

Beef Value Cuts: The Chuck

County Cattlemen's Meeting

2014



Value Cut History

- Late 1990's
 - Price of Chuck and Round down 20-30%
- Goal to find optimal use for each muscle
- Generate optimal carcass value through entire chain
 - \$3 for Bone In Roast vs. \$7 for Flat Iron, \$5 for shoulder and \$2.50 for grinds



Value Cut History

- Past 20-30 yrs
 - Majority of beef cuts have become boneless
 - Cutting consistency requires meat cutters understand animal musculature
 - Older method primarily used bones as ID features
- Older cuts are multi-muscle, consistency issues for the consumer
 - Also, further processing (RTE) wanted more single muscle cuts



Of 39 muscles studies

- Chuck

- Clod was first
- Took 10 yrs for market penetration
- Foodservice = 86 mil pounds of Flat Iron, 40 mil pounds of Petite Tender, 27 mil pounds of Ranch
- Found in 20,000 HRI establishments
- Retail = 14 mil pounds total in 10,000 chains
- Added \$50-70/head value



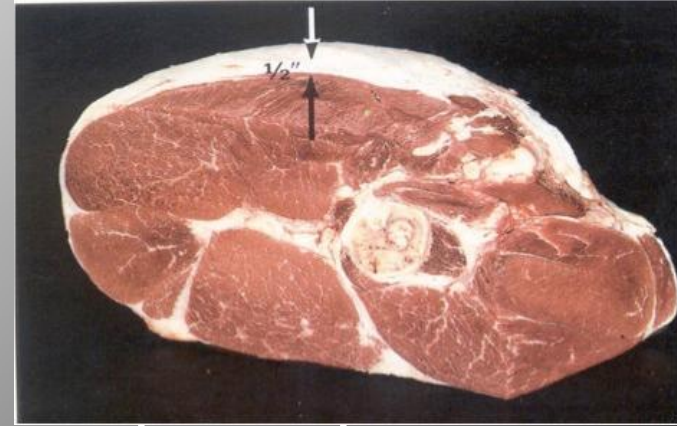
Chuck Continued

- Chuck Roll (rolled out in 2008)
 - Very versatile
 - America's Prime Roast, Delmonico (Chuck eye), Boneless beef country ribs, Sierra, Denver, BNLS short ribs
 - Still gaining traction in HRI and slowly coming to retail
 - Remember it takes about 10 yrs
 - Est. value at full market is \$40-50/head



Round Cuts

- Rolled out in 2011
- Goal of Chuck was to increase steak numbers
- Goal of Round is to find optimal use
 - More difficult than chuck – more muscles, more variability
 - Example: Bottom Round has 3 distinct tenderness zones in just one muscle
 - Still working on them
 - Cfax estimates added value of \$20-30/head (eventually)



BEEF INNOVATION: NEW VALUE-ADDED CUTS IN THE CHUCK AND ROUND

Through a series of related checkoff-funded projects, set in motion by the Beef Promotion and Operating Committee in the 1990's, the industry responded to depressed prices for the beef round and chuck and developed new value-added beef cuts to meet consumer needs, both in retail and foodservice. A stringent, scientific process to analyze individual muscles in the chuck and round identified those with marketable value beyond their traditional use. Through technical development and targeted marketing programs, these "diamonds in the rough" have become the industry's new value-added cuts.



Sierra Cut
Splanisus



Denver Cut
Serratus ventralis



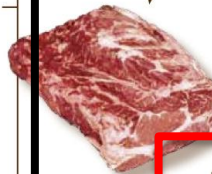
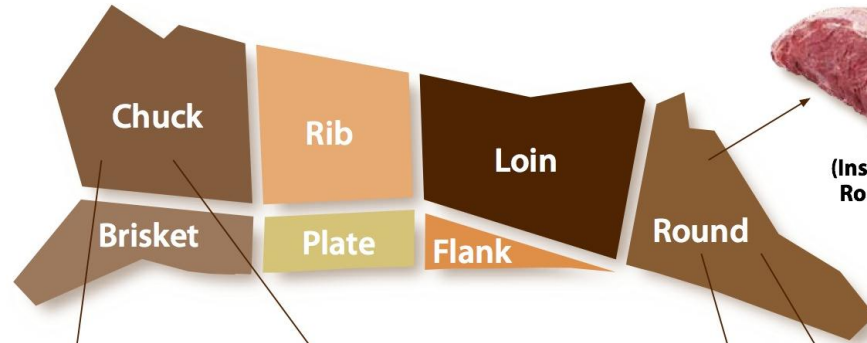
America's Beef Roast
Multifidus dorsi, Spinalis dorsi, Complexus



Boneless Country-Style Ribs
Multifidus dorsi, Spinalis dorsi, Complexus



Delmonico Steak
Longissimus dorsi, Multifidus dorsi, Spinalis dorsi, Complexus



Chuck Roll

Flat Iron Steak <i>Infraspinatus</i>	Ranch Steak <i>Triceps brachii</i>	Shoulder Petite Tender <i>Teres major</i>

Chuck Shoulder Clod



Top (Inside) Round



Bottom (Outside) Round

San Antonio Steak
Adductor



Round Petite Tender
Pectineus



Tucson Cut
Semimembranosus



Santa Fe Cut
Gracilis



Braison Cut
Superficial digital flexor



Merlot Cut
Gastrocnemius



Western Griller Steak
Biceps femoris



Western Tip Steak
Biceps femoris, rump end



For more information about the development of value-added beef cuts, go to www.beefinnovationsgroup.com and click on CUT INFORMATION on the top menu bar.



#114 (IMPS/NAMP) BEEF CHUCK SHOULDER (CLOD)

CUTTING SCHEMATIC



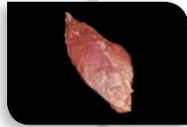
Beef Shoulder Clod
IMPS/NAMP 114



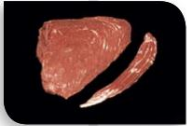
Shoulder Center
IMPS/NAMP 114 E



Top Blade
IMPS/NAMP 114 D



Shoulder Tender
IMPS/NAMP 114 F



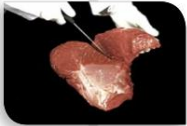
Trimmed Shoulder Center
rope removed



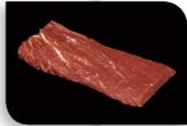
Remove internal
connective tissue



Shoulder Petite Tender Roast
external connective tissue removed
UPC codes: 1030 or 1845



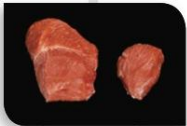
Long Head/Lateral Head



Beef Shoulder Top Blade Steak
(Flat Iron)



Portional Shoulder Petite
Tender Medallions
UPC codes: 1164 or 1979



Long Head/Lateral Head
Separated



Portioned Beef Shoulder Top
Blade Steaks (Flat Iron)
UPC codes: 1168 or 1981



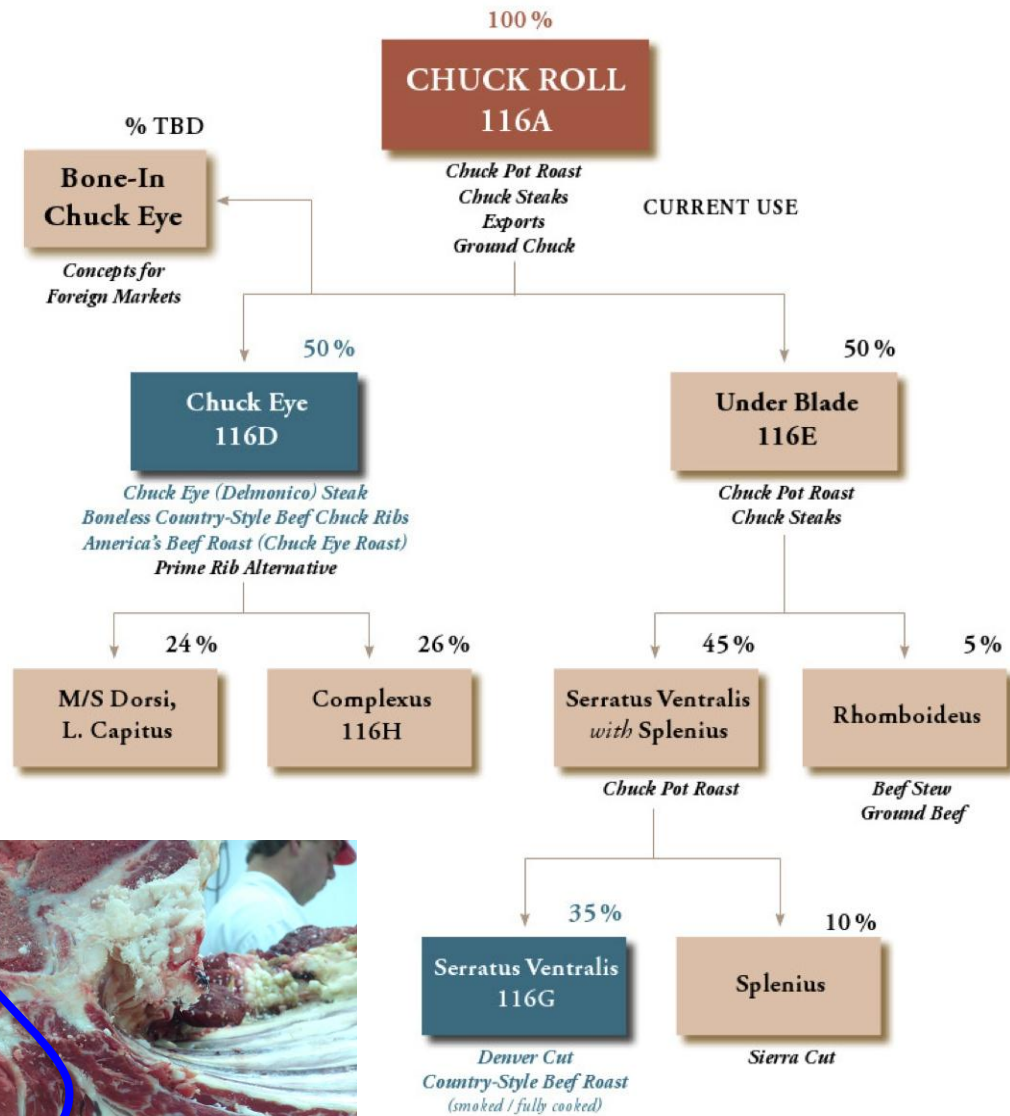
Beef Shoulder Center Steaks
(Ranch Steaks) from Long Head
UPC codes: 1162 or 1977



Beef for Stir-Fry and Kabobs
from Lateral Head
UPC codes: 1724 or 2539



Muscle Profiling website
www.bovine.unl.edu



Square-cut Chuck, Older Style

Item	WT #	\$/#	Total, \$
Sq Chuck	80*	2.93	191.20
<i>Retail</i>			
Arm Rst	11	3.49	38.39
Bld Rst	22	3.59	78.98
80/20	32	3.59	114.88
Total			232.25
<i>Retail -Packer</i>			<i>41.05</i>

-Based on this weeks pricing, the new method yields \$42.02 more profit/chuck than than the older style going out through retail. This does not count retail premiums usually obtained from food service establishments. This would be \$84.04/animal net gains.

Chuck Clod and Chuck Roll, Newer Style

Item	Wt #	\$/#	Total, \$
Clod	25	2.63	65.75
Chk Roll	30	3.15	94.50
Total			160.25
<i>Retail</i>			
Flat Iron	3	6.67	20.01
Arm Rst	15	3.95	59.25
Chk Tndr	1	5.50	5.50
Eye Stk	3	6.50	19.50
Rst/C-rib	9	3.99	35.91
S-rib/D-s	8	4.29	34.32
Sierra	1.5	6.00	9.00
M-Tndr	3	3.19	9.57
80/20*	14	3.59	50.26
Total			243.32
<i>Retail-Packer</i>			<i>83.07</i>

