

## MARBLING IS THE KEY

### Profit Tip

More marbling equals more dollars. Why? It's the best predictor of a good eating experience, says Colorado meat scientist Daryl Tatum. It's what consumers demand and it's also the biggest hurdle for acceptance into the *Certified Angus Beef*® (CAB) brand; 84% of cattle fail based on this specification alone. Owners of those cattle will miss out on their share of \$28 million in available grid premiums each year.

### The Facts

- 91% of the variation in overall beef eating experience can be attributed to tenderness and “buttery-beef fat” flavor.
- Marbling is the biggest driver of both of those characteristics, accounting for 40% of tenderness variation and 71% of variation in that desirable flavor.
- The probability of a positive eating experience with modest and moderate amounts of marbling—the threshold for CAB acceptance—is 82% to 88%. That's in stark contrast to low Choice at 62% or Select at 29%.
- The USDA Quality Grade serves as a the consumer's guide to beef selection by taste:
  - The CAB brand accepts Angus-influenced carcasses from the upper two-third of Choice or Prime to ensure a consistent, flavorful product.
  - Consumers speak with their purchases: 811 million pounds (lb.) of CAB product sold in 2012, when the brand bested its previous record for a sixth consecutive year.
  - From 2002-2011 the demand for CAB outpaced Choice product. Demand for CAB increased 70% over that nine-year span, while Choice demand increased 15%.

### Action Steps

- Select registered Angus sires with balanced EPDs (expected progeny differences), above breed average in marbling and ribeye area, and in the \$B and \$G indexes.
- Coordinate health and management strategies with the feedlot or next owner of your cattle.
- Put into practice those recommendations from the CAB Best Practices Manual proven to increase carcass quality.

### ACKNOWLEDGEMENTS

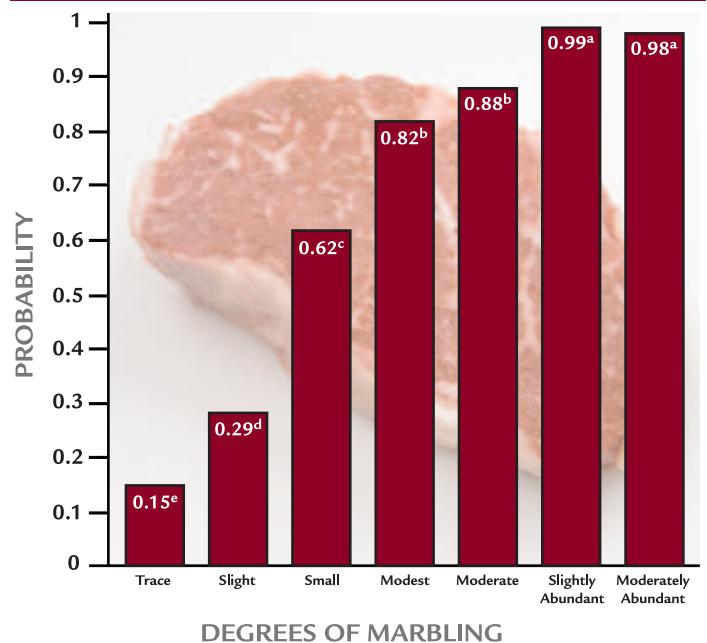
“Relationships of USDA Camera-Based Quality Grades to Beef Palatability Attributes” by M.R. Emerson, J.D. Tatum, et al., Colorado State University, 2011.

“Defining and Quantifying *Certified Angus Beef*® Brand Consumer Demand” by L.C. Zimmerman & T.C. Shroeder, Kansas State University 2011, 2012.

### Defects Among NON CAB A-Stamped Carcasses

Defect	Freq.
Marb<500	84.1%
HCW>=1,000	2.5%
REA	7.8%
<10.0”	2.4%
>16.0”	5.4%
Back fat	2.3%
Maturity	1.7%
Dairy	0.8%
Hemorrhage	1.4%
Dark Cutter	2.0%
Hump	0.04%
Coarse Marb	0.03%

### Effect of Marbling Degree on Probability of a Positive Sensory Experience



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Questions?

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