



VPP Beef Niche Market Cow earns a premium - BCS #3

DQC
Dairy Quality Center
a division of Agri-Education, Inc.

BEEF TRIM



Unworthy of selling into the VPP Beef Niche Market - BCS #1

October 2018

Premium Dollars For Premium Beef



Americans' love affair with burgers is continuing and expected to continue to grow into the future!

So what does that have to do with the VPP dairy herd? Lots! Let's take the typical cull market dairy cow apart.

First -- About one-fourth of the carcass will find itself as steaks and other cuts in American steakhouse chains

Second - The other three-fourths of the carcass will be sold as lean trim (hence the name of this newsletter). The demand for lean trim grows as the ground beef market grows.

Why -- Approximately 75% of the ground beef content in a typical burger comes from lean cow trim from cows like yours. The remaining 25% typically comes from fatter carcass trimmings off of cattle fed in feedyards. This produces a typical burger blend of 80% Lean, 20% Fat for an ultimate eating experience.

The beef from our VPP Holstein and Jersey carcasses is necessary for the Nation's beef patty makers to lower the fat content and still deliver the flavor needed by the quick-serve burger outlets. The Nation's dairy cow carcasses ultimately are needed to make the juicy burgers we have come to expect. Dairy market cow carcasses will hold their own and be needed if we provide transparency, traceability, and verification -- or just put it another way -- VPP Brand cull market dairy cows!

