  Bottom Round Steak  Top Sirloin Stir Fry  Boneless Top Sirloin Petite Roast  Top Sirloin Filet  Top Sirloin Kabob  These extra-lean cuts of beef are all the U.S.D.A. Select grade of beef. Look for these cuts of beef and the “HEART-CHECK” emblem while shopping at your favorite meat counter or ask the meat manager for the “HEART-CHECK’ beef . The “HEART-CHECK” emblem on beef and ;many food items has been a huge hit with family consumers. For excellent beef recpies check these web sites: beefup.org and beefitswhatafordinner.com, check’em out. |