

ROSE MEAT

TECHNICAL INFORMATION
QUESTIONS & ANSWERS FOR EXPORTERS

BEEF



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1 WHAT IS ROSE MEAT?

Rose meat refers to the easily accessible *cutaneous trunci* muscle that lies on the outside of the carcass and spans from the chuck to the flank. The meat has a lighter red color than most of the interior muscles of the carcass. It is usually pulled in the fabrication area while the carcass is still hanging and before primal splitting. Commonly, it is removed from the hindquarter after the forequarter has been separated from the carcass. Domestically, rose meat is mostly used as trim for ground beef production.

2 WHAT ARE THE COMMON NAMES USED FOR ROSE MEAT INTERNATIONALLY?

- U.S. - Elephant Ear or Fly Shaker
- Mexico - Suadero
- Argentina, Paraguay, Uruguay, and Spain - Matambre
- Chile - Malaya
- Colombia - Sobrebarriga
- Ecuador - Caucara
- Germany - Nach-brust
- Italy - Petto-sotile
- Peru - Malaya
- Brazil - Fralda
- Venezuela - Sobrebarriga or rollo de res
- France - Peaucler du tronc
- Russia - Подкожная мышца
- China - 皮肤
- Costa Rica - Alipego
- Dominican Republic - Sorebarriga
- United Kingdom - Bark/Elephant Ear
- Japan - 幹皮筋
- Korea - 피하근육
- Arabia - عحي بذلا دلج تحت ةلضع

3 WHAT ARE THE INTERNATIONAL TARGET MARKETS FOR ROSE MEAT?

- The USMEF Mexico City team has conducted a study to compare U.S. and Mexican rose meat and grilling versus oven cooking styles for sensory, mechanical tenderness, and cook loss attributes. Additionally, they have teamed up with Chef Di Pasquale to study different cooking methods and develop new recipes that incorporate rose meat as a warm dish entrée.
- In Mexico, rose meat is commonly used for taco making. Market potential is available to use rose meat as an alternative to the hugely popular product, arrachera (skirt steak). However, a potential market has been identified to use rose meat as a warm dish at white table cloth style Argentinian restaurants.
- In South America, rose meat is commonly used to make rose meat pizza, rose meat rolls (rollo de matambre), and rose meat pastries.





4 HOW ELSE CAN ROSE MEAT BE USED?

- Thanks to a cooking trial done by USMEF at a prestigious cooking academy, Centro Culinario Ambrosia, it was found that rose meat is a very versatile cut. Since it can be boiled then fried, grilled, or oven cooked, it can be served as a center-of-the-plate dish or warm appetizer.



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5 WHAT ARE THE ADVANTAGES OF U.S. ROSE MEAT VERSUS MEXICAN ROSE MEAT?

- Bigger and more uniform in width
- Less fat cover resulting in a higher yield (7.8% less than Mexican rose meat)
- More tender (TABLE 1)
- Stronger consumer preference, including aroma, juiciness, flavor, and texture (TABLE 2)
- Less cook loss when grilling

TABLE 1.
TENDERNESS OF U.S. AND MEXICAN ROSE MEAT AS DETERMINED BY WARNER-BRATZLER SHEAR FORCE (WBSF)

ROSE MEAT TYPE	WBSF, kg
U.S. NON-MARINATED	4.84 ± 0.13 ^a
MEXICO NON-MARINATED	5.47 ± 0.10 ^b
U.S. MARINATED	4.04 ± 0.10 ^{c*}
MEXICO MARINATED	4.11 ± 0.19 ^{c*}

^{a, b, c} Means with different letters are significantly different (P<0.05).

*The marinated product WBSF means qualify as “tender” using the ASTM International Standard for Tenderness Marketing Claims (ASTM F2925-11).

TABLE 2.
EFFECT OF COUNTRY OF ORIGIN AND MARINATION ON SENSORY ATTRIBUTES OF ROSE MEAT AS RATED BY MEXICAN CONSUMERS IN CONSUMER PANELS.

ROSE MEAT ORIGIN AND TREATMENT	AROMA	JUICINESS	FLAVOR	TEXTURE	DESIRABILITY
US					
NON MARINATED	4.18±0.11 ^a	4.13±0.12 ^b	4.15±0.13 ^a	4.12±0.13 ^a	4.10±0.12 ^a
MARINATED	4.63±0.11 ^b	5.30±0.12 ^a	5.30±0.13 ^b	5.57±0.13 ^b	5.33±0.12 ^b
MEXICO					
NON MARINATED	4.03±0.11 ^a	3.72±0.12 ^c	3.66±0.13 ^c	3.73±0.13 ^c	3.76±0.12 ^a
MARINATED	4.41±0.11 ^{a,b}	4.96±0.12 ^d	4.72±0.13 ^d	5.10±0.18 ^d	4.86±0.12 ^c

^{a, b, c, d} Means with values according to a hedonic scale (1 = I dislike it very much; 7 = I like it very much), with different letters in the same column are statistically different (P<0.05).



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6 ARE BOTH RAW (NON-MARINATED) AND MARINATED ROSE MEAT PRODUCTS IN DEMAND?

- Most inside and outside skirts, or arrachera, consumed in Mexico are marinated. By marinating the rose meat, you not only increase the tenderness¹, but can also provide a substitute to the hugely popular arrachera.
- For rose meat used in white table cloth restaurants, foodservice providers may choose to use raw, or non-marinated, rose meat to make their grilled or oven cooked dishes. Oven cooking has been shown to increase the tenderness of rose meat, in comparison to grilling.

TABLE 3.
AVERAGE WEIGHT INCREASE WITH MARINATION OF A COMPOSITE SAMPLE OF US AND MEXICAN ROSE MEATS AND INSIDE SKIRTS*

CUT	WEIGHT INCREASE, %
ROSE MEAT	10 ± 3
INSIDE SKIRTS	38 ± 2

* Meat was immersed in a standard solution of sodium phosphate and tumbled with vacuum for 5 minutes, and then without vacuum for 20 minutes.

7 HOW DO I FIND CUSTOMERS INTERESTED IN U.S. ROSE MEAT?

- The USMEF team will distribute the information derived from the rose meat study to relevant customers and conduct promotional activities to highlight the benefits of U.S. rose meat in the Mexican market. For more information on the Mexico City Rose Meat Study, please contact the USMEF Mexico City office.

8 ROSE MEAT TECHNICAL INFORMATION

Link: <http://bovine.unl.edu/spa/muscleIndex.jsp>

COMMON NAME. Fly shaker, elephant ear

GROUP. Cutaneous

WHOLE SALE SECTION. Chuck, Flank

ORIGIN. A thin tendon from the muscle passes forward with the posterior deep pectoral muscle and the tendon of the latissimus dorsi, to the medial tuberosity of the humerus

INSERTION. Connect to fascia above the stifle.

ACTION. Twitches the skin around the abdominal region.

INNERVATION. Cutaneous branches of the thoracic and lumbar (spinal) nerves

BLOOD SUPPLY. Cutaneous branches of the brachial, thoracodorsal, lateral cutaneous branches of the dorsal intercostal arteries

RETAIL CUTS. Beef Flank Steak, Beef Chuck Arm Pot Roast, Beef Chuck Arm Pot Roast Boneless, Beef Chuck Arm Steak, Beef Chuck Arm Steak Boneless





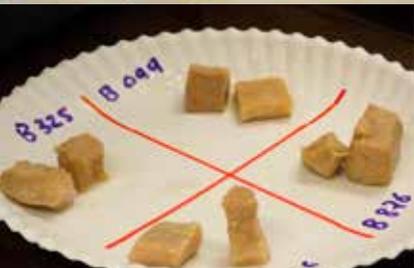
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¹ **Huerta-Leidenz, N., A. Valdez Muñoz, M.S. Rubio Lozano, and F. Ruiz Lopez. 2012.** Final Report - US and Domestic Rose Meat Under Natural and Marinating Conditions.

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