

BAM

SECTION 7

BAM Certification

Take BAM training to a new level with a fun and easy-to-implement certification program.

For more information, please contact:

National Cattlemen's Beef Association

Phone: (303) 694-0305

or visit us at www.beefretail.org



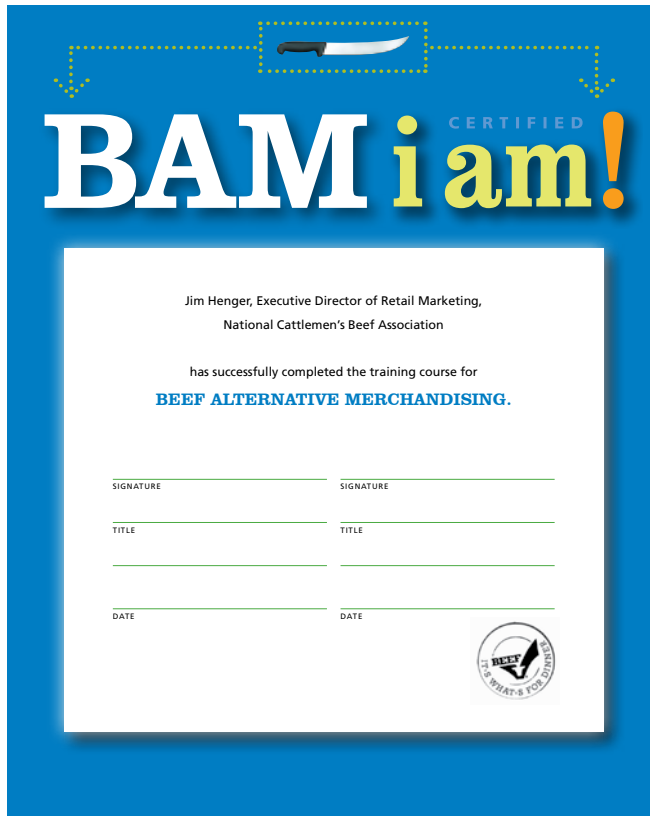
©2009 Cattlemen's Beef Board and National Cattlemen's Beef Association



Are You **BAM** Certified?

SHOW YOUR PEERS AND CUSTOMERS that you are a fully trained BAM professional by completing the Simply Beef BAM Certification Program. Displaying the certificate in your department will add value to your staff's knowledge and show your customers you took to the time to invest in your employees.

After meeting the following criteria each participant will receive a certificate of completion.



Retailer defined:

- Must attend an NCBA BAM cutting seminar or a training program conducted by a corporate approved specialist or NCBA certifier.
- Implement the program using at least two subprimals.
- Pass a quick 10 question test. All 10 questions will be covered during the seminar.

Have fun with BAM and fun with your customers.

Questions for **BAM** Certification:

1. *What is BAM?*
2. *Why BAM?*
3. *What are the BAM Cuts?*
4. *How are the BAM cuts different from traditional cuts?*
5. *Are the new cuts lean?*
6. *What is the proper portion size of BAM cuts?*
7. *What is a beef filet?*
8. *Are beef tenderloin steaks the same as BAM filets?*
9. *Why do the new cuts cost more?*
10. *Do I need to season these news cuts?*



Answers to **BAM** Certification Questions:

What is BAM?

BAM is a beef alternative merchandising program.

Why BAM?

To utilize all the potential meat from today's larger subprimals and traditional subprimals and to respond to customers' desire for leaner, more health-conscious portions. By spending time and money on this process, you'll keep customers in the beef category and satisfied with their eating experience.

What are the BAM Cuts?

- Beef Top Loin Filet
- Beef Top Loin Petite Roast
- Beef Top Sirloin Filet
- Beef Top Sirloin Cap Steak
- Beef Top Sirloin Petite Roast
- Beef Ribeye Filet
- Beef Ribeye Cap Steak
- Beef Ribeye Petite Roast

How are the BAM cuts different from traditional cuts?

They are leaner and smaller. By removing the unwanted fat and cutting the subprimal differently, the meat cutter can easily cut thicker yet healthy cuts.

Are the new cuts lean?

All cuts are leaner than the traditional cuts and all but the new ribeye cuts qualify for lean based on the USDA's requirements.

What is the proper portion size of BAM cuts?

Filets and steaks are portioned into 4 to 6 ounces sizes and roasts are 1½ to 2½ pounds. Remember one portion of beef is 4 ounces raw, 3 ounce cooked.

What is a beef filet?

A beef filet is a new category. It is a steak-like cut that is slightly smaller than a traditional steak.

Are beef tenderloin steaks the same as BAM filets?

When referencing a cut of meat, you should always include the primal or subprimal name. For example: Beef Loin Tenderloin Steak or Filet (“Filet” or “Filet Mignon”). BAM cuts will also include the primal as well: Ribeye Filet, Top Loin Filet and/or Top Sirloin Filet.

Why do the new cuts cost more?

The BAM cuts are all hand-trimmed and packaged in smaller quantities. This is perceived as an added value to customers since they are ready to cook. The per pound cost is only slightly higher than traditional cuts.

Do I need to season these news cuts?

All BAM cuts are great with simple dry rubs and marinades. No need to tenderize. Just tell your customers these cuts are great with lemon pepper, garlic, pesto or their favorite herbs.

