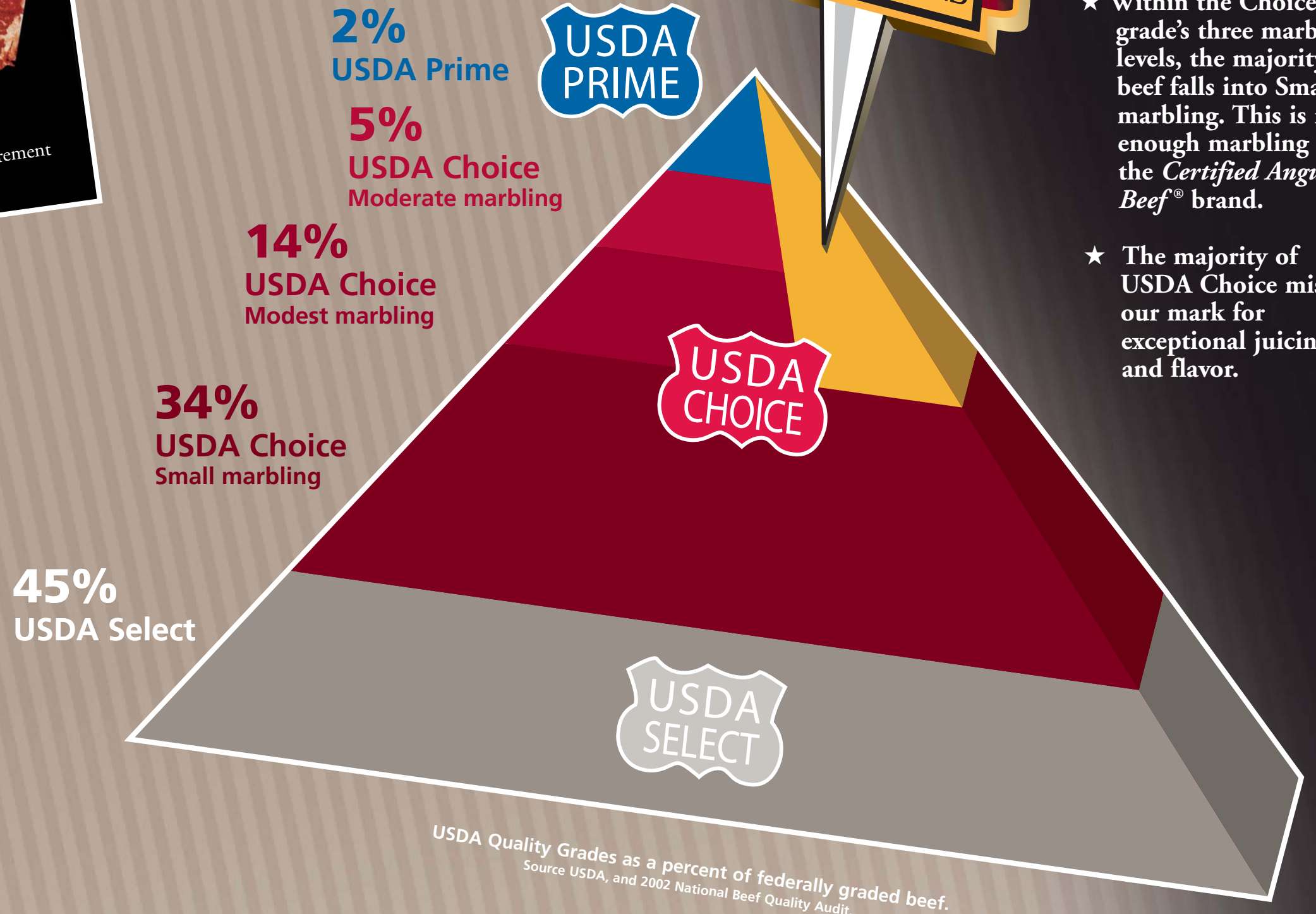
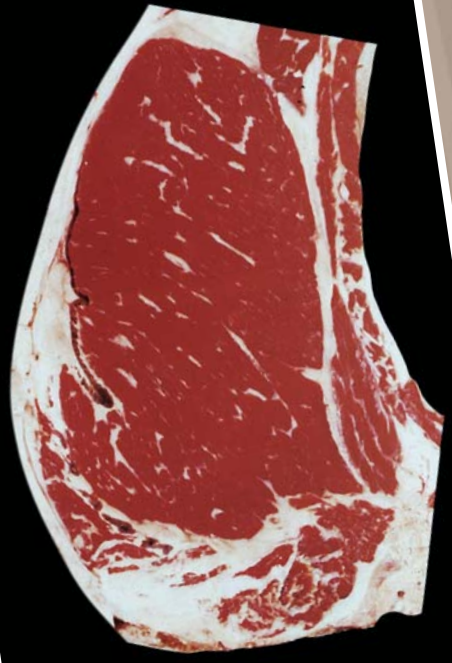


Angus beef at its best™

Less than 8 percent of beef can earn the distinctive **Certified Angus Beef®** brand.



- ★ *Certified Angus Beef®* brand standards exceed those of USDA Prime, Choice, and Select graded beef.
- ★ Within the Choice grade's three marbling levels, the majority of beef falls into Small marbling. This is not enough marbling for the *Certified Angus Beef®* brand.
- ★ The majority of USDA Choice misses our mark for exceptional juiciness and flavor.



Modest Marbling
Minimum marbling requirement for *Certified Angus Beef®* brand



Small Marbling
Minimum marbling requirement for USDA Choice

Photos courtesy of the National Cattlemen's Beef Association, and the U.S. Department of Agriculture, ©NCBA

Marbling

- ★ Marbling is the main contributor of beef juiciness, flavor, and tenderness.
- ★ It is the flecks of fat within the beef.
- ★ Beef with more marbling can be cooked to higher temperatures and still be juicy.
- ★ Our standards require Modest or higher marbling.
- ★ *Certified Angus Beef®* brand must be medium to fine marbling texture. Coarse marbling can negatively influence palatability.

Maturity

- ★ Beef harvested at the right time will have superior:
 - ★ Color
 - ★ Texture
 - ★ Firmness
- ★ *Certified Angus Beef®* brand selects only "A" maturity which is the youngest classification of cattle harvested at 9-30 months of age.
- ★ USDA Prime and Choice can include "B" maturity cattle harvested at 30-42 months of age.

Quality Appearance and Assured Tenderness

- ★ Superior muscling delivers uniform plate presentations.
- ★ Not allowing blood spots or dark cutters ensures consistent flavor and appearance.
- ★ Safeguarding against significant Brahman cattle-influence also ensures tenderness.

Leanness and Cutability

- ★ Maximum beef yield is paramount.
- ★ We select for optimum leanness and yield.



Grades do count!
Reduce your risk of offering a slightly tough or tougher steak.

Certified Angus Beef®	1 in 50
USDA Choice	1 in 13
USDA Select	1 in 6

Source: Oklahoma State University, 2002 (submitted for publication)

Certified Angus Beef® brand is the best investment!

Not all Angus are equal

- ★ Only 1 in 5 Angus-type cattle earn the *Certified Angus Beef®* brand.
- ★ *Certified Angus Beef®* brand is the only Angus brand endorsed and monitored by the American Angus Association's 28,000 cattle ranchers.

Science-based Specifications

To ensure completely unbiased approval, Angus-type cattle are evaluated by the USDA, not in-house graders or plant employees. In Canada, brand standards are evaluated by the Canadian Beef Grading Agency.

Photo courtesy of the National Cattlemen's Beef Association, and the U.S. Department of Agriculture, ©NCBA

