

QUALITY COUNTS: CERTIFIED ANGUS BEEF® MEETS CONSUMER DEMAND THROUGH EXPANDED SUPPLY CHAIN

The mission of Certified Angus Beef has stayed the same: To create demand for registered Angus cattle by delivering consistent, high-quality beef to consumers. That’s been the purpose from day one, which still drives the brand today. Certified Angus Beef is here to build a brand that resonates with consumers and works its way back through the supply chain to benefit cattle producers. And how does the brand do this? By upholding standards that guarantee quality and consistency.

What it takes to make the Certified Angus Beef cut

To qualify for the *Certified Angus Beef*® brand label, cattle must first meet the live animal specification: an Angus-influenced appearance, typically defined by a predominantly black hide, without white showing above the flank and behind the shoulder. But that’s just the entry point.

Not all Angus are created equally, and what truly sets the brand apart is its set of ten carcass specifications. Among the most critical is marbling. A modest or higher marbling score is one of the specifications, helping to ensure the flavor and tenderness that consumers come back for, time and time again. Other specifications on the list include a ribeye area (REA) of 10 to 17 square inches, fat thickness no more than 1 inch, hot carcass weight (HCW) no greater than 1,100 pounds, medium or fine marbling texture and more. These standards help ensure size and quality consistency from coast to coast and worldwide.

Consistency matters. As with any trusted brand, whether it’s jeans or chocolate chip cookies, consumers expect the same experience every time they engage. Certified Angus Beef is no different.

How beef-on-dairy cattle contribute to premium beef

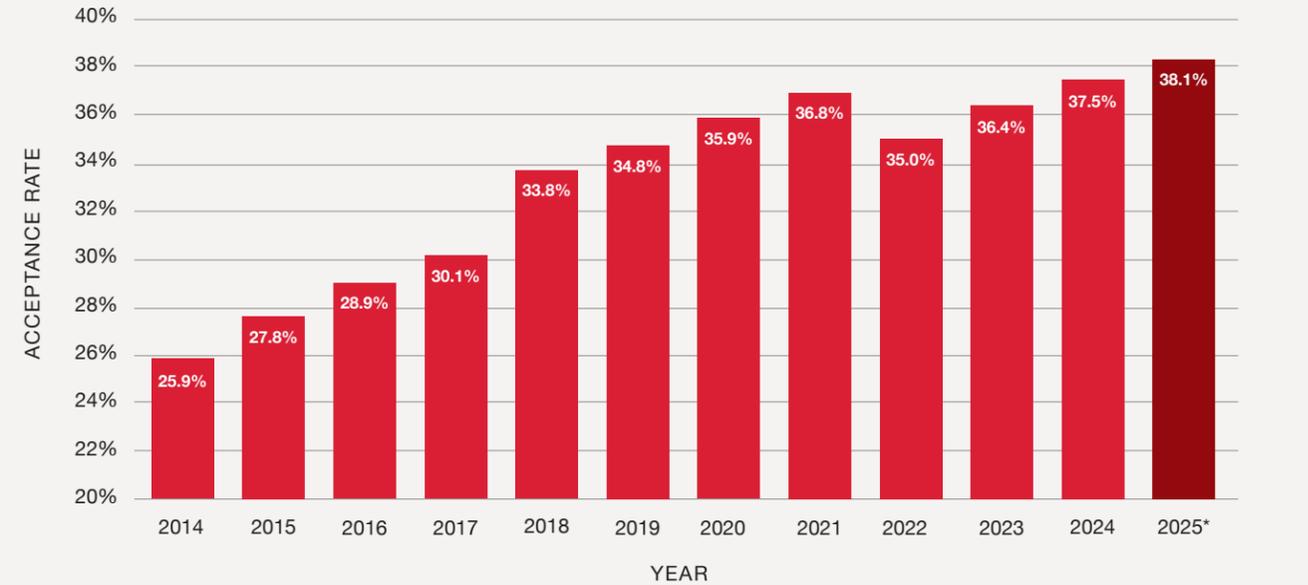
Fed dairy cattle have long been a part of the beef supply chain. Research shows there is no product difference in the beef produced by beef cattle versus beef-on-dairy calves that meet the *Certified Angus Beef*® brand specifications.

To maximize profitability, dairy producers have begun selecting high-quality Angus genetics for performance traits like marbling and carcass yield. With intentional genetic decisions and the right management, beef-on-dairy cattle have the capability to meet Certified Angus Beef® brand standards.

As a result, Certified Angus Beef’s acceptance rates among beef-on-dairy cattle are improving, and opportunity for continued growth exists with each calf crop.

With only 38% of eligible fed cattle making the cut, there’s still work to do. There’s a huge opportunity in that other 62%. If the beef industry can tighten up how those cattle are managed through genetics, nutrition and animal health, more animals will shift into qualifying territory.

Certified Angus Beef acceptance rate



Source: USDA

* Projected

Driving the supply chain forward

In 2025, Certified Angus Beef accounts for about 24% of the U.S. fed cattle market, which is a notable increase from 20% five years ago.⁸ As consumer preference for high-quality beef continues to grow, the brand is working to continually grow its supply – while boosting demand for Angus genetics and improving how fed cattle, including beef-on-dairy, are managed. That unlocks more value and raises profitability for producers.

An estimated 10% of cattle barely miss *Certified Angus Beef*® brand qualification, falling short on marbling and failing to meet the marbling specification. With better genetic decisions, improved animal health management and stronger nutrition strategies, a significant portion of this group could meet brand standards. That shift

would offer economic benefits for producers and increase supply without compromising quality.

Positive to the overall Certified Angus Beef supply, the beef-on-dairy sector is achieving greater consistency in both quality and volume. The structure of the dairy industry allows for a predictable, year-round supply to meet the needs of retailers and restaurants looking to offer premium beef every month.

Certified Angus Beef encourages producers to participate in programs like Beef Quality Assurance (BQA) and Calf Care and Quality Assurance (CCQA) to focus on long-term genetic and management strategies. The reward is more cattle hitting premium specifications and a stronger brand that benefits the entire supply chain.



BRUCE COBB

Executive Vice President of Production, Certified Angus Beef

As executive vice president of production, Bruce brings the mindset of a retailer, international trader, producer and consumer to the table. He leads the production group which involves product services, sustainability programs and supply development efforts while focusing on expanding and enhancing the brand’s supply chain. He grew up on a West Texas farm and brings diverse experience to his role, ranging from the Texas Beef Council, U.S. Meat Export Federation to Daymon Worldwide and Consolidated Beef Producers. Bruce embraces the challenge of strengthening the brand’s supply chain by connecting all segments of the beef industry.