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Are we what our cattle eat?

Abstract Globally, inflammatory diseases including obesity, cancer and cardiovascular diseases are at epidemic proportions. By improving the nutritive value of red meat, we can address the human risks to these diseases without the need to use pharmaceutical interventions, alleviating the pressure on the Canadian health care system. Cattle producers will benefit from the increased product demand along with a proactive approach to human health. In addition, managing all cattle with the same ultimate goal to produce grilling steaks has led to inefficiencies in the beef production cycle. Historically, ground beef has sold at a discount, but over the last 5-6 years there has been a clear inversion of the prices, with lean trim today trading at a premium in comparison to the overall carcass cut-out due to the increased demand domestically for ground beef in contrast to premium cuts i.e. grilling steaks. Identifying the end use early in the production cycle, and managing the choice/prime and select grade animals in a manner consistent with the animal's best end use, will improve the long-term sustainability of the beef industry. This research will enable the beef industry to develop a new split production model for two distinct outcomes: the high-end Prime grilling steak and the commodity ground beef market. And finally, producing ground beef more efficiently through the increased use of forages will result in a premium ground beef product with an improved n-6/n-3 ratio, trans-18:1 and CLA profiles that are healthier than the typical ground beef obtained from traditional conventional production systems.

Dr. John Church accepted the position as the B.C. Regional Innovation Chair in Cattle Industry Sustainability at Thompson Rivers University in July 2008. The Chair leads a multidisciplinary research team dedicated to the exploration and invention of innovative practices and technologies leading to the sustainability and enhancement of the cattle industry, rangelands, and meat production and related products. The scope encompasses production of the grazing animals through to harvesting, raw and value added meat products, and the preservation of the natural resources on which these industries depend.



CODS

**INTERDISCIPLINARY
SEMINAR**

**Thursday,
Jan 29, 2015
HL 204
12:30 – 1:30**

EVERYONE

WELCOME!

Cake will be

served 😊