

BEEF QUALITY



QUALITY is at the core of the beef business; we are continually working to improve product tenderness and quality.

AT THE RANCH

- Genetics
- Diet
- Proper Cattle Management

Over the past 20 years, overall beef quality has steadily improved.

AT THE PLANT

- Proprietary Food Safety System
- Technology to capture data and provide feedback to our ranchers
- Improved Aging Research

Aging takes place after harvest as a natural enzymatic and biochemical process, as this occurs, not only is the meat naturally tenderized but the flavor is improved as well.

MORE THAN

60%

of beef is meeting standards for USDA Prime and USDA Choice, the highest quality grades.



USDA Prime USDA Choice USDA Select

1995

2005

2019

Since 1990, beef tenderness has also improved significantly, according to the last four conducted nationwide tenderness studies.



TODAY'S BEEF IS LEANER

66%

of beef cuts sold at retail are lean (based on cooked & trimmed USDA data)

Sirloin Steak contains

34% LESS FAT

than in the 1960s

External fat in retail cuts has decreased by

80%

INSTRUMENT GRADING BENEFITS



Improved accuracy & precision of quality grading



Reduced variation in grades



With the advancements in technology, cattle production has evolved into **AN INTEGRATED SYSTEM** to **CAPTURE DATA AND PROVIDE FEEDBACK** to our rancher partners in an effort to continuously improve beef quality.

Sources:
<http://factsaboutbeef.com/2013/02/01/is-beef-quality-declining-no-the-fact-is-that-overall-beef-quality-grades-have-steadily-improved-over-the-past-20-years-2/#more-556>
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