

We are looking for the best beef of the world and Hungary!

If you happen to know where the wanted product is produced and who it is produced and marketed by, please notify us for reward!

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If you request so, you will be integrated in our **witness protection program** and, in turn, you can also learn from the other witnesses about the product that has the greatest chance of winning the 2010 prize of the world's best meat and meat product, in particular, the best fishing product, greaves, bacon, cold cut, frankfurter, smoked/pickled meat product, pork base material, beef, goat meat and mutton, brawn, liver pâté, poultry and poultry product, ham, and white pudding!

Between 17 and 22 August, 2010, on the occasion of the **Global Food Chain Week**

(http://events.foodlawment.com/eng/?menu=helyszinek.php&tart=art_helyszinek_vidек.html) at Hortobágy we will identify the producer and the availability of **the world's best beef, making the most tasty beef dish** we want to find with your help.

Please let us know which parameters appealed to you most: packaging (labeling, colour), organoleptic characteristics (freshness, colour and smell, fat content,) advantageous cooking characteristics (low cooking loss, tenderness), etc.

The breed, the origin and the place of rearing of the winner will be made public.

The meat and meat products will compete at **twelve Hungarian venues**. In a real mood of festivity and assisted by Hungarian and

international experts' and consumers' decisions **shall we select**, and - on **21 August** - let the whole world know of the **world's best beef of 2010** at a colourful Gala Show held in the Castle District.

Well, should you know where the wanted product is produced, and who it is produced and marketed by, may we kindly ask you again to notify us for reward?

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What are you expected to do?

1. In case **you know the producer and the product**, please **e-mail us** the name and the address of the enterprise to flm@foodlawment.hu. Important! Please, write **"beef"** in the Subject of your mail!
2. If you know **the producer "in person"**, please **remember to remind him of submitting his application to the venues of Hungary's biggest Food Chain Event**. [Information](#) , [News](#).
3. If you know **the procurement site only**, please specify the **address of the given *butcher's shop, specialised butcher's shop, meat store as well as the name of the product in question, and send us these data to*** flm@foodlawment.hu. Important! Please, write **"beef"** in the Subject of your mail!
4. If you think **you know the recipe of a truly unique beef dish**— and the recipe is not confidential – please, **send it to us** so that we can publish it as an etalon on our web-sites and, hopefully, we will have the honour to host You as a **contestant at Hortobágy where You will be given a chance** – obviously, free of charge, as you will be our VIP guest –**to present the way you make your own dish from beef** and to prove how special your recipe is by offering your guests a sample. Please, send us the recipe, preferably with photos attached, to flm@foodlawment.hu. Important! Please, write **"beef"** in the Subject of your mail!

5. By considering the proposals of persons recommending the applicants, **we will offer the first five producers free stands for displaying their products at Hortobágy**– the World Championships of Beef and beef products.
6. With regard to each venue, the persons submitting the first 100 recipes or proposals that are confirmed as perfect will be given **2 admission tickets each** that will be valid at all the events of the Global Meat and Meat Product Championships.

*Furthermore, if you have had the pleasure of eating or tasting some delicious **beef dishes, or made them yourself** anywhere in the world, or have any information thereof, or – on the contrary - you did not find the product palatable, here is your chance to rate **beef and beef dishes of the world**, and do so by awarding points from 1 through 10 and in writing. Send your ratings to flm@foodlawment.hu. Important! Please, write **“beef”** in the Subject of your mail!*

The point for us is to find out which are the best products of the world and Hungary!

And now, as a stimulant for your taste buds, here you are a recipe taken from János Bitter’s book, “*Delicious Beef-Butcher’s Meat Products*” (1929) whose complete material is accessible by clicking on:

http://www.foodlawment.hu/downloads/bittner_janos_konyv.pdf

Corned beef

Use only meat from young and not very thin, nor very fat heifers or oxen. Meat from old or very thin cows and oxen will shrink too much during cooking, does not taste or look very good. Bones, larger tendons and fat are removed from the meat.

The meat is then cut up into 4 to 5 cm long stripes or pieces and cured in ham brine of 16 degrees or its own brine. The room temperature is at best when it corresponds to 12 Reamur degrees. The cured meat is then cooked together with the removed tendons, adequate amount of skin, a few bay leaves and pepper. The liquid should be left to boil almost away, later removing the fat, sieving through a cotton cloth and letting to subside to clear up. Meanwhile the meat is kept warm and put into cans, filling the cans to the top with liquid. Cans are then closed airtightly and cooked for 1 to 2 hours according to their height in an open couldron. Remove any air left in the cans by pricking their tops with a needle, sealing the hole after letting all the air out. Cured beef loses 40% of its weight during cooking but soaks up about 20% of its weight, making the total loss 20%.

*If you are also curious to find out which is the best beef of the world, and want everyone else to know, please **forward our letter** to your friends and colleagues, or **display it on your website!***

dr. László Búza
President of foodlawment