



Bridging the Gap

from producer to consumer

Tracey Erickson
Vice President, Marketing



Angus beef at its best

#1 Reason Consumers Buy Beef



Taste



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ANGUS = "The Butcher's Breed"



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Mission Statement

Increase demand for registered Angus cattle through a specification-based, branded-beef program to identify consistent, high quality beef with superior taste



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CAB LLC Business Model

- Not-for-profit subsidiary of the American Angus Association
- Specifications evaluated by third party (USDA)
- Licensing allows brand use to partnering companies
- Revenue generated through commissions applied to the brand sales of licensed Packers and Value-added Processors



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Certified Angus Beef® Brand Certification

Step 1: Live animal specification - "Angus-type"

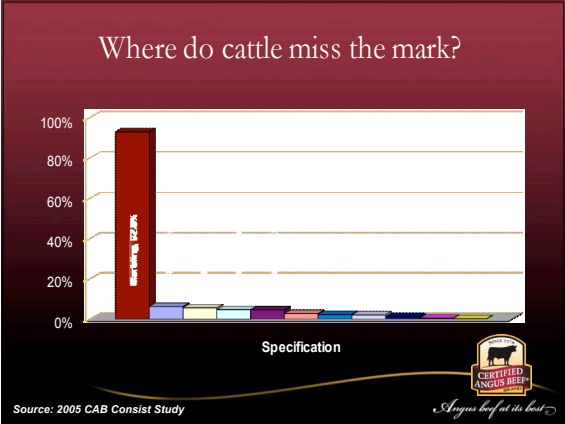
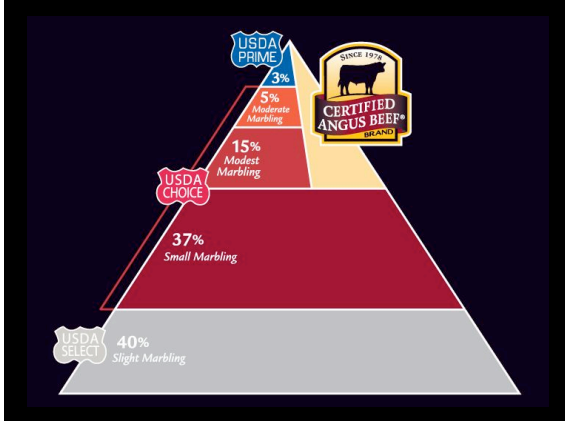
- At least 51% black hide
- AngusSource® tagged



Certified Angus Beef® Brand Certification

Step 2: Ten Carcass Specifications

- Superior flavor, juiciness, and tenderness
 - Modest or higher degree of marbling
 - Medium or fine marbling texture
 - “A” maturity
 - No hump on the neck exceeding 2-in. height
- Consistent sizing
 - 10-16 in.² REA; < 1,000 lb. HCW; < 1.0 in. BF
- Desirable appearance and plate presentation
 - Moderately thick or thicker muscling characteristics
 - Practically devoid of internal hemorrhages
 - No dark cutting characteristics

Certified Angus Beef® Brand Extensions



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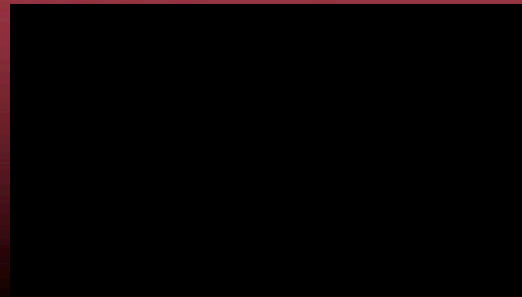




Communicating to the Consumer



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Who is today's consumer?

- More than 60% of women work outside the home
- Still, today's female does:
 - 79% of meal planning
 - 76% of meal shopping
 - 77% of meal preparing
 - 71% of meal clean up

(probably at 4:45 p.m.)



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Who is today's consumer?

- She didn't grow up on a farm.
- She is likely two or even three generations removed from a family farm.



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What does the consumer know?

Define USDA Grades

What is Angus?

"Select is a better portion, a better cut."

"I'm not sure if it's a breed, a cut, or the way it is fed."

"Choice is a cut of beef. I'm not certain if Angus is a brand name or is it a type of meat?"

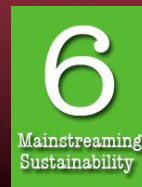


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What does she care about?

The Food Channel's Top Ten Food Trends for 2010

#6 Mainstreaming Sustainability



"Unlike a year ago, when we were somewhat afraid to use the word, now it flows trippingly off the tongue."



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Speaking Consumer Lingo

Efficient

Producer

Modern

Humane


Rancher

Technology

Sustainable

Cattlemen

Innovative



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Montana Angus Breeders



The Windmill
Proud to serve only the best.

The Certified Angus Beef® brand is a guarantee of quality.



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www.certifiedangusbeef.com



The Montana Club
Proud to serve only the best.

The Certified Angus Beef® brand is a guarantee of quality.



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www.certifiedangusbeef.com

Beef Exchanges



Angus Producer Spotlight

Art & Stacy Butler, Spring Cove Ranch - Bliss, Idaho



Spring Cove Ranch has been a family legacy since the first Angus cattle arrived in 1916. In the early 1950s, conventional registered Angus cattle were sold to the public through the "Angus Club" membership program. This was the first time that the Angus breed was marketed to the general public.

"We have a passion not only for Angus cattle, but for the always being and doing what is best for our customer. Working together as a property that was gifted out of our family by nature to our family generations ago, quality is a source of pride, integrity and legacy."

Art and Stacy manage the ranch. Art handles the day-to-day operations of the ranch. Stacy handles the marketing and sales of the Angus brand. The Angus Club membership program is the first time that the Angus breed has been marketed to the general public.

Learn more about Spring Cove Ranch at www.springcove.com

Call your PSA Sales Associate to order your fresh cut steaks and chops today! 1-800-372-1515



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First-hand Experiences for Customers




FSA Boise Ranch Day – Spring Cove Ranch in Bliss, Idaho
April 2010



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Engages them in sharing the story






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How to Get Involved





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NCBA's Masters of Beef Advocacy



- Course 1 – Modern Beef Production
- Course 2 – Animal Care
- Course 3 – Beef Safety
- Course 4 – Nutrition
- Course 5 – Environmental Stewardship
- Course 6 – Beef Checkoff



Become a Brand Ambassador

Certified Angus Beef® Brand Certification

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 - Moderately thick or thicker musculing characteristics
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 - No dark cutting characteristics

Visit CABpartners.com
to start your training

Complete the Brand Ambassador Training

Get a **FREE** jacket – while supplies last!!



Today

- Marketed by more than 13,500 licensees in over 50 countries
- 3.1 billion servings enjoyed annually
- Generates an estimated \$2.5 billion in consumer sales annually
- Generates over \$50 million in fed cattle grid premiums annually



Retail Partners

Ready to grill!
Gourmet Burgers

Fire up the grill and try any of our 12 ready-to-grill varieties:

- Beef
- Beef & Cheddar
- Beef & Onion
- Beef & Pepperoni
- Beef & Swiss
- Beef & Tomato
- Beef & Turkey
- Beef & Zucchini
- Beef & Mushroom
- Beef & Jalapeno
- Beef & Avocado
- Beef & Bacon

Perfect Timing

Determine when steaks are done with an instant-read thermometer. Insert into thickest part of steak, from the side. Don't touch bone or fat.

A steak's temperature will rise 5 to 10 degrees after it's pulled off the grill, thanks to a process called "carryover cooking." To avoid overcooking, remove steak from heat when it's a few degrees shy of your target temperature.

Rare – 140°F
Medium Rare – 145°F
Medium – 160°F
Well – 170°F



SAVE \$1.00
on any Certified Angus Beef® product



LIVE MUSIC FROM 7:00 TO 10:00 PM

LEGENDARY MONDAYS

Hard Rock CAFE

2 X 1 Hard Rock 10oz
100% Certified Angus Beef
Legendary Burgers

Offer only valid for in-restaurant consumption, not to be combined with any other discount or promotion.



Licensed
Restaurants



The Cheesecake Factory

Across the country...

specialties

STEAKS & CHOPS

GRILLED PORK CHOPS
Center-Cut Chops served with *Homemade Apple Sauce, Mashed Potatoes and Fresh Spinach*

BEEF RIBS
Certified Angus Beef Ribs Slow Roasted until almost falling off the Bone, then Grilled and Glazed with Our B.B.Q. Sauce. Served with French Fries and Onion Strings

CHARBROILED FLAT IRON STEAK
Flavorful Flat Iron Steak, Topped with Steak Butter. Served with French Fries and Crispy Onion Strings

CARNE ASADA SKIRT STEAK
Char-grilled with Ranchero Sauce, Beans, Rice, Guacamole, Salsa and Warm Tortillas

STEAK DIANE
Medallions of Certified Angus Beef Steak Covered with Black Peppercorns and a Rich Mushroom Wine Sauce. Served with Mashed Potatoes and Grilled Onions

We're always happy to see you and proud to serve you.

Robb Paulding

Sizzling Steaks

THE MONTANA CLUB

The Montana Club's Signature Ribeye

HOME MENU LOCATIONS PHOTOS GIFT CARDS CONTACT US

The Montana Club Opens in Kalispell

The Montana Club is excited to announce the opening of our new location at 235 S. Main Street in Kalispell. The Montana Club has won numerous consumer choice awards at our restaurants in Butte and Helena, and we are excited to offer the same great food and exceptional service to our new friends in Kalispell. We'd like to welcome our new employees and to say thank you to all of the hardworking businesses that helped us build the best address to The Montana Club. Many of our new staff members are graduates of the Montana State University, and we are proud to have them join our team.

Relax at our new lounges

The Montana Club is now offering all of your favorite cocktails at our new lounge on Main Street in Kalispell. We have also added a new lounge on Main Street in Helena and our new lounge in Butte. We will be at our new location in Kalispell. It's a perfect time to be our. Please let us know if you have any questions or need more information. We are excited to have you join our team.

Small images showing food, a Certified Angus Beef logo, and a smiling woman.

...and local

MONTANA'S RIB & CHOP HOUSE

Serving the Best Babyback Ribs, Certified Angus Beef Steaks & Premium Seafood in the West

305 East Park Street
Livingston, Montana
406.222.9200

Also in
Billings • Miles City • Cody • Sheridan

RIB & CHOP HOUSE

Meatville, Pennsylvania
11143 • 412.222.9200

Montana		Wyoming	
Livingston	Billings	Miles City	Cody
305 E. Park St. 406.222.9200	1004 Main Ave. 406.222.9200	2000 Shawnee Ave. 406.222.9200	1247 Sheridan Ave. 406.222.9200
Meatville	Meatville	Meatville	Meatville
11143 Pennsylvania 412.222.9200	11143 Pennsylvania 412.222.9200	11143 Pennsylvania 412.222.9200	11143 Pennsylvania 412.222.9200

Gift Certificate Requests

CERTIFIED ANGUS BEEF

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The Waldorf-Astoria

Images showing the exterior of the Waldorf-Astoria building and the interior of the restaurant with chefs and diners.

Chef John Doherty

Images showing various dishes prepared by Chef John Doherty.

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