

Carcass Ultrasound 101: The importance of ultrasound rump fat

It's fairly easy for any cowhand to understand the necessity of collecting ribeye area, fat thickness, and a measure of marbling via ultrasound.

Those images largely attempt to mirror what a grader looks at in assessing USDA quality and yield grade. However, the image taken over the rump often escapes breeders as to why it's necessary or how the information is used in the carcass Expected Progeny Differences (EPD) of their respective bull or heifer.

While their dedication to science and research has certainly been appreciated, purebred producers are certainly due an explanation on the importance of rump fat.

The research behind ultrasound rump fat data collection is somewhat limited. A small number of studies appear in *The Journal of Animal Science* including: Williams et al., 1997; Greiner et al., 2003; and Tait et al. 2005.

The basic objective of this research was to improve the prediction of retail product or overall carcass fatness using ultrasound technology on live cattle. As an animal stands in a head chute, the top of the round is a primal cut that's safely accessed. A practical and repeatable location is the line between the hooks and pins.

Using ultrasound, two distinct muscles are clearly visible in all beef animals at that location, the gluteus medius and the biceps femoris. A number of variables including image position/location, rump fat, muscle area, and muscle depth were studied. When the dust settled, the only measure that remained to be collected was rump fat.

As beef cattle grow and mature, rump fat is an early developing fat tissue. Textbooks of beef cattle anatomy often refer to it as the breeding pad, a protective fat Mother Nature put in place for mating, making the process more comfortable for both bull and cow alike.

On a typical growing ration used by purebred operations, rump fat will be deposited at a younger age than rib fat. Thus, seedstock will often scan with more rump fat than rib fat at a year of age.

A high-energy feedlot diet can significantly alter the rate at which cattle fatten. Pre-harvest ultrasound data results for fat cover are more variable with rib fat outpacing rump fat in many instances.

As a result, it becomes very difficult to parallel purebred yearling bulls and heifers with crossbred steers of varying ages and genetic backgrounds being fed to maximize gain and quality grade premiums.

Research results are mixed when using rump fat to help predict USDA Yield Grade in feedlot cattle. Graders must quickly view the carcass moving down the rail when assessing carcass yield; sometimes they adjust the Yield Grade based on visible fat indicators other than 12th rib backfat.

When using 12th Rib fat, Ribeye Area (REA), percent Kidney, Pelvic, and Heart Fat (percent KPH), and Hot Carcass Weight to calculate USDA Yield Grade, 12th Rib fat thickness has the most influence on the equation by far.

Many times, fat thickness over the ribeye alone is an accurate indicator of yield. As a result, collecting rump fat to improve retail product prediction is simply unnecessary in a lot of feedlot carcass trials.

Fortunately, using ultrasound rump fat in a genetic evaluation tells a different story.

Heritability estimates for ultrasound rump fat are very encouraging. The 2004 Iowa State University Animal Industry Report showed that ultrasound rump fat was highly heritable (h^2

Angus bulls and heifers.

This certainly validates using ultrasound technology as a viable tool for genetic selection and the accuracy at which rump fat can be collected. However, making broad conclusions across breeds may be a risky assumption.

It is well-known that Continental breeds of cattle are later maturing and often leaner than their British breed counterparts. As a result, scanning

purebred Continental cattle at a year of age often limits the amount of variation in 12th-13th rib fat thickness and rump fat, since these breeds have likely not reached the plateau of their growth cycle.

That's not to say that scanning Continental breeds later in life is the answer; goals of the breed and the breeder can be compromised in this scenario. In some cases, an animal may not be genetically able to reach 0.4 inches of rump fat or rib fat, regardless of the diet or length of the feeding period.

It's simply not enough to be able to measure a trait; you must find differences in a population in order to make progress. In the end, British breed associations may find rump fat to be more useful in predicting retail product since more genetic variation is expressed.

Continental breeds often find that rump fat is not statistically significant in retail product prediction because the measure more closely mirrors rib fat.

Many cattle producers question the usefulness of a rump fat measurement for the simple fact that grids neither pay nor discount for the trait directly. Besides, the image takes more time to collect and requires additional preparation (clipping/oiling) of the animal.

Agreeably, very few breeders select bulls or replacement heifers based solely on rump fat. Regardless, rump fat may still be used to identify potentially lower maintenance animals within a contemporary group.

Similar to rib fat, rump fat needs to be managed and maintained. Progress can be made in red meat yield, but extreme selection pressure could harm reproductive traits.

USDA Graders take a quick look at the rump to see if a yield grade adjustment is necessary as the carcass rolls by on the chain. I would suggest breeders do the same when examining their genetics for retail product, especially if heifers are retained in the operation or sold as replacements.

Comments

Now people eating out more convenient, can be seen everywhere walking the streets of various grades of hotels, restaurants, restaurants, fast food shops and stand. Consumers feel happy when many operators for the restaurant industry is fierce competition sighed and difficult business, especially small and medium-sized food enterprises that way more elusive, can not market pressure, thus leading to surfacing frequently changed hands at a catering industry Besieged City phenomenon. In fact, the restaurant industry in the current circumstances is still the most dynamic, low threshold, into the most vulnerable, the most promising industries, but also the most adept at playing the Chinese industry. Qiyue Now, even to the catering industry advanced stages of development, will also emerged in the success of the new operators. At present, there are many areas of domestic veteran catering enterprises are rejuvenated, Dousou battle and modern enterprise management mode to the brand new look to meet the market challenges, there are also many new catering enterprises rely on the trend of the times and advanced ideas and work hard to create brands, the implementation of science Group of management and shipped to its development momentum of expansion even more vigorous, and for the catering sector

Successful desirable, the losers can be Kam. Food enterprises, especially small and medium-sized enterprises catering how intense competition in the near-making and refining in the way King Kong on the body, invincible, every achievement is a cause of a small catering business, is thinking about the issue, urgent need to sort out our thinking and change their ideas, draw up a set of enterprises that are suitable for the operation of the marketing development plan. Many integrated development path catering enterprises, small and medium-sized food enterprises in the current physical development priority from the following four aspects understanding and operation.

1, features - catering enterprises physical development of primary importance

A young restaurant operators, created in 2001 in Zhengzhou, Guo State Museum mutton soup, Guo called on the operating history of the Sanmenxia City local snacks - mutton soup. He According to the characteristics of the northerners like to mutton, and observed as in the past, as modern people do not want to stand in the streets on food, decoration. And then, the layout Diantang a clean, tidy, simple, elegant, also dotted with around Jianqin murals, antique bronze, sharing food Street - mutton Xiantang added the final touches to operate as a flagship product, and change the traditional soup cooked meat and the mode of operation, every single bowl of mutton soup pot

Rubai Shangtang, rich content, the natural taste, coupled with the very strong cultural atmosphere of the dining environment, greatly welcome people, the distance to attract customers, within one year from the rapid development of a Direct for the three restaurants, access to a certain amount of

success. Why can the young people in such a short period of time to succeed? This is because he knew unique operational needs. Is unique characteristics. Guo State Museum mutton soup on the performance characteristics in the production of dishes, food culture, eating environment.

From the operator point of view, the characteristics of the code is catering enterprises of the party. More or less general catering enterprises have their own operating characteristics, the key is that the operating characteristics of catering enterprises operators have been formed to strengthen awareness of the selling points to win competition. Some restaurants introduced several samples Specials thought has its own characteristics, there are some restaurants to change the chamber of the decoration, imitate domestic or foreign, and some parts of the nation on the style to win customers that the surplus door. Actually, this is untrue, because that is only catering enterprises form the external characteristics, performance characteristics are not all part of the content. Speaking only on the business of these elements is not enough, simple characteristics such performance is shallow, thin, unsustainable play a role. Certain characteristics not only in the surface form, but more importantly to reflect the operator for the service he has rendered to the target customers intent should be corporate culture, management thinking, combined philosophy, showing deep ideological and cultural connotations, such characteristics can play a role in promoting the marketing. For example, the McDonald s in accordance with the high standard of food quality (Quality), reflect carefully, concern and caring services (Service), the working process of cleaning (Clean) and the satisfaction of consumption value (Value) started operating four principles (QSC V principles), these principles is not only McDonald s McDonald s business philosophy is the operating characteristics, it is difficult distinction between the two. This show features both sharp and heavy, the market will have a profound and lasting impact.

Small catering enterprises how to design their own operating characteristics? Design catering enterprises operating characteristics of the demand from consumers and the business function of the start. Food is always closely around the operating characteristics to make an issue of customer satisfaction, customer satisfaction is the operator design characteristics of the starting point and destination. What is characteristics? Characteristics is catering enterprises, market positioning, catering enterprises is targeted at certain groups of customers specialized services, the customer is a tailor-made service marketing. The opening of a restaurant, first of all, to accurately identify clients. Catering enterprises in accordance with client spending habits, tastes, preferences, and other characteristics of the enterprises have the advantage of the functions and services, specifically design diet varieties, layout dining environment, a cultural environment, to determine the operating characteristics. The operating characteristics of catering enterprises can not rely solely on a subjective act, after a period of time to test the market and customer needs and objectives consistent run-after can really form their own operating characteristics. Only customers from the consumption characteristics are physical and psychological fully met, catering enterprises operating characteristics of the market vitality will be, we can really play the great potential of operating characteristics.

The formation characteristics is a systems engineering. It is based on their geographical location catering enterprises, hardware conditions, the quality of personnel, and environmental characteristics, and many other factors planning ideas. From the general characteristics of products and services to both performance. Formation of the characteristics of a wide range of resources, from the geographical, ethnic, historical, folk customs, traditions, culture, events, characters and other channels to tap into, perform a variety of dining characteristics. No matter what kind of characteristics, in form and in content must be harmony and unity, there is a theme and the concept of integrity.

Operating characteristics can be called the soul of catering enterprises, not the characteristics of catering enterprises is no vitality. Even communities catering services enterprises also has its characteristics, that is convenient, cheap, close to home-eating habits. Thus, catering enterprises physical characteristics is the most important task of development, small and medium-sized enterprises must attach importance to food.

Second, standardization - catering enterprises physical development of the technology to ensure

Shanghai has an auspicious characteristics wonton shop , although equipment is not sophisticated, not luxurious facade renovation, but the main varieties - wonton full of characteristics, thin skin, a big, stuffing, Tang Xian, and each uniform, bright color , quality, the supply of more than 80 varieties won unanimous praise customers, and market acceptance. The operator of the establishment in May 1999, has grown to 50,000 yuan, began on the first four months of stores, the end of the year to five, and now has more than 50 and has an annual output value of over 20 million yuan. What makes this store know-how developed so fast? The store originally opened from the beginning of the fast food industry from foreign advanced standardized operating experience, from filling, skin, the three-pronged development of production standards, regardless of when, where stores are operated in strict accordance with the standards to ensure consistent quality of the fine , and long-term stability. The operator of the wonton skin from the face, water, eggs, according to a certain proportion of the 10% of wonton filling in the meat, vegetables, spices and other ingredients used in accordance with the standard electronic scale deployment of soup factory in accordance with the standard used to produce enrichment stock and distribution of a shop modulation used by every element of our implementation of uniform standards. A high degree of standardization to promote the success of the shop operators.

Standardization is the development of catering enterprises scale technical assurance. Most domestic enterprises there is a restaurant with a strange

phenomenon is that Lobby services standardization, standardization and the fuzzy background of the operation. Taiwan asked to put cm distance-by-minute calculation of vegetables, dishes and food production is entirely master of inspiration. Customers to the restaurants with a meal, eating meals at different times not the same quality, and even vary greatly, not only affect the reputation of restaurants, and even less conducive to the future development of the extension to the industrial production. Industrial production is catering enterprises in the process of expanding the scale of operation will adopt modes of production. In this production, require different time and place of production in the same brand catering to maintain a high degree of product quality consistency. In the industrialized production of catering enterprises, the variety, quality, packaging and services require a high degree of homogeneity achieved, the quality of these varieties is in a homogenization of the first. The rapid development of foreign industrial production catering enterprises have very strict production standards, no matter wherever you go, the same brand of food product quality is the same. This is the restaurant industry difference between tradition and modernity. Intends to carry out industrialization of food production enterprises if we want to maintain the same diet products flavor characteristics, we must develop a set of stringent operational norms and standards, abandon the traditional operation, a little , a spoon vague concept, a standard measurement Methods. So that they will not make our food products for the operator varies due to the time and location of the change varies.

Third, the brand - the development of catering enterprises strong core projects

Brand in the development of enterprises and competition plays an irreplaceable role in the great. It includes not only the trademark, name, packaging, pricing, history, reputation, symbols, advertising style of the sum of a series of intangible assets, behind also includes quality of service, product quality, innovation, and the personnel structure, management level, the corporate culture rich connotation. It is the competitiveness of enterprises catering concentrated expression. Regarded the creation of modern brand catering enterprises upgrade to a strategic height to understand, as do the soul of corporate life and the embodiment of the market. Looking at large-scale catering enterprises at home and abroad the path of development, are taking on the well-known brands to create the core of the strategy be implemented. After China joins the WTO, as a result, the catering industry in international competition. Competition which is no longer a mere price competition and competition in quality, and operational forms of competition, cultural backgrounds competition, and to the general characteristics of a highly competitive brands. To catering enterprises in the brutal competition in the market must take a firm foothold in the market with well-known brands.

Brand was not created overnight, but rather a complex and large projects. Its work includes brand overall strategic planning, visual image design, the core concept of identification, brand symbol use, brand Scene design, advertising, such as transfer of a series of work, accumulated to form long-term needs. Brand is rooted in the hearts of the concept of consumers, is a living brand image, and catering enterprises needs constant care and nurturing caregivers. Some of the brands catering enterprises with the establishment of a misunderstanding that has a loud, trendy, good name with the media headlines and publicity of the brand can be established, there are also catering enterprises naturally thought that the old name brands. These are the established brand misinterpreted, therefore, they will not and can not establish a true brand. The establishment of genuine brands from brand personality and brand identity, brand positioning, brand communication, brand management, and other specific issues begin to research, planning, design, implementation and management, and to constantly improve, making the consumer from the emotional to rational public , in form and in content to create a brand awareness and sustained

About the Author

From www.farmandranchguide.com:

Kraft has teamed up with the South Beach Diet to market items marked as being acceptable.

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