

## PRODUCT SPECIFICATION

### COUNCIL REGULATION (EC) No 1151/2012 on Protected Geographical Indications and Protections Designations of Origin

#### ‘Certified Irish Angus Beef’

[Select one, “X”:] PDO ( ) PGI ( X )

#### 1. RESPONSIBLE DEPARTMENT IN THE MEMBER STATE: IRELAND

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#### 2. GROUP

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COMPOSITION: PRODUCERS/PROCESSORS (✓) OTHER ( )

#### 3. TYPE OF PRODUCT

Class: Class 1.1. Fresh meat and offal

#### 4. SPECIFICATION

##### 4.1 Name:

‘Certified Irish Angus Beef’

##### 4.2 Description

‘Certified Irish Angus Beef’ is the name given to meat which is fresh and frozen bone-in and boneless beef including carcasses, sides, bone-in cuts, boneless primal, retail packs and manufacturing beef derived from Angus/Angus cross cattle that have been sired by a pedigree Angus bull and whose identification documentation identifies them as Angus (AA) or Angus

Cross (AAX). For Angus/Angus cross cattle to be eligible to be marketed as ‘Certified Irish Angus Beef’, they must be born, reared, and finished (brought to slaughter within the carcass weight range of 220-410kgs. When presented at processing plant for slaughter, animals are certified as Angus by a trained “Certified Irish Angus Beef” Inspector from the appropriate official certification bodies in Ireland or Northern Ireland. These animals have been raised on a traditional Irish livestock production system where the predominant feed is grass or preserved grass in the form of hay or silage and where they typically spend the majority of their lifetime outdoors. Animals are housed based on weather conditions which can vary within the geographical area.

Angus/Angus cross animals are easily identified by their breed characteristics. Their heads are small to medium in length, broad in the forehead with a wide black muzzle. They do not grow horns, which is known as being “polled”. The body is long and deep with a straight, wide back and chest and with the underlying parallel to the back. The hindquarters are long, wide, and fully fleshed with the flesh carried well down to the hock. They are mainly black hided. Calves are small at birth, grow quickly and mature early producing a small, compact carcass.



‘Certified Irish Angus Beef’ has intermuscular, intramuscular, and subcutaneous fat levels. It has characteristic intramuscular fat known as marbling running through the connective tissues. This intramuscular fat contributes to a lightly packed network of myofibril muscle cell fibres which contributes to a tender texture. The subcutaneous fat colour on these cattle is widely dependent on the diet of the cattle but is generally creamy white in colour. The lean meat has a distinctive red colour and fine texture grain.

“Certified Irish Angus beef is renowned for its natural marbling. The meat naturally features flecks of fat which melt during the cooking process and provides enhanced flavour, juiciness and adds a succulence to the meat. This also allows the beef to stay juicy during cooking, particularly where beef is cooked as ‘well done’, giving the best possible taste.

*Examples of marbling in ‘Certified Irish Angus Beef’*



### **4.3 Geographical Area**

The geographical area consists of the island of Ireland including Northern Ireland. It also includes all smaller islands of Ireland and Northern Ireland.

### **4.4 Proof of Origin**

#### **Traceability**

All animals must have matching ear tags, be properly registered and have accompanying passports that confirm the ear tag number and movement history. A robust system of controls is in place which is in addition to the mandatory traceability enforced by

- In Ireland, DAFM identification and traceability system known as AIMS (Animal Identification and Movement System) issues an individual passport for each animal. In order to be considered for Certified Irish Angus beef production the animal's passport must identify the breed of the animal as AA or AAX.
- In Northern Ireland by the DEARA identification and traceability system known as APHIS (Animal and Public Health Information System) The breed of each animal is recorded on APHIS at birth registration and published on a MC2C consignee form, the cattle identification/movement form which accompanies the animal to slaughter. In Northern Ireland, all Angus and Angus Cross cattle are referred to as AA on the MC2C system. In order to be considered for Certified Irish Angus beef production the animal must be identified on the MC2C consignee form as AA.

'Certified Irish Angus Beef' farmer/supplier eligibility is based on results of previous supply monitoring and inspections, up to and including DNA extraction for breed verification. An appeals process is in place for any farmer/supplier/breeder who has been rejected/removed from supply as set out under Certified Irish Angus standard accredited to ISO standard ISO/IEC 17065 which is an internationally recognised standard. Information relating to each farmer/supplier/breeder is recorded on the Certified Irish Angus Producer Group computer system known as ANGUS IS.

This system is a database of information gathered by inspectors appointed and trained by Certified Irish Angus Producer Group to protect the integrity of the beef sold under the 'Certified Irish Angus Beef' name/brand. It includes details of animals that DNA has been extracted from and measured against a reference population of Irish Angus cross cattle whose beef is deemed suitable for sale under the 'Certified Irish Angus Beef' name/brand.

This is coupled with physical inspections carried out on every animal presented for slaughter intended for naming/branding as ‘Certified Irish Angus Beef’. A combination of the data from the cattle and the farmer/breeder/supplier allows Certified Irish Angus inspectors to complete a full adjudication on each animal as they are presented for slaughter, resulting in the ability to certify the animal so that the subsequent beef can be sold as ‘Certified Irish Angus Beef’.

Information relating to inspections of animals from each farmer/supplier/breeder across multiple processing plants is continuously recorded on the ANGUS IS system which is a bespoke IT system designed by the Certified Irish Angus Producer Group and available for reference in each site. It allows results of inspections including DNA extraction for breed verification to be accessible to each inspector which assists them in the assessment of all animals presented for slaughter.

As part of the inspection controls, the inspector randomly selects a series of animals in which breed analysis is carried through DNA extraction to prove accuracy. These random samples are for cross-checking purposes. However, inspectors also interrogate the ANGUS IS system to identify historical control information such as if the breeder has had animals fail a previous inspection, and as appropriate, risk assessments forms part of the sampling procedure. The results of each of these samples are recorded on the ANGUS IS database for future verification.

Samples of beef sold with the ‘Certified Irish Angus Beef’ name/brand are taken monthly at retail by the Producer Group and are sent to an approved laboratory for DNA extraction for breed verification. Currently, in Ireland there are 10,851 supplier members but data has been collected on 27,500 farmers/breeders. In Northern Ireland there are 1800 supplier members with further data collected on 3,400 farmers and breeders. This information feeds into the certification system accredited by National Standards Authority of Ireland (NSAI) under ISO standard ISO/IEC 17065.

### **Registration of animals**

In Ireland, herdowners are required to register the birth of each Angus calf with DAFM within 27 days of the birth. They are then issued with an individual passport stating that the animal is AA or AAX. This passport must accompany the animal each time it is moved. All movements of the Angus/Angus cross animal throughout its lifetime must be recorded on the passport and on the DAFM’s Animal Identification and Movement System (AIM) system. Animals with AA or AAX on their passports are the only animals considered for inspection and verification as ‘Certified Irish Angus Beef’.

In Northern Ireland, herdowners are required to register the birth of each Angus calf with DAERA within 27 days of birth on the APHIS system. They then receive an email confirming the registration of the animal. All movements of Angus animals through their lifetime must be recorded on the APHIS system. Animals with AA on their MC2C form are the only animals

considered for inspection and verification as ‘Certified Irish Angus Beef’.

### **On Farm Records**

In Ireland all farm members must keep an up to date herd register recording births, ear tag numbers, purchases, and previous owners and a record of all feed, treatments, and administration of treatments. These records are inspected under a national accredited sustainable production scheme, independently operated by the Irish Food Board, known as the Bord Bia Sustainable Beef and Lamb Assurance Scheme (SBLAS) or equivalent standard.

In Northern Ireland all farmers must keep an up to date herd register recording births, ear tag numbers, previous owner (though full movement history will be available via APHIS) and a record of all feed, treatments, and administration of treatments. These records are inspected under a national accredited sustainable production scheme, independently operated by the LMC (Livestock and Meat Commission) under the NIBL FQAS Northern Ireland Beef & Lamb Farm Quality Assurance Scheme.

### **Specific rules concerning labelling of the product the registered name refers to**

In addition to what has been prescribed elsewhere in legislation, the following shall be indicated on the product packaging:

- Product name ‘Certified Irish Angus Beef’
- Product logo - The logo can be enlarged continuously to any size, there is no upper limit.

### *Sample of Packaged Primal Cut*



### *Other Examples of Product Packaging*



Where ‘Certified Irish Angus Beef’ is sold without packaging, such as butcher counters, the same information contained on the labelling of the packaged cuts is displayed alongside the beef display. In the case of food service where the ‘Certified Irish Angus Beef’ is sold as part

of a meal, the same information contained on the labelling of the packaged cuts may be clearly displayed on the menu of the establishment.



#### **4.5 Method of Production**

For Angus/Angus cross cattle to be eligible to be marketed as ‘Certified Irish Angus Beef’, they must be born, reared, and finished (brought to slaughter within the carcass weight range of 220-410kgs) slaughtered and packed within the geographical area. Carcass chilling and quartering must also take place within the geographical area. In order to qualify, each animal must be accurately assessed and verified as Certified Irish Angus by an inspector on behalf of the appropriate certification body in the processing plant at the point of slaughter and produced under either the Bord Bia’s Sustainable Beef and Lamb Assurance Scheme (SBLAS) Ireland and the LMC NIBL FQAS or equivalent standard.

#### **Feed (for products of animal origin only)**

The vast majority of births of Angus/Angus cross calves takes place in spring from mid-March to mid-May which coincides with peak grass production ensuring an abundance of available feed.

Angus/Angus cross animals accepted as suitable for the production of ‘Certified Irish Angus Beef’ are produced on a typical Irish livestock production system which is grass-based but not limited to grass only and may include additional feed in the form of cereal ration which includes wheat, barley, oats and soya bean fed in line with good beef production farming practice, typically at weaning, during winter months, extreme weather episodes and in the final finishing stages.

Supplemented feed is required in winter. This feed comes in two forms:

1. Forage is grass silage, maize silage, or hay. It is fed in Winter or in rare periods of adverse weather. Some farms due to an extensive production system with a very low stocking density may feed no forage at all only grass in Winter and Summer. While other farms with higher stocking densities may feed forage in Winter only with no access to grazed grass.
2. Cereal based feed which includes wheat, barley, oats, and soya bean

The majority of Angus/Angus cross cattle's lifetime after weaning is spent grazing. It is not permitted to feed the animals with any form of growth promoters.

Angus/Angus cross animals must be slaughtered between the ages of 16 to 36 months of age and inspected at the point of slaughter by a Certified Irish Angus Producer Group trained Inspector who identifies the animals as having physical appearance and production history in line with the group's standards. Herd owners and breeders must be approved by Certified Irish Angus Producer Group to supply.

### **Farm to Abattoir**

Any farmer/herd owner who breeds Angus/Angus cross cattle, may submit an application for membership of Certified Irish Angus Producer Group . Applications must be approved by the Board of Directors who then issue a unique membership number to the successful applicants. In order to be eligible, each animal must be accurately assessed and verified as suitable for 'Certified Irish Angus Beef' production by an inspector on behalf of the appropriate certification body to standard ISO/IEC 17065 and produced in Ireland under the Bord Bia's SBLAS and in Northern Ireland the NIBL FQAS or equivalent standard.

### **Abattoir**

All Angus/Angus cross cattle used in the production of 'Certified Irish Angus Beef' are fully traceable from birth within the geographical area and are slaughtered in an abattoir that is compliant with the regulations set down by DAFM and/or local authority County Council Veterinary Office and located within the geographical area in Ireland and DAERA regulations in Northern Ireland.

The processing plants are British Retail Consortium Global Standard (BRCGS) accredited. The BRCGS for Food Safety is a product and process certification standard known for compliance to industry best practices. BRCGS certification is an internationally recognised mark of food safety and quality. Certification is achieved by undertaking a third-party audit against standard requirements by an accredited certification body (CB). BRCGS rates CBs on their technical performance and efficiency in customer service. Both Food Chain ID Certification in the UK and America are highly rated CBs providing accredited BRCGS certification globally. <sup>1</sup>

Approved processing plants are accredited to the 'Certified Irish Angus Beef' standard for maintaining integrity of the cattle that are certified at slaughter under Standard ISO/IEC 17065. Processing plants are also accredited to the Bord Bia Meat Processors Quality Assurance Scheme (MPQAS) in Ireland and NIBL FQAS in Northern Ireland under Standard ISO/IEC 17065. The processing plants are audited a minimum once per year during which records in relation to animal transport, rest pre-slaughter, slaughter, chilling and cutting are verified by independent auditors.

### **Inspection (at Processing plant and Farm level)**

The inspection of Angus livestock at processing plants is performed by inspectors, trained by the Certified Irish Angus Producer Group, who also use the ANGUS IS computer system as part of the certification process. Where issues arise from these animal livestock inspections, follow-up on farm inspections are carried out. The certification system operates to international standard ISO/IEC 17065 which is independently audited by a third party, Irish National Accreditation Board (INAB) <sup>1</sup>

The inspection begins with the Inspector logging in using a device which verifies geographic location. Each animal is inspected at the point of slaughter for suitability. In Ireland, if deemed suitable, the animal's passport or in Northern Ireland the animals MC2C consignee form is checked for compliance by entering the original breeder's herd number into the ANGUS IS database. This shows whether the breeder has had animals fail an inspection in the past. It also gives information as to animals from the breeder that have been selected for DNA sampling (breed verification) and the results of that breed verification. Where previous animals have failed breed verification, the animal presented is not accepted. If the animal's physical attributes suggest it is likely to meet the criteria, a further sample is taken and sent for breed analysis and the database updated with the results of that analysis.

Standard documentation required for traceability and animal health verification must accompany Certified Irish Angus animals to slaughter, including:

- In Ireland animal passports, food chain information documentation and verification of membership of Bord Bia SBLAS or equivalent.
- In Northern Ireland MC2C consignee form, food chain information documentation and verification of membership of NIBL FQAS or equivalent.

### **Slaughter System**

The animal identification tag number is transferred to a carcass number or kill number and recorded. ANGUS IS computer system records date and location of slaughter, name and herd number of farmer member, individual ear tag number, kill number or carcass number, weight and grade and signed by Certified Irish Angus Inspector.

#### *Chilling*

Beef carcasses are chilled in accordance with food hygiene standards and records of this chilling regime are maintained by the processing plant.

#### *Fat Score and Conformation*

Carcasses must meet a certain fat score and conformation. This grading is measured, monitored, and verified by grading machines under the control of

1. In Ireland the Beef Carcass Classification and Price reporting control Section of DAFM
2. In Northern Ireland, the Agri-Food Inspection Branch of DAERA.

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<sup>1</sup> FoodChain ID. 2020. BRC Food Safety Certification - Foodchain ID.



3. Only carcasses and cuts from certain grades of Angus/Angus cross animals are eligible to be classified as ‘Certified Irish Angus Beef’. Steers and heifers up to 36 months of age with carcass conformation from grades P+ to U- and carcass fat scores from 2+ to 5- as defined in the relevant regulations.

|    | 1+ | 1= | 1- | 2+ | 2= | 2- | 3+ | 3= | 3- | 4+ | 4= | 4- | 5+ | 5= | 5- |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| E+ |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| E= |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| E- |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| U+ |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| U= |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| U- |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| R+ |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| R- |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| O+ |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| O= |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| O- |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| P+ |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| P= |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| P- |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

**Post slaughter**

*Bone-In and Maturation*

Forequarters (which includes cuts/muscles mainly used in stewing, mincing and for burger production) that have been approved as ‘Certified Irish Angus Beef’ are deboned after 24-36 hours provided the beef is below 7°C. Hindquarters and loins that have been approved as ‘Certified Irish Angus Beef’ (which includes steak and roasting cuts) are chilled for up to a further 21 days before deboning. After deboning, ‘Certified Irish Angus Beef’ hindquarter steak and roasting cuts are further aged in vacuum pack bags to enhance its eating quality.

*DNA - Bovine Breed Assignment Analysis*

As part of the ANGUS IS computer system which is operated to ISO/IEC 17065 standard and independently audited by Irish National Accreditation Board (INAB), tissue samples and photographs are taken of Angus/Angus cross animals at inspection in the processing plant:

- i) That have failed the inspection. The photographs are placed against the profile of the original breeder of the animal and the farmer who presented the animal for slaughter. When these samples are tested, the results are also placed against both profiles.
- ii) To verify the accuracy of the inspection. Each inspector must take one sample per week which is submitted for DNA analysis resulting in breed verification which establishes the accuracy of the inspector. This information is linked to the original breeder of the

animal and to the farmer who presented the animal for slaughter.

All this information is used as a reference in future inspections under INAB accreditation ISO/IEC 17065.

All DNA extraction and breed verification analysis is performed by an independent laboratory, which is an institutional member of the scientific body of the International Society of Animal Genetics (ISAG) and is accredited by the International Committee for Animal Recording (ICAR). The results of testing take 14 days from the day it arrives at the laboratory. Samples are analysed in batches, and it may take up to 4 weeks to put together the batch. Carcasses that have been rejected are not processed as Certified Irish Angus. If the breed verification results return evidence that the animal in question was suitable for certification as Certified Irish Angus, the Certified Irish Angus Producer Group compensates the farmer for the loss of premium but the beef from that animal is not used due to the delay in the return of the test. These samples are then used as a reference population for future inspections.

Random meat samples are taken at retail as part of authentication and quality control procedure, which forms part of the ANGUS IS computer system which is INAB accredited under ISO/IEC 17065. The traceability system for registration of births, movements etc identifies if the animal originated in Ireland. The other control measures reflect controls on the integrity of the animal.

#### **4.6 Link**

##### ***Link between the geographical area and the reputation and other characteristics of the product***

The causal link between the product and the area in which it is produced is based on its consistently high eating quality which in turn has led to a well-established reputation.

Archaeological evidence shows that cattle production first took place in Ireland around 5,500 years ago. The Norman invaders introduced a small black bull which was crossed with the native British Isles Celtic cattle to develop a small polled (hornless) animal known as a Doddie. This breed was further developed in the historical county of Angus, bordering Aberdeenshire in Scotland by William McCombie (1805-1880) resulting in what is now known as the Angus or Aberdeen-Angus breed.<sup>2</sup>

The tradition of cattle farming in Ireland is strongly rooted in Irish culture, particularly so in the farming of Angus/Aberdeen Angus cattle. There is evidence to suggest that the arrival of Angus/Aberdeen-Angus cattle from Scotland to Ireland predates 1838 and only came to prominence after the Great Famine of 1845-1852 which coincided with the enlargement of agricultural holdings due to the reduction of the Irish population by almost 50%.<sup>3</sup>

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<sup>2</sup> Lucas, A., 1990. Cattle In Ancient Ireland. Kilkenny: Boethius Press.

## *The Climate*

The island of Ireland has an **oceanic climate**, warm and damp, cloudy and rainy throughout the year. Both the diurnal and the annual temperature ranges are narrow, so both the summer heat and the winter frost are rare.

Ireland has a temperate climate influenced by the Gulf Stream which ensures an abundance of rainfall resulting in a natural irrigation of its grassland. This climate provides ideal conditions for a long outdoor grazing season. The Angus breed has earned a reputation over a long period of time for being ideally suited to be outdoors all year round. Their size and stature helps them take advantage of the long outdoor grazing period that exists in Ireland. This moderate temperature ensures animals do not experience extreme cold in winter or extreme heat in summer and as a result creates ideal stress-free conditions for raising livestock.

Angus/Angus cross cattle are ideally suited to grazing outdoors in Ireland as their light weight and breed characteristics such as wide muzzle ensures that they can consume large volumes quickly avoiding 'poaching' (hoof prints in soil) and damaging the soil. Cold waves are rare and are usually short-lived. Night temperatures drop below freezing (0°C or 32°F), usually by a few degrees, for about twenty days each year.<sup>3</sup>

## *Grassland*

Ireland is recognised for its safe, lush pastureland. Angus cattle graze in harmony with the natural environment of grass and herbage growing naturally throughout Ireland. This same herbage from the geographical area is conserved in summer as hay or silage as a winter feed. A combination of the quality of the grass and clover and the natural habitat of small fields surrounded by strong hedgerows and trees that offer shelter creates the ideal environment to enhance the natural ability for Angus/Angus cross cattle to forage outdoors and contribute to the biodiversity of the countryside.

Grazing systems provide the basis of sustainable livestock production, as grazed grass is the most economical and natural feed source of nutrients for ruminants. The outdoor grazing period in Ireland runs from late February/early March to late November/early December, depending on the weather.

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<sup>3</sup> [Climatestotravel.com](https://www.climatestotravel.com). 2020. Ireland Climate: Average Weather, Temperature, Precipitation, Best Time.



Grasslands contribute substantially to Irish agricultural production systems providing a large proportion of the feed requirements of ruminant livestock. Grassland on the island of Ireland accounts for approximately 90% (4.73 million ha) of the available agricultural land. Grassland in Northern Ireland accounts for approximately 79% (0.82 million ha) of the available agricultural land.

Of the total area of farmland on the island of Ireland (5.5 million ha), pasture, hay, grass silage and rough grazing account for 5.052 million ha.

Ireland's natural resource of grassland combined with the climate provides a significant comparative advantage for Angus/Angus cross cattle in particular and is uniquely different to other continental beef production systems that require animals to be kept indoors and fed on cereal diets. These advantages contribute greatly to the ability of Angus/Angus cross cattle to produce natural meat.<sup>4</sup>

### ***Specifics of the product***

'Certified Irish Angus Beef' has been sold in leading retailers and food service outlets in Ireland, most notably under the premium range of Ireland's largest food retailer for the past 25 years. 'Certified Irish Angus Beef' has earned a reputation for consistently being of the highest eating quality with a succulence and juiciness derived from its marbling. It has reputational evidence as per information already submitted including the winning of the World Steak Challenge for the best fillet beef.<sup>5</sup>

Cattle were very much seen as a symbol of prosperity and added greatly to the economy of rural and urban areas of Ireland and Northern Ireland. Traditional cattle fairs were held in rural

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<sup>4</sup> O Donovan, M., Hennessy, D. and Creighton, P. (2018) Ruminant grassland production systems in Ireland, In proceedings of the European Grassland Federation, Volume 23, Sustainable Meat and Milk Production from Grassland June 17-th – 21'st 2018, Cork, Ireland 17-25

<sup>5</sup> World Steak Challenge, a William Reed Business Media event. World Steak Challenge is the world's first event to give steak producers and suppliers a platform to showcase product quality, breed credentials and processing standards on an international stage

towns and villages across the island. These fairs brought substantial economic benefit to both those owning the cattle and businesses within those areas, resulting in an immense pride among the owners of the cattle.

The pride and knowledge required to produce Certified Irish Angus cattle has been passed down from generation to generation and now manifests in the care and attention of the farm itself as well as the production of the cattle.

Small farmers carry on the traditions inherited from their forefathers of being grounded, considered, dedicated and ambitious in producing Certified Irish Angus cattle. The overwhelming experience of beef farmers across the geographical area in raising Certified Irish Angus cattle is that they have a natural ability to capitalise on every aspect of Irish climate and grassland. This makes the union the perfect balance with nature and nurture.

The Angus breed formed the foundation for the thriving beef industry that exists in both Ireland and Northern Ireland today. During the 1960s, the Irish Government identified potential for the development of a more integrated Irish beef industry where additional value could be added to this primary production. Up to the early 1960s, most livestock produced in both Ireland and Northern Ireland went to Great Britain for processing. With the advancement of technology in refrigeration and refrigerated transport in the early 1960s, it became possible to process the animals on the island. This allowed additional value to be added to the livestock and also offered employment within rural communities. This new and more integrated beef industry in Ireland and Northern Ireland had the massive advantage. Its Production and processing was on the doorstep of large cities right across the UK whose populations had a demand for fresh meat, and a liking for the beef produced on the island of Ireland all of which offered an opportunity to add additional value to primary production.

At that time, in Ireland and Northern Ireland the process of beef production at farm level was primitive and lacked the technology and equipment to produce beef from grain-based systems as was commonplace in Europe at the time. In order to develop a viable meat processing business, it was necessary to increase output at farm level without incurring large capital investment.

The Angus breed was best placed to take advantage of Ireland and Northern Ireland's natural ability to grow grass and convert it to high quality beef with minimal on-farm capital investment.

In 1960, H.S. Crosbie Cochrane from Northern Ireland was appointed secretary- fieldsman of the Irish Aberdeen Angus Association (part of the Aberdeen Angus Cattle Society in Perth Scotland) he brought a fresh new dynamism to the breed in Northern Ireland. He set up many farm walks and field days which educated and explained to farmers the potential of the Angus

breed which had been in decline. His dedication and hard work reenergised the Angus breed and encouraged a new generation of breeders.

In Ireland, such was the strategic importance of the Angus breed in the planned development of the beef industry that the then Irish Minister for Agriculture established an Irish Angus Herd Book within the Department of Agriculture. Not only did this assist in the establishment of the Angus breed among Irish farmers, it also allowed for the tailoring of Angus genetics towards an animal type that was best suited to grass based production, resulting in animals that required limited housing and feed supplements and produced a small well-fleshed carcass. Angus was the only breed in Ireland to ever have had a Herd Book established and managed by DAFM. In 1999, control transferred to a breeder-led organisation, now known as Irish Angus Cattle Society.

The knowledge and expertise required to produce Certified Irish Angus cattle on what is in many cases, marginal land, is very much unique to each farm and is more of a tradition and 'know how' than a commercially focused production system. Certified Irish Angus Producer Group aims to protect and enhance this traditional farming system. The development of the Group helps to preserve these traditions.

The Group operates the Certified Irish Angus Beef School Competition in Ireland and the Angus Youth Challenge in Northern Ireland both of which educates second level students and possibly, the farmers members of the future, on the traditional systems of production and uniquely suitable characteristics of the Angus breed to the land and climate of Ireland. This competition instils passion and enhances the belief in these traditions.

#### Certified Irish Angus School Competition (Republic of Ireland)



## Angus Youth Challenge (Northern Ireland)



## Awards

2019

World's Best Fillet at World Steak Challenge<sup>6</sup>

For full list of awards from 2013, see attached appendix

## Endorsements

*“Our kitchen spends a lot of time in search of the very best quality ingredients to satisfy the tastes of our well-travelled international guests. We like to research and ‘blind test’ all food produce and ingredients and Certified Irish Angus Beef is always on our menus!*

*In Ireland we are blessed with the best grass growing conditions in the world and Irish Angus are known the world over for their temperament and freedom to graze outdoors the year round. They have the ability to lay down intra-muscular fat marbling during the finishing stages of growth which puts the meat top of the taste charts. This is added to with excellent tenderness due to their extremely docile nature.*

*This is why we always use Certified Irish Angus Beef.”*

### **David McCann**

*Exec.Head Chef, -Co. Clare, Ireland*

*“I was impressed by the taste and quality of this meat. ‘Certified Irish Angus Beef’ is the real tastemaker for us.*

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<sup>6</sup> World Steak Challenge, a William Reed Business Media event

World Steak Challenge is the world's first event to give steak producers and suppliers a platform to showcase product quality, breed credentials and processing standards on an international stage.

*The Irish herd puts itself in the spotlight by the constant superior quality. The fine marbling ensures the retention of the aromas and flavours in the flesh. This is a taste and smell right away. Since Certified Irish Angus Beef comes from real meat varieties, the meat is more accessible to the real "beef eater".*

*We only work with products where we are 100% behind to spoil our customers. Therefore the choice is for Certified Irish Angus Beef."*

## **Den Hertog Olen, Belgium**

### *Media*

*Irish Examiner, 2017; "The cattle have the dual distinction of being recognised as a and on gourmet restaurant menus".*

## **4.7 Inspection Body**

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