Welcome to the Tennessee Value-Added Beef Webinar Series
Made Possible By:

Session Overview

- Anticipate potential consumer questions about buying beef
  - Factors affecting quantity of product
  - Factors affecting quality of product
- Explain terminology used in marketing beef

Session Objectives

- Increase the beef product knowledge of to:
  - Communicate with customers
  - Understand the market for your product
  - Communicate with beef processors
- Develop marketing strategies for your product

Communication is Key

Producer

Market Success

Processor

Consumer

Today's Topics & Presenters

- What You Should Know About Your Product

Dwight Loveday, Associate Professor
Food Science & Technology
Phone: 865-974-7344
Email: hloveday@utk.edu

Terminology

**Live Weight**

- Slaughter weight
- Weight of animal at time of purchase or harvest
- 900-1300 lbs.

**Live Value**

- Weight of the animal x live price/lb.
- Example: 1000 lbs. x $1.25/lb. = $1250
• **Carcass Weight**: weight of carcass after all dressing procedures are completed
• **Hot Carcass Weight**: weight obtained immediately after harvest and prior to entering coolers
• **Cold (Chilled) Carcass Weight**: carcass weight after postmortem chill but before carcass fabrication

**Terminology**

• "**Hanging Weight**": used to describe the weight used for determining value
  – 550-825 lbs.
  – May be hot or chilled
  – 2.5% difference
• **Carcass Value**: carcass price/lbs. x “hanging weight”
  – 625 lbs. x $2.00 = $1250

**Terminology**

• "**Dressing Percent**": proportion of live wt. that remains in the carcass; “Yield”
  – (Carcass Wt./Live Wt.)*100
  – Wide range: 55-65% due to differences in intestinal contents, carcass fatness, muscle to bone ratio
  • Anything that increases Live Wt., will decrease Dressing Percent (i.e. gut fill)
  • Anything that increases Carcass Wt., will increase Dressing Percent (i.e. fat)

**Terminology**

- **Primal Cuts** same as wholesale cuts
- **Major carcass division**
- **Round, Loin** (sirloin + short loin), Rib, Brisket, Shank, Short Plate and Flank
Terminology

Primal Cut → Sub-Primal
- Division of a Primal cut

Beef Round

Top Round

Bottom Round

Tip or Knuckle

Terminology

Primal/Sub-primal → Retail Cuts

Ribeye Roll

Ribeye Steaks

Questions

“How much meat will I get?”

• Variable – several factors affect the take home product
  1. Carcass fatness – fatter carcass tend to yield less product
  2. Muscling – heavier muscled cattle yield more retail cut weight
  3. Trim level – most consumers prefer about ¼” external fat; closer trim, less yield

“How much meat will I get?”

• Variable – several factors affect the take home product
  4. Bone-in vs. boneless cutting style – less retail cut weight with boneless cuts; more cuts put into ground beef will lower yield (i.e., short ribs boned out and put into ground beef)
  5. Leanness of ground beef - the leaner the ground beef, less take home product
  6. Trimming losses – bruises, abscess, or trimming due to aging
“How much meat will I get?”

Table 2. Average amount of meat from a 1,200-pound beef carcass.

<table>
<thead>
<tr>
<th>Cuts</th>
<th>Trim (inches)</th>
<th>Lean (%)</th>
<th>Fat (%)</th>
<th>Approx. amt. of freezer meat (lb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boneless steaks and roasts</td>
<td>1/8</td>
<td>90</td>
<td>10</td>
<td>425</td>
</tr>
<tr>
<td>Bone-in steaks and roasts</td>
<td>1/4</td>
<td>80</td>
<td>20</td>
<td>500</td>
</tr>
<tr>
<td>Mixture of bone-in and boneless steaks and roasts</td>
<td>1/8</td>
<td>90</td>
<td>10</td>
<td>490</td>
</tr>
<tr>
<td>Boneless steaks and roasts from Holstein dairy animal</td>
<td>1/8</td>
<td>90</td>
<td>10</td>
<td>348</td>
</tr>
<tr>
<td>Boneless steaks and roasts from very fat beef animal</td>
<td>1/8</td>
<td>90</td>
<td>10</td>
<td>396</td>
</tr>
</tbody>
</table>

Source: South Dakota State University. Note: Estimations may vary by 25 pounds or more.
*A Holstein steer measured in the examples to show how a light muscled animal will affect the amount of take-home product.

From: Rentfrow, University of Kentucky

“How much will the meat cost?”

- Most carcasses will be sold on a live weight or a “hanging weight” basis
- Price/pound x weight (either live or carcass)
- Plus processing charges
  - Harvest charge
  - Processing charge
  - Other charges (offal disposal, further processing)
- Retail cuts would be same as grocery store

“What is meant by custom cutting?”

“How would you have it cut?”

- Cut to your family needs
  - Package for family size
  - Preparation time for meals
  - Steaks/package
- Specify the cuts you prefer
  - T-Bone/Porterhouse vs. Tenderloin & Strip Steaks
  - Trim to Ground Beef or Stew
  - Short ribs or Ground Beef
- Specify the size of cuts
  - Steak thickness
  - Roast size
  - Weight of ground beef/stew packages

• Example: 1200 lb. Live steer @ $1.25/lb. or 750 lb. carcass @ $2.00/lb. = $1500
• Animal charge = $1500
• Plus $40 harvest fee
• Plus $0.40/lb. processing fee (750 x.40 = $300)
• Total charges = $1500+$40+$300=$1840
• If yield of take home meat is 490 lbs., then cost/lb. is $3.76/lb. ($1840/490 lbs.)
“What cuts do I get?”

- Many consumers are not aware of the animal locations for many cuts
- Opportunity to assist your customer
- To answer this question, we will review the beef wholesale cuts and the potential retail cuts each produces

Principles of Meat Cutting

- Separate tender from less tender
- Separate thick from thin muscles
- Separate fat from lean
- *Work with processor to know cutting styles they are capable of performing*

### Beef Wholesale Cuts

- **Chuck and Round**
  - Tend to be less tender muscles
  - Good source of roasts

### Beef Chuck

- Arm Roast
- Chuck Pot Roast
- Flat Iron Steak
- Blade Roast
- Mock Tender Roast
- Chuck Eye Roast

### Beef Rib

- Rib Roast
- Rib Eye Steak
- Rib Steak
Beef Round – Bottom Round

- Bottom Round
- Ground Beef Stew
- Cube Steak
- Bottom Round Roast and Steak
- Cube Steak
- Rump Roast
- Eye Round Roast and Steak

Beef Round – Sirloin Tip (Knuckle)

- Sirloin Tip (Knuckle)
- Sirloin Tip Roast and Steak
- Ground Beef Stew
- Kabobs
- Tri-Tip Steak

Beef Brisket

- Brisket
- Ground Beef Stew
- Brisket (Whole)
- Brisket (Point)
- Brisket (Flat)

Thin Cuts – Short Plate, Flank & Shank

- Mostly for Ground Beef & Stew
- Short Plate
- Skirt Steak
- Short Ribs
- Flank
- Flank Steak

Variety Meats

- Tongue
- Liver
- Heart
- Oxtail
- Sweetbreads

“Has the meat been aged?”
“Has the meat been aged?”
- Aging is time from harvest till cut into retail cuts
- Aging has a tenderizing effect
  - Aging time usually 7-14 days
  - Little tenderizing effect after 10-14 days
- Aging can enhance "beefy" flavor
- Long aging times can:
  - Reduce yield due to surface dehydration, especially thinly fat covered carcasses
  - Can develop off flavors
- Extended aging times take up processor cooler space

“How will the meat be packaged?”
- Options usually vacuum packaged or freezer paper
  - Prevent dehydration (freezer burn)
  - Protect meat
- Vacuum Packaged
  - Longer storage times
  - Look for “leakers”
  - Higher cost
- Freezer Wrap
  - Tears
  - Double wrap ("Waxed" inside paper or use plastic wrap

“How much storage space will I need?”
- Recommendation:
  - 1 cubic foot per 35-40 lbs.
  - 2.25 cubic foot per 50 lbs.
- For the 1200 lbs. steer yielding 490 lbs. of take home meat, need 10-14 ft³ freezer space
  - For a side of beef, need 5-7 ft³

“How long will the meat keep?”
“How long will the meat keep?”
- Fresh beef steaks and roasts: 9-12 months
- Ground beef: 3-4 months
- Colder the better; keep freezer at 0°F or lower
- Longer storage is generally a meat quality problem rather than meat safety

“Is this beef USDA Choice?”
- Most likely your carcasses will not be officially graded by an USDA Grader
- You may know someone that knows how to apply beef USDA grade standards
- DO NOT use grading information in marketing unless the carcasses have been officially graded

“Is this beef USDA Choice?”
- Knowledge about your product is a key marketing tool
- Good communication with both the customer and processor is important to your success
- Educate your customer
- Provide information sheets about farm, label claims, cutting instructions, recipes, etc.

Take Home Messages

Evaluate Today’s Webinar
- Please take a few minutes to complete the short online survey at http://www.surveymonkey.com/s/9VTWSFP

Special thanks again to our funding partners:

Join Us for the Next Webinar
- February 26, 2013
- 6:30 pm Central/ 7:30 pm Eastern
- What You Should Know About Your Product
- Become Sales Tax Savvy
- Slides and archived versions of all webinars will be made available at https://ag.tennessee.edu/cpa
Questions

Dwight Loveday
• 865-974-7344
• hloveday@utk.edu

Megan Bruch
• 931-486-2777
• mlbruch@utk.edu