



EBLEX

Value-Added Cuts Initiatives

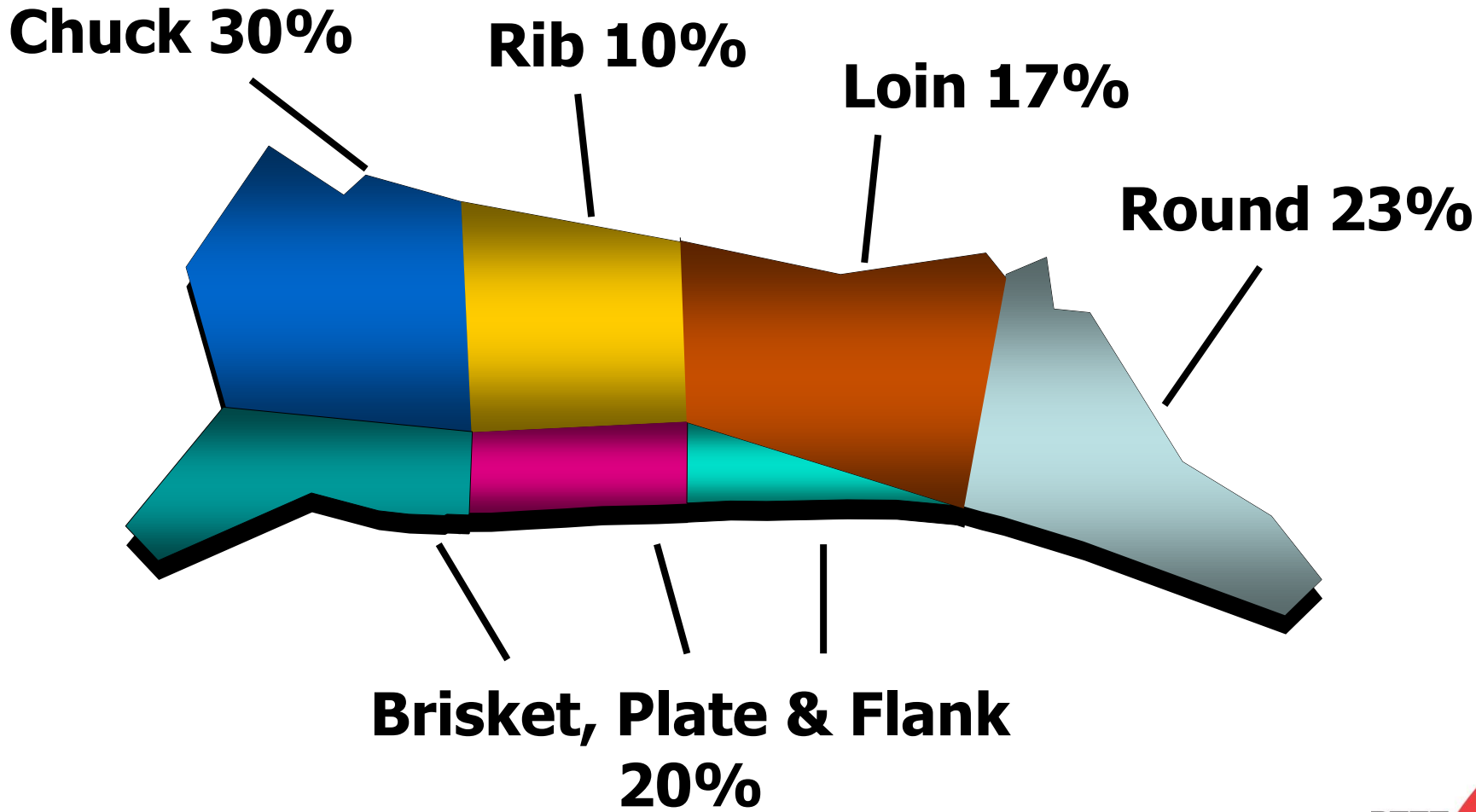
beef innovations group™



National Cattlemen's Beef Association 5-10-10



Funded by
The Beef Checkoff





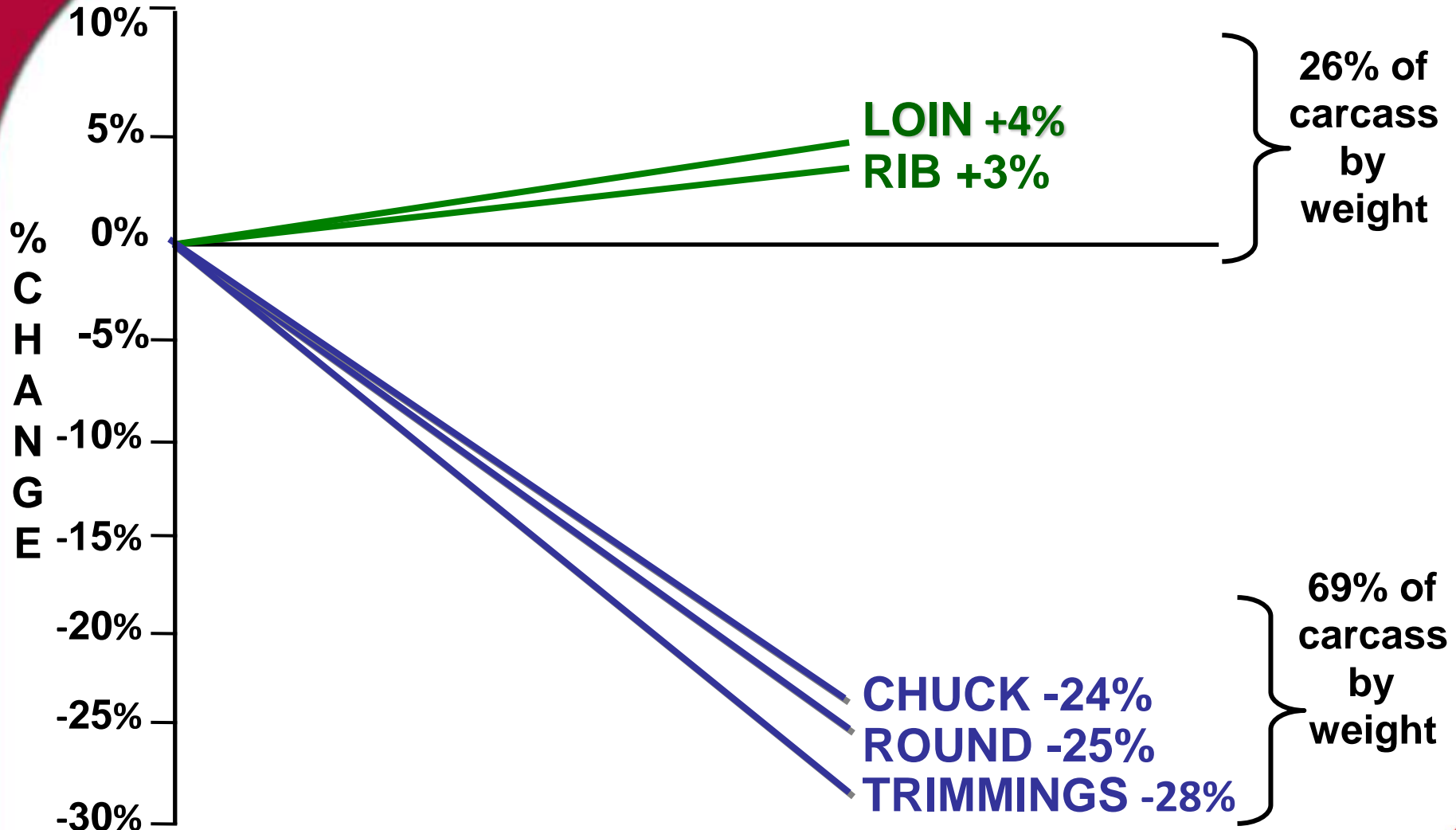
Beef's Dinosaur Cuts



SOON TO BE EXTINCT!



Beef Primal Price Trends





Muscle Profiling Research

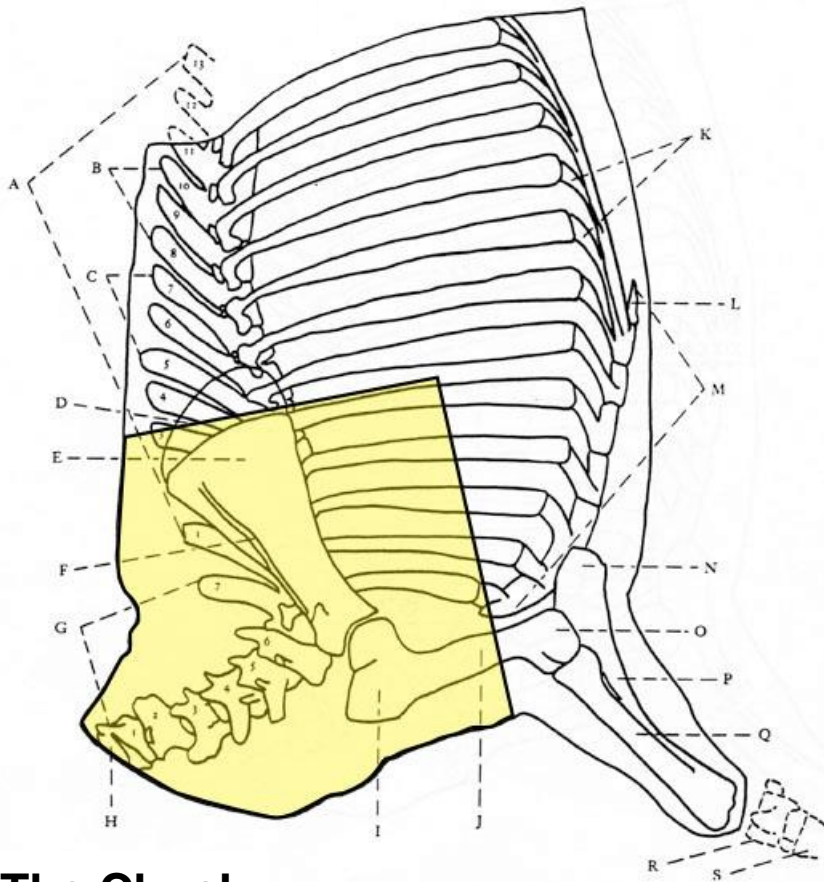
- Goal – add value to the chuck and round
- Full characterization of 39 individual muscles of the chuck and round
- Individual muscle data shared through <http://bovine.unl.edu>
- Identified “diamonds in the rough” for further application as value-added cuts

Beef Value Cuts

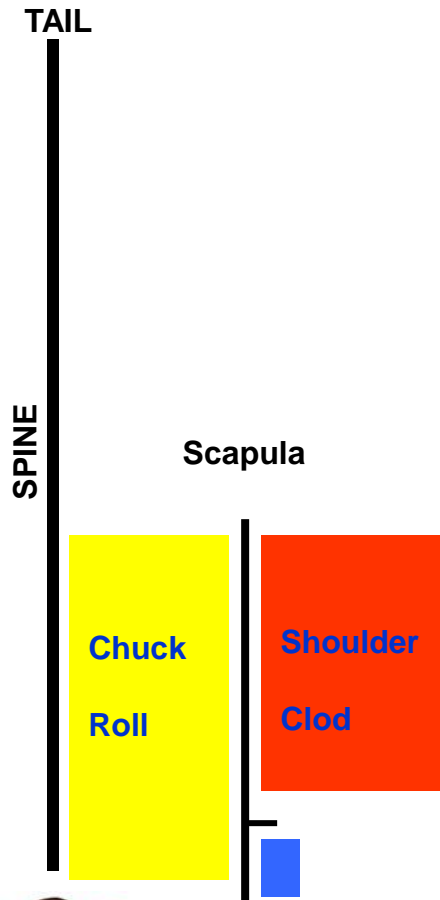
- Create more steak options
- Discover value in the chuck and round
- Moderately priced
- More options for consumers, retailers and foodservice operators



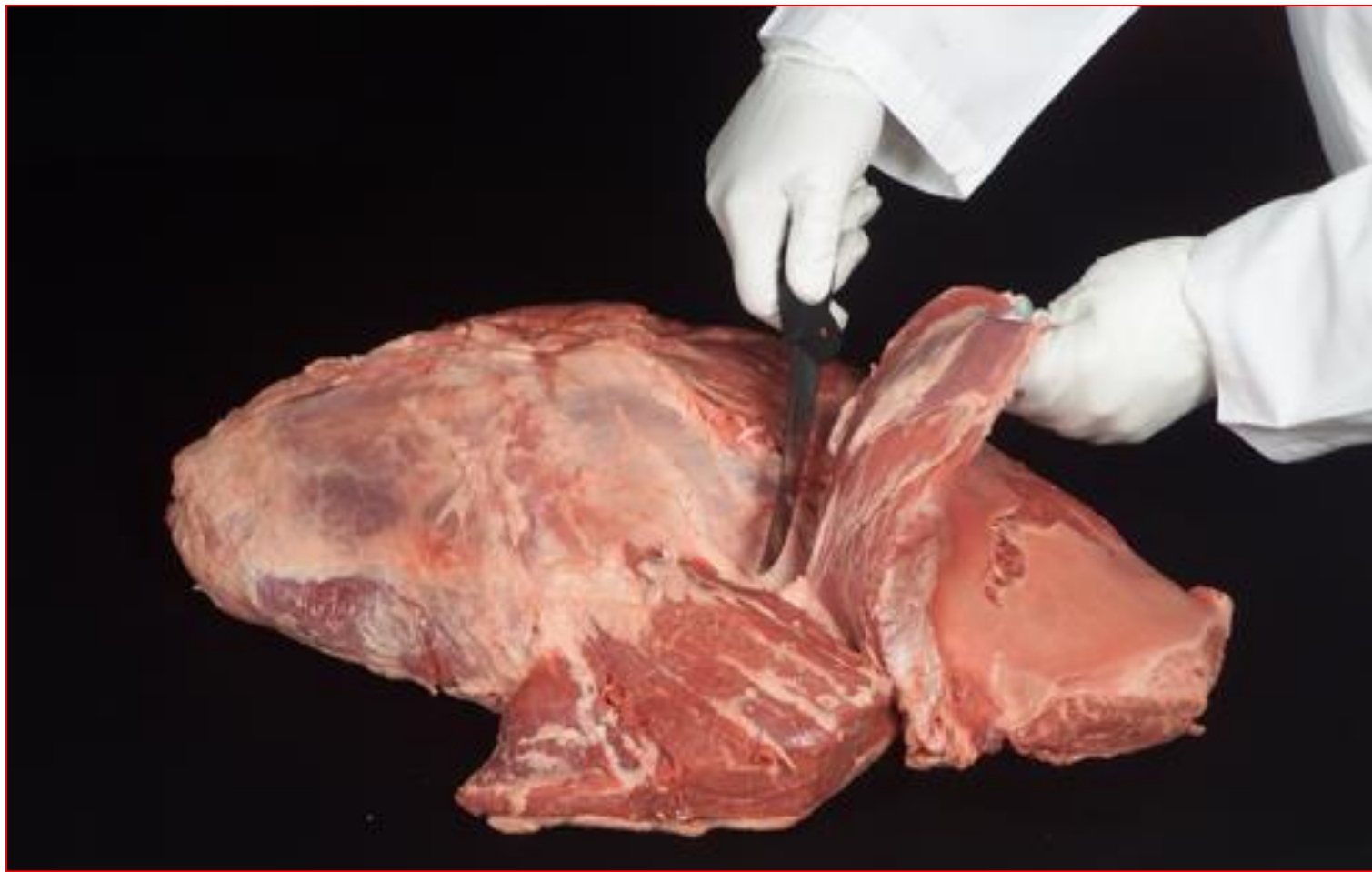
Anatomical Locations



The Chuck



Whole Beef Shoulder Clod





Separated Beef Shoulder Clod

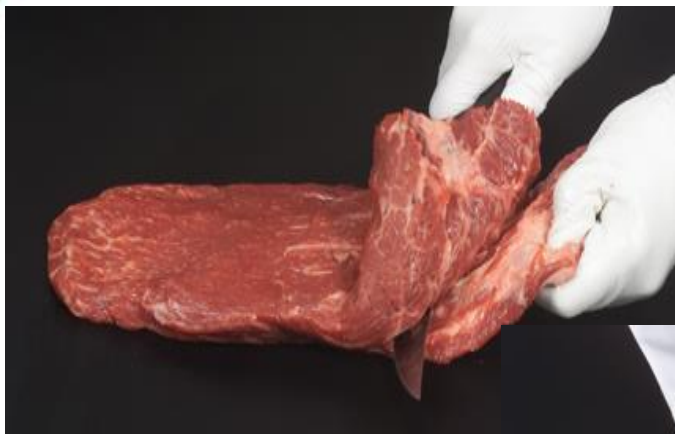


Warner-Bratzler Shear Force Rank

Rank	Muscle	Subprimal
1	Psoas major	Tenderloin
2	Infraspinatus	Shoulder Clod
3	Spinalis dorsi	Ribeye/Chuck Roll
4	Serratus ventralis	Chuck Roll
5	Multifidus dorsi	Chuck Roll
6	Subscapularis	Chuck
7	Teres major	Shoulder Clod
8	Rectus femoris	Knuckle
9	Tensor fascia latae	Sirloin
10	Biceps brachii	Chuck



Managing Connective Tissue





2009 Foodservice Volume

- 86 M lbs Flat Iron
- 40 M lbs Petite Tender
- 27 M lbs Ranch Steak

Compared to:

19 M lbs Porterhouse and 44 M lbs T-bone

Source: Technomic 2009 Foodservice Volumetric Study, Technomic, Inc.





2008 Retail Volume

- 4.1 M pounds in 2005
- 7.5 M pounds in 2006
- 18.0 M pounds in 2007
- 18.5 M pounds in 2008

Source: Freshlook Marketing Total U.S. Pounds Sales
FY 2008 ends 10/26/08





Producer Bottom Line

Improved Chuck Values

***\$50 - \$70 per head in
carcass value since
1998***



Next Frontier...Chuck Roll



Chuck Roll
NAMP 116A

Future = Round

