

# Producing and Marketing Beef Locally



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## Key points:

- Produce a safe high quality tasty product
- Do not break the law
- Marketing tips





# Important Product Attributes

- Safe
- Palatable
- Reasonable price
- Humanely produced
- Locally produced
- Organic/Natural
- Grass-fed/Grain-fed
- Nutritious

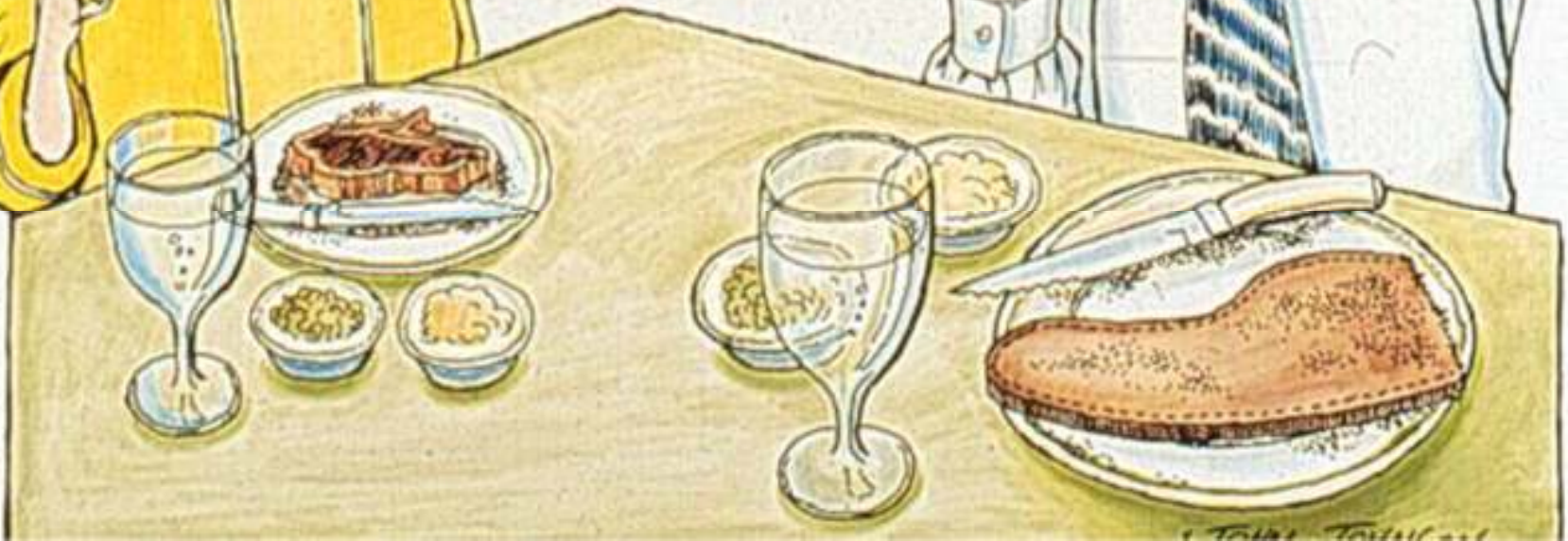
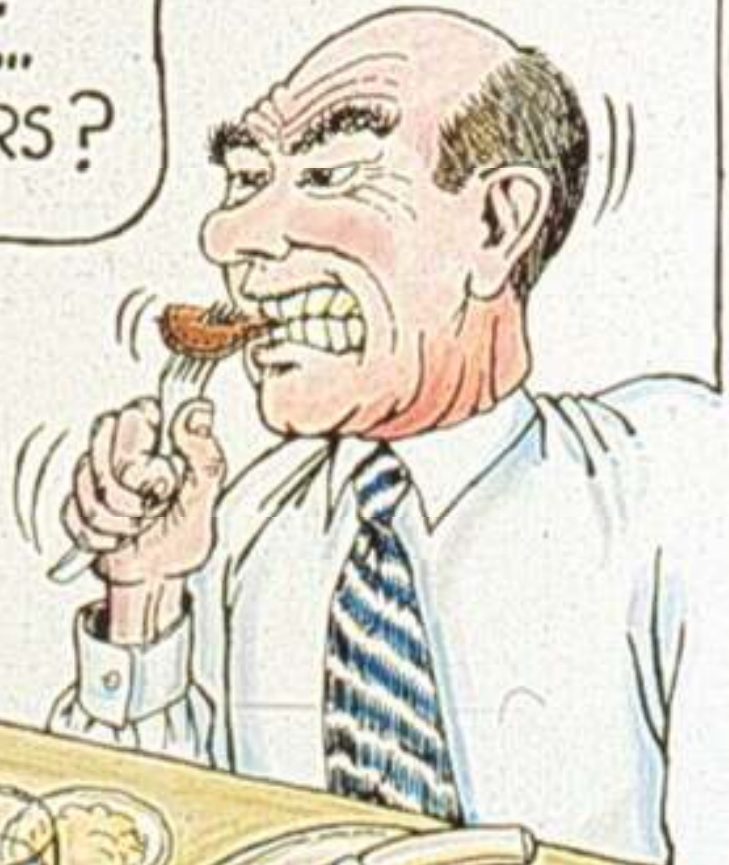
# Nutritional value of beef

- Is beef fat? Depends
- Does it have positive attributes? Yes!

## Amount per 100 g of raw meat

Nutrient	Deer	Grass	Grain	Oil	YG
Fat, g	2.7	2.4	5.0	4.0	4.0
N-3, mg		79	26		
N-6/N-3		1.8	7.7		
CLA, mg		36	12	60	25

MINE TASTES  
**GREAT...**  
HOW'S YOURS?





**In sudden disgust, the three lionesses realized they had killed a tofudebeest -- one of the Serengeti's obnoxious health antelopes.**

# Palatability Control Points

- Start with good genetics for your system
- Keep them healthy
- Feed them well from Day 1
- Under 24 months but some disagree
- Castrate bull calves early
- Do not overdo implants
- High welfare/gentle handling from birth to death
- Electrical stimulation of carcass if possible
- At least 14 days of postmortem aging of whole muscle cuts. Minimize aging of ground beef cuts

# Palatability Recommendations

- Limit use of biological types with variable tenderness
- Progeny testing

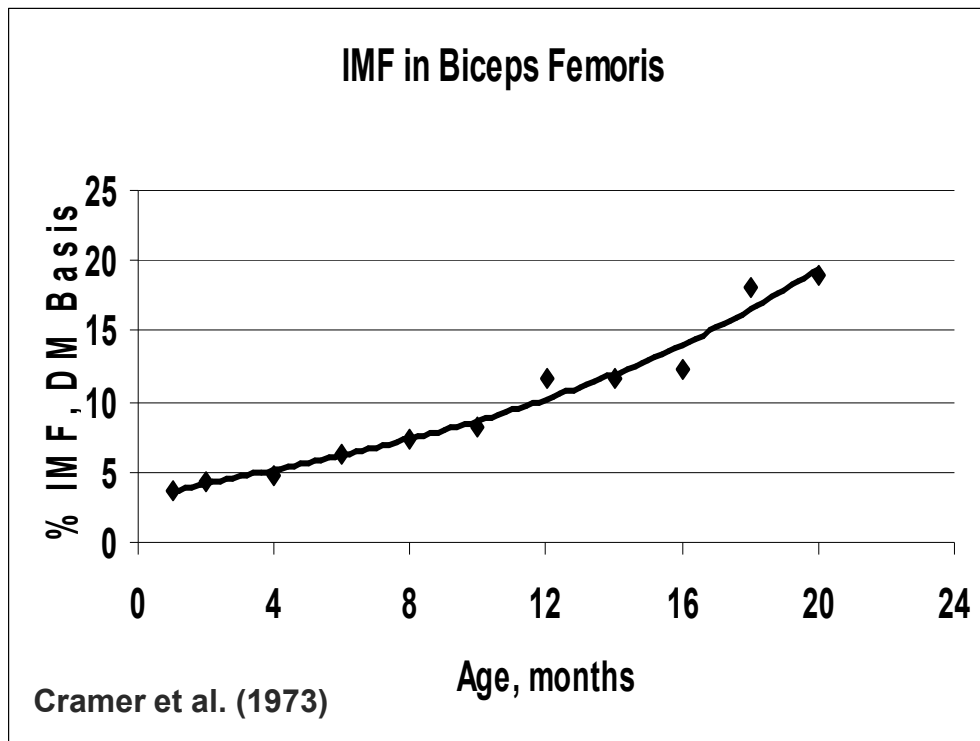


# Quality Grades

- Prime
- Choice
- Select
- Standard
- Commercial
- Utility
- Cutter
- Canner

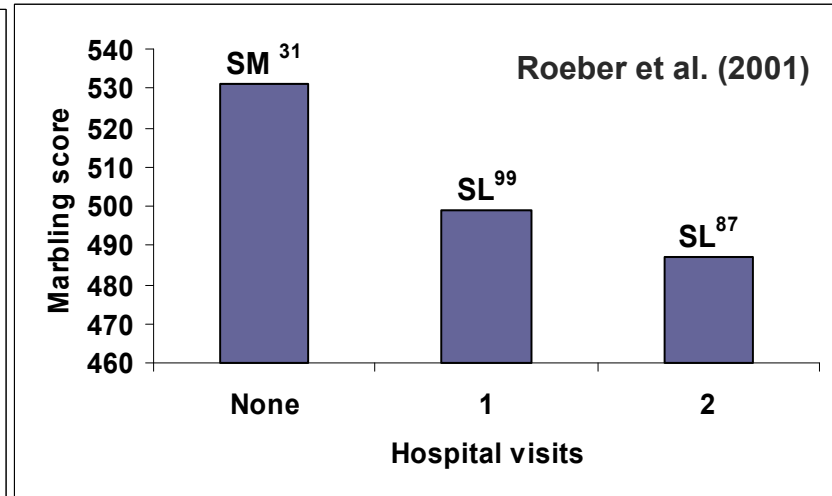
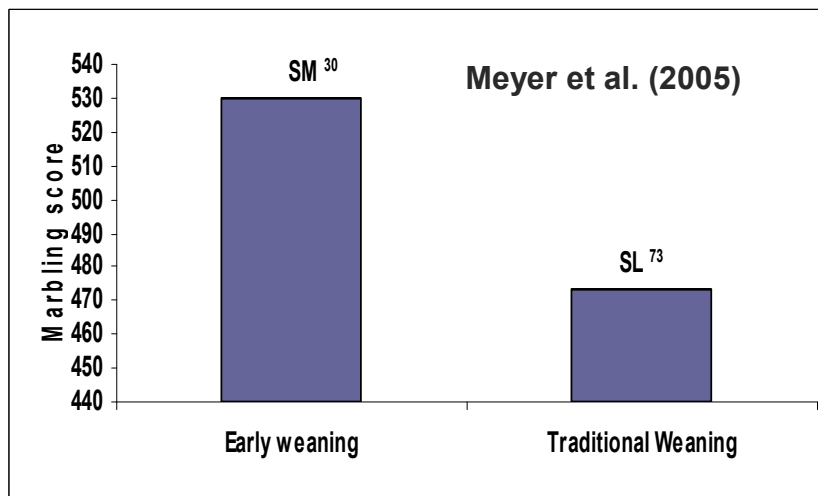
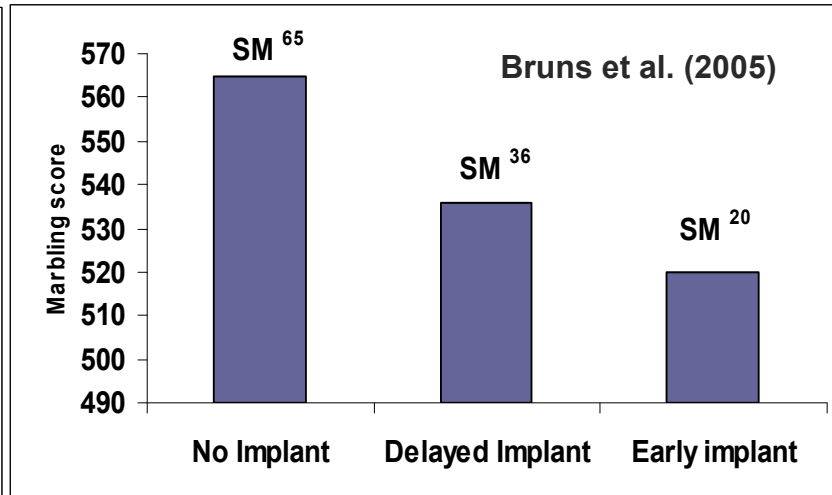
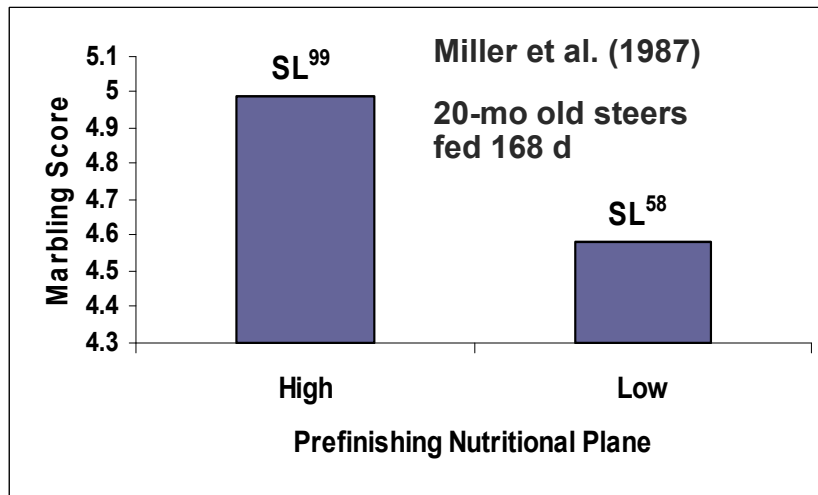


# Deposition of Marbling (IMF) is Now Described as a “Lifetime Event”



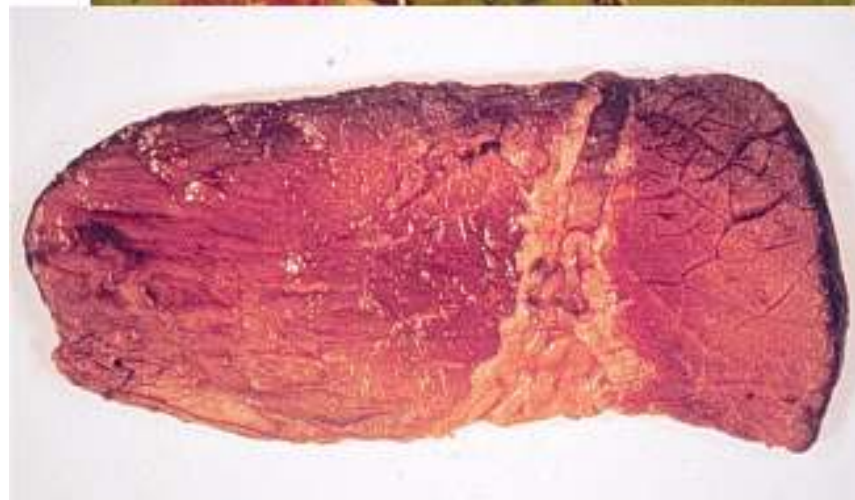
- IMF deposition begins at an early age at a relatively slow, but steady rate.

# Examples of Early Management Effects on Marbling



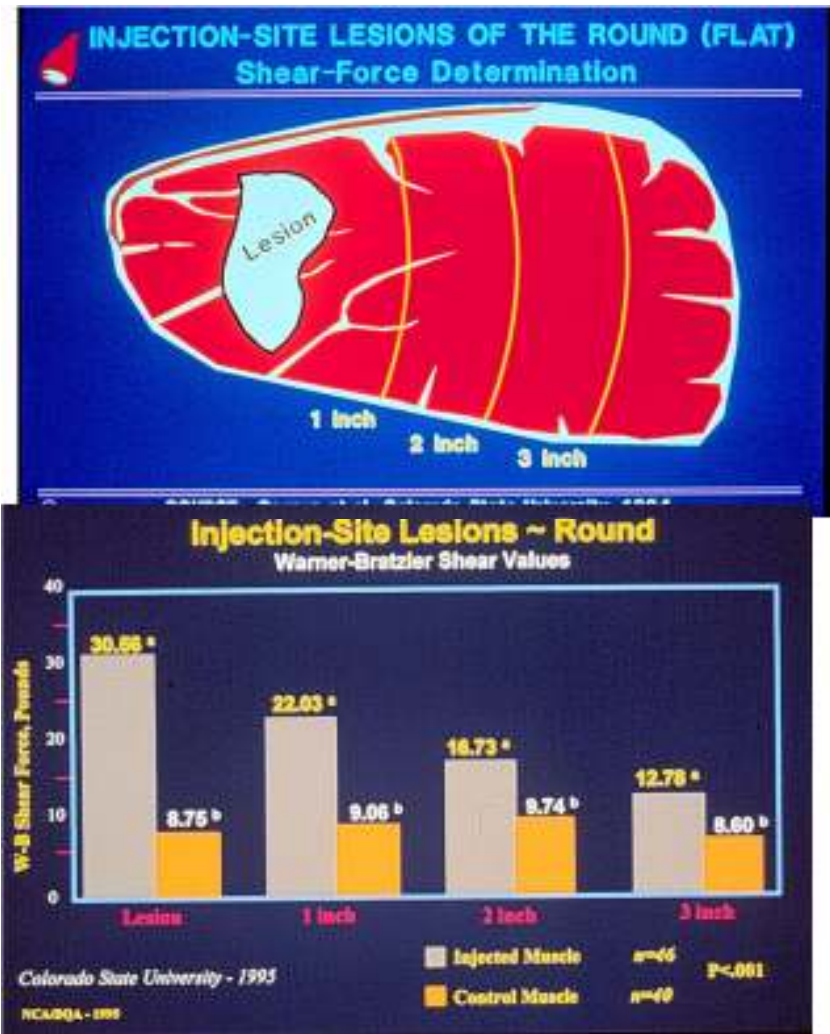
# Palatability: Management

- Beef Quality Assurance
- Intramuscular injections



# Palatability: Management

- Intramuscular injections



# Post-harvest treatment

- Testing
- Blade tenderization
- Calcium activated tenderization (CAT)
- Moisture enhancement (ME)
- Electrical Stimulation (ES)
- Aging (hot vs conventional; wet vs dry)

# Post-harvest treatment

- Electrical Stimulation (ES)
  - Routinely done.
  - Highly recommended for grass-fed and lean beef programs
- Aging (hot vs conventional; wet vs dry)
  - Benefit depends on cut
  - No benefit for muscles going into ground beef
  - Minimum 14d for loin/rib cuts

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# Methods of Direct Marketing

- Custom Exempt – Sale of live animal
- Retail - Direct sales of meat to the consumers
- Wholesale - Selling product to another entity that re-sells product to consumer

# Custom Processing

- MUST sell live animal
- New owner MUST be identified when slaughtered
- Legally animal should be paid for prior to slaughter

# Wholesaling to Restaurants and Retailers

- USDA inspected and processed meat
- The retailers and restaurants are under local inspection
- See [ams.usda.gov/directmarketing](https://ams.usda.gov/directmarketing) for good information on marketing

# Pitfalls to Avoid

- Producing a bad product or inconsistent product
- Not knowing your product
  - You must have access to a scale
  - You need to know the cuts you will get from your animal, how they can best be used and quantity of each cut to expect
- Having non-cooperative or incompetent partners
- Forgetting that you need to sell the whole animal and that there are only so many flat-irons, filet mignons etc.
- Breaking the law

# Palatability: Management

- We do not want you in trouble with this guy



