

Consumer Acceptability and b-Carotene Content of Beef as Related to Cattle Finishing Diets

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ABSTRACT: Ribeye steaks (Longissimus muscle) and ground beef from 15 Angus or Angus x Hereford steers slaughtered at weights of 480-500 kg were evaluated for proximate composition, color, β -carotene content and consumer preference. Three groups of five animals were finished on annual ryegrass pasture (*Lolium multiflorum*), ryegrass and "Coastal" bermudagrass hay (*Cynodon hybrid*), or a feedlot diet. β -carotene content of ribeye steaks and ground beef was higher ($p < 0.05$) for the forage finished animals than those finished in the feedlot. There was no difference in scores from consumer panels ($n = 80$) for steaks from feedlot or pasture finished animals, but scores for ground beef from cattle finished on the feedlot diet were higher than other treatments ($p < 0.05$).

KEYWORDS: beef, β -carotene, annual ryegrass, consumer acceptability