What’s New in New Products

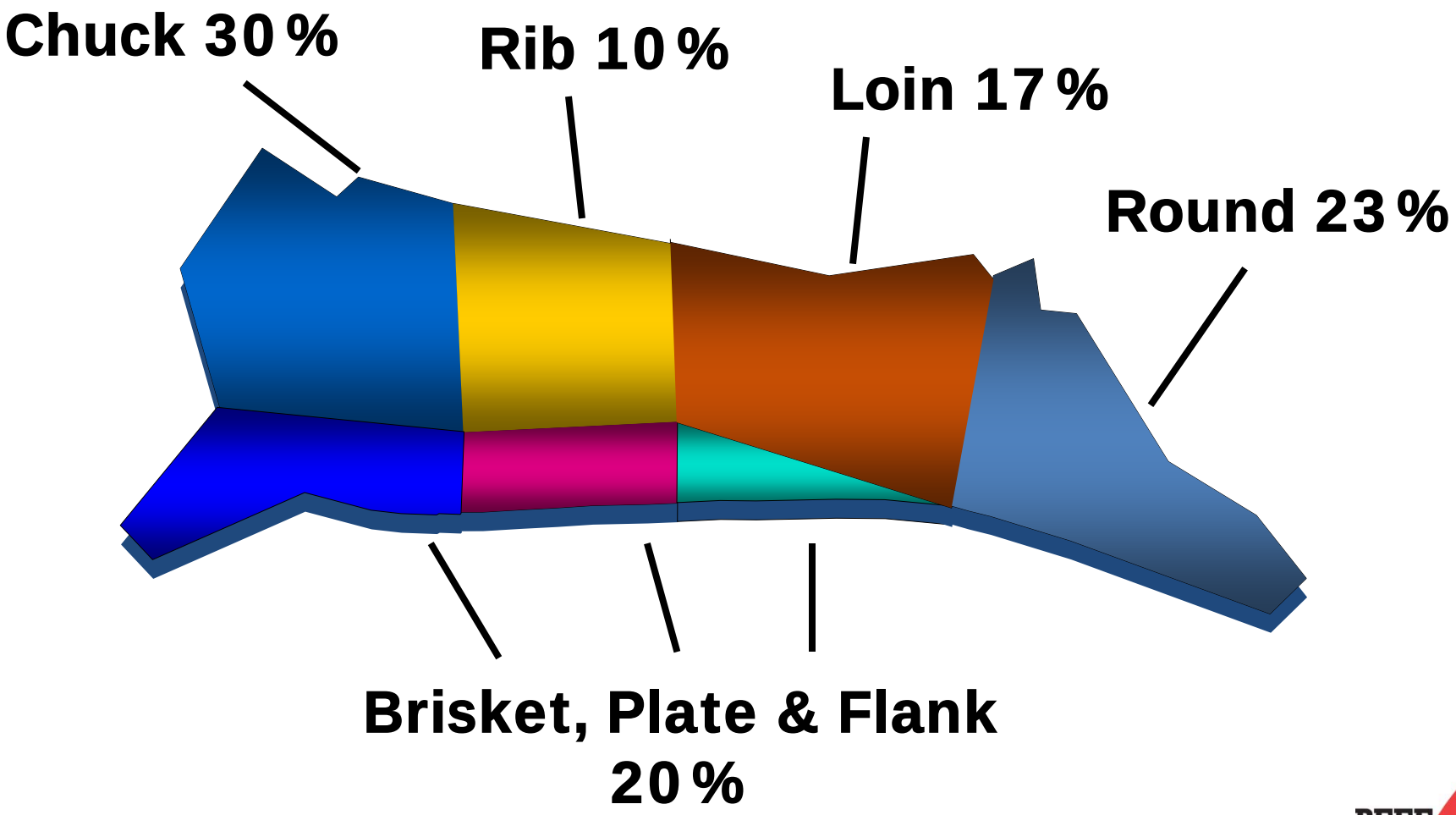
Beef Quality

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



Beef’s Dinosaur Cuts

SOON TO BE EXTINCT!

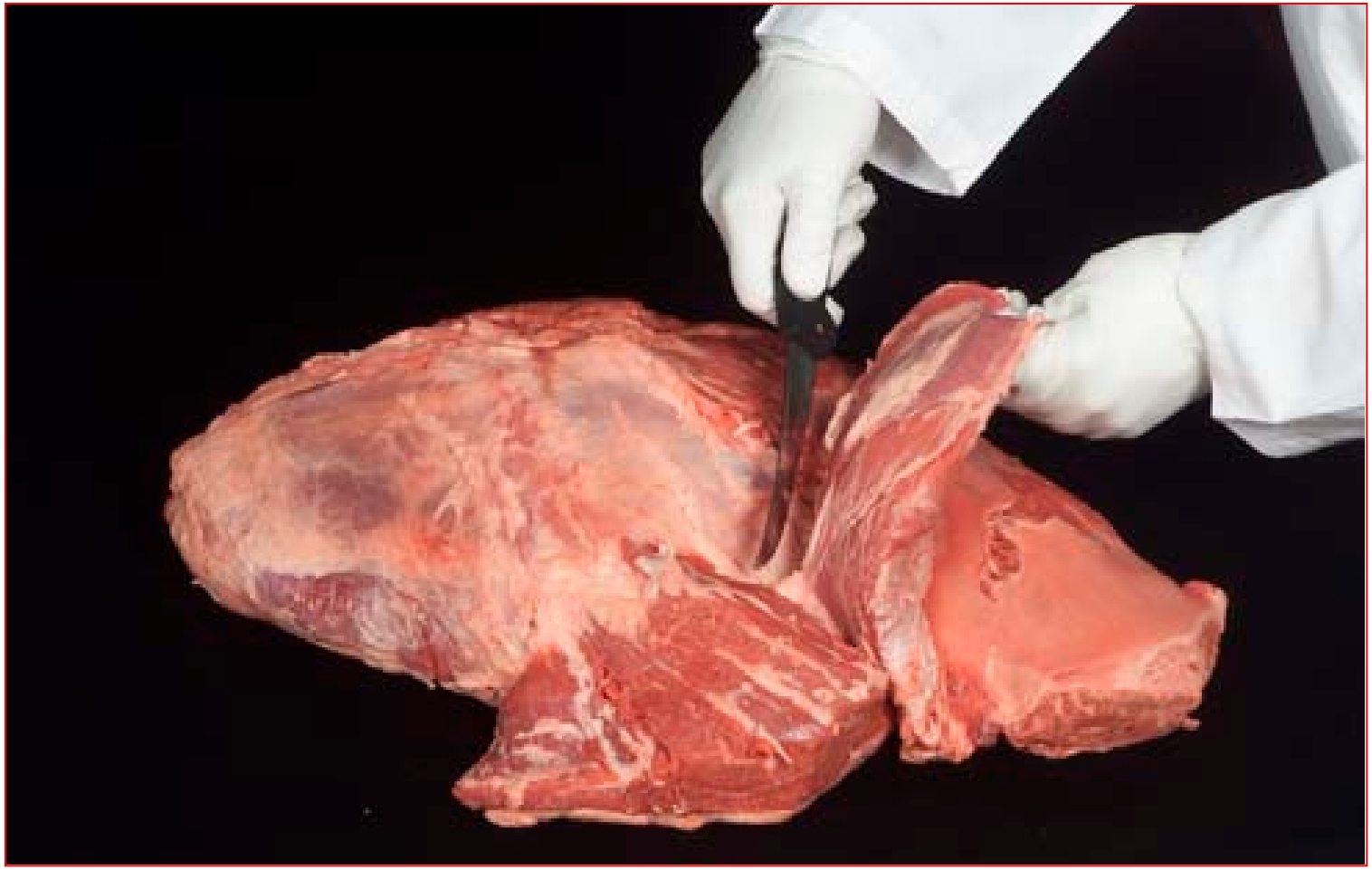
Muscle Profiling Research

- 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**

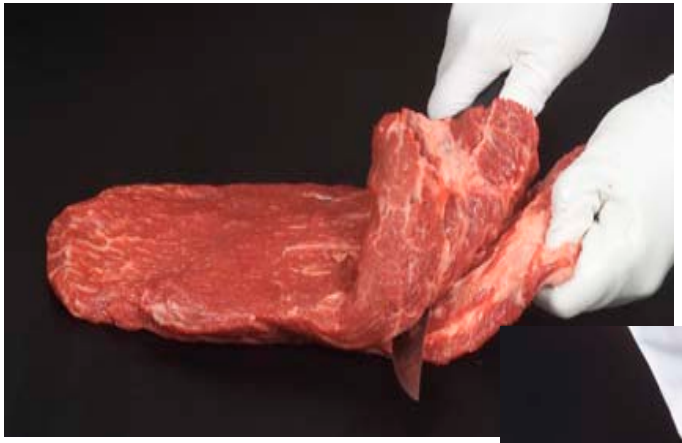
Whole Beef Shoulder Clod



Warner-Bratzler Shear Force Rank

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

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.

BEEF

FUNDED BY THE BEEF CHECKOFF

LEARN MORE ABOUT THE FLAT IRON STEAK AND OTHER CULINARY BREAKTHROUGHS AT WWW.BEEFINNOVATIONSGROUP.COM.

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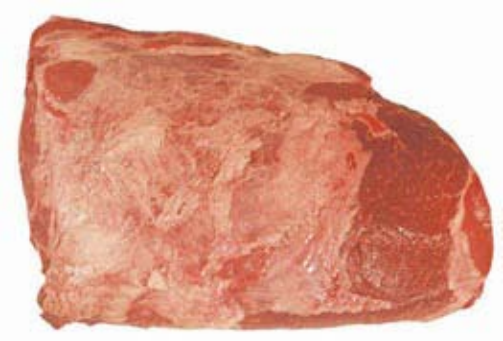
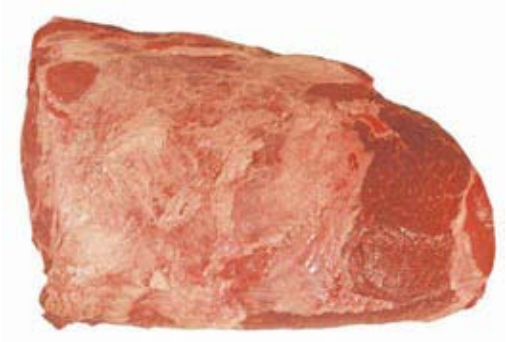
Next Frontier…Chuck Roll



Chuck Roll
NAMP 116A

Why Add Value to The Chuck Roll?

Pot Roast
Steaks

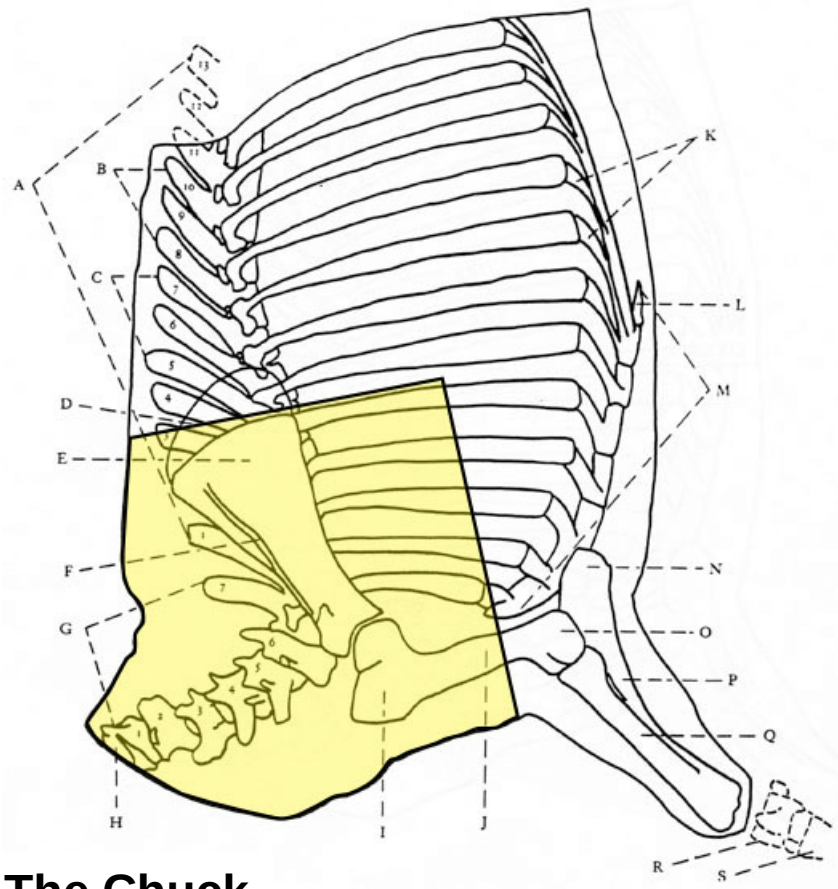


Chuck Roll
NAMP 116A

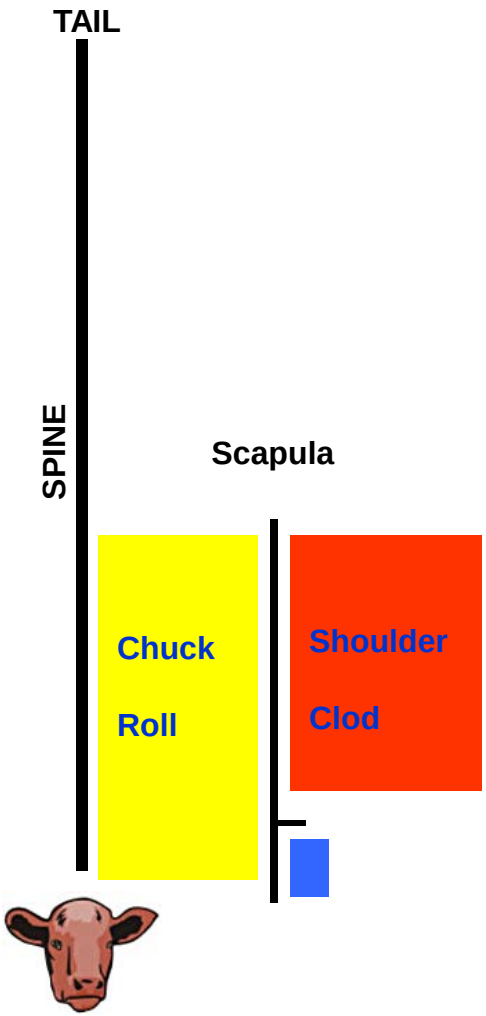
$1.50-$1.60/Lb

Grind Programs
Exports

Anatomical Locations



The Chuck



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8	Rectus femoris	Knuckle
9	Tensor fascia latae	Sirloin
10	Biceps brachii	Chuck

Primary Current Use

Chuck Roasts

Chuck Steaks

$2.50-3.00/Lb

Round Revelations!

beef innovations group™

Beef Innovations Group

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 in1997

Completed in 2002

116A Beef Chuck, Chuck Roll

ONE Sub-primal

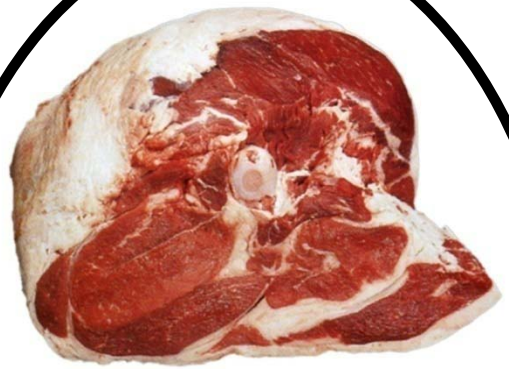
EIGHT Muscles

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

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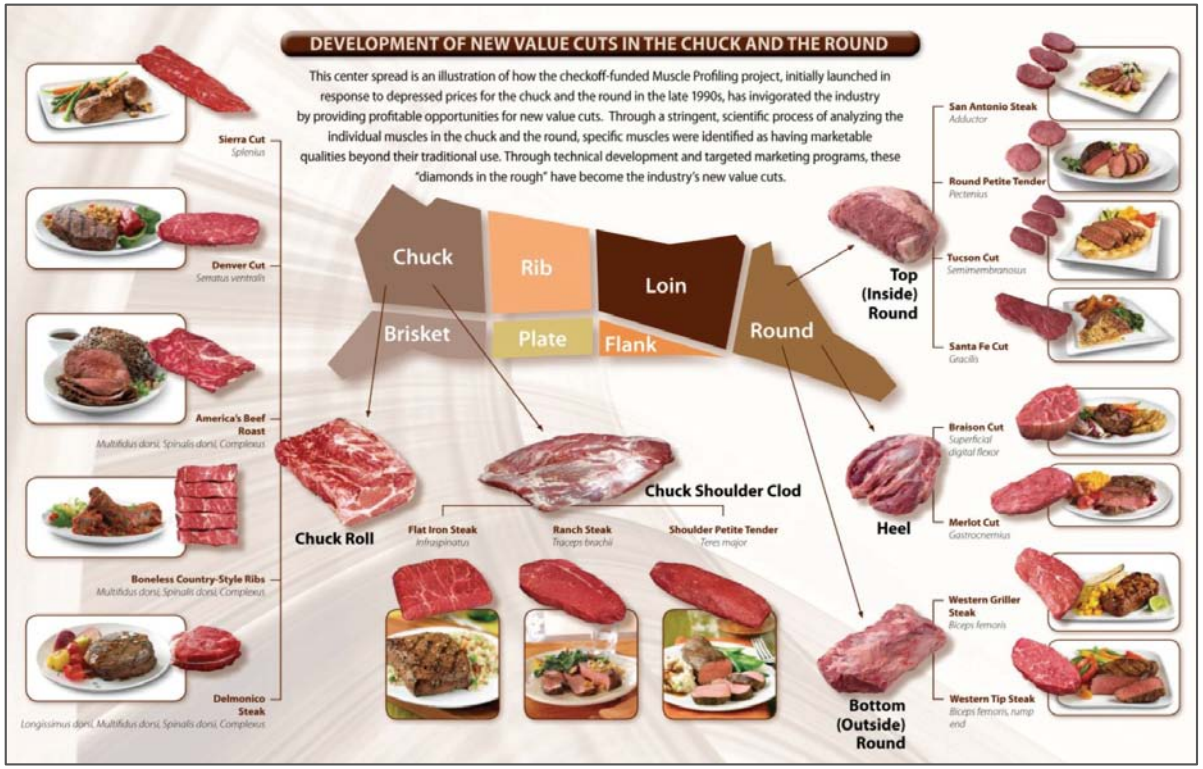
16 New Muscle Cuts Developed



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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 Services

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

AMERICAN FOODS GROUP®

"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.

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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

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