COWS CAN OFFER SO MUCH MORE THAN THE PLAIN OLD STRIP. WE HELP YOU STEER HIGHER.

> here's nothing wrong with your classic T-bone, filet mignon or sirloin. But you're missing out on the unique flavours in other parts of a cow. "We're seeing a resurgence of interest in the craft of butchery," says Sasha Conlan, founder of The Barbie Girls (www. thebarbiegirls. coml, a web-todoor delivery service of fresh produce. "People

are discovering for themselves that there is more to a cow than steaks and a tail."

Our recent visit to Carnivore (www. carnivore.com.sg), a Brazilian barbecue restaurant, reminded us who really knows beef and fire. See, Brazilian butchers carve up a cow's rump differently. While they enjoy most parts of their fine cattle, the most famous and flavourful is the cut called picanha, which actually comes from the sirloin that usually gets sliced into steaks.

In Brazil, this slab - also known as rump cap - is cut into three thick pieces, with the layer of fat left on top and threaded onto sword-like skewers in a C shape, explains Carnivore's chef, Juliano Alves Lacerda. The meat is seasoned only with sea salt and cooked to medium rare over flames, such that the fat seeps down and blends with the salt. And then the swords are taken off the fire, and the chef cuts thin slices of the meat onto each diner's plate. You bet it tastes good.

A serving of rump will provide you with iron, which is needed for healthy blood and zinc lessential for sperm production and a strong immune system). So call up your fellow carnivores and sink your teeth in one of these beefy Brazilian beauties. Then turn the page for your guide to getting the most out of beef.



Telluswhatyou love about beef and stand a chancetowina mealforfourat Carnivore, Send yourentriesto magmenshealth_ promo@sph.com. sg now! Contest ends Aug 31, 2015.

TRY THIS: PICANHA

"Idon't recommend sauces with rump," says Juliano. There are already four tastes' in your mouth: fibre, blood, fat and salt. It's complete."



TRYTHIS: CUPIM

This comes from the hump of the zebu cattle. "It's for people who don't like rare beef," Juliano offers. "It's soft and tender, with no blood and it is a mouth." Juice, and leaves a comfortable sensation in the mouth."

THE NO-BULL GUIDE TO BEEF

INCREASE IMMUNITY

Rump > While you're down with the flu, Joe from sales is eyeing your desk. Rump will outflank him better than any powdery lemon drink. "Beefis the best source of iron and zinc," says dietitian Gaynor Bussell. Crucially, the latter supports your immune system and shortens colds when taken daily. Your dose is 10mg. In other words, a 170g steak a day keeps the sniffles away.

HEIGHTEN SEXUAL PERFORMANCE

T-Bone ► Cholesterol gets a bad rap, but cut it out entirely and expect problems between the sheets. Without it, the body can't create testosterone. Nina Teicholz, author of The Big Fat Surprise, points out that 150 years ago, T-bone was a breakfast food. That's a tad extreme, but a weekly indulgence will get you bigger and stronger where it matters most.

BOLSTER BRAIN HEALTH

Chuck ► If your stomach turns at the sight of fishy scales, you can still get your dose of brainboosting fatty acids without beheading the day's catch. But provenance is key. "Grass-fed beef contains omega-3, whereas grainfed beef has less of the good stuff and more omega-6 and -9," says nutritionist lan Marber. The first cuts internal inflammation; the last two can increase it. Though all British beef is labelled as grassfed, ask your butcher for 100 percent to get the biggest benefits. Otherwise, it may have been a mix of grass and cereals. But either one will taste bovine.

IMMUNITY BOLSTERBRAIN HEIGHTEN SEXUAL HEALTH PERFORMANCE ENHANCE ENDURANCE CARDIOVASCULAR PROTECTION CARDIOVASCULAR PROTECTION

ENERGY HIT

Silverside ➤ Serveyour pre-rungel with a side of beef. "There's no point guzzling carbs unless you can extract their energy, says dietitian Dr Carrie Ruxton. This cut's vitamin B2 ensures you burn your fuel rather than store it. Which justifies doubling up on the roasties if you're playing football afterwards (less so if you'll be falling asteep watching it).

BUILDMUSCLE

Round ➤ Forgetyour TV chef's oft-spouted advice to judge your steak by its marbling Roundisvery low in fat, meaning more space for protein - at 28g of the good stuff per 100g, eat two for your recommended daily allowance of protein at a price of only 364kcal. That lack of fat means no moisture, so braising is a better bet. Like a protein shake with no milk, grilled round is chokingly dry.

Heart ► In a literal example of "you are what you eat," tucking into a cow's ticker adds years to yours, It's thanks to a curative combo of magnesium - to lower your coronary risk by a fifth, according to Harvard University's School of Public Health - and taurine, which a study in the journal Amino Acids found drops your blood pressure in just a week if eaten daily. "Split the heart, remove the membrane and soak it in lightly salted water for an hour," suggests Sasha. "Marinate overnight in fresh marjoram, crushed garlic, black pepper, whole dried chillies and olive oil. Then grill or sear over high heat, flipping once. Serve with tortillas, lettuce, avocado, chopped cilantro, onion, time and salsa." Think of this as a heartsaving salad with the gruesome Instagram opportunity. [And with 17g of protein per 100g, you'll get a muscle boost, too.)

sportsmanship along with your morals and tuck into a calf's liver before your next sportive. It's twice as iron-rich as lamb's, says

ENHANCE ENDURANCE

Liver ➤ Swallowyour

nutritional therapist Jackie Lynch, which means your body can manufacture more red blood cells to pump more oxygen to your screaming muscles on that mountain stage.