Understanding the world’s largest branded beef company

Visit www.CABpartners.com

The Cattlem en’s Pocket Guide to the Certified Angus Beef® Brand

Only one in four black-hided animals meet the additional carcass specifications needed to qualify for the Certified Angus Beef® brand.

What are the Certified Angus Beef® brand specifications?

Step 1 – Live Animal Identification

• Phenotypic: Predominantly (51%) solid black hair coat OR
• Genotypic: AngusSource® program enrollment
  AngusSource® documents source and group age while ensuring cattle have a minimum of 50% Angus genetics. Eligible cattle must be sired by a registered Angus bull and enrolled by ranch of origin with birth date for the oldest calf in the group.
  Visit www.angussource.com for more information.
• Modest or higher marbling
• Medium or fine marbling texture
• “A” maturity for each lean and skeletal characteristics
• 10- to 16-square-inch ribeye area
• Less than 1,000 pound hot carcass weight
• Less than 1-inch fat thickness
• Superior muscling (eliminates dairy influence)
• Practically free of capillary rupture
• No dark cutters
• No neck hump exceeding 2 inches

Step 2 – Carcass Specifications

A Promise of Quality

The Certified Angus Beef® (CAB®) brand delivers consumers a great eating experience. Our science-based specifications consistently deliver flavor, juiciness and tenderness. Cattlemen who respond to the market demands for beef that meets those quality standards can discover more profit potential in their herds.
The top five facts cattle producers need to know.

1. The company only owns the brand. The company doesn’t buy, sell, own or market cattle. It does not own, manage or sell beef product. It simply owns the trademarked Certified Angus Beef® logo, which it uses to leverage marketing opportunities and increase profitability for the licensed packers, distributors, restaurants and grocery stores that identify themselves with the brand and sell product that meets its strict quality standards.

2. “Angus” is not the same as the Certified Angus Beef® brand. Unless you see the distinctive Certified Angus Beef® logo, it’s not our product.

3. Cattle are certified by USDA graders at the packing plant. No live animals are certified. Cattle that meet the initial live animal specification are then evaluated for the brand’s 10 carcass specification by United States Department of Agriculture (USDA) graders.

4. The brand is a mainstream premium market. By definition Certified Angus Beef® is a niche market, but the size and scope of the brand indicates more. In 2010, 777 million pounds were sold worldwide. Roughly 65,000 cattle must meet brand specifications every week to meet the tremendous demand for Certified Angus Beef® product. Ranches across the country have proven that despite differences in climate, environment, hard ear or ranch history, the right genetics and management can lead to success in growing the kind of cattle that meet this demand.

5. It’s a non-profit subsidiary of the American Angus Association. The only funding received by Certified Angus Beef LLC is from licensed packers and processors, which pay approximately 2 cents per pound sold. The dollars generated are then invested in brand-building efforts that are overseen by the Angus breeders who govern the Certified Angus Beef LLC Board of Directors.

The Certified Angus Beef® supply chain
Making dollars and sense of the world’s largest branded beef company.

High-quality beef begins with sound breeding decisions. Certified Angus Beef LLC’s mission statement is to increase demand for registered Angus cattle, and it does that by building demand that rewards producers for beef genetics that perform on the ranch and on the rail.

Licensed distributors and exporters
These operators purchase and distribute the 800+ million pounds of Certified Angus Beef® product to businesses across the U.S. and 46 other countries. The brand exported 80.6 million pounds in 2010.

Consumers
The brand generates more than $3.7 billion in annual sales by satisfying the market demands for high-quality beef, even in tough economies.

Packing plant
This is where product is graded and certified to meet the specifications. Certified Angus Beef® is the only brand available from 28 packing plants, offering access to nearly 85% of all fed cattle in the U.S.

Licensed restaurants/retailers
More than 12,300 restaurants and grocery stores carry Certified Angus Beef® product to businesses across the U.S. and 46 other countries. The brand exported 88.5 million pounds in 2010.

Feedlot data on more than 400,000 cattle show the most profitable third graded 56.2% Choice and 12.3% premium Choice for $90.26/head profit, $130 more than the lowest third with 49.8% Choice. Sorted for quality, the highest grading third (72.8% Choice or better) had the highest gains and most profit.

1. 2010 “Here’s the Premium” database. Includes more than 10,000 head from nearly 600 lots; 12,721 lots and approximately 275,000 cattle from 13 states since 1999.

2. 2010 Professional Cattle Consultants: “Factors Driving Cattle Feeding Profitability” profiled data on 443,129 steers harvested 2004-09 from Iowa to Texas.


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