AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
http://ageconsearch.umn.edu
aesearch@umn.edu

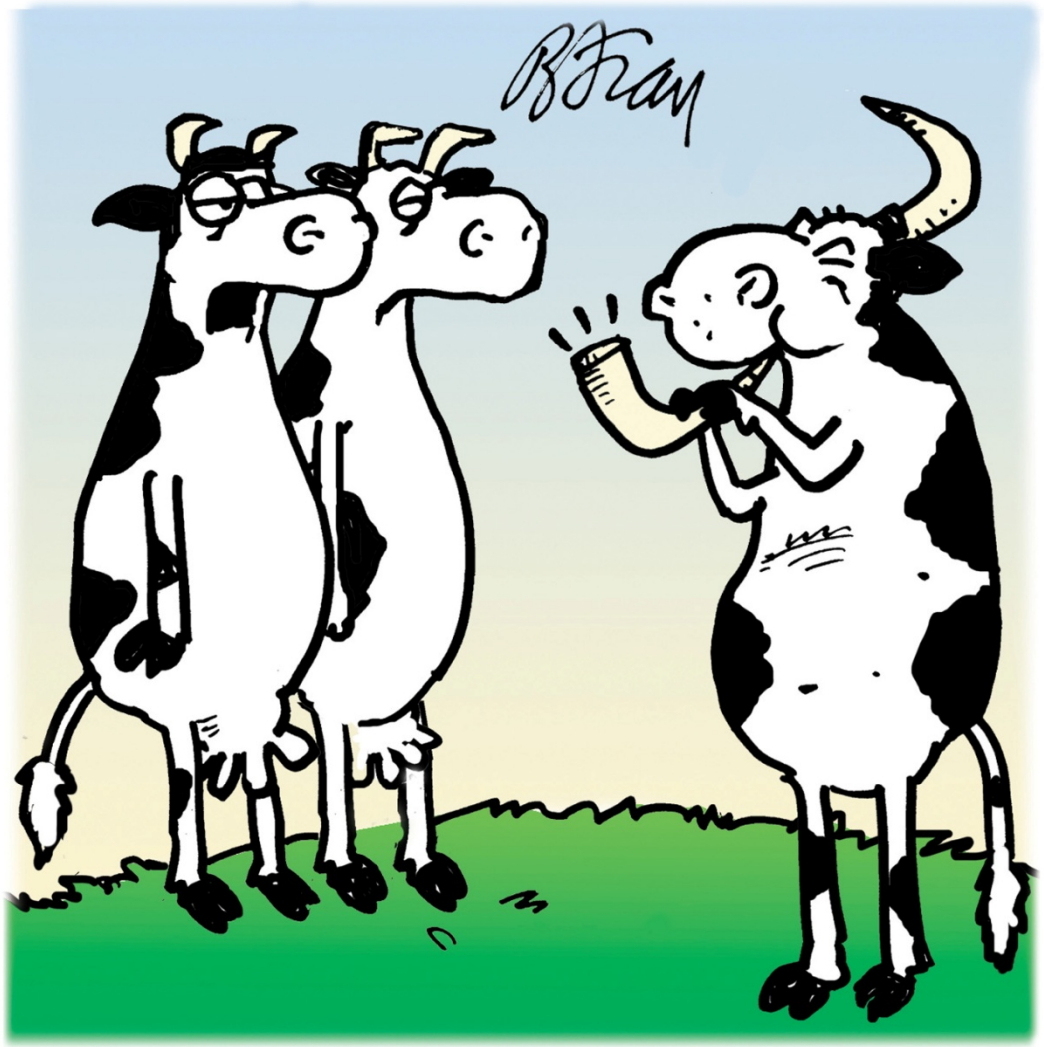
*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

Adding Value to Meat Through Further Processing

J. Brad Morgan

BRAVEHEART ANGUS BEEF
FEARLESS COMMITMENT TO QUALITY™

Allegiance PREMIUM PORK
A PLEDGE OF SUPERIORITY



"I GET REALLY TIRED OF HIM
BLOWING HIS OWN HORN
ALL THE TIME!"

PERFORMANCE Brands Drive Margin and Sales

- Broad array of products, wide variety of customers
- Independent restaurants, institutions & local franchise chain locations
- Comprehensive portfolio of branded and private label products
- Expertise in Italian category
- National distribution network
- Highly competitive and fragmented market
- Organizing the supply chain to create mutually beneficial relationships

Current Brands of Distinction

RIDGECREST

WEST CREEK

Silver source

ascend

EMPIRE'S TREASURE

BRAVEHEART ANGUS BEEF
FEARLESS COMMITMENT TO QUALITY™

Peak FRESH PRODUCE

BRILLIANCE PREMIUM SHORTENINGS & OILS

ROMA

FIRST Mark
THE MARK OF QUALITY IN NON-FOOD ESSENTIALS

Piancone Brand

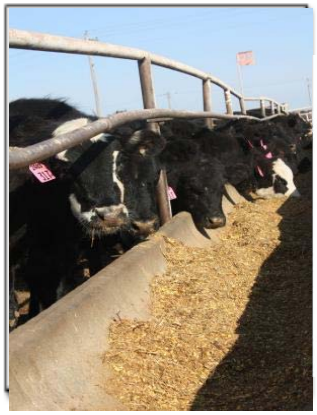
VILLAGE GARDEN SALAD DRESSINGS

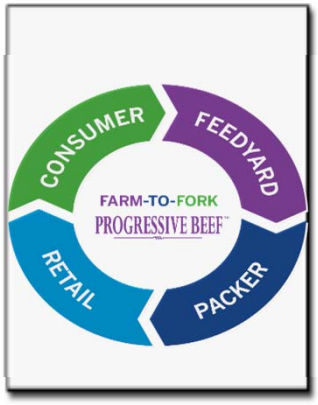
HOMEBAKED QUALITY
HERITAGE OVENS

Top 10 List of
Braveheart
Angus Beef
Attributes
BRAVEHEART
ANGUS BEEF
FEARLESS COMMITMENT TO QUALITY™

MY TOP 10 FAVORITE

BRAVEHEART ANGUS BEEF
FEARLESS COMMITMENT TO QUALITY™





PATHPROVEN
FOOD TRACE TECHNOLOGY
PROOF IS IN THE PATH

ANGUS VERIFIED

THE STORY

Imported From IE

PROGRESSIVE BEEF™

Offer a beef product that delivers on consumer values.

When asked, 45% of consumers say they would likely seek a grocery store carrying beef produced using a verified program.[1]

Beef consumers are shopping with a conscience. They want to know their beef is:

1. Safe
2. Raised according to animal care standards
3. Sustainable

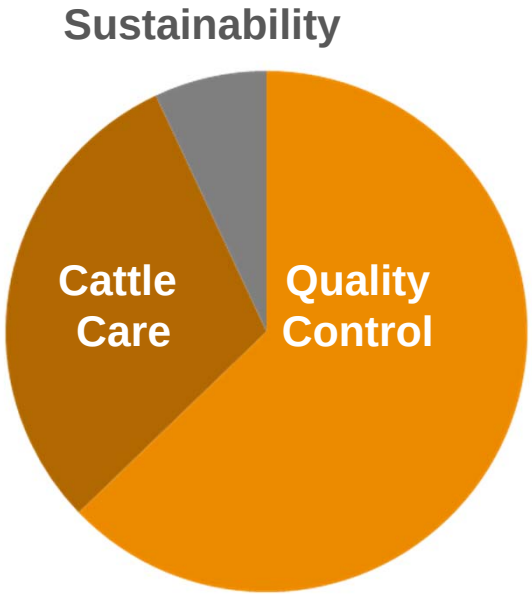
You can meet their demands. Progressive Beef™ is the most comprehensive farm-to-fork quality assurance program to help deliver safe and wholesome beef.[2] Established standard operating procedures (SOPs) are used to help ensure food safety, animal welfare and sustainability. In fact, these three consumer concerns are the three pillars of Progressive Beef.

Find out how this verified program offers advantages for every step of the beef supply chain.

PROGRESSIVE BEEF™

STANDARD OPERATING PROCEDURES

SOP's AREA OF FOCUS



PROGRESSIVE BEEF SOP PLATFORM

Quality Control SOP's	
Feed Related	9
Cattle Handling	6
Product Use	6
Misc.	6
Total	27

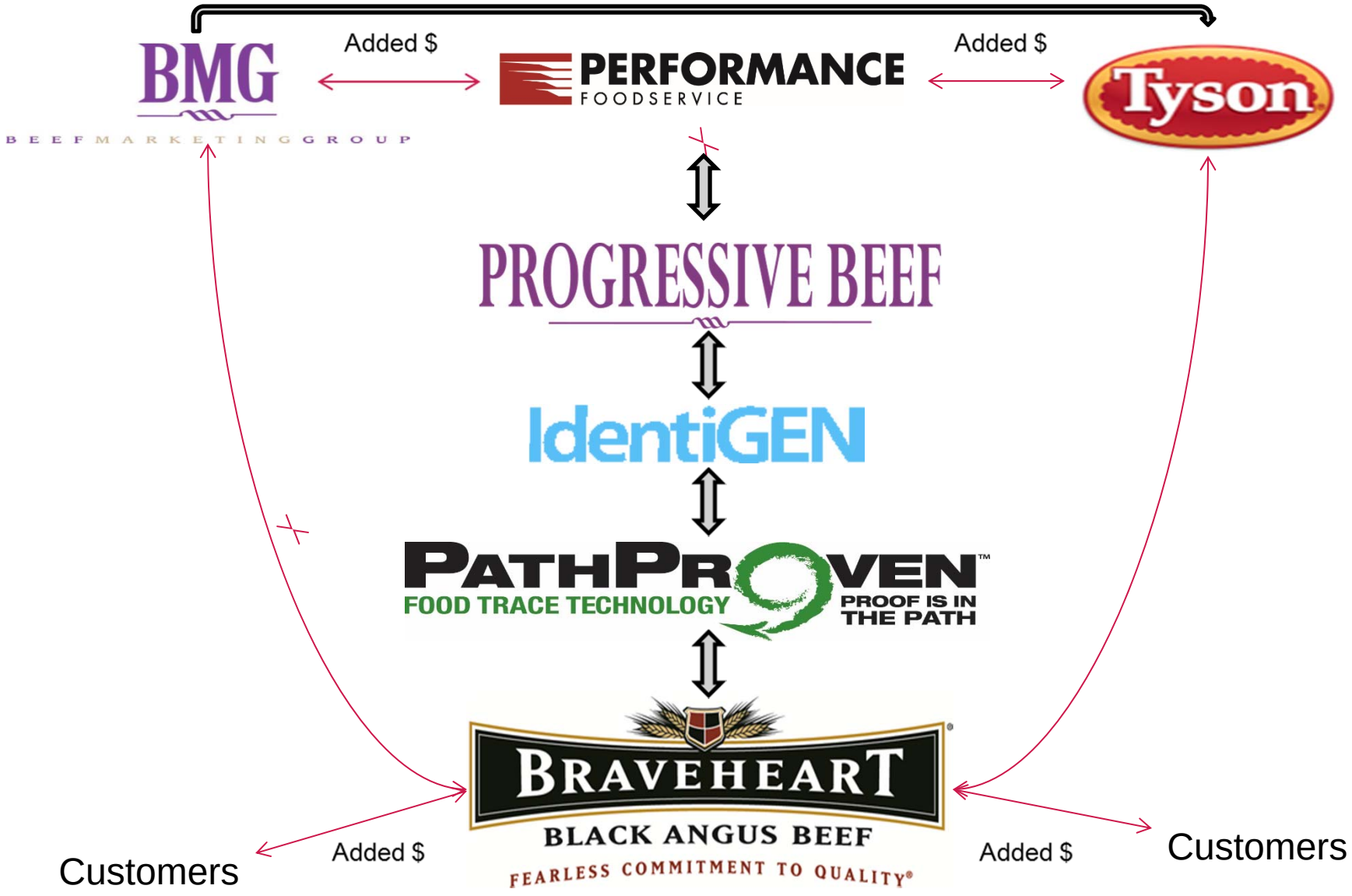
Sustainability SOP's	
Environment	1
Societal	1
Operational Efficiencies	1
Total	3

Cattle Care SOP's	
Persuasion Devices	
Castration	☑
Tipping of Dehorning	☑
Branding	☑
Aborting Heifers	☑
Calving	☑
Equipment	
Feed & Water	
Transportation	
Stress Management	☑
Non-Ambulatory	
Euthanasia	☑
Cattle Handling	
Total	13

☑: Require sign-off by feedlot consulting veterinarian

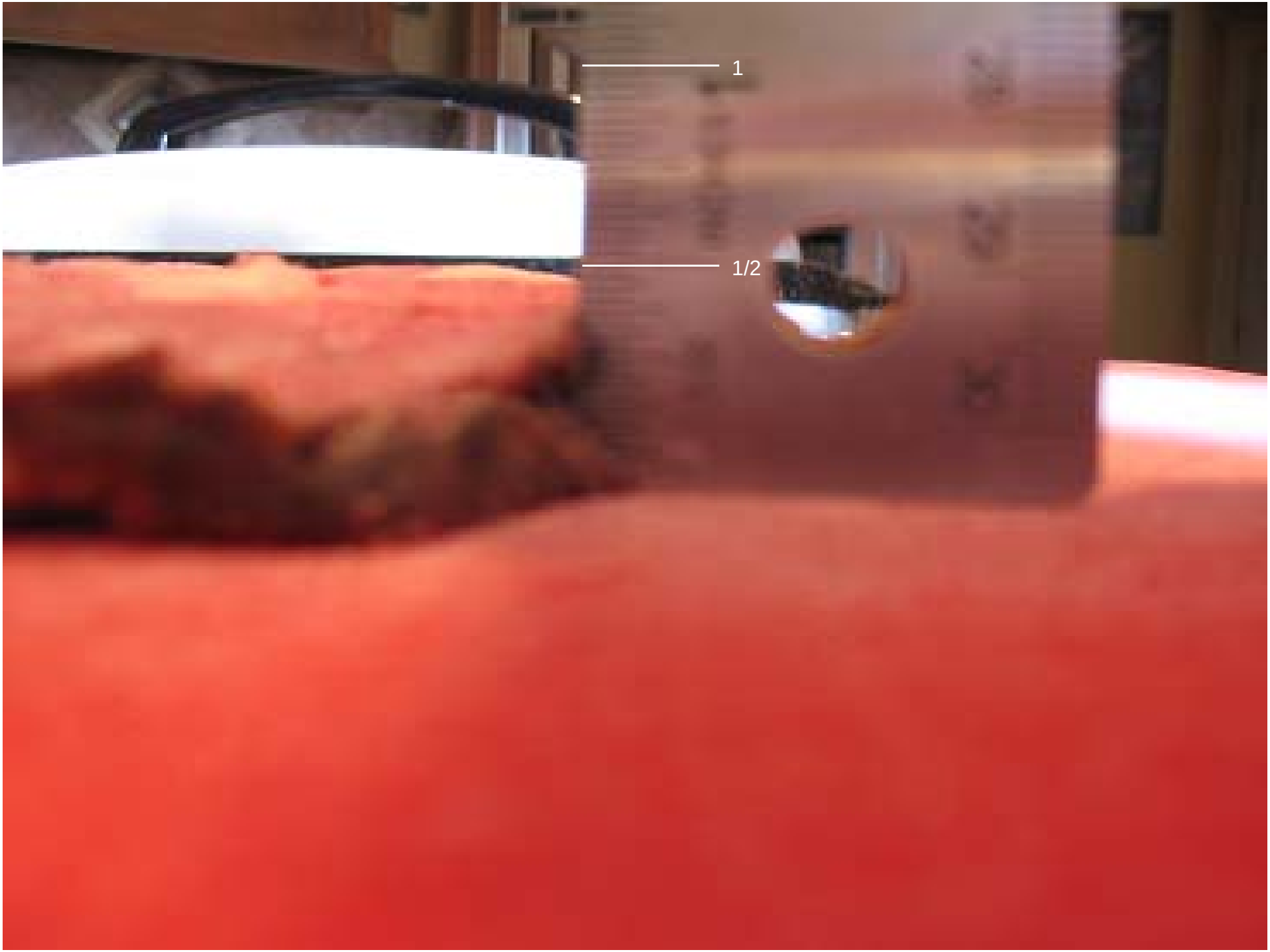
'I THINK USING ANIMALS FOR FOOD IS AN ETHICAL THING TO DO, BUT WE'VE GOT TO DO IT RIGHT. WE'VE GOT TO GIVE THOSE ANIMALS A DECENT LIFE AND WE'VE GOT TO GIVE THEM A PAINLESS DEATH. WE OWE THE ANIMAL RESPECT.'
TEMPLE GRANDIN

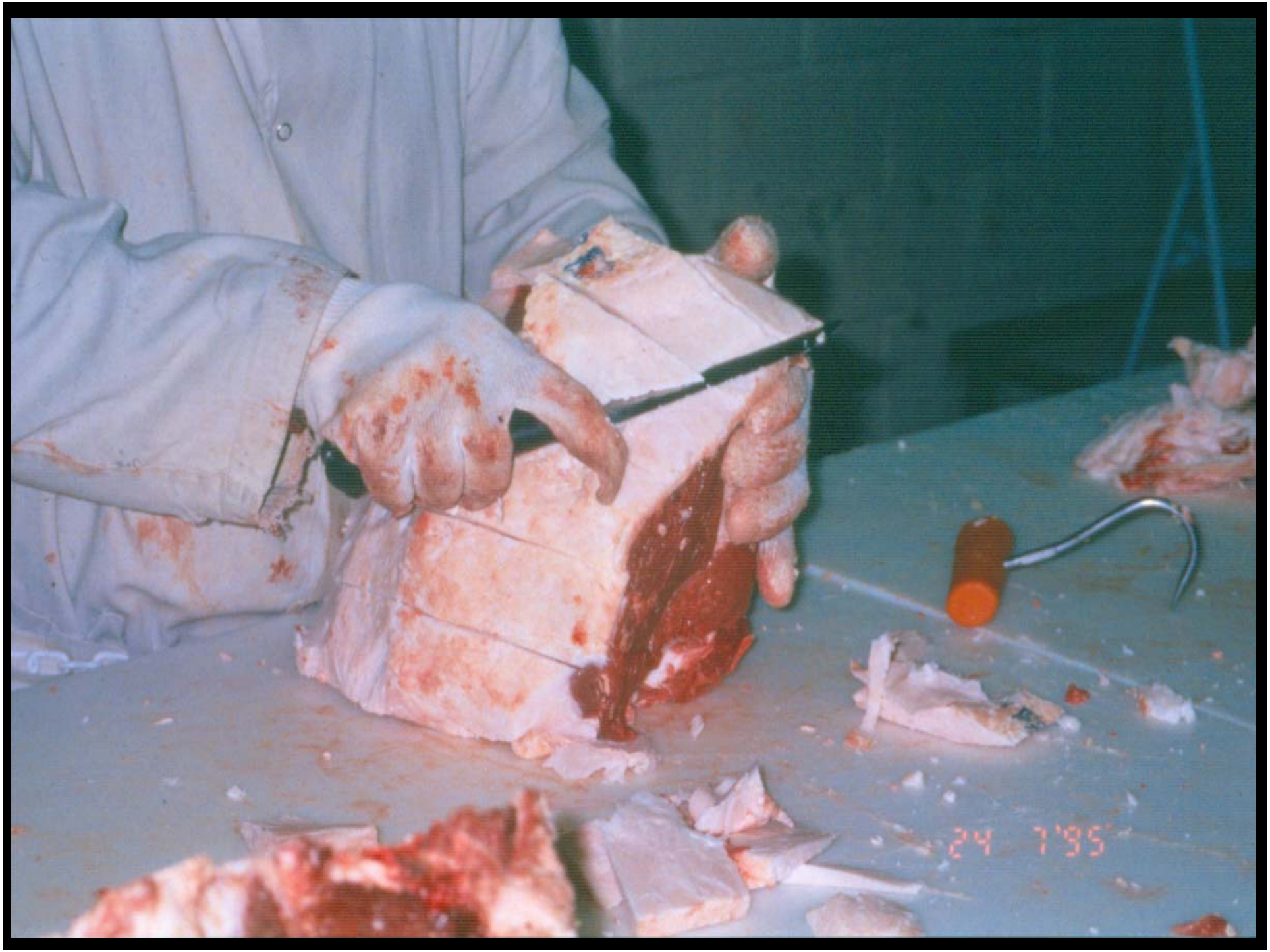
Braveheart is based on creating products that motivate customers to pay higher prices than they pay for commodity beef and then sharing those premiums with all supply chain partners



IdentiGEN

522
125396473

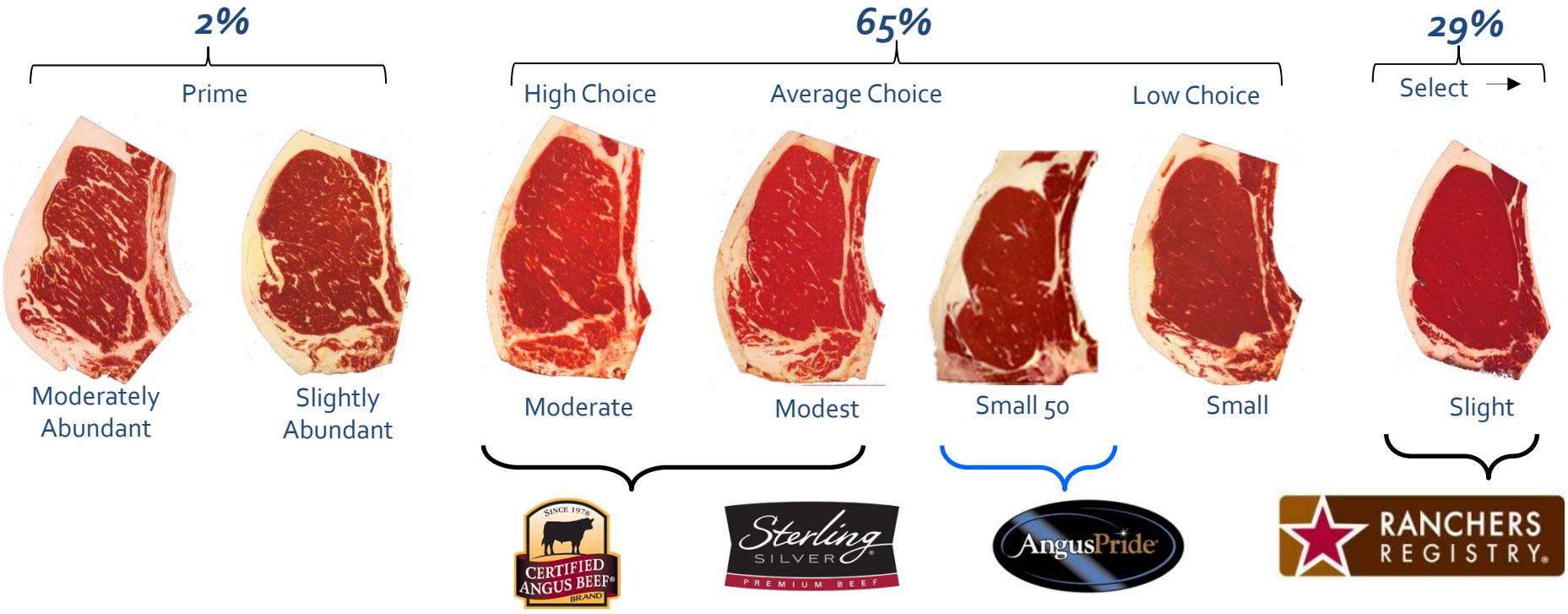

1
1/2


24 7'95

Better Yields also help to establish trust

FY 2014 U.S. Product Mix

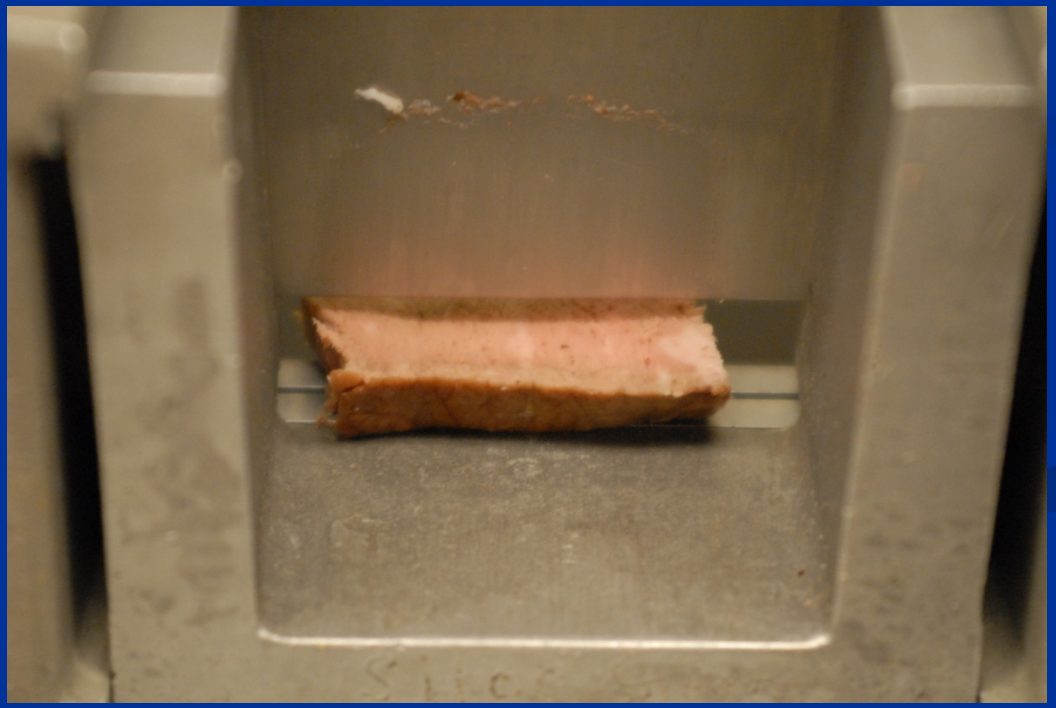
- Prime, Choice and Select account for 96% of our current production—the remainder is No Roll at 4%
- The depiction below represents the minimum marbling lines



WE WANT TENDER BEEF!
WE WANT TENDER BEEF!

Methodology

- SSF was measured using a flat, blunt-end blade mounted on an Instron Universal Testing Machine



Managing Genetic Inputs

TABLE 1.

Comparison of carcass quality and beef tenderness characteristics for eight of the most widely used cattle breeds in U.S. production systems

		Age-constant means[a]		
Breed	**Type**	**Marbling score**	**% Choice & higher**	**Shear force, kg**
Angus	*Bos taurus*/British	SM^{88}	88	4.0
Hereford	*Bos taurus*/British	SM^{26}	65	4.1
Red Angus	*Bos taurus*/British	SM^{90}	90	4.1
Charolais	*Bos taurus*/Continental	SM^{17}	62	4.3
Gelbvieh	*Bos taurus*/Continental	SM^{06}	58	4.5
Limousin	*Bos taurus*/Continental	SM^{04}	57	4.3
Simmental	*Bos taurus*/Continental	SM^{27}	66	4.3
Brahman	*Bos indicus*/Zebu	SL^{75}	30	5.9

[a]*Source: Wheeler et al., 2001, 2005. SM = Small, SL = Slight. Lower shear force values are indicative of greater tenderness*

Weaknesses Of The U.S. Beef Industry[1]

Retailers	Foodservice	Packers	Feeders	Government & Allied Industry
Not telling our story	Cost	Variability	Not telling our story	Too fragmented
More concerned with exporting product than keeping it domestic	Marketing	Food safety	Consumer perception	Not telling our story to improve image
Food safety	Too fragmented	Too fragmented/ Not transparent (tie)	Too fragmented	Lack of education & knowledge about our industry

[1] Based on the number of times that each characteristic was mentioned as a response to the question.

PERFORMANCE NOT ONLY MOVES BOXES…WE WORK WITH THE SUPPLY CHAIN TO DESIGN WHAT GOES INSIDE THE BOXES!

BRAVEHEART
BLACK ANGUS BEEF
FEARLESS COMMITMENT TO QUALITY®

Performance Foodservice is proud to partner with BMG in creating a brand that is helping to re-define what high quality beef means.

IT IS ALL ABOUT ESTABLISHING TRUST!

PERFORMANCE FOODSERVICE

Performance Foodservice's Success with Braveheart is Changing the U.S. Beef Industry

THE Story

BRAVEHEART
BLACK ANGUS BEEF
FEARLESS COMMITMENT TO QUALITY™

Performance Foodservice Branded Pork Programs

PERFORMANCE FOODSERVICE

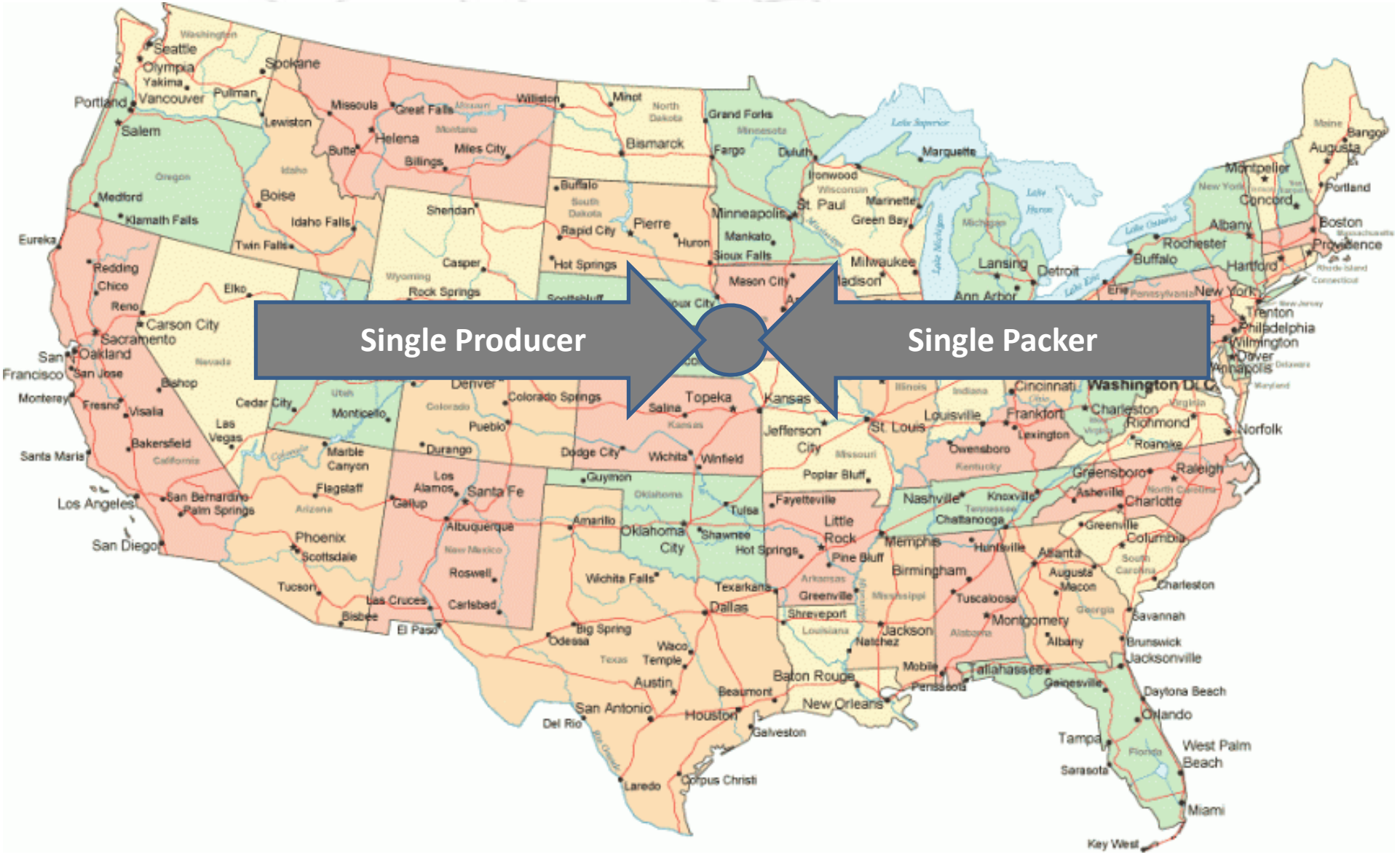
WEST CREEK™

Allegiance™ PREMIUM PORK A PLEDGE OF SUPERIORITY™

May 2015

Allegiance™
PREMIUM PORK
A PLEDGE OF SUPERIORITY℠

Midwest Produced



DNA Genetics Line 241 F1

Sustainable Targets

"Where Local Meets Affordable"

Local Corn

Local Feed Mills

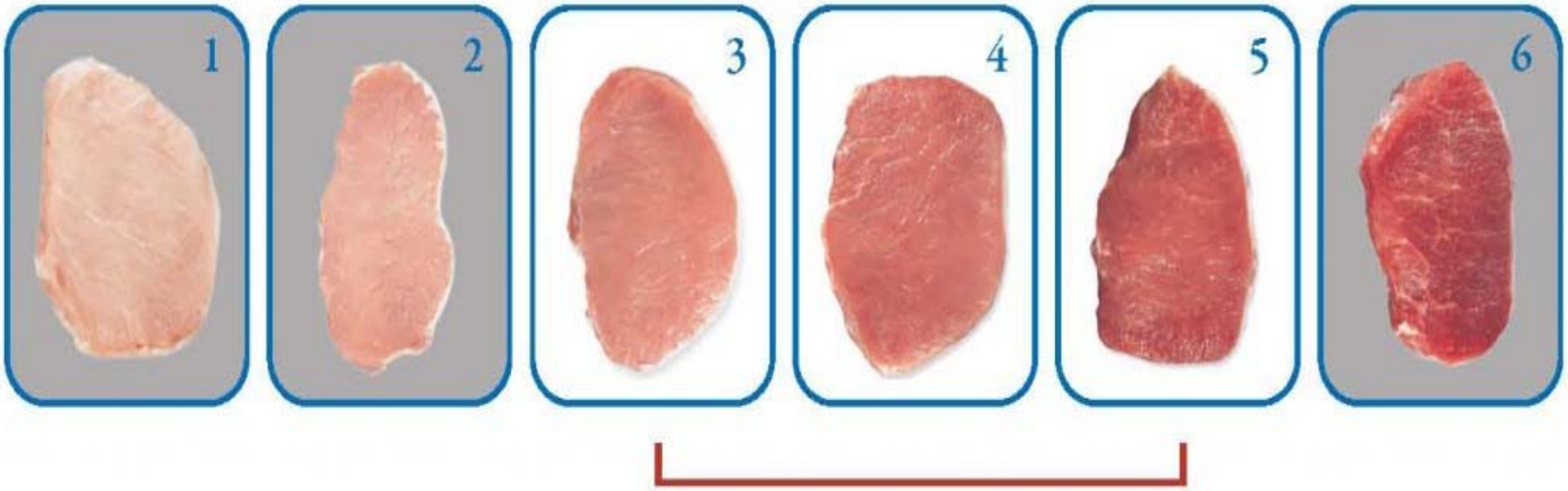
Local Pork Plant

Direct Shipment

Allegiance™ PREMIUM PORK — A PLEDGE OF SUPERIORITY™

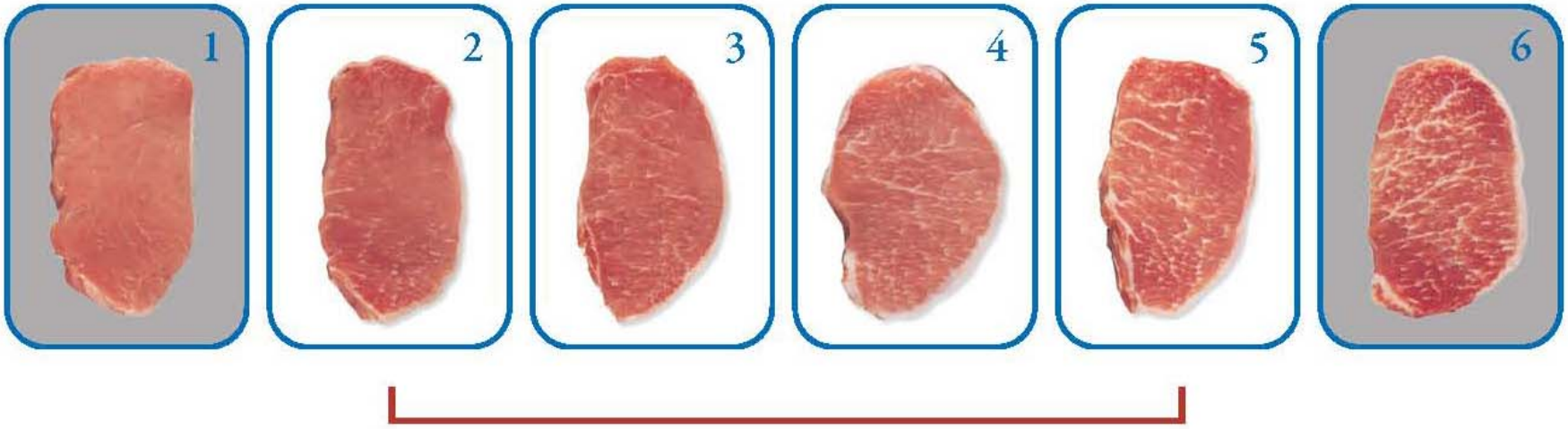
WEST CREEK™

Lean Color Standards



- **“Allegiance”** lean color requirement: minimum score of 3
- **“West Creek”** lean color requirement: minimum score of 2

Marbling Standards



- **“Allegiance”** marbling requirement: minimum score of 2
- **“West Creek”** marbling requirement: minimum score of 1

Fat Trim Requirements

Allegiance PREMIUM PORK A PLEDGE OF SUPERIORITY

1/8” maximum

WEST CREEK™

1/4” maximum

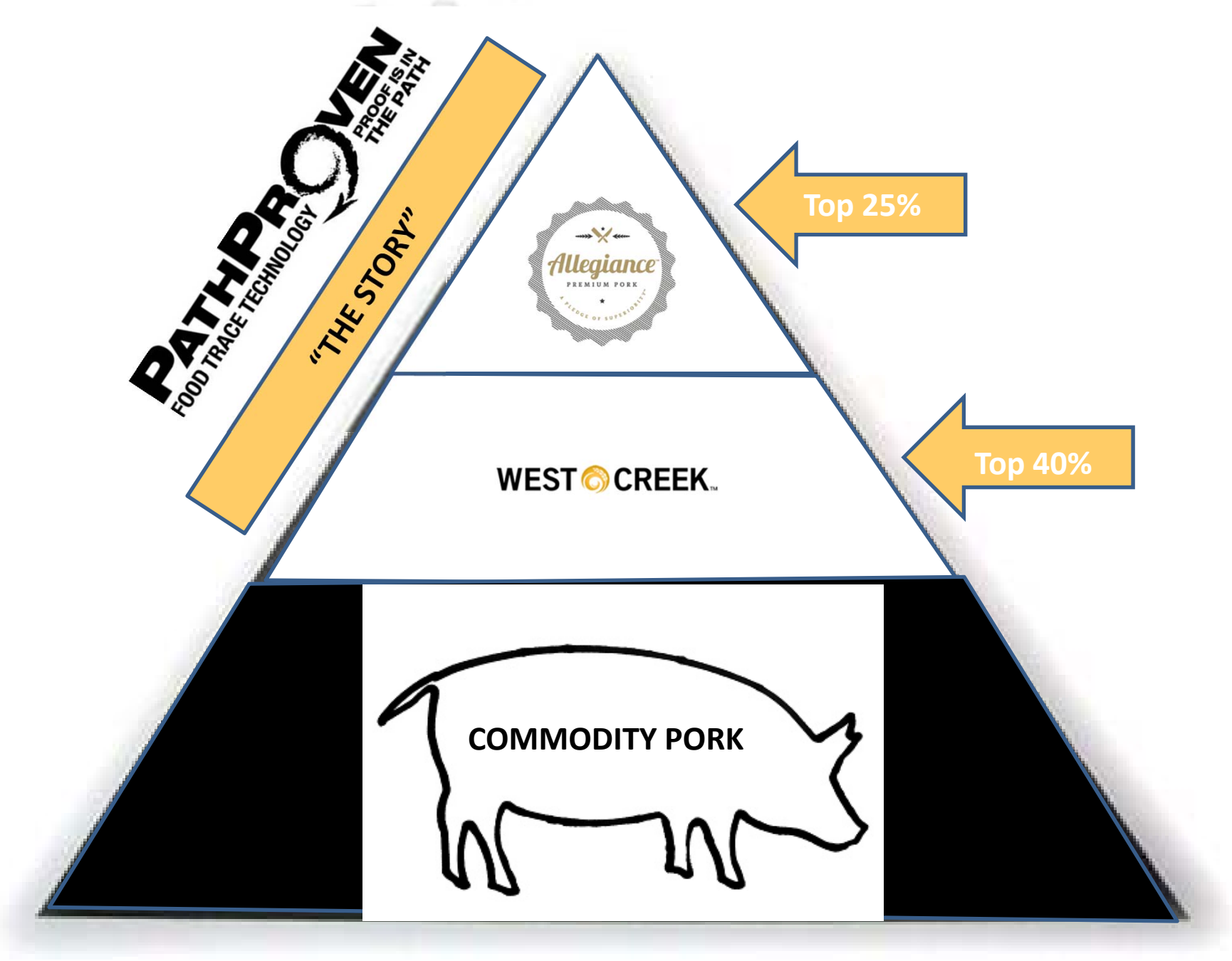
Swine Handling Requirements

- Handling affects pork quality
- Minimal stress of hog and people
- National Pork Board PQA PLUS
- Animal handling & welfare training farm/truck/plant
- Use only Certified Quality Truckers™
- Trained employees to load and unload hogs
- Eliminate electric probes at farm/plant
- Rest hogs at plant
- Third party audits at farm/plant

Allegiance PREMIUM PORK

PERFORMANCE FOODSERVICE

WEST CREEK™


PATHPROVEN
FOOD TRACE TECHNOLOGY
PROOF IS IN THE PATH
"THE STORY"
Allegiance
PREMIUM PORK
Top 25%
WEST CREEK
Top 40%
COMMODITY PORK

Take Home the Message

ITEM	Allegiance PREMIUM PORK	WEST CREEK	COMMODITY PORK
Single-Source Midwest Farm	Yes	Yes	No
Corn Purchased Directly From Local Farmers	Yes	Yes	No
Duroc Terminal Sires Used With Landrace Females	Yes	Yes	Unknown
Pigs Raised ≤ 100 Miles From Packing Partner	Yes	Yes	Unknown
Single Packing Partner Facility	Yes	Yes	No
Professional Animal Handers/Haulers Used	Yes	Yes	No
Third Party Animal Welfare Audits Conducted	Yes	Yes	No
Perfromance PathProven® Utilized	Yes	Yes	No
Minimum Lean Color/Marbling Levels	3/2	2/1	Unknown
Fat Trim Requirement	1/8”	¼”	Unknown
Exclusively Offered by PERFORMANCE FOODSERVICE	Yes	Yes	No

Allegiance PREMIUM PORK A PLEDGE OF SUPERIORITY

Lean Color Score: 3.5

WEST CREEK

Allegiance PREMIUM PORK

& WEST CREEK Pork

PERFORMANCE FOODSERVICE

Brad Morgan, Ph.D.

Dr. Brad Morgan
Performance Food Group
Sr. Director of Protein
2205 Tanglewood Circle
Stillwater, OK 74074
M: 405.880.7708
brad.morgan@pfgc.com

PFG Performance Food Group