



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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Interactive Feature (QTIF)

CAB to enhance uniformity specs (http://www.cabpartners.com/news/radio/stika_specs_qtif8.pdf)

In response to beef industry changes and consumer demand, the Certified Angus Beef board of directors voted this fall to adopt a uniformity requirement for the brand. That will replace the current C-A-B Yield Grade specification, says CAB President John Stika. He explains why the brand reevaluated its requirements.

Actuality: LINK: http://www.cabpartners.com/news/radio/stika_specs_qtif8_1.mp3

O.C: "...on them as well."

Stika says, since the CAB brand was launched in 1978, the beef industry has changed and the brand must change with it. He says beef industry demand is increasing for trimmed sub-primal cuts, making excess fat trim less important than uniformity to the brand's end users.

Actuality: LINK: http://www.cabpartners.com/news/radio/stika_specs_qtif8_2.mp3

O.C: "...whole muscle separation."

The board voted to adopt a ribeye size bracket of 10 to 16 square inches, a carcass weight limit of 999 pounds and most recently limiting back fat to less than an inch.

Stika says these new limits are needed, because the average weight of a beef carcass has increased nearly 6 pounds per year since 1978, which meant some cuts from cattle meeting the old yield grade 3.9 requirement were too big for the brand's food service licensees.

Although, Stika says, the brand will lose about 6 percent of the cattle that currently qualify for the brand, CAB will pick up other cattle that did not qualify for the program before.

Actuality: LINK: http://www.cabpartners.com/news/radio/stika_specs_qtif8_3.mp3

O.C: "...one packer to the next."

According to Stika, the board voted in early November to accept the proposed changes. Implementation, he explains, will make sure there are no disruptions in supply.

Actuality: LINK: http://www.cabpartners.com/news/radio/stika_specs_qtif8_4.mp3

O.C: "...our licensee base."

Certified Angus Beef is the world's leading brand of fresh beef. Since 1995, packers have paid producers more than \$200 million in value-based grid premiums for cattle accepted into the brand. For more information on CAB products and programs, visit www.CABpartners.com.

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