



Marbling

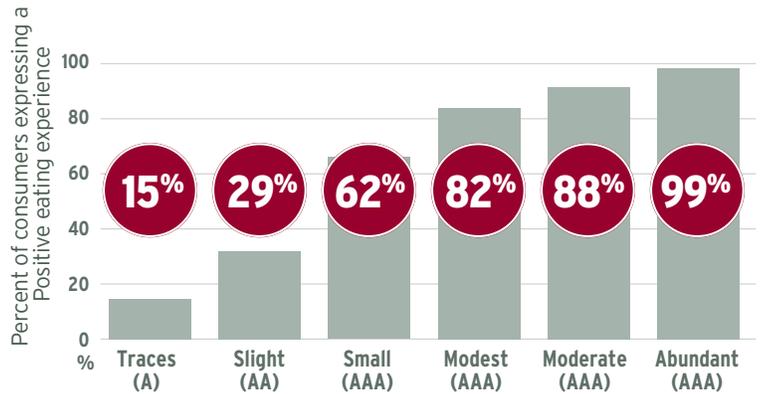
DESIRABLE FAT STREAKS WITHIN CUTS OF MEAT



Enhanced Flavor - Increased Tenderness - More Juiciness

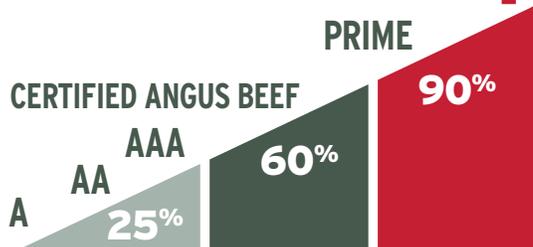
Cheng et al., 2015

MARBLING IMPROVES CONSUMER SATISFACTION



Colorado State University

MAXIMIZE PROFIT POTENTIAL



Inadequate marbling = \$25.25 lost per animal

National Beef Quality Audit, 2011

NUTRITION & MANAGEMENT CAN ALTER MARBLING



Improve marbling with:

Healthier calves

Proper diets

Genetic selection

48% HERITABLE

Sires ranking top 10% for marbling

Yield carcasses with 70% more marbling

65% of steers on grain based diets yield high grade carcasses vs. 5% on forage diets

Williams et al., 1983; Maddock, 2013

TRADEOFFS TO SELECTING MARBLING

