Presenters

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Since URMIS was developed, the industry has evolved...

- Production practices
- Fabrication changes
- Bone In vs. Boneless
- Trim specifications
- Packaging innovations
…and consumers have changed

**YESTERDAY**

![Image of a woman in a dress holding a cake]

**TODAY**

![Image of a woman preparing food]

- More women are working outside the home
- Consumers are eating more meals away from home
- People have less time to spend on preparation and cooking
- General lack of knowledge on how to prepare/cook fresh meat
Meat description circulation
URMIS was developed to help consumers

The Uniform Retail Meat Identity Standards (URMIS) program was established in 1973 by the Industry-wide Cooperative Meat Identification Standards Committee (ICMISC). The consumer oriented identification system was developed to simplify and standardize the perplexing array of fresh meat cuts and their names. The URMIS program, adopted by food stores, was seen as a guarantee for consumers that the same cut of meat would have the same name in every store, in every city across the country. URMIS later led to development of the U.P.C. codes for fresh meats.
Partnership effort

Funded in part by the Beef Checkoff.

Funded in Part by America’s Pork Producers.
Two goals for our work

Update URMIS for the industry

Improve URMIS for consumers
But in many ways, it has made them more confused

Source: Focus Group Research, August, 2011
It is time for a change
We talked **ALOT** to consumers
We engaged industry partners for feedback and support
New naming recommendation

Utilize Line 1 for the Common Name

Utilize Line 2 for the Characteristics

Characteristic components are separated by commas in the following order:
- Class
- Primal or sub-primal identifier (if applicable)
- Bone State
- Cutting Standard

Line 1 – Sirloin Tip Steak
Line 2 – Beef, Boneless, Center Cut
New common names

• Have only two components
  • Cut identifier or descriptor (Sirloin Tip, T-Bone, Tenderloin)
  • Cut form or shape (Steak, Roast, Filet)
• Separate the name from the characteristics
• Eliminate redundancy
• Use consumer-friendly and recognizable terms
• Are short, concise and unique
We moved characteristics to a second line

- Class/Specie
  - Beef
  - Pork
- Primal or sub-primal identifier used to:
  - Differentiate cuts with the same Common Name
    - Short Ribs, Cubes, Strips, Dices, Kabobs, Stew Meat
    - Identify sub-primal for cuts derived from Individual muscles (IM)
- Bone state
  - Bone In
  - Boneless
- Cutting standard
  - Thickness (Thick or Thin)
  - Value added Attributes (Butterflied, Slices, Scored, etc.)
We are trying to focus on three words or less

<table>
<thead>
<tr>
<th>Class</th>
<th>One Word</th>
<th>Two Words</th>
<th>Three Words</th>
<th>Four Words</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td>6</td>
<td>43</td>
<td>53</td>
<td>17</td>
<td>119</td>
</tr>
<tr>
<td>Pork</td>
<td>6</td>
<td>29</td>
<td>22</td>
<td>2</td>
<td>59</td>
</tr>
</tbody>
</table>

Common Name Lengths and Counts

- **Beef**
  - 1 Word: 6 (5%)
  - 2 Words: 43 (36%)
  - 3 Words: 53 (45%)
  - 4 Words: 17 (14%)
  - Total: 119 (100.00%)

- **Pork**
  - 1 Word: 6 (10%)
  - 2 Words: 29 (49%)
  - 3 Words: 22 (37%)
  - 4 Words: 2 (4%)
  - Total: 59 (100.00%)
GROUP 1
SIMPLIFYING LONG CONFUSING NAMES
Many industry terms lack meaning for consumers

“I don’t know what top means, but loin sounds familiar.” (Younger Consumer, LA)

“Now, I know that shoulder blade is not connected to the butt!” (Older Consumer, Chicago)

“What’s beef plate? I have a question mark over that.” (Younger Consumer, Chicago)

“Getting back to the pork shoulder arm picnic. I don’t know any animals that have arms.” (Older Consumer, Chicago)

“What’s mock tender? I wouldn’t buy that! Either it is, or it isn’t tender.” (Older Consumer, Chicago)

“They’re just throwing words in there now!’ (Older Consumer, LA)
Sample common name recommendations

Beef Chuck 7-Bone Pot Roast Bone In  
→ 7-Bone Chuck Roast 
   Beef, Bone In

Beef Loin Shell Sirloin Roast Bone In  
→ Top Sirloin Roast 
   Beef, Bone In

Beef Loin Tenderloin Steak Boneless  
→ Tenderloin Steak 
   Beef, Boneless

Pork Loin Center Cut Roast Bone In  
→ Loin Center Roast 
   Pork, Bone In

Pork Leg Tip Steak Boneless Thin  
→ Sirloin Tip Steak 
   Pork, Boneless, Thin
GROUP 2
REMOVING UNAPPEALING NAMES
URMIS uses *unappealing* industry terms
Here are some examples of what we heard
And another example
Sample common name recommendations

Beef Chuck Mock Tender Steak Boneless → Chuck Tender Steak Beef, Boneless

Beef Loin Ball Tip Steak Boneless → Petite Sirloin Steak Beef, Boneless

Beef Ribeye Steak Lip On Bone In → Ribeye Steak Beef, Bone In

Pork Shoulder Picnic Cushion Boneless → Shoulder Center Roast Pork, Boneless
GROUP 3
GEOGRAPHICAL AND BRAND NAMES
Trying to be more memorable and less confusing
Branding a cut results in long term sales growth

Source: FreshLook Marketing, categorized by the VMMEAT® System
When tested online, consumers were receptive to brand names

### Name Appeal

<table>
<thead>
<tr>
<th>Tenderette cut</th>
<th>22%</th>
<th>25%</th>
<th>45%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merlot cut</td>
<td>17%</td>
<td>28%</td>
<td>45%</td>
</tr>
<tr>
<td>Burgundy cut</td>
<td>15%</td>
<td>29%</td>
<td>44%</td>
</tr>
<tr>
<td>Memphis cut</td>
<td>13%</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>Sedona cut</td>
<td>10%</td>
<td>19%</td>
<td>29%</td>
</tr>
<tr>
<td>Sonoma cut</td>
<td>9%</td>
<td>23%</td>
<td>32%</td>
</tr>
<tr>
<td>Sangria cut</td>
<td>7%</td>
<td>16%</td>
<td>23%</td>
</tr>
</tbody>
</table>

### Name Appeal

<table>
<thead>
<tr>
<th>Orleans cut</th>
<th>18%</th>
<th>30%</th>
<th>48%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Braison cut</td>
<td>16%</td>
<td>25%</td>
<td>41%</td>
</tr>
<tr>
<td>Chambrette cut</td>
<td>12%</td>
<td>19%</td>
<td>31%</td>
</tr>
<tr>
<td>Boneless Osso Bucco cut</td>
<td>9%</td>
<td>19%</td>
<td>28%</td>
</tr>
<tr>
<td>Petite Osso Bucco cut</td>
<td>7%</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Bolito cut</td>
<td>4%</td>
<td>15%</td>
<td>60%</td>
</tr>
</tbody>
</table>

At least one-third (33%) consider it Not Very or At All appealing

Source: “Round Cut Product Naming Online” funded by the Beef Checkoff in January 2009
They were even more receptive to geographic names

Source: “Round Cut Product Naming Online” funded by The Beef Checkoff in January 2009, “Chuck Roll and Positioning Test” funded by The Beef Checkoff in June 2007
Sample common name recommendations

| Beef Chuck Eye Edge Pot Roast Boneless | Denver Roast Beef, Under Blade, Boneless |
| Beef Chuck Under Blade Center Steak Boneless Denver Cut | Denver Steak Beef, Under Blade, Boneless |
| Beef Top Round Cap Steak Boneless | Santé Fe Steak Beef, Top Round Cap, Boneless |
| Pork Leg Eye Steak Boneless | Des Moines Steak Pork, Eye Of Leg, Boneless |
| Pork Spareribs St. Louis-Style | Spareribs St. Louis-Style Pork, Bone In |
Sample common name recommendations

- Beef Shoulder Top Blade Steak
- Beef Chuck Under Blade Flat Boneless
- Pork Loin Blade Chops Boneless
- Pork Top Loin Chops Boneless

- Boneless Flat Iron
- Sierra Cut
- Chef’s Prime Filets
- America’s Cut

- Flat Iron Steak
- Sierra Steak
- Chef’s Prime Filets
- America’s Cut

- Beef, Top Blade, Boneless
- Beef, Under Blade, Boneless
- Pork, Loin, Boneless
- Pork, Boneless
GROUP 4
CUTS SOURCED FROM MULTIPLE SUB-PRIMALS
Sample common name recommendations

- Beef Cubed Steak Boneless → Cubed Steak
- Beef Round Cubed Steak Boneless → Cubed Steak
- Beef Top Round Cubed Steak Boneless → Cubed Steak
- Beef Rib Short Ribs Bone In → Short Ribs
- Beef Chuck Short Ribs Boneless → Short Ribs
Sample common name recommendations

- Pork Cubes For Kabobs Boneless
- Pork Leg Cubes Boneless Large
- Pork For Stew Boneless
- Pork Shoulder For Stew Boneless

- Kabobs
  - Pork, Boneless
- Kabobs
  - Pork, Leg, Boneless
- Stew Meat
  - Pork, Boneless
- Stew Meat
  - Pork, Shoulder, Boneless

pork checkoff funded in part by americans for pork

beef funded in part by the beef checkoff
GROUP 5
PORK ADOPTED BEEF LOIN NAMES
When shown the new nomenclature, consumers responded very positively

Source: Consumer interviews funded by the Pork Checkoff and the Beef Checkoff in April 2012
Here are a few more reactions to new pork chop nomenclature

“Well, that kind of compares it to the beef cut for me, so I know what those are now. A New York is a top. It’s a leaner, more expensive cut of the pig. It’s probably high quality. New York Strip steaks are more high-end than sirloin. And the same with Ribeye, that’s a more marbled piece of meat usually from a cow, so I’m assuming for a pig, it would be the same.”

“I would think that’s a higher quality because it says New York. I would think that’s a better chop. It looks thicker and the New York part makes me think of a better cut.”

“I think I would be more apt to try this because it’s a Ribeye. I like beef Ribeye, it’s very flavorful. So I’m making an assumption, again, that this would be a better chop than this one.”

Source: Consumer interviews funded by the The Pork Checkoff and The Beef Checkoff from April 2012
Sample common name recommendations

- Pork Loin Chops Center Cut Bone In
- Pork Loin Chops Center Cut Bone In
- Pork Loin Rib Chops Bone In
- Pork Top Loin Chops Boneless
- T-Bone Chops
- Porterhouse Chops
- Ribeye Chops
- New York Chops

Pork, Loin, Bone In
Pork, Loin, Bone In
Pork, Loin, Bone In
Pork, Loin, Boneless
Pork, Loin, Bone In
Pork, Loin, Bone In
Pork, Loin, Bone In
Pork, Loin, Boneless
Boneless filet standard

Boneless Beef and Pork Sales

Source: FreshLook Marketing, categorized by the VMMEAT® System 2007-2012
Sample common name recommendations

- **Beef Top Loin Filet Boneless**
  - Strip Filet
  - Beef, Top Loin, Boneless, Split

- **Beef Loin Tenderloin Steak Boneless**
  - Tenderloin Filet
  - Beef, Boneless

- **Beef Loin Top Sirloin Filet Boneless**
  - Top Sirloin Filet
  - Beef, Boneless, Split

- **Beef Ribeye Filet Boneless**
  - Ribeye Filet
  - Beef, Boneless, Split

- **Pork Loin Tenderloin Filets Boneless**
  - Tenderloin Filet
  - Pork, Boneless
Are names enough?
Educating consumers

The solution is simple

Speak the consumers’ language by changing your label to include:

**Consumer-friendly name**

**Cut characteristics**

**Added line tells consumers best preparation** — method or other helpful info
SUPPORT TOOLS
Support tools
**Support tools**

**Item Description**
- Current Description: n/a
- Common Name (Line 1): Porterhouse Chops
- Item Characteristics (Line 2): Pork, Bone In
- Label Type: URMIS Traditional
- U.P.C. Code: 3817
- Primal IMPS: 410
- Item IMPS: 1412

**Product Classification**
- Class: Pork
- Category: Loin
- Sub-Category: Porterhouse

**Item Characteristics**
- Bone State: Bone In
- Form / Shape: Chop
- Cutting Standard: None

**Attributes**
- Package Size: Regular
- Cooked State: Raw
- Refrigerated State: Chilled

Chops from the center cut bone in Loin. A commonly known beef steak, “Porterhouse” is named after English pubs that served “Porter” ale. Porterhouse Chops include the larger wider portion of the tenderloin from the posterior lumbar region of the loin. The cut location is adjacent to but after the T-Bone Chop and before the sirloin portion on the Loin.
Support tools
Support tools
Can I provide comments on the new Common Names you developed

Please visit www.MeatTrack.com
and look for the “Send us your Feedback” button
When will these new Common Names be available for use

- Industry comment period through March 18
  - Comment form on MeatTrack.com
- All comments will be reviewed and responses will be developed
- Results will be emailed to ICMISC members for review
- ICMISC conference call will be held on March 27
  - Discuss comments
  - Answer outstanding questions
  - Vote for approval as new URMIS standard
- Once ICMISC approves final Common Names list, new cut names will be available on MeatTrack.com
What resources are available

• MeatTrack.com
  • Common names
    • Includes all cut details
    • File download
  • Support tools

• PorkRetail.org and BeefRetail.org
  • Consumer research findings
  • Videos of two presentations
  • Resources and “how to”
  • Implementation support
Questions/Discussion

• Did any U.P.C. numbers change?
• Can my scales handle 3 or even 4 line descriptions?
• My scale can only handle 26-32 characters per line. Did you account for this?
• Did you do anything with poultry names?
• What about veal and lamb names?
• How do I handle regional names?
• What about processed meats, grinds and offal products?
• When can I start?
• Do you have any employee training materials available?
QUESTIONS/COMMENTS?