

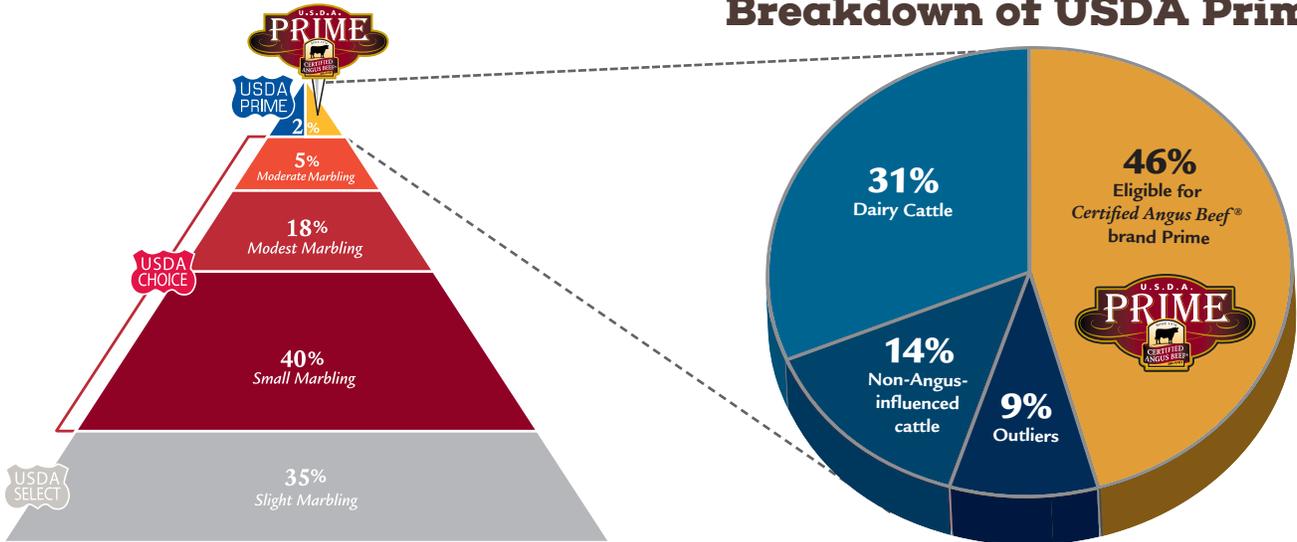


The FACTS

Trade Your Best for Exceptional with *Certified Angus Beef*® brand Prime

Bottom Line: If you are committed to the quality of commodity USDA Prime, raise the bar with *Certified Angus Beef*® brand Prime. Less than 1.5% of beef is elite enough to meet the brand's exacting standards and earn its premium Prime label.

Breakdown of USDA Prime



Dairy cattle comprise 31% of the USDA Prime box. Focusing on Angus-influenced cattle ensures superior muscling that delivers consistent plate presentations without compromising yield.

Outliers include “B” maturity and cattle not meeting the brand’s sizing, quality appearance and tenderness specifications.

- ★ “B” maturity cattle are harvested at 30-42 months of age. Cuts from younger, “A” maturity cattle, have superior tenderness, color, texture and firmness.
- ★ Inconsistent sizing means more variation. Eliminating extremely heavy carcasses; exceptionally large and small ribeyes; and excessively fatty product equates to thicker, more uniform cuts.
- ★ Safeguarding against capillary ruptures, dark cutters and Brahman-cattle influence means each cut is tender, flavorful and ensures a consistent and high-quality appearance.

Data sources: 2011 National Beef Quality Audit and industry averages

***Certified Angus Beef*® brand Prime is so exclusive that it must pass nine more specifications than USDA Prime.**

| <i>Certified Angus Beef</i> ® brand Prime | USDA Prime |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Only higher quality, Angus-influenced cattle are eligible | Originates from a variety of breeds, including dairy cattle |
| Only “A” maturity cattle (both skeletal and lean) are accepted, which have superior tenderness, color, texture and firmness | Includes “B” maturity cattle harvested at approximately 30-42 months of age |
| Three specifications for consistency ensure thicker, more uniform steak size <ul style="list-style-type: none"> ◆ 10- to 16-square-inch ribeye area ◆ 1,050 pounds or less hot carcass weight ◆ Less than 1-inch fat thickness | Accepts all ranges of ribeye and carcass weights <ul style="list-style-type: none"> ◆ No specification on ribeye area – accepts extremes of 7- to 20-square-inch ribeyes ◆ No specification on carcass weight – may include extremes of 1,250-pound hot carcass weight ◆ No specification for fat thickness |
| Finer marbling texture ensures consistent flavor and juiciness in every bite | No specification |
| Not allowing capillary ruptures or dark cutters ensures consistent flavor and appearance | No specification |
| Safeguarding against significant Brahman-cattle influence ensures tenderness | No specification |