



Great Beef Begins with Great Cattle

PUREBRED FED HOLSTEINS

- Holstein steers represent 20% of the total fed cattle harvested in US* (approx. 100,000 head/week)
- 32% of industry USDA Prime is Holstein*
- Grain-fed from an early age
- Consistent genetic base results in uniform carcass weights, primal confirmation, meat quality, tenderness & flavor

HOLSTEIN PERFORMANCE

- Above average quality grade, 10-12% USDA Prime & 70-72% USDA Choice
- Delivers a more flavorful & tender eating experience consumer prefer
- Over 90% Yield Grade 1, 2 & 3
- Superior saleable yields deliver a retail gross margin advantage

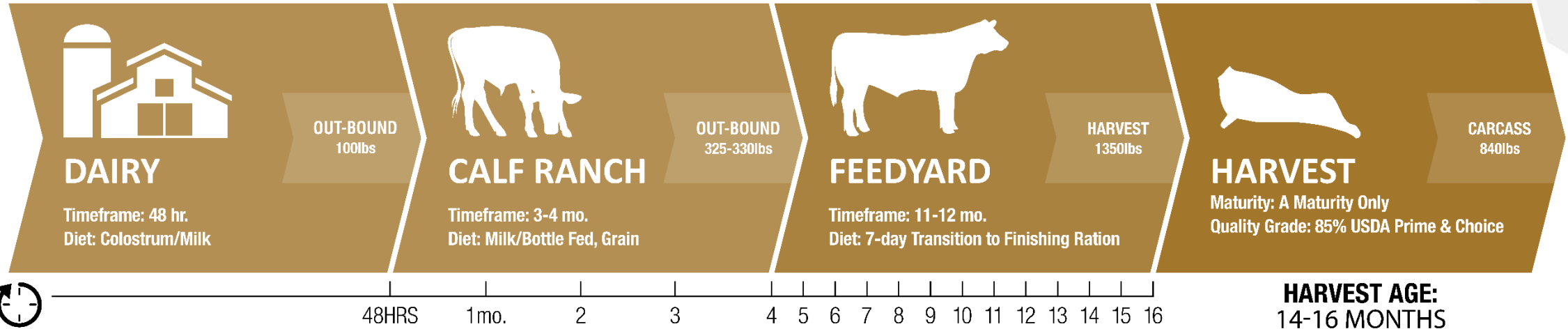
5 STAR BEEF

- Only youthful, A Maturity cattle qualify into program
- No dark cutters allowed
- Available across USDA Prime, Choice, Select

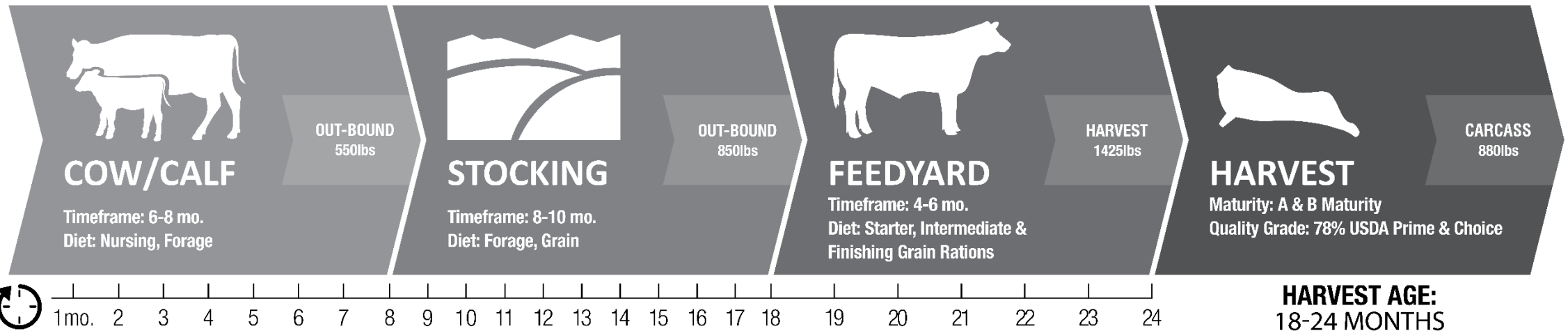


*National Beef Quality Audit, 2016

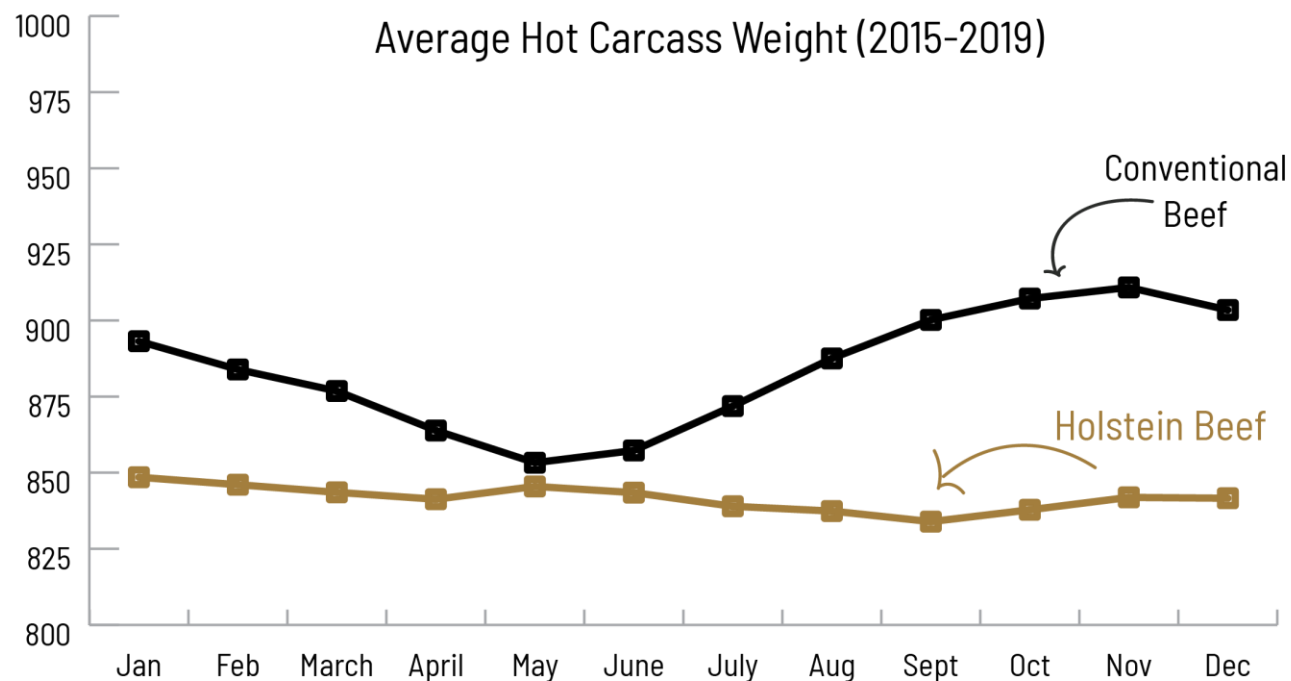
HOLSTEIN BEEF



CONVENTIONAL BEEF



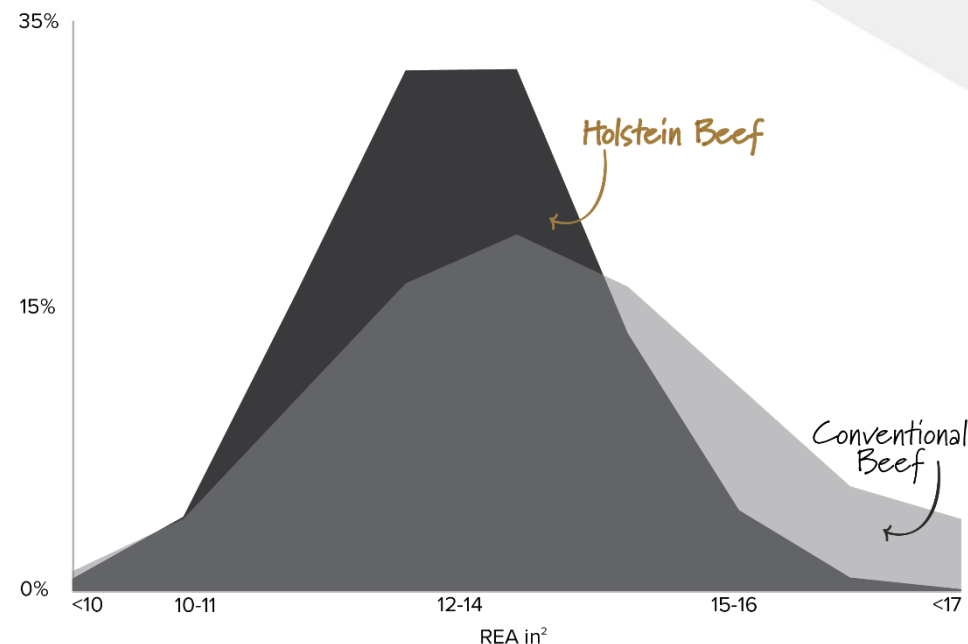
Uniform Carcass Sizing & Weights



- **77% of 5 Star carcasses weigh between 700 and 900 lbs**, whereas only 65% of carcasses from conventional beef cattle are within this range.
- The **average hot carcass weight in 2019** was **830 lbs**

Exceptionally Consistent Primals

- **98% of 5 Star Ribeye Areas** are between **10 & 16 in²**, while only 75% of ribeye areas from conventional beef all within this range
 - Allows you to **cut thicker steaks** while maintaining portion size
 - Provides more **uniform presentation** & predictable preparation
 - 5 Star middle meat complex is **5.5 lbs lighter** compared to conventional beef



WHY SHOULD I CARE ABOUT THIS?

The majority of fresh beef is merchandised as \$/lb, but consumers prefer to buy meat by \$/unit. The want to consistently expect similar costs when purchasing similar fresh beef items from week-to-week. Consistent steak portions help you deliver on this consumer need.

*Howard, S.T. Luzardo, S. Woerner, D.R. Tatum, J.D. and Belk, K.E. (2013). *Comparison of Retail Yields and Sensory Attributes of Cuts from Fed Holsteins and Conventional Beef-Type Cattle*. Colorado State University – Center for Meat Safety and Quality.

Notable Tenderness

- 5 Star steaks are **inherently more tender** than conventional beef
- 5 Star steaks reach **favorable tenderness at just 14 days** of aging
- Even with 21 days to age, tenderness levels of **conventional beef does not compare**

Slice Shear Force Testing		
Days of Product Age	5 Star Beef	Conventional Beef
14 Days	14.5 kg.	16.4 kg.
21 Days	12.7 kg.	14.8 kg.

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IS THIS REALLY IMPORTANT?

Who doesn't enjoy a tender piece of beef? The fresh meat case (perimeter of store) continues to drive traffic to the entire store. If your beef cannot deliver on one of the most important quality eating experiences, consumers will simply take their entire shopping baskets to your competitors.



Superior Sensory Attributes

- **5 Star steaks outperform** those from conventional beef for **all sensory attributes** at 14 days of age
- 5 Star steaks deliver **better eating experiences** with **greater tenderness, juiciness & flavor**
- **5 Star steaks excel in buttery flavor**, a profile associated with overall high ratings by heavy beef consumers

Trait*	5 Star Beef	Conventional Beef
Juiciness	8.3	8.0
Beef Flavor	8.8	8.6
Buttery	2.6	2.1

*Higher numbers indicate better performance; 15-point scale

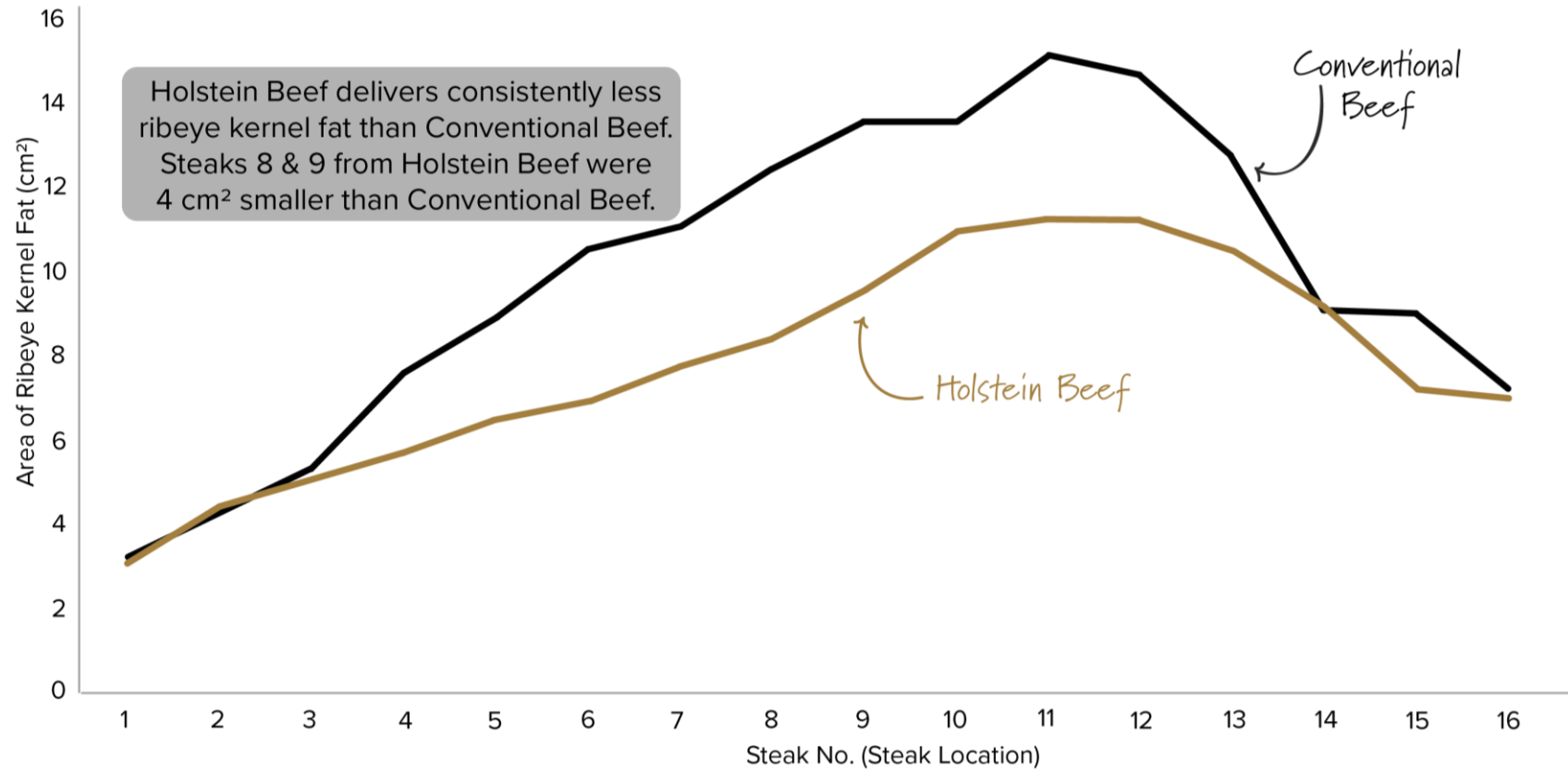
WHY DOES THIS MATTER?

Consumers who experience a quality eating experience are more likely to be a return, loyal customer for your store, thus drive repeat purchase.



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Holstein Ribeye Kernel Fat Compared



Steger, Jessica R. *Discovering Dimensional Differences Among Holstein and Conventional Beef Middle Meat Cuts and Consumer Preferences for Appearance*. Colorado State University, Sept. 2014.



5 Star Compared to Native Commodity

	5 Star	Native Commodity
Quality Grade	USDA Prime, Choice & Select	USDA Prime, Choice, Select & No-Roll
Cattle Type	Steer	Steer & Heifer
Cattle Breed	Purebred Holstein	Mixed Breeds
Average Harvest Age	14 – 16 Months	18 – 24 Months
Maturity Requirement	A Maturity Only	A & B Maturity
Avg. Carcass Weight	830 lbs	910 lbs
Diet & Finishing Period	Grain Finished for > 300 Days	Grain Finished for 90 – 160 days
Meat Color Requirement	No Dark Cutters	Dark Cutters Allowed in Certain Grades



5 Star Yield Savings*

INCREMENTAL MARGIN DELIVERED	\$/truck load delivered										
	50¢ PER LB	STRIP LOIN	\$20K	21¢ PER LB	INSIDE ROUND	\$8.4K	12¢ PER LB	EYE OF ROUND	\$4.8K		
	76¢ PER LB	SHORT LOIN	\$30.4K	50¢ PER LB	TENDERLOIN	\$20K	17¢ PER LB	1/4" TOP SIRLOIN	\$6.8K	20¢ PER LB	CLOD
45¢ PER LB	LIP-ON RIBEYE	\$18K	22¢ PER LB	BOTTOM ROUND FLAT	\$8.8K	23¢ PER LB	KNUCKLE	\$9.2K	7¢ PER LB	CHUCK ROLL	\$2.8K

HOW DOES THIS AFFECT MY BUSINESS? Your bottom line will realize yield savings and labor savings, thus improving category performance with increased margin/lb and total revenue dollars.

In a study conducted by Colorado State University, beef from Fed Holstein cattle (5 Star beef) was compared to products from Conventional Beef-Type Cattle, and **key yield differences** were identified.*



*Based on 2019 market values.

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Our 5 Points of Pride

- ★ Simply Delicious
- ★ Notably Tender
- ★ Always Consistent
- ★ Superior Yield
- ★ Product of USA



