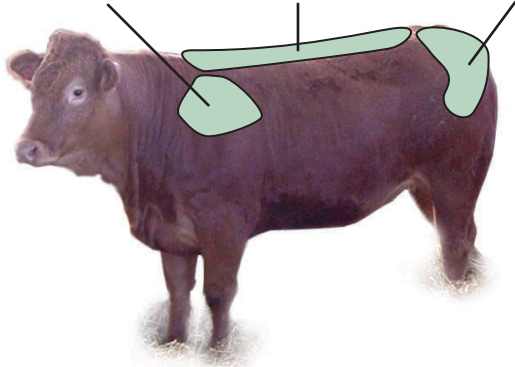




Better Returns Programme

Beef selection and handling

Shoulder Back Round



Shoulder

Conformation

- E Very rounded
- U Rounded
- R Fairly well developed
- O Average development to almost flat
- P Flat with bones visible

Back

Conformation

- E Wide and very thick up to the shoulder
- U Wide and thick up to the shoulder
- R Still thick but less width at the shoulder
- O Average to lacking thickness
- P Narrow with bones visible

Round

Conformation

- E Very rounded
- U Rounded
- R Well developed
- O Average to lacking development
- P Poorly developed

Lean R2



Lean 2

Ideal R4L



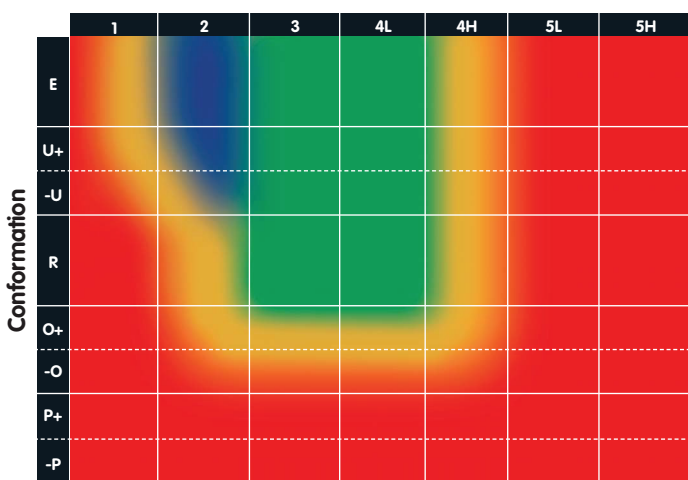
Ideal 4L

Too fat O+5H



Too fat 5H

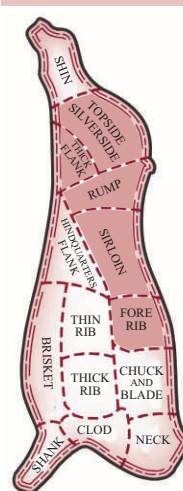
Fat cover



Poor carcass



Premium cuts



Good carcass



Market Signals

- Little or no demand
- Discount prices
- Poorest returns
- Medium demand
- Average prices
- Moderate returns
- High UK demand
- Premium prices
- Best returns
- High demand for specific export markets
- Premium prices

