



NCBA INTRODUCES NEW CUTS FROM THE BEEF ROUND. NAMP TO REVIEW FOR MEAT BUYER'S GUIDE®

The National Cattlemen's Beef Association's Beef Innovations Group (BIG) announced six new cuts from the beef round last week at the Beef Innovations Symposium in Denver, CO, as part of its effort to help meat processors, manufacturers, retailers, foodservice operators and cattle producers maximize yield, add versatility and increase profitability.

During the next revision of NAMP's Meat Buyer's Guide®, committee members will consider the new cuts and determine if they should be included.

The cuts include lean steak and roast options suitable for retail and foodservice outlets.

- **Santa Fe Cut** — similar to a flank steak, perfect for fajitas, stir fry or for shredded beef
- **Round Petite Tender** — flavorful, best cut into medallion steaks, offers a restaurant-quality experience on a bed of pasta or a roast for two
- **San Antonio Steak** — ½-inch lean steak, versatile and cooks fast, works well with a marinade
- **Tucson Cut** — the perfect lean cut for foodservice operations looking for value
- **Braison Cut** — ideal for any braising application and makes a great osso buco or pot roast
- **Merlot Cut** — deep red color, lean and flavorful, ideal for a variety of ethnic dishes

NAMP works closely with BIG to ensure that new cuts accepted by the meat and foodservice industry are included in the Meat Buyer's Guide®. The most recent version of the Guide includes the latest cuts from the Chuck Roll which have become popular in recent years.

"Past work on the chuck subprimal had yielded benefits to all segments of the industry, and the muscles of the round offer the next frontier of innovation and additional value," said Jim Ethridge, senior director of the BIG, which contracts to manage new product development efforts for the Beef Checkoff Program.

NCBA will post cutting information and marketing materials on the BIG Web site by the end of September, and NAMP will inform the membership when those resources are available.