

for immediate release

# NEWS

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## **The *Certified Angus Beef*<sup>®</sup> brand named among healthiest employers**

*Premium beef company lauded for employee health*

**CHICAGO** – Oct. 18, 2017 – More and more, people are discovering the robust list of health benefits consuming beef provides to a balanced diet. According to one of the nation’s top health and wellness analytics companies, not only is the beef healthy, but also the people behind the world’s first and most successful brand of beef.

The *Certified Angus Beef*<sup>®</sup> brand, which is fast approaching its 40th anniversary later this month, was honored by Springbuk recently on its list of the Healthiest 100 Employers in America, an award given at the FitBit Captivate conference. The beef company was ranked 91st in the country, which places it in the top 1 percent of all companies in terms of employee health.

The award is aimed at recognizing companies that proactively shape the health of employees, influencing both the health of the workplace and the bottom line. Healthiest Employers works with more than 5,000 companies and 60 percent of the Fortune 500.

Award applicants were evaluated across six key categories: Culture and Leadership, Foundational Components, Strategic Planning, Communication and Marketing, Programming and Interventions, and Reporting and Analysis. Completed assessments were ranked with the proprietary Healthiest Employer Index, a 1-100 metric for wellness programming.

For more than a decade, wellness professionals of the *Certified Angus Beef*<sup>®</sup> brand have diligently tracked health metrics of their staff and now have years of aggregate data showcasing the substantial improvements in overall employee health.

“We have seen dramatic improvement in multiple areas measured through the yearly Health Assessments,” says Pam Cottrell, director of human resources for the brand.

“Ninety percent of our employees passed four out of six cardio metabolic numbers (a combination of risk factors that increase the risk of heart disease, diabetes and stroke) compared to the national average of 65 percent.”

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**About the *Certified Angus Beef*<sup>®</sup> brand**

World renowned for its exceptional quality and generous marbling, the *Certified Angus Beef*<sup>®</sup> brand is the original brand of premium beef, created in 1978 and still owned today by family ranchers. With only the best Angus beef making the cut, 10 exacting standards ensure superior taste and tenderness in every bite. For more information, visit [CertifiedAngusBeef.com](http://CertifiedAngusBeef.com) or follow the brand on Facebook, Twitter, Instagram, Pinterest and LinkedIn.

**About Healthiest Employer, LLC**

Healthiest Employers is an awards program that recognizes organizations that proactively shape the health of their employees. To date, Healthiest Employer has served as a resource to over 8,000 U.S. employers that represent 60 million employees. This program is conducted by Springbuk, a health analytics company. Learn more at [www.HealthiestEmployers.com](http://www.HealthiestEmployers.com) and [www.Springbuk.com](http://www.Springbuk.com).

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