

MARBLING IS THE KEY

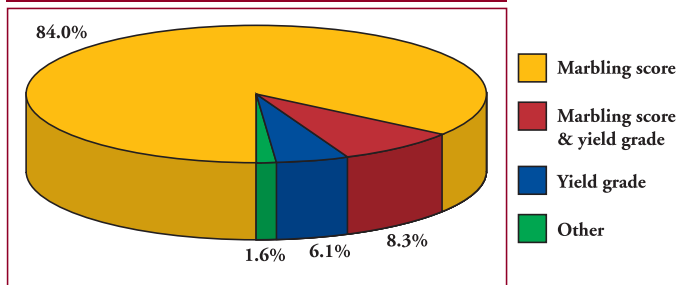
Profit Tip

The goal of beef production is not merely protein. It's taste, says renowned Colorado State University meat scientist Dr. Gary Smith. Consumers will pay more for protein that has an appealing flavor, and they find it in well-marbled beef. Producers can satisfy the consumer and earn more money by raising cattle that meet *Certified Angus Beef*® (CAB®) brand requirements. The problem is, 92% of cattle don't qualify for this \$30 million annual market, and that's mainly due to lack of marbling.

The Facts

- Consumers prefer the unique flavor of beef that has been grain-fed at least 100 days.
- Overall beef palatability—the satisfaction gained from eating beef—is determined by flavor, juiciness and tenderness. Other proteins are juicier and more tender than beef, but consumers recognize beef's flavor.
- People will pay more for greater satisfaction, and taste is their measure in food.
- The juiciness of cooked beef increases as marbling in the muscle increases.
- USDA Quality Grade serves as the consumer's guide to beef selection by taste.
 - The CAB® brand accepts Angus-influenced carcasses from the upper two-thirds of Choice or Prime—ensuring a consistent, flavorful eating experience.
- Consumer demand for the CAB® brand shows in the \$200 million packers have paid in producer premiums since 1998.
- Nearly 85% of Angus-influenced cattle miss the brand due to insufficient marbling.

Why cattle do not make CAB®

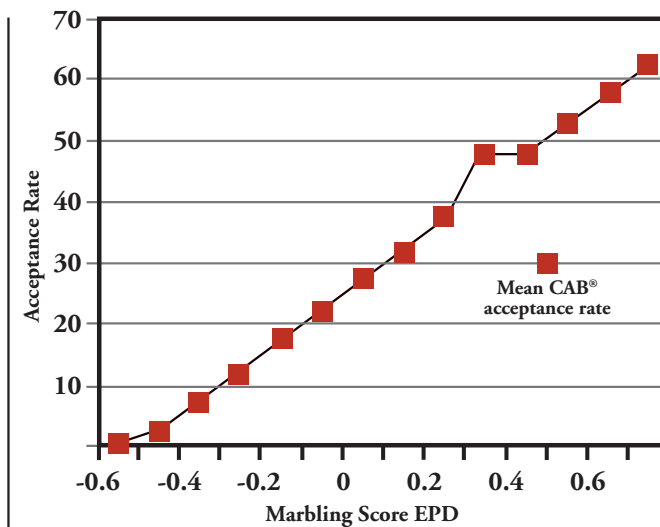


ACKNOWLEDGEMENTS

Gary C. Smith's presentation "Why People Eat Beef?" at the National Cattlemen's Beef Association Annual Convention in San Antonio, Texas, on February 2, 2005.

"Accuracy of Predicting *Certified Angus Beef*® Acceptance Rates Using Carcass expected Progeny Differences" by Mark Scott, Doyle Wilson, Gene Rouse and T.B. Bailey, Iowa State University 2002.

Predicted CAB® acceptance rate mean given marbling score EPD levels



Action Steps

- Select Angus sires with balanced expected progeny differences (EPDs) that are above breed average in marbling and ribeye area.
- Iowa State University research shows a 35% CAB® acceptance rate can be achieved by using Angus sires with marbling EPDs of 0.2 or greater, given accuracy of 0.7 or higher and equal genetic selection pressure on cow herd.
- Coordinate quality health and management strategies with the feedlot or next owner of your cattle.

Eight carcass specifications ensure every carcass earning the *Certified Angus Beef*® brand offers consumers a high-quality eating experience. To earn the brand, cattle must first be at least 51% black-hided, and then meet these criteria:

- Modest or higher degree of marbling
- Medium to fine marbling texture
- "A" maturity (9-30 months)
- USDA Yield Grade (YG) 3.9 or leaner
- No hump exceeding 2 inches in height
- Moderately thick or thicker muscling
- No capillary ruptures
- No dark-cutting characteristics

Visit www.CABpartners.com for more information affecting your bottom line.

Questions?

Call Steve Suther at 877/241-0717.



The brand that pays.™