

WSU rolls out its own brand of beef

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Slow Cooked Roast Beef KraftBrands.com/OscarMayer
Slow Roasted Roast Beef Ready To Eat. Oscar Mayer Carving Board!

No, it's not Cougar meat. Or Husky.

In fact, Washington State University's new WSU Premium Beef is healthy and flavorful rib eye sirloin, from local cows "respectfully cared for" by staff and animal-science students, cattle operations manager Tom Cummings said in a news release.

"We give our cattle lots of attention," he said. "Not only that, but it's a local food system. Consumers know where the beef comes from and that's important to a lot of people these days."

WSU is offering Angus choice, for roughly \$5 a pound, and Wagyu, for about \$9 a pound. Wagyu, which originated in Japan, "is famously known as beef so tender that you don't need a knife to cut through it," according to WSU.

The Wagyu is "worth every penny," said Jamie Callison, an executive chef and instructor with WSU's School of Hospitality Business Management. "It's rich and has a melt-in-your-mouth quality. There's nothing else like it."

Not big on beef? Try WSU's **Cougar Cheese** and **Ferdinand's Ice Cream**.

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