What’s New in New Products

Beef Quality

Sink your teeth into the Cumin-Pepper-Rubbed Denver Cut Steak with Avocado Salsa Verde. It’s just one of the tasty results from the Beef Value Cuts program.

Killing Dinosaurs

The industry’s Beef Value Cuts program is out to make traditional handling of the chuck and round obsolete. BY JOE ROYBAL, EDITOR
The Beef Carcass

Chuck 30%
Rib 10%
Loin 17%
Round 23%
Brisket, Plate & Flank 20%
Beef’s Dinosaur Cuts

SOON TO BE EXTINCT!
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 and foodservice operators
Whole Beef Shoulder Clod
## Warner-Bratzler Shear Force Rank

<table>
<thead>
<tr>
<th>Rank</th>
<th>Muscle</th>
<th>Subprimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Psoas major</td>
<td>Tenderloin</td>
</tr>
<tr>
<td>2</td>
<td>Infraspinatus</td>
<td>Shoulder Clod</td>
</tr>
<tr>
<td>3</td>
<td>Spinalis dorsi</td>
<td>Ribeye/Chuck Roll</td>
</tr>
<tr>
<td>4</td>
<td>Serratus ventralis</td>
<td>Chuck Roll</td>
</tr>
<tr>
<td>5</td>
<td>Multifidus dorsi</td>
<td>Chuck Roll</td>
</tr>
<tr>
<td>6</td>
<td>Subscapularis</td>
<td>Chuck</td>
</tr>
<tr>
<td>7</td>
<td>Teres major</td>
<td>Shoulder Clod</td>
</tr>
<tr>
<td>8</td>
<td>Rectus femoris</td>
<td>Knuckle</td>
</tr>
<tr>
<td>9</td>
<td>Tensor fascia latae</td>
<td>Sirloin</td>
</tr>
<tr>
<td>10</td>
<td>Biceps brachii</td>
<td>Chuck</td>
</tr>
</tbody>
</table>
Flat Iron –
The Fruits of Our Labor

Managing Connective Tissue
Flat Out Genius.
THE FLAT IRON STEAK

Juicy With Great Flavor
No Tenderizing Required
Versatile
Well Marbled
Nutritious
Superb Value
Low Cost, High Margins

WHAT IS A FLAT IRON STEAK?
• A less expensive alternative to rib or loin steaks that still offers great taste and appetite appeal.
• It's cut from the second most tender beef muscle, located in the Shoulder Clod.
• A flavorful, well-marbled steak that's perfect for dinner menus.

A SMART CHOICE IN THE KITCHEN.
• The Flat Iron Steak is versatile and kitchen friendly. Grill it, broil it or fire up the skillet.
• Absolutely no tenderizing is required.
• Suited to a wide variety of rubs and seasonings.

APPETITE APPEAL THAT'S SIMPLY BRILLIANT.
• Juicy and flavorful.
• Try it for stir-fry, fajitas, even salads.

HOW CAN YOU SHOW YOUR OWN GENIUS?
• Portion the 1.25 lb. Flat Iron cut into 6 to 8 oz. steaks.
• Merchandise the Flat Iron in the grilling section or next to high-end steaks.
Next Frontier...Chuck Roll

Chuck Roll
NAMP 116A
Why Add Value to The Chuck Roll?

- Pot Roast
- Steaks
- Chuck Roll
  NAMP 116A
  $1.50-$1.60/Lb
- Grind Programs
- Exports
Anatomical Locations

The Chuck

SPINE

Scapula

TAIL

Chuck Roll

Shoulder Clod

The Chuck
## Warner-Bratzler Shear Force Rank

<table>
<thead>
<tr>
<th>Rank</th>
<th>Muscle</th>
<th>Subprimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Psoas major</td>
<td>Tenderloin</td>
</tr>
<tr>
<td>2</td>
<td>Infraspinatus</td>
<td>Shoulder Clod</td>
</tr>
<tr>
<td>3</td>
<td>Spinalis dorsi</td>
<td>Ribeye/Chuck Roll</td>
</tr>
<tr>
<td>4</td>
<td>Serratus ventralis</td>
<td>Chuck Roll</td>
</tr>
<tr>
<td>5</td>
<td>Multifidus dorsi</td>
<td>Chuck Roll</td>
</tr>
<tr>
<td>6</td>
<td>Subscapularis</td>
<td>Chuck</td>
</tr>
<tr>
<td>7</td>
<td>Teres major</td>
<td>Shoulder Clod</td>
</tr>
<tr>
<td>8</td>
<td>Rectus femoris</td>
<td>Knuckle</td>
</tr>
<tr>
<td>9</td>
<td>Tensor fascia latae</td>
<td>Sirloin</td>
</tr>
<tr>
<td>10</td>
<td>Biceps brachii</td>
<td>Chuck</td>
</tr>
</tbody>
</table>
Primary Current Use

Chuck Roasts

Chuck Steaks

$2.50-3.00/Lb
Round Revelations!
Beef Value Cuts Program
General Overview

114 Beef Chuck, Shoulder Clod
ONE Sub-primal
FOUR Muscles
Four Value Added Products
Single Muscle Approach
Program Initiated in 1997
Completed in 2002

116A Beef Chuck, Chuck Roll
ONE Sub-primal
EIGHT Muscles
Six Value Added Products
Single/Multiple Muscle Approach
Program Initiated in 2006
Completed in 2008

160 Beef Round
FIVE Sub-primals
FOURTEEN Muscles
Program initiated Dec 2007
16 New Muscle Cuts Developed
Producer Bottom Line

Chuck & Round Values

1. ROI on clod: $50-$70/head = $1.4B annually
2. ROI on chuck: $40-$50/head = $1B annually
3. ROI expected on round: $20-30/head = $0.5B annually
Culinary Innovations Team
Culinary Innovations Team

2010 Work-to-date

- **Recipes** – 65 recipes developed
- **Beef Cookery** – 30 cuts with timings
  *(Beef Alternative Merchandising and Round cuts)*
- **Beef Photography** – 16 Round and International cuts
- **Showcasing Beef** – 13 meal functions showcasing beef
Culinary Innovations Team

Where Do The Recipes Go?

• **Beefitswhatsfordinner.com/Social Media**
  o Recipes – #1 destination on BIWFD.com
  o 534 recipes on the site
  o 65,500 weekly reach with featured recipe
    ✓ 31,000  *Beef So Simple* subscribers
    ✓ 1,644  *Twitter* followers
    ✓ 32,800  *Facebook* fans

• **Beef Made Easy**
  o 200 Million on-pack labels
“Bagged frozen steaks were preferred across nearly all variables versus those sold in a box.

*According to consumer sensory evaluation research (July, 2009) funded by the Beef Checkoff Program.
Beef Convenience

Products to-date

• Schwan’s
  ✓ Seasoned Steak Bites

• Amy Foods
  ✓ Philly Cheese Steak Rolls

• Carla’s Pasta
  ✓ Cheeseburger Raviolis

• JM Garret
  ✓ Tamale Beef Sliders

• Intevation
  ✓ Rueben Bites
Charlene Rich
charlene@montanabeefcouncil.org