

FY 2010 Product Enhancement Research Priorities

Pre-Harvest Beef Quality

- Animal age and maturity
- Animal health and morbidity
- Animal welfare/handling and temperament
- Development of pre-harvest products and technologies that improve quality
- Fat and marbling development
- Genomics
- Growth enhancement technologies
- Novel feedstuffs (i.e., distiller's grains and biofuels)

Post-Harvest Beef Quality

- Carcass and cut size
- Chilling
- Consistency
- Convenience & versatility
- Electrical stimulation
- Instrumentation
- International
- Nomenclature
- Primal Utilization
- Round
- Supply



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The Beef Checkoff