

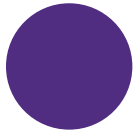


Funded by the Beef Checkoff



Product Quality

Goal: To advance the scientific understanding of beef's intrinsic quality characteristics and the factors that influence them across the supply chain to optimize product performance.



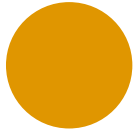
Foundations of Beef Quality in Modern Production Systems

Evaluate whether existing knowledge, assumptions, and practices related to beef quality remain aligned with changes in cattle populations, production systems, market demand, and supply chain dynamics.



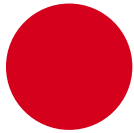
Scientific Basis of Beef Grading

Strengthen the science underpinning beef grading, segregation, and sorting decisions by improving understanding of the factors that influence both quality and yield outcomes.



Tools and Approaches Used to Evaluate Quality

Expand the tools, technologies, and data-driven approaches used to characterize product quality to better reflect today's higher-quality beef and greater measurement capabilities.



Deliver Expected Eating Quality Through Product Management

Improve the understanding of how product management decisions, including fabrication, aging, handling, storage, and cut-specific strategies, shape the eating experience and expected product performance.