

Angus Foundation Research Project

Name of project: Determination of the effect of branding on consumer palatability ratings of strip loin steaks and ground beef. Research by Kansas State University.

Status: Completed

Timeline: 2015

Angus Foundation funding: \$27,500

Objectives:

- 1) Determine the palatability differences of beef strip loin steaks and ground beef of various quality levels.
- 2) Determine how consumer palatability ratings are affected when products are identified with a brand (Certified Angus Beef[®]), USDA quality grade, lean point, or subprimal prior to evaluation.

Results, if any:

Results of this study show an increase in beef steak palatability traits with increased marbling during consumer blind taste-testing. However, when consumers were informed of the brand or quality grade of the product prior to testing, overall eating satisfaction increased by 12% for Angus branded samples and 10% for Certified Angus Beef[®] samples. Additionally, 90% lean Certified Angus Beef[®] ground sirloin samples increased 22% for overall consumer eating satisfaction when the product was identified prior to testing. Consumer awareness of USDA quality grade in steaks and primal-specific blends in ground beef had only minimal effects on palatability ratings.

Application:

This study demonstrates and quantifies the palatability-related value of branded beef programs, USDA quality grade, and Angus breed identification. Consumers associate the Angus breed with a high quality product and this quality perception results in a “brand lift” for the eating quality of Angus products. This indicates consumers’ desires for Angus beef and the high level of eating satisfaction that they associate with these products. Moreover, results from this study indicate a large opportunity for value creation through Angus branding in ground beef products.