



Beef & Veal in the Classroom

Lesson Tool Kit

September 1, 2019 – June 30, 2020

Classroom Lesson Tool Kit

The PA Beef Council is excited to offer an assortment of high quality, easy to use educational materials at no cost to you or your school for your participation in the Beef & Veal in the Classroom Program! As you are planning for the rest of the school year, keep in mind the materials offered to Family and Consumer Science instructors are an excellent resource for teaching nutrition, meat preparation and safe food handling practices, as well as providing recipes to your students. Whether you teach food preparation classes or more general lifestyle classes, you will find materials that fit your curriculum.

Farmland Film

The Beef Council provided each school in the program with a copy of the [Farmland Film](#) to be viewed during your beef or veal lesson. Award-Winning Director, James Moll, takes an in-depth look into the lives of young farmers and ranchers, to demonstrate the passion for agriculture that has been. Any new schools in the program will also receive a copy of the DVD. Farmland lesson plans, to accompany the film were also created. You can also find them directly at discoveringfarmland.com. The lesson plans were created in conjunction with Discovery Education, the leading provider of digital content and professional development for K-12 classrooms, Discovering Farmland offers interactive resources that allow teachers and students to experience the industry through the eyes of six young farmers and ranchers, all while learning about food production's connection to science, economics, technology and sustainability.

True Beef Documentary

The Beef Council will provide all new classrooms with a copy of the ["True Beef: From Pasture to Plate"](#) documentary to be view during your beef or veal lesson. The documentary is an innovative educational documentary that follows Pflugerville ISD agricultural science and culinary arts students as they learn about the entire process of beef production. The documentary is designed to teach culinary arts students where their food comes from while learning the importance of farming and ranching from agriculture students. Make the farm to fork connection with this series of lesson plans that supports the documentary "True Beef". The guide contains 8 lessons designed for the High School Culinary Arts or Family and Consumer Sciences program, however, STEM connections have been included for all lessons making it easy for teachers to make connections across the curriculum. The "True Beef" documentary was produced by Pflugerville Independent School District (TX). Download the comprehensive lesson plans, [here](#).

Many thanks to our sponsors for making this program possible!





Beef & Veal in the Classroom

Ag Mag

The beef ag mag is made available through a partnership with the American Farm Bureau Foundation and the Beef Checkoff. It is perfect non-fiction text which includes section on beef breeds, nutrition, beef lifecycle, career profiles, food safety, label reading information and other suggested activities. The Ag Mag is available free of charge online at, <http://www.agfoundation.org/files/BeefeReaderFLIP/#p=1>. You can also request hard, printed copies if interested.

MyMeatUp App

In early 2017, the North American Meat Institute (NAMI) release the first-of-its-kind mobile app aiming at helping consumers become more confident when buying meat and poultry. The free MyMeatUp app is the only available app with a full guide to **beef**, pork, lamb and **veal** retail meat cuts. The app draws on content from www.MyMeatUp.org, a popular resource that was launched in 2016. This dynamic, interactive app offers consumers a convenient, go-to guide that will equip shoppers with essential tips when buying, preparing and cooking meat and poultry products. It is a great resource, especially for younger shoppers just starting to navigate the grocery store on their own for themselves and their family, to answer questions they have about the meat in the case.

Virtual Farm Tours

The PA Beef Council hosted virtual farm tour experiences to PA Beef Farms and a PA Veal Farm. Learn more and view them here:

[Virtual Farm Trip to a Pennsylvania Beef Farm – 10/4/18](#)

[Virtual Field Trip to a Pennsylvania Veal Farm – 10/23/18](#)

[Virtual Field Trip to a Pennsylvania Beef Farm – Beef Feedlot – 4/24/19](#)

[Virtual Field Trip to a Pennsylvania Beef Farm – Beef Marketing – 5/2/19](#)

[Virtual Field Trip to a Pennsylvania Beef Farm – East Coast vs. West Coast Beef Production – 5/10/19](#)

Beefshi

Beefshi is an innovative new sushi-style concept that features convenient beef products, like pastrami, roast beef, summer sausage, hot dogs, corned beef and bologna prepared in rolls with rice and vegetables. Beefshi recipes taste as good as they look and can be enjoyed individually as an appetizer or grouped together for a full meal.

Many thanks to our sponsors for making this program possible!





Beef & Veal in the Classroom

Beefshi Website - <http://beefshi.com/>

Beefshi Foodservice Guide -

<http://beefshi.com/sites/default/files/pictures/Beefshi%20Foodservice%20Booklet%202019.pdf>

Prepared Meat Product Center - <http://www.meatpoultrynutrition.org/productcenter>

Additional Resources

To further enhance your beef or veal lesson, please visit the below webpages for additional resources. If there are any additional resources you would like to request, please note the amount and name of the handout when submitting your Application Form.

- <https://www.beefitswhatsfordinner.com/nutrition>
- Vealmadeeasy.com
 - [Resource Page](#)
- Beefitswhatsfordinner.com
 - [Interactive Beef Lifecycle](#)
- [Beef For Dinner – YouTube](#)
- Vealfarm.com
 - [Today's Veal Video](#)
 - [Veal Wisconsin Farm Tour](#)
- Kid-Friendly Recipes – American Farm Bureau Foundation
 - http://myamericanfarm.org/files/Recipe_PDFs/KidFriendly_Beef_Recipes.pdf
- <http://www.mymeatup.org/>

For Questions or Concerns please contact:

Kaitlyn Swope (Carey)

PA Beef Council

205 South Juliana Street

Bedford, PA 15522

Phone 814-623-2698 Fax 814-623-6531

kswope@pabeef.org

Many thanks to our sponsors for making this program possible!

