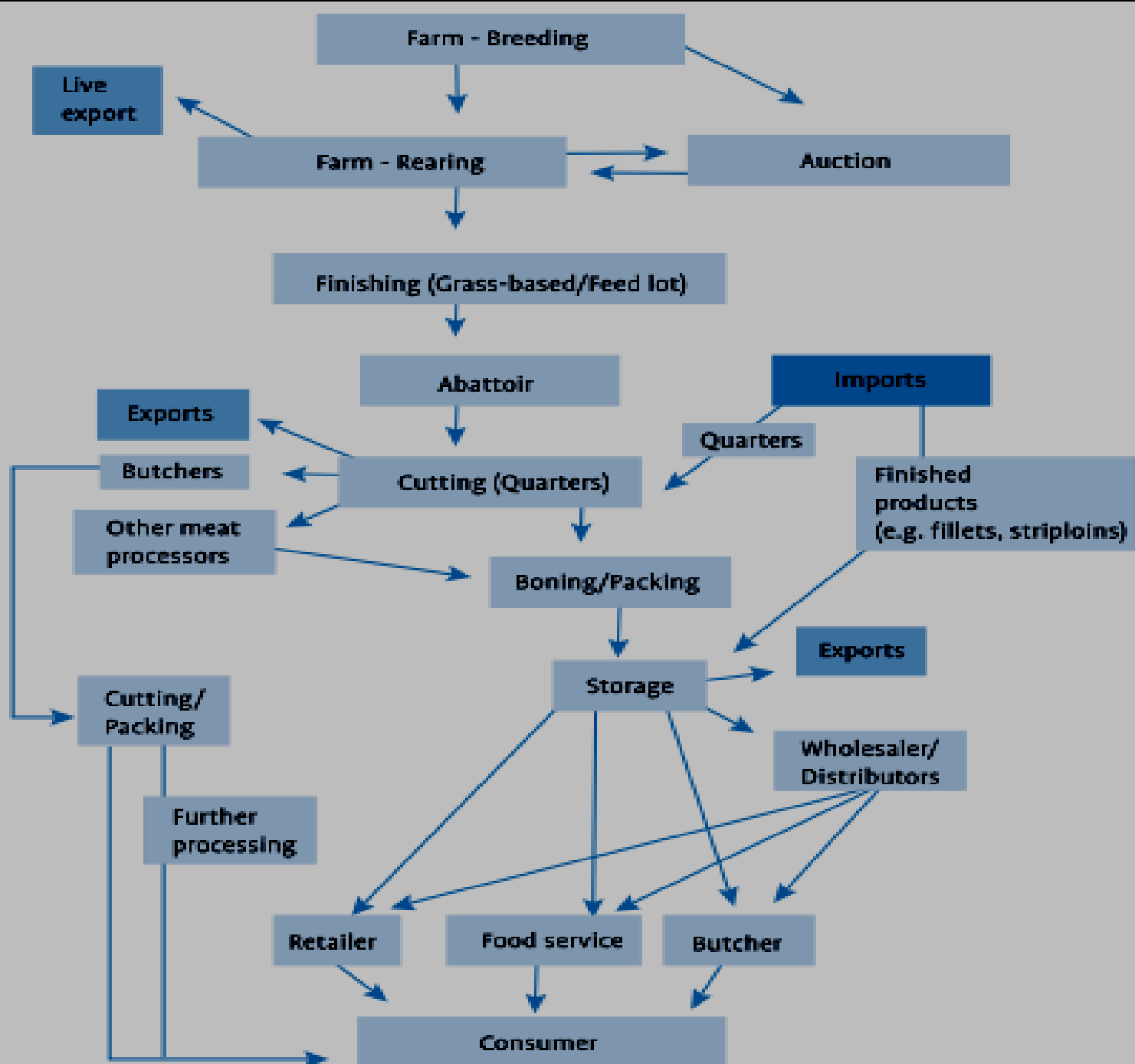


# Milan Workshop Summary

**Declan J. Troy**

**Assistant Director of Research,  
Teagasc, Ireland.**







# Beef Industry Stakeholders

- Land owners
- Farmers
- Processors
- Manufacturers
- Retailers
- Consumers
- Government
- NGOs
- Agencies
- Scientists





UK Science  
& Innovation  
Network



**SUSTAINABLE  
BEEF QUALITY  
FOR EUROPE**

**A Workshop for Industry & Scientists**

## **SUSTAINABLE BEEF QUALITY FOR EUROPE**

***A Workshop for Industry and  
Scientists***

Thursday 1 October – Friday 2 October 2015

***Sala Crociera Alta di Studi Umanistici***

Università degli Studi di Milano

Via Festa del Perdono 7



UK Science  
& Innovation  
Network

### **Sponsor**

British Embassy, Rome

### **Organisers**

Dr Linda Farmer, Agri-Food and Biosciences Institute, UK

Professor Antonella Baldi, University of Milan, Italy

Dr Kees de Roest, Research Centre on Animal Production, Italy

Dr Laura Nuccilli, British Embassy, Rome



UNIVERSITÀ  
DEGLI STUDI  
DI MILANO





<b>Day 1</b>	<b>Thursday, 1 October</b>	
1300-1400	Registration and Light lunch	
1400-1420	Welcome Purpose of Meeting	
1420-1540	<b>Session A. Beef and the role of eating quality</b>	Chair: <u>Nigel Scollan</u> , University of Aberystwyth, UK
15mins	A1. A retailer view of beef quality	<u>Ray Bowe</u> , Head of Food Safety and Quality, Musgraves
15mins	A2. Consumer perceptions and the role of science in the beef industry	<u>Declan Troy</u> , Teagasc, Ireland
15mins	A3. Eating quality of European beef	<u>Sarah Bonny</u> , INRA, France, and Murdoch University, Australia
15mins	A4. Understanding consumer beef eating quality preferences	<u>Linda Farmer</u> and Terence Hagan, Agri-Food and Biosciences Institute, UK
1540-1640 (with tea/ coffee)	<b>Workshop 1.</b> How can Europe get the best value from its beef?	
1640-1800	<b>Session B. Improving quality in practice</b>	Chair: <u>Antonella Baldi</u> , University of Milan, Italy
15mins	B1. Beef quality - an industry approach	<u>Jonathan Birnie</u> , Dunbia, UK
15mins	B2. Application of beef quality research in Italy	<u>Vittorio Dell'Orto</u> , University of Milan
15mins	B3. Meat Standards Australia: an example of consumer driven research and commercial application	<u>Rod Polkinghorne</u> , Birkenwood, Australia
15mins	B4. Improving beef quality in Poland	<u>Jerzy Wierzbicki</u> , Polish Beef Association, Poland
1800-1830	<b>Further Discussion</b>	
1930-2100	<b>Networking event</b>	

<b>Day 2</b>	<b>Friday, 2 October</b>	
0915-1015	<b>Session C. Sustainability of the European beef industry</b>	Chair: <u>Sinclair Mayne</u> , Agri-Food and Biosciences Institute, UK
15mins	C1. The beef market in Italy and Europe	<u>Kees de Roest</u> , Research Centre on Animal Production, Italy
15mins	C2. Future of European beef -- a scientist's perspective	<u>Nigel Scollan</u> , University of Aberystwyth, UK
15mins	C3. Meat consumption, trends and quality – a market perspective	<u>Maeve Henchion</u> , Teagasc, Ireland
1015-1115 (with tea/ coffee)	<b>Workshop 2.</b> What needs to be done to ensure sustainability of the European beef industry over the next 10 years?	
1115-1230	<b>Session D. Tools for delivering quality beef</b>	Chair: <u>Kees de Roest</u> , Research Centre on Animal Production, Italy
15mins	D1. BovIS – Providing feedback to farmers	<u>Steve Morrison</u> , Agri-Food and Biosciences Institute, Northern Ireland, UK
15mins	D2. Practical steps towards improved quality in France	<u>Isabelle Legrand</u> and <u>Christophe Denoyelle</u> , Institute de l'Elevage, France
15mins	D3. A Scottish system for integrated measurement of meat eating quality	<u>Rainer Roehe</u> , Scotland's Rural College, UK
15mins	D5. A European 3G beef quality system?	<u>Jean-Francois Hocquette</u> , INRA, France
1240-1330	<b>Session E. Conclusions and way forward</b>	Chair: <u>Kees de Roest</u> , Research Centre on Animal Production, Italy
2 x 10 mins	E1. Overview of workshop findings	<u>David Farrell</u> and <u>Terence Hagan</u> , Agri-Food and Biosciences Institute, Northern Ireland, UK
15 mins	E3. Further discussion as required	
10 mins	E2. Introduction to Eurobeef	<u>Linda Farmer</u> , Agri-Food and Biosciences Institute, Northern Ireland, UK
10 mins	E4. Chairman's summary and close	<u>Kees de Roest</u> , Research Centre on Animal Production, Italy
1330-1430	<b>Light Lunch</b>	





- The goal of the meeting was to examine the latest European research on beef eating quality, with the overall objective of reviewing the potential for measuring and managing eating quality of beef in Europe.

- More than 60 people attended from seven countries, with industry and research both well represented.





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## **Session A. Beef and the role of eating quality**

Chair: **Nigel Scollan**, University of Aberystwyth, UK

- ***A retailer view of beef quality***
  - Ray Bowe, Head of Food Safety and Quality, Musgraves
- ***Consumer perceptions & the role of science in the beef industry***
  - Declan Troy, Teagasc, Ireland
- ***Eating quality of European beef***
  - Sarah Bonny, INRA, France, and Murdoch University, Australia
- ***Understanding consumer beef eating quality preferences***
  - Linda Farmer, Agri-Food and Biosciences Institute, UK



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## **Session B. Improving quality in practice**

Chair: Antonella Baldi, University of Milan, Italy

- ***Beef quality - an industry approach***
  - Jonathan Birnie, Dunbia, UK
- ***Application of beef quality research in Italy***
  - Vittorio Dell'Orto, University of Milan
- ***Meat Standards Australia - 15 years***
  - Rod Polkinghorne, Birkenwood, Australia
- ***Improving beef quality in Poland***
  - Jerzy Wierzbicki, Polish Beef Association, Poland





# **SUSTAINABLE BEEF QUALITY FOR EUROPE**

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## **Session C. Sustainability of the European beef industry**

Chair: **Sinclair Mayne**, Agri-Food and Biosciences Institute, UK

- ***The beef market in Italy and Europe***
  - Kees de Roest, Research Centre on Animal Production, Italy
- ***Future of European beef - a scientist's perspective***
  - Nigel Scollan, University of Aberystwyth, UK
- ***Meat consumption, trends and quality - a market perspective***
  - Maeve Henchion, Teagasc, Ireland



# **SUSTAINABLE BEEF QUALITY FOR EUROPE**

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## **Session D. Tools for delivering quality beef**

Chair: Kees de Roest, CRPA, Italy

- ***BovIS - Providing feedback to farmers***
  - Steve Morrison, AFBI, NI, UK
- ***Practical steps towards improved quality in France***
  - Isabelle Legrand and Christophe Denoyelle, IDELE, France
- ***A Scottish system for integrated measurement of meat eating quality***
  - Rainer Roehe, SRUC, UK
- ***A European 3G beef quality system?***
  - Jean-Francois Hocquette, INRA, France





# **SUSTAINABLE BEEF QUALITY FOR EUROPE**

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## **Session E. Conclusions and way forward**

- *Overview of workshop findings*
  - David Farrell and Terence Hagan, AFBI, NI, UK
- *Further discussion as required*
- *Introduction to Eurobeef*
  - Linda Farmer, AFBI, NI, UK
- *Chairman's summary and close*
  - Kees de Roest, CRPA, Italy



# In Summary

Quality is achievable once every link in the supply chain is focused on the end result ...

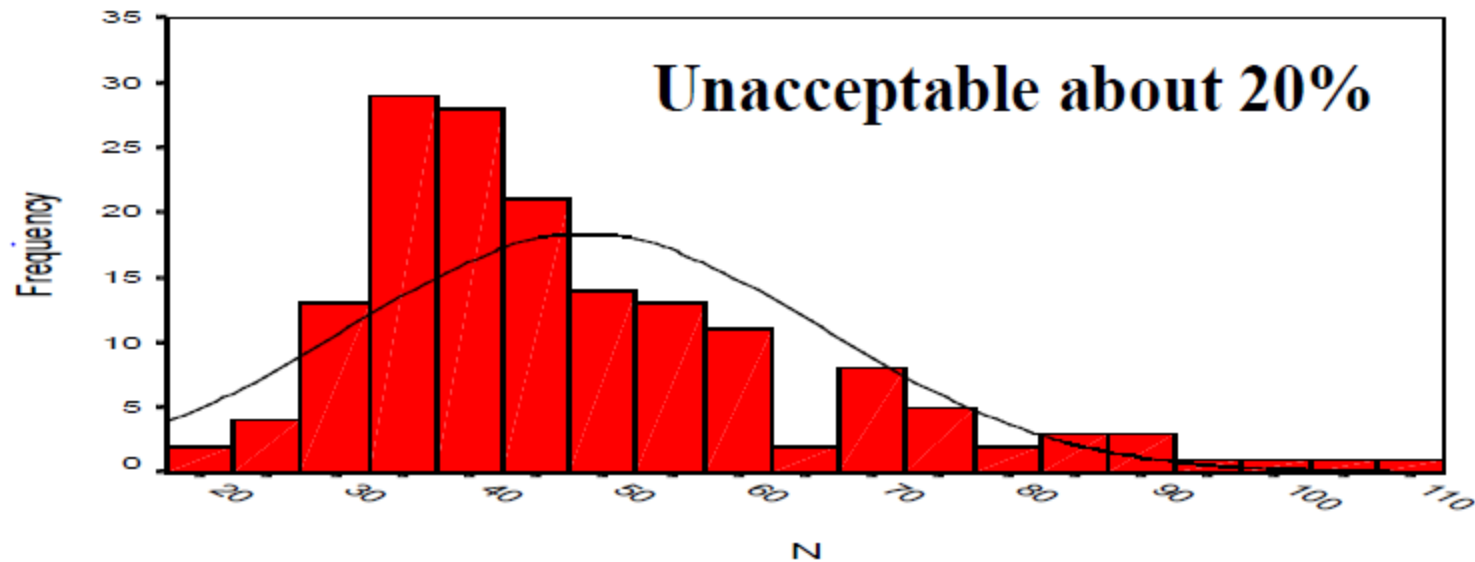
**a satisfied (repeat) consumer.**

# Meat Variability – still not acceptable

2.5 to 10kg shear force for sirloin

3.1-9.3kg for rump

Evidence is that 20% still unacceptable



# Which is better?

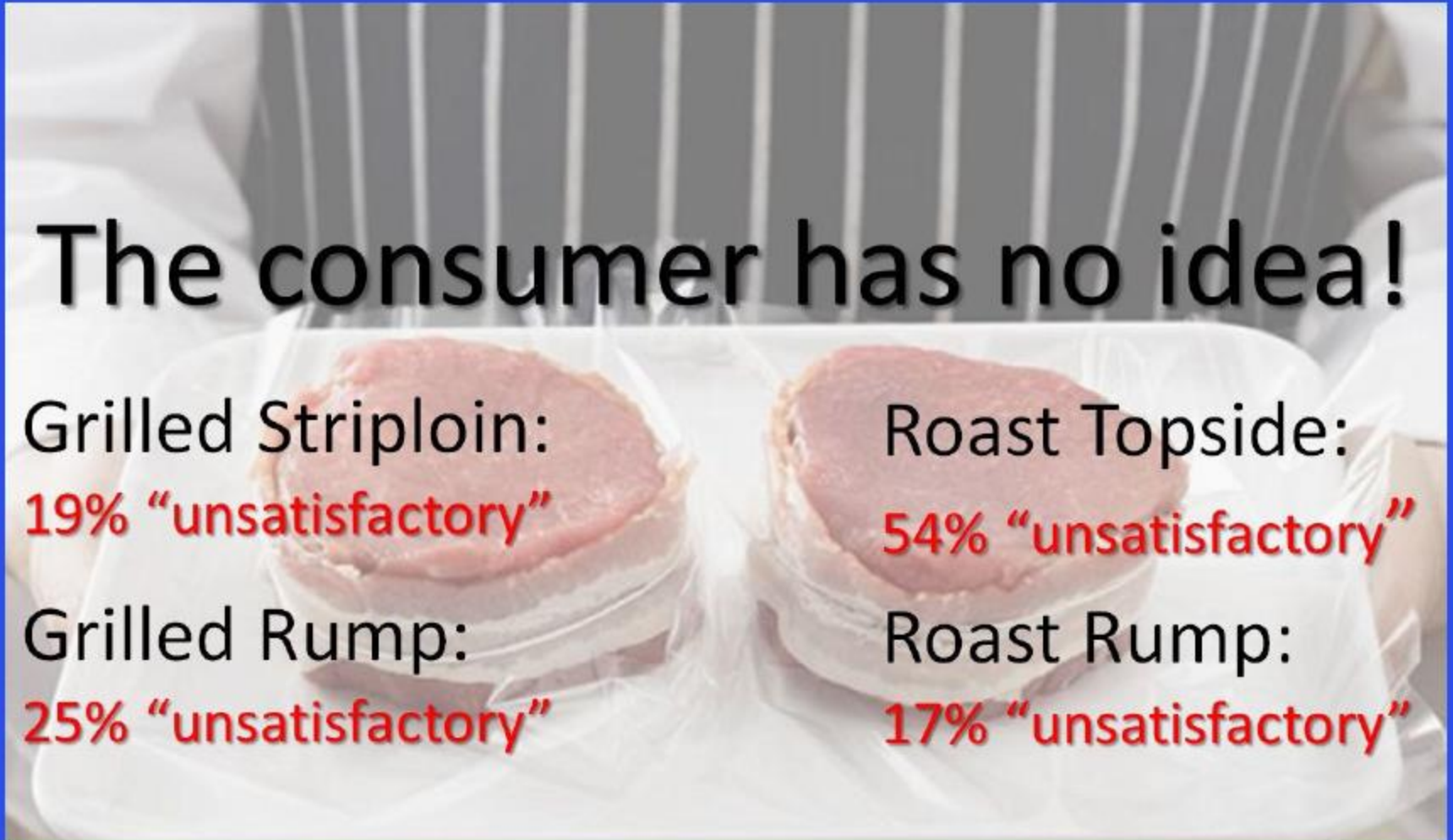
The consumer has no idea!

Grilled Striploin:  
19% "unsatisfactory"

Grilled Rump:  
25% "unsatisfactory"

Roast Topside:  
54% "unsatisfactory"

Roast Rump:  
17% "unsatisfactory"





# What type of research?



- We are interested in certainty
  - If we can measure something and guarantee it, we can sell it.
- We are interested in quality
  - If we can improve something and communicate this improvement to the customer, we can sell it.
- We are interested in reducing the opportunity for mistakes
  - Simplification & error checking is important
- We are interested in solutions
  - Can we implement it?
  - Does it have payback?

# Why is Industry Led Research Important?



**dunbia**

- Variability Increases Risk
  - Differing products have to be sold to different markets, increasing wastage and distribution costs
- Variation in any process results from a lack of understanding of the cause of that variation





# Simple Concise Consumer Communication

**Choose the right fuel for your vehicle**  
**Quality Guarantee** – All Caltex fuels exceed strict industry standards

**PETROL ENGINES**

**Vortex** Premium  
DESIGNED TO CLEAN

**98**  
OCTANE

- Premium unleaded, octane enriched fuel
- Cleans your engine while you drive
- Helps maximise power and performance
- For all petrol engines

**Vortex** Premium  
DESIGNED TO CLEAN

**95**  
OCTANE

- Premium unleaded fuel
- Cleans your engine while you drive
- For petrol engines

**ULP** **91**  
OCTANE

- Regular unleaded fuel
- For most petrol engines\*

\*Check with your car manufacturer's recommendations.

**DIESEL ENGINES**

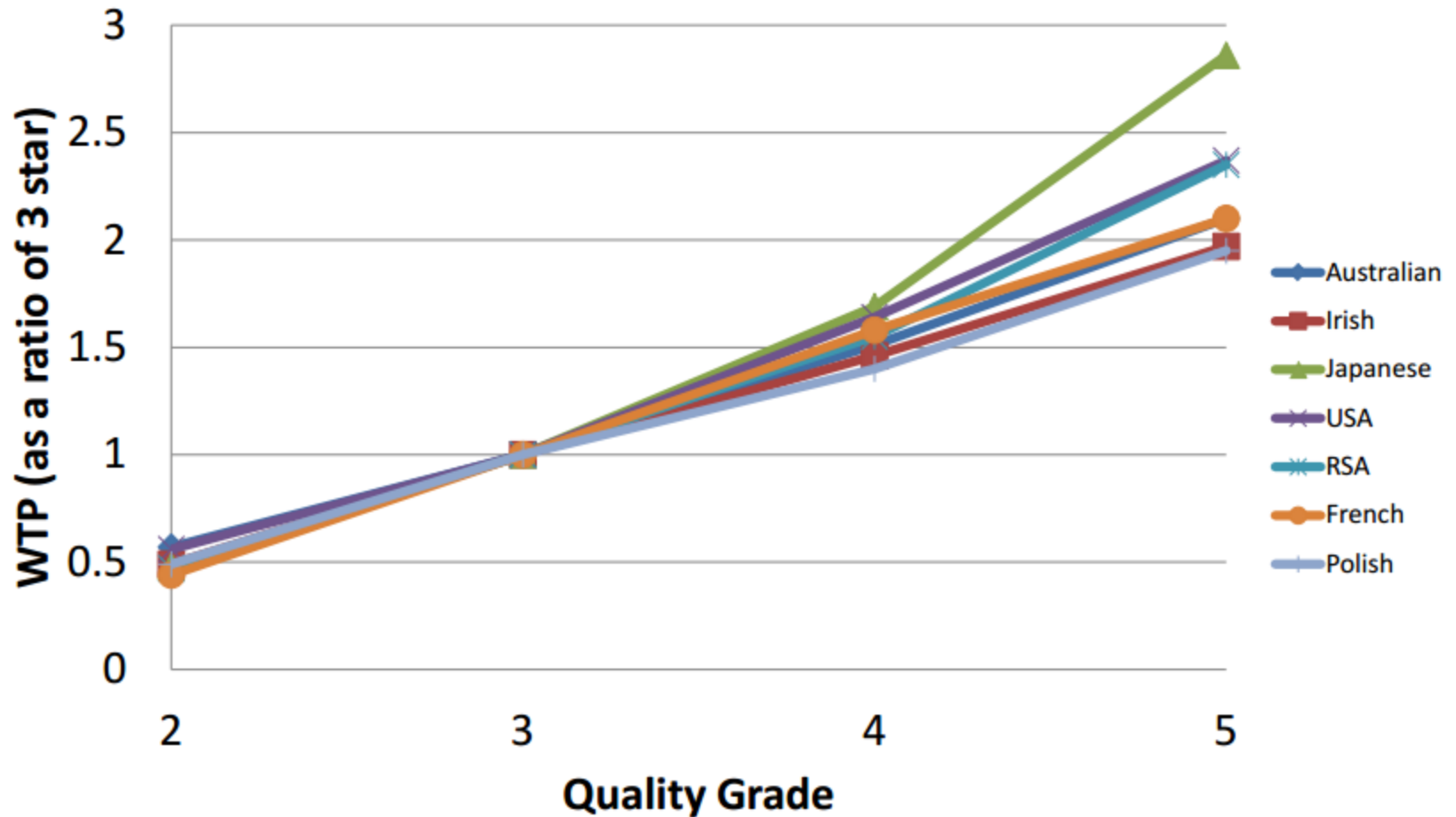
**Vortex** Premium fuels

**DIESEL**

- Premium diesel fuel
- Cleans your engine while you drive
- Helps maximise power and performance



# Will consumers pay for quality?



## DANE Z OCENY

Rasa		Płeć	J
System żywienia		Weik	
Masa tuszy	420	Skostnienie	140
Podwieszanie	TX	Marmurk owatość	650
pHu	5,5	Okrywa tł. Na Rostbefie	8
Kolor Mięsa		Czas dojrzewania	21

## Czas dojrzewania

	TDR062	Połędwica
	CUB081	Antrykot
35	CUB045	Antrykot
	STA045	Rostbef
	STP045	Rostbef
	OY5036	Podgrzebieniowy
	BLD096	Łopatka bez kości
	CTR085	Mięsień nadgrzebieniowy
	RMP131	Krzyżowa ze skrzydłem
	RMP231	Krzyżowa ze skrzydłem
	RMP005	Zrazowa dolna
	RMP087	Krzyżowa ze skrzydłem
	KNU066	Skrzydło
	KNU099	Skrzydło
	OUT005	Zrazowa dolna
	EYE075	Ligawa
	TOP001	Zrazowa górna
	TOP033	Zrazowa górna
	TOP073	Zrazowa górna
	CHK074	Rozbratel
	CHK078	Rozbratel
	BRI056	Mostek i szponder

## Metoda obróbki

Grill	Pieczen	Duszenie
75	78	
79	80	
75	76	
70	69	62
67	68	62
66	64	65
53	56	56
67	69	
71	72	
65	67	
54	56	
63	59	60
57	58	56
54	52	52
53	54	
60	54	
		68
54	52	51
61		68
60	57	64

## KRAJ

BYDŁO KONSUMENT



FRA

FRA

IRE

IRE

IT

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NI

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POL

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ROM

SP

SP

UK

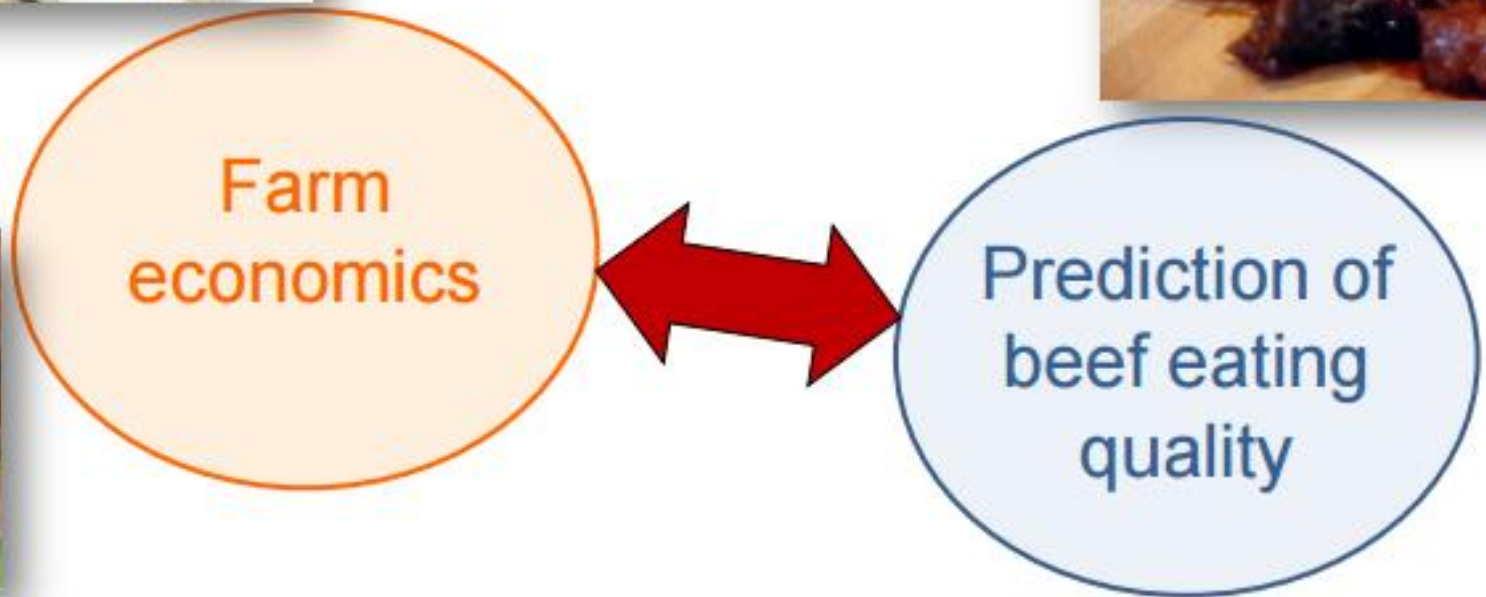
UK

## Conclusions (2)

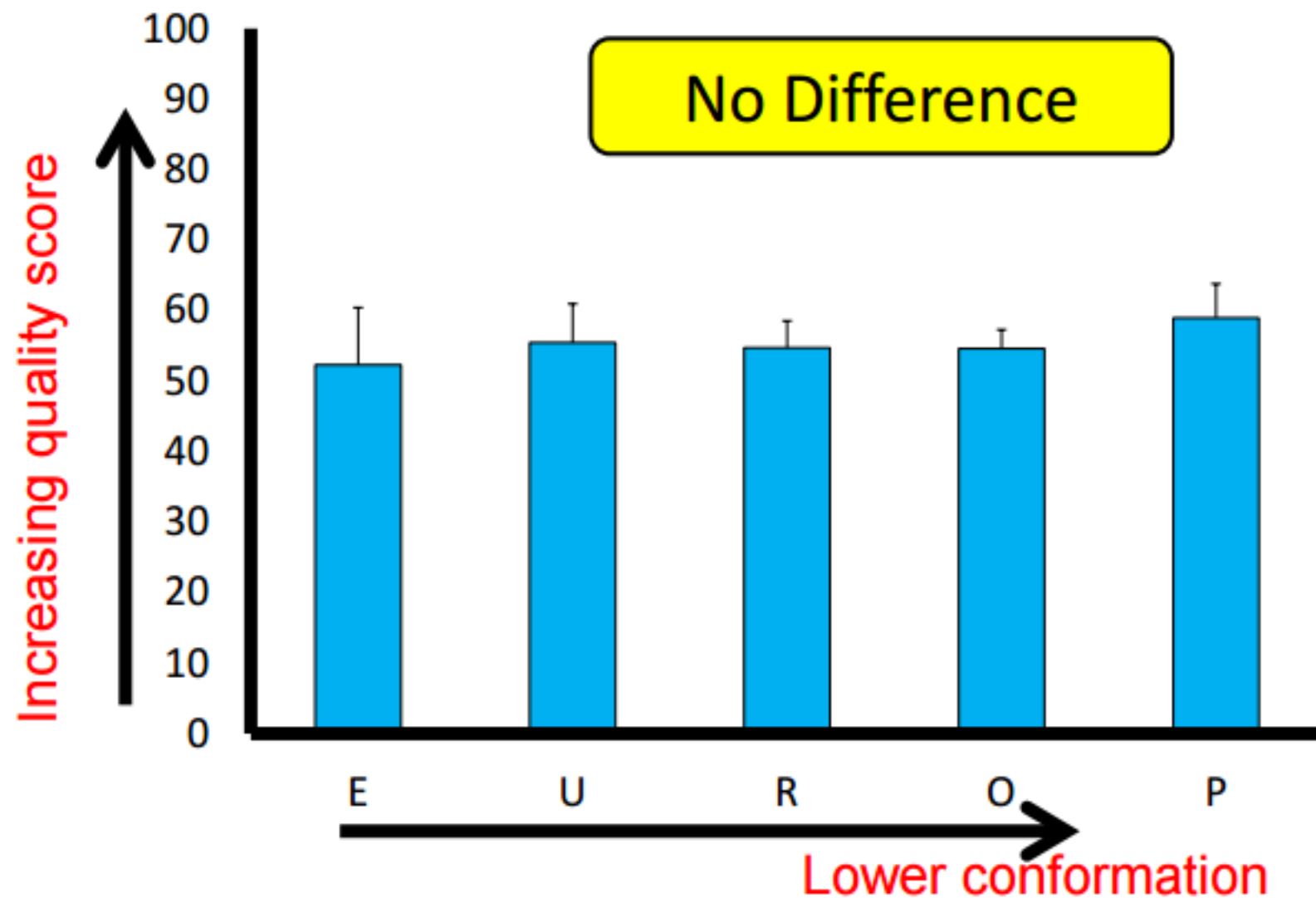
- Due to the prevailing specialization in French breeds young bulls and have good carcass conformation and low fat cover (positive and negative for consumption)
- EUROP grid is unable to assess the eating quality of beef as well as being inaccurate in assessing the actual % of saleable meat
- More appropriate classification systems should be introduced in order to meet quality standards required by consumers (e.g. MSA).



# Towards a new payment system based on quality



# Eating quality and carcass conformation





# Compte-rendu du congrès intitulé « Qualité durable de la viande bovine en Europe »

Compte-rendu du congrès d'Octobre 2015 intitulé « Qualité durable de la viande bovine en Europe » qui s'adressait à la fois à des scientifiques et des professionnels

**Mots-clés :** Viande bovine, Qualité

**Auteurs :** Linda J. Farmer<sup>1</sup>, Ray Bowe<sup>2</sup>, Declan J. Troy<sup>3</sup>, Sarah Bonny<sup>4,5,6</sup>, Jonathan Birnie<sup>7</sup>, Vittorio Dell'Orto<sup>8</sup>, Rod J. Polkinghorne<sup>9</sup>, Jerzy Wierzbicki<sup>10</sup>, Kees de Roest<sup>11</sup>, Nigel D. Scollan<sup>12</sup>, Maeve Henchion<sup>3</sup>, Steven J. Morrison<sup>1</sup>, Isabelle Legrand<sup>13</sup>, Rainer Roehe<sup>14</sup>, Jean-François Hocquette<sup>4,5</sup>, Koenraad Duhem<sup>13</sup>



But the.....

Customer  
Is King



# Shared Vision



***“Most notable finding was the high level of agreement between participants”***

# Beef Industry Stakeholders

- Land owners
- Farmers
- Processors
- Manufacturers
- Retailers
- Consumers
- Scientists





# Actions Arising

- Agreed standards and language
- Uniform description of livestock traits
- Uniform description of carcass traits
- Uniform consumer testing protocols and standards
- MSA a workable solution be considered by UNECE (USDA and MSA experts to agree conversions)
- EUROP, animal age and fat description added



# Actions Arising

- **Common data structures with ability to share data (ownership remains)**
- **Develop towards automation**
- **Agreed training needs to be offered to graders(eg OsCap)**
- **Live animal and genomic standards should be included**
- **MSA consumer testing should be adapted**



Thanks to all participants

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