

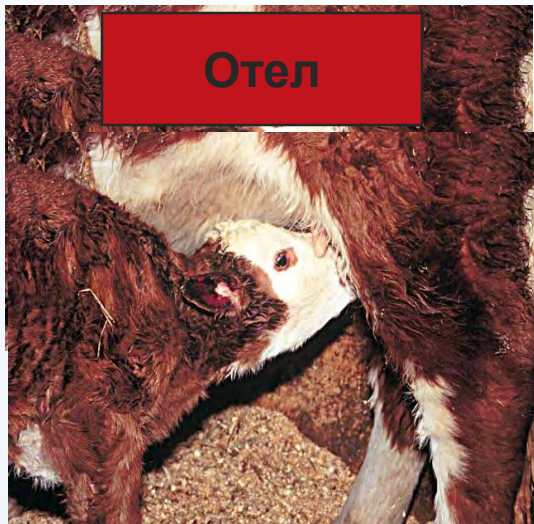


Программы Сертификации и Брендирования Американской Говядины

Харьков, Украина
29 сентября 2017 года

Процесс производства говядины в США

Отел



Отлучение от молока



Откормочная площадка



Розничные продажи



Забой и разделка

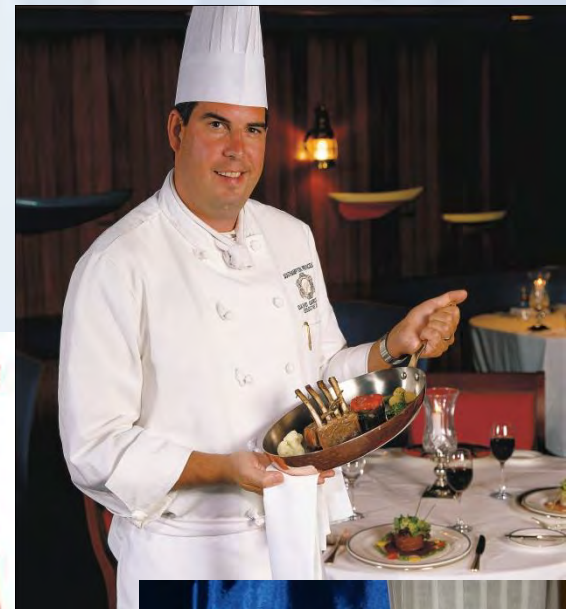


Безопасность производства





Что оказывает влияние на вкус говядины?





Как американские производители достигают таких показателей мягкости и нежности? (tenderness)

- Генетика—основной фактор!!
 - Самый простой способ достичь желаемой нежности продукта:
 - Система оценки Warner Bratzler Shear на каждом каркасе
 - Отказ от использования телок, коров и быков-производителей
 - Генетические эксперименты с породами
 - Животные разделены на скот мясного и молочного направления



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

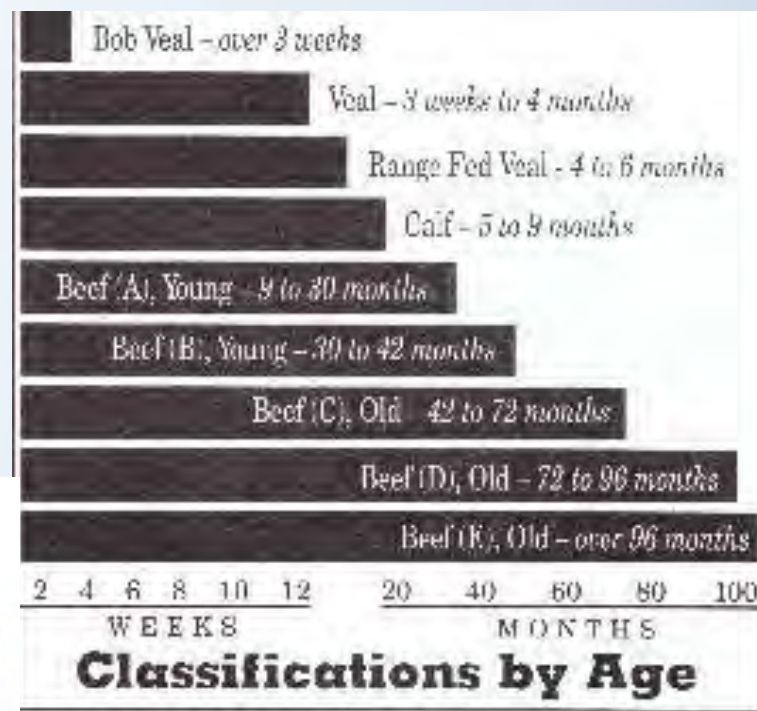
Breed	Type	Age-constant means ^a		
		Marbling score	% Choice & higher	Shear force, kg
Angus	<i>Bos taurus</i> /British	SM ⁸⁸	88	4.0
Hereford	<i>Bos taurus</i> /British	SM ²⁶	65	4.1
Red Angus	<i>Bos taurus</i> /British	SM ⁹⁰	90	4.1
Charolais	<i>Bos taurus</i> /Continental	SM ¹⁷	62	4.3
Gelbvieh	<i>Bos taurus</i> /Continental	SM ⁰⁶	58	4.5
Limousin	<i>Bos taurus</i> /Continental	SM ⁰⁴	57	4.3
Simmental	<i>Bos taurus</i> /Continental	SM ²⁷	66	4.3
Brahman	<i>Bos indicus</i> /Zebu	SL ⁷³	30	5.9

^aSource: Wheeler et al., 2001, 2005. SM = Small, SL = Slight. Lower shear force values are indicative of greater tenderness



Как американские производители достигают таких показателей мягкости и нежности? (tenderness)

- Возраст животного – очень важный фактор.
 - Ярко-выраженный вкус
 - Способность удерживать воду
 - Более темный цвет мяса





Зерновой откорм

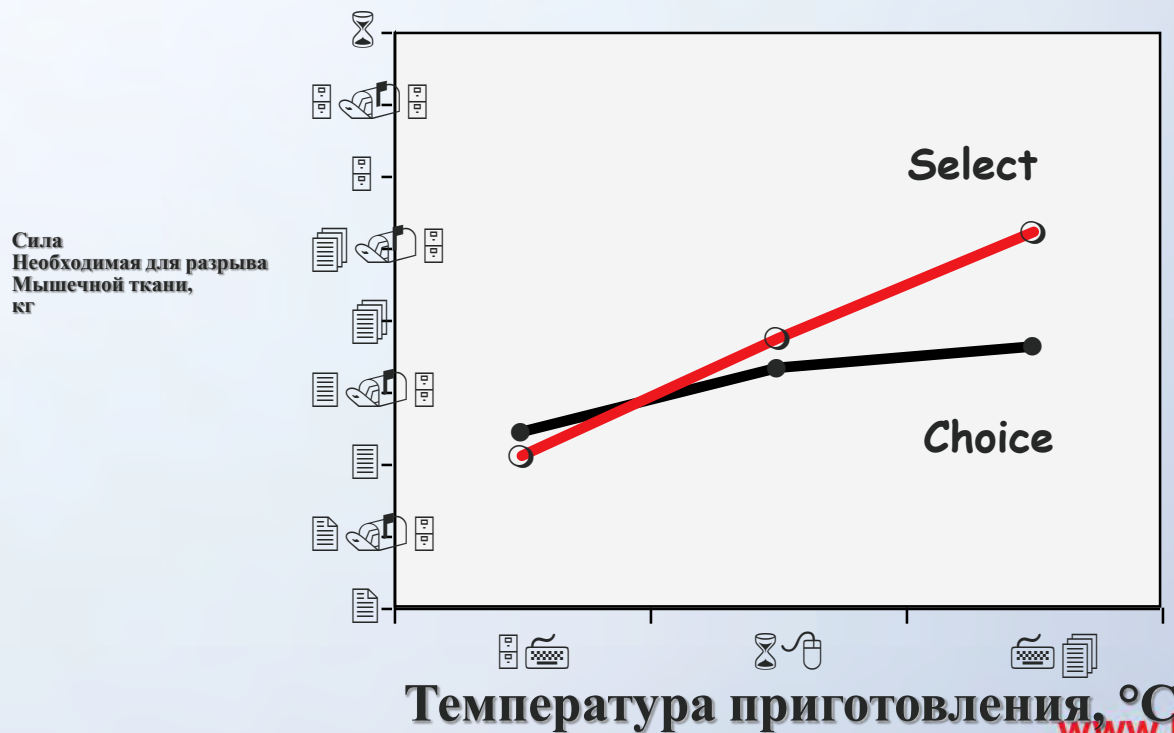
- Зерновой откорм
 - Дешевое зерно
 - Довести рацион животного до максимальной энергетической ценности, с тем чтобы весь генетический потенциал мраморности был достигнут в наиболее раннем возрасте животного
 - Мраморность мяса





Теория мраморности

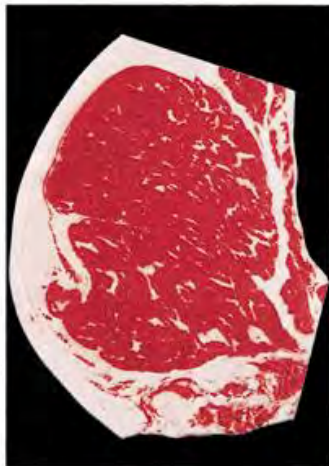
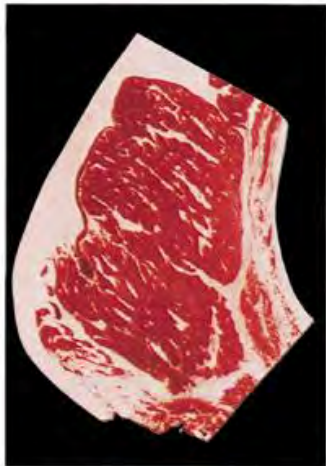
- Жиры не позволяют соединительной ткани нарастать , разделяют мышечные волокна и позволяют добиться более быстрого разрушения соединительной ткани при термической обработке
- С увеличением степени мраморности снижается сила, которую нужно приложить для разрыва ткани





Градации Качества

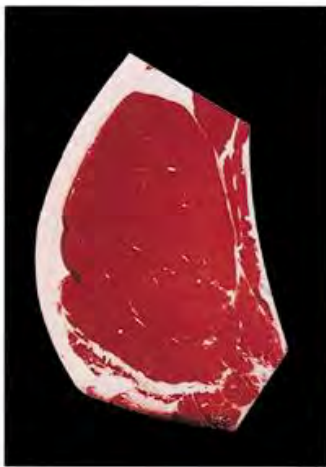
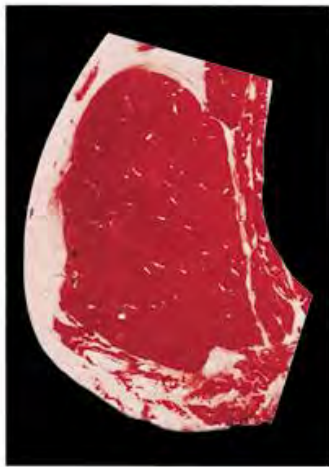
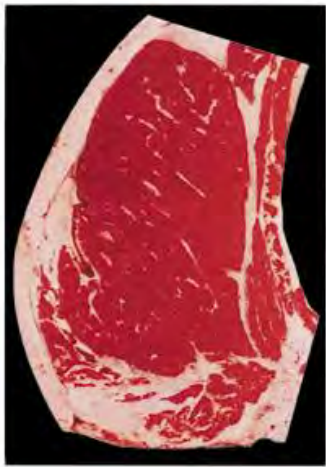
Мраморность



Moderately Abundant

Slightly Abundant

Moderate



Modest

Small

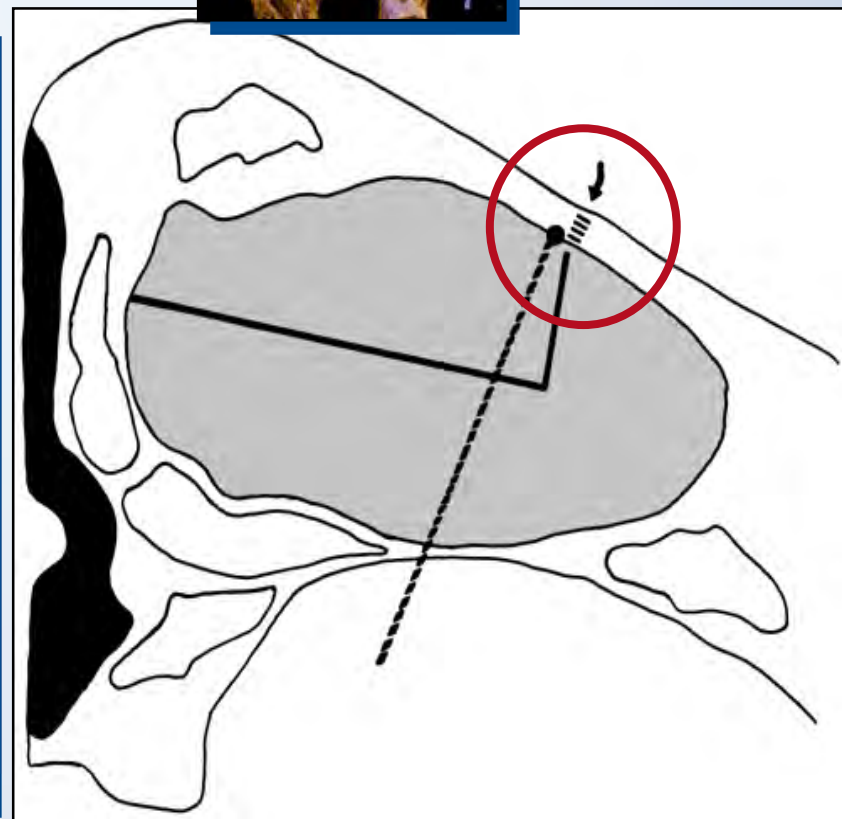
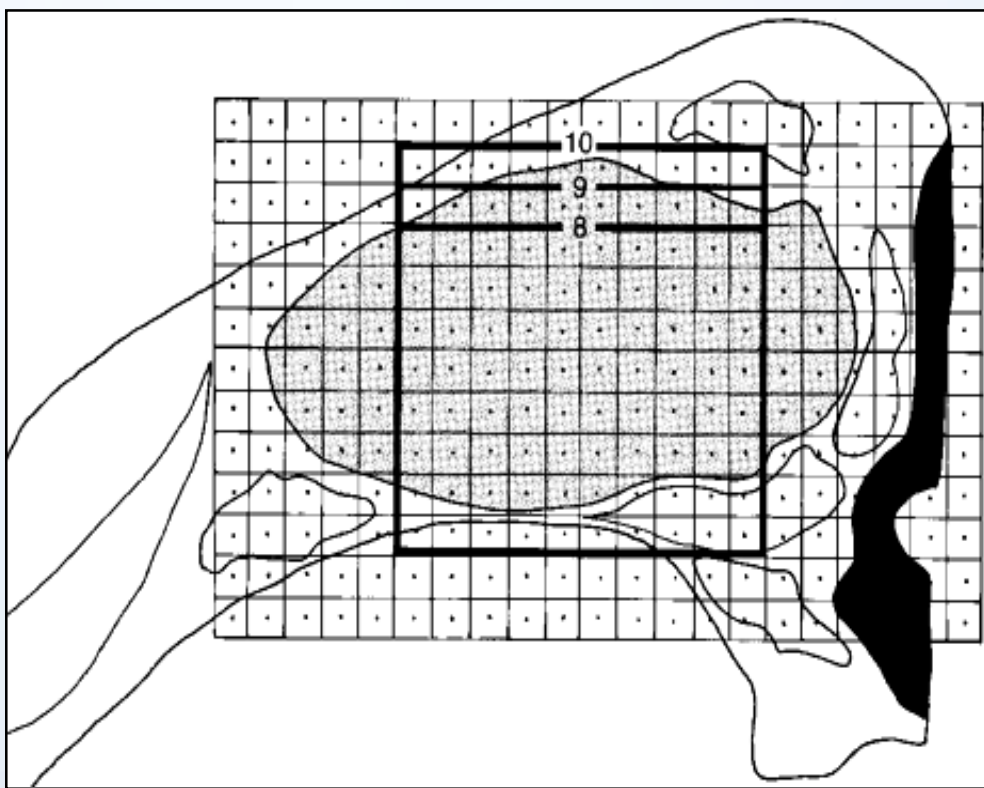
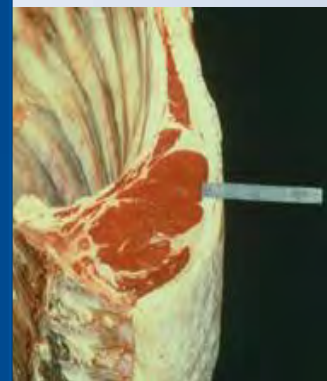
Slight

<u>Marbling</u>	A	B
Abundant		
Mod. Abund.		
Sl. Abund.		
Moderate		
Modest		
Small		
Slight		
Traces		
Pract. Dev.		
	Prime	
	Choice	
	Select	
	Standard	

Градации по Выходу

Факторы:

Толщина жира и площадь Рибая

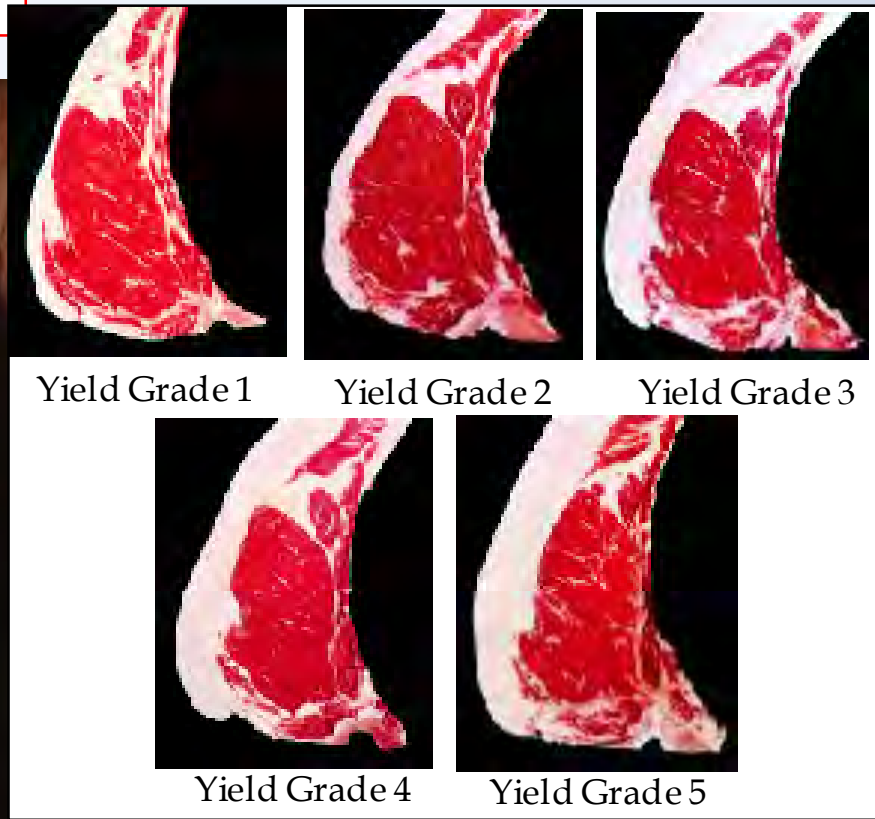


Измерение площади Рибая

12-е ребро Толщина жира www.U.S.M.E.F.org



Градация по ВЫХОДУ





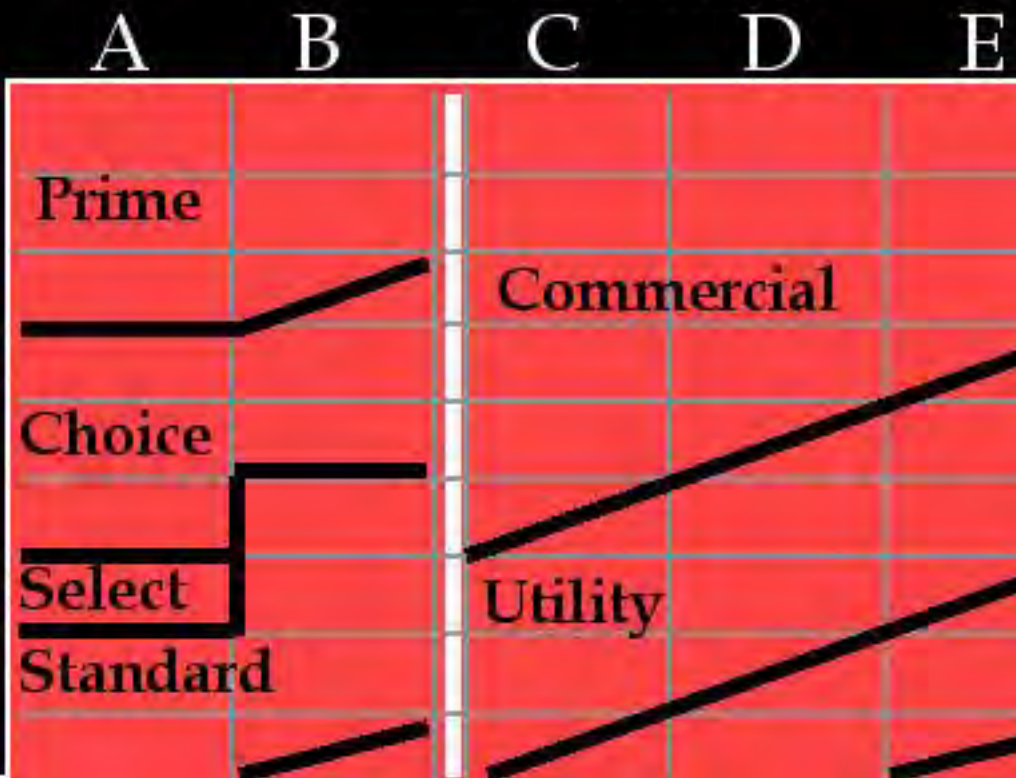
Градации Качества



USDA Quality Grade Chart Carcass Maturity

Marbling

Abundant
 Mod. Abund.
 Sl. Abund.
 Moderate
 Modest
 Small
 Slight
 Traces
 Pract. Dev.

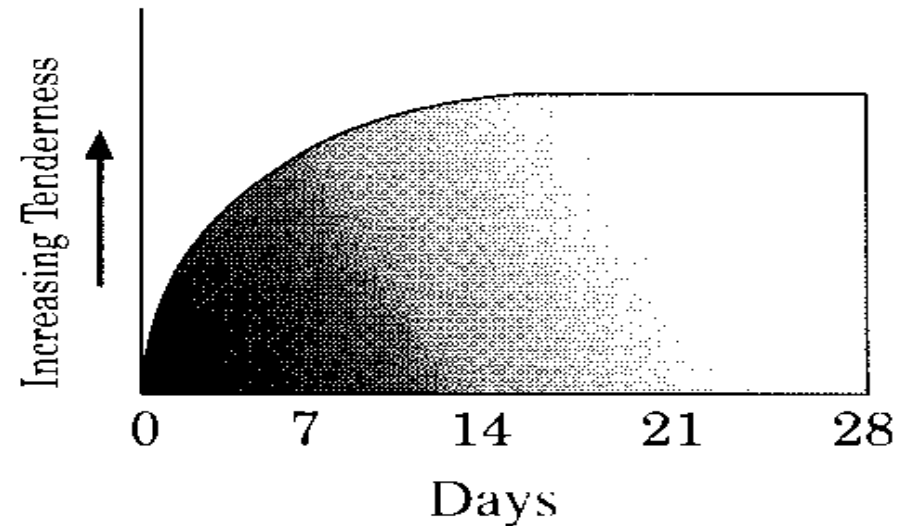




Эффект, достигаемый при вызревании мяса

- Вызревание
 - Вызревание не менее 14 дней
 - Концентрация вкуса
 - Сухое и Влажное вызревание
 - Потери продукта (25%+)
 - Разница во вкусе
 - Разница в цене

Time vs. Tenderness





Мясо «сухого вызревания» - ярко выраженный вкус

60 Days (Dry)

30 Days (Dry)

14 Days (Wet)



FLAVOR



Source: Morgan, 2009: Oklahoma State University

Gallagher's Dry Aging Room

All of our steaks are USDA Prime and remain in this aging room for 21 days at a constant temperature of 36 degrees.





WHOLE FOODS[®]

M A R K E T

SELLING THE HIGHEST QUALITY
NATURAL & ORGANIC PRODUCTS

Dry Aged Beef

Dry aging is a slow, traditional process for aging fine meats. The procedure uses dry air, causing the natural enzymes in the meat to break down the muscle fiber, which enhances the meat's tenderness and produces a juicier cut with a roasted, beefy taste.





Livestock and Seed Program

[AMS](#)

[USDA](#)

[SEARCH](#)

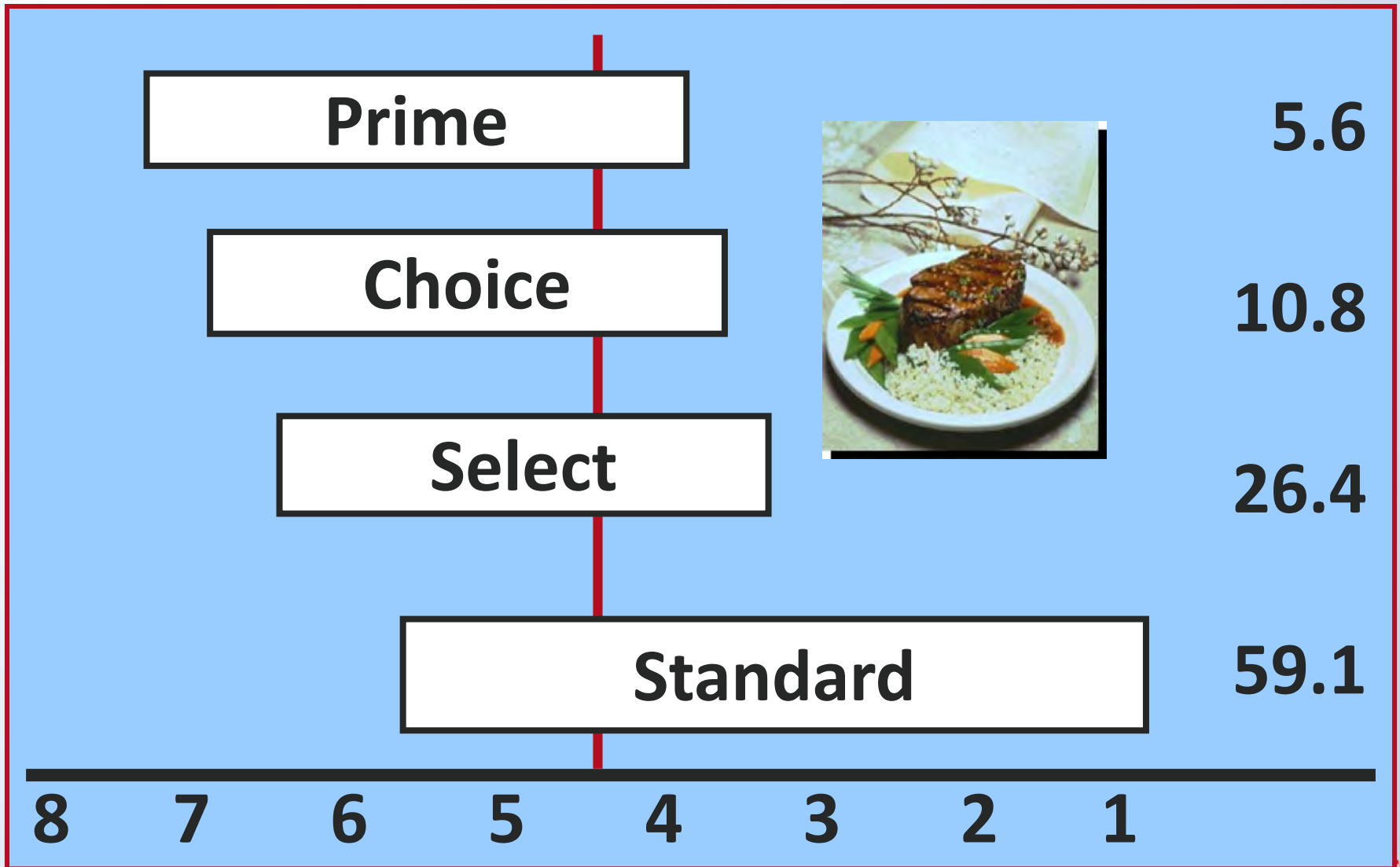
MEAT GRADING AND CERTIFICATION BRANCH

Certification Services

Программы Сертификации и Брендирования Американской Говядины



Градации Качества и Вкуса 1000 Исследований Стриплоина





Сертификация Туши

Certified Beef Programs often use USDA Carcass Grades and grade factors as specifications for those programs. Program specifications can be found on the web at <http://www.ams.usda.gov/lsg/certprog/certbeef.htm>

The screenshot shows the AMS Livestock and Seed Program website. At the top, there is a navigation bar with 'AMS', 'USDA', and 'SEARCH' links. The main heading is 'AMS USDA Certified Beef Programs'. Below this, there is a section titled 'Individual Specifications and Contact Information' which contains a list of 30 beef programs, each with a bullet point and a link to its specifications.

AMS
Livestock and Seed Program
AMS USDA SEARCH

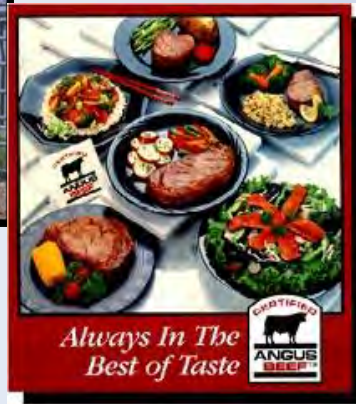
AMS USDA
Certified Beef Programs

Individual Specifications and Contact Information

- [Alliant Foodservice Angus Program](#)
- [American Foods Group - Black Angus Reserve Beef](#)
- [American Foods Group - America's Gourmet Reserve Beef](#)
- [Armour Black Angus Beef - ConAgra](#)
- [Armour Angus Select Beef - ConAgra](#)
- [Belle Brook Belgian Blue](#)
- [Certified Angus Beef](#)
- [Certified Hereford Beef](#)
- [Certified Piedmontese Beef](#)
- [Chefs Exclusive](#)
- [Creekstone Farms Black Angus Beef](#)
- [Del Monte Meat's Certified Premium Beef Program](#)
- [Excel Corp. Angus Pride](#)
- [Farmland Angus Beef](#)
- [Farmland Certified Premium Beef](#)
- [Grand River Angus Beef](#)
- [Hyplains Black Angus Beef](#)
- [IBP Angus Beef](#)
- [IBP Name Branded Beef Programs](#)
- [Monfort Angus Beef](#)
- [Nebraska Corn Fed Beef](#)
- [Nolan Ryan's Tender Aged Beef](#)
- [Omaha Steaks Angus Beef](#)
- [Packerland Angus Beef](#)
- [Pathmark's Angus Beef](#)
- [PM Beef Group](#)
- [Premium Gold Angus](#)
- [Pride of Dakota - Angus Beef - Federal Beef Processors](#)
- [Red Angus Assn. of Am.](#)
- [Red Oak Farms Premium Hereford Beef](#)
- [Southwestern Meat Packers Ranch Connection Angus Beef](#)
- [Sterling Silver Excel Corp.](#)
- [SYSCO Angus Beef](#)
- [SYSCO Butcher's Block Angus Beef](#)
- [SYSCO Butcher's Block Reserve Beef](#)
- [SYSCO Supreme and Imperial Angus Beef](#)
- [Taylor Packing Co., Inc., Angus Beef](#)
- [Tennessee Belgian Blue](#)
- [Texas T-Bone Express Corporation's Black Label](#)
- [Wal-Mart Angus Beef](#)



Certified Angus Beef (CAB)



2.1 Genotype. Cattle eligible for Angus influence beef programs based on genotype must have positive identification (ear tags, tattoos, brands, etc.) and be traceable back to provable (e.g.; registration papers) Angus parentage. Qualifying cattle must be traceable to one registered parent or two registered grandparents. Programs which claim a specified percentage of Angus heritage must use this method.

2.2 Phenotype. Cattle eligible for certification in Angus influence beef programs based on phenotype (appearance) must be predominately (51 percent) solid black. Blue roan, gray, etc., are not considered to be black or a percentage of black. Such variations can qualify only when it occupies 49 percent, or less, of the body area with the remaining 51 percent, or greater, being solid black. 1/ Angus influence cattle may be either horned or polled. Carcasses of certified live animals which display certain non-Angus characteristics (e.g.; dairy conformation, Brahman humps) shall be excluded as specified in the carcass specifications for approved programs.



PROGRAM SPECIFICATIONS

Carcasses shall (a) be derived from cattle that meet the phenotypic or genotypic (AngusSource®) requirements of the USDA Specification for Characteristics of Cattle Eligible for Approved Beef Programs Claiming Angus Influence (GLA), (b) be practically free (not detracting from visual quality) of capillary rupture in the ribeye, (c) be free of "dark cutting" characteristics, and (d) meet the following set of requirements:

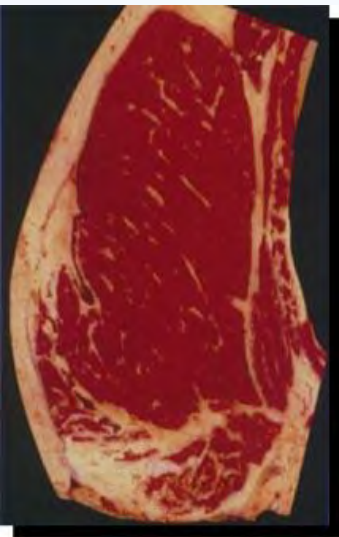
1. Marbling score of minimum Modest or higher;
2. Lean color, texture, firmness, and overall skeletal characteristics, each of which must meet the requirements for A maturity in the U.S. grade it qualifies for;
3. Medium or fine marbling texture;
4. Ribeye Area (REA) of 10.0 to 16.0 in²
5. Hot Carcass Weight (HCW) less than 1,000 lbs*
6. Fat Thickness (FT) less than 1.0 inch
7. Moderately thick or thicker muscling and tend to be at least moderately wide and thick in relation to their length; and
8. No hump exceeding 2 inches in height.



Программы брендирования американской говядины



Certified Angus Beef™



1. Lean color, texture, firmness, and overall skeletal characteristics must meet the requirements for A maturity in the U.S. grade it qualifies for;
2. A marbling score of Modest 00 or higher;
3. Medium or fine marbling texture;
4. Ribeye Area (REA) of 10.0 to 16.0 in²;
5. Hot Carcass Weight (HCW) less than 1,000 lbs*;
6. Fat Thickness (FT) less than 1.0 inch;
7. Moderately thick or thicker muscling and tend to be at least moderately wide and thick in relation to their length; and
8. No hump exceeding 2 inches in height.

This specification is for certification by an AMS agent of U.S. Prime and Choice steer and heifer beef carcasses which: (1) are practically free (not detracting from visual quality) of capillary rupture in the ribeye, (2) are free of "dark cutting" characteristics, and (3) meet the following set of requirements:

1. Marbling score of minimum Modest or higher;
2. Lean color, texture, firmness, and overall skeletal characteristics, each of which must meet the requirements for B maturity (or younger) in the U.S. Choice or Prime grade;
3. Medium or fine marbling texture;
4. Moderately thick or thicker muscling and tend to be moderately wide and thick in relation to their length; and
5. No hump exceeding 2 inches in height.



Программа брендирования американской говядины



PREMIUM BLACK ANGUS BEEF™
and Other Fine Food Products





“Возможно, более чем когда-либо прежде, потребители хотят знать, что находится в их мясе и птице, как и оно было выращено и откуда прибыло”, “Эта потребность знать выявляет широту проблем, связанных со здоровьем еды и экологической безопасностью”. Мясо, Мясо птицы и Морепродукты: Ресторанные Тенденции и Возможности 2016

Потребители ищут определения: натуральный, на свободном выпасе, не содержащий гормонов и антибиотиков и произведенный в экологически безопасной среде.

Dr. David Hughes, Imperial College, London 2016

