

BEEF VALUE CUTS

NEW CUTS FOR THE NEW CONSUMER



Maximizing Single Muscles from the Chuck and Round



IT'S WHAT'S FOR DINNER.®

New Cuts Bring New Opportunities

The National Cattlemen's Beef Association (NCBA), on behalf of state beef councils and the Cattlemen's Beef Board, is proud to introduce its latest product initiative offering new cuts of moderately priced beef from the underutilized chuck and round.

This new line – *Beef Value Cuts* – is made up of ten new steaks and roasts that can compete with other proteins marketed in retail and foodservice. Turning the underutilized chuck and round into delicious new cuts helps meat processors, manufacturers, retailers, foodservice operators and cattle producers improve overall profitability while supplying more options to the consumer. At the same time, consumers can enjoy great tasting steaks and roasts that are convenient to prepare and moderately priced.

CREATION OF BEEF VALUE CUTS

Beef Value Cuts were developed based on findings from the beef industry's Muscle Profiling Study – a checkoff-funded research project conducted by NCBA's Center for Research and Technical Services in partnership with the University of Florida and the University of Nebraska. The study analyzed 39 different muscles from the chuck and round for palatability and functionality. It also highlighted a handful of individual muscles that have unique qualities, such as a high degree of tenderness or flavor.

Researchers discovered that several tender and flavorful muscles in primals and subprimals could be extracted and turned into new cuts of beef offering greater consistency and tenderness. More options for steaks and roasts – which can be prepared in a variety of ways – equal less product going to the grinder.

BEEF INDUSTRY BENEFITS

Year-Round Appeal:

These new cuts provide a lower cost option during seasons of high demand when beef prices are driven up.

Variety:

They broaden the mix of consumer-friendly beef options in meat cases and on menus.

Profits:

By optimizing utilization, they greatly improve profit opportunities from the chuck and round.

CONSUMER BENEFITS

Improved Quality and Consistency:

Individual muscles offer the greatest flavor potential. Consumers will get that great steak taste bite after bite.

Convenience:

Easier preparation and smaller portion sizes help consumers who lack time or sophisticated cooking skills.

Nutrition:

In addition to containing nutrients like zinc, iron and protein, seven of the cuts meet USDA designations for "lean."

Variety:

Single muscle cuts offer the flexibility of preparing lean roasts and steaks in a variety of simple ways.

Value:

More moderately-priced options please price-sensitive consumers.



FLAT IRON STEAK

AN ARRAY OF PREPARATION OPTIONS

Beef Value Cuts offer the consumer an array of preparation options. While most cuts are great grilled or oven roasted, some work particularly well in other applications.

Beef Shoulder Center Steaks (Ranch Steak):

– Make these delicious steaks into kabobs. Just cut into chunks, marinate, skewer with your favorite vegetables and grill. In minutes you'll have a mouthwatering meal.

Beef Shoulder Top Blade Steaks (Flat Iron):

– Season these juicy steaks with a Tex-Mex spice blend and place on the grill. Slice into strips for fajitas, steak tacos or burritos.

Beef Shoulder Petite Tender Roasts:

– Slice and gently sauté in a red wine or mushroom sauce for tender medallions.
– Season with minced fresh garlic and a pepper blend before roasting.

Beef Round Sirloin Tip Center Steaks:

– Serve these steaks with your favorite sauce or marinate before grilling or pan broiling.

Beef Round Sirloin Tip Center Roasts:

– Cover these tender and juicy roasts with a simple spice rub. They are the perfect size for today's smaller families.

Beef Bottom Round Rump Steaks (Western Tip),

Beef Bottom Round Steaks (Western Griller):

– For flavorful, juicy steaks, marinate first to enhance tenderness.
– When cut into cubes, they lend excellent beef flavor to casseroles, soups and stews.

MAXIMIZING THE APPEAL

A product's name can enhance its appeal. Consider merchandising these cuts with some alternative names:

Beef Shoulder Center Steak (Ranch Steak) – Ranch Steak

Beef Shoulder Top Blade Steak (Flat Iron) – Flat Iron Steak

Beef Shoulder Petite Tender Roast – Petite Tender

Beef Shoulder Petite Tender Medallions – Tender Medallions

Beef Round Sirloin Tip Side Steak – Breakfast Steak

Beef Round Sirloin Tip Center Steak – Sierra Cut

Beef Bottom Round Rump Steak (Western Tip) – Western Tip

Beef Bottom Round Steak (Western Griller) – London Broil,
Western Griller



FUNDED BY AMERICA'S BEEF PRODUCERS
THROUGH THE CATTLEMEN'S BEEF BOARD

ADDITIONAL INFORMATION

QUESTIONS REGARDING NEW BEEF VALUE CUTS SHOULD BE DIRECTED TO THE NATIONAL CATTLEMEN'S BEEF ASSOCIATION AT 312-467-5520 OR WWW.BEEF.ORG. DETAILED CUTTING MANUALS (ITEMS #24620 & #24631), A CUTTING VIDEO (ITEM #24622) AND A MARKETING KIT (ITEM #24623) CAN BE ORDERED BY CALLING 1-800-368-3138 AND SPECIFYING THE DESIRED ITEM(S) BY CODE.

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Item #24621

BEEF'S NUTRITIONAL BENEFITS

Beef might be called one of nature's best-tasting multivitamins. Calorie for calorie, beef is one of the most nutrient rich foods. And most of the Beef Value Cuts qualify for "lean" claims.

Beef Shoulder Top Blade Steaks (Flat Iron)

- Excellent source of protein, phosphorus, selenium, vitamin B-12 and zinc.
- Good source of iron, niacin, riboflavin and vitamin B-6.

Beef Shoulder Center Steaks (Ranch Steak), Shoulder Petite Tender or Medallions, Beef Bottom Round Steaks (Western Griller), Beef for Stew or Kabobs

Lean

- Excellent source of protein, phosphorus, selenium, vitamin B-12 and zinc.
- Good source of iron, niacin, riboflavin and vitamin B-6.

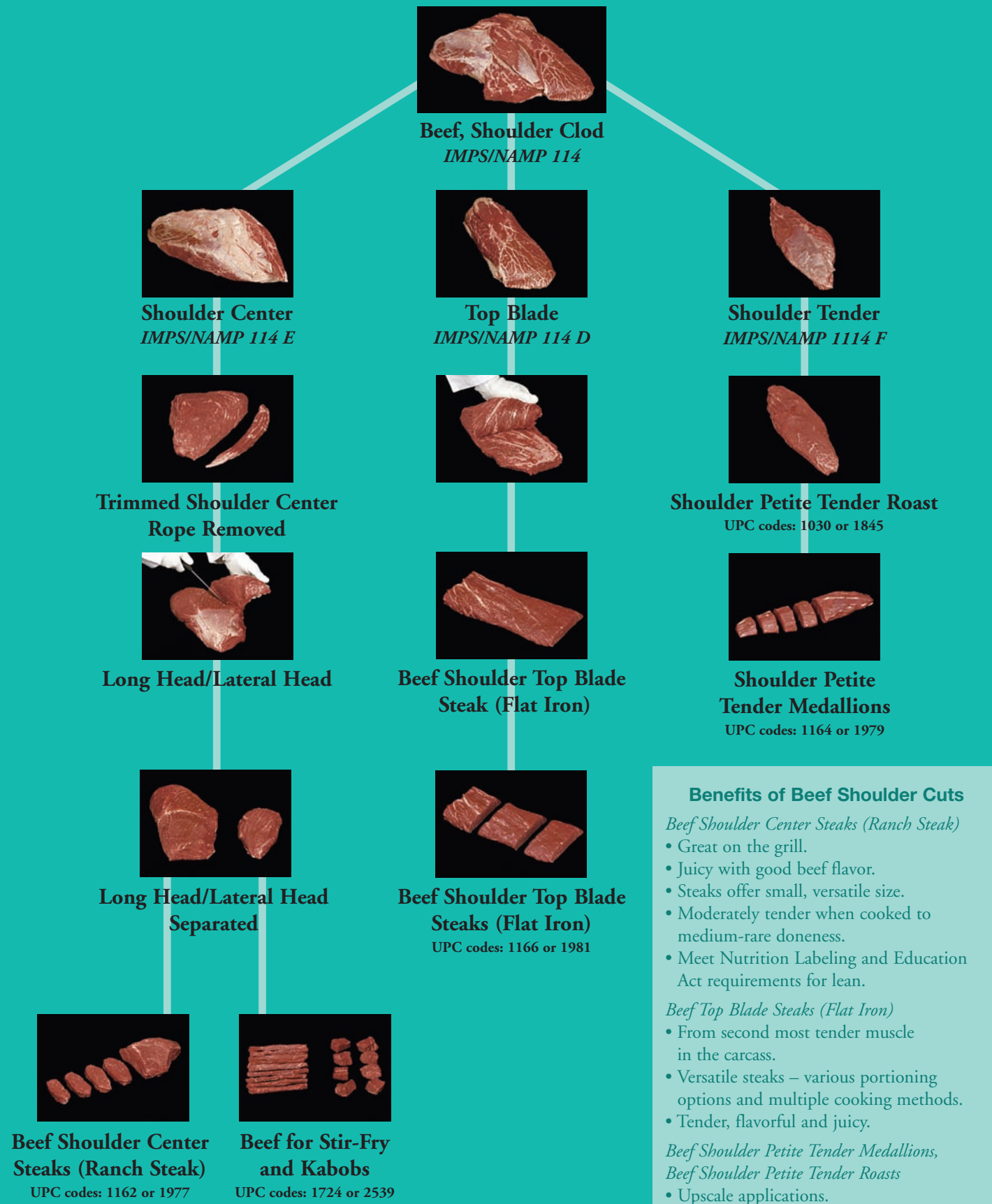
Beef Round Tip Side Steaks, Beef Round Tip Center Steaks or Roast, Beef for Kabobs

Lean

- Excellent source of protein, phosphorus, selenium, vitamin B-12 and zinc.
- Good source of iron, niacin, riboflavin and vitamin B-6.

Lean defined as less than 10 g total fat, less than 4 g saturated fat, and less than 95 mg of cholesterol per serving and per 100 g.

Beef Shoulder Cutting Schematic



Benefits of Beef Shoulder Cuts

Beef Shoulder Center Steaks (Ranch Steak)

- Great on the grill.
- Juicy with good beef flavor.
- Steaks offer small, versatile size.
- Moderately tender when cooked to medium-rare doneness.
- Meet Nutrition Labeling and Education Act requirements for lean.

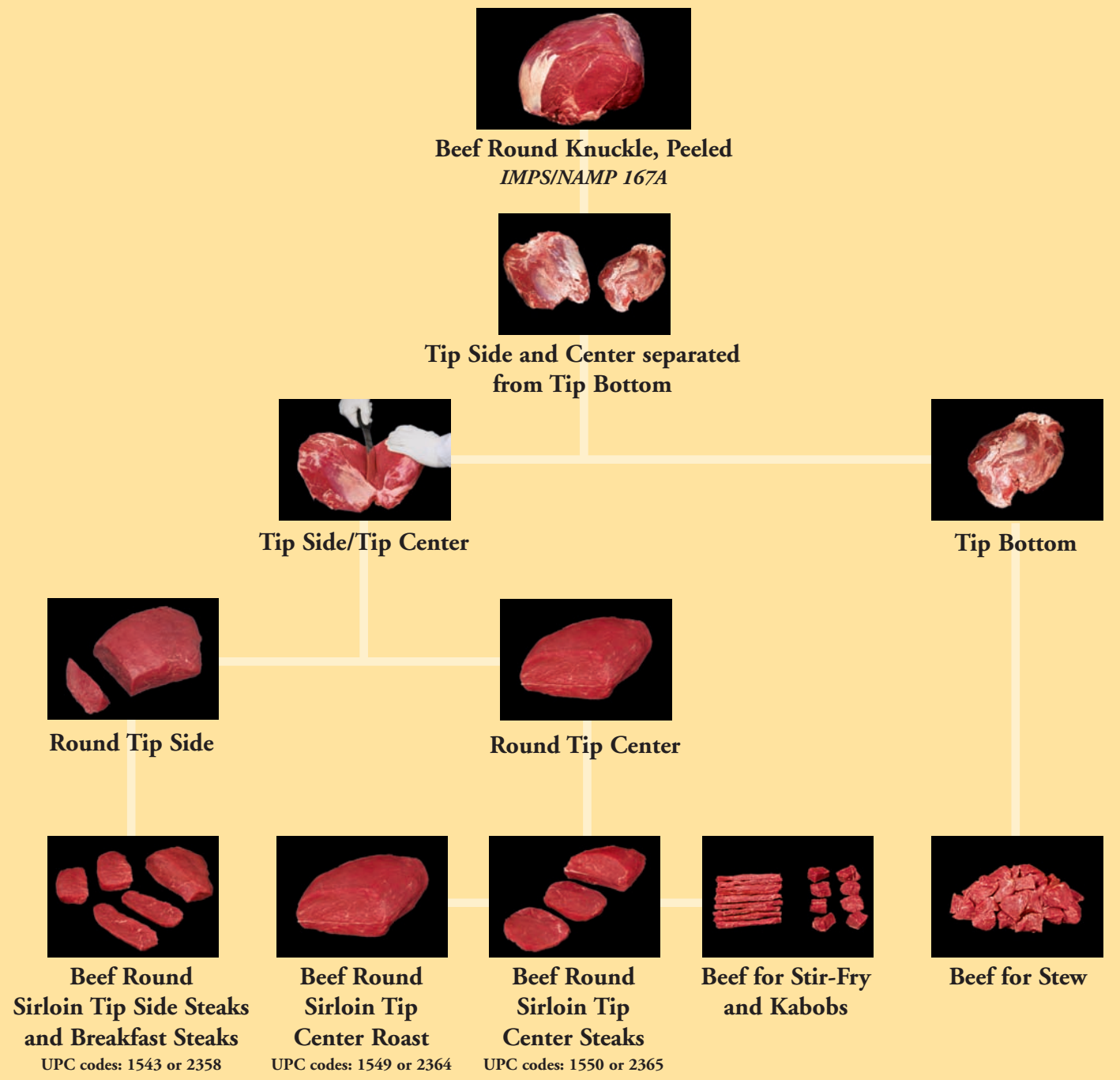
Beef Top Blade Steaks (Flat Iron)

- From second most tender muscle in the carcass.
- Versatile steaks – various portioning options and multiple cooking methods.
- Tender, flavorful and juicy.

Beef Shoulder Petite Tender Medallions, Beef Shoulder Petite Tender Roasts

- Upscale applications.
- Flavorful and tender.
- Quick-cooking.
- Meet Nutrition Labeling and Education Act requirements for lean.

Round Peeled Knuckle Cutting Schematic



Benefits of Beef Round Knuckle (Tip) Cuts

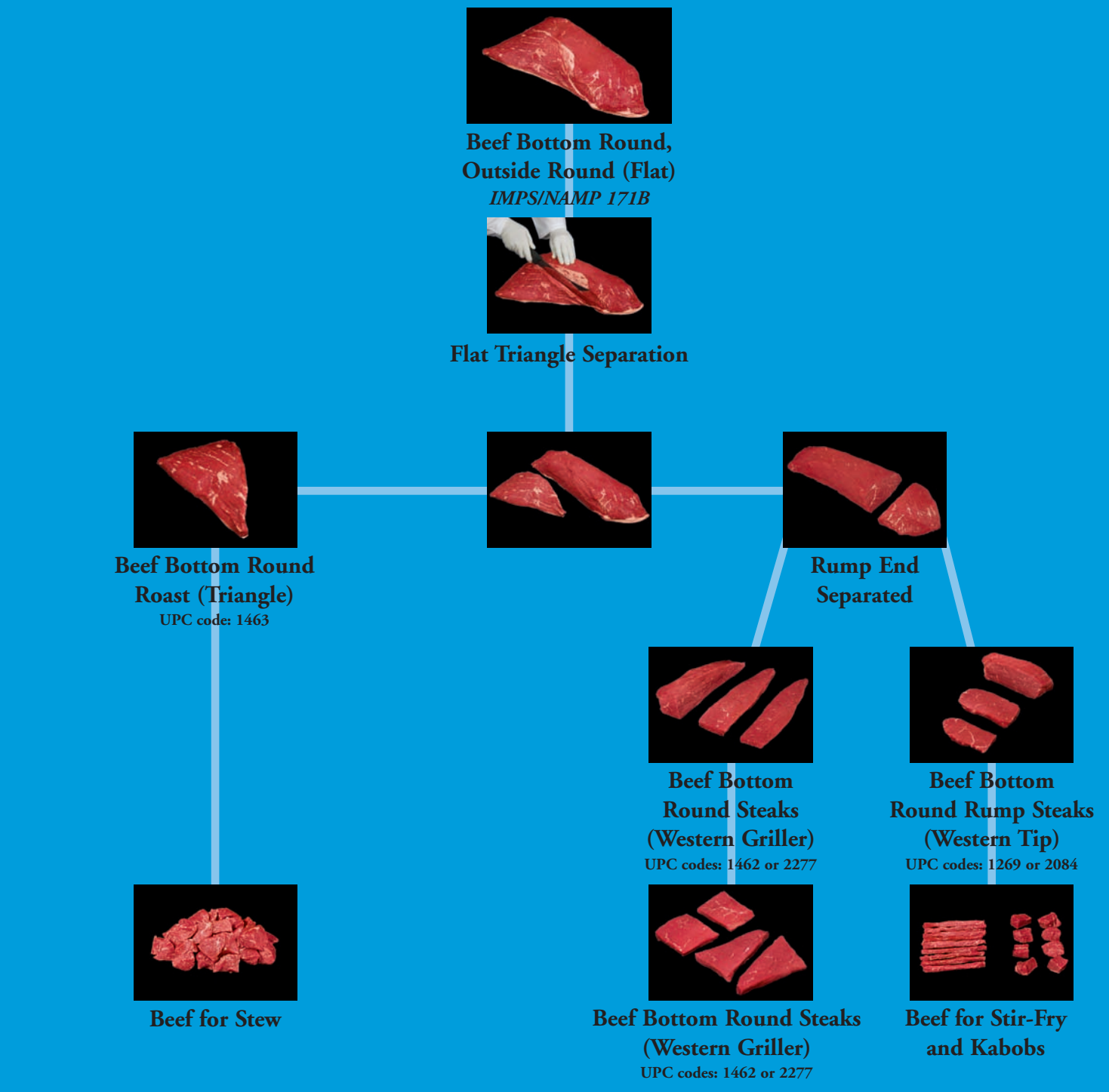
Beef Round Sirloin Tip Side Steaks

- Single-portion, budget steaks.
- Best when cooked to medium rare.
- Benefit from a tenderizing marinade.
- Meet Nutrition Labeling and Education Act requirements for lean.

Beef Round Sirloin Tip Center Roasts, Beef Round Sirloin Tip Center Steaks

- Tender and juicy.
- Roast is a perfect size for smaller families.
- Steaks are great for the grill.
- Meet Nutrition Labeling and Education Act requirements for lean.

Beef Round, Outside Round (Flat) Cutting Schematic



Benefits of Beef Bottom Round, Outside Round (Flat) Cuts

Beef Bottom Round Roasts (Triangle)

- Leaner pot roast.
- Good beef flavor.
- Meet Nutrition Labeling and Education Act requirements for lean.

Beef Bottom Round Steaks (Western Griller), Beef Bottom Rump Steaks (Western Tip)

- Versatile portioning – family size or single.
- Good beef flavor.
- Moderately tender when cooked to medium rare.
- Meet Nutrition Labeling and Education Act requirements for lean.