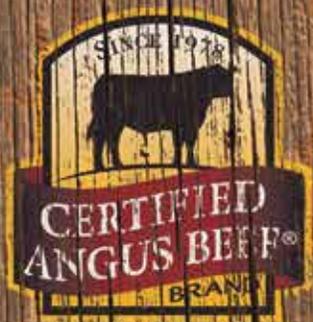


— ☆ The ☆ —
BEEF CATTLE
STORY



OUR ROOTS IN BOOTS



The *Certified Angus Beef*® brand was created by farmers and ranchers with the passion to deliver beef with great taste. For nearly 40 years, these farming and ranching families have been the foundation of the brand.



- The only brand owned by the American Angus Association®
- A not-for-profit created to increase demand for high-quality beef
- The brand supports local farmers and ranchers across the U.S.

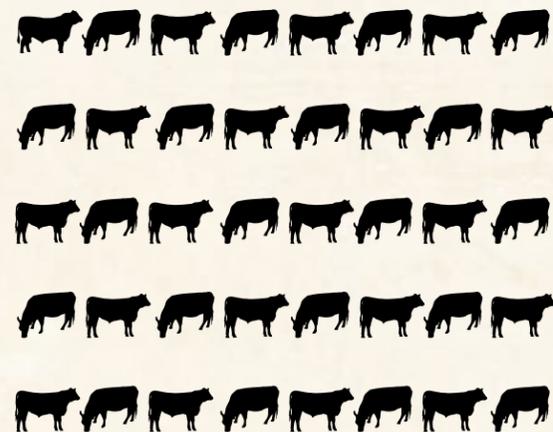
UNDER THE COWBOY HAT

Farmers are an independent and resourceful lot, living and working the land in rural communities across the nation. While each one is different and makes decisions geared to their specific farm, they collectively paint a picture of the “average” American farmer.

The average American farmer is **58** years old



AVERAGE HERD SIZE **40**



56% of farms are owned by the same family for 3 generations

64% of farmers hope to pass it to the next generation



BEEF 101: A BASIC GUIDE

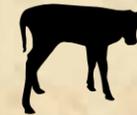
It won't be long before you master the lingo and can speak like an old ranch hand. Here are some key points:

CATTLE GROWTH & NUTRITION

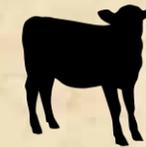
MILK

FORAGE

GRAIN



Birth: 80 lb.
A calf will spend 7 months on pasture nursing on its mother



Weaning: 600 lb.
A calf is weaned around 7 months, only eating grasses and forages



Finishing: 900 lb.
Grains are added to cattle diets to provide more energy for growth



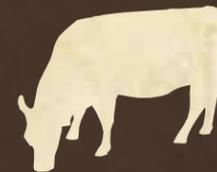
Harvest: 1,400 lb.
Finishing cattle on high-energy grains and some forages enhances marbling



ANGUS IS A BREED OF CATTLE KNOWN TO PRODUCE BEEF WITH MORE MARBLING



COW
Mature female that has had a calf



HEIFER
Female that has not given birth



BULL
Mature male used for reproduction



STEER
Castrated male



Top 5 states for beef cattle:

1. **Texas** - 6.7 Million
2. **Nebraska** - 4.4 Million
3. **Kansas** - 3.7 Million
4. **Oklahoma** - 2.2 Million
5. **Iowa** - 2.1 Million

GATE TO PLATE JOURNEY

Each steak has a history that begins long before the store or restaurant. It's a journey involving natural grasslands, efficient feedstuff use and dedicated cattlemen and women.

1 It all begins on the FARM OR RANCH:



Cows are bred, and calves are born each year in the spring or fall.

1. Farmers and ranchers monitor herd health and nutrition
2. Cows graze on grass pastures or hay, depending on the season
3. Calves remain with the cows until about 7 months of age

BIRTH:



During a cow's gestation period, proper care ensures the health and condition of the unborn calf and the cow.

1. 9-month gestation period
2. Ranchers check cows around the clock at calving time
3. Ranchers ensure calves nurse shortly after birth

WEANING:



At weaning, ranchers work with veterinarians to prepare the calves for the grower or stocker.

1. Calf is separated from the cow around 7 months of age
2. Start to eat grass, hay and some grains
3. Vaccinations help reduce risk of illness

2 MARKETS:

Cattle are sold through different marketing methods and then moved to a new location for continued care.

Cattle can be sold through:



Livestock
auction
markets

OR



Directly
from a
rancher

OR



Video
internet
auctions

3 STOCKER/GROWER:

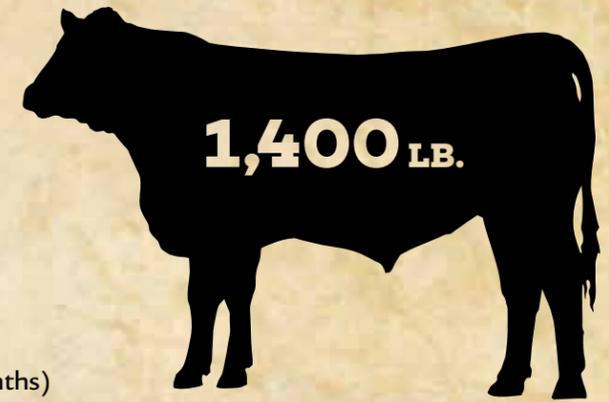
Cattle may go to a rancher that specializes in feeding cattle on pasture or forages.

1. Cattle eat a forage-based diet
2. Calves begin to consume some grains
3. Cattle gain around 300 lb. during this phase

4 FEEDYARDS:

Feedyards specialize in "finishing" cattle for the beef supply.

1. Cattle are grouped by weight to provide uniform care
2. Nutritionists create a balanced diet based on grains, forages, vitamins and minerals
3. Cattle gain 3 to 4.5 lb. per day for 5 to 8 months
4. They go to market at about 1,400 lb. (roughly 18 months)



5 PACKING PLANTS:

USDA oversees cattle harvest, grading and food safety inspections.

1. All beef is inspected for food safety
2. USDA graders evaluate carcass marbling, maturity and cutability for the brand's 10 exacting standards
3. Humane Slaughter Act ensures proper animal handling and care



6 STORES & RESTAURANTS:

Retail stores and restaurants are the final stop in providing beef to consumers.

16,000 licensed
foodservice and retailer partners



Marketing the brand in 50 COUNTRIES

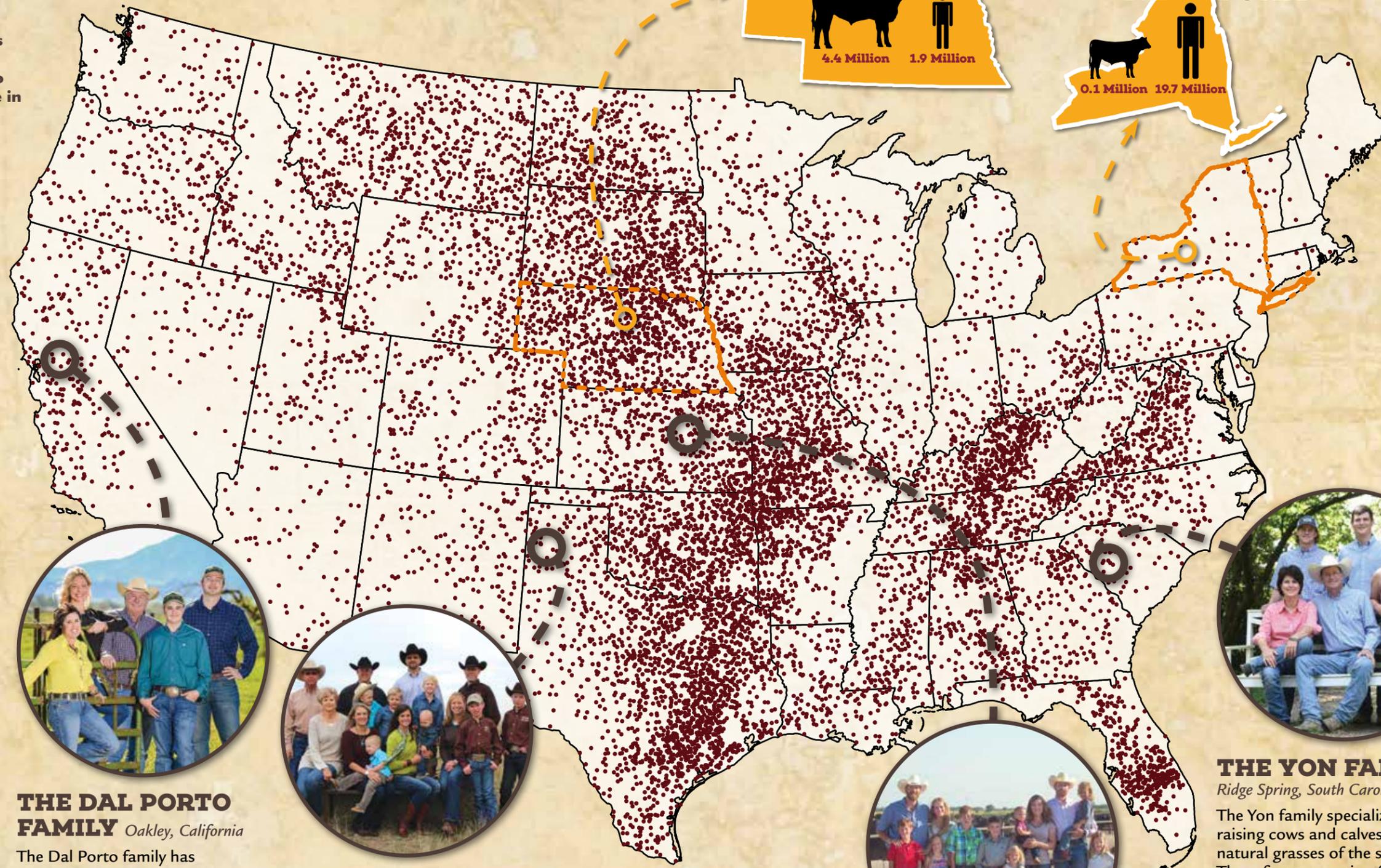
A NETWORK OF FARMING AND RANCHING FAMILIES

More powerful than supporting one local farm or ranch, the brand supports a network of families across the United States. Ranching methods vary coast to coast to provide the best care for cattle in different environments and climates.

Beef Cow Density Map

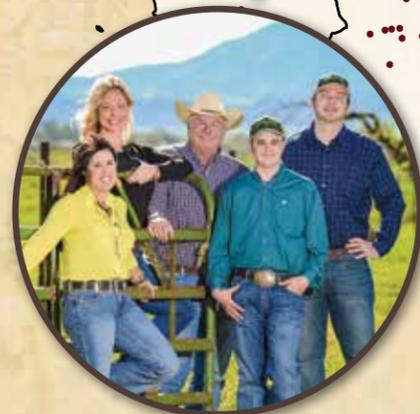
● = 2,500 Beef Cows

U.S. Department of Agriculture, National Agricultural Statistics Service



Why are cattle raised in different areas?

-  **Farms and Ranches**
Located in regions rich in grasses and prairies
-  **Feeders**
Situated in regions with ideal climate and availability of feeds and grains
-  **Packers**
Located near feedyards to reduce transportation
-  **Environment**
A region's climate, landscape and rainfall need to be conducive to raising cattle
-  **Population**
Cattle are typically grown in lowly populated areas
-  **Feed Resources**
Cattle are fed different crops and grasses in different regions throughout U.S.



THE DAL PORTO FAMILY *Oakley, California*

The Dal Porto family has specialized in raising Angus cows and calves for more than three decades. Their pastures depend on the San Francisco Bay area's rainfall from October to April to provide grazing for their cattle the entire year.



THE OLSON FAMILY *Hereford, Texas*

The Olsons have been raising Angus cattle on their ranch for nearly 30 years. They raise their cattle and calves on pastureland in the flat country where trees are scarce and the view stretches for miles.



THE TIFFANY FAMILY *Herington, Kansas*

The Tiffany family specializes in feeding cattle and finishing them for the beef supply. Kansas and the surrounding areas are ideal for feeding cattle because of the environment and access to grains.



THE YON FAMILY *Ridge Spring, South Carolina*

The Yon family specializes in raising cows and calves on the natural grasses of the south. These first-generation farmers hope to pass the farm down to their children.



To learn more about these families and others, visit CertifiedAngusBeef.com.

CATTLE TO PEOPLE RATIO

NEBRASKA VS. NEW YORK





206 Riffel Rd., Wooster, OH 44691 ★ 330/345-2333 ★ CertifiedAngusBeef.com

91-705-12369