




BCRC BEEF SCIENCE CLUSTER

RESEARCH

Facts

IN PROGRESS





Canada's Beef Science Cluster: Beef Quality Research

- ✓  A 1% improvement in the value of cuts from the loin, rib and sirloin would be worth \$27 million per year to Canada's beef industry.
- ✓  A 1% improvement in the value of cuts from the hip, chuck, brisket and shank would be worth \$39 million per year to Canada's beef industry.
- ✓  Reducing the incidence of dark cutters to 1999 levels would save the Canadian beef industry \$13 million annually.

Objective: To increase the demand for Canadian beef through production improvements to reduce inconsistencies and increase quality, product development, implementing alternative strategies and technologies to enhance the value of underutilized cuts, and continued investment in carcass quality and grading technology research.

Carcass and meat quality ultimately determine the value of a beef animal. Canada traditionally has produced a youthful, lean, commodity beef product in a primarily grain-based feedlot production system that responds to a grading system based on age, lean meat yield and marbling. However, the carcass and meat quality evaluation system needs to continue evolving to strengthen our competitive advantages and to meet the consuming public's changing preferences. Canada is working to differentiate its beef and cattle genetics based on attributes relating to superior animal production and health, beef safety, beef quality, and nutritional value. Successful brand differentiation will only increase the long-term demand for Canadian products if we can consistently deliver safe, high quality beef to customers and consumers.

The Beef Science Cluster includes several projects that will help to continuously improve the quality of Canadian beef:

- ✓  Canada's Beef Quality Audit
- ✓  Using new technologies to grade beef carcasses
- ✓  Will feeding DDGS affect beef composition and quality?
- ✓  How does forage finishing affect beef quality?

The Beef Research Cluster is funded by the Canadian Cattlemen's Association and Agriculture and Agri-Food Canada to advance research and technology transfer supporting the Canadian beef industry's vision to be recognized as a preferred supplier of healthy, high quality beef, cattle and genetics.

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