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The Meat You Haven't Met, Pt. 2

Rebecca Soja

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established in 1936, Winter Livestock is one of the oldest cattle auctions in the nation. It has five locations: Dodge City, KS, Pratt, KS, LaJunta, CO, Enid, OK, and Riverton, WY. The cattle auction has sold over 30 million head of cattle for the area’s finest cattlemen, always striving to get them top dollar for their animals. With a focus on cattle, the facilities of all the auction buildings and pens are maintained and laid out with special care for cattle needs.

The environment of the auction is quite casual; often there will be coffee or other concessions like one would expect to find at a sporting event or movie theater. Venues will facilitate not only auctions, but other social gatherings, making them hubs for cattlemen to bond and converse about anything and everything to do with the industry.

Today, people don’t even need to go to the auction to participate with technologies of real-time, live stream auctions on the internet. Producers can receive constant updates on the status of the market.

Using terms like consignments or commodities when referring to heifers, cows, and steers being auctioned off, this sector is highly commodified and involves a lot of speculation. It’s all about getting the highest price, not just for large corporations making billions of dollars, but also for the small ranchers who depend on marginal prices to support their families. Many ranchers pursue other careers in addition to ranching in order to make ends meet.

This requires predicting future costs dependent on what beef consumers will be willing to pay in order to preserve and build beef demand in the industry. The challenge is not necessarily beef quantity, but beef quality as prices increase and there is incentive for less cattle with larger carcass weights which affects portion size and market costs. Beef retailers form relationships with grocery retailers or restaurant owners to minimize the impact of high unit beef prices from larger meat cuts. Premium price needs to match premium qualities of marbling, tenderness, flavor, nutrition, etc.

Breeding efforts in cow-calf operations become critical to controlling beef quality and anticipating market trends. This phase of production depends on the prior phase and must look ahead to ensure efficiency and profits in later phases of the food chain.
HOLDING AUCTION EXHIBIT CONCESSIONS ANIMAL DOCK FOOD DOCK

Can’t have a show without some popcorn and candy to munch on.

Hoot and holler with a huge round of applause for the cattle. They are the stars in this arena so we give them the celebrity treatment.

WIFI WANNA-BE
Show sold out? No worries. Just use your mobile device or computer to tune in live any time.

28
CASTING CALL
It takes time to get your moment in the spotlight, but you never know who is watching from above.

DRESSING ROOMS
Get ready for your close-up! Final touches behind the curtain before the big debut.

HOLDING

MAL DOCK

DOCK

CATTLE PENS

covered pens

open pens

aisle w/ catwalk

RESTROOMS

swine building
cattle barn/outdoor pens
sheep and goats
livestock center

20050 1000
feet

SITE PLAN

PLAN

MUNCHIES
Can't have a show without some popcorn and candy to munch on.

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The largest operations are highly consolidated in RURAL areas because they require extensive land areas comparable to small cities. For the most part, feedlots are geographically concentrated in the central region of the U.S., particularly in the Texas panhandle and Kansas.
Cactus Feeders may be the second largest cattle feeding operation in America, but it is the world’s largest privately-owned cattle feeding operation with 10 feedyards in the Texas Panhandle and southwestern Kansas. This region provides the climate and access to abundant grain for feeds and cattle that is a formula for success.

While feeding and rapid cattle weight gain are the top priority at the feedlot, other important considerations are executed to keep the massive operations running. These include: cattle/feed financing, cattle performance record keeping and research to identify ideal genetics and practices, cattle marketing that responds to a dynamic beef industry market, environmental and food safety, and state-of-the-art health and nutrition programs. However, all of this is done exclusively to maximize cattle performance and enhance profitability from the cattle that are fed. Therefore, issues like animal health or environmental stewardship only happen out of necessity, not as leading principles. Relationships with grain-feed producers and pharmaceutical developers of antibiotics are also key to operation success.

The process starts and ends with the receiving/shipping area with non-slip chutes and ramps. Flow of cattle and spatial planning are critical for control, efficiency, and management. Such strategies aim to reduce the stress levels of the cattle so they remain calm and don’t get sick. The feedlot also provides hospital pens or barns for sick animals to get treatment. Feeding cattle is a highly computerized and automated process that involves formulating and mixing feed rations, distributing rations and water, weighing animals, etc. Additionally, pen layouts facilitate feed schedules as well as drainage for waste control using strategies like tanks and waste lagoons.

Again, decisions are made to promote cattle and beef as commodities with commercial value.
SUPER-SILO
Grain feeds are mixed and stored in silos using the latest computer technology. Our engineers have turned one of our silos into an adrenaline pumping amusement ride.

TANK TUNNEL
Our waste tanks never leak and to prove it, we’ve constructed a tunnel below of the same metal and bolts for you to walk under. But you won’t feel a drop.

LAZY LAGOON
Our water is so fresh, we’re letting you take a dip! Relax as you float along a waste lagoon in an inflatable tube and take a moment to bask in the Texan sun.

PLAY PEN
Conveniently, cattle pens are about the same size as a basketball court. Shoot some hoops or play your hand at a variety of other games in one of our pens that has no cattle in it.

ARCHI-MANURE
People all over the world use cow dung as a building material. Build your own architectural masterpiece out of our dried manure blocks.

Cactus Feeders beef packing plant
Super-Silo
Grain feeds are mixed and stored in silos using the latest computer technology. Our engineers have turned one of our silos into an adrenaline pumping amusement ride.

Tank Tunnel
Our waste tanks never leak and to prove it, we've constructed a tunnel below of the same metal and bolts for you to walk under. But you won’t feel a drop.

Lazy Lagoon
Our water is so fresh, we’re letting you take a dip! Relax as you float along a waste lagoon in an inflatable tube and take a moment to bask in the Texan sun.

Trough Trail
Travel in a trailer hitched to the feed truck to see the cattle up close and watch them do what they do best—eat.

Play Pen
Conveniently, cattle pens are about the same size as a basketball court. Shoot some hoops or play your hand at a variety of other games in one of our pens that has no cattle in it.

Archi-Manure
People all around the world use cow dung as a building material. Build your own architectural masterpiece out of our dried manure blocks.
Because the top packers dominate the sector, there is geographic concentration from the Great Lakes regions to the central U.S. near feedlot operations. Massive factory facilities are often removed from city centers in INDUSTRIAL zones.
JBS began over 50 years ago as a small family-owned beef company in Brazil and has expanded into a multi-billion dollar global corporation. Today, it is the biggest foreign meat company on US soil and the world’s biggest producer of beef. The corporation buys poorly running facilities to make them more efficient, as was the scenario when they bought the Greeley slaughterhouse previously owned by Swift in 2007. Additionally they operate at a global scale with facilities in countries like Brazil and Australia that lead the way in beef exports. This success depends on success in previous phases of the food chain to meet standards and assure customers of the quality they expect. Accordingly, JBS uses vertical integration to dominate the feeding operation sector as well.

Each phase requires precision and efficiency, but perhaps this phase requires the most. Every task is calculated and the production line moves without stopping like clockwork that would never be possible without massive built environments of mechanization and sequencing. This is done for some safety precautions, but more so for speed to reduce per-head production costs.

One of the leading designers of animal handling and slaughter practices is Temple Grandin, an Autistic woman who has deep understanding for the way animals view the world. Her approaches promote animal welfare during slaughter with materials and spatial relationships that put the animals at ease as they move sequentially through our food system in conjunction with machines.

Although cattle slaughter is more challenging for standardization because cattle range in size, the processes of the slaughterhouse and packing/processing plants strive to achieve product outputs that are consistent. Technology has enabled greater automation for packaging, inspection, and speed, but at the same time, no machine is more capable of deboning and cutting meat than human laborers who endure dangerous conditions along assembly lines. This ideal output, centering on precision and efficiency for maximum profit, caters to customer values of appearance, flavor, portion size, or safety to deliver and exceed expectations. A number of brands like Swift or Certified Angus Beef are then marketed and distributed to retailers, wholesalers, and foodservice establishments. Therefore, this phase is crucial to transforming the cattle commodity into the beef commodity and is responsible for removing the blood and messiness of that process to make the consumption experience of eating convenient and pleasurable.

Looking to the future, the company strives for sustainability, as current research attempts to reduce carbon footprints, improve fuel/energy efficiency, especially regarding transporation, and create technologies to purify and conserve water. They also claim to care about employees and their communities. As a leader in the industry, these actions are being taken because of the pressure to serve as an example. Business not depends on social responsibility and natural resources so that production can continue at its current magnitude. What makes a difference is with which attitude this problem is combated.
THE CHUTE

This chute isn’t for the laundry. There’s no better way to organize cattle efficiently and keep them calm. Don’t slip!

THE CHUTE PLAN

THE CHUTE PLAN

THE CHUTE PLAN
The locations of most grocery stores reflect high population densities and issues of food access. Therefore there is greater concentration in URBAN and SUBURBAN areas.
Determining the best grocery stores isn’t just about making the highest profits or having the most locations. There are countless other criteria that leads to satisfied customers including: prices, quality, variety, and availability of products, cleanliness, and customer service. In addition to food, grocery stores sell a shopping experience to gain customer loyalty. Many would say the ideal grocery store should enhance shopping experience, help us to eat better, and provide one-stop-shopping, which in this case, must include beef.

Whole Foods fits this criteria and has been recognized through multiple polls as one of the top grocery stores in the U.S. mostly due to it’s specialization in organic and natural foods. This fact sets them apart from a lot of competitors, which is very enticing for people who want to eat better or know more about where their food is coming from. As a national food movement takes shape and critiques issues within the conventional food system, many people are becoming more concerned about the quality of their food. The success of the store reveals this trend. Whole Foods wants to provide this transparency and education about healthy eating for their buyers so they can make informed choices.

At Whole Foods, all of the beef sold has passed very rigorous standards. Farm animal and meat quality standards regarding the producer’s raising and handling practices, feed, facility design, environmental conditions, employee training, and animal welfare during raising, transportation, and processing are outlined and enforced. Cattle are never ever given antibiotics or supplemental growth hormones; there are no animal byproducts in feeds; and cattle are raised on pasture/range for at least 2/3 of their life. Such standards hold producers accountable, forcing them to work with nature, not against it. And, the butcher is always free to answer questions about beef.

Basically, Whole Foods so kindly does all of the research for shoppers, selecting only the best quality, so that they may make purchases with peace of mind. However, even this sustainable, transparent approach can be very misleading. Questions need to be asked about how stores like Whole Foods can proliferate without contradicting their core values. Conventionalization is the process through which an alternative food value chain becomes only a slightly different version of an industrial one; this is happening at Whole Foods, but goes unnoticed by customers.

First, the definition of organic is weak because the USDA is so heavily influenced by agribusiness lobbying. Almost all of the organic food in the US comes out of California where five or six huge farms dominate a consolidated industry. Yet, Whole Foods makes you think you are supporting small, local farmers. They profile local farms, but don’t actually sell their product because that would be nearly impossible for a company operating in multiple states. Organic also doesn’t necessarily save energy like advocates claim mostly due to transportation costs. Surprisingly, not all food sold is even organic or natural and there are conventionally raised options mixed in. The store puts tremendous effort into giving customers a vague sense of virtue. Because so much emphasis is placed on food ethics, customers are mislead about what they are really paying premium prices for.

A delightful, clean, seemingly uncomplicated shopping experience can be had at Whole Foods. Yet, despite not selling industrial beef, the store still operates like other grocery stores that do and falls into the same traps, which is concerning when they are supposed to be an example of the alternative.
Put on a parka and chill in the back freezer room with skilled butchers who know their beef and make it look like food, not animals.

Now there's some high quality, fresh beef. So many packages, all lined up in neat little rows exactly the way you expect to find them - abundant and fair-priced.

Why is the beef always at the back? What's the longest route and how many items will make it into your cart on the way?

Grocery stores are always spotless. Sanitary specifications rivaling a hospital assure you your meat was prepared in clean conditions and is safe for your family.

Never cook a day in your life with pre-cooked meals steamy hot and ready to make an appearance at your table or one of our tables.
Put on a parka and chill in the back freezer room with skilled butchers who know their beef and make it look like food, not animals.

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fast-food restaurants
clusters of McDonald’s determined with Google Earth

Because they are convenient, fast-food chains usually follow major highway routes, but also proliferate in densely populated areas whether URBAN, SUBURBAN, or RURAL.
McDonald’s was founded in 1948 as a self-service drive-in restaurant. The menu had only 9 items including the staple 15 cent hamburger. The second McDonald’s opened in Des Plaines, Illinois in 1955, a red and white tiled building with Golden Arches designed by architect Stanley Meston. The golden arches have been an iconic symbol of the franchise, important to the brand recognition across the globe.

Modifications were made to the restaurants over time like the additions of indoor seating in 1962 or the first drive-thru in 1975. Both of these elements are common today and create a dining environment of quick, or on-the-go service. One can get food without leaving their vehicle in a matter of minutes after ordering. The same is true inside, where one waits in line, orders at the counter, and can find a table to sit at and enjoy their meal. The fast-food architecture is laid out to perform this kind of service. The place the food is sold is as important as the food itself because it shapes an experience of convenience and delight.

Today, the menu offers a multitude of options from wraps, to salads, to coffee, but burgers like the Big Mac continue to be the most iconic foods. In 2002, the corporation launched its dollar menu. The fact that they can have certain food items cost only a dollar, such as a hamburger is incredible, and only made possible due to the conventional food system. Clearly McDonald’s takes advantage of cheap meat, an industry which exploded in the 1960s and 1970s.

In 2006, McDonald’s added nutritional information to packaging to demonstrate the nutritional quality of their food. In the last decade, they have also been adding a variety of healthier options to balance out their menu. It is somewhat ironic that the restaurant was able to grow and expand globally because of cheap meat, but is now so successful it has ample money to invest in sustainable beef. This is important because as fast-food has always had a reputation of being unhealthy and McDonald’s in particular has been criticized for its practices by an increasingly health-conscious and ethical public. The documentary “Super Size Me” is just one example of attacks on the corporation for contributing to America’s obesity rates. Despite this, the fast-food chain has only been growing; clearly, there are other factors at play. People are still buying the highly processed food. What is it that convinces them to do so?

 Nonetheless, McDonald’s must respond to demands for better quality food and increased transparency to retain the loyalty of all customers and create a better company image. Different approaches can be taken: improve the food itself, or change people’s opinions about the food. Remodeled restaurants are factors in the equation. Replacing old plastic furniture and red mansard roofs with modernized facades, colorful decor, free wi-fi and TVs, or in extreme cases added solar panels, is a drastic and expensive change that is immediately visible to consumers. Advertisements and additions to the menu also attempt to present a ‘greener’ McDonald’s, and a corporation that is cognizant of its flaws and working to improve upon them. They want to alter the minds of skeptics and prove them wrong.
Always at your convenience! Enjoy a hamburger on the go whenever you are and receive the consistent service and quality you deserve.

**MENU MANIA**

The most iconic menu items after 60 years are still the classic hamburger and fries, but there are so many healthy options to choose from. What will you order?

**ORDER UP!**

How do we get your food cooked so fast and how do our cooks make it taste so darn good? We know you’re lovin’ it.

**COZY BOOTHS**

With modern flare, comfy furniture, and amenities like television and music, stay a while and feel as if you are dining in the security of your own home.

**MONUMENTAL SIGNAGE**

Our golden arches are more recognizable than the cross. How many other fast-food chain signs can you identify? We know our signs and buildings won’t be ignored.
Always at your convenience! Enjoy a hamburger on the go wherever you are and receive the consistent service and quality you deserve.

Menu Mania

The most iconic menu items after 60 years are still the classic hamburger and fries, but there are so many healthy options to choose from. What will you order?

Cozy Booths

With modern flare, comfy furniture, and amenities like television and music, stay a while and feel as if you are dining in the security of your own home.

Monumental Signage

Our golden arches are more recognizable than the cross. How many other fast-food chain signs can you identify? We know our signs and buildings won’t be ignored.
Steakhouse restaurants are the top of the line for beef dining, so they are typically located in more affluent and densely populated, URBAN regions and cities.
Peter Luger Steakhouse has been around for over 125 years. The rave reviews on steaks and burgers are due to meticulous selection and preparation yielding a level of quality that is simply unmatched. The meat has a buttery, silky texture and burgers are seasoned and cooked so perfectly there’s no need for any toppings other than cheese and a bun.

Plating the perfect steak begins with a trip to the city’s wholesale markets, where meat is inspected and purchased. Identifying superior meat requires exceptional skill and this knowledge has been passed down for generations. The meat selected is only USDA Prime, which constitutes less than 2% of graded beef cattle as the most elite grade. This rare grade is scrutinized for color, marbling, and texture to provide diners with only the best. Fatty, tender meat is praised by USDA standards and supports an industrialized food system. Still, people will spend large sums for it.

The meat is purchased on the carcass. The restaurant takes part in some of the butchering as a result. The restaurant building also houses a cellar for dry aging. In this process, the meat is aged in carefully regulated temperature, humidity, and ventilation conditions. Once steaks are properly aged, they are trimmed and brought up to the kitchen to be broiled to the requested finish of the patron: rare, medium-rare, or well-done.

With meat so impeccably divine, the restaurant practically becomes a destination for steak-lovers. The experience is rooted in taste and pleasure. It is meant to be savored. Unfortunately, plates are also pretty expensive, so not all people can enjoy it. However, the restaurant does sell their aged steaks online, if you are willing to spend hundreds of dollars on them of course.

Ultimately, a lot of work on the part of the restaurant owners, butchers, chefs, and waiters goes into creating an excellent fine dining experience that is not achieved in other sectors of beef production.
The dry-aging process is key to the quality of steak. Having a cellar for aging on-site makes a huge difference and only the top grade is meticulously selected.

A lot of invisible labor goes on behind the scenes to get meals to your specific requests and in a timely manner so all guests may eat their meals together, although chances are you will be sharing your steaks.

Can you tell the difference between a porterhouse and a NY strip steak? Does it even really matter?
The dry-aging process is key to the quality of steak. Having a cellar for aging on-site makes a huge difference and only the top grade is meticulously selected.

Be our guest. This may not be Beauty and the Beast, but upon entrance an immediate impression sets the tone for exceptional service throughout the dining experience.

Tender Tastebuds: Steak so tender you can cut it like butter and savor its silky smooth texture. This is the ultimate experience.

Kitchen Concoctions: A lot of invisible labor goes on behind the scenes to get meals to your specific requests in a timely manner so all guests may eat meals together. Does it even really matter?

Categorize the Cut: Can you tell the difference between a porterhouse and a NY strip steak? Does it even really matter?
BEEFVILLE, USA
STATISTICS
the proof is in the numbers
topping the beefville, usa

the proof is in the numbers

# # # 51
ACHIEVING WORLD BEEF

Many industrial beef producers justify their methods by claiming to feed the growing population of the world. This was pretty persuasive when everyone was convinced that mechanization and technology could solve all of the world’s problems. However, today many are skeptical and not so easily sold by this agenda as contradictions and negative long-term effects within the meat industry are exposed.

Global scales of economy FEEDING the World.

World markets and free trade for beef have introduced cheap beef to regions of the world where it was once a rarity or delicacy. Meat consumption was a status symbol of affluence, but now people in developing countries can afford it too and are consuming more of it. Nearly 7 million tons of animal protein is produced annually in the U.S. - enough to supply every American with 75 grams of animal protein per day compared to the recommended 56 grams of total animal and plant protein. Influenced largely by world economic powers like America or the European Union, these countries are adopting excessive western diets instead of continuing traditional cuisines.

Eat beef 3 times a day.

The contradiction is that even as meat becomes more accessible, it isn’t feasible for every person in the world to eat beef three times a day. In reality, industrialized agriculture and meat production does not succeed in feeding the world as people still starve. If we can’t produce enough food for human consumption now how can we expect to produce enough food to feed the animals that feed us? Trends towards greater beef consumption are not sustainable and need to be reversed.

Beef becomes a commodity. A variety of consumer tastes and cultures are homogenized and satisfied by beef that meets global standards. Cheap food is de-contextualized - people really have no idea where it comes from or where been; it comes from everywhere and nowhere at the same time.
67 POUNDS
average beef consumption per person per year in the United States

BEEF CONSUMPTION BY CUTS
- ground beef 42%
- steak 20%
- beef dishes 7%
- processed 13%
- other 5%

CONSUMPTION BY LOCATION
(pounds of beef per capita)
- Urban 66
- Suburban 63
- Rural 75

CONSUMPTION BY REGION
(pounds of beef per capita)
- North-east 63
- Midwest 73
- South 65
- West 65

TOP CONSUMER
A BLACK MALE
age 20-39
earning a LOW INCOME
in the RURAL MIDWEST.

FACTORS AFFECTING U.S. BEEF CONSUMPTION
All data on beef consumption in the U.S. obtained from a USDA report written in 2005 by Christopher G. Davis and Biing-Hwan Lin.
The 2014 IPCC report states:

“humans ARE having an impact on climate change.”

The food system is responsible for 50% of climate change due to crop and animal agriculture, land use change and deforestation, processing, transportation, packing, retail, and waste.

EMISSIONS

- 84% CO₂
- 09% CH₄
- 05% N₂O
- 02% fluorinated gases

METHANE EMISSIONS

- Estimated
- 100-200 liters = 560 oz of soda pop
- Released per cow, per day

IMPACTING CLIMATE