



# ***RETAIL PRICING MATRIX***



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The Beef Checkoff

- Use this matrix as a tool to assist in quickly determining retail prices while accurately predicting “going in gross” on selected sub-primals of beef.
- The gross margins reflected on this matrix are attainable when based upon these commonly used cutting techniques and retail cuts. Any extra merchandising efforts may add value to the sub-primal and consequently increase the gross margin.
- The calculation for determining the gross margin reflects the cutting test yield information, which is included on each matrix for your reference. Keep in mind these are averages and individual results may vary.
- A 100% sell through is assumed on all retail cuts that make up the total saleable yield, therefore any potential marketing loss (markdowns, discarded product) has not been included.
- Sub-primal' included in this packet are –
  - Beef Top Sirloin
  - Beef Short Loin
  - Beef Top Loin (Strip) Bone-In 1x1
  - Beef Top Loin (Strip) 0x1
  - Beef Tenderloin PSMO
  - Beef Ribeye Bone-In 2x2
  - Beef Ribeye Lipon Boneless

Please email questions or comments to [retailmarketing@beef.org](mailto:retailmarketing@beef.org)

# BEEF TOP SIRLOIN

CHOICE, NAMP# 184

		Retail (\$/lb)*								
		\$2.99	\$3.49	\$3.99	\$4.49	\$4.99	\$5.49	\$5.99	\$6.49	\$6.99
Cost (\$/Lb)	\$1.75	31.96%	40.56%	47.22%	52.55%	56.90%	60.51%	63.57%	66.19%	68.46%
	\$2.00	22.24%	32.06%	39.69%	45.77%	50.74%	54.87%	58.37%	61.36%	63.95%
	\$2.25	12.52%	23.57%	32.15%	38.99%	44.58%	49.23%	53.16%	56.53%	59.44%
	\$2.50	2.80%	15.08%	24.61%	32.21%	38.42%	43.59%	47.96%	51.70%	54.94%
	\$2.75	-6.92%	6.59%	17.07%	25.43%	32.26%	37.95%	42.75%	46.87%	50.43%
	\$3.00	-16.64%	-1.90%	9.53%	18.65%	26.11%	32.31%	37.55%	42.04%	45.93%
	\$3.25	-26.36%	-10.40%	1.99%	11.87%	19.95%	26.67%	32.35%	37.21%	41.42%
	\$3.50	-36.08%	-18.89%	-5.55%	5.10%	13.79%	21.03%	27.14%	32.38%	36.91%
	\$3.75	-45.80%	-27.38%	-13.09%	-1.68%	7.63%	15.39%	21.94%	27.55%	32.41%
	\$4.00	-55.52%	-35.87%	-20.63%	-8.46%	1.48%	9.75%	16.73%	22.72%	27.90%
	\$4.25	-65.24%	-44.36%	-28.17%	-15.24%	-4.68%	4.10%	11.53%	17.89%	23.39%
	\$4.50	-74.96%	-52.86%	-35.71%	-22.02%	-10.84%	-1.54%	6.33%	13.06%	18.89%
	\$4.75	-84.68%	-61.35%	-43.25%	-28.80%	-17.00%	-7.18%	1.12%	8.23%	14.38%
\$5.00	-94.41%	-69.84%	-50.79%	-35.58%	-23.16%	-12.82%	-4.08%	3.40%	9.88%	

YIELD/CUTTING TEST INFORMATION	
	Lbs.
Saleable Yield	121.26
Fat	18.06
Bone	0.00
Shrink	1.17
Cut Loss	0.48
<b>Net Weight</b>	<b>140.97</b>

RETAIL CUTS		
	Lbs.	% of Net Wt
Top Sirloin Steak Bnls *Retail is variable	104.88	74.40
Ground Beef 81% Lean Valued at \$2.99/lb	16.38	11.62
<b>Total Saleable Yield</b>	<b>121.26</b>	<b>86.02</b>



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# BEEF SHORT LOIN

CHOICE 0x1, NAMP# 174

		Retail (\$/lb)*								
		\$4.99	\$5.99	\$6.99	\$7.99	\$8.99	\$9.99	\$10.99	\$11.99	\$12.99
Cost (\$/Lb)	\$3.25	26.00%	38.30%	47.09%	53.69%	58.83%	62.94%	66.30%	69.10%	71.48%
	\$3.75	14.62%	28.81%	38.95%	46.57%	52.49%	57.23%	61.12%	64.35%	67.09%
	\$4.25	3.24%	19.31%	30.81%	39.44%	46.16%	51.53%	55.93%	59.60%	62.70%
	\$4.75	-8.15%	9.82%	22.67%	32.32%	39.82%	45.83%	50.75%	54.84%	58.31%
	\$5.25	-19.53%	0.33%	14.53%	25.19%	33.49%	40.13%	45.56%	50.09%	53.93%
	\$5.75	-30.92%	-9.16%	6.39%	18.07%	27.15%	34.42%	40.38%	45.34%	49.54%
	\$6.25	-42.30%	-18.65%	-1.75%	10.94%	20.82%	28.72%	35.19%	40.58%	45.15%
	\$6.75	-53.69%	-28.15%	-9.89%	3.82%	14.48%	23.02%	30.01%	35.83%	40.76%
	\$7.25	-65.07%	-37.64%	-18.03%	-3.31%	8.15%	17.32%	24.82%	31.08%	36.37%
	\$7.75	-76.45%	-47.13%	-26.17%	-10.43%	1.82%	11.62%	19.64%	26.33%	31.98%
	\$8.25	-87.84%	-56.62%	-34.31%	-17.56%	-4.52%	5.91%	14.45%	21.57%	27.60%
	\$8.75	-99.22%	-66.12%	-42.45%	-24.68%	-10.85%	0.21%	9.27%	16.82%	23.21%
	\$9.25	-110.61%	-75.61%	-50.59%	-31.80%	-17.19%	-5.49%	4.08%	12.07%	18.82%
\$9.75	-121.99%	-85.10%	-58.73%	-38.93%	-23.52%	-11.19%	-1.10%	7.31%	14.43%	

YIELD/CUTTING TEST INFORMATION	
	Lbs.
Saleable Yield	119.23
Fat	8.09
Bone	2.63
Shrink	1.68
Cut Loss	3.33
<b>Net Weight</b>	<b>134.96</b>

RETAIL CUTS		
	Lbs.	% of Net Wt
Porterhouse Stk NT T-Bone Stk NT Top Loin Stk B/I *Retail is variable	118.13	87.53
Ground Beef 81% Lean Valued at \$2.99/lb	1.10	0.82
<b>Total Saleable Yield</b>	<b>119.23</b>	<b>88.35</b>



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# BEEF TOP LOIN (STRIP) BONE-IN

CHOICE 1x1, NAMP# 175

		Retail (\$/lb)*								
		\$4.99	\$5.99	\$6.99	\$7.99	\$8.99	\$9.99	\$10.99	\$11.99	\$12.99
Cost (\$/Lb)	\$3.25	25.84%	38.02%	46.77%	53.35%	58.48%	62.60%	65.97%	68.79%	71.17%
	\$3.75	14.43%	28.49%	38.58%	46.17%	52.10%	56.85%	60.74%	63.99%	66.74%
	\$4.25	3.02%	18.95%	30.39%	39.00%	45.71%	51.09%	55.50%	59.19%	62.31%
	\$4.75	-8.39%	9.42%	22.20%	31.82%	39.32%	45.34%	50.27%	54.38%	57.87%
	\$5.25	-19.80%	-0.12%	14.01%	24.64%	32.94%	39.59%	45.04%	49.58%	53.44%
	\$5.75	-31.21%	-9.66%	5.82%	17.47%	26.55%	33.83%	39.80%	44.78%	49.00%
	\$6.25	-42.62%	-19.19%	-2.37%	10.29%	20.16%	28.08%	34.57%	39.98%	44.57%
	\$6.75	-54.03%	-28.73%	-10.56%	3.11%	13.78%	22.32%	29.33%	35.18%	40.13%
	\$7.25	-65.44%	-38.26%	-18.75%	-4.06%	7.39%	16.57%	24.10%	30.38%	35.70%
	\$7.75	-76.85%	-47.80%	-26.94%	-11.24%	1.00%	10.82%	18.86%	25.58%	31.26%
	\$8.25	-88.26%	-57.33%	-35.13%	-18.42%	-5.38%	5.06%	13.63%	20.77%	26.83%
	\$8.75	-99.67%	-66.87%	-43.32%	-25.59%	-11.77%	-0.69%	8.39%	15.97%	22.39%
	\$9.25	-111.08%	-76.40%	-51.51%	-32.77%	-18.16%	-6.44%	3.16%	11.17%	17.96%
\$9.75	-122.49%	-85.94%	-59.70%	-39.95%	-24.55%	-12.20%	-2.08%	6.37%	13.52%	

YIELD/CUTTING TEST INFORMATION	
	Lbs.
Saleable Yield	107.55
Fat	9.67
Bone	0.98
Shrink	0.22
Cut Loss	2.52
<b>Net Weight</b>	<b>120.94</b>

RETAIL CUTS		
	Lbs.	% of Net Wt
Top Loin Stk B/I *Retail is variable	104.20	86.15
Ground Beef 81% Lean Valued at \$2.99/lb	3.35	2.76
<b>Total Saleable Yield</b>	<b>107.55</b>	<b>88.91</b>



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# BEEF TOP LOIN (STRIP)

CHOICE 0x1, NAMP# 180

		Retail (\$/lb)*								
		\$4.99	\$5.99	\$6.99	\$7.99	\$8.99	\$9.99	\$10.99	\$11.99	\$12.99
Cost (\$/Lb)	\$3.50	18.68%	32.11%	41.73%	48.97%	54.60%	59.12%	62.81%	65.90%	68.51%
	\$4.00	7.06%	22.41%	33.41%	41.68%	48.12%	53.28%	57.50%	61.03%	64.01%
	\$4.50	-4.55%	12.71%	25.08%	34.39%	41.63%	47.44%	52.19%	56.16%	59.51%
	\$5.00	-16.17%	3.01%	16.76%	27.09%	35.15%	41.60%	46.88%	51.29%	55.02%
	\$5.50	-27.79%	-6.68%	8.44%	19.80%	28.66%	35.76%	41.57%	46.41%	50.52%
	\$6.00	-39.40%	-16.38%	0.11%	12.51%	22.17%	29.91%	36.25%	41.54%	46.02%
	\$6.50	-51.02%	-26.08%	-8.21%	5.22%	15.69%	24.07%	30.94%	36.67%	41.52%
	\$7.00	-62.64%	-35.78%	-16.53%	-2.07%	9.20%	18.23%	25.63%	31.80%	37.02%
	\$7.50	-74.26%	-45.48%	-24.86%	-9.36%	2.72%	12.39%	20.32%	26.93%	32.52%
	\$8.00	-85.87%	-55.18%	-33.18%	-16.65%	-3.77%	6.55%	15.01%	22.06%	28.03%
	\$8.50	-97.49%	-64.88%	-41.51%	-23.94%	-10.25%	0.71%	9.69%	17.18%	23.53%
	\$9.00	-109.11%	-74.57%	-49.83%	-31.23%	-16.74%	-5.13%	4.38%	12.31%	19.03%
\$9.50	-120.72%	-84.27%	-58.15%	-38.52%	-23.22%	-10.97%	-0.93%	7.44%	14.53%	
\$10.00	-132.34%	-93.97%	-66.48%	-45.81%	-29.71%	-16.81%	-6.24%	2.57%	10.03%	

YIELD/CUTTING TEST INFORMATION	
	Lbs.
Saleable Yield	113.34
Fat	13.45
Bone	0.00
Shrink	3.08
Cut Loss	0.41
<b>Net Weight</b>	<b>130.28</b>

RETAIL CUTS		
	Lbs.	% of Net Wt
Top Loin Stk Bnls *Retail is variable	110.92	85.14
Ground Beef 81% Lean Valued at \$2.99/lb	2.42	1.86
<b>Total Saleable Yield</b>	<b>113.34</b>	<b>87.00</b>



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# BEEF TENDERLOIN PSMO

CHOICE, NAMP# 189

		Retail (\$/lb)*								
		\$7.99	\$9.49	\$10.99	\$12.49	\$13.99	\$15.49	\$16.99	\$18.49	\$19.99
Cost (\$/Lb)	\$5.25	16.18%	28.82%	38.15%	45.32%	51.00%	55.60%	59.42%	62.63%	65.38%
	\$6.00	4.21%	18.66%	29.32%	37.51%	43.99%	49.26%	53.62%	57.30%	60.43%
	\$6.75	-7.77%	8.49%	20.48%	29.69%	36.99%	42.92%	47.83%	51.96%	55.48%
	\$7.50	-19.74%	-1.68%	11.64%	21.88%	29.99%	36.58%	42.03%	46.62%	50.54%
	\$8.25	-31.71%	-11.85%	2.81%	14.07%	22.99%	30.24%	36.23%	41.28%	45.59%
	\$9.00	-43.69%	-22.02%	-6.03%	6.26%	15.99%	23.89%	30.44%	35.94%	40.64%
	\$9.75	-55.66%	-32.19%	-14.86%	-1.55%	8.99%	17.55%	24.64%	30.61%	35.70%
	\$10.50	-67.63%	-42.35%	-23.70%	-9.37%	1.99%	11.21%	18.84%	25.27%	30.75%
	\$11.25	-79.61%	-52.52%	-32.53%	-17.18%	-5.01%	4.87%	13.05%	19.93%	25.81%
	\$12.00	-91.58%	-62.69%	-41.37%	-24.99%	-12.01%	-1.47%	7.25%	14.59%	20.86%
	\$12.75	-103.56%	-72.86%	-50.20%	-32.80%	-19.01%	-7.82%	1.45%	9.26%	15.91%
	\$13.50	-115.53%	-83.03%	-59.04%	-40.61%	-26.01%	-14.16%	-4.34%	3.92%	10.97%
\$14.25	-127.50%	-93.19%	-67.88%	-48.43%	-33.01%	-20.50%	-10.14%	-1.42%	6.02%	
\$15.00	-139.48%	-103.36%	-76.71%	-56.24%	-40.01%	-26.84%	-15.94%	-6.76%	1.07%	

YIELD/CUTTING TEST INFORMATION	
	Lbs.
Saleable Yield	64.60
Fat	9.39
Bone	0.00
Shrink	0.98
Cut Loss	0.61
<b>Net Weight</b>	<b>75.58</b>

RETAIL CUTS		
	Lbs.	% of Net Wt
Tenderloin Rst or Stks *Retail is variable	56.05	74.16
Ground Beef 81% Lean Valued at \$2.99/lb	8.55	11.32
<b>Total Saleable Yield</b>	<b>64.60</b>	<b>85.48</b>



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# BEEF RIBEYE BONE-IN

CHOICE 2x2, NAMP# 109E

		Retail (\$/lb)*								
		\$3.99	\$4.99	\$5.99	\$6.99	\$7.99	\$8.99	\$9.99	\$10.99	\$11.99
Cost (\$/Lb)	\$3.50	2.53%	21.65%	34.50%	43.73%	50.68%	56.10%	60.45%	64.01%	66.99%
	\$4.00	-11.39%	10.46%	25.15%	35.69%	43.63%	49.83%	54.80%	58.87%	62.27%
	\$4.50	-25.31%	-0.73%	15.79%	27.65%	36.59%	43.56%	49.15%	53.73%	57.55%
	\$5.00	-39.24%	-11.92%	6.43%	19.61%	29.54%	37.29%	43.50%	48.59%	52.84%
	\$5.50	-53.16%	-23.12%	-2.93%	11.58%	22.50%	31.01%	37.85%	43.45%	48.12%
	\$6.00	-67.08%	-34.31%	-12.28%	3.54%	15.45%	24.74%	32.20%	38.31%	43.40%
	\$6.50	-81.01%	-45.50%	-21.64%	-4.50%	8.40%	18.47%	26.55%	33.16%	38.69%
	\$7.00	-94.93%	-56.69%	-31.00%	-12.54%	1.36%	12.20%	20.89%	28.02%	33.97%
	\$7.50	-108.85%	-67.89%	-40.35%	-20.58%	-5.69%	5.93%	15.24%	22.88%	29.26%
	\$8.00	-122.78%	-79.08%	-49.71%	-28.62%	-12.73%	-0.34%	9.59%	17.74%	24.54%
	\$8.50	-136.70%	-90.27%	-59.07%	-36.66%	-19.78%	-6.61%	3.94%	12.60%	19.82%
	\$9.00	-150.63%	-101.46%	-68.42%	-44.69%	-26.83%	-12.89%	-1.71%	7.46%	15.11%
\$9.50	-164.55%	-112.65%	-77.78%	-52.73%	-33.87%	-19.16%	-7.36%	2.32%	10.39%	
\$10.00	-178.47%	-123.85%	-87.14%	-60.77%	-40.92%	-25.43%	-13.01%	-2.82%	5.67%	

YIELD/CUTTING TEST INFORMATION	
	Lbs.
Saleable Yield	60.64
Fat	4.23
Bone	0.00
Shrink	0.04
Cut Loss	1.88
<b>Net Weight</b>	<b>66.79</b>

RETAIL CUTS		
	Lbs.	% of Net Wt
Ribeye Steak B/I *Retail is variable	58.53	87.63
Ground Beef 81% Lean Valued at \$2.99/lb	2.11	3.16
<b>Total Saleable Yield</b>	<b>60.64</b>	<b>90.79</b>



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# BEEF RIBEYE LIPON BONELESS

CHOICE, NAMP# 112A

		Retail (\$/lb)*								
		\$4.99	\$5.99	\$6.99	\$7.99	\$8.99	\$9.99	\$10.99	\$11.99	\$12.99
Cost (\$/Lb)	\$4.00	6.87%	21.67%	32.42%	40.57%	46.97%	52.12%	56.36%	59.91%	62.93%
	\$4.50	-4.77%	11.88%	23.97%	33.14%	40.34%	46.14%	50.91%	54.90%	58.29%
	\$5.00	-16.41%	2.09%	15.52%	25.71%	33.71%	40.15%	45.45%	49.89%	53.66%
	\$5.50	-28.05%	-7.70%	7.08%	18.28%	27.08%	34.17%	40.00%	44.88%	49.03%
	\$6.00	-39.70%	-17.49%	-1.37%	10.86%	20.45%	28.18%	34.54%	39.87%	44.39%
	\$6.50	-51.34%	-27.28%	-9.82%	3.43%	13.82%	22.20%	29.09%	34.86%	39.76%
	\$7.00	-62.98%	-37.07%	-18.27%	-4.00%	7.19%	16.21%	23.63%	29.85%	35.13%
	\$7.50	-74.62%	-46.86%	-26.71%	-11.43%	0.56%	10.23%	18.18%	24.84%	30.49%
	\$8.00	-86.26%	-56.65%	-35.16%	-18.86%	-6.07%	4.24%	12.72%	19.82%	25.86%
	\$8.50	-97.90%	-66.44%	-43.61%	-26.29%	-12.69%	-1.74%	7.27%	14.81%	21.22%
	\$9.00	-109.54%	-76.23%	-52.06%	-33.72%	-19.32%	-7.73%	1.81%	9.80%	16.59%
	\$9.50	-121.18%	-86.02%	-60.51%	-41.14%	-25.95%	-13.71%	-3.64%	4.79%	11.96%
\$10.00	-132.83%	-95.81%	-68.95%	-48.57%	-32.58%	-19.70%	-9.10%	-0.22%	7.32%	
\$10.50	-144.47%	-105.60%	-77.40%	-56.00%	-39.21%	-25.68%	-14.55%	-5.23%	2.69%	

YIELD/CUTTING TEST INFORMATION	
	Lbs.
Saleable Yield	147.36
Fat	13.96
Bone	0.00
Shrink	3.20
Cut Loss	0.42
<b>Net Weight</b>	<b>164.94</b>

RETAIL CUTS		
	Lbs.	% of Net Wt
Ribeye Steak Lipon *Retail is variable	133.91	81.19
Ground Beef 81% Lean Valued at \$2.99/lb	13.45	8.15
<b>Total Saleable Yield</b>	<b>147.36</b>	<b>89.34</b>



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