



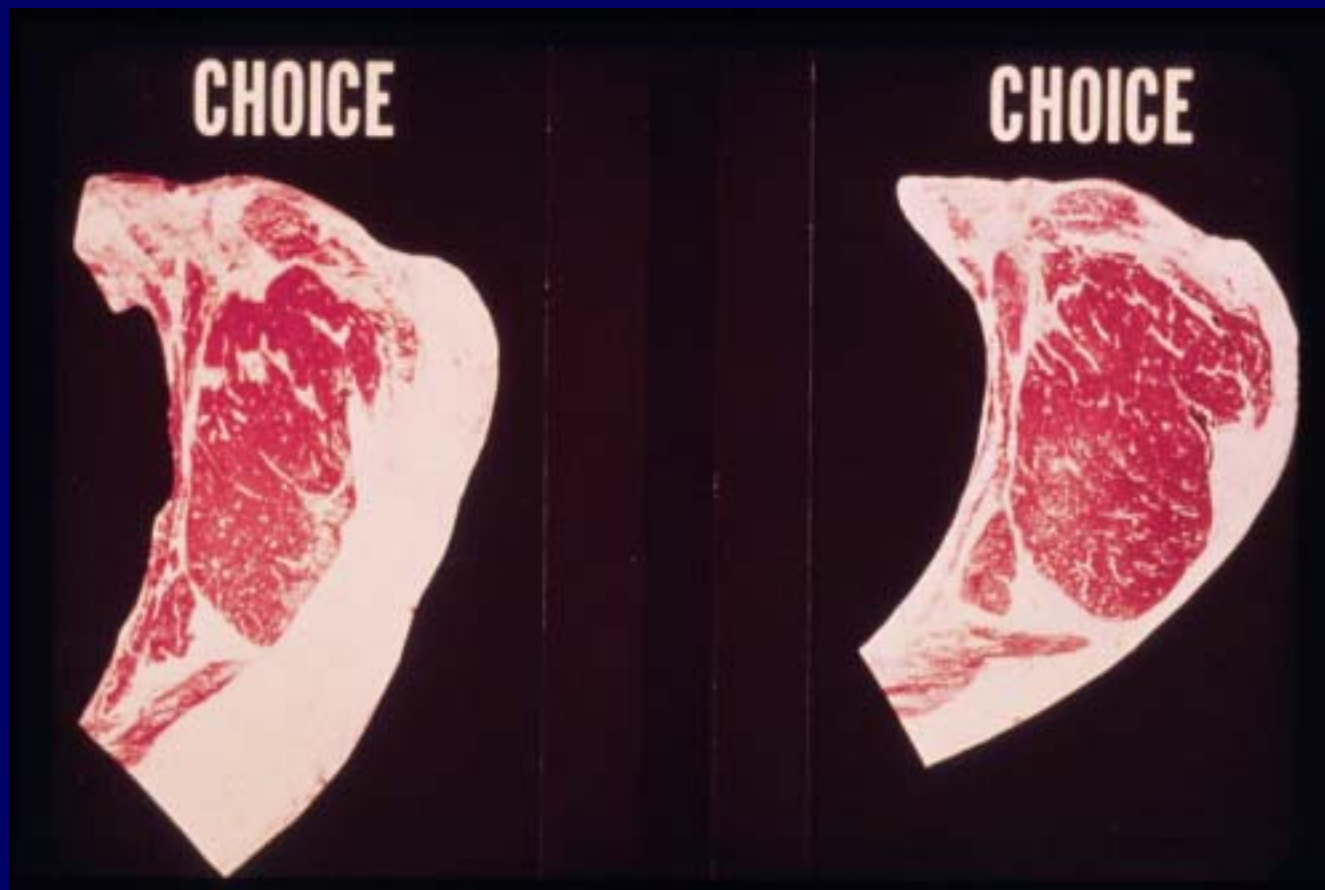
# Branded Livestock & Meat Programs

Cara L. Gerken

Livestock and Meat Marketing Specialist

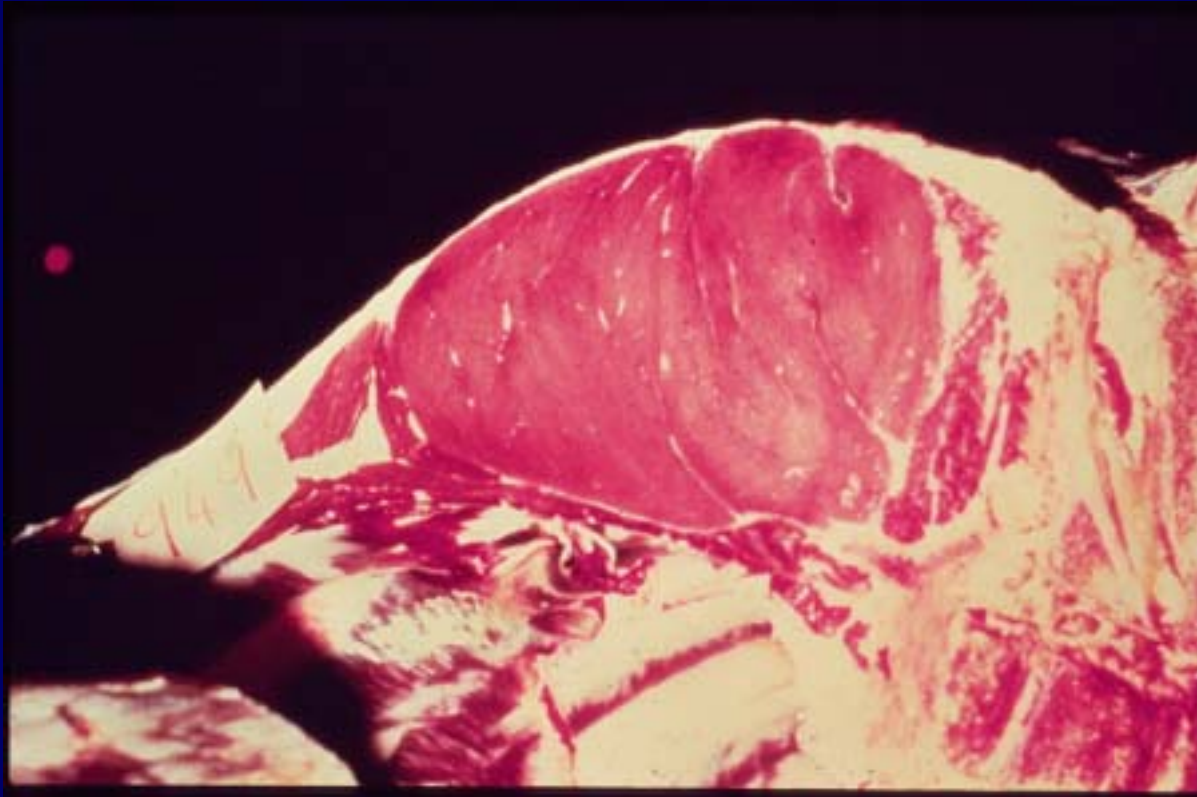
USDA, Marketing & Regulatory Programs,  
Agricultural Marketing Service

Which of these cuts could be “branded”?  
Which of these cuts could be “certified”?



Is this "branded"?  
Is this "certified"?

---



# USDA Certified



- ✓ Specifications (carcass & live animal)
- ✓ Company requests - Government issues
- ✓ Procedures for Marketing Program  
Specification Development and Approval  
[www.ams.usda.gov/lsg/certprog/schedules/sp1.htm](http://www.ams.usda.gov/lsg/certprog/schedules/sp1.htm)
- ✓ Reviewing Certified program requirements –  
new protocol expected by 2002

# USDA Certified Programs



- ✓ Alliant Food Service (4)
- ✓ American Food Group Angus (4)
- ✓ American Food Group Reserve (2)
- ✓ Certified Angus Beef
- ✓ Certified Hereford Beef
- ✓ Con-Agra Angus Beef (2)
- ✓ Con-Agra Armour Premium Beef
- ✓ Creekstone Farms Angus Beef (3)
- ✓ Del Monte Certified Premium Choice Beef
- ✓ Excel Corp. Angus Pride
- ✓ Excel Corp. Sterling Silver
- ✓ Farmland Angus Beef
- ✓ Farmland Certified Beef
- ✓ Federal Beef Pride of Dakota Angus Beef (2)
- ✓ Federal Beef Rushmore Angus Beef (2)
- ✓ Grand River Angus Beef
- ✓ Hyplains Black Angus Beef
- ✓ IBP Angus Beef (3)
- ✓ IBP Chairman's Reserve
- ✓ Montana Legend Angus Beef
- ✓ Mopac's Black Angus Beef
- ✓ Mopac's Steakhouse Classic Angus Beef

# USDA Certified Programs (continued)

- ✓ Omaha Steaks Angus Beef
- ✓ Packerland Angus Beef
- ✓ **Prairie Grove Farms – Pork**
- ✓ Premium Gold Angus (2)
- ✓ Red Oak Farms Premium Hereford
- ✓ Ridgefield Farms Premium Hereford Beef
- ✓ Simplot Angus Beef (2)
- ✓ Southwestern Meat Packers Ranch Connection Angus Beef
- ✓ SYSCO Butcher's Block Angus Beef
- ✓ SYSCO Butcher's Block Reserve Beef
- ✓ SYSCO Angus Beef (2)
- ✓ Taylor Pack Co. Angus Beef
- ✓ Texas T-Bone Express Corp. Black Label
- ✓ Wal-Mart Angus Beef



# Certified WHAT?



Certified "X" Beef or  
Certified "X" Pork

USDA is the  
certifying body!

Jim's Certified Pork or  
Fred's Certified Tender  
Beef

Jim and Fred are the  
certifying bodies!

# USDA Process Verified



- ✓ Livestock Management (genetics, ranch of origin, handling, etc.)
- ✓ Carcass/Cut Management (aging, ES, grading, etc.)
- ✓ Specifications (carcass & live animal)
- ✓ Company-owned and written
- ✓ Audited by USDA

# USDA Process Verified Programs

---

- ✓ Certified Piedmontese Beef – Leachman Cattle Co.
- ✓ Farmland – America's Best Pork
- ✓ Nebraska Corn Fed Beef - pending
- ✓ PM Beef Group
- ✓ Premium Standard Farms
- ✓ Red Angus Association of America



# USDA Brandname Specifications



- ✓ More than a “Certified” program
  - Carcass specifications
- ✓ Usually has one or two simple “Process” verification points
  - Audited by USDA

## USDA Brandname Program

Nolan Ryan’s Tender Aged Beef

# USDA Marketing Claim Standards



## Standardized requirements for livestock and meat marketing

- ✓ Animal ID
- ✓ Antibiotics
- ✓ Free range
- ✓ Geographic Location
- ✓ Grain/Corn Fed
- ✓ Grass Fed
- ✓ Hormones
- ✓ Pre-conditioning
- ✓ Vitamin E
- ✓ Aged Meat
- ✓ Electrical Stimulation
- ✓ Tenderness

**Coming in 2002**

# Industry Branded Programs



# Beef Alliances

---

- ✓ e-Merge Interactive
- ✓ Farmland Supreme Beef Alliance
- ✓ Future Beef Operations
- ✓ Rancher's Renaissance
- ✓ US Premium Beef
- ✓ Western Beef Alliance
  
- ✓ Local/Regional Alliances



# Interesting Facts



- ✓ 7 of the top 10 breeds of cattle have at least considered a branded program
- ✓ Continued interest in the USDA Process Verified programs (state beef & breed associations, major beef packers, pork industry, alliances)

# USDA Certified Programs

- ✓ Number of certified programs

  - 26 companies

  - 52 beef & 1 pork

- ✓ 40 Angus-based

  - 29 phenotype & 11 genotype (RAAA) & phenotype

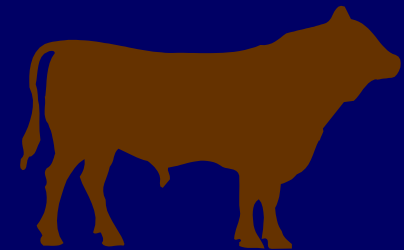
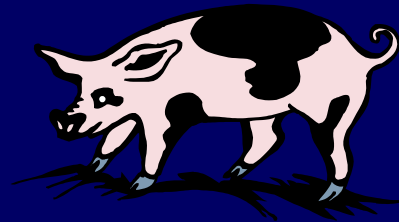
- ✓ USDA Process Verified programs

  - 6 companies

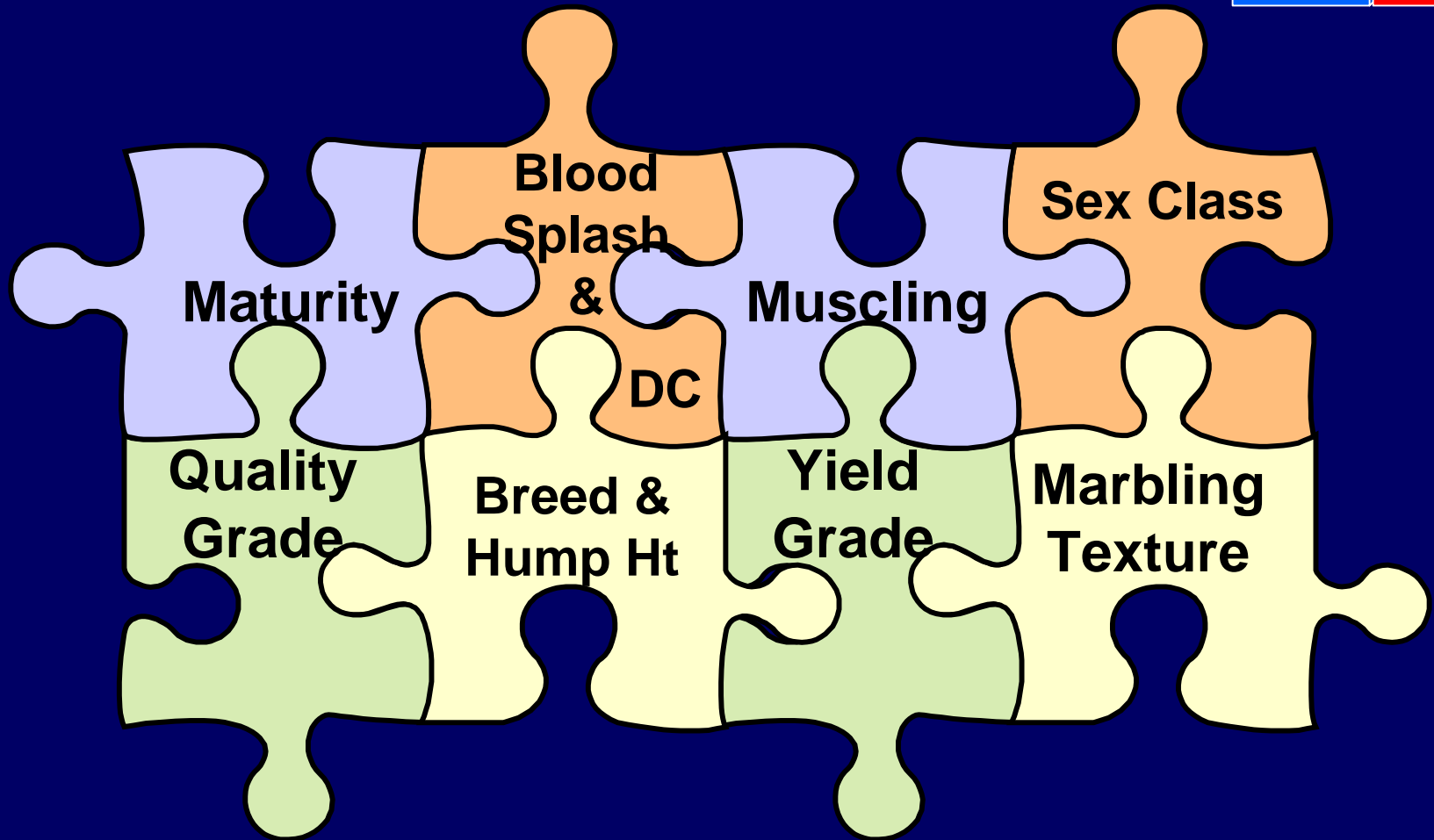
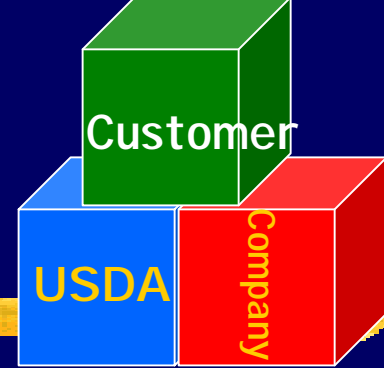
  - 4 beef & 2 pork

- ✓ USDA Brandname Specification

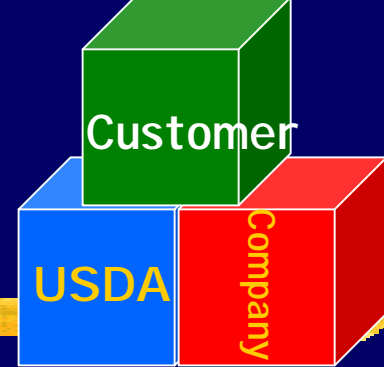
  - Nolan Ryan Tender Aged Beef



# Certified Program Building Blocks



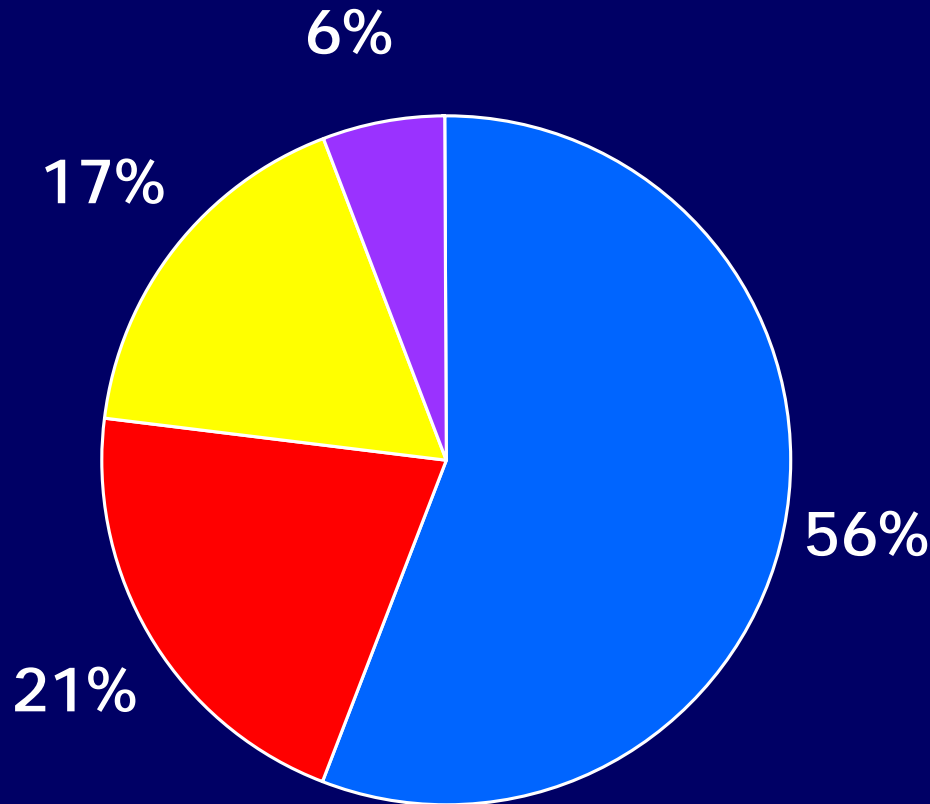
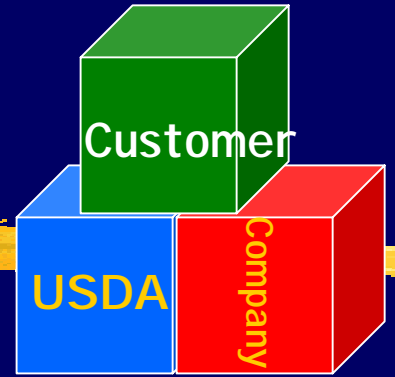
# Certified Program Building Blocks



- ✓ Fat Thickness (1.1 inches or less) – 1 program
- ✓ Ribeye Area ( $\geq 11.0$ ) – 2 programs
- ✓ Hot carcass weight – 6 programs
  
- ✓ Blood splash and dark cutters – ALL
- ✓ Hump height – 51 programs
- ✓ Muscling – 46 programs
- ✓ Steers & Heifers or Steers only – 49 programs

# Certified Program

## Building Blocks – “Breed”



■ Angus Phenotype (29)

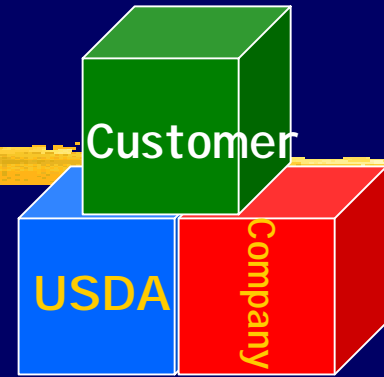
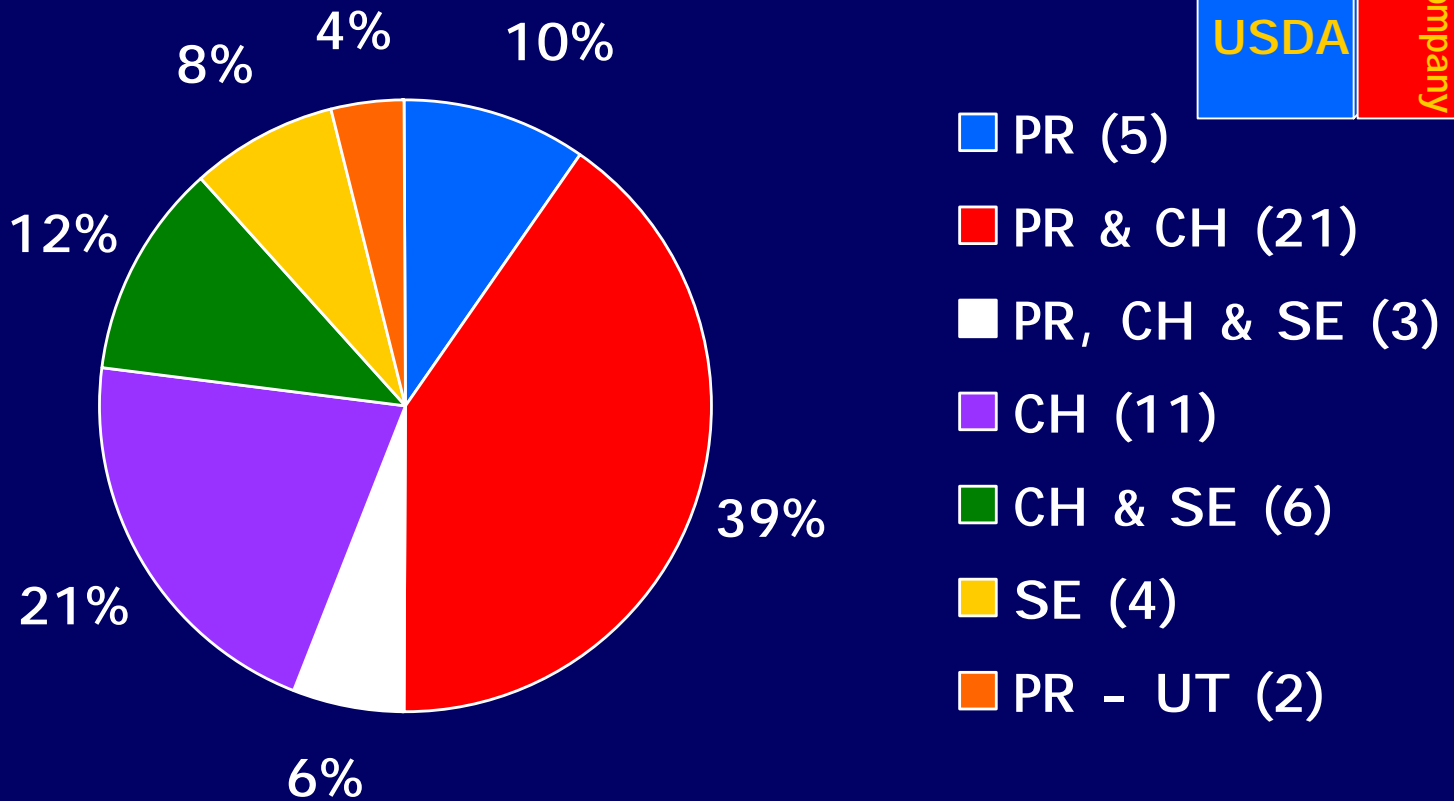
■ Angus Pheno & Geno (11)

■ Non-breed specific (9)

■ Hereford Pheno & Geno (3)

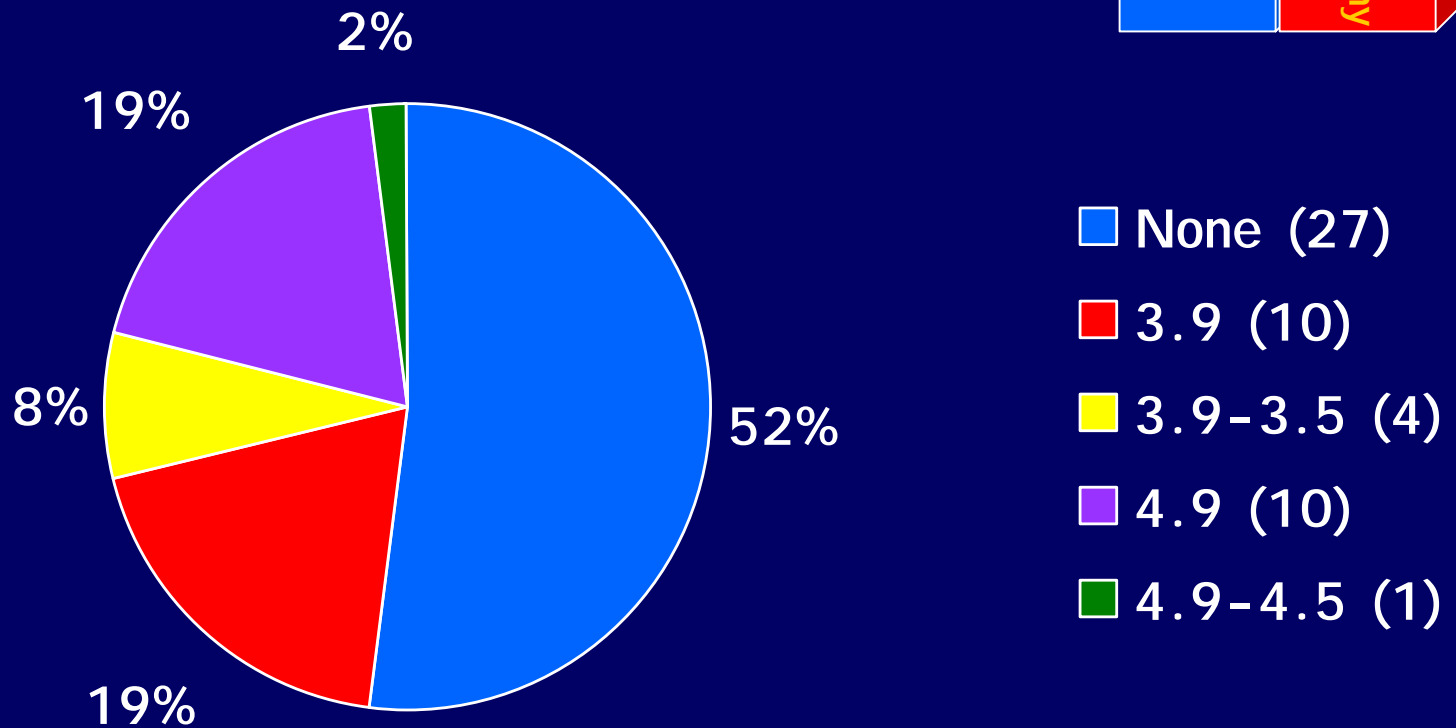
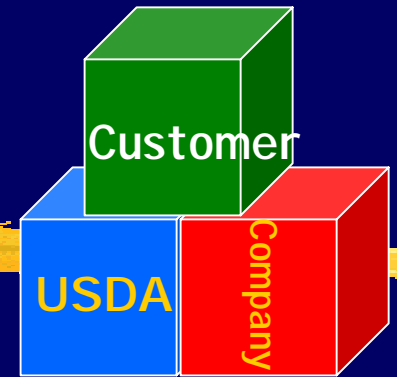
# Certified Program

## Building Blocks – Quality Grade



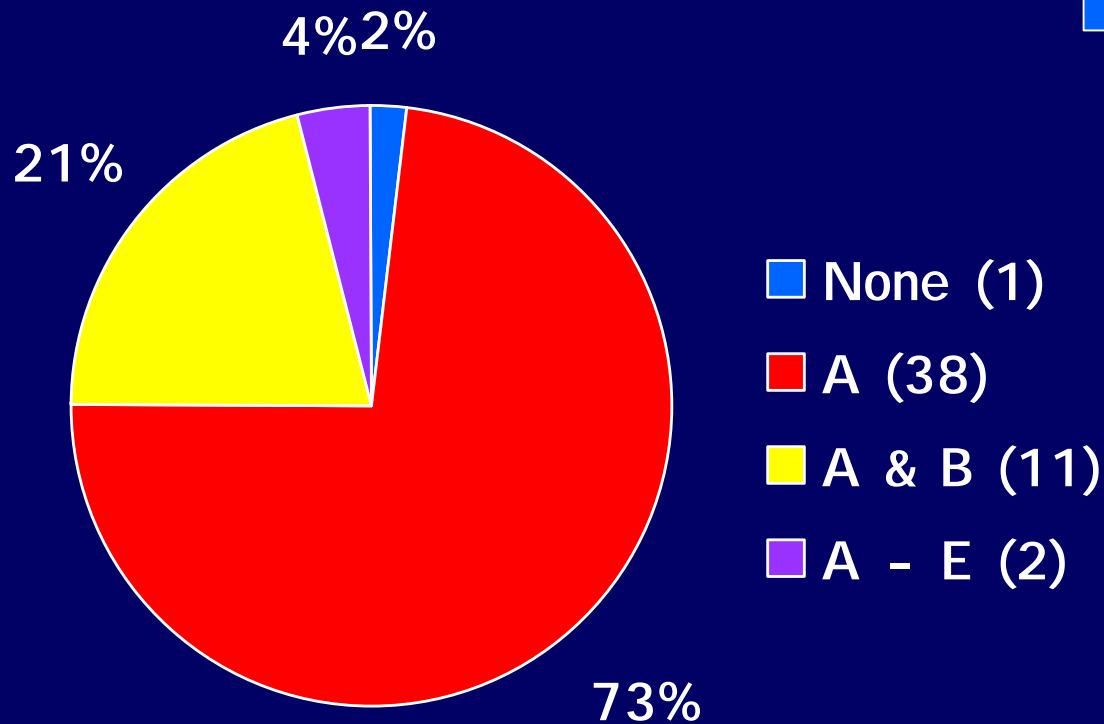
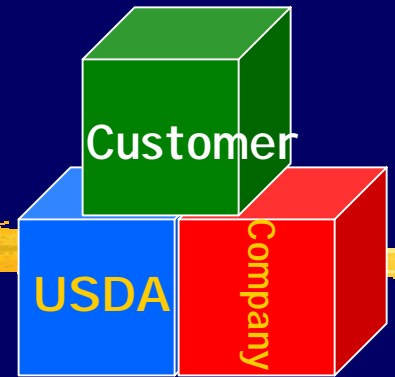
# Certified Program

## Building Blocks – Yield Grade

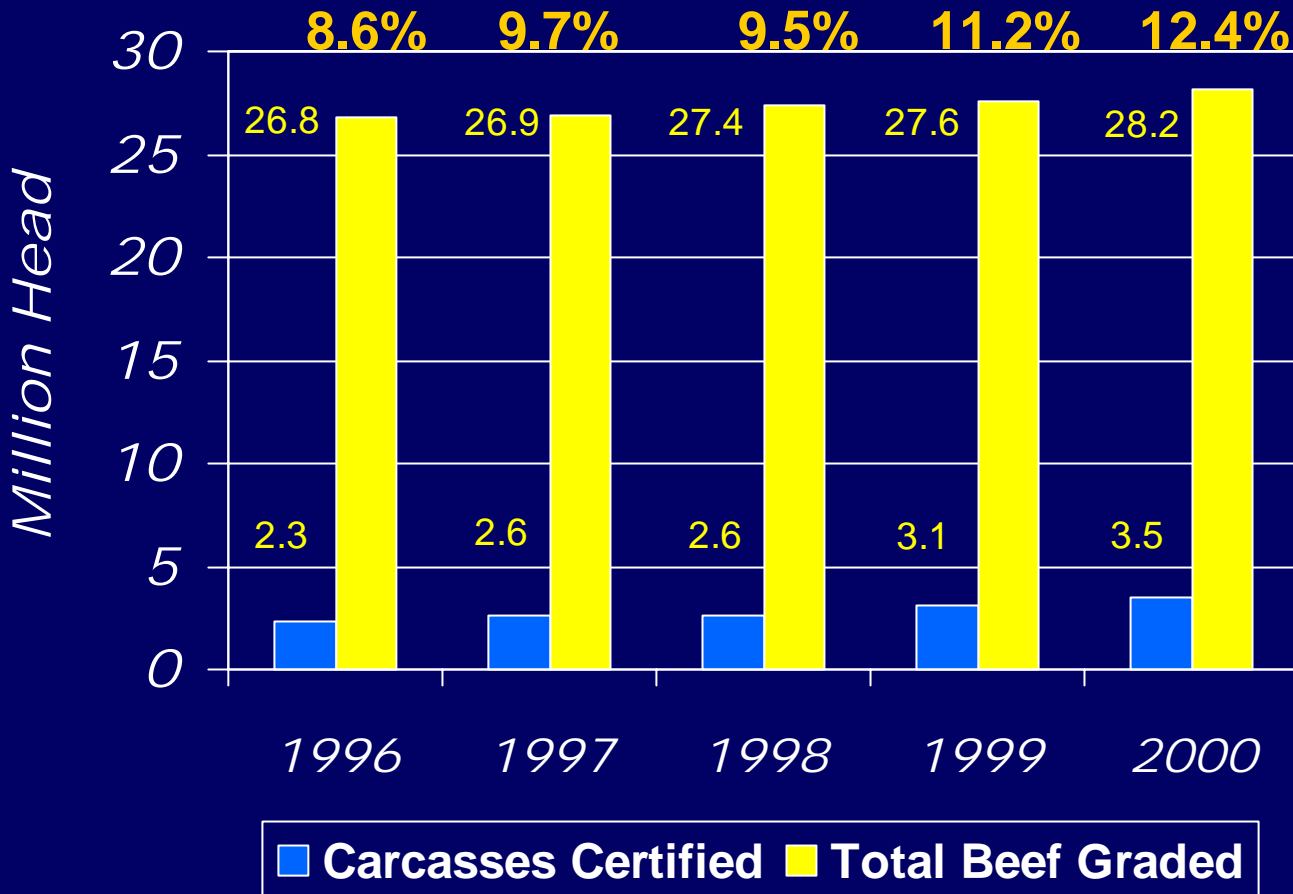


# Certified Program

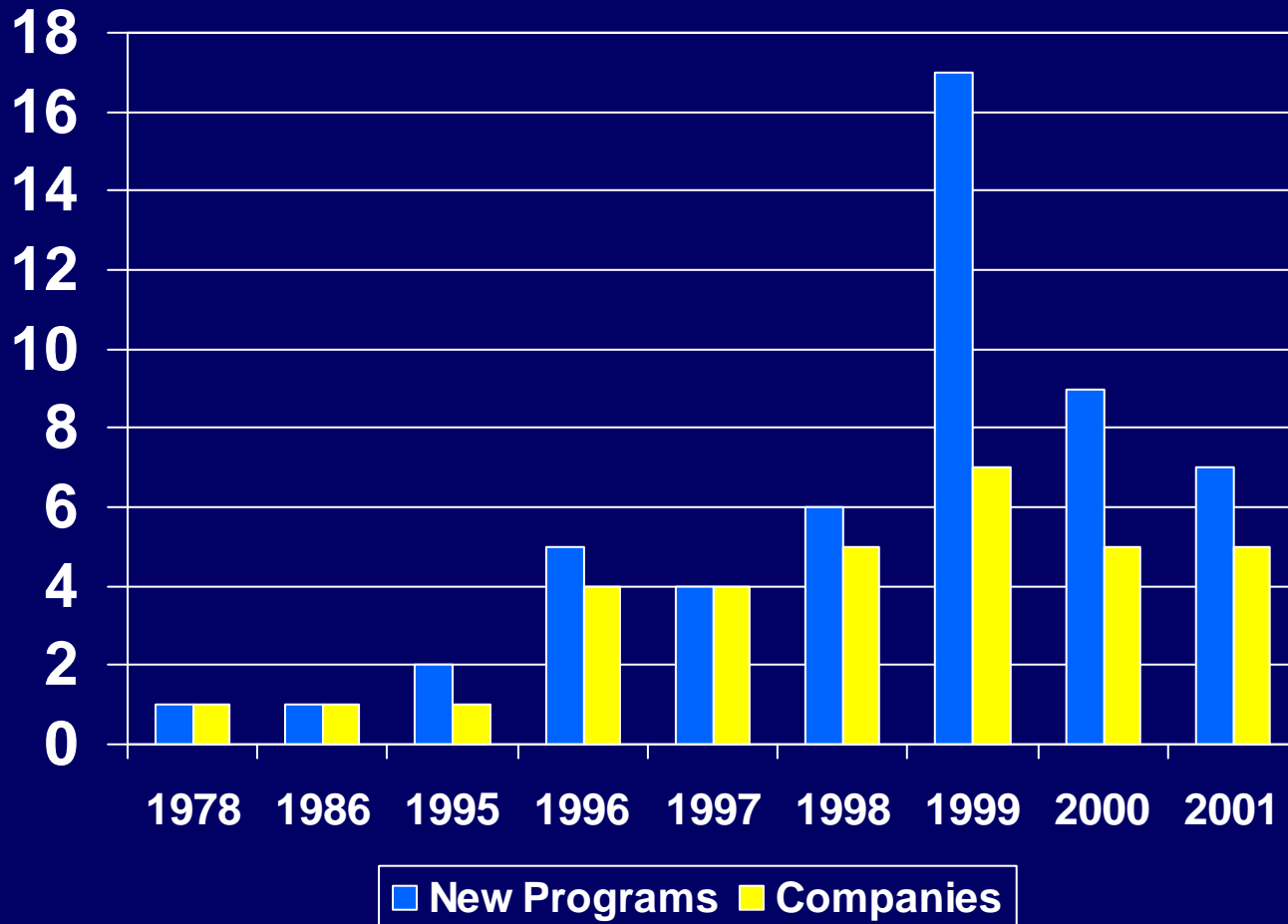
## Building Blocks – Maturity



# Beef Graded vs. Carcasses Certified



# Number of New Programs & Companies



?? Branded ??

CONSISTENCY

PREDICTABLE



Branding  
"Commodity"  
Beef

NARROW PRODUCT VARIABILITY

# Is this "branded"?

