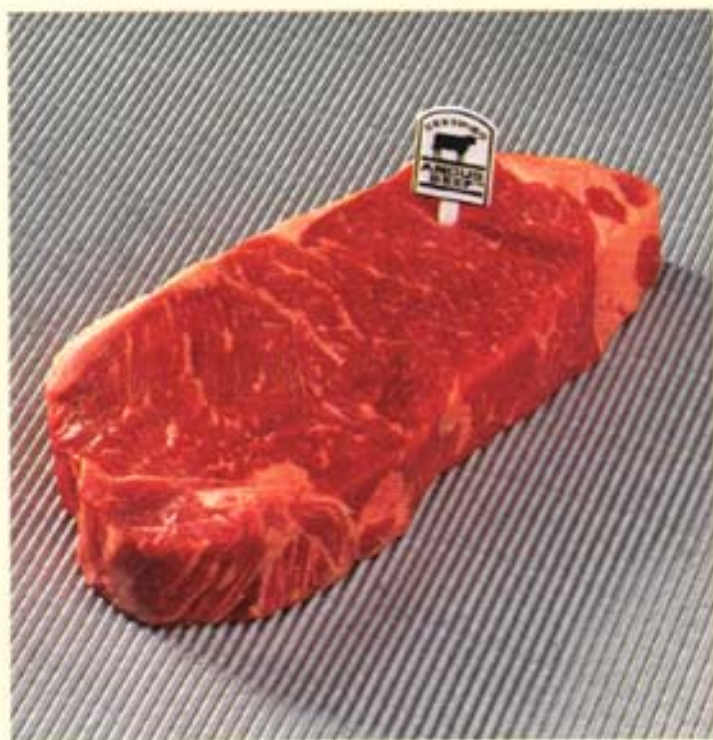


*Always in the  
Best of Taste*



# Simply the Finest Beef You Can Serve

Incredibly tender. Naturally juicy. Abundantly flavorful. That's CERTIFIED ANGUS BEEF™ product. Classic beef taste that brings rave reviews. And more importantly, repeat customers. Beef so superior that it consistently passes scrupulous evaluations for quality and is regarded as the best beef money can buy.



## The World Standard for Taste and Tenderness

The American Angus Association, the world's largest beef cattle registry, is comprised of some 28,000 cattle ranchers dedicated to producing invariably high quality beef that excels in tenderness, juiciness and flavor. A division of this association, the Certified Angus Beef (CAB) Program is the only branded beef program established and monitored by this prestigious organization.

In 1976, the US Department of Agriculture (USDA) lowered and broadened its quality grading standards, resulting in a greater variation in beef quality. That meant older cattle and cattle with less marbling would be sold as USDA Choice.

In response to the lowering of the USDA quality grading standards, the American Angus Association created the CAB Program in 1978. The importance of maintaining and protecting beef quality and consistency has been proven by the CAB Program's phenomenal success.

## Specifications for Excellence

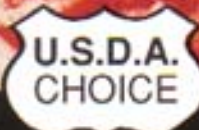
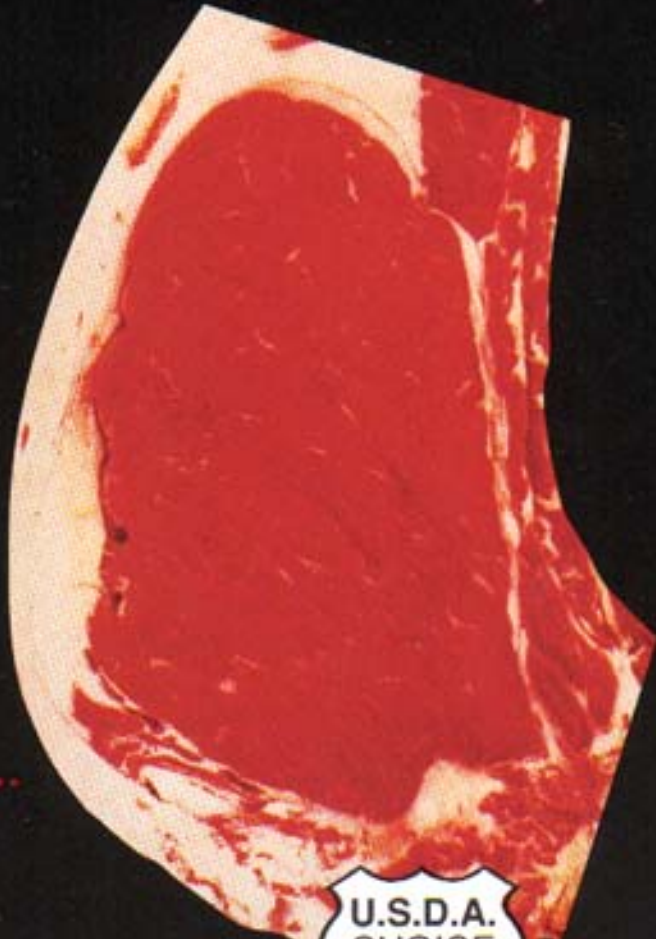
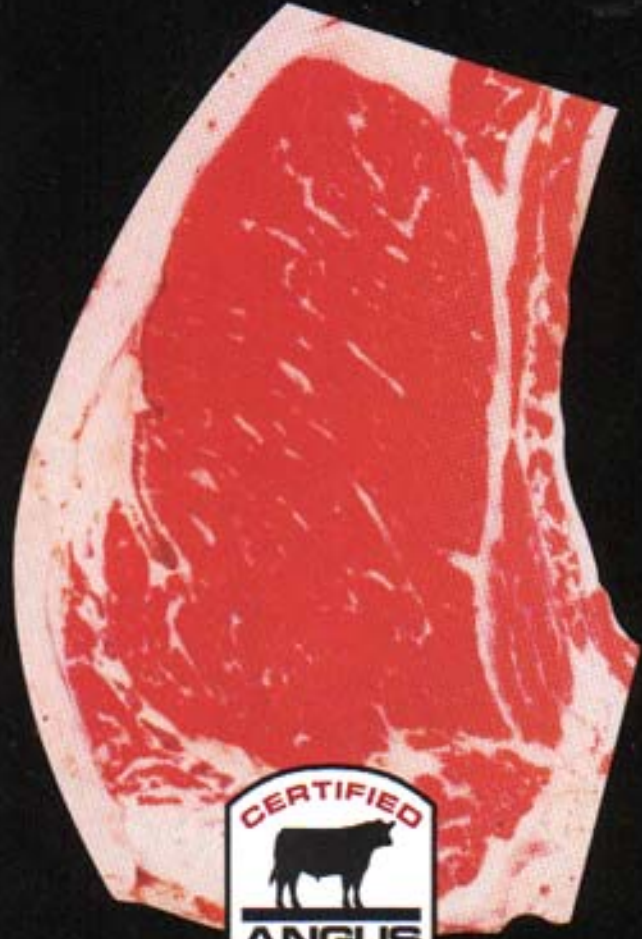
To earn the CERTIFIED ANGUS BEEF product label, beef must be from Angus-type cattle, traditionally the beef industry's recognized quality leader. But more than that, CERTIFIED ANGUS BEEF product must conform to stringent standards based on marbling, maturity and leanness. Less than one in five cattle identified as eligible for CERTIFIED ANGUS BEEF carcass evaluation meets these rigid grading specifications. To ensure complete impartiality, Angus-type carcasses are evaluated for CERTIFIED ANGUS BEEF specifications by the USDA Meat Grading and Certification Service. No house graders are ever used. CERTIFIED ANGUS BEEF quality standards specify that any product labeled with the CERTIFIED ANGUS BEEF mark *must* meet eight requirements, including:

- Have "modest" or higher degree of marbling. Only about 24%\* of USDA Choice carcasses contain these degrees of marbling.
- Be from the "A" (youngest) maturity range. Younger cattle tend to produce beef that is superior in color, texture, firmness and tenderness.
- Be USDA Yield Grade 3 or leaner. Yield grades range from one (leanest) to five (fattest). This results in a quality product without excessive fat cover.
- Have medium to fine marbling texture. Coarse marbling can have a negative influence on beef tenderness and palatability.


These standards, combined with additional Program requirements, ensure you are getting the beef that's always in the best of taste... CERTIFIED ANGUS BEEF product.

*Slightly Abundant (SIA<sup>0</sup>)*  
Minimum marbling requirement for CERTIFIED ANGUS BEEF Prime product and USDA Prime. This category includes only 2%\* of *all* USDA quality graded beef.

*Small (Sm<sup>0</sup>)*  
USDA CHOICE  
Minimum marbling requirement for USDA Choice. Approximately 75.8%\* of all USDA Choice graded beef falls in the small marbling category.



## Quality Standards for CERTIFIED ANGUS BEEF™ Product

USDA Grades	Degrees of Marbling	Maturity A (9-30 months)	Maturity B (30 - 42 months)	
PRIME	ABUNDANT			
	MODERATELY ABUNDANT			
	SLIGHTLY ABUNDANT			
CHOICE	MODERATE			
	MODEST			
	SMALL			
SELECT	SLIGHT			
STANDARD	TRACES			
	PRACTICALLY DEVOID			
<b>GRADES</b> Quality grades help predict the eating quality of beef based on two factors: marbling and maturity. Each grade denotes a specific level of quality determined by the USDA Grading Service.	<b>MARBLING</b> The small white flecks of fat interspersed throughout the lean. Marbling is the main contributor of beef juiciness and flavor.	<b>MATURITY</b> The physiological age of cattle is closely associated with the tenderness of beef. Younger cattle tend to produce beef that is superior in color, texture and firmness.		

*Modest (Ml<sup>0</sup>)*  
Minimum marbling requirement for CERTIFIED ANGUS BEEF product.

*Slight (Sl<sup>0</sup>)*  
USDA SELECT  
Minimum marbling requirement for USDA Select.