



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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Pricey beef must be “perfect”

30-second story

Beef is more expensive than ever, at 128% the price of chicken and 31% more than pork. That’s double the difference consumers paid for beef over chicken 10 years ago, and an eight-fold increase over pork.

Garry Lawson, of Macgregor’s Meat and Seafood in Toronto, says at these prices, quality is key.

Actuality, Lawson: 11: “You have to have really high quality meat on the plate for beef to survive. It’s just going to be too expensive, if a customer goes in and has just one bad experience, they won’t order the beef again.”

(LINK: http://www.cabpartners.com/news/radio/lawson_beef_price_qt3_6_1.mp3)

Q: ...the beef again.”

That’s why he urges producers to select and manage for top quality beef.

60-second story

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Q: ...the beef again.”

That’s why Lawson urges producers to select and manage for top quality beef. Portion control is another concern. Lawson doesn’t like what his cutters are going to have to do to make beef ready for food service.

Actuality, Lawson :10: “They’re going to trim good, wholesome product in order to put a profile on the plate. And that’s just gonna drive the cost to the consumer up like crazy.”

(LINK: http://www.cabpartners.com/news/radio/lawson_beef_price_qt3_6_2.mp3)

Q: ...up like crazy.”

Lawson says some retailers may walk away from beef because they don’t have skilled butchers to adapt the oversized cuts.

264-word story

There's a kind of gap between cattle producers and managers in the restaurant and retail industries across North America. Garry Lawson, beef product manager for Macgregors Meat and Seafood Ltd., Ontario, says the gap must be filled with understanding.

Actuality, Lawson: 7: "There is a disconnect there that's huge. They have to pay attention to what people want, and when they want it and how they want it."

(LINK: http://www.cabpartners.com/news/radio/lawson_beef_price_qt3_6_3.mp3)

Q: ...they want it."

Beef is more expensive than ever, at 128% the price of chicken and 31% more than pork. That's double the difference consumers paid for beef over chicken 10 years ago, and an eight-fold increase over pork.

Lawson says at these prices, quality is crucially important.

Actuality, Lawson :11: "It has to be a good quality product because if beef is going to cost as much as it's going to cost – and it's going to cost a lot. – it better be perfect. If a customer goes in and has just one bad experience, they won't order the beef again."

(LINK: http://www.cabpartners.com/news/radio/lawson_beef_price_qt3_6_4.mp3)

Q: ...the beef again."

Producers may need to "downsize" from today's large cattle, Lawson says. He doesn't like what his cutters are going to have to do to make beef ready for food service.

Actuality, Lawson :10: "They're going to trim good, wholesome product in order to put a profile on the plate. And that's just gonna drive the cost to the consumer up like crazy."

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Q: ...up like crazy."

Lawson says some retailers may walk away from beef because they don't have skilled butchers to adapt the oversized cuts. Moreover, consumers may balk at buying cuts that were halved for portion control, because they won't recognize them.

END