

## BEEFCOR (PTY) LTD.

Registration no. 1973/015057/07

### FEEDLOT DIVISION

**Tel:** 013 932 7000 · **Fax:** 013 932 7100  
Farm Boschkop  
PO Box 187, Bronkhorstspuit, 1020

### WHOLESALE DIVISION

**Tel:** 012 386 6079 **Fax:** 012 386 9239  
193 Industrial Rd  
PO Box 19763, Pretoria West, 0117



## **Background**

The Beefcor Dry Ager Select claim is based on the comparison between dry aged Beefcor Select product with the normal Beefcor Select product for which we registered a protocol that is registered with DAFF and is audited by SAMIC. The Dry Age process in addition to the normal Beefcor Select shows an improvement in both tenderness and flavour of the product. Our product also undergoes numerous quality control checks (a set of criteria to which the product is controlled) to ensure product quality is maintained.

## **Beefcor Dry Ager Select**

**Dry Aged Matured:** Matured is an ageing process whereby a section of meat is kept in a cold-room under strictly controlled parameters of 90% humidity and 5-degree Celsius and below and allowed to age in a dry state. This maturing results in the biochemical breakdown of collagen and muscle fibers within the meat (Degradation of cells) resulting in fewer connections between collagen and muscle strands and increasing the tenderness.

**Flavour and tenderness:** Due to the maturing process and the breakdown of muscle cells within the section of meat, the flavour is altered by releasing cellular fluid into the intercellular spaces and allowing for oxidation of fluids which alter the taste of the product as well as proteolytic degradation of muscle fibers into short peptides, nucleotides, free amino acids, and various other nitrogen-containing compounds contribute to meat flavour enhancement. The increase in tenderness is outlined in the Dry-aged matured process above which states "This maturing results in the biochemical breakdown of collagen and muscle fibers within the meat (Degradation of cells) resulting in fewer connections between collagen and muscle strands and increasing the tenderness"

[www.beefcor.com](http://www.beefcor.com)

**Directors:** K Austin \* MJ Barrett (Chairman) \* IB Kok (Financial) \* T Meyer \* JJ Potgieter \* JR Watson (Managing)

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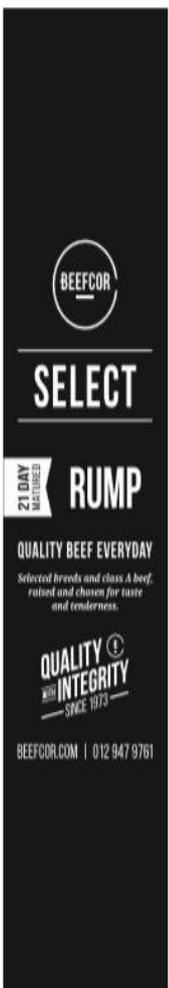
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## PRODUCT BRANDING



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