

Angus Foundation Research Project

Project Name: Evaluation of the contribution of tenderness, juiciness and flavor to the overall consumer beef eating experience

Status: In progress

Timeline: January 1-June 30, 2016

Angus Foundation Funding: \$6,000

Objective: Analyze the contribution of palatability factors—tenderness, juiciness and flavor—to consumer overall eating experience.

Results, if any: Conclusions to provide the most accurate model of beef palatability to date.

Application: Better understanding of what quality targets must be achieved for consumer satisfaction.