



QUALITY BEEF
FROM FARM
TO TABLE

“Industry Perspective on Case Ready”

Reciprocal Meat Conference 2002

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Case Ready Meat Drivers

- ◆ Consumer
- ◆ Customer
- ◆ Product



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Consumer

- ◆ **What do they want?**
- ◆ **When do they want it?**
- ◆ **How do they want it?**





Consumer

◆ What do they want?

➤ Value

- Consistent eating experience that meets or exceeds expectations
- Leak proof package
- Limited but informative information regarding their purchase
- Confidence





Consumer

◆ When do they want it?

➤ Now

- In-stock
- Sell them what they want, not what you have to sell
- The consumer wants to buy sku's, not subprimals





Consumer

- ◆ **How do they want to buy it (packaging format)?**
 - **Leak Proof / Eye-Appealing Container**
 - **Traditional styrofoam/overwrap tray?**
 - **Hermetically sealed, plastic tray?**
 - **Hermetically sealed, styrofoam tray?**
 - **Functionality/recyclability**





Customer (Wholesaler / Retailer)

- ◆ **Clearly understand what is expected from your customer**
- ◆ **View the customer's business as they view it**
- ◆ **Direct marketing concept**
- ◆ **Ensure that the customer understands how the factory operates most efficiently**





Customer

- ◆ **Clearly understand what is expected from your customer**
 - **Case ready meat producer**
 - **Case ready meat producer and marketer**
 - **Responsible for valuable space within their store(s)**
 - **Product specifications (zero tolerance)**





Customer

- ◆ **View the customer's business as they view it (management through the cash register)**
 - **Markdowns/throwaways**
 - **Product turns (ROI)**
 - **SKU rationalization**
 - **Meat case modular design**





Customer

- ◆ **Direct marketing concept**
 - **Just-in-time ordering/inventory system**
 - **Product scheduling**
 - **Process scheduling (pull vs. push system)**





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Customer

- ◆ **Ensure that the customer understands how the factory operates most efficiently**
 - **Not a traditional backroom meat department**
 - **Respond with costs, not emotions**
 - **Partnership mentality**





Product

- ◆ Enhancement properties
- ◆ Packaging concepts
- ◆ Shelf life
- ◆ Zero tolerance product specifications (raw and finished products)





Product

- ◆ **Enhancement Properties**
 - **Case ready fresh beef**
 - **Case ready fresh pork**
 - **What level of solution**
 - **What type of antioxidant**
 - **What type of solution**





Product

- ◆ **Packaging Concepts**
 - **Low oxygen**
 - **High oxygen**
 - **Analogous to what the consumer has always purchased or not**





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Packaging Concepts



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Packaging Concepts



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Packaging Concepts



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Product

- ◆ **Shelf Life**
 - **Distribution shelf life**
 - **Display counter shelf life**
 - **Combination of both**
 - **Case ready is not a silver bullet to shelf life**





Product

- ◆ **Product Specifications**
 - **Build quality into the process**
 - **Cannot economically inspect every package**
 - **The customer sells it or they throw it away**





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Industry Success

Consumer

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Customer

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Product

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**“Know the way, go the way,
and show the way”**

- John C. Maxwell-



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