

Beef Check-Off Research Produces New Beef Cuts

DR. CLYDE LANE JR.

KNOXVILLE, TENN.



In 2008, the check-off-funded Beef Innovations Group rolled out five new juicy chuck roll cuts. These cuts are available in the meat case and on the menu at restaurants. They represent the second wave of Beef Value Cuts that add value to the often-underutilized chuck. Cattle-Fax has estimated that the first value cuts, like the Flat Iron, added \$50 to \$60 a head to the value of the chuck. This translated into \$2 to \$3/cwt. added value to 500 lb. feeder steers. It is expected that this second group of value cuts will add additional value. These new cuts include:

Delmonico Steak (Chuck Eye Steak), is extremely tender and juicy. Has exceptional beef

flavor, similar to a ribeye.

America's Beef Roast has great beef flavor. An impressive roast that is affordable and simple to prepare.

Boneless Country-Style Beef Chuck Ribs are flavorful, juicy, meaty and tender. These ribs work well for a backyard cookout.

Denver Cut is tender, flavorful and versatile. It is perfectly marbled for restaurant quality.

Sierra Cut has great beef flavor. This versatile cut is suitable for multiple day parts and is terrific sliced into thin strips for salad toppers and fajitas.

Although these cuts were debuted in 2008, it has taken time to get retail outlets and restaurants on board. This is happening on a large scale since major suppliers are now merchandising these cuts. △

DR. CLYDE LANE JR.: Professor (Retired) – Animal Science, University of Tennessee



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