Importance of Variety Meat Utilization to the Meat Industry

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Abstract
The utilization of variety meats is critical to the bottom line of the red meat and poultry industries. They provide an opportunity to utilize low-cost raw materials in further processed products and generate additional premiums when sold to export markets that desire the products for use in their culture's cuisine. This value is compounded when including by-product utilization in animal feed and pharmaceutical products.

As export markets continue to grow, the marketing of variety meats will continue to play a key role in adding value across the red meat supply chain. However, there is still considerable value in variety meats in the domestic market, and as their utilization on restaurant menus increases, they could provide additional marketing opportunities for the US industry.


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