

Taste, Tenderness, and the Muscle Fiber





**TASTE is the #1
reason consumers
choose BEEF!**

TASTE = EATING SATISFACTION

Eating Satisfaction & Palatability

- ✓ Tenderness
- ✓ Flavor
- ✓ Juiciness

Best possible eating
experience each time a
consumer chooses beef!





EATING EXPERIENCE

TENDERNESS

FLAVOR

JUICINESS

EATING EXPERIENCE

TENDERNESS

FLAVOR

JUICINESS

EATING EXPERIENCE

TENDERNESS

FLAVOR

JUICINESS

Influences of Eating Quality in the Production Sector



Influences of Eating Quality within the Carcass



Moderately Abundant - Prime



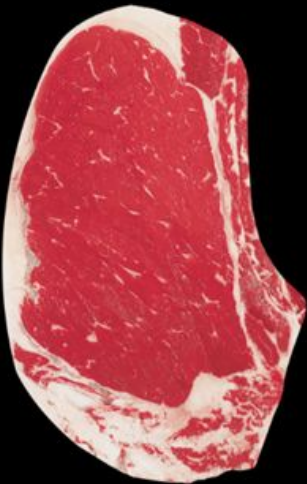
Slightly Abundant - Prime



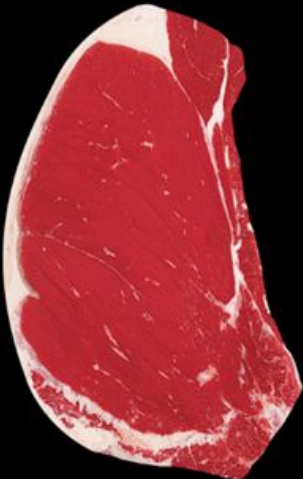
Moderate - High Choice



Modest - Average Choice

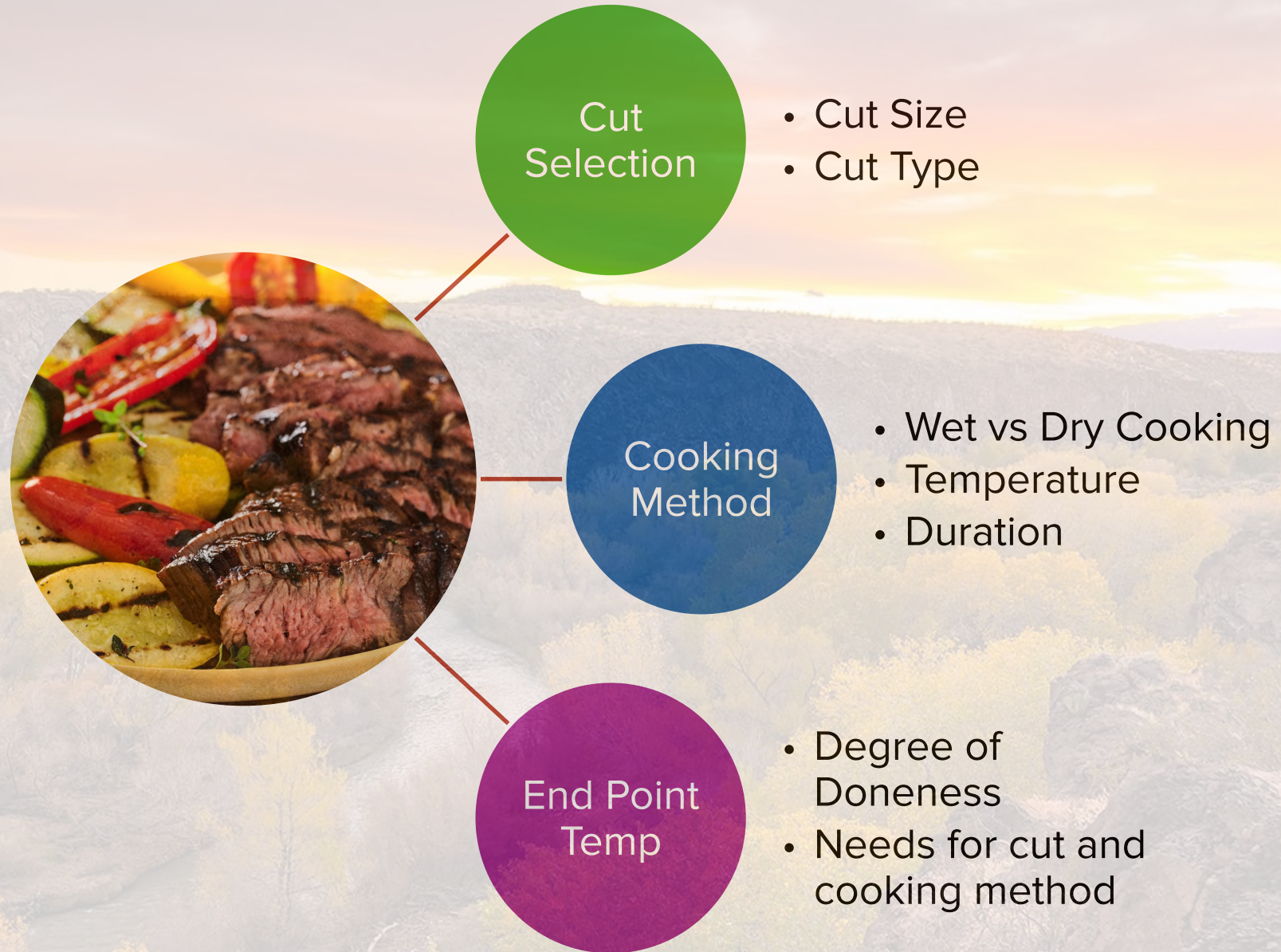


Small - Low Choice



Slight - Select

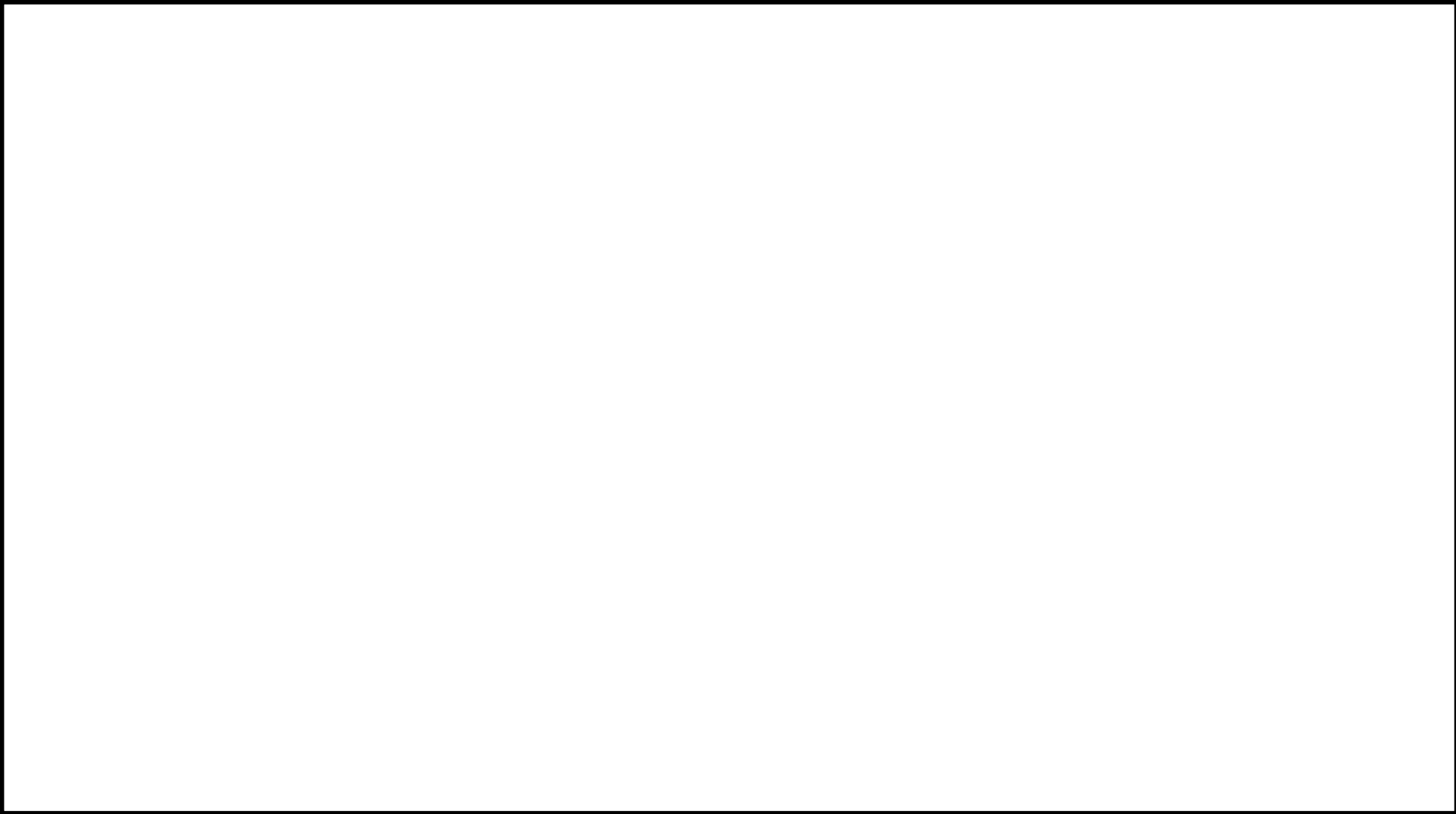
Influences of Eating Quality at the End User

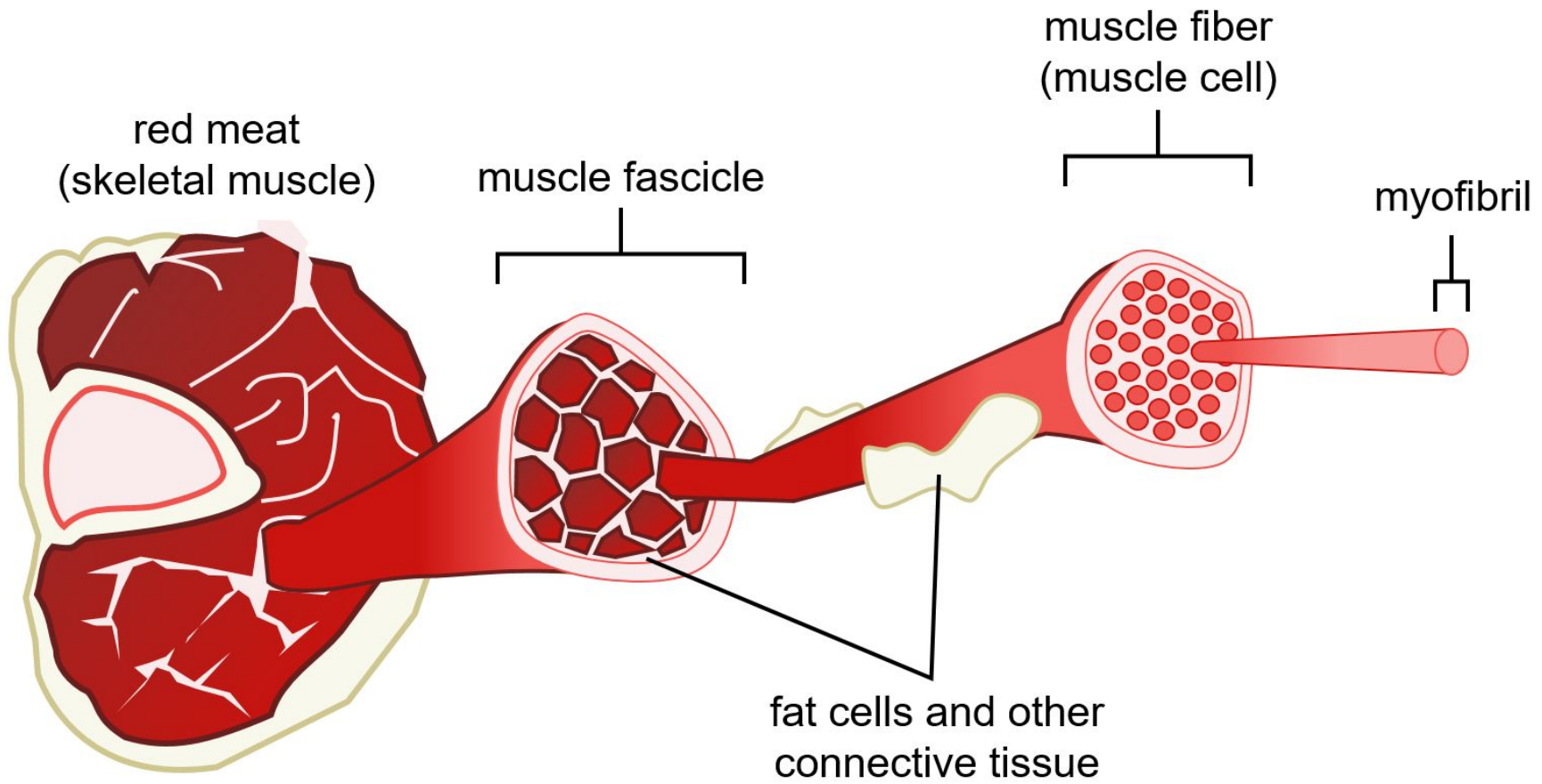


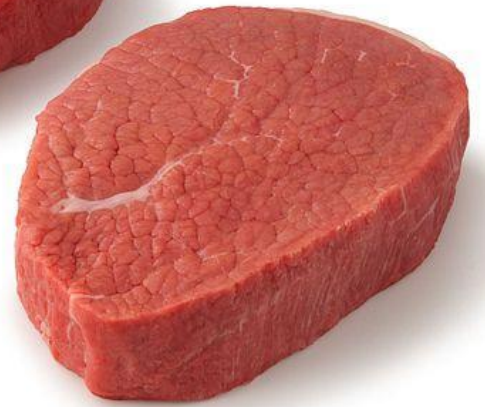
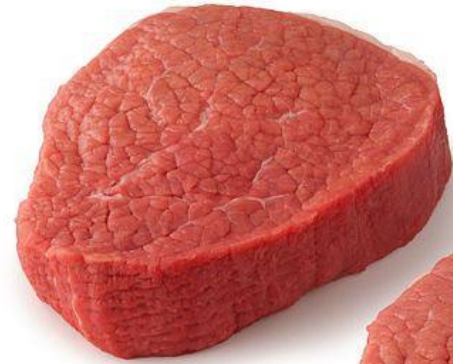
Muscle differences

	Tender Cuts	Less Tender Cuts
Best way to cook	<ul style="list-style-type: none">• Faster• Dryer• Hotter temperatures	<ul style="list-style-type: none">• Slower• Added moisture• Lower temperatures
Cooking methods	<ul style="list-style-type: none">• Grilling• Pan frying	<ul style="list-style-type: none">• Smoking• Braising (Crock Pot)
Cut examples	<ul style="list-style-type: none">• Sirloin steak• Ground beef• Thinly sliced	<ul style="list-style-type: none">• Brisket• Eye of round steak• Stew meat

Muscle Properties







Group activity: Build a Muscle



MUSCLE



CONNECTIVE TISSUE
& SUPPORTING
NETWORK



MARBLING

THANK YOU!
www.arizonabeef.com

