MODULE 4 PART B: BEEF MARKETING

TEACHER'S NOTES

INTRODUCTION

The aims of this unit are to

- Recognize how to measure the quality of beef carcase

- Recognize the requirements of the beef market

- Recognize different characteristics of the beef markets

At the end of this Unit, students will be able to understand how farmers and slaughter-houses assess the quality of the animals that produce beef, understand how quality affects the price, and understand the characteristics of the beef markets.

KEY WORDS

Carcase
Weight
Fat
Conformation
Markets

RESOUCES

- Student Notes

- Web site resources

TEACHING ACTIVITIES TO PROVIDE EVIDENCE THAT LEARNING HAS TAKEN PLACE

1. Link animal quality to the final price – by using a stratified pricing system, students can calculate the cost of an animal of specific quality and calculate its value e.g. When a farmer takes 10 E4L animals, 10 R4H animals and 10 R4L animals with a 300kg carcase to the slaughter-house, what is the total value of the animals? If he takes animals that are 1 fat category leaner, what is the value of the animals? Compare and explain the two answers.

2. Questionnaire on listening skill - interviews with a

   a. Butcher

   b. Buyer for the Slaughter-House.

Butcher's Questionnaire

1. *What type of customers does the butcher have, and what market does he target?*

   (i) Customers

   (ii) Market

   (iii) Types of meat that are sold

2. *What is the quality af an ideal animal?*

   (i) Weight

   (ii) Fat category

   (iii) Conformation categoy

   (iv) Breed

   (v) Time of year

3. *Which are the important handling points on a live animal that need to be assessed?*

   (i) Where on the body

   (ii) Features of a good animal

   (iii) Features of an unsuitable animal

4. *What are the main factors that influence the price?*

SLAUGHTER-HOUSE'S QUESTIONNAIRE

1. *What type of customers does the slaughter-house have, and what market does it target?*

   (i) *Customers*

   (ii) *Market*

   (iii) *Types of meat that are sold*

2. *What is the quality af an ideal animal?*

   (i) *Weight*

   (ii) *Fat category*

   (iii) *Conformation categoy*

   (iv) *Breed*

   (v) *Time of year*

   (vi) *Finishing indoors or outdoors*

   (vii) *Colour of the carcase*

3. *Which are the important handling points on a live animal that need to be assessed?*

   (i) *Conformation*

   (ii) *Fat*

   (iii) *Location of meat on the carcase*

4. *Which features on the carcase reduce the quality?*

5. *What are the main factors that influence the price?*