

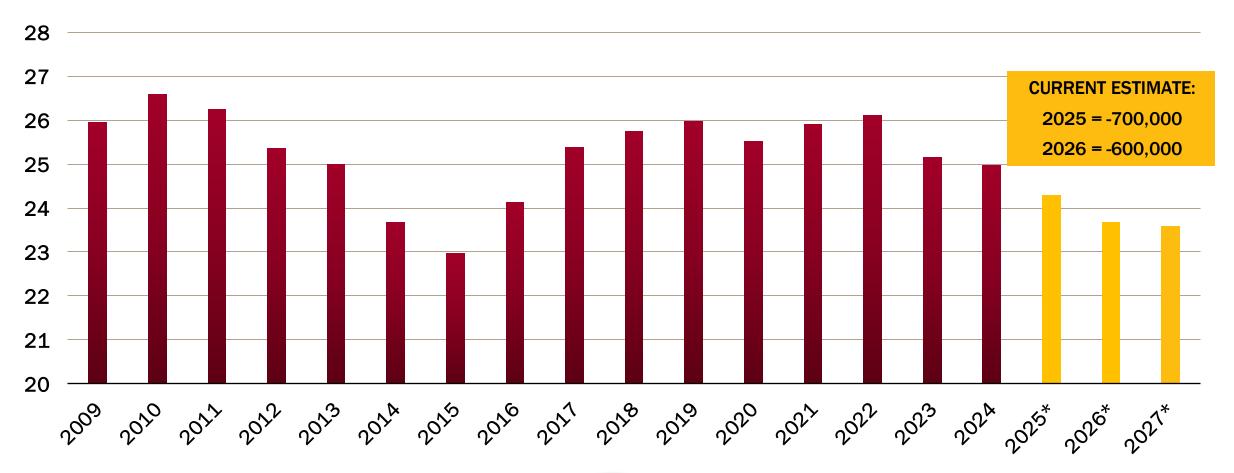
## DAVID O'DIAM

FEEDING QUALITY

CONSUMER DEMAND & THE POWER OF QUALITY

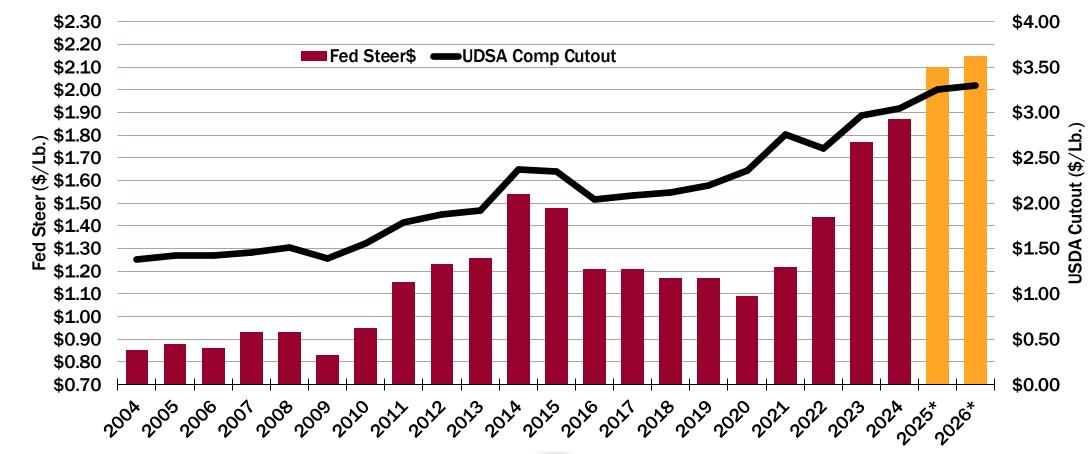


### **US Fed Cattle Harvest**



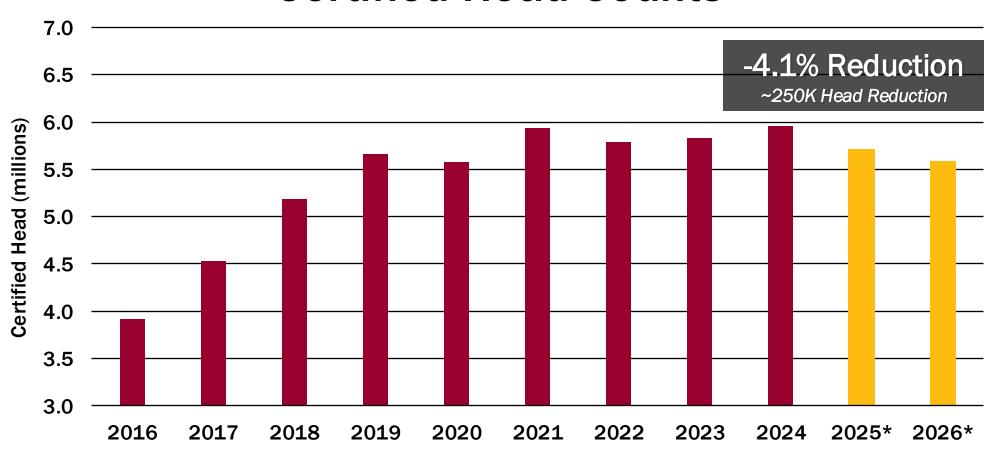


### Fed Steer Price vs. Boxed Beef Cutout



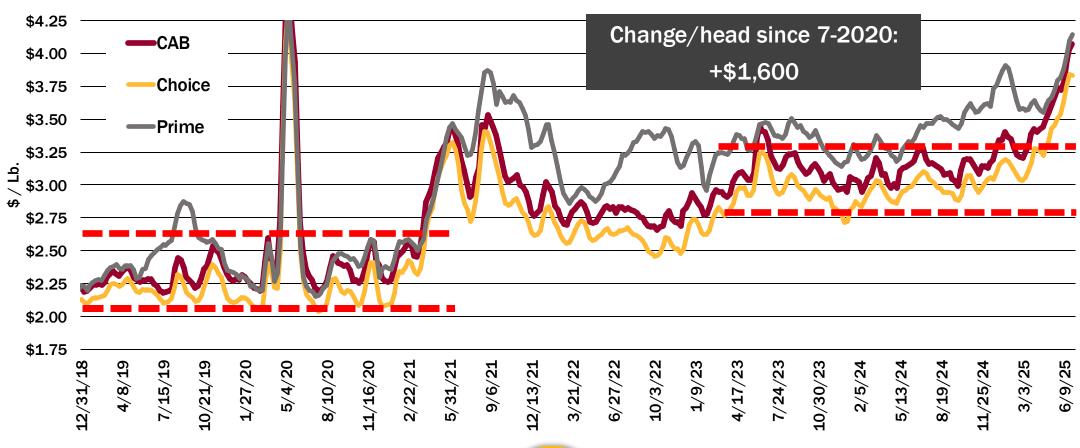


### **Certified Head Counts**





## **Boxed Beef Cutout Value (weekly)**







## 2025 FEEDING QUALITY



44

"Breeds such as Angus and Hereford have done a tremendous job in driving a quality and premium image," says Roerick. "One of the strongest examples there is Certified Angus Beef®, that through very precise quality standards has developed a differentiated position in the consumer's mind by always educating about the intersection between quality and consistency and taste."

-Anne-Marie Roerink











Weekly Ad

Coupons

All Savings



3day Sale Fri-Sun., August 1-3, 2025















## SAVINGS ALL WEEK!























If it's not *Certified*, it's not the best:



MARKETING • COMMUNICATIONS • EDUCATION • CREATIVE • CULINARY • POINT-OF-SALE



## **CULINARY CENTER**

WOOSTER, OHIO

















#### FEEDING QUALITY

F O R U M



## If it's not Certified, it's not the best.









### **Retail F&B Retains Large Cost Advantage**

#### **Cost per Eating Occasion**





Note: Estimates based on sales and eating occasions.

Averages for 12 months ending December. Source:

Circana® POS, National Eating Trends®, and CREST®

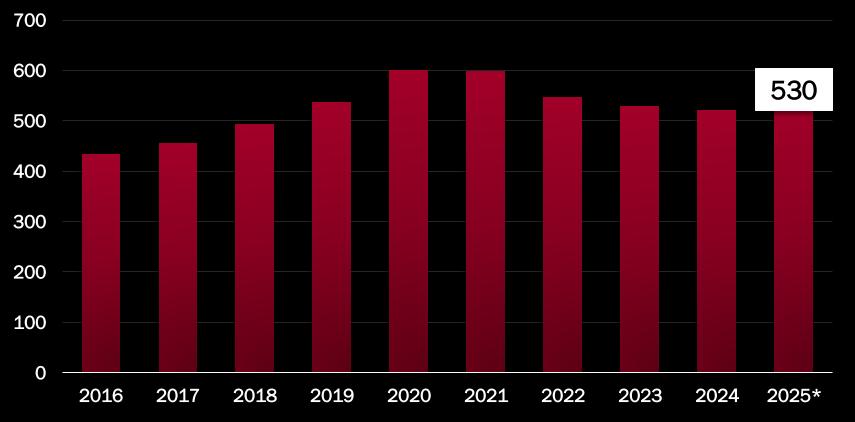
Circana, LLC. | For public use

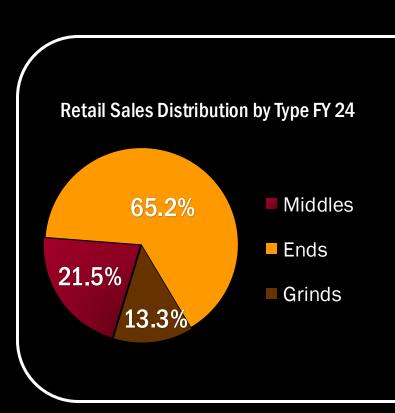
FEEDING QUALITY
FORUM





## **Retail Sales**







Differentiate your ground beef offering with the superior quality and consumer appeal of the Certified Angus Beef® brand.

- Trusted product consistency from the brand's Premier Ambassador
- Scannable, leak-proof packaging with extended shelf life (Bricks: 24 days, Chubs: 23 days)
- · Range of lean points and primal grinds



#### Bricks

NBP CODE	PRODUCT DESCRIPTION	WT.	PACKAGES PER BOX	WT.
77428	80/20 Ground Chuck	1 lb.	18	18 lbs.
77698	85/15 Ground Round	1 lb.	18	18 lbs.
77778	90/10 Ground Sirloin	1 lb.	18	18 lbs.
77608	7608 93/7 Lean Ground Beef		18	18 lbs.



#### Chubs

Cita			PACKAGE	PACKAGES	BOX
	NBP CODE	PRODUCT DESCRIPTION	WT.	PER BOX	WT.
1 LB.					
	NEW!	80/20 Ground Chuck	1 ib.	24	24 lbs.
	NEW!	90/10 Ground Sirloin	1 lb.	24	24 lbs.
	NEW!	93/7 Lean Ground Beef	1 lb.	24	24 lbs.
3 LB.					
1	0718	73/27 Ground Beef	3 lbs.	12	36 lbs.
	0788	80/20 Ground Chuck	3 lbs.	12	36 lbs.
5 LB.	7				
	0518	73/27 Ground Beef	5 lbs.	12	60 lbs.

For additional product information, see our complete program at nationalbeef.com/cab or call your National Beef\* representative at 1-800-449-BEEF



America's Premier Beef Company

Kansas City, MO 64163 + nationalbeefcom + 1-800-449-BEEF

National Beef Racking Company, LLC. 9 2022 #8513 / Vex. 1-22
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#### FEEDING QUALITY

FORUM



#### Class of its Own

Certified Angus Beef ®
Prime goes beyond USDA
Prime-grade marbling by
applying nine additional
standards that other Angus
beef doesn't have to meet.

#### **Maturity**

Only "A" maturity beef from cattle harvested younger than 30 months of age by detention, for superior color, texture & tenderness.

(USDA Prime may include cattle over 30 months of age.)

#### Marbling

Finer marbling texture ensures consistent flavor and juiciness in every bite.

(USDA Prime has no specification.)

#### **Carcass Traits**

Provide superior muscling for more uniform and consistent plate presentations and greater taste.

(USDA Prime originates from a variety of breeds, NOT just Angus.)

## Only the top 3% of beef qualifies

FEEDING QUALITY





#### **FEEDING QUALITY**

F O R U M

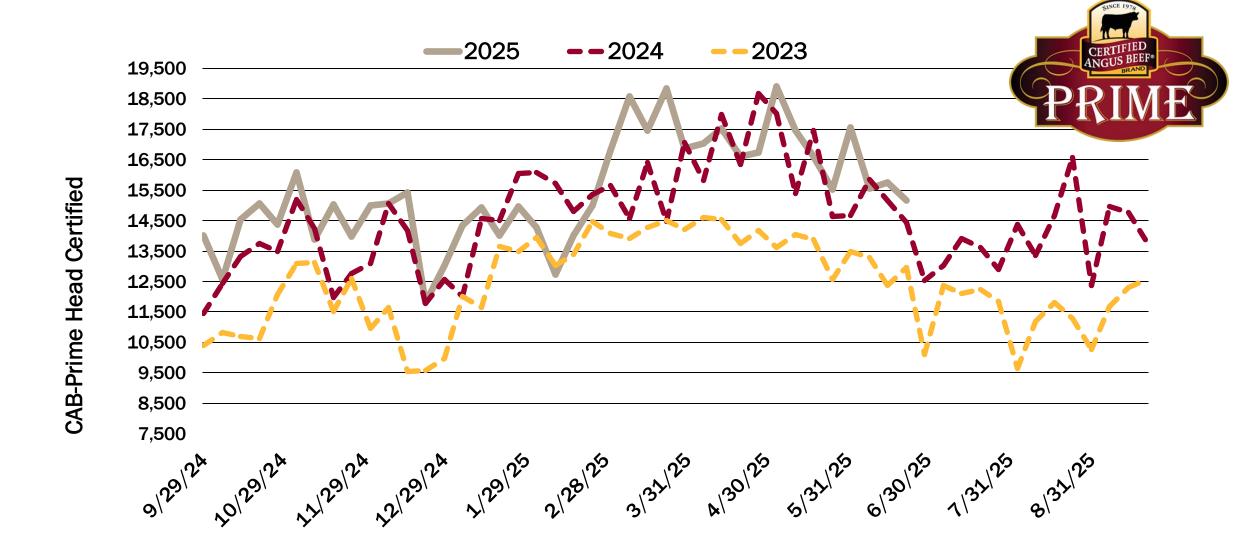






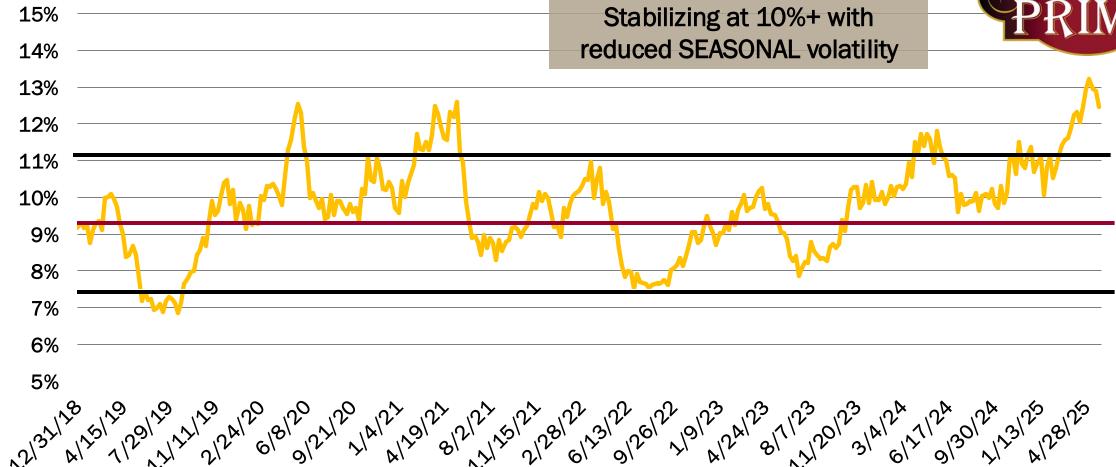
### FEEDING QUALITY

F O R U M



## **USDA <u>Prime</u>** Grading %

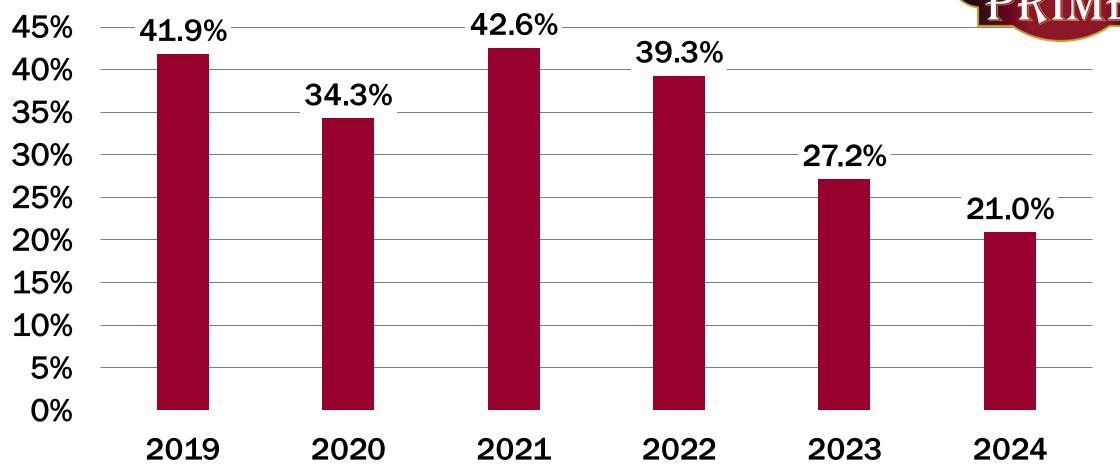




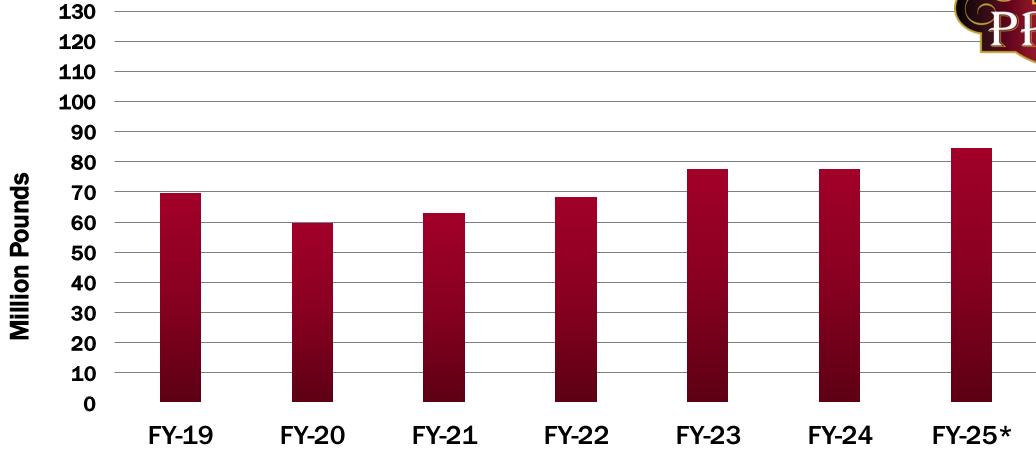
### **Volatility in Prime Grading %**

Volatility = (Seasonal High - Seasonal Low) / Average

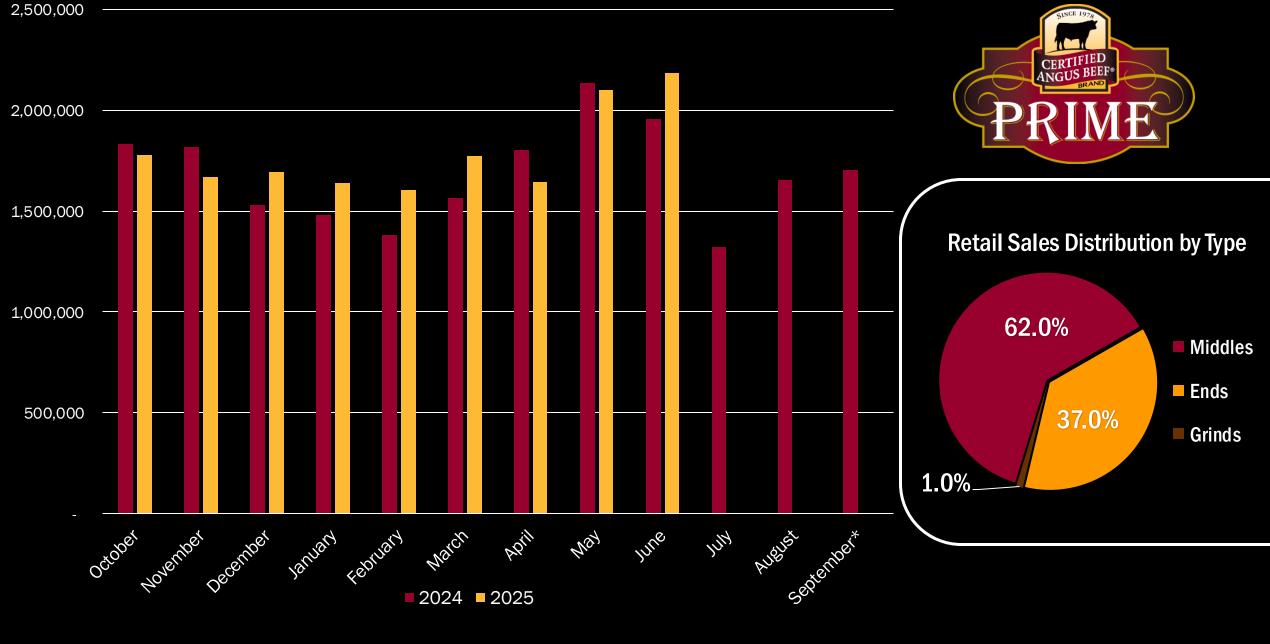








\*FY-25 through June



## FEEDING QUALITY





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game day with

FEEDING QUALITY

F O R U M

## **Shadow Marketing**

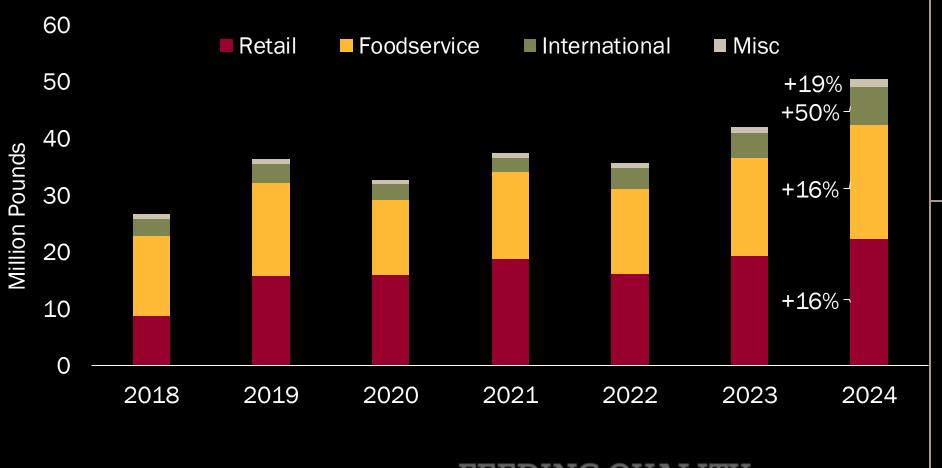






## Sales by Division

F O R U M



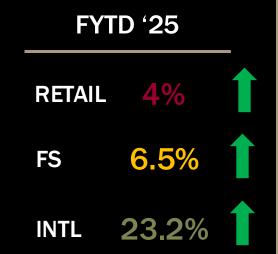
% OF TOTAL

RETAIL 44%

FS 40%

INTL 13%

MISC 3%





27
LOCATIONS AROUND
ATLANTA, GA



## **CONVERSION SUCCESS**

No roll outside Skirt Steak converted to Certified Angus Beef ® Prime Clod Heart, trimmed and sliced = 100% yield.





## Foodservice Distributors Top





## **Products**





**RIBEYE** 



STRIP LOIN



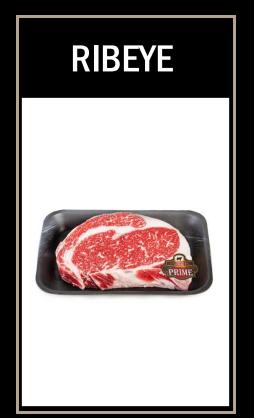
**TENDER** 

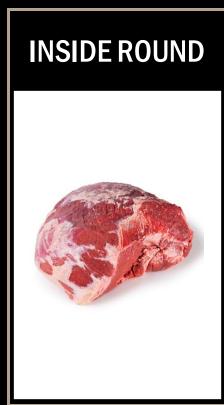


**BONE-IN RIB** 

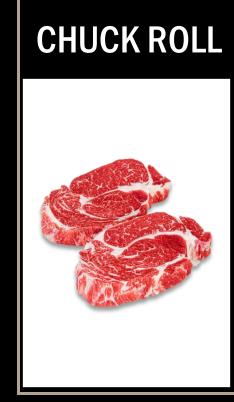


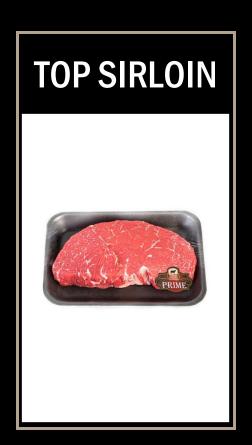
# Retail Top Service Products











## International Top





## **Products**





**CHUCK ROLL** 



**RIBEYE** 



**TOP SIRLOIN** 



**BONE-IN RIB** 



