



## APPROVED NAMES

The master list of retail meat cut names approved by the *Industry-wide Cooperative Meat Identification Standards Committee (ICMISC)* is accompanied by full-color photographs of those same primals, subprimals and retail cuts of meat. The generic names are designed to appear on price-weight labels and each has a corresponding Universal Product Code (U.P.C.) number.



This listing of names is the substantive reason for the existence of this manual and of the *ICMISC* itself. It is designed to serve all marketing areas in the U.S. Some cuts may be regional in their popularity, yet it is felt that many companies will select a large number of the names to identify the cuts sold in their stores at one time or another. (See “New Names, New Cuts Approval” at end of chapter.)

The U.P.C. numbering system for fresh and cured meats—beef, veal, pork, lamb, ground meats and variety meats—are those recognized by the UNIFORM CODE COUNCIL and administered by the NATIONAL CATTLEMEN’S BEEF ASSOCIATION and the NATIONAL PORK BOARD. However, sausage products (cold cuts) are not presented in this manual. They are listed in the “*Deli Random Weight U.P.C. Item Numbering System*” Manual, which is available from the International Dairy-Deli-Bakery Association. (For the address, check the References section of the Glossary.)

### The Label

While many independent butcher shops do not use automatic labeling machinery, the largest volume of meat sold in the U.S. passes through wrapping machinery which accurately weighs, prices and labels each cut. In most supermarkets, the packages pass over an electronic scanner at the checkout which “reads” that label. But regardless of labeling method, or which brand of machinery is used, the basic nomenclature used on the label for every cut should be the same.

The nomenclature information created by the *ICMISC* includes the species or kind of meat; the primal or wholesale cut name; and the specific retail name from the master list, as illustrated on the next page. This approved meat identity labeling tells customers at a glance exactly what’s in the package.

**Fanciful Names.** Any retail cut name other than an approved generic, anatomically correct name is considered to be a “fanciful name,” and is not approved for standard labeling, with few exceptions. For the most part, they are colorfully descriptive, glamorous or locally popular at a given store or chain. They may also be misleading to a consumer and at the root of a shopper’s confusion. In developing this manual, hundreds of cut names were discarded as being fanciful or glamorous and not pertinent to identifying the cut they adorned. Names the likes of “His & Hers Steaks,” “Paradise Roast,” and “Honey Cut” were among dozens that failed to indicate clear identification. Such names were

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developed more for sales promotion than for identification and have not been acceptable for a universal nomenclature standard.

By establishing an anatomical base for names, a consumer can gain a better understanding of value by knowing more about where a cut comes from, tender vs. less tender, leaner vs. less lean cuts, and knowing best methods for preparation.

**Rare Exceptions.** The exceptions to non-anatomical retail names are so common to almost everyone's experience that they have been approved. Such names as "Porterhouse Steak," "Filet Mignon," or words describing a cutting method, such as "Cubed," "Butterflied," or "Frenched," are recognized nationwide by most consumers. Nonetheless, the primal cut from which they are derived appears on the approved label.

Despite its general rejection of fanciful names as the primary label identification for retail cuts, the *ICMISC* does not eliminate them altogether. Some names may

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### Example 1—Label Information



### Example 2—Label Information



The species, or kind of meat—BEEF, VEAL, PORK or LAMB. It is listed first on every label.

The primal (wholesale) cut—CHUCK, RIB, LOIN, ROUND, etc.—indicates the anatomical location. Note in the beef example above, the primal designation (loin) has been eliminated to avoid redundancy in the retail cut name.

The retail cut—BLADE ROAST, SPARERIBS, LOIN CHOPS, etc.—tells you what part of the primal cut the meat comes from.

be common to a town or region. They certainly may be *added* to a label as a secondary identification, but not as the primary name. *For example*, in parts of the southern U.S. a roast from the forward part of a beef chuck is sometimes colloquially called a “Bell Roast,” so named because it comes from the neck area where a cow’s bell might hang. Its proper, standard name is BEEF CHUCK, NECK POT ROAST. A sticker or a second label on the cut could continue to identify it by its fanciful name, provided the package was properly labeled with its generic identification.

*A second example:* On adopting the *URMIS* program, a Boston retailer discovered that his ever popular “California Roast” had to be relabeled as a BEEF CHUCK UNDER BLADE POT ROAST. His labeling complied and he continues to use the stickers bearing the familiar “California Roast” name as a merchandising strategy.

A fanciful name must not imply, however, that the cut is of better quality, more tender or of greater value than it actually is. If a fanciful name implies any such attributes, it would be deemed deceptive.

Other examples of names are pork products which are being heavily merchandised and advertised across the country by the NATIONAL PORK BOARD. They are the “*America’s Cut*,” the “*Chef’s Prime*” roast and the “*Chef’s Prime Filet*.” The NATIONAL PORK BOARD has set a stringent standard for each, with precise specifications for the anatomical location, thickness and trim. Further, all are boneless. So a PORK LOIN, TOP LOIN CHOP BNLS – *America’s Cut*, a PORK LOIN, BLADE ROAST BNLS – *Chef’s Prime Roast* or a PORK LOIN, BLADE CHOP BNLS – *Chef’s Prime Filet* can carry the branded name—in addition to the generic label name—and be promoted and advertised as such by a retailer. Still another example would be the lamb cut, “*Denver Ribs*,” the generic label name for which is LAMB BREAST, EXTRA TRIM.

The master list of approved names that follow are divided into separate sections for beef, veal, pork and lamb. Ground meat is discussed in the Ground Meats section of this manual. For every cut there is a photograph, appropriate name, photo of the subprimal cut from which it originates, and its U.P.C. number. In the right-hand column opposite each cut is a list of other unapproved names. Where appropriate, other information about a given cut is included in that same column. Note that in some cases an “IMPS” number appears in that column, followed by “NAMP.” It is the *Institutional Meat Purchase Specification* number, designated as such by the U.S. DEPARTMENT OF AGRICULTURE for institutional meat buyers. NAMP identifies the

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### URMIS Labelling Abbreviations

BI	Bone in
BNLS	Boneless
CNTRY	Country
DBLE	Double
LG	Large
LN	Loin
POT RST	Pot Roast
RND	Round
RST	Roast
SHLDR	Shoulder
SQ	Square
STK	Steak
TRM	Trimmed

*These abbreviations are used throughout this manual for simplicity.*

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