

DEVELOPMENT OF NEW VALUE CUTS IN THE CHUCK AND THE ROUND

This center spread is an illustration of how the checkoff-funded Muscle Profiling project, initially launched in response to depressed prices for the chuck and the round in the late 1990s, has invigorated the industry by providing profitable opportunities for new value cuts. Through a stringent, scientific process of analyzing the individual muscles in the chuck and the round, specific muscles were identified as having marketable qualities beyond their traditional use. Through technical development and targeted marketing programs, these "diamonds in the rough" have become the industry's new value cuts.

