

Taste What Comes Naturally

MOTHER NATURE KNOWS BEST

A growing number of connoisseurs will choose beef that has been grown as Mother Nature intended - on pasture or on grass or with harvested forages. Ranchers who practice these forms of livestock husbandry believe that beef grown in this manner has a unique and special "beefy" flavor.

Our definition of Hawaii Grown Beef is beef from cattle born and raised entirely in Hawaii - and sold in Hawaii. We differentiate Hawaii Grown Beef from imported beef. Some of our ranchers raise and market beef from cattle that have been raised entirely on pasture and are 100% grass-fed. While others will raise cattle on pasture and for a few months provide high quality supplemental feed. Both of these husbandry practices give us "100% Hawaii Grown Beef".

PAY LESS FOR BETTER TASTE?

Many chefs agree that the "lesser cuts" have more flavor than the more expensive cuts, such as New York and Rib Eye. Lesser cuts such as the chuck, round, brisket, short ribs, shanks and ground beef make great dishes for everyday dining. Try a brisket stew, a braised shank or impress your butcher by asking for a "Flatiron Steak" (blade of the chuck).

COOKING TIPS

Hawaii Grown Beef is best served Medium to Medium Rare. Over-cooking beef that is pasture-raised or island-grown will ruin a great steak and a great tasting experience. A few minutes of attention when cooking will result in a culinary surprise.

STEAKS

- Season or marinate your steaks before cooking (at least an hour and up to 24 hours in the refrigerator) - especially the leaner or lesser cuts from the chuck, sirloin and the round.
- Always bring steaks to room temperature before cooking.
- Basting throughout the grilling process will keep your steaks moist.

BURGERS

- Most Hawaii Grown Beef is lean, however you will find that it still has its natural juices. Hand made patties are best and don't smash the burger while cooking. This will keep it moist and juicy.
- Use a very hot fire and sear the burgers quickly to seal in the natural juices.
- Hawaii-raised beef generally requires 30% less cooking time.

ROAST

- Low-heat, moist cooking methods such as braising are recommended.
- Use sauces that will not mask the flavor of the beef.
- Sear beef to lock in the juices and then place in pre-heated oven.
- Use slightly shorter cooking times and lower temperatures (generally 275 degrees)

Let your cooked beef sit covered for 8 to 10 minutes to let juices redistribute before serving.

Prepare Great Everyday Family Meals with 100% Hawaii Grown Beef!

Meat Loaf
Hamburgers
Fajitas and Tacos
Chili
Stews

Kabobs
Teriyaki Meats
Stir Fry
Pot Roast
Braised Ribs
and more...



100% HAWAII GROWN BEEF

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The Tradition Continues...

Raising cattle on island pastures in a tropical climate takes special expertise. Hawaii's ranchers have perfected the art of tropical husbandry resulting in some of the best beef in the world.

Hawaii's ranchers are stewards of approximately 1 million acres of land in Hawaii, or nearly 25% of the State's total land mass.

This is a tradition that can be appreciated when you experience the great taste of 100% Hawaii Grown Beef.



Producers and Wholesalers of 100% Hawaii Grown Beef

KAUAI

Kauai Cattlemen Association • (808) 335-5510

OAHU

North Shore Cattle Company • (808) 685-6400

MAUI

Maui Cattle Company • (808) 877-0044

Nobriga's Ranch, Inc. • (808) 242-8578

BIG ISLAND

JJ Andrade Meat Processing Plant • (808) 775-0741

Kahua Ranch, Ltd. • (808) 882-4646

Kulana Foods, Ltd. • (808) 959-9144

You can also go to: www.hawaiiag.org/hdoa

Taste...



a slice of the Islands



It's beef you can feel good about.



Department
of Agriculture
STATE OF HAWAII

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