

Country Style Beef and Broccoli Mr. Habermehl's AFNR Class

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Product Description: Not only does it look good, but this beefy recipe is also healthy too. Unlike your normal mystery meat, this meal is minimally processed and will give you a boost for the rest of your afternoon classes.

Slogan: “*Be young, have fun, Taste the Beef & Broccoli*”

Ingredients (4 servings)

- ¾ cup beef broth
- 2 tablespoons hoisin sauce (store purchased or homemade, recipe to follow)
- 2 tablespoons low sodium soy sauce
- 2 teaspoons corn starch
- 1 tablespoon minced ginger
- 3-4 garlic cloves, minced.
- 1 tablespoon sesame oil
- 1-pound flank steak, sliced thinly into 2” long strips
- 4 cups broccoli florets
- 1 cup shredded carrots

Directions:

1. In a small bowl, whisk together the beef broth, hoisin sauce, soy sauce, corn starch, ginger and garlic. Set it aside.
2. In a large wok or non-stick skillet, heat the sesame oil over medium heat.
3. Add the sliced steak to the pan and cook for 3-4 minutes, flipping once, until browned all over.
4. Add the prepared sauce and broccoli and stir to coat everything.
5. Continue to cook for another 3-4 minutes until the broccoli is tender and the sauce has thickened slightly.
6. If you have a lid, you can cover it and just leave it for about 3 minutes, and it will be done.

7. Stir in the shredded carrots and heat for about 30 seconds. Serve over hot rice.

Serve over rice with a side of fresh milk and fruit such as fresh oranges or canned mandarins or pineapple chunks. Yum!

This meets all 5 requirements from the National Lunch Program.

Nutrition:

- Calories: 335
- Total Fat: 13.8g
- Saturated Fat: 4.5g
- Cholesterol: 63mg
- Sodium: 335mg
- Carbohydrates: 16.3g
- Fiber: 3.6g
- Sugar: 5.4g
- Protein: 36.3g

Storage & Handling:

When handling this meal, you should wash your hands thoroughly. You should store your leftover food in a tightly sealed container. Make sure to store your container in the refrigerator so you can reheat and eat. Usually, you can store these leftovers in the fridge for about 3-4 days.

Hoisin Sauce (<https://nutritionstudies.org/recipes/sauce/hoisin-sauce/>)

Ingredients:

- 3 Tbsp low-sodium tamari
- 2 Tbsp all-natural peanut butter (100% peanuts)
- 2 Tbsp pure maple syrup **Using Pine Valley Pure Maple Syrup produced at school by our class and others.)
- 1 Tbsp molasses
- 1 Tbsp white vinegar
- 1 tsp sriracha
- ½ tsp garlic powder

- ½ tsp onion powder
- ¼ tsp Chinese five spice powder
- ⅛ tsp black pepper

Combine all the ingredients in a bowl and whisk until everything is well incorporated. Store in an airtight container in the refrigerator for up to a week. This is a salty & sweet sauce and a little goes a long way, only 2T are used in our Country Style Beef & Broccoli. We liked being able to use our own syrup and have a sauce that has no refined sugar, and costs less.

Note: Use CANOLA if Sesame Oil is not available (cost) or preferred!

Target Audience:

This meal will be served to Middle & High school students during lunches and be available to the faculty staff. We will sell them on this meal by making a post about it and advertising it on Facebook. What makes our meal unique is that we normally do not get served high protein meats and vegetables and this meal has both! There are many benefits to this hot meal which include your greens and proteins. It is more appealing to the eye because of how delicious it looks, along with being healthier. Our meal will be served to students as their school lunches at least once every week, or every two weeks. Doing this will give children a wider variety of options on their plate.

Marketing:

Website Link for Country Style Beef & Broccoli



Jingle is Audible in AFNR section!

Jingle/ Song: Country style Beef & Broccoli (an original piece by the AFNR crew)

- Sick of your school lunch
- Give it the punch
- Sick of the mystery meat
- Try something sweet
- Like Beef & Broccoli
- Country style Beef & Broccoli
- Country style Beef & Broccoli
- Be young, have fun
- Energy for the long run
- Country style Beef & Broccoli

Cost Analysis: TOTAL: \$3.04/ 4 servings = \$0.76/ serving

32-ounce beef broth	\$2.18	¾ cup	\$0.36
20-oz Hoisin sauce	\$3.28	2 tablespoons	\$0.16
15-oz soy sauce	\$1.58	2 tablespoons	\$0.10
1lb Minced ginger	\$3.67	1 tablespoon	\$0.05
½ lb. Garlic	\$1.78	3 cloves	\$0.15
5 oz Sesame oil	\$10	1 tablespoon	\$0.50
1 lb. flank steak	\$7.82	3 oz	\$1.47
32 oz broccoli florets	\$2.74	*4 oz	\$0.34
10 oz Carrots	\$1.99 (3 pounds)	*2 oz	\$0.41

16 oz Corn starch	\$2.24	2 teaspoons	\$0.05
		TOTAL	\$3.04 (4 serving)
		Cost per Serving	\$0.76

*6 oz meets the guideline for the daily amount of vegetables

Price-cost to prepare = Gross profit $(\text{Gross profit}/\text{price}) \times 100 = \text{Gross profit margin}$

Adult meal price is \$5.30- 0.76= \$4.54 gross profit and 85% gross profit margin

*Student meal price \$2.50- 1.61 = \$0.89 gross profit 35% gross profit

*(Student meals include the cost of milk (\$0.32) and additional fruit (\$0.50-0.55.)



Inspecting the marbling on beef steak! Prepping Broccoli and Carrots!

Review: Pine Valley Central School's Head Cook joined us to try our Country Style Beef and Broccoli. The recipe has been reviewed with our Cook Manager and with some small adjustments (lower sodium) will be added to our lunch menu.



Meal Completed and plate with finished entree



Enjoying the meal (Country Style Beef & Broccoli) we created in AFNR with lunch staff!