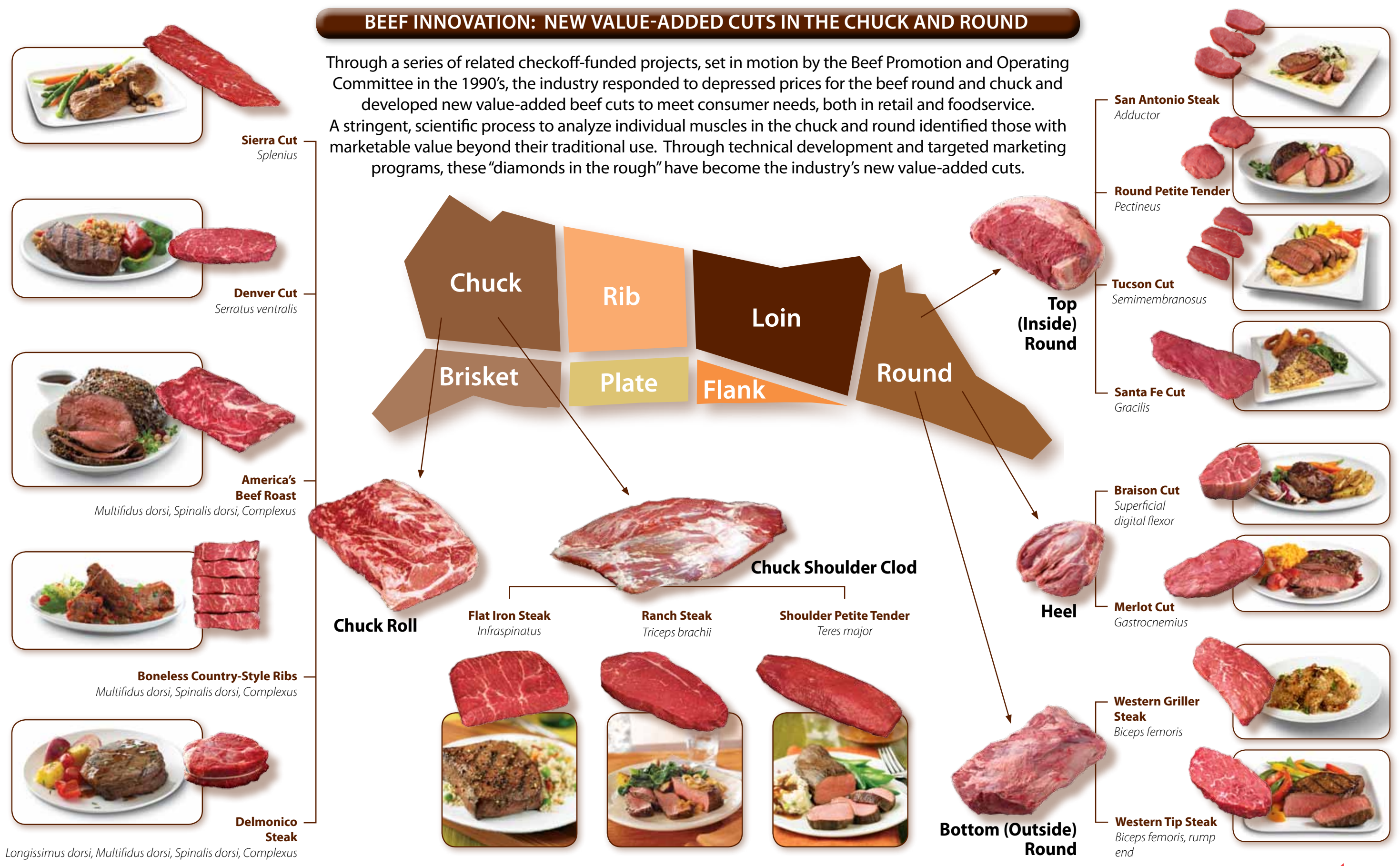


BEEF INNOVATION: NEW VALUE-ADDED CUTS IN THE CHUCK AND ROUND

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.



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.



Funded by The Beef Checkoff