



Savor the Sizzle of Chuck This Summer

A checkoff-funded program that will encourage retailers to sell more cuts from the chuck portion of the beef carcass will be released this summer. The "Savor the Sizzle" campaign will provide retailers with point-of-purchase materials, on-package recipe stickers, and other promotional items to give customers ideas for preparing chuck cuts (top and bottom blade steaks, chuck eye steaks and shoulder steaks).

"This promotion will help retailers develop new ways to market the chuck during the time when chuck products traditionally lag behind other grillable cuts," says Deborah Schrecongost, coordinator of retail programs at the Beef Industry Council (BIC).

The 1989 chuck promotion program helped increase chuck sales 62 percent in some stores during the period it was advertised and 25 percent the following week.

Chucks lower price makes it an attractive alternative to traditional summer grilling meats, making chuck cuts a hit with families and value-conscious consumers, adds Schrecongost.

To help make this program more successful, the BIC is releasing a new cutting chart, "Convenience and Variety — Beef Chuck — Its Added Value Is In The Cuts." The new chuck-chart shows the two-piece boneless chuck and lists specifications for cutting the sub-primals of the chuck. The chart also shows meat cutters how to divide the chuck into retail cuts that will have added value.

In addition, meat departments also will receive a "Creative Cuts for the 1990s," a flip chart which demonstrates some of the best

Convenience and Variety

Beef Chuck

Its added value is in the Cuts

Clod, Boneless

Remove the top blade muscle by following the natural seam.

Cut the top blade muscle into 4-ounce steaks and merchandise in your steaks or grilling section. For added consumer appeal, file off the large connective tissue in one's hand as it has a hard appearance.

Prepared to cut for steaks of 4-6 oz. Use steaks in soups and stews. Add to the grill for a quick and easy meal.

Blade, Boneless

File off the neck tender and then by following the natural seam remove the chuck eye muscle. File off chuck eye muscle and 4 ounce portion sized steaks.

Prepared to ensure the ends, by removing the neck and use as 100% or 200% meat.

Cut into 4-6 ounce steaks, or use as 100% or 200% meat.

Two-Piece Boneless Chuck
Specifications for Sub-primals

PRODUCT SPECIFICATIONS
A two-piece chuck from a Boneless Chuck
A separated top and bottom chuck
Bone # Clod

SEM SPECIFICATIONS
Maximum 1 1/2 inch wide, well-edged tapered to a flat surface.
Body neck meat, headbone, and back strip removed.

PACKAGING SPECIFICATIONS
Bone and Clod use baggies, packages, wrap, the same way.

Points to Remember

- Communicate your lighter cuts of beef cut steaks into various portions.
- Use 10 and 20 lbs. to merchandise to your angle and better sales of beef.
- Ready Beef and Ready Beef products offer the most in merchandise products to make sales of beef.
- When stuffing or adding seasoning, prepare new ideas for your centering on your customer's requirements or desired ingredients, ingredients may be increased.
- An ounce of beef food stuffs, 100% and concept of consumer to understand products when stuffing or adding value to meat products.

RETAIL CHUCK CUTS			
• How to cook them • Suggested Ideas			
<p>TOP BLADE STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>CHUCK EYE STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>SHOULDER STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>MOCK TENDER Beef, 4-6 oz. Grill, broil, or broil.</p>
<p>BOTTOM BLADE STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>WING STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>POW STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>BEF STEAK STEW Beef, 4-6 oz. Grill, broil, or broil.</p>
<p>SHOULDER STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>POW STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>SHOULDER STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>	<p>SHOULDER STEAK Beef, 4-6 oz. Grill, broil, or broil.</p>

The chart approved by the BEEF INDUSTRY COUNCIL of THE NATIONAL LIVE STOCK & MEAT BOARD

ALL CUTS ARE NOTED WITH THE COMMON RETAIL MEAT EXHIBIT STANDARDS LOGO.

new meat merchandising ideas for the '90s. The flip chart highlights some of the winners from the beef industry's "Cut Above the Rest II" cutting contest.

According to Matt Wineinger, BIC director of retail programs, "Three of the five most tender muscles in the beef carcass are found in the chuck. However, these muscles are often merchandised along with the tougher muscles in the form of chuck steaks or roasts. This practice does not allow the retailer to receive the full value for this primal. By isolating the tender muscles and merchandising

them separately, consumers receive a better value and the chuck becomes a less seasonally priced item."

In value terms, the chuck represents 18 to 20 percent of the total carcass value in boxed form. When chuck prices decrease in late spring and early summer (by 15 cents to 20 cents per pound), it can create a drag on the entire beef case. The summer promotion program is designed to help even out price fluctuations by increasing customer demand for chuck cuts.

According to a recent checkoff-funded study conducted by CF Resources Inc., a

subsidiary of Cattle-Fax, enhancing the chuck value by \$10 per hundredweight (less than half the loss in relative value during the past decade) would add \$2.60 per hundredweight to the value of every fed steer and heifer carcass. That would increase fed cattle values by \$18 per head, according to CF Resources, and increase returns to the total cattle industry by \$450 million per year.

The report also showed that fed cattle prices in 1989 averaged 8 percent higher than a decade earlier, but wholesale chuck values were lower than in 1979. The chuck's weakness in the market caused fed cattle prices in 1989 to be \$3 to \$4 per hundredweight lower than they would have been if the chuck had kept pace with other wholesale values.

The "chuck program" entices consumers to use chuck cuts in new and interesting ways. By separating the muscles, isolating tender cuts for grilling and suggesting simple marinading ideas, value-added products are created.

The new cutting ideas, the retail promotion and the research results undoubtedly make the chuck an ideal target for improving profits throughout the beef chain. Added variety enhances value and increases gross margins for retailers and producers alike.

Quick Recipe for Two

Chuck Steak au Poivre

Prep. time: 10 minutes

Chilling time: 30 minutes

Cooking time: 15 minutes

- 1 boneless beef chuck under blade steak, cut 1 inch thick (center section only, about 3/4 to 1 pound)
- 1 teaspoon coarse ground black pepper
- 1 tablespoon butter
- salt
- 2 tablespoons sliced green onions
- 1/4 cup beef broth
- 1 tablespoon brandy

Cut meat lengthwise across the grain into two steaks of uniform thickness, about 1/2 inch thick. Press pepper into both sides of steaks. Cover steaks with waxed paper; refrigerate 30 minutes. Heat butter just to bubbling in a large frying pan. Add steaks and panfry over medium heat 4 to 5 minutes on each side, cooking to rare or medium-rare. Season with salt. Remove steaks to warm platter and keep warm. Add onions to pan drippings; cook and stir 30 seconds. Add broth; cook and stir 1 minute. Stir in brandy and continue cooking 2 minutes. Pour sauce over steaks. 2 servings.

