



fine quality beef

The Most Awarded Beef in Australia



CERTIFIED AUSTRALIAN ANGUS BEEF.®

The Beef of it

Australia's most awarded brand of beef, Certified Australian Angus Beef (CAAB) was established in 1996. CAAB, an initiative driven by Angus Australia to promote Angus beef traits, inherent of high quality Angus breed through the use of superior genetics.

Certified Australian Angus Beef drawing from Angus cattle of superior genetics provides an Angus beef meal of superior juiciness, tenderness and flavour, assuring the consumer an enjoyable eating experience.

Certified Australian Angus Beef® is a Quality Assured beef product from Australian grown Angus cattle produced to exacting specifications and standards. Certified Australian Angus Beef® is an

independently monitored ISO Accredited program. The program guarantees that the consumer will consistently enjoy a safe, healthy, tasty, tender, juicy and delicious beef meal every time.

Certified Australian Angus Beef® Pty Ltd is an independently managed company that is wholly owned by Angus Australia. The company owns the Intellectual Property rights to the program, Trade Marks and Logos, and operates by licensing every sector within the production pathway to produce Australia's Most Awarded Brand of Beef, Certified Australian Angus Beef®.

Licensed production points include Angus Australia members, feedlots, processors, portion controllers, product manufacturers, wholesalers/distributors, retailers and restaurants. Only Australia's finest processors are licensed to produce Certified Australian Angus Beef®. Teys Australia Pty Ltd and T and R Pastoral Pty Ltd are licensed to procure and produce Certified Australian Angus Beef®.

FULL TRACEABILITY USING ELECTRONIC IDENTIFICATION AND DNA TECHNOLOGY

At every point in production CAAB eligible cattle and carcasses are identified using first, live cattle identification and further the National Livestock Identification System. This data linkage greatly facilitates rapid identification of the origin and history of individual animals.

Working with Pfizer Animal Genetics Certified Australian Angus Beef® takes DNA samples from every carcass at the point of MSA grading. DNA samples are numbered and recorded against body number which is linked to both MSA grading and live animal data for each individual animal.

At every point in production Certified Australian Angus Beef® eligible animals can be traced back to property of origin. Post grading at any point DNA can be extracted from a carton of meat or an individual portion and tested to identify which animal the sample tested originated from. Given the production date the DNA sample can then be tested against production from that day and subsequently an individual carcass can be identified. Carcass information can then be

matched to live data and pinpoint origin as well as performance data from the live animal sampled.

MEATS STANDARDS AUSTRALIA BEEF GRADING All Certified Australian Angus Beef® is MSA graded to assure eating quality. Certified Australian Angus Beef® utilises MSA grading technology to underpin the superior quality of Certified Australian Angus Beef® and assure the consumer of an eating experience that provides superior, flavour, juiciness and tenderness in every meal.

MSA predicts eating quality for each individual cut per a recommended cooking method and in addition advises on days aging required in order to achieve a superior eating quality outcome. In addition to the MSA aging requirements, Certified Australian Angus Beef® ages all cuts for 21 days, excluding the strip loin which is aged for 28 days further enhancing the eating experience. Wet aging allows the beef to develop rich meaty flavours and improve juiciness and tenderness.



Specifications:

- ⌘ Sire: Angus Dam: Angus or Black Baldy
- ⌘ Grain Fed on cereal grain for an average of 120 days
- ⌘ MSA Graded
- ⌘ Average Aus-Meat Marble Score 2 +
- ⌘ Meat Colour AusMeat 1B – 3
- ⌘ Fat Colour AusMeat 0 - 2
- ⌘ DNA Traceability

SUPPLY CHAIN INTEGRITY

In order for Certified Australian Angus Beef® to provide a superior eating experience every time Certified Australian Angus Beef® is produced to exacting standards. In addition to livestock and carcass specifications the entire supply chain is monitored and each critical control point licensed and audited in order to ensure that the highest standard is maintained from paddock to plate, producer through to consumer.

The role of Certified Australian Angus Beef® is to ensure through licensing that each member of supply chain adheres to the criteria in which Certified Australian Angus Beef® is produced under ensuring superior quality is delivered to every consumer in every bite.

Licensed processors, distributors, retailers and restaurants are provided with a certificate to certify the product they are using is Certified

Australian Angus Beef® and has been produced and handled to exacting standards.

The 'Angus' claim from wholesalers through to retailers and restaurants is an extremely useful marketing tool as Angus Beef is synonymous with superior quality. When paying a premium for Angus beef, you must ask yourself, what are you paying for, you are paying for quality.

Quality can be assured if the retailer or restaurant is certified to use Certified Australian Angus Beef®. The Certified Australian Angus Beef® brand is the key to consistent high quality beef.

Whilst other brands might say 'Angus' there is only one Certified Australian Angus Beef® brand.

produced with pride

Certified Australian Angus Beef® is produced to exacting standards and in the marketplace is represented under the following registered trademarks.





Your CERTIFIED AUSTRALIAN ANGUS BEEF.®

is proudly supplied by



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