

Top 5 facts
cattle producers
need to know about



1. “Angus” is not the same as the Certified Angus Beef® brand.

Many restaurants and grocery stores advertise an “Angus” product, but unless you see the distinctive CAB logo or trademarked phrase, it’s not our brand.

2. Cattle are certified by USDA graders at the packing plant.

No live animals are certified. Cattle that meet the American Angus Association® live standard are evaluated for the brand’s 10 carcass specifications.

3. The company only owns the logo.

Certified Angus Beef LLC doesn’t buy, sell, own or market cattle or beef. It simply owns the trademarked logo, which it uses to increase profitability for licensed partners of the brand.

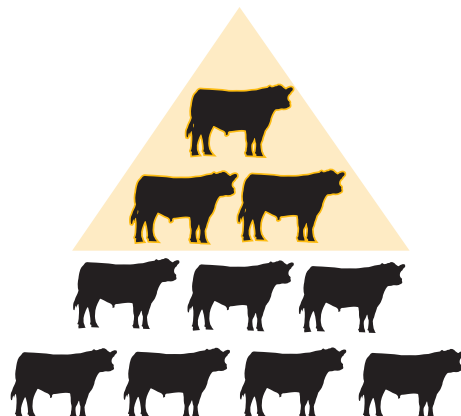
4. CAB is a nonprofit subsidiary of the American Angus Association®.

The only funding received by CAB is from licensed packers and processors, which pay approximately two cents per pound sold. The dollars generated are invested in brand-building efforts for licensed partners.

5. The brand is a mainstream premium market.

Over 5.2 million cattle were certified into the program in 2018 in response to the tremendous demand for CAB product.

Raising Angus cattle is a great place to start, but it’s not enough to guarantee you’ll meet brand standards.



Only 3 in 10 Angus cattle meet the brand’s high standards.

Want to learn more about how you can exceed average by targeting quality in your cowherd?
Visit CABcattle.com or call 330-345-2333.



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Certified Angus Beef
Cattleman Connection



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BRAND BASICS



Adding value for every link in the chain!

Seedstock Producers



Governed by Angus breeders, the Certified Angus Beef LLC mission is to increase demand for registered Angus cattle, and it does that by building demand that ultimately rewards producers for cattle that perform on the ranch and the rail. In 2018 alone, that demand translated to over 1 billion pounds of brand sales! The Targeting the Brand logo offers seedstock producers an additional tool to tie to this demand and promote bulls with genetic potential to sire CAB-quality calves.



Commercial Producers



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.

Feedyards



The CAB premium alone from packers can contribute \$40 to \$75 per head. In 2018, packers paid \$75 million in CAB grid premiums to sellers of qualifying cattle. Retaining ownership through the feeding phase is one of the most effective ways to capture value of high-quality cattle.



Certified Angus Beef® brand product lives up to its promise because of its 10 science-based specifications. With scores of “Angus” programs out there, we want to clarify the details.

Step 1 - Marketing

Cattle must be sold to a packing plant licensed by CAB.

Step 2 - Live Animal Identification

Phenotypic – Predominantly solid black hair coat.

No white behind the shoulder or above the flank.

Identifying Angus-influence is the first hurdle to brand qualification. While other Angus programs stop here, we implement 10 additional standards to ensure consumers have the best eating experience every time.



Step 3 - Carcass Specifications

Specification	Why it matters
1. Modest or higher marbling	Guarantees the top portion of Choice and ensures superior flavor and juiciness. This is the single largest barrier to CAB acceptance.
2. Medium to fine marbling texture	Many small flecks of fat as opposed to larger and coarser characteristics. Smaller flecks ensure consistent flavor and juiciness in each bite.
3. “A” Maturity	The youngest classification for beef – ensures superior color, texture and tenderness.
4. 10- to 16-square-inch ribeye 5. 1,050-pound hot carcass weight limit 6. Less than 1-inch fat thickness	Three specifications ensure thicker steaks and consistent plate presentation.
7. Superior Muscling	Screens out dairy-type cattle for inconsistent yields and plate presentation.
8. Practically free of capillary rupture 9. No dark cutters	Two specifications ensure consistent quality appearance and flavor.
10. No neck hump exceeding 2 inches	Limits influence of bos indicus (Brahman-type) cattle to address tenderness concerns.