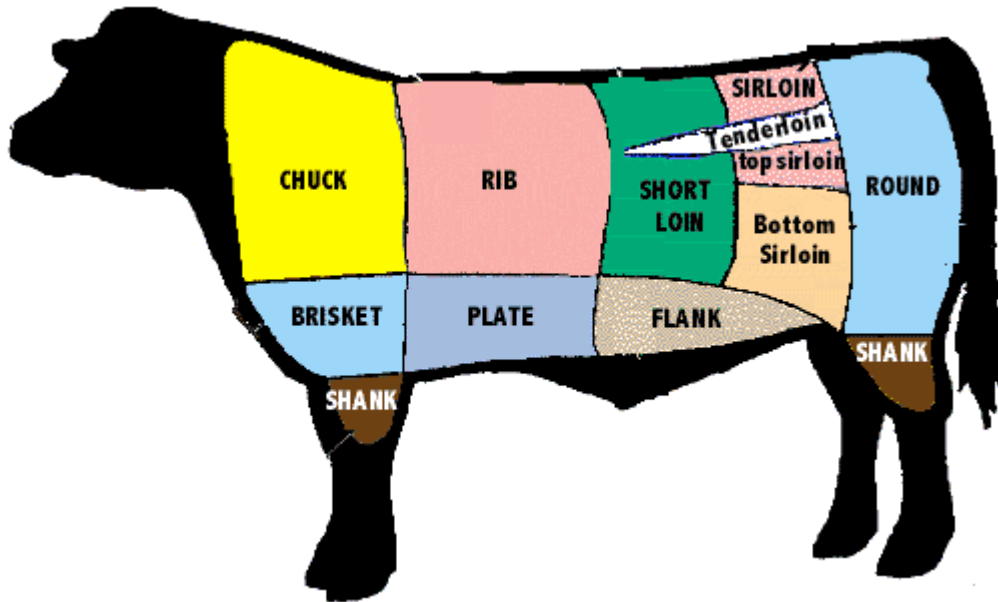




## Beef Cutting Guide – for a side or half side\* of Firlands beef



Beef is first divided into what is called “primal cuts”. These cuts represent basic sections from which your roasts, steaks, ground beef and other cuts of meat more commonly sold at retail are derived. Each section is best suited for a particular cut which in turn is best suited for a particular style of cooking. What determines the best suited cut and style of cooking relates to the inherent tenderness of the meat. Generally speaking the top middle two-thirds of the side are comprised of the more tender cuts and are excellent for grilling. The lower half and the outside primal cuts of the beef are more suited to slower or wet cooking such as braising, stewing or pot roasting.

To determine how to custom cut your side to accommodate your family you should take into account your lifestyle, the nature and size of your family, how much time you spend on cooking and planning your family’s meals and how confident you are in the kitchen.

A more detailed description of the recommended retail cuts and cooking styles is set out below. In addition, following this cutting and cooking guide is a section on different uses for ground beef entitled: “Specialty Ground Beef Products”.

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\* A half side of Firlands beef consists of the same proportion of all primal cuts as a side but is 50% smaller.



## CHUCK

The chuck or shoulder is a heavily exercised area and thus contains a lot of connective tissue. This connective tissue requires that the meat be slow cooked. If cooked too fast cuts from this section may become tough. During slow cooking most of this connective tissue breaks down and makes the meat intensely flavourful. Cuts from this section benefit from stewing, pot roasting and braising. Retail cuts from this section are often called: Pot Roast, Short Ribs and Top Blade Steak. This section is also one of the most common sources of ground beef. See section below entitled: "Specialty Ground Beef Products".

## RIB SECTION

Cuts from this section are extremely tender and can be cooked a number of ways, including roasted, sautéed, pan-fried, broiled and the Firland's favourite cut into steaks and barb-e-cued! Most common cuts from this section include the Rib Roast or the Rib Steak, including the boneless and very popular, Rib-Eye Steak. To the degree that you prefer roasts from this section you will have fewer or no steaks.

## SHORTLOIN

This section is responsible for the most tender cuts, including the tenderloin. Cuts can be sautéed, pan fried, pan broiled or grilled. This section makes excellent steaks for barb-e-cuing. The most common retail cuts are:

- T-Bone Steak which is cut from the middle section of the short loin consists of a New York Strip with a small piece of the tenderloin.
- Tenderloin which is considered the most tender part of the beef. It can be cut as a whole strip or into steaks for filet mignon. The tenderloin is the least marbled of the cuts from this section and while highly flavourful should be cooked rare to medium rare to avoid drying it out.
- New York Strip Loin which is the strip steak consists of a muscle that does little work, and so it is particularly tender. While it is not as tender as rib-eye the fat content of the strip is somewhere between the rib-eye and the tenderloin. It is a hearty steak which can be cut larger than the tenderloin but has a flavor profile to match.



## SIRLOIN

The Sirloin is less tender than the short loin but more flavourful. These steaks respond well to sautéing, pan-frying, broiling, pan-broiling or grilling. Sirloin steaks can be cut boneless and bone-in as well as can be left whole and cut into a Sirloin Tip Roast. Both the roast and the steaks are excellent when dry roasted or grilled or when marinated then roasted or grilled.

## FLANK

The Flank is lean and muscular and should be cut thin against the grain for greater enjoyment. The Flank can be cut into cubes for kabobs and thinly into flank steak. Firlands Ranch recommends that, unless you are knowledgeable in the preparation of slow cooked meats, this section be made into ground beef which is flavourful and more enjoyable. See section below entitled: "Specialty Ground Beef Products".

## ROUND

The Round is a lean section best suited for long, moist cooking methods. Top Round is the most tender part of the round and can be prepared as pot roast or cut into thick steaks for braised dishes. Rump Roast is considered a very popular cut for pot roast, but can also be roasted at low temperatures. Also makes great ground beef. See section below entitled: "Specialty Ground Beef Products".

## BRISKET

The Brisket comes from the chest and is a fairly muscular cut. Traditionally the brisket was used for corned beef but also can be slow cooked in a crock pot or on the barb-e-cue in a traditionally southern style for an economical but delicious meal to serve a large family or group. Again, unless you are familiar with this style of cooking we recommend that you have the brisket prepared as a corned beef or ground into hamburger. Our corned beef is made the old fashioned way with a traditional blend of spices, wet cured and slow smoked to produce a ready to eat sandwich product or as an ingredient in your favourite corn beef hash recipe. Available pre-shaved or as a whole for further slicing or cutting on your own. For ideas on ground beef uses see section below entitled: "Specialty Ground Beef Products".



## SPECIALTY GROUND BEEF PRODUCTS

Ground beef can be packaged for your further use at home or all or some of it can be made into any of the following specialty products. If packaged as ground beef, we normally package into 1.5 lb. packs. If larger or smaller quantities are preferred, please specify on order form. For specialty ground beef products there is a modest incremental charge for processing. Note these products have no filler.

- Smokies. Add \$3.79 per pound for processing. Please order minimum of 25 pounds per flavour per product
  - Cheese
  - Jalapeño
  - Jalapeño-cheese
- Sausages. Add \$2.50 per pound for processing. Please order minimum of 25 pounds per flavour per product
  - Dinner Sausage
  - Sweet Italian Sausage
  - Italian Sausage (SPICY)
- Pre-seasoned, pre-formed \_ lb. hamburger patties ready for the barb-e-cue. Add \$2.79 per pound for processing. Minimum order is one case of 30 patties.

Note: Orders of less than 25 lbs. can be accommodated at an additional cost. Please contact us at [info@firlandsranch.com](mailto:info@firlandsranch.com) or call us for details 250-347-6811.

**FOR ASSISTANCE IN FILLING OUT YOUR  
ORDER FORM OR FOR ANY QUESTIONS**

**PLEASE FEEL FREE TO EMAIL US AT  
[INFO@FIRLANDSRANCH.COM](mailto:INFO@FIRLANDSRANCH.COM)  
OR CALL US AT 250-347-6811 OR 250-347-9909**



## **CUSTOM OR SPECIALTY FREEZER PACKS**

If a side is too much for your family or consists of cuts in which you are not interested you can order a custom or specialty pack.

A custom pack is a package of meat weighing at least 50 pounds and is built to your order. Prices vary depending on the cuts ordered.

A specialty pack is a pre-packaged freezer pack as follows:

### **The Premium BBQ Pack:**

- 10 New York Strip Loin
- 10 Rib-Eye Steak
- 10 Tenderloin
- 15 Sirloin Steaks
- 6 packages assorted gourmet sausages and smokies

Cut to an approximately 1.5 inch thickness having an approximate weight of 35 to 40 pounds. Cost \$700.

### **The Family BBQ Pack:**

- 10 packages of 4 smokies each
- 10 packages of 4 sausages each
- 2 cases of 30 pre-formed, pre-seasoned 1/4 lb. hamburger patties

Cost: \$350.

### **The Family Premium BBQ Pack:**

Consists of approximately:

- 12 New York Strip Loin
- 12 Rib-Eye Steak
- 12 Tenderloin
- 25 Sirloin Steaks
- 10 packages of 4 smokies each
- 10 packages of 4 sausages each
- 2 cases of 30 pre-formed, pre-seasoned 1/4 lb. hamburger patties

Steaks are cut to an approximate 1.5 inch thickness. Package cost: \$1,025



**FOR FIRLANDS RANCH USE ONLY:**

**TAG NO:** \_\_\_\_\_

**Method of payment:** Visa MC Cheque Cash

**No.** \_\_\_\_\_

**Exp Date**                    /                   

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

HOME PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_

**SIDE OR HALF SIDE ORDER FORM**

<b>Primal Cuts</b>	<b>Available Retail Cuts</b>	<b>Comments</b> (Specify thickness of steaks, bone-in or not, weight of Roasts & no. of steaks per package)
Chuck (Approximately 50 lbs.)	Cross Rib Roast	
	Steak	
	Ground Beef*	Please specify: <b>Ground Beef or Specialty Products</b>
Rib Section (Approximately 20 lbs.)	Prime Rib Roasts	
	Rib Steaks	Standard is 1.5 inches thick.
Short Loin (Approximately 20 lbs.)	T-Bone Steaks	Standard is 1.5 inches thick <b>Note: Choose T-Bone OR Assorted Steaks</b>
	Assorted Steaks (New York and Tenderloin)	Standard is 1.5 inches thick <b>Note: Choose T-Bone OR Assorted Steaks</b>



Sirloin (Approximately 30 lbs.)	Roast	
	Steaks	Standard is 1.5 inches thick
Flank (Approximately 5 lbs.)	Stew Meat	
	Ground Beef*	Please specify: <b>Ground Beef or Specialty Products</b>
Round (Approximately 20 lbs.)	Roast	
	Steaks	
	Ground Beef*	Please specify: <b>Ground Beef or Specialty Products</b>
Brisket (Approximately 10 lbs.)	Traditional Cut	
	Corned Beef	<b>Call for details and arrangements</b>
	Ground Beef	

**NOTE: FOR GROUND BEEF INDICATE IF IT IS TO BE PACKAGED AS GROUND BEEF OR IF TO BE USED IN SPECIALTY PRODUCTS.** Ground Beef is normally packaged in 1.5lb packs. See above for pricing and options for specialty products. References to pounds per primal cut is provided as a guide to assist you in selecting retail cuts. Weight and proportion varies by side and are estimated after deducting trim, waste and bone.

	Description	Flavor	Quantity (min 25 pounds per flavor)*
<b>Specialty Products</b>	Smokies	Jalapeño	
		Jalapeño and Cheese	
		Cheese	
	Sausages	Dinner Sausage	
		Sweet Italian Sausage	
		Italian Sausage (SPICY)	
Hamburger Patties	30 per case (min. 1 case) _ lb. each		

\*For quantities less than 25lbs please call to make arrangements. Surcharges apply.



**FOR FIRLANDS RANCH USE ONLY:**

**Method of payment:** Visa MC Cheque Cash

No. \_\_\_\_\_

Exp Date \_\_\_\_\_ / \_\_\_\_\_

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

HOME PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_

## ORDER FORM Specialty Freezer Packs

Package Name	Quantity
<b>BBQ Premium Pack</b> <ul style="list-style-type: none"> <li>• 10 New York Strip Loin</li> <li>• 10 Rib-Eye Steak</li> <li>• 10 Tenderloin</li> <li>• 15 Sirloin Steaks</li> <li>• 6 packages assorted gourmet sausages and smokies</li> </ul> <p style="text-align: right;"><b>\$700.</b></p>	
<b>Family BBQ Pack</b> <ul style="list-style-type: none"> <li>• 10 packages of 4 smokies each</li> <li>• 10 packages of 4 sausages each</li> <li>• 2 cases of 30 pre-formed, pre-seasoned _ lb. hamburger patties</li> </ul> <p style="text-align: right;"><b>\$350</b></p>	
<b>Family Premium Pack</b> <ul style="list-style-type: none"> <li>• 12 New York Strip Loin</li> <li>• 12 Rib-Eye Steak</li> <li>• 12 Tenderloin</li> <li>• 25 Sirloin Steaks</li> <li>• 10 packages of 4 smokies each</li> <li>• 10 packages of 4 sausages each</li> <li>• 2 cases of 30 pre-formed, pre-seasoned _ lb. hamburger patties</li> </ul> <p style="text-align: right;"><b>\$1.025</b></p>	