



Our brand's promise

Consistent quality

Highest level of brand integrity

Directly impacts more family farms and ranches than any other beef brand

The original

Passion and pride led a group of family ranchers to create the *Certified Angus Beef*® brand in 1978. It's the world's first premium brand of beef and the only beef brand owned by the American Angus Association®.

As a nonprofit, **we unite a collection of local farming and ranching families** to deliver consistent, high-quality beef with superior taste to you.



Schroeder Family, Clarence, IA



Picket Fence Farm, Grayslake, IL



Yon Family, Ridge Spring, SC

From the beginning to now, a board of **Angus cattle ranchers leads this brand.**



1978



Now



We are focused on ensuring partners like you succeed. That's what drives our mission and ultimately the livelihood of family farmers and ranchers. We are grass roots in every sense of the word.

The best for you...

Quality and Consistency: Every cut of beef is incredibly juicy, exceptionally tender and full of flavor. Plus, you can rely on the product's availability year-round with consistency in quality and pricing.

Availability: It's the only beef brand available from 32 meat packers, both national and single-source suppliers, allowing you to choose the best product to meet your needs.

Stability: A wide selection of cuts from every primal ensures price stability in the market, making classic steaks and innovative cuts attainable and the ideal canvas for your creativity.



Tiffany Family, Herington, KS



Sitz Family, Harrison, MT



Moore Family, Charleston, AR

...and our family ranchers

Value: Families targeting the brand's high standards have more options than ever to market their cattle, which helps them generate more value than any other beef brand.

Premiums: We directly work with Angus farmers and ranchers to target quality. They earn a premium for raising high-quality beef meeting our exacting standards.

Sustainability: Focusing on quality, while caring for their cattle and the land, means Angus families can sustain their way of life and pass this heritage on to the next generation.

With integrity...

We track our beef all the way to the consumer to ensure the integrity of our product, logo and brand name. You can be confident that when you see our logo or brand name, it has met our stringent standards. That consistent quality and integrity is essential to customer satisfaction and ultimately your success.