
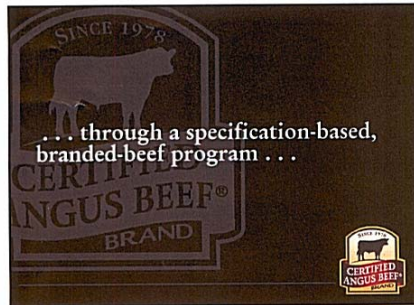






- Today's CAB® brand
- Over 634 Million pounds sold in 2008
 - The *Certified Angus Beef*® brand accounted for 96.8% of Angus-influenced beef with Modest or higher marbling through USDA brand certification in 2008.
 - 1.7 million pounds sold per calendar day
- 2.4 million pounds per business day (5-day week)
 - The brand generates an estimated \$2.5 billion in consumer sales annually.
 - More than 15,000 businesses partner with the brand in the United States and 45 other countries.
- 






Live Animal Identification

- PHENOTYPIC
 - Predominantly (51%) solid black hair coat
- OR
- GENOTYPIC
 - AngusSource® program enrollment




Live Animal Identification

- AngusSource® (genotypic)
 - Administered by the American Angus Association*
 - USDA Process Verified Program (PVP) since Oct. 2005
 - Verifies cattle (regardless of hide color) are sired by Angus bulls that are registered with the American Angus Association*
 - Cattle are verified to be at least 50% Angus




SINCE 1978



10 Carcass Specifications

CERTIFIED ANGUS BEEF® BRAND



Marbling Quantity: Modest or Higher

Modest Marbling
Minimum marbling requirement for Certified Angus Beef® Brand

Small Marbling
Minimum marbling requirement for USDA Choice

Specification: Modest or higher degree of marbling

1) Modest or higher marbling

Slightly Abundant Abundant

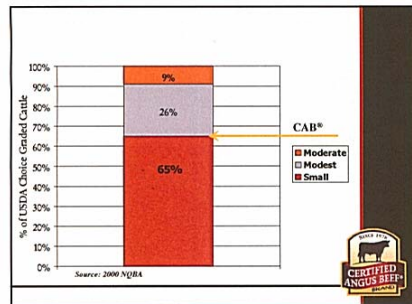
Small Modest Moderate

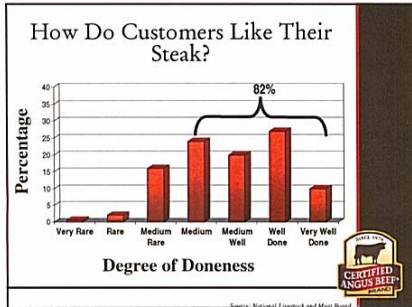
USDA Prime

USDA Choice

USDA Select

Eating Quality





Marbling Texture: Medium or Fine

- Affects overall bite
- Value to cooking process

Finer texture

Coarser texture

Photos depict Slightly Abundant®. Reproductions courtesy of the NCSBA and U. S. Department of Agriculture, KCNCBA.

Specification: Medium to fine marbling texture

Maturity: A


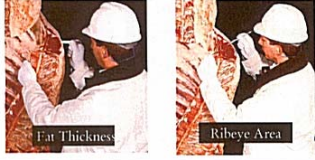
- Finer texture
- Superior color
- Superior firmness

Maturity Score	Approximate Age in Months
A	9-30
B	30-42
C	42-72
D	72-96
E	96+

Specification: A Maturity


Consistent Sizing

- 4) Ribeye area: 10 to 16 square inches
- 5) Carcass weight: less than 1,000 pounds
- 6) External fat limit: less than 1 inch




Additional Specifications

- Higher muscle to bone ratio




Moderately thick or thicker muscling

- Eliminate Brahman-type cattle




No neck hump exceeding 2"




Additional Specifications

- Eliminate dark coloring and other visual distractions



No dark cutting carcasses



Practically free of capillary rupture

