

Hot Topics in the Beef Industry-BE INFORMED



What has driven this?

- Food INC.
- ABC



- Lean, finely-textured beef



- Finely-textured beef





=





Mechanically separated chicken

FTB

LFTB



Blended Ground Beef





GET THE FACTS

What You Need to Know about **Lean Beef Trimmings**



Lean Beef Trimmings are **100% BEEF**

Wholesome and Nutritious

- ✓ It's 100% beef and processed from beef trimmed from steaks and roasts
- ✓ The process removes the fat from the meat, resulting in a 94-97% lean beef
- ✓ Ammonium hydroxide is only one part of the robust food safety system
- ✓ Ammonium hydroxide is found naturally in all proteins we eat — plant or animal — and one of its roles is to prohibit bacteria from forming
- ✓ Ammonium hydroxide is widely used in everyday cooking from baking powder to cheese to chocolate



Lean Beef Trimmings are Nutritious, Substantially Identical to **90% Lean Ground Beef**

They are a good or excellent source of protein, iron, zinc and many B-vitamins

- Bun** — 2 oz - 50 mg (440 ppm*)
- Bacon** — 1 oz - 16 mg (160 ppm)
- Condiments** — 2 oz - 50 mg (400 ppm)
- Cheese** — .8 oz - 38 mg (813 ppm)
- Beef** — 1.6 oz - 20 mg (200 ppm)

To provide perspective, ammonium hydroxide-based compounds can be found in every component of a bacon cheeseburger (bun, bacon, cheese, condiments, and beef) between the naturally occurring levels and small amounts used to make food safer.

*ppm - parts per million of ammonium hydroxide

GET THE FACTS

Visit www.beefisbeef.com for more information

Take Home

- Not a filler- product is safe, wholesome, & nutritious
- Key component to sustainability
- Why the sensationalism?
 - ◆ Distrust of science and commercial food production
- Greater transparency &/or labeling??

California BSE Cow

- 10 yr old dairy cow
- Not-for-human food rendering plant
- “Atypical” BSE- true mutation
- Not feed related
- USDA tested > 1 million cows
 - ◆ 4 positives



Is Beef Safe to Eat?

- **YES!!!!!!**
- Animal health issue- not human health
- Firewalls are effective
- Never been a case of vCJD in US
- Prions not present in skeletal muscle
- Yet—BSE is a mutation



