

MSU Product Center

For Agriculture and Natural Resources

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Fresh Beef – Selective opportunities

Market drivers that provide selective opportunities

- Fresh beef products that appeal to the demand driver of **convenience** have selective opportunities.

Specific opportunities

- Increased use of single serve packaging, especially for roasts and ground beef could be used to appeal to single person households.
- Some people do not know how to cook certain cuts of beef such as veal. Attaching recipes to the packages of these cuts could also enhance convenience.
- Another way to enhance convenience is to offer pre-marinated beef products and pre-formed hamburgers. Younger consumers tend to be most open to these types of products.
- Red meat is considered easier to prepare than poultry. Reinforcing this belief could also create opportunities.
- Internet sales, direct sales and other methods could also be used to enhance the convenience of beef.

New product examples

- There have been few, if any, new product introductions in the fresh beef industry. Cuts are well established. This creates opportunities for entrepreneurs interested in enhancing the convenience of fresh beef.

Special issues

- There are a few major firms that dominate beef processing and distribution.
- While supermarkets are the dominant retail source of beef, smaller retailers such as butcher shops and other alternative methods are becoming more important.
- In order to take advantage of these opportunities the state may need a dedicated beef processing plant and have sufficient cattle number to supply the plant.

Key to success

- Consider the ability to offer products that appeal to more than one demand driver such as combining convenience with wellness, ethnicity or indulgence. Your ability to compete with larger firms.
- Is there the potential for collective activity such as cooperatives, etc?

Sources

Mintel. Red Meat.

_____. Global New Products Database.