

## FY 2018 Request for Proposals Product Quality Research



The National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, is soliciting research proposals in the area of Product Quality Research.

Research ideas should be novel and of high industry value and proposals should focus on improving the quality and consistency of beef palatability attributes.

Primary Considerations):

- What are the impacts of post-harvest handling challenges (i.e., cold chain abuse, packaging issues, chilling issues, short aging times, etc.) on beef palatability characteristics?
- How do cut quality attributes differ among carcasses of the same quality grade with varying carcass weights and ribeye areas?
- Are there new analytical techniques or technologies for evaluating and/or predicting flavor that can be utilized by the beef industry? Could a combination of attributes (i.e., quality grade, age and degree of doneness) be used to predict beef flavor outcomes?

### **Submission Instructions:**

Proposals must meet the submission deadline and follow the guidelines in this RFP to be considered. Accepted projects will be funded (or funded in part) by the Beef Checkoff.

Research objectives should be clearly defined and studies should be well-controlled. Proposals should clearly state their relevance and potential benefit to the beef industry. Leveraged funding through collaborations with industry, foundations, government and other sources with matching funds is encouraged. In addition, collaboration with additional researchers or institutions is encouraged where appropriate.

PIs may submit more than one proposal. A CV is not required. If included, CVs will not count against page totals.

**Questions related to this RFP should be directed to Michelle Rossman**  
([mrossman@beef.org](mailto:mrossman@beef.org))

**PROPOSALS MUST BE SUBMITTED BY MARCH 12, 2018. PROPOSALS WILL BE SUBMITTED USING AN ONLINE FILE SHARING WEBSITE. [PLEASE USE THIS LINK TO SUBMIT PROPOSALS.](#)**

### **Proposal Outline - Maximum Length of 5 Pages**

- I. Investigator(s) & Institution Contact Information
- II. Title
- III. Objectives
- IV. Description & Methodology
- V. Benefit to the Industry
- VI. Detailed Budget Table & Timeline Including Start and End Dates

Research Timetable – Project timeline can begin on or after 5/1/2018; projects must conclude and final reports must be submitted by 5/31/2019.

### **Additional Detail**

PIs should review completed Product Quality projects to avoid submitting an idea that already has been covered. Completed project summaries are available at <http://www.beefresearch.org/productqualityresearch.aspx>.

We understand that PIs do not know the nature of ongoing research projects. However, a list of ongoing projects cannot be made available due to contracting sensitivities. Please understand this limitation and use your best judgment to submit proposals that are both novel and relevant.

### **Project Deliverables**

Project deliverables will include, at minimum, a final technical report with a full listing of research results and implications, and abbreviated executive and lay summaries highlighting key points from the full technical report. Final technical reports must follow a standard outline and be thorough and interpretive in nature. Deliverables also will include a final statement outlining all project expenditures from the institution's business office. Funds cannot be spent beyond the project end date established in the project contract. Deliverables will be due on or before the project end date established in the contract.

### **Review Criteria**

Proposals will be reviewed by a panel of independent industry experts and applicants will be notified of funding decisions by April 16, 2018. Proposals will be evaluated for: clearly defined hypothesis and objectives, experimental design/methods and convincing evidence that the proposed research will change the concepts, methods, technologies, treatments or preventative interventions that drive this field.

### **Disclaimer**

We are aware that academic institutions have financial obligations for administering the research grants awarded to their faculty members. However, overhead costs, principal investigator salaries, tuition and equipment purchases will not be considered as part of the funds made available for this research.

Please share this RFP with interested colleagues.

Visit [www.beefresearch.org](http://www.beefresearch.org) for additional information on the checkoff-funded Product Quality Research program.