

INSIDE THE COW

FROM CUTS TO CUISINE

ABOUT THE TOPIC

Why This Topic?

- Everyday Relevance
- Understanding the journey from origin to table
- Cultural Significance

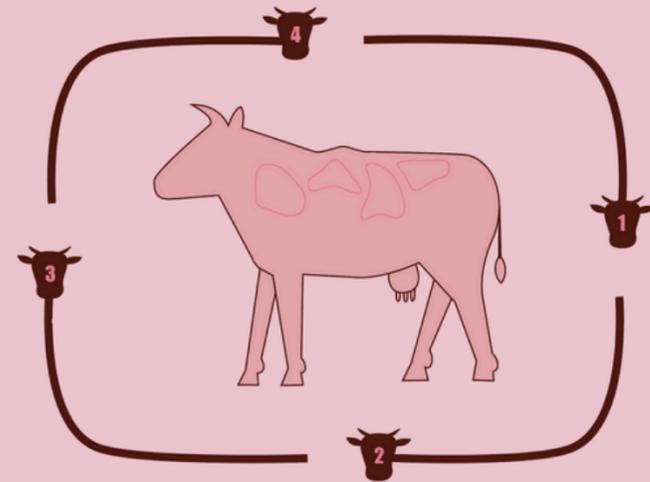
What's It About?

- Origin
- The process of creating meat and cheese.
- Nutritional Value
- Famous Dishes

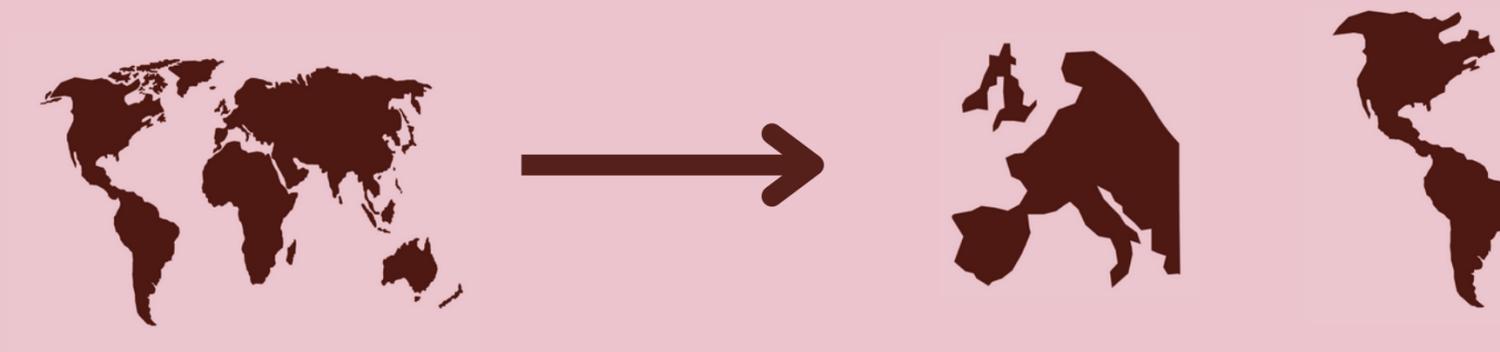


DESIGN APPROACHES

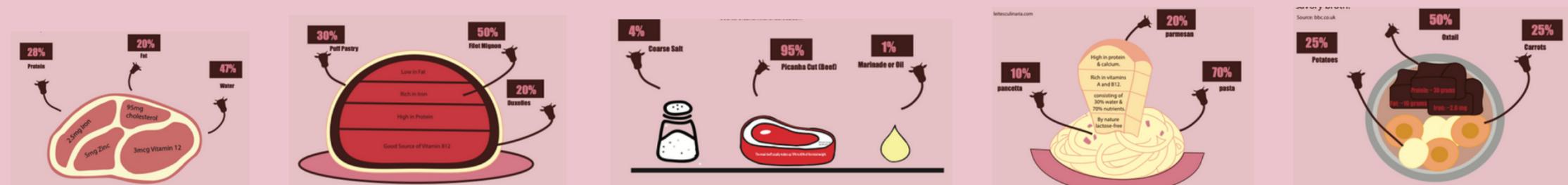
high impact



mid impact



charts



AFFORDABILITY (€ PER KG)

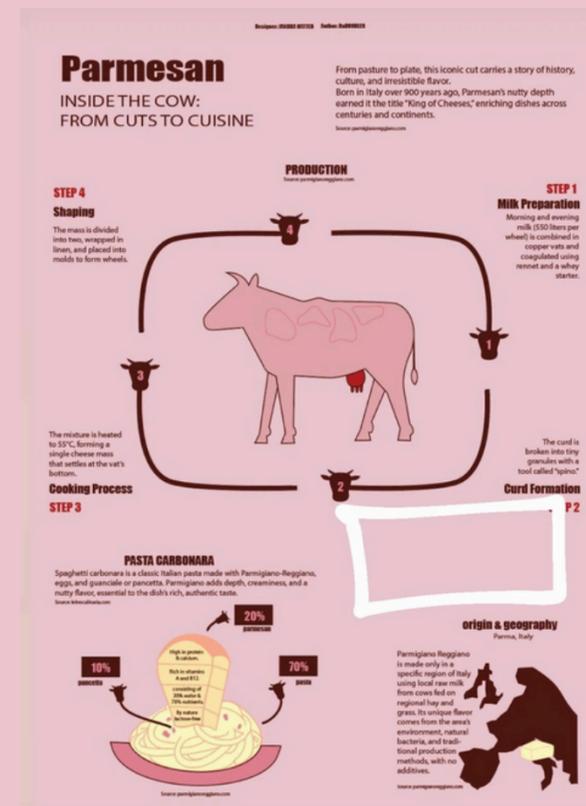
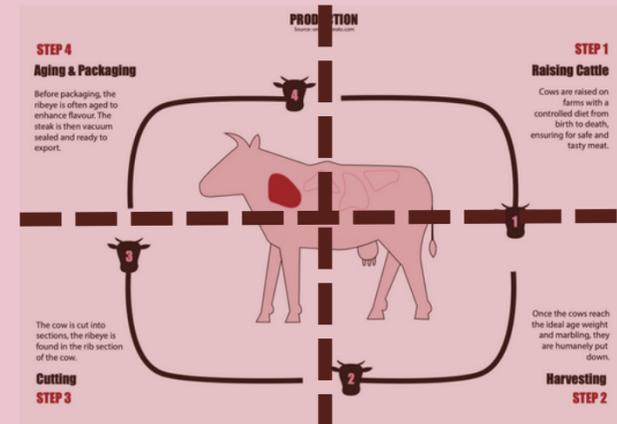


TIME TO COOK

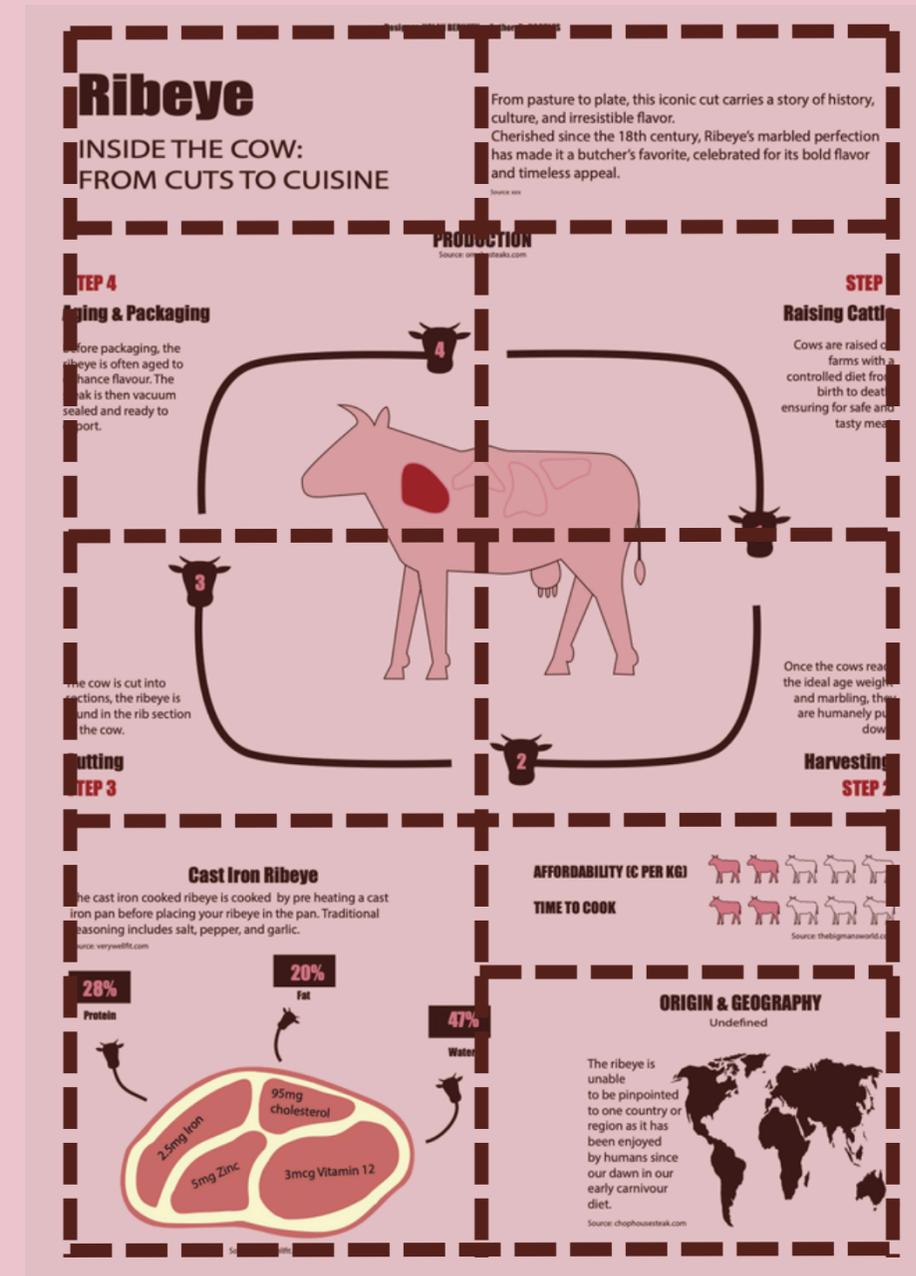


DESIGN APPROACHES

Symmetry



Empty areas were filled to achieve balance.



Structure

PROGRESS

AA **AA**

Findet Nemo
(but maybe we can
turn the fish into
cows)

Norwester



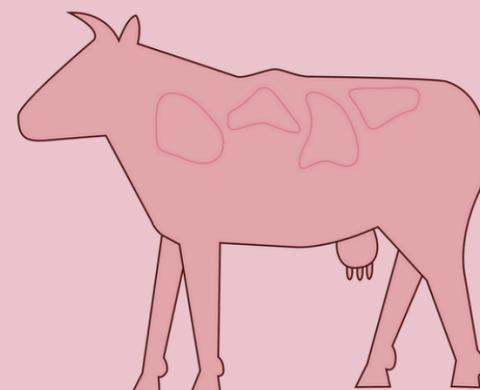
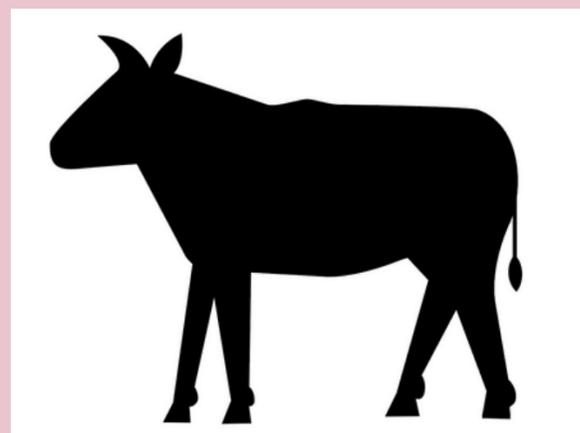
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INSIDE THE COW

FROM CUTS TO CUSINE

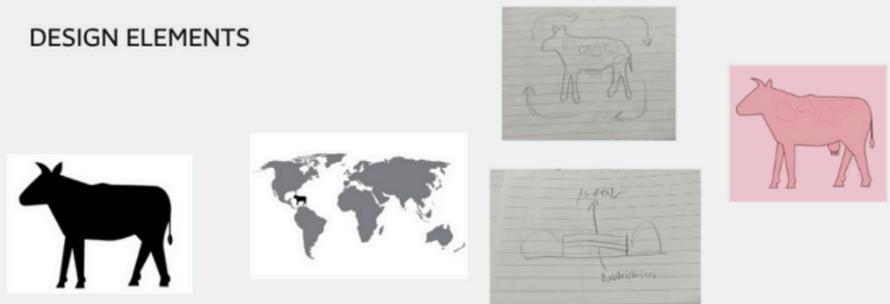
STORYTELLING
Discover the story behind the cow - its geography, history, production, and the role it plays in nutrition, economy, and culture.

This infographic uncovers the journey of the cow, one cut at a time. We explore its origins and the history behind its meat and cheese, highlight the specific area of the cow used, and dive into its production. You'll also see nutrition facts, popular dishes, and the economic significance of each cut. Finally, it raises the question: are our choices ethical? This is more than just an infographic - it's a deeper look at the connection between food, people, and the planet.

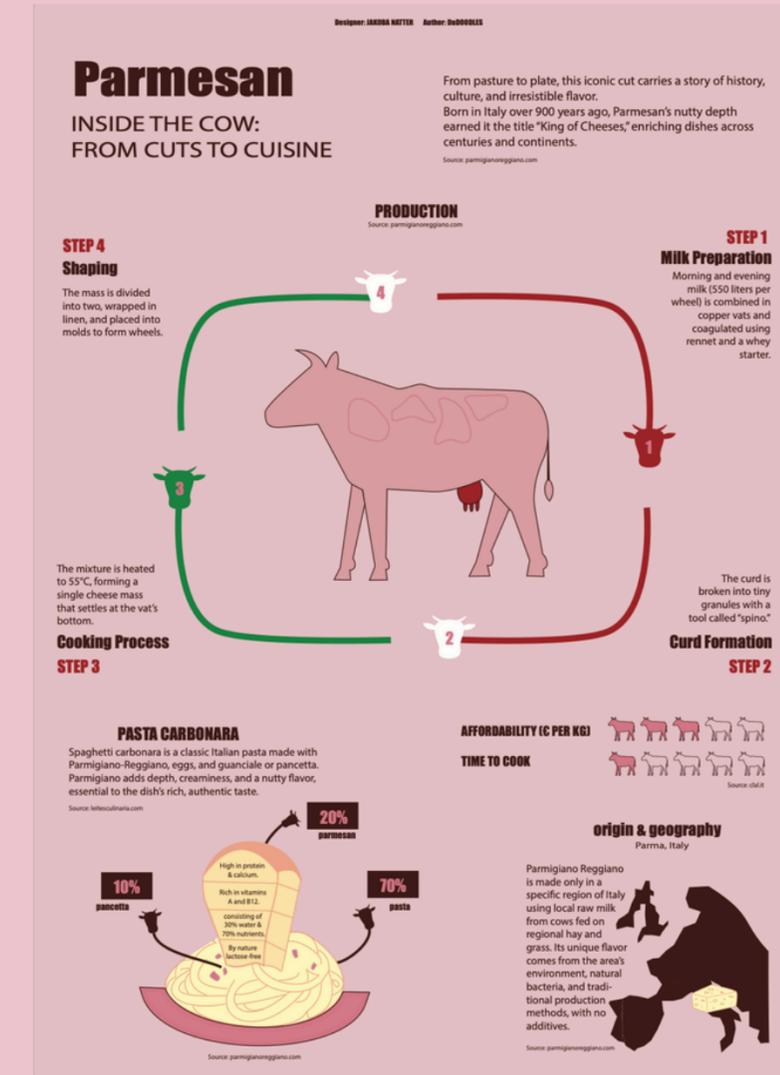
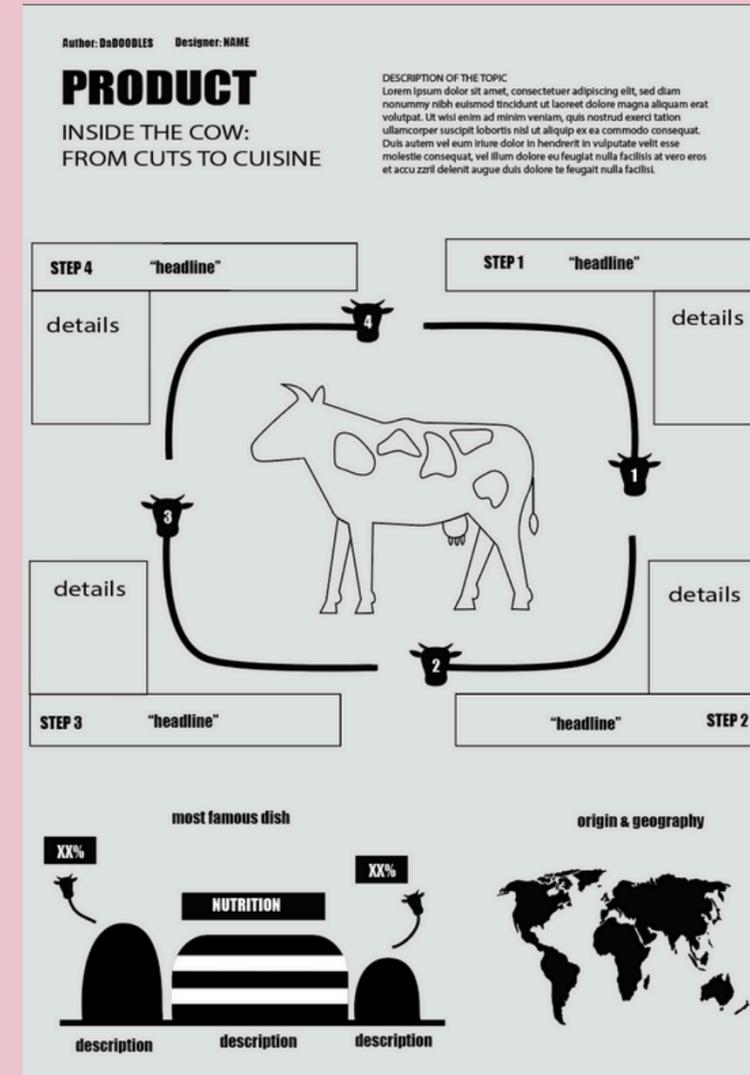
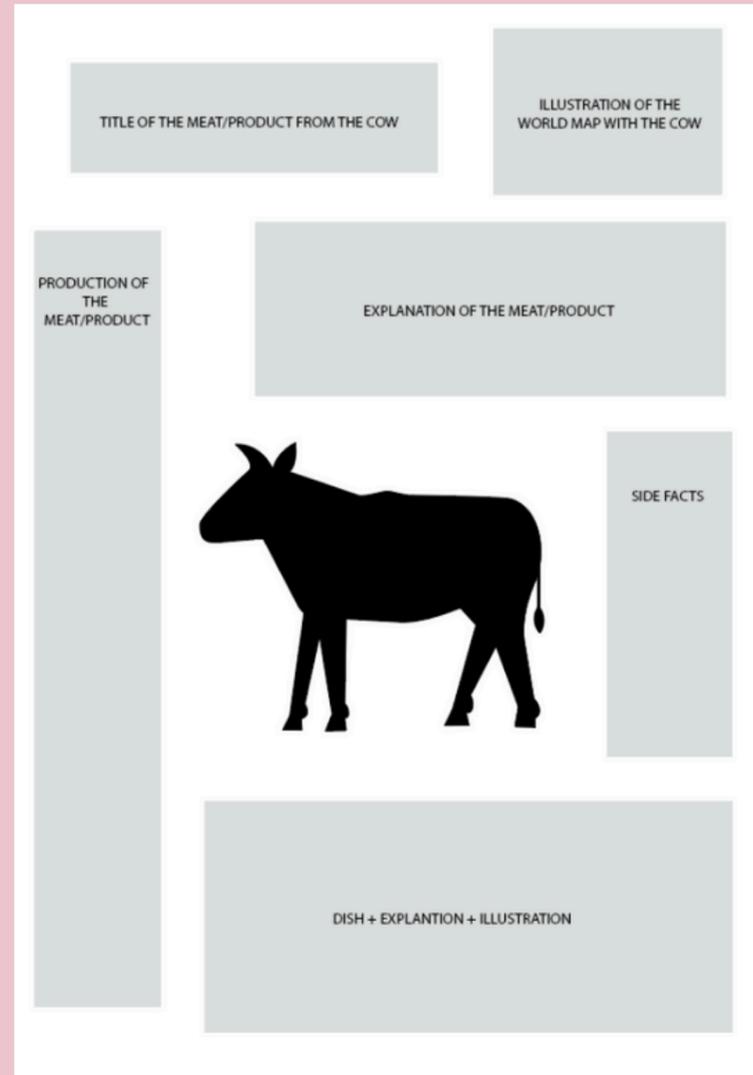
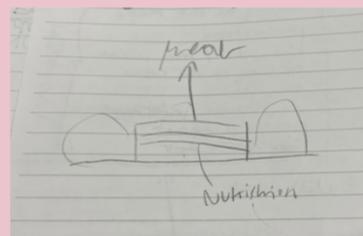
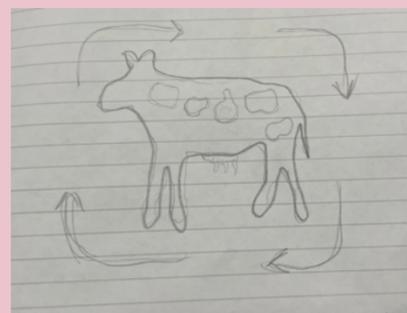
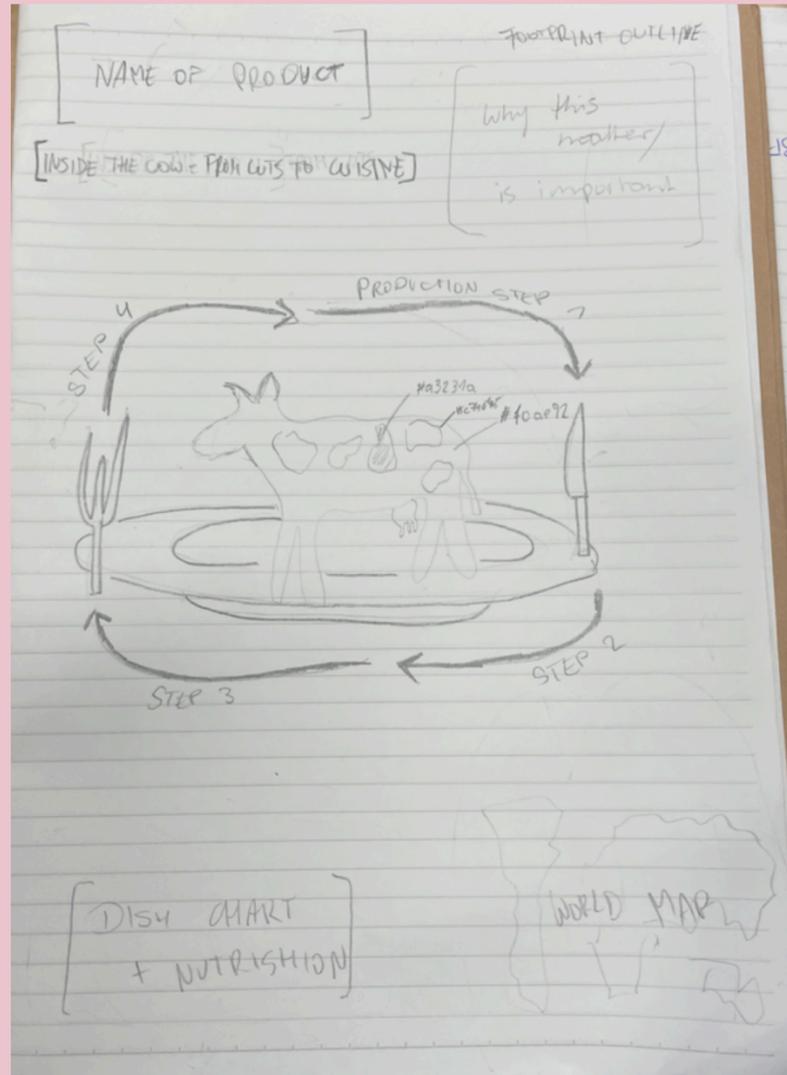
					
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DESIGN ELEMENTS

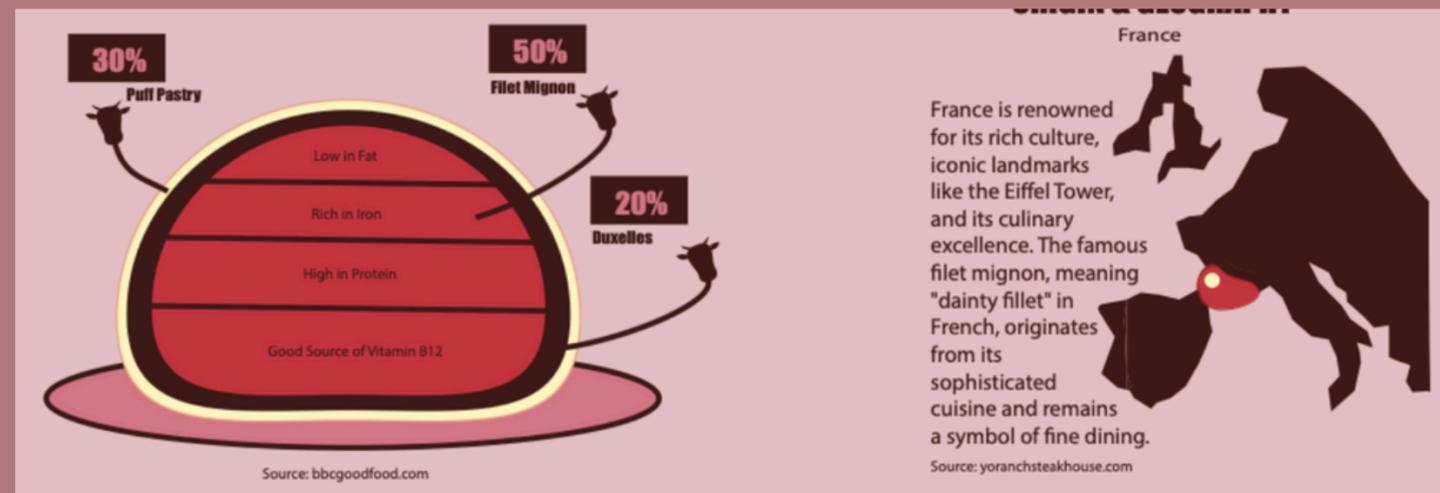


PROGRESS

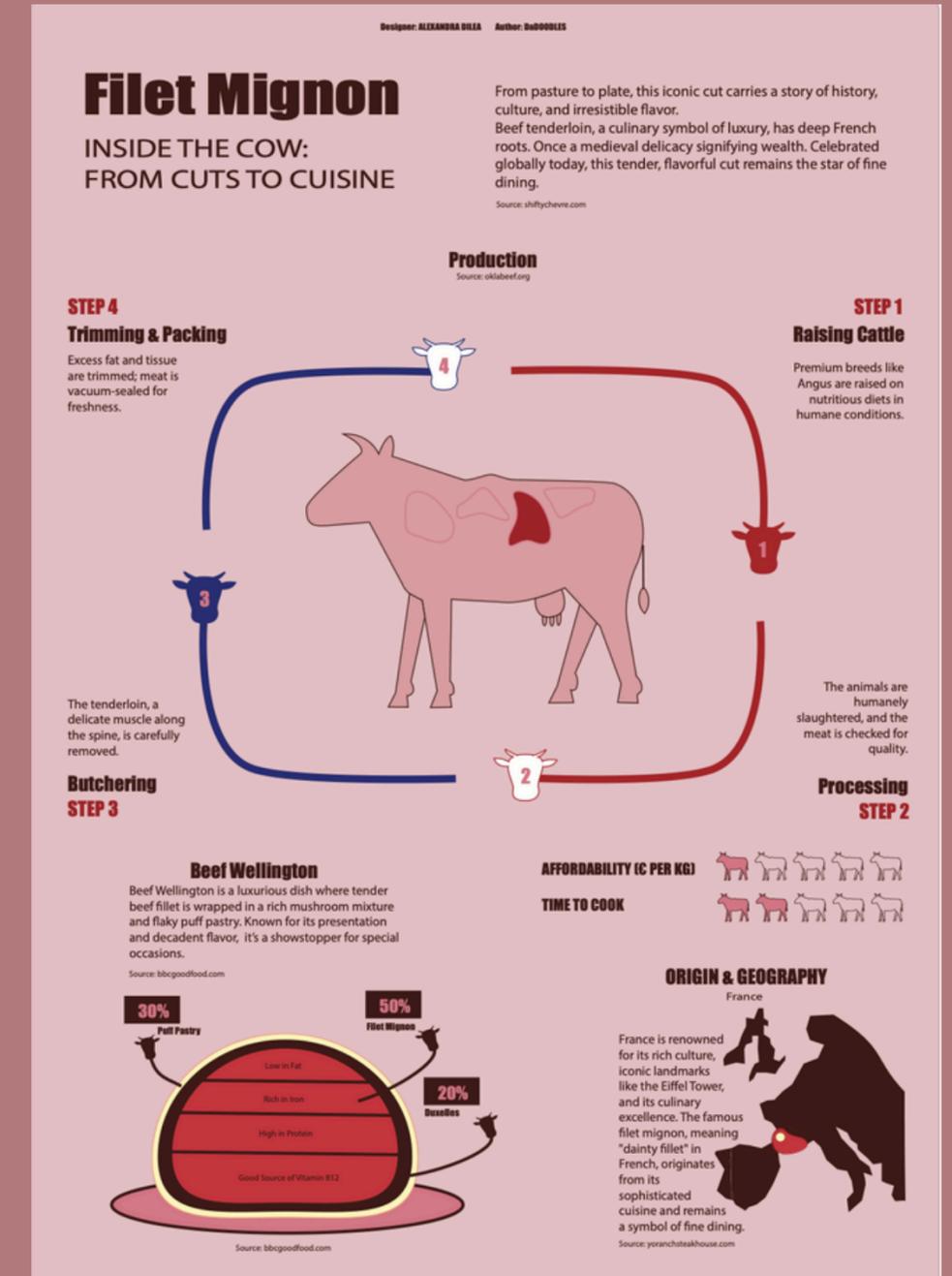


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PROBLEM

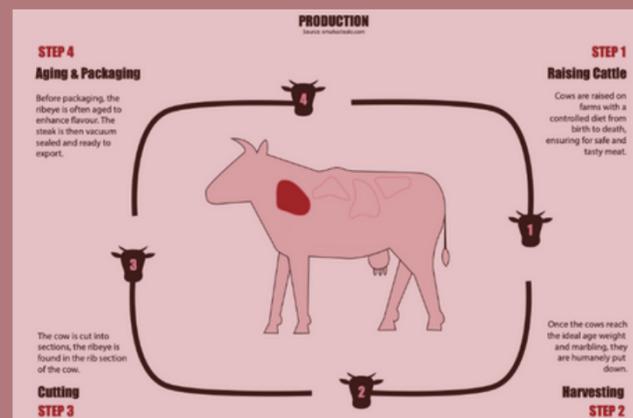
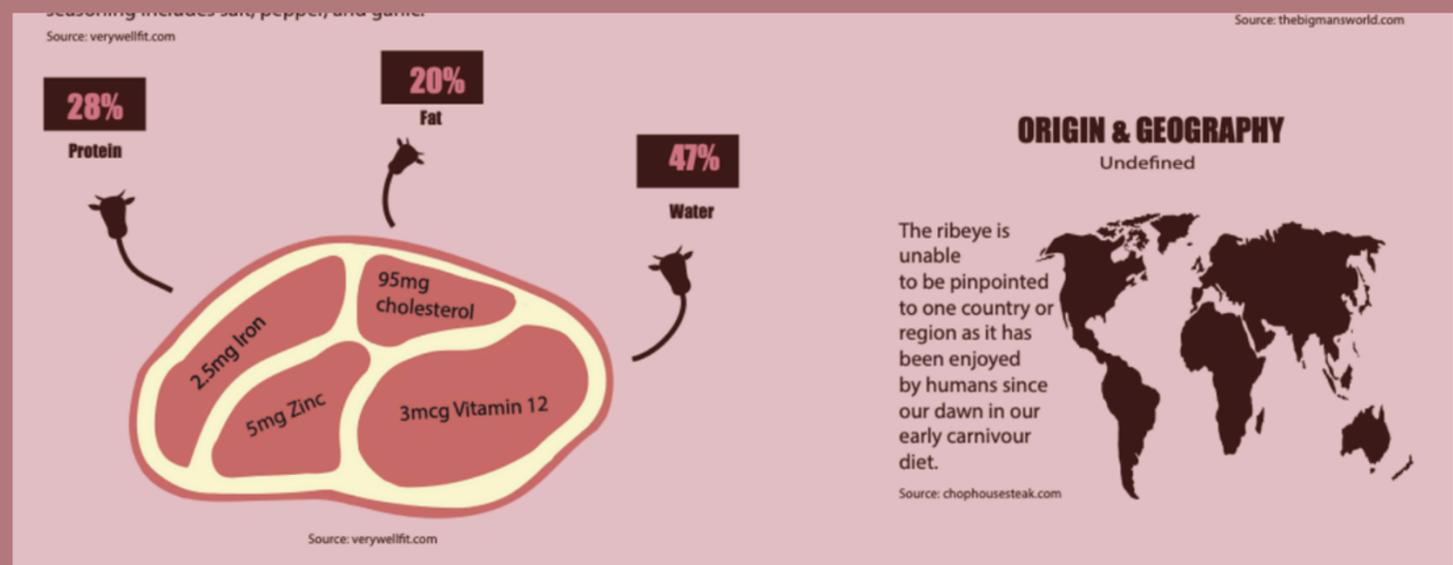


SOLUTION



NOLAN

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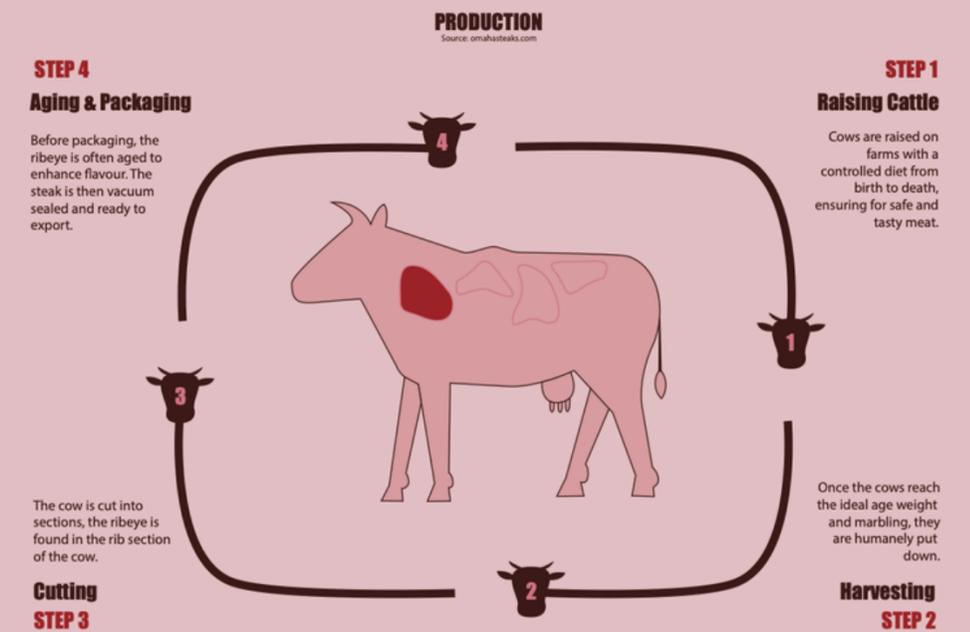
SOLUTION

Ribeye

INSIDE THE COW:
FROM CUTS TO CUISINE

From pasture to plate, this iconic cut carries a story of history, culture, and irresistible flavor. Cherished since the 18th century, Ribeye's marbled perfection has made it a butcher's favorite, celebrated for its bold flavor and timeless appeal.
Source: nix

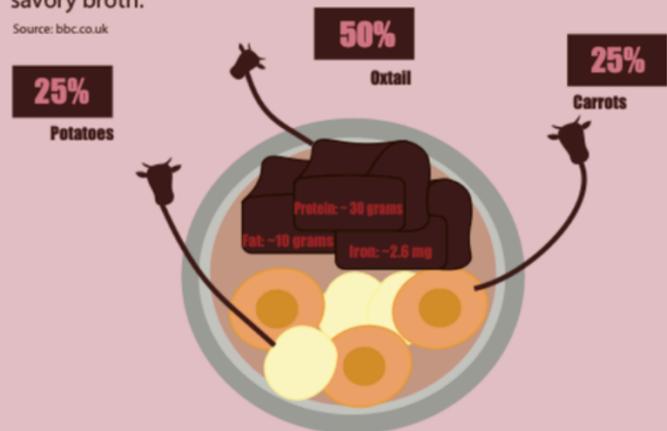
Designer: NOLAN HENRY Author: DaDOODLES



MAIA

PROBLEM

other accompaniments or spices to produce a very rich savory broth.
Source: bbc.co.uk



25% Potatoes

50% Oxtail

25% Carrots

Protein: ~30 grams
Fat: ~10 grams
Iron: ~2.5 mg

Source: bbc.co.uk

ORIGIN & GEOGRAPHY
England

Oxtail, originating in England during the 15th century, was traditionally used in hearty peasant dishes. Valued for its rich flavor and gelatinous texture, it became a staple in English stews and soups before gaining popularity worldwide.
Source: etymologyworld.com



SOLUTION

Designer: MAIA MARIA NADAI | Author: DaDOODLES

Oxtail

INSIDE THE COW: FROM CUTS TO CUISINE

From pasture to plate, this iconic cut carries a story of history, culture, and irresistible flavor. Oxtail which was once regarded as a "left over" piece due to its abundant gelatinous connective tissue and bourne marrow has become a coveted delicacy in many cuisines
Source: butchermagazine.com

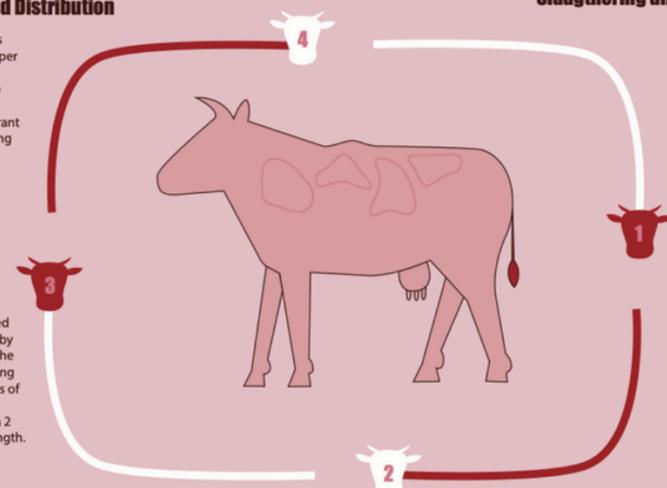
Production
Source: wikipedia.com

STEP 1 Slaughter and Tail Removal
After processing facilities carry out humane slaughter on cattle, the next step involves carefully detaching their tails from at the base of their spine

STEP 2 Skinning
The outer skin of the tail is meticulously stripped away to reveal the underlying meat and bone.

STEP 3 Sectioning
The tail is sectioned into smaller parts by cutting between the vertebrae producing individual portions of oxtail that are normally between 2 and 4 inches in length.

STEP 4 Packing and Distribution
The oxtail sections then undergo proper packaging and distribution to the market, butcher shops, and restaurant sections for cooking purposes.



OXTAIL SOUP
Enjoyed all over the world in all kinds of cuisines, oxtail soup is filling and keeps the body warm. Traditionally, oxtails are stewed with carrots, potatoes, and sometimes other accompaniments or spices to produce a very rich savory broth.
Source: bbc.co.uk

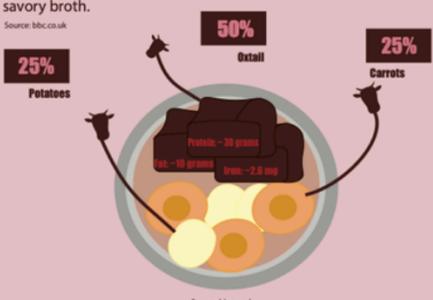
AFFORDABILITY (C PER KG)
TIME TO COOK



Source: bbc.co.uk

ORIGIN & GEOGRAPHY
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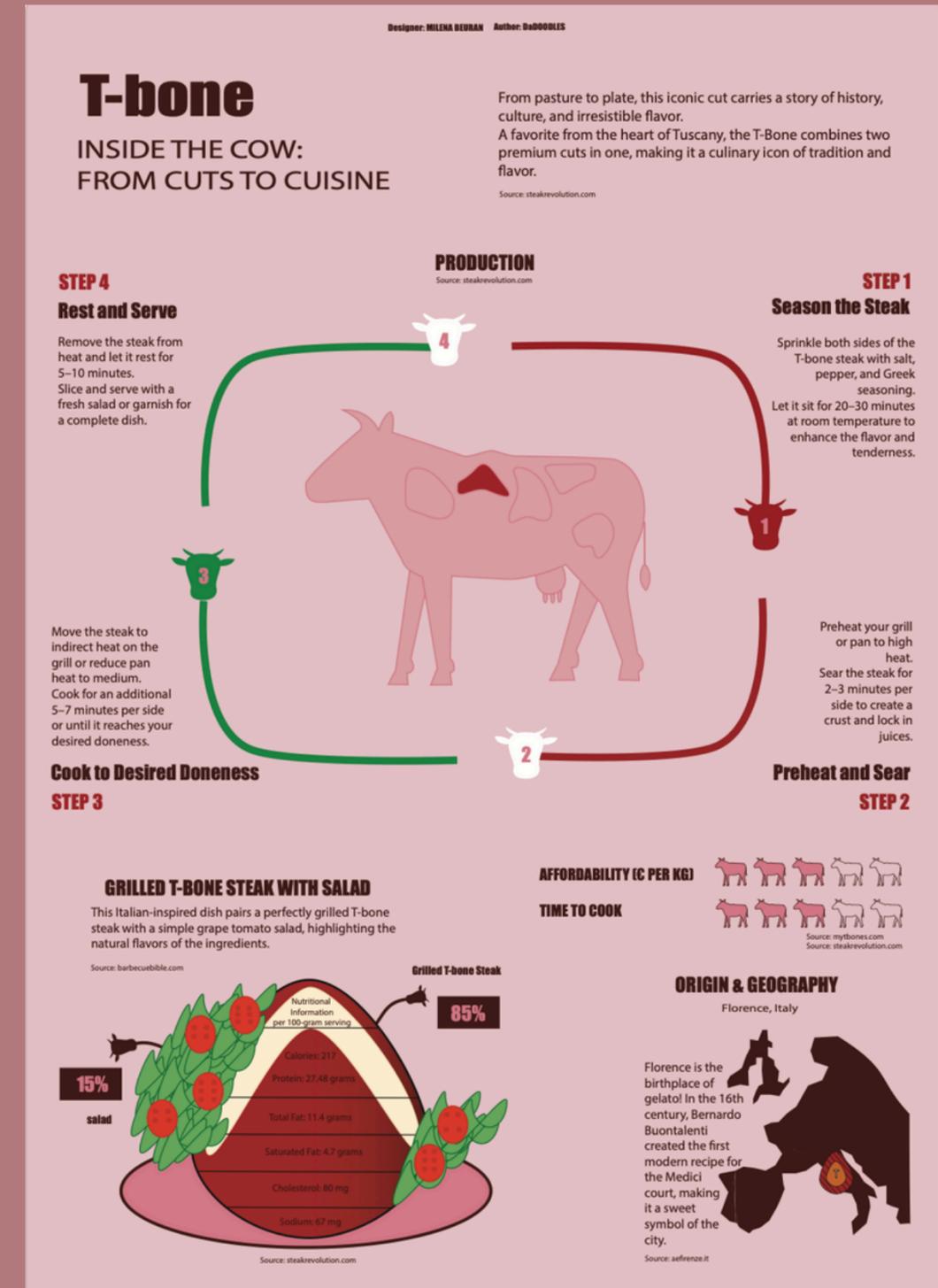
Source: bbc.co.uk

MILENA

PROBLEM



SOLUTION



ISABELLA

PROBLEM

Churrasco

Churrasco is a Brazilian barbecue centered on simple, high-quality meat like picanha, seasoned with just salt and sometimes oil. The focus is on the meat's natural flavors, with the grilling process enhancing its taste. Traditional sides are sometimes added for a bigger meal.

Source: braziliankitchenabroad.com

4%

Coarse Salt



95%

Picanha Cut (Beef)



1%

Marinade or Oil



Source: fitmeat.at, mychicagosteak.com

ORIGIN & GEOGRAPHY

City, Country

Picanha is closely tied to southern Brazil, where cattle ranching is common in states like Rio Grande do Sul and Parana. The region's climate supports outdoor grilling, making churrasco (brazilian barbecue) a cultural staple. This geography allows picanha to be a key part of brazilian beef production and social gathering.

Source: vincentmeatmarket.com



SOLUTION

Picanha

INSIDE THE COW: FROM CUTS TO CUISINE

From pasture to plate, this iconic cut carries a story of history, culture, and irresistible flavor. Hailing from Brazil, Picanha is the crown jewel of churrasco, roasted over flames by gauchos and renowned for its juicy, flavorful perfection.

Source: vincentmeatmarket.com

PRODUCTION
Source: tsuorganicbeef.com

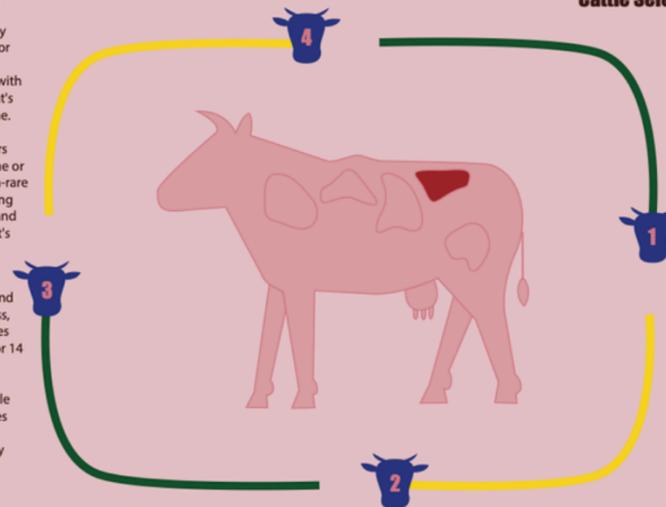
STEP 4

Preparation

Picanha is typically sliced into steaks or kept whole, then seasoned simply with salt to let the meat's natural flavor shine. It's traditionally cooked on skewers over an open flame or grilled to medium-rare perfection, allowing the fat to render and enhance the meat's juiciness.

Fo deepen flavor and improve tenderness, the meat undergoes wet or dry aging for 14 to 28 days. This controlled process breaks down muscle fibers and enhances the steak's characteristic beefy taste.

Aging
STEP 3



STEP 1

Cattle Selection and Rearing

Use premium breeds like Angus or Hereford for their marbling and tenderness. Grass-fed or grain-finished diets ensure picanha's rich flavor.

The picanha cut is taken from the top sirloin cap, specifically the rump area. Skilled butchering ensures that the thick fat cap, crucial for the flavor and moisture of picanha, is left intact. Precision in this step defines the quality of the cut.

Butchering
STEP 2

Churrasco

Churrasco is a Brazilian barbecue centered on simple, high-quality meat like picanha, seasoned with just salt and sometimes oil. The focus is on the meat's natural flavors, with the grilling process enhancing its taste. Traditional sides are sometimes added for a bigger meal.

Source: braziliankitchenabroad.com

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95%

Picanha Cut (Beef)



1%

Marinade or Oil



Source: fitmeat.at, mychicagosteak.com

AFFORDABILITY (¢ PER KG)

TIME TO COOK

ORIGIN & GEOGRAPHY

City, Country

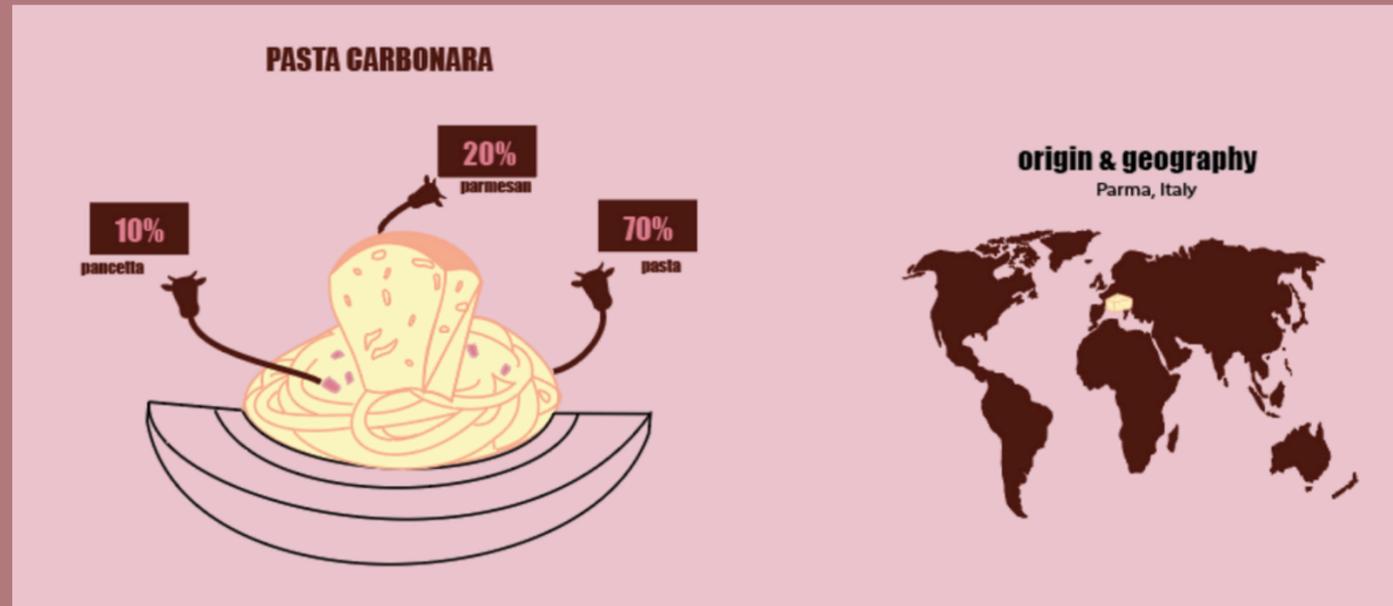
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Source: vincentmeatmarket.com

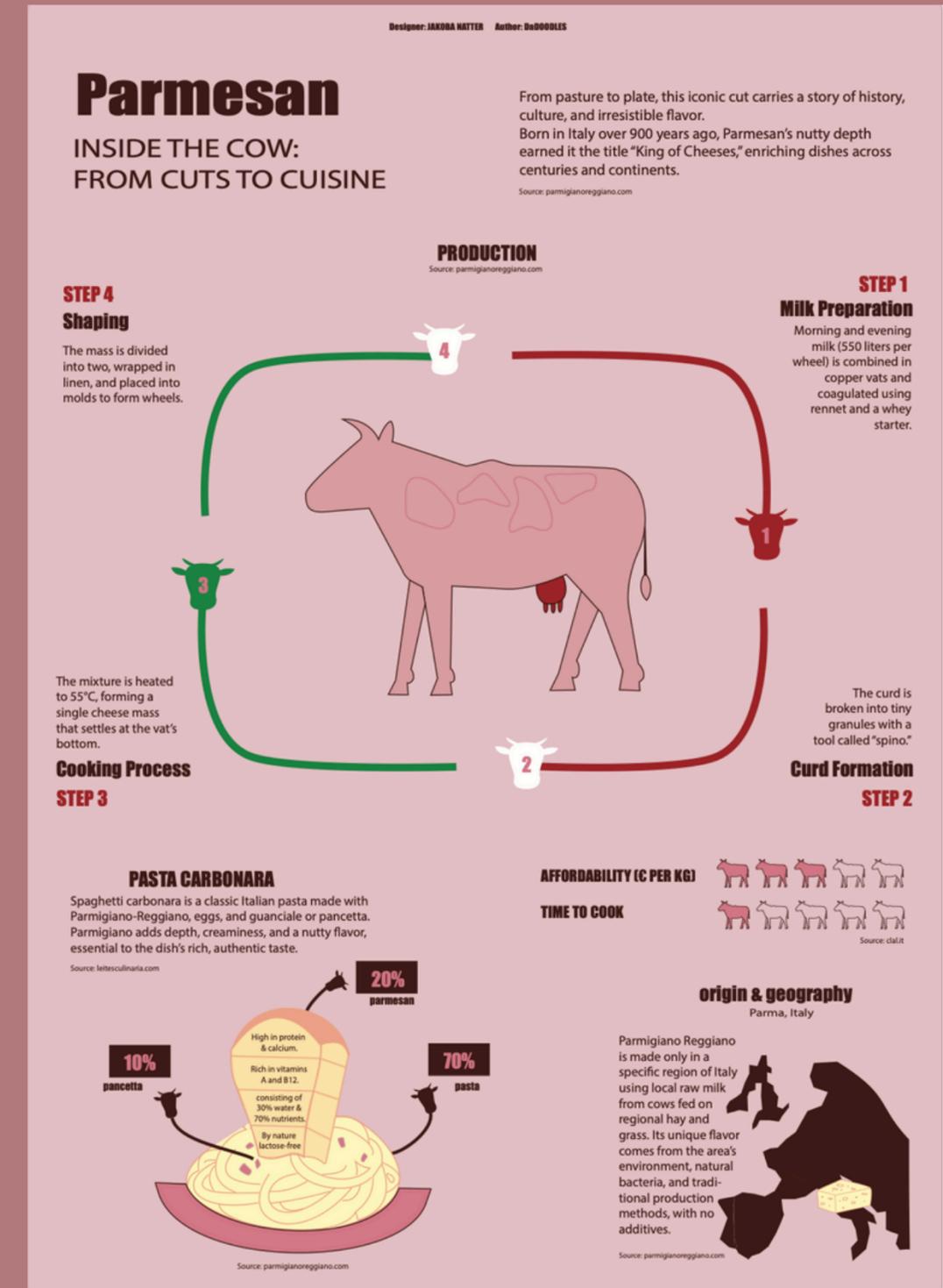


JAKOBA

PROBLEM



SOLUTION



FINAL RESULT

Filet Mignon

INSIDE THE COW: FROM CUTS TO CUISINE

From pasture to plate, this iconic cut carries a story of history, culture, and irresistible flavor. Beef tenderloin, a culinary symbol of luxury, has deep French roots. Once a medieval delicacy signifying wealth, celebrated globally today, this tender, flavorful cut remains the star of fine dining.

Production

STEP 1 Raising Cattle
Premium breeds like Angus are raised on nutritious diets in humane conditions.

STEP 2 Processing
The animals are humanely slaughtered, and the meat is checked for quality.

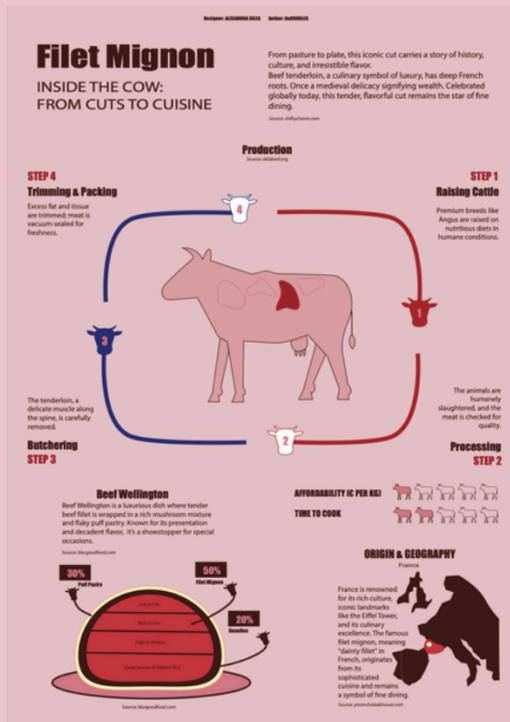
STEP 3 Butchering
The tenderloin, a delicate muscle along the spine, is carefully removed.

STEP 4 Trimming & Packing
Excess fat and tissue are trimmed, meat is vacuum sealed for freshness.

Beef Wellington
Beef Wellington is a luxurious dish where tender beef filet is wrapped in a rich mushroom mixture and flaky puff pastry. Known for its presentation and decadent flavor, it's a showstopper for special occasions.

AFFORDABILITY (C PER KG)
TIME TO COOK

ORIGIN & GEOGRAPHY
France
France is renowned for its rich culture, iconic landmarks like the Eiffel Tower, and its culinary excellence. The famous Filet mignon, meaning "dainty filet" in French, originates from its sophisticated cuisine and remains a symbol of fine dining.



Ribeye

INSIDE THE COW: FROM CUTS TO CUISINE

From pasture to plate, this iconic cut carries a story of history, culture, and irresistible flavor. Cherished since the 18th century, Ribeye's marbled perfection has made it a butcher's favorite, celebrated for its bold flavor and timeless appeal.

Production

STEP 1 Raising Cattle
Cows are raised on farms with a controlled diet from birth to death, ensuring fatty meat.

STEP 2 Harvesting
Once the cows reach the ideal age weight and maturity, they are humanely put down.

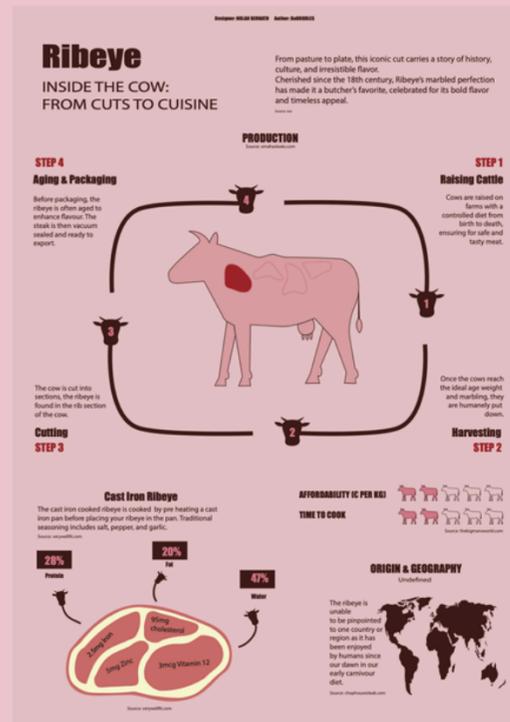
STEP 3 Cutting
The cow is cut into sections, the ribeye is found in the rib section of the cow.

STEP 4 Aging & Packaging
Before packaging, the ribeye is often aged to enhance flavor. The steak is then vacuum sealed and ready to export.

Cast Iron Ribeye
The cast iron cooked ribeye is cooked by pre heating a cast iron pan before placing your ribeye in the pan. Traditional seasoning includes salt, pepper, and garlic.

AFFORDABILITY (C PER KG)
TIME TO COOK

ORIGIN & GEOGRAPHY
United States
The ribeye is staple to one country or region as it has been enjoyed by humans since our dawn in our early cavewoman diet.



Oxtail

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From pasture to plate, this iconic cut carries a story of history, culture, and irresistible flavor. Oxtail which was once regarded as a "left over" piece due to its abundant gelatinous connective tissue and bounteous marrow has become a coveted delicacy in many cuisines.

Production

STEP 1 Slaughtering and Tail Removal
After processing facilities carry out humane slaughter on cattle, the next step involves carefully detaching their tails from at the base of their spine.

STEP 2 Skimming
The outer skin of the tail is meticulously stripped away to reveal the underlying meat and bone.

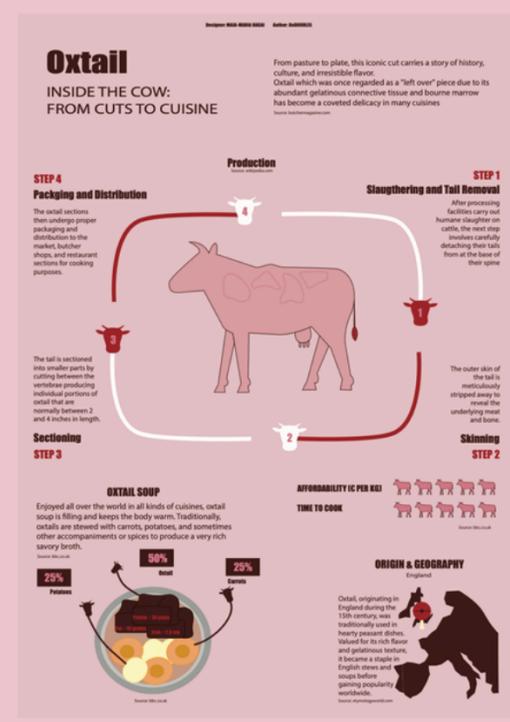
STEP 3 Sectioning
The tail is sectioned into smaller parts by cutting between the vertebrae producing individual portions of oxtail that are normally between 2 and 4 inches in length.

STEP 4 Packing and Distribution
The retail sections then undergo proper packaging and distribution to the market, butcher shops, and restaurant sections for cooking purposes.

Oxtail Soup
Enjoyed all over the world in all kinds of cuisines, oxtail soup is filling and keeps the body warm. Traditionally, oxtails are stewed with carrots, potatoes, and sometimes other accompaniments or spices to produce a very rich savory broth.

AFFORDABILITY (C PER KG)
TIME TO COOK

ORIGIN & GEOGRAPHY
England
Oxtail, originating in England during the 19th century, was traditionally used in hearty peasant dishes. Valued for its rich flavor and gelatinous texture, it became a staple in courts, making it a symbol of the Medicines gained popularity worldwide.



T-bone

INSIDE THE COW: FROM CUTS TO CUISINE

From pasture to plate, this iconic cut carries a story of history, culture, and irresistible flavor. A favorite from the heart of Texas, the T-bone combines two premium cuts in one, making it a culinary icon of tradition and flavor.

Production

STEP 1 Season the Steak
Sprinkle both sides of the T-bone steak with salt, pepper, and Greek seasoning. Let it sit for 20-30 minutes at room temperature to enhance the flavor and tenderness.

STEP 2 Preheat and Sear
Preheat your grill or pan to high heat. Sear the steak for 2-3 minutes per side to create a crust and lock in juices.

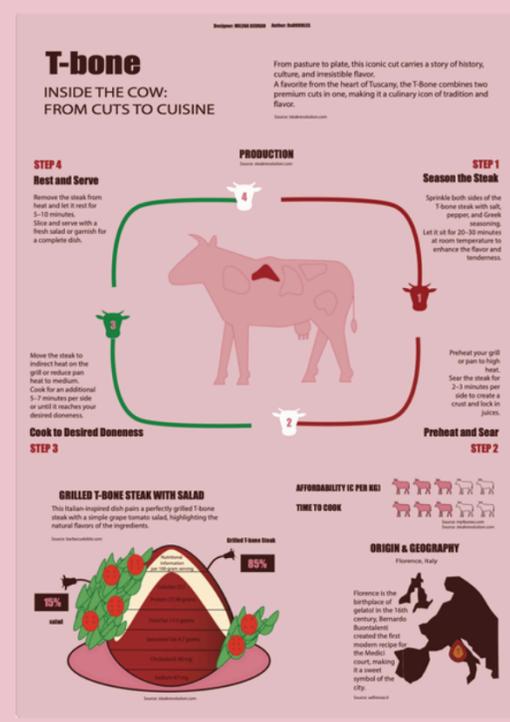
STEP 3 Cook to Desired Doneness
Move the steak to indirect heat on the grill or reduce pan heat to medium. Cook for an additional 5-7 minutes per side or until it reaches your desired doneness.

STEP 4 Rest and Serve
Remove the steak from heat and let it rest for 5-10 minutes. Slice and serve with a fresh salad or garnish for a complete dish.

Grilled T-bone Steak with Salad
This Italian-inspired dish pairs a perfectly grilled T-bone steak with a simple grape tomato salad, highlighting the natural flavors of the ingredients.

AFFORDABILITY (C PER KG)
TIME TO COOK

ORIGIN & GEOGRAPHY
Texas, USA
Florence is the birthplace of gelato in the 19th century. Bernardo Boninsegni created the first modern recipe for the Medicines, making it a symbol of the city.



Picanha

INSIDE THE COW: FROM CUTS TO CUISINE

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Production

STEP 1 Cattle Selection and Rearing
Use premium breeds like Angus or Hereford for their marbling and tenderness. Grass-fed or grain-finished diets ensure picanha's rich flavor.

STEP 2 Butchering
The picanha cut is taken from the top sirloin cap, specifically the rump area. Skilled butchering ensures that the thick fat cap, crucial for the flavor and moisture of picanha, is left intact. Precision in this step defines the quality of the cut.

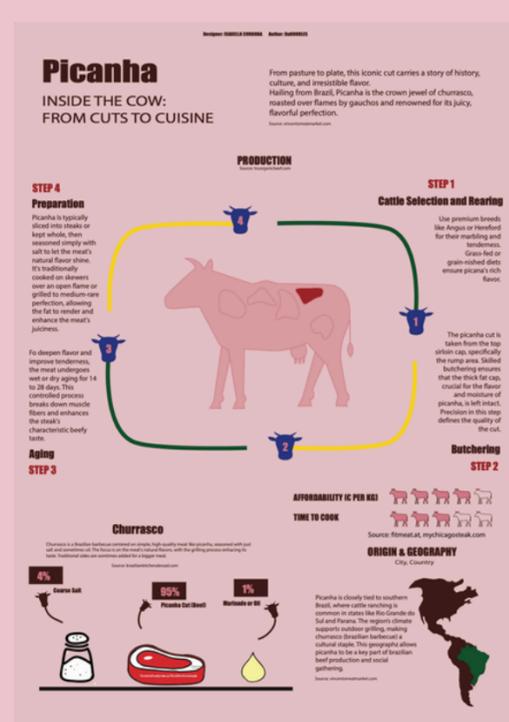
STEP 3 Aging
To deepen flavor and improve tenderness, the meat undergoes wet or dry aging for 14 to 28 days. The controlled process breaks down muscle fibers and enhances the steak's characteristic beefy taste.

STEP 4 Preparation
Picanha is typically sliced into steaks or kept whole, then seasoned simply with salt to let the meat's natural flavor shine. It's traditionally cooked on skewers over an open flame or grilled to medium-rare perfection, allowing the fat to render and enhance the meat's juiciness.

Churrasco
Churrasco is a Brazilian barbecue inspired by South American traditions. The picanha, seasoned with salt and marinated in a simple grape tomato salad, is the star of the grill. The slow, smoky cooking process allows the natural flavors of the ingredients to shine.

AFFORDABILITY (C PER KG)
TIME TO COOK

ORIGIN & GEOGRAPHY
Brazil, South America
Picanha is closely tied to southern Brazil, where cattle ranching is common in states like Rio Grande do Sul and Paraná. The region's climate supports outdoor grilling, making churrasco a beloved cultural staple. This geographic setting makes picanha to be a key part of Brazilian beef production and social gathering.



Parmesan

INSIDE THE COW: FROM CUTS TO CUISINE

From pasture to plate, this iconic cut carries a story of history, culture, and irresistible flavor. Born in Italy over 900 years ago, Parmesan's nutty depth earned it the title "King of Cheeses," enriching dishes across centuries and continents.

Production

STEP 1 Milk Preparation
Morning and evening milk (500 liters per wheel) is combined in copper vats and coagulated using rennet and a whey starter.

STEP 2 Curd Formation
The curd is broken into tiny granules with a tool called "spina".

STEP 3 Cooking Process
The mixture is heated to 55°C, forming a single cheese mass that settles at the vat's bottom.

STEP 4 Shaping
The mass is divided into wheels, wrapped in linen, and placed into molds to form wheels.

Pasta Carbonara
Spaghetti carbonara is a classic Italian pasta made with Parmigiano-Reggiano, eggs, and pancetta or guanciale. Parmigiano adds depth, creaminess, and a nutty flavor, essential to the dish's rich, authentic taste.

AFFORDABILITY (C PER KG)
TIME TO COOK

ORIGIN & GEOGRAPHY
Parma, Italy
Parmigiano-Reggiano is made only in a specific region of Italy using local raw milk from cows fed on regional hay and grain. Its unique flavor comes from the area's environment, natural bacteria, and traditional production methods, with no additives.

