

LMC, LLC
Sensory Panel Report
Prepared By: Allen R. Williams, Ph.D.
Prepared For: Albaugh Ranch – Fallon, NV

Report Summary: The Sensory Evaluations or “Taste Tests” were conducted by a trained sensory panel that is used in all the LMC, LLC Sensory Panel Evaluations. Grass Fed Ribeye and Strip steaks were evaluated from five different individual cattle and compared directly to a control or "check" USDA Choice Grain Fed Ribeye and Strip Steak. All sensory evaluations were conducted in a "blind" test with all samples coded. Individual Evaluators did not know what samples they were evaluating with each test. All steaks were prepared the same way with no additives and were cooked to a medium rare degree of doneness. Test samples were taken from the center core from each steak. All samples were evaluated for aroma, tenderness, texture, initial and extended flavor, initial and extended juiciness, and aftertaste. The scale was a 1 to 9 scale with 1 = Dislike Extremely and 9 = Like Extremely.

For the tested ribeye and strip steak samples, all scored significantly better than the control USDA Choice Grain Fed Ribeye and Strip steak controls, with the exception of Initial Juiciness, which showed no significant difference between the control and the samples. Based on the USDA Choice being the "Standard" for quality eating experience, all five samples of grass fed ribeye and strip steaks scored significantly better in every sensory category indicating an excellent eating experience for each grass fed steak sample. The average overall score for the grass fed ribeye samples ranged from 6.25 to 7.20, while the overall score for the USDA Choice Grain Fed Ribeye was 4.91.

For the Strip steaks, the scores for the grass fed steak samples ranged from 6.80 to 7.20, while the overall score for the USDA Grain Fed Strip Steak was 5.31. It is important to note that with a trained Sensory Panel, the evaluators are going to be rather stringent in their scoring, therefore scores of 5.0 or better tend to indicate a good eating experience.

The conclusion from this test is that the samples supplied by Albaugh Ranch were of superior quality and would provide an outstanding eating experience.

Sincerely,

Allen R. Williams

Allen R. Williams, Ph.D.
LMC, LLC - President

Allen Williams is founding partner and President of LMC, LLC, an Agriculture & Food Industry consulting firm specializing in enhanced farm and food company sustainability and profitability through values based value chain product development and marketing, specializing in grass fed beef production. Allen is a sixth generation family farmer and holds BS, MS degrees in Agriculture from Clemson University and a Ph.D. from Louisiana State University. He spent 15 years in academia in research, teaching, and extension, and has written more than 300 peer reviewed and popular press articles. In 2000, he left academia and founded LMC, LLC. Since that time, he has worked with more than 3,500 farmers and ranchers in the US, Canada, Mexico, and South America. He currently serves as Chairman of the Association of Family Farms, Co-Chair of the Grass Fed Exchange, Co-Project