



French management of beef eating quality

I. Legrand / C. Denoyelle
Carcass and Meat Quality Service
Institut de l'Élevage, France

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A specialized R&D organization

Fork to Farm

- Support for the identification and traceability system for ruminants
- Support for the French Genetic Improvement organization
- Innovations for more efficient systems with better resource efficiency and positive environmental impact
- Innovations to improve equipment, working conditions and life of breeders
- Innovations for integrated animal welfare management
- Innovations for integrated health management
- Innovations to improve the nutritional and health quality of products
- Information and support activities towards the actors of the sectors on stakes and tracks of economic development

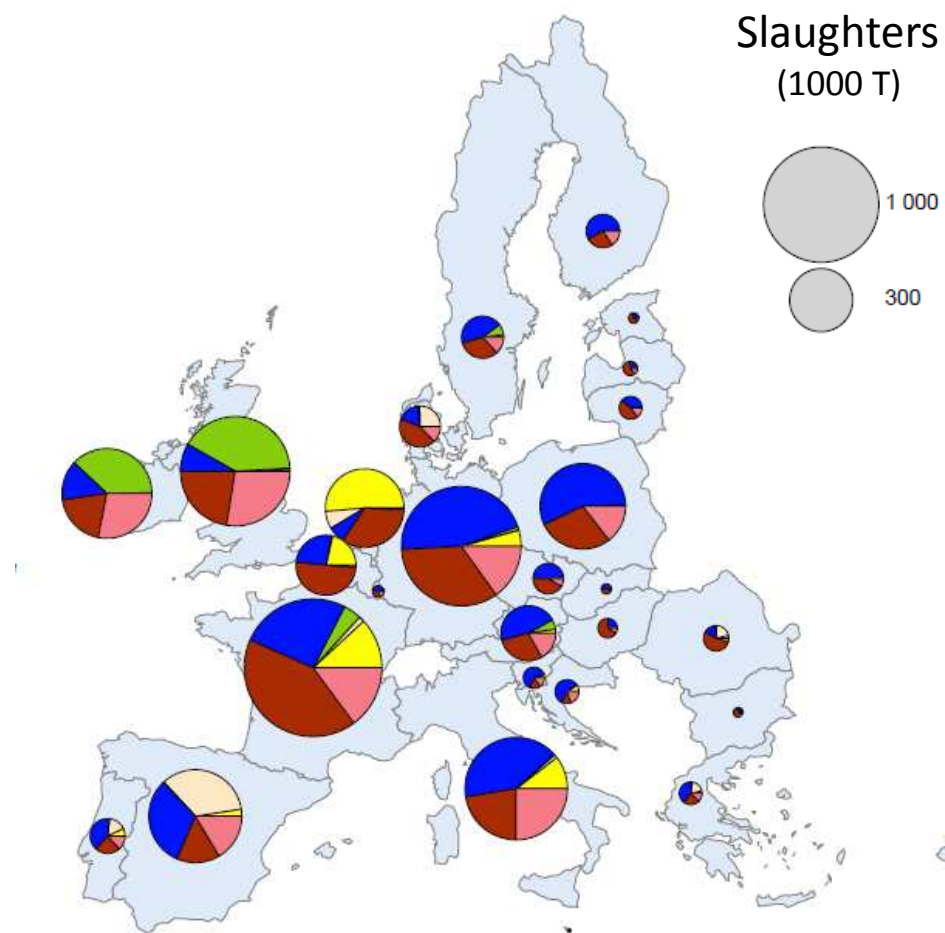
Agenda

- French management of beef eating quality
 - French Beef production figures
 - Quality management background
 - « Label rouge » foundations
 - The future

France : 1st cattle herd in Europe

18,2 millions heads/89,2 (EU28)

Country	Meat Production
France	1,4 MT
Germany	1,1 MT
UK	0,9 MT
Italy	0,8 MT
Spain	0,6 MT
Ireland	0,6 MT
Poland	0,6 MT



400 000 jobs (direct or indirect)

France: a wide variety of cattle breeds

**More than 40
breeds adapted
to various
production
environments
and production
objectives
(including eleven beef
breeds)**



Some background...

- 1905: it all begins with the wine...
 - Birth of the AOC (« Protected Designation of Origin » = PDO)
Soil is the basis of the concept
- 1960: first agricultural orientation law
 - Birth of « agricultural label »
- 1972: appearance of the logo « LR »
- 1974: first beef « LR »
- 1985: first sheep « LR »
- 1987: first pig « LR »
- 2003: Birth of meat « Label Rouge » Federation



The « Label rouge » meat foundations

- Based on technicals specificications defining production systems from the breeder to the retailer:

- Breed, crossbreed, ...
- Feed manufacturing: origin, type, ...
- farming: barn, available pasture, ...
- Finishing: modalities, treatments, slaughter age...



- Slaughter process : lairage times, carcass chilling, Europ classification (conformation and fatness), carcass weight, pH measurement...
- Ageing time
- Packaging



The « Label Rouge » meat foundations

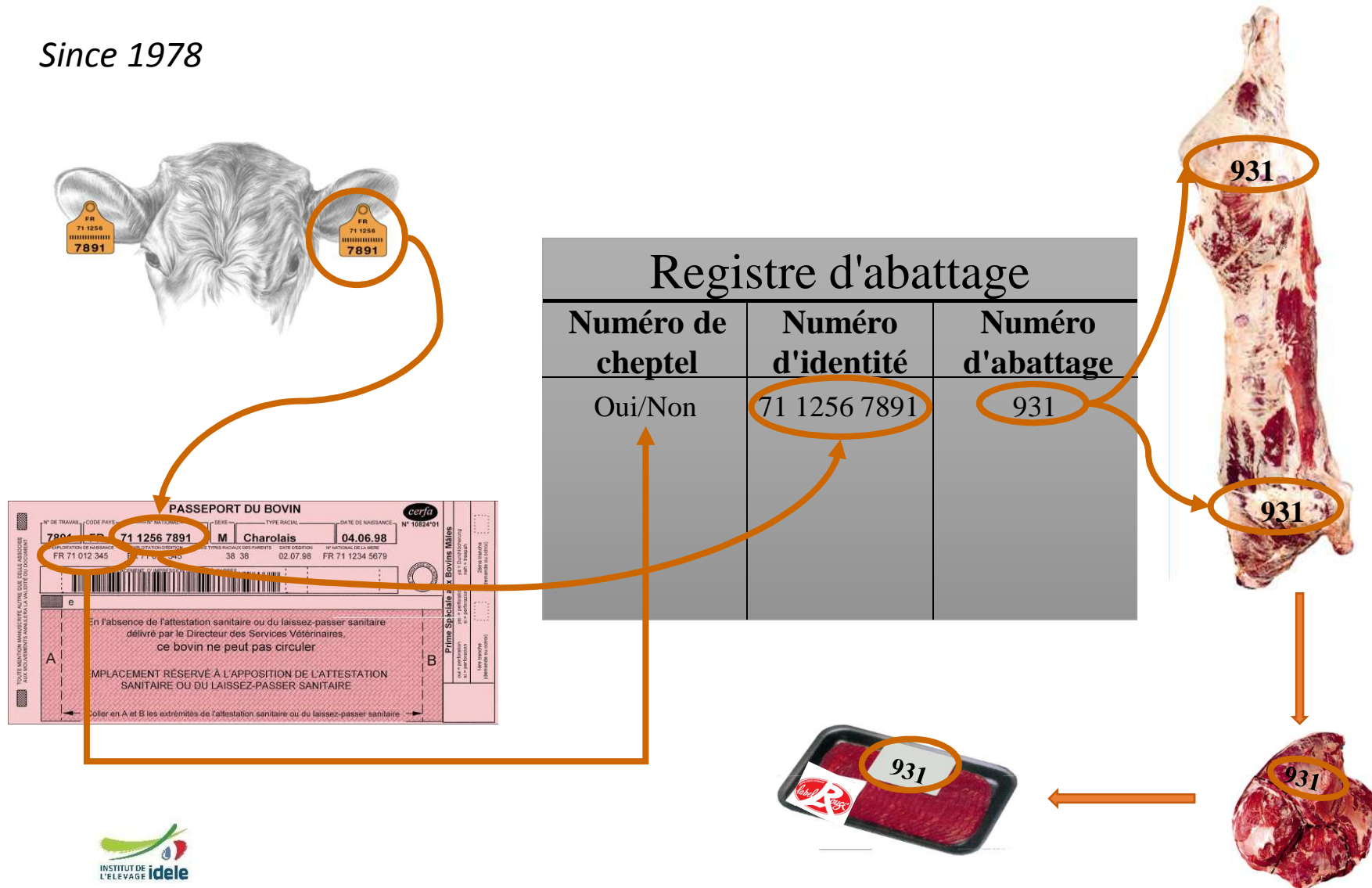
- Each meat « Label Rouge » is:
 - Based on the commitment of a chain: breeders, slaughterhouse(s), butchers, supermarkets
 - Led by a defence and management organization (« ODG »)
 - Defined by specifications, for example:
 - one breed: Charolaise
 - Conformation score : EUR
 - Fat score : 2,3
 - Ageing time: 12 days
 - ...
 - Chosen for making a premium quality product regarding:
 - Eating quality
 - Production conditions
 - Product image



The « Label Rouge » meat foundations

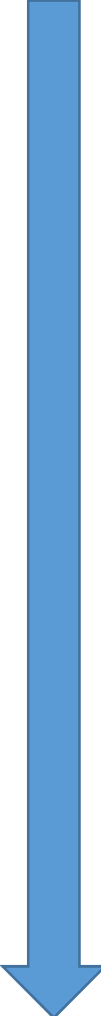
- Total individual traceability from animal to steak

Since 1978



The « Label Rouge » meat foundations

Main control points all over the chain



Date of birth
Mother and father breeds
Place of birth
Breed

Type of Feed

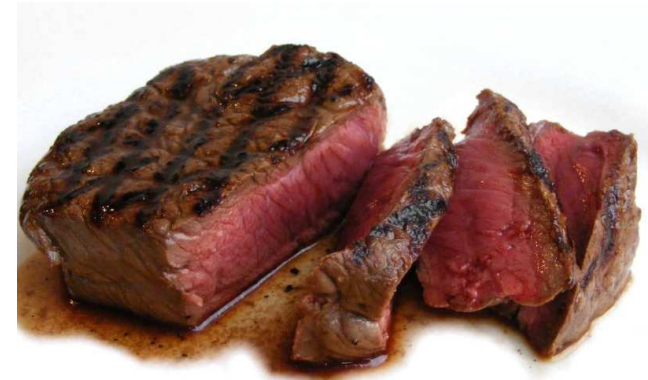
Welfare
Transport

Pre-slaughter conditions
Chilling
Conformation and fat score
Cutting (muscle preparation level)

Ageing

Marketing

...



**To guarantee
the premium quality :**

**Consumers test
panels**

Global satisfaction,
Meat and Fat color,
Tenderness,
Odour, Flavour...



French Livestock: Label Rouge

Blonde d'Aquitaine



Limousine, Blonde d'Aquitaine, Bazadaise



Blonde d'Aquitaine



La Blanc Bleu

La Charolaise



La Limousine



La salers



L'Aubrac



La Gasconne

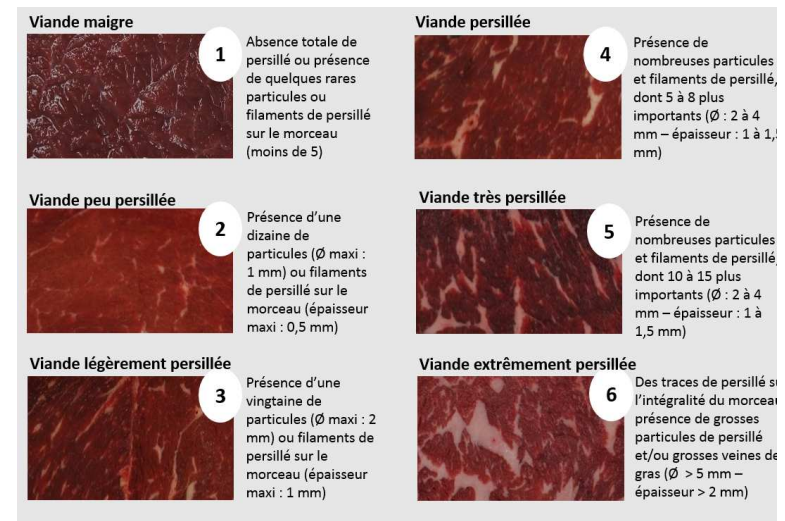


16 beef « label rouge » all over France

The future

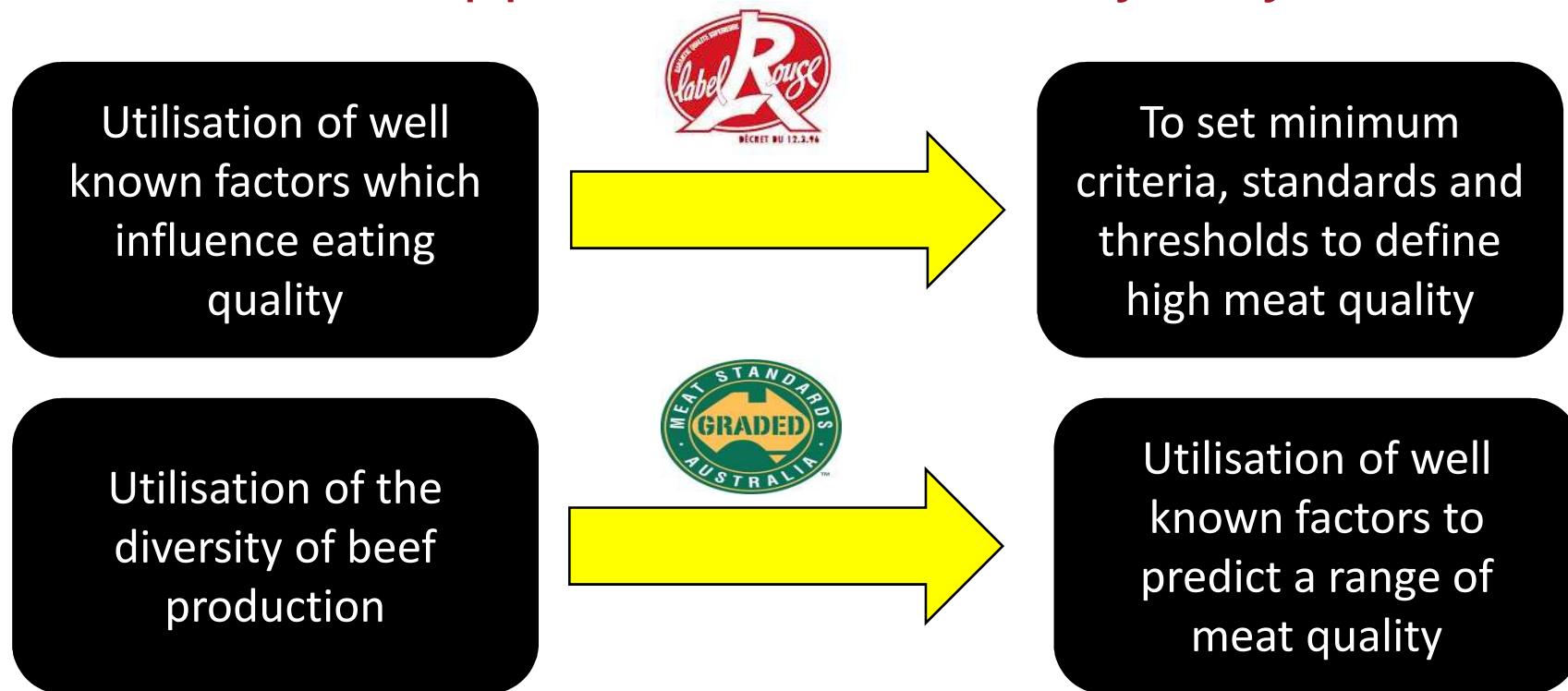


- **Aims of the meat sector (Interbev) :**
 - To increase the volume of « LR » production (up to 40%)
 - To add new specifications
 - To introduce a new quality measurement: Marbling
 - Development of a new standard with the assistance of French meat companies corresponding to needs (commercial channels)
- Link with other standards
- Test of measurement devices



Conclusions

- 2 different approaches but actually very similar



- Tomorrow, 2 complementary methods ?



**Thank you for your
attention**

Christophe.denoyelle@idele.fr

Isabelle.legrand@idele.fr