

MEAT, SEAFOOD, & POULTRY

a special feature
pg. 28



Arkansas Profile

a closer look

pg. 23



THE SHELBY REPORT

of the

Southwest

\$7.00

AUGUST 2008

Cargill Offers Value Beef Cuts

With its research suggesting that as many as 30 percent of consumers may be reluctantly cutting back on beef usage due to economic pressures, Cargill Meat Solutions has introduced a line of value-priced beef cuts, providing consumers an affordable way to continue enjoying beef while offering higher margin opportunities for retailers.

The lesser-known cuts of beef have been repositioned, with their standard cut names replaced with more appealing names, such as the Marbello™ steak, which gets its name from the amount of marbling it contains.

The new trademarked brand names, along with their traditional cut names, are: Cabrosa™ Steak (ball tip); Cordelico™ Sirloin (flap meat); Delombre™ Petite Tender (teres major); Maranada™ Steak (flank steak); Marbello™ Steak (inside skirt); Rigosa™ Roast (eye of round); Savran™ Steak or Roast (top round);

and Solenta™ Sirloin (tri-tip).

Cargill Meat Solutions is believed to be the first beef producer to brand these particular cuts.

"Cargill sees this value cuts program as a long-term one that can be leveraged in each of the six traditional beef selling seasons," said Elizabeth Desbien, Cargill brand manager. "And by promoting a less expensive option, retailers can provide options for the value-conscious beef consumer.

Retailers will still offer the better-known, middle meat cuts, and there will always be consumers who will purchase those. But these newly positioned, mid-priced products allow retailers to provide another option to their customers who love beef, but who may be more price-sensitive."

In the initial phase of market rollout, more than 2,000 grocery stores are offering a combination of the branded value cuts. www.cargillmeatsolutions.com.



Maranada™ Steak