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NEWS



30TH ANNIVERSARY

Executive Office

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330/345-2333

Fax: 330/345-0808

Manhattan Office

1107 Hylton Heights Rd.

Manhattan, KS

66502-2822

Phone: 785/539-0123

Fax: 785/539-2883

Japan Office

Japan Business Center

WBG Marive East 14F

Nakase 2-6 Mihama-ku

iba-shi, Chiba 261-7114

Japan

Ph: 011/81-43-297-3363

Fax: 011/81-43-297-3374

www.

certifiedangusbeef

.com

The *Certified Angus Beef*[®] brand's 10 Quality Standards

The *Certified Angus Beef*[®] brand is the world's leading Angus brand and consumer's top choice for premium beef. Its stringent standards promise superior flavor, juiciness and tenderness.

"Angus" on a label does not define product quality. Angus cattle can produce U.S. Department of Agriculture (USDA) Select, Choice and Prime beef. The *Certified Angus Beef*[®] brand starts with high-quality Angus cattle that then must pass 10 science-based specifications to deliver great taste. These quality standards are what set the *Certified Angus Beef*[®] brand apart.

USDA graders evaluate and "certify" beef for the brand, ensuring its genuine quality. A unique product monitoring system from USDA certification to restaurants and grocery stores helps ensure consumers receive the brand's notable quality.

The brand's specifications address marbling, maturity and consistency – all of which play an important role in providing a great eating experience. In fact, less than 8% of all beef is flavorful, juicy and tender enough to earn the brand's mark. Here's the science that makes that 8% a cut above the rest:

Superior marbling for mouthwatering flavor and juiciness

1. Modest or higher marbling – upper levels of USDA Choice
2. Medium to fine marbling texture – superior flavor and juiciness in each bite

Beef harvested at the right time will have superior color and texture

3. "A" Maturity – cattle raised for beef, not for breeding (older so tougher beef)

Consistent sizing ensures thicker steaks and more desirable roast sizes

4. 10- to 16-square-inch ribeye
5. Less than 1,000-pound carcass weight
6. Less than 1-inch external fat

Fresh beef appearance and tenderness

7. Superior beef muscling – pleasing steak and roast sizes
8. Practically free of capillary rupture – "blood spots" not desirable in retail meat cases
9. No dark cutters – darker brown color not desirable in retail meat cases, affects flavor
10. No neck hump exceeding 2 inches – limit beef from cattle known to be less tender