

Industry-wide cooperative meat identification standards committee adopts updated URMIS nomenclature for the meat case.

The National Pork Board and Beef Checkoff Program received unanimous approval from the Industry-Wide Cooperative Meat Identification Standards Committee (ICMISC) to introduce updated Uniform Retail Meat Identification Standards (URMIS) nomenclature for fresh beef and pork for retailers to use on pack.

Changes to the beef and pork common names were the culmination of extensive consumer research which showed an opportunity for retailers to build consumer confidence in how to shop for and prepare beef and pork.

The revised nomenclature was previously reviewed by the USDA Food Safety and Inspection Service (FSIS) and American Marketing Service (AMS), and retailers, packers and scale label companies were engaged in the process.

The full list of the revised beef and pork common names are now available for retailers to integrate into their scale label programs on www.MeatTrack.com.

“We are pleased to have industry support to introduce new, simplified fresh meat names that will help consumers better understand the beef and pork cuts they see every day in the meat case,” said Jim Henger, senior executive director of B2B Marketing for the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff Program.

For more information about beef checkoff investment, visit MyBeefCheckoff.com.