

## **Official Rules for Beef Is For Breakfast 2009 Beef Cook-off.**

The Utah Cattle Women Association along with the Utah Beef Council is proud to partner with the Utah State Fair in presenting Beef Is for Breakfast beef cook-off. Beef, providing essential elements of zinc, iron, and protein, is a smart way to start your day. The versatility of beef makes it a great choice of protein morning, noon & night. Lastly, beef supplies a wonderful flavor that, when combined with other seasonings, will give you that great “umami” experience!

All recipes must be submitted by Aug. 21, 2009. Only the recipes selected as finalists will be available to participate in the finals held during the fair.

Zion Building, Saturday, Sept. 19<sup>th</sup>, 2009

Cooking begins 1:00 p.m.      Judging starts at 1:30 p.m.      Winners announced at 2:45 p.m.

### **Prize Structure**

1<sup>st</sup> place winner receives \$300.

2<sup>nd</sup> place winner receives \$150.

3<sup>rd</sup> place winner receives \$75.

4<sup>th</sup>, 5<sup>th</sup>, & 6<sup>th</sup> places receive \$25 each.

### **What Kind of Recipes We Are Looking For**

#### **Beef for Breakfast Dishes**

Think out of the box. Send us your original beef recipes that provide a great, nutritional breakfast eating experience using any of the beef cuts and including a variety of fresh ingredients that provide well-balanced flavorful dishes. The recipe should include no more than 10 ingredients (not including water or plain salt and pepper) and be prepared and cooked in 30 minutes or less (not including marinating time). Enter as many recipes as you like. Recipes must be submitted in English.

### **Contest Rules**

1. Enter if you are 18 years or older by Jan. 1, 2009, and have not previously been a 1<sup>st</sup> place winner.
2. You are not eligible to enter if you are a food professional, such as a chef, food writer, food home economist, food educator, caterer, dietician, nutritionist or if you create recipes for pay.
3. By submitting recipes to the Beef Is for Breakfast beef cook-off, entrant is representing his/her recipes are original and owned exclusively by the entrant.
4. By entering your recipes, all finalists agree to participate in the Cook-Off competition on Saturday, Sept. 19, 2009.
5. By submitting recipes you accept all contest rules. You also agree that your original recipes and all legal rights and interests in them, including the rights of copyright, become the exclusive joint property of the Utah Cattle Women Association, Utah Beef Council, and The Utah State Fair who reserve the right to edit, adapt, copyright, publish, transfer and use any or all of them without compensation to you or any third party.
6. Recipe judging criteria is as follows: Taste - 45 points; Appearance - 20 points; Convenient Preparation and Cooking - 20 points; Healthfulness and Nutritional Balance - 15 points; Proper use of a less tender cut, e.g. the round - 5 bonus points;
7. **Important Finalist Information.** If you are one of the selected finalists, you will be notified on or about Sept. 1, 2009. Further information confirming date, time, place, set up and other details regarding the cook-off will be sent at that time.

### **How To Enter**

Send us your original recipe that uses one of the beef cuts. Enter as many recipes as you like.

On an 8 1/2 x 11 - inch sheet of plain paper, legibly print or type your original recipe, listing the recipe name, preparation time, cook time, number of servings, each recipe ingredient (including garnishes) with specific flavor, exact measurements in U.S. weights or measures, equipment with exact dimensions or sizes and complete preparation directions.

On the back of the sheet, legibly print or type your name, address, daytime telephone number, e-mail address (if available), the recipe category, recipe name, name of the beef cut for the recipe you are entering. Multiple recipe entries can be mailed in the same envelope, but be sure to include your name, address, daytime telephone number, e-mail address (if available), the recipe category, recipe name, name of the beef cut on the back of the sheet for each recipe entry.

Mail each recipe to:

Utah State Fair  
Att: Jamie/Beef Is For Breakfast  
155 North 1000 West  
Salt Lake City, UT  
84116