

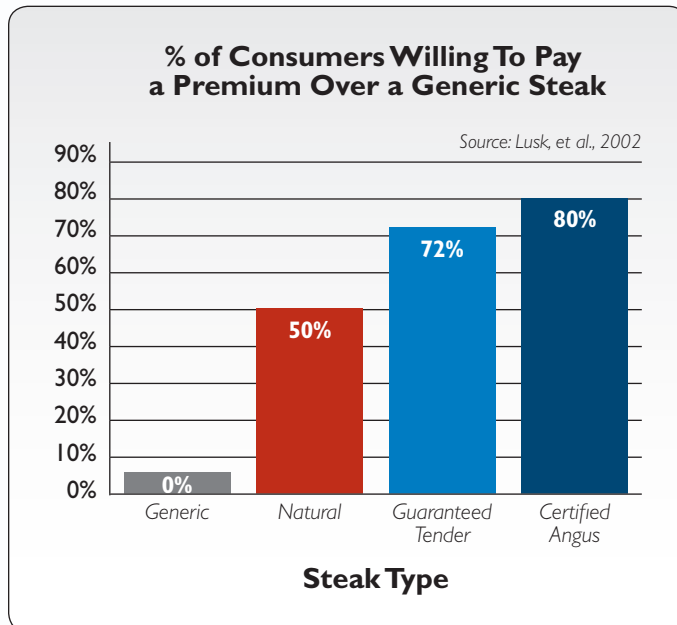
Guaranteed tenderness from farm to fork

Delivering consumers a tender cut of meat is a continual challenge for the beef industry. By utilizing GeneSTAR Elite Tender[®] DNA-marker technology, restaurants, retailers and food service distributors can ensure a quality product reaches the dinner table. Even when a quality product reaching the dinner table is our goal, research shows one out of every 10 steaks in the prime or upper 2/3 choice cuts is tough when consumed.

Identifying tenderness markers

The process works by collecting DNA samples from live cattle, carcasses or beef cuts. The GeneSTAR Elite Tender test recognizes the genetic markers responsible for meat tenderness based on the presence of two proteins—Calpain and Calpastatin. The right combination of these two proteins:

- Aids in the postmortem tenderization process
- Breaks down muscle fibers
- Naturally tenderizes the meat



Tender meat on the dinner table

For the food service and retail industry, implementing the GeneSTAR Elite Tender test can:

- Ensure the highest-quality meat with consistent tenderness levels reaches the end-consumer. As the chart illustrates, willingness to pay a premium for higher-quality steak increases as meat quality improves.
- Eliminate products that will most likely be “tough.”
- Assist beef product selection in order to provide a truly “superior” cut of meat.
- Exclude all but the most tender beef products for a truly Elite product.

The cattle, carcasses and cuts for a GeneSTAR Elite Tender program are available today; it’s just a matter of testing and distinguishing between those that are tender and those that are tough. Ask your beef supplier for GeneSTAR Elite Tender beef today.

