



# final report

Project code: V.EQT.1432  
Prepared by: John Chalmers  
Tastepoint Pty Ltd  
Date published: January 2015  
ISBN: 9781740362900

PUBLISHED BY  
Meat & Livestock Australia Limited  
Locked Bag 991  
NORTH SYDNEY NSW 2059

## Consumer beef sensory testing

### Brahman BIN

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government to support the research and development detailed in this publication.

This publication is published by Meat & Livestock Australia Limited ABN 39 081 678 364 (MLA). Care is taken to ensure the accuracy of the information contained in this publication. However MLA cannot accept responsibility for the accuracy or completeness of the information or opinions contained in the publication. You should make your own enquiries before making decisions concerning your interests. Reproduction in whole or in part of this publication is prohibited without prior written consent of MLA.

## **Abstract**

This project is for consumer sensory testing of beef samples which allows strategic review of the cut x cook accuracies of the current MSA model.

The consultant will:

Recruit untrained consumers, arrange test venues, conduct sensory testing of both sheep meat and beef samples, and submit data in accordance with MSA protocols as supplied by MLA.

Availability of the product for testing will be determined by MLA according to the needs of approved research project.

## **Executive summary**

Tastepoint Pty Ltd were contracted to conduct a series of beef consumer sensory 'picks' for consumer sensory data collection for MLA.

Samples to be tested were collected from a Brahman Breed Information Nucleus and yield trial as grills over a series of 7 picks.

Completion was achieved when Tastepoint submitted to MLA data from all of the 7 consumer sensory picks of beef samples. Submission of a final milestone report outlining the number of picks completed, pick numbers, session dates and location was also completed.

## Table of Contents

<b>1</b>	<b>Background.....</b>	<b>5</b>
<b>2</b>	<b>Project objectives .....</b>	<b>5</b>
<b>3</b>	<b>Results .....</b>	<b>5</b>
<b>4</b>	<b>Success in achieving objectives - Section.....</b>	<b>5</b>
<b>5</b>	<b>Conclusions and recommendations .....</b>	<b>6</b>

## 1 Background

This project is for consumer sensory testing of beef samples which allows strategic review of the cut x cook accuracies of the current MSA model.

The consultant has been contracted to recruit untrained consumers, arrange test venues, conduct sensory testing of both sheep meat and beef samples, and submit data in accordance with MSA protocols as supplied by MLA.

## 2 Project objectives

At the direction of MLA, Tastepoint Pty Ltd will conduct 7 consumer sensory “picks” beef samples and submit consumer sensory data to MLA.

Samples to be tested include:

- 7 picks from the Brahman BIN and yield trial – Grill

7 Beef picks @ \$7,300/pick	\$51,100.00
-----------------------------	-------------

## 3 Results

Raw data output file can be found at

<http://projects-ishare.mla.com.au/projects/j10363/default.aspx>

*Milestone 2 Completion Report - V.EQT.1432*

### Consumer Beef Sensory Testing - Brahman BIN

Picks	Pick Nos.	Session Dates	Locations
1	922	13-Nov-14	Tooradin
2	923	15-Nov-14	Doncaster
3	924	19-Nov-14	Heathmont
4	925	27-Nov-14	Devon Meadows
5	926	4-Dec-14	Mt Eliza
6	927	18-Dec-14	Devon Meadows
7	928	22-Jan-15	Frankston

## 4 Success in achieving objectives - Section

- Completion of 7 sensory picks of beef samples (data submitted)
- Submission of final report outlining detail required (appendix 1)

## **5 Conclusions and recommendations**

Project is now complete. Recommendation to pay the final invoice and discuss results internally (MLA).