This book aims to update knowledge about the beef sector. This means providing technical information on meat production, processing and market, but also on consumers’ perceptions and expectations and on the links between livestock, meat and society. After an introductory chapter about history of meat, the book has been structured in four main parts, aimed at addressing all the themes listed above.

After a first part focusing on the production and processing of beef (from husbandry, to meat through the stages of slaughter and conversion of muscle to meat during ageing), a state of play of the meat market and evolutionary trends is proposed in a second part. Consumers’ perceptions and expectations are then discussed in the third part. In the last fourth part, the testimonies of various experts on the links between livestock, meat and society are presented, allowing in particular to address the main current questions: services rendered by livestock, new consumer trends, risk on the health of the overconsumption of meat, ....

This book is the result of the collective work of researchers, professors, engineers and professionals from diverse backgrounds, experts in their fields. Have thus contributed significantly to this work:

- many INRA researchers, especially from the Joined Research Unit Herbivores but also from other units,
- professors from institutions of higher agricultural education and from universities,
- engineers from the Technical and Research Institutes, in particular from the Livestock Institute
- but also professionals in the field.

Designed for students in agricultural and agri-food sectors and for their teachers of animal production, this book can also be useful to engineers and technicians of Research and Development departments, researchers, veterinarians and other livestock stakeholders, including, of course, the farmers themselves.

**Valorisation**


https://www.lavoisier.fr/livre/agro-alimentaire/viande-bovine/ellies/descriptif-9782743023317


Séminaire TagMyFood du 6 juin 2018 : « Les outils modernes pour valoriser les viandes de caractère et les professionnels qui font le choix de la qualité »

http://www.tagmyfood.com/fr/MSA.aspx

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