

## Understanding the *Certified Angus Beef*<sup>®</sup> brand

*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 or beef. It simply owns the trademarked 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.

### 2. "Angus" is not the same as the *Certified Angus Beef*<sup>®</sup> brand.

Unless you see the distinctive CAB logo or trademarked phrase, it's not our product. Many restaurants tout an "Angus" product, but it likely does not meet the brand's high-quality standards.

### 3. Cattle are certified by USDA graders at the packing plant.

No live animals are certified. Cattle that meet the initial live animal specifications are then evaluated for the brand's 10 carcass specifications by United States Department of Agriculture (USDA) graders. (Equivalency in non-U.S. plants.)

### 4. The brand is a mainstream premium market.

In 2016, more than a billion pounds were sold worldwide. Nearly 3.5 million cattle were certified into the program in 2016 in response to the tremendous demand for CAB product. Ranches across the country have proven that despite differences in climate, environment, herd size 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<sup>®</sup>.

The only funding received by Certified Angus Beef LLC is from licensed packers and processors, which pay approximately two 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*<sup>®</sup> brand Supply Chain

### Seedstock

High-quality beef begins with sound breeding decisions. The Certified Angus Beef LLC 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.

### Commercial

Cattlemen who purchase quality genetics can profit. High-percentage Angus are worth \$35 per head more on average than non-Angus calves at auction. It's not just hide color: documented Angus genetics fetch even higher prices and deliver real value in retained ownership.

### Feedyard

With up to 75 percent of cattle grading Choice and Prime, the grid premiums for premium Choice and Prime continue to reward feeders focused on high-quality cattle. To keep up with the averages, feeders should focus on management and procurement methods that allow for the production of high-quality beef. Retaining ownership through the feeding phase is often the only way for cattlemen to capture genetic value of high-quality cattle. The CAB premium alone typically contributes \$40 to \$70 per head, averaging \$50 million per year for sellers of qualifying cattle since 2012. And total grid premiums can double that amount.

### Packing Plant

This is where product is graded and certified to meet the specifications. CAB is the only brand available from 31 packing plants, offering access to more than 85 percent of all fed cattle in the U.S. and Canada.

### Licensed Distributors and Exporters

These operators purchase and distribute the billion pounds of CAB product to businesses across the U.S. and 54 other countries. They marketed more than 120 million pounds in those global markets in 2016.

### Licensed Restaurants/Retailers

More than 15,000 restaurants and grocery stores marketed the brand to end consumers in 2016, selling an average of 200,000 pounds per second.



## The Cattlemen's **POCKET GUIDE** to the *Certified Angus Beef*<sup>®</sup> brand





## A Promise of Quality

*Certified Angus Beef*<sup>®</sup> brand product lives up to its promise because of its 10 science-based specifications. They set it apart from the other 90 percent of beef, ensuring consumers have a superior product every time. People count on the brand for consistent excellence, purchasing more than 10 billion pounds in the last 15 years and a billion pounds in 2016.

So, what makes CAB stand above the rest? With scores of “Angus” programs out there, including at least 145 other USDA-certified, we want to clarify the details:

### Live Animal Identification – Step 1

- **Phenotypic:** Predominantly solid black hair coat

### Carcass Specifications – Step 2

#### • Marbling

1. Modest or higher marbling
  - That means at least average Choice and ensures superior flavor and juiciness. It’s the single largest barrier to CAB acceptance.
2. Medium or fine marbling texture
  - Many small flecks of fat, as opposed to fewer, larger and coarser characteristics. Smaller flecks ensure consistent flavor and juiciness in each bite.

#### • Maturity

3. “A” maturity for each, lean and skeletal characteristics
  - “A” maturity typically means less than 30 months of age and more tender beef.

#### • Consistent Sizing

4. 10- to 16-square-inch ribeye area
5. 1,050-pound hot carcass weight or less
6. Less than 1-inch fat thickness

#### • Quality Appearance and Tenderness

7. Superior muscling (restricts dairy influence)
  - Screens out dairy-type cattle for inconsistent yields and plate presentation.
8. Practically free of capillary rupture
9. No dark cutters
10. No neck hump exceeding 2 inches
  - This limits the influence of bos indicus (Brahman-type) cattle to address tenderness concerns.



**Only  
3 in 10**  
black-hided  
cattle meet  
the carcass  
specifications  
needed to  
qualify for the  
*Certified Angus  
Beef*<sup>®</sup> brand.



For more information about  
the *Certified Angus Beef*<sup>®</sup> brand  
visit [www.CABpartners.com](http://www.CABpartners.com)  
or call 330-345-2333

