

## More than “Angus”

Angus beef is a mainstay at restaurants and markets across the United States today, and that’s due, in large part, to the success of the *Certified Angus Beef*<sup>®</sup> brand. But it’s important to understand the many differences.

### The *Certified Angus Beef*<sup>®</sup> brand

- A brand of beef that starts with Angus cattle
- Meets 10 strict quality standards (see list below)
- Standards are more stringent than USDA Select, Choice and Prime grades
- Requires marbling equal to the best USDA Choice, or USDA Prime, beef
- Only 3 in 10 Angus cattle meet the brand’s high standards
- The original brand of premium beef, available since 1978
- Offers unparalleled product tracking, from harvest to table, to ensure integrity

### Angus beef

- Angus is a breed of black cattle, not a brand or quality specification unto itself
- No quality requirements other than identification as Angus
- Other Angus labels may require their own standards, or none at all.
- May represent any USDA grade, or none at all
- Angus beef not meeting our standards may be marketed as other brands
- More than 100 copycat programs are on the market today
- No requirement

Our Angus heritage is important to us, because the family farmer and rancher members of the American Angus Association<sup>®</sup> actually own the *Certified Angus Beef*<sup>®</sup> brand, and created the vision for our high-quality beef more than 40 years ago. Angus cattle, however, known for their potential to produce high quality beef as well as their typically black hair and characteristic body shape, are just the starting point.

### 10 exacting quality standards

The *Certified Angus Beef*<sup>®</sup> brand relies on a set of 10 specifications to ensure consistent quality. These measures are evaluated by independent U.S. Department of Agriculture graders at the same time they evaluate beef for voluntary USDA grades. (All U.S. beef is inspected for wholesomeness and safety.)

The brand’s specifications were developed to ensure consistency, flavor, tenderness and appearance – all important factors in delivering on the brand’s promise of quality.

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1978-2018

### Marbling and Maturity

1. Modest or higher marbling – for the taste that ensures consumer satisfaction
2. Medium to fine marbling texture – the white “flecks of flavor” in the beef that ensure consistent flavor and juiciness in every bite
3. Only cattle harvested younger than 30 months of age qualify as “A” maturity – for superior color, texture and tenderness

### 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 the influence of dairy cattle
8. Practically free of capillary rupture – ensures the most visually appealing steak
9. No dark cutters – ensures the most visually appealing steak
10. No neck hump exceeding 2 inches – safeguards against cattle with more variability in tenderness

### Comparison to USDA grades



While there is some overlap between USDA grades of beef and the *Certified Angus Beef*<sup>®</sup> brand, there are some significant differences, as well. Our standards have always ensured a superior eating experience that goes beyond the USDA grade.

The USDA grades most commonly marketed are Prime (the very best), then Choice, then Select. These classifications are primarily based on the amount of marbling: the small white flecks of fat that melt during cooking and impart flavor and juiciness.

The *Certified Angus Beef*<sup>®</sup> brand, however, requires at least as much marbling as the best Choice or Prime, plus several other markers of consistent quality. It's this assurance that puts our product a cut above these grades.

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