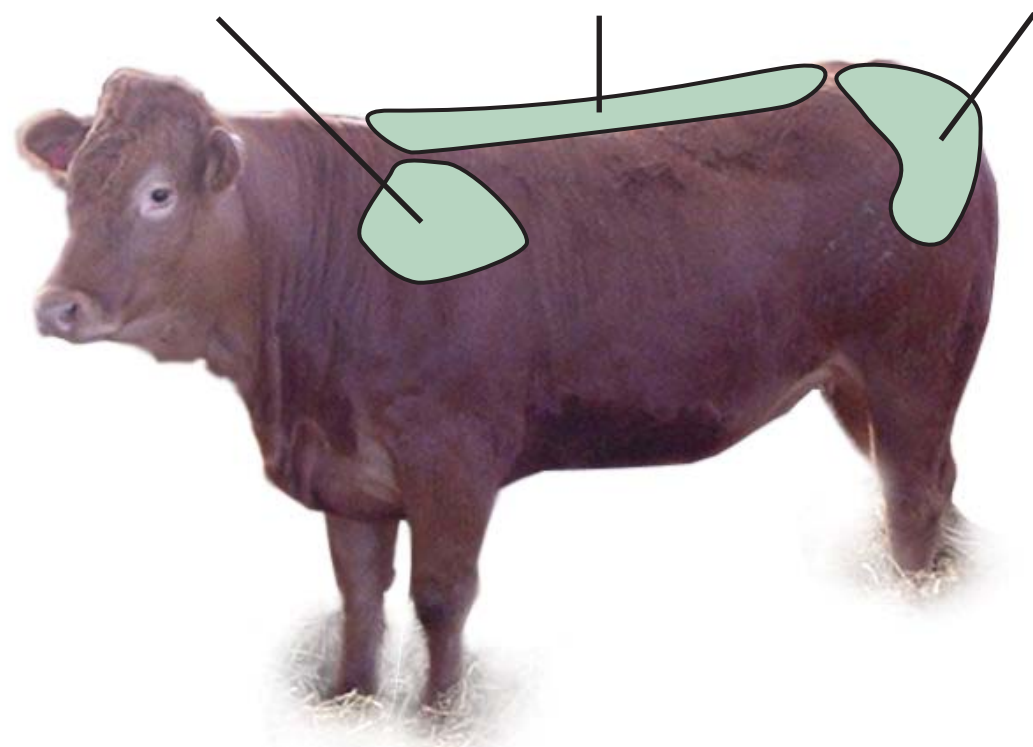




**Better Returns Programme**

# 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

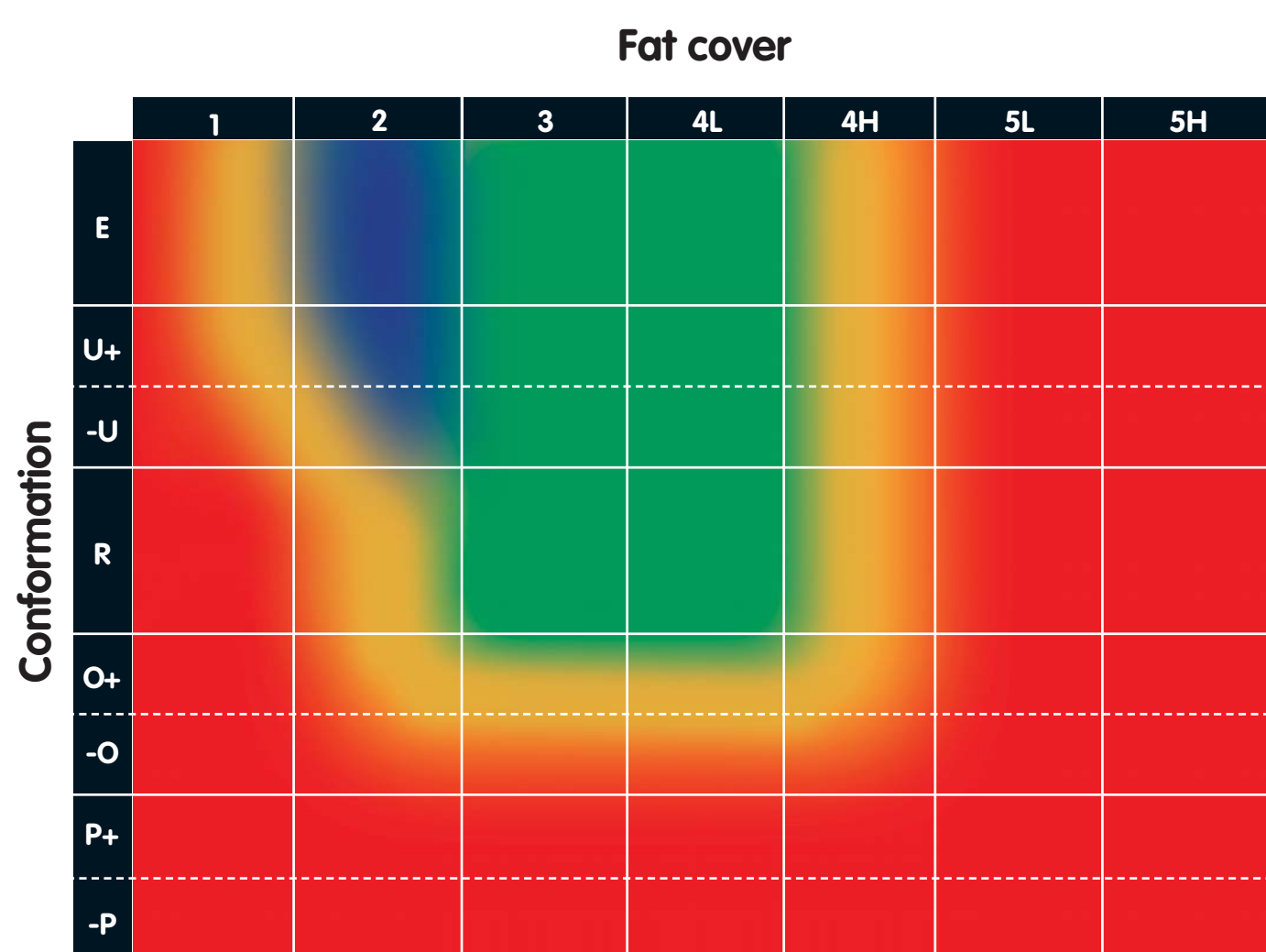


**Ideal 4L**

## Too fat O+5H



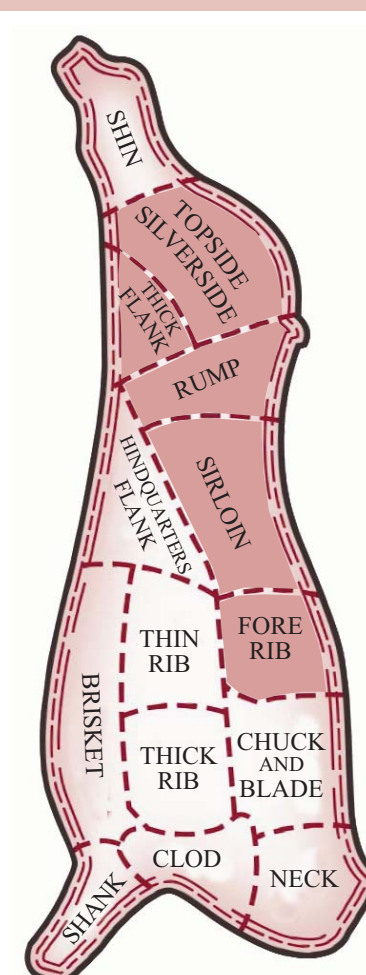
**Too fat 5H**



### 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

