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BEEF INDUSTRY RECOGNIZED FOR MUSCLE PROFILING RESEARCH WITH PRESTIGIOUS INTERNATIONAL AWARD

Collaboration with Universities of Nebraska, Florida Yielded Increased Value of Beef Chuck

DENVER (April 27, 2004) – A team of U.S. meat scientists were recently awarded the 2004 International Meat Secretariat (IMS) Prize for Meat Science and Technology for their beef muscle profiling research – the most extensive beef muscle study ever conducted. This is the first time a United States research team has earned the research prize.

More than 5,600 muscle samples of the beef chuck and round were analyzed as part of the Beef Checkoff-funded muscle—profiling research. The project was conducted for the Cattlemen's Beef Board by the National Cattlemen's Beef Association's (NCBA) Center for Research and Knowledge Management in partnership with the University of Florida and the University of Nebraska. Nebraska's research was conducted in cooperation with the Institute of Agricultural and Natural Resource's (IANR) Agricultural Research Division.

The research uncovered the potential for several muscles traditionally used for ground beef or roasts to be used for higher value products, known throughout the industry as Beef Value Cuts. As a result, retailers are able to offer a new family of steaks at an affordable price, increasing options for consumers at the meat case.

Beef Value Cuts have proven to contribute to a retail equation that adds up to more beef sales. These affordable cuts present retailers with the opportunity to enhance beef programs because they offer consumers more steak and small roast options at price points that are attractive relative to other proteins.

About the Award:

The International Meat Secretariat, or IMS, is a non-profit association of meat and livestock organizations worldwide. The \$10,000 IMS Prize for Meat Science and Technology is awarded in alternate years to individuals or groups whose recent discoveries or contributions significantly benefit the international meat industry. Judges consider the quality of the research, how it is communicated and its relevance. The prize will be presented at the 15th IMS World Meat Congress in Winnipeg, Canada in June.

The IMS prize recognizes the international significance of the beef muscle profiling study conducted by Bucky Gwartney, Ph.D., director of research and knowledge management for NCBA; Chris Calkins, Ph.D., University of Nebraska; Steven Jones, Ph.D., University of Nebraska; and, D. Dwain Johnson, Ph.D., University of Florida.

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“We are honored to receive international recognition for our muscle profiling research,” said Gwartney. “Our findings are changing industry views on the best way to cut and use beef muscles. This information is being used worldwide to identify promising muscles for new products development—here in the U.S. the development of the Beef Value Cuts has changed how people look at beef muscle cuts.”

About Beef Value Cuts:

“The Beef Value Cuts program is just one example of how this research is being adopted by the industry and [how](#) this program continues to gain momentum at retail,” said Gwartney. “Retailers are recognizing that these convenient, moderately priced cuts provide consumers with more beef choices priced to match other proteins in the meat case.”

The flat iron steak, the best known of the resulting Beef Value Cuts, is now currently available in retail meat cases across the country, including major chains such as Ukrop’s, Marsh Supermarkets, Lowes Foods, and Big Y.

Beef Value Cuts training materials are available to retailers at no cost. For more information, please contact the NCBA Customer Service Department at 800-368-3138 or visit www.rdranch.com.

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The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen’s Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

Producer-directed and consumer-focused, the NCBA is a trade association of America’s cattle farmers and ranchers, and the marketing organization for the largest segment of the nation’s food and fiber industry.