



DELAWARE DEPARTMENT OF AGRICULTURE

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To: Newsroom Directors and Assignment Editors

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ENTER THE DELAWARE BEEF AND POTATO COOKOFF CONTEST

Nothing beats the great taste of beef and potatoes, and this summer amateur chefs from throughout Delaware can showcase their most creative and tantalizing beef and potato recipes at the 2005 Delaware Beef and Potato Cookoff contest. Recipe finalists will be chosen to prepare their dishes at 7:00 p.m. on Saturday, July 23 at the Agricultural Commodities and Education Building at the Delaware State Fair.

The contest is open to all adult Delaware residents, who are not food professionals or affiliated with one of the contest sponsors. Original beef and potato recipes must be submitted to the Delaware Department of Agriculture by July 15 for preliminary judging.

Four finalists will be chosen and asked to prepare their beef and potato dish at the state fair. The first place recipe will receive a \$300 gift certificate towards the purchase of beef at a Delaware butcher shop and \$75.00 worth of Delaware-grown potatoes. All four recipes will also be published in the 2005 Delaware Beef and Potato Cookoff brochure and distributed at events and festivals in the state.

According to Bill Powers, President of the Delaware Beef Advisory Board, the Board decided to partner with the Delaware Potato Board on this year's contest. "Showcasing great beef recipes at the Delaware State Fair has always been a crowd pleaser," said Mr. Powers. "Beef and potato recipes are sure to be a hit, and our cookoff contest is an ideal venue for consumers to gather new recipes and preparation ideas," he said.

"Delaware's potato crop is harvested each year beginning in July," said Jason Baldwin, President of the Delaware Potato Board. "So it's the perfect time to prepare delicious recipes made with fresh, nutritious potatoes grown right here in our state," he said.

"Recipes must be consumer-friendly, said Melanie Rapp, Marketing Specialist for the Delaware Department of Agriculture. "They must demonstrate ease in preparation and be prepared using ten ingredients or less in 45 minutes or less," she said. The beef and potato dishes may be prepared on an electric skillet, a gas grill, a conventional oven, or a microwave.

To request the complete rules and to enter the Delaware Beef and Potato Cookoff Contest, contact Melanie Rapp or Amanda Brown, Marketing Specialists with the Delaware Department of Agriculture at 800-282-8685 or by e-mail at Melanie.Rapp@state.de.us or Amanda.Brown@state.de.us

The Delaware Beef Advisory is a six-director Board of beef producers from throughout the state. The directors administer the federal beef checkoff program, funding projects that promote the great taste, nutrition, and versatility of beef. The Board also partners with the National Cattlemen's Beef Association on Delaware programs that support the "Beef, It's What's for Dinner" marketing campaign.

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The Delaware Potato Board, a four-director Board of the state's growers, develop programs that increase the demand for potatoes and promote Delaware's potato industry. The Boards funds programs in research, promotion, and education that provide for a more profitable potato industry in the state.

To learn more, contact the Delaware Department of Agriculture or visit the following web sites:

www.delawarebeef.org

www.beef.org

www.uspotatoes.com

www.state.de.us/deptagri

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