

Meat Tenderness Initiative – Committee & Sub-committee Objectives

Steering Committee

- To oversee the general direction and timeline of the initiative.
- To ensure that the appropriate course of action is taken, based on the preliminary questions that need to be answered.
- Provide guidance to sub-committees so that milestones can be achieved.
- Drafting of the proposed claim.

Predictive Technology

- To determine what ante-mortem practices and technologies are available to predict tenderness.
- To determine what post-mortem practices and technologies should/should not be considered in manufacturing a product under a tenderness claim.
- Upstream prediction.

Methodologies, Testing & Verification

- To determine what methodologies/instrumentation are accepted by all stakeholders.
- To set the performance criteria for instrument performance in the field.
- To determine verification activities associated with a tenderness claim.

Economic Implications

- To determine the economics of a tenderness-based beef marketing system.
- Determine the implications (pros and cons) at all points of the food chain (pasture to plate).

Consumer Implications & Sensory

- To determine what attributes of palatability are most important (consumer perspective)?
- To determine what the typical consumer's perception is of "tender meat".