



APPLICATION CRITERIA FOR THE BEEF INDUSTRY'S MARK OF QUALITY

The following criteria have been established as a guideline for the minimum requirements an individual beef product must meet in order to be eligible for the beef industry's Mark of Quality. The National Cattlemen's Beef Association (NCBA) administers the program on behalf of the Cattlemen's Beef Board and retains the right to revise criteria to evolve with changing technology and consumer needs. Please review the criteria completely prior to filling out an Application for the Mark of Quality.

Product:

1. Product must have the great taste that consumers expect from beef.

- The NCBA requests that the applicant company provide Consumer Testing data for all products being submitted for the Mark of Quality (See Consumer Testing Data Requirement below).

2. Primary meat portion of product must be 100% Beef.

- No other types of meat proteins are allowed to replace the beef component of the product.
- If beef is not the primary component of an entrée (Example: Nacho Cheese Dip with Beef or Rigatoni with Meat Sauce), then beef must be listed in the product name on the principal display panel and be easily visible in the package photography.
- Flavor or texture enhancing non-meat ingredients will be evaluated on a case-by-case basis:
 - Chicken, pork, or other non-beef meat proteins added into meatballs or meat filling is not acceptable.
 - Starches, cracker crumbs, soy protein, or other vegetable or grain derivatives added into the beef component of the product are limited to functional use (usually less than 2% by weight).
 - ▶ Functional purpose must be identified and defined on the product application.
 - ▶ Ingredient use cannot be based solely on cost-reduction or beef replacement.
 - ▶ Applications will be evaluated on a case-by-case basis.
 - Limited functional use of non-meat vegetable proteins or starches is allowed for use in product accompaniments – such as sauces, gravy, side dishes, toppings.

3. Product must be branded.

- Product should be supported in marketplace by consumer marketing program.

4. Product may be fresh beef or further prepared beef, however, ground beef is currently excluded from the program with the exception of fully cooked ground beef items.

5. The beef product (or the beef component of an entrée) must be centrally processed at a USDA inspected facility with an approved HACCP program, or FDA inspected facility using USDA inspected and approved beef components.

- USDA inspection legend and establishment number must appear on final product package.



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Packaging:

All products must have:

1. Accurate preparation instructions on package
2. Safe-Handling instructions on package for all uncooked products
3. Nutrition information on package (see Labeling requirement)
4. Satisfaction guarantee program in place for product
5. Manufacturer's contact information on package for consumer use

Labeling:

Product labeling must have:

1. Correct and accurate product nomenclature
2. Product must have Nutrition Labeling on the consumer packaging
 - In addition to listing protein and iron, the NLEA panel must also include Zinc and B vitamins if applicable.

Consumer Testing Data:

The NCBA requests that all companies applying for the beef industry's Mark of Quality submit a summary of methodology and results of quantitative consumer testing data with the beef products on the application.

The results should indicate the product's average score on a nine-point hedonic scale. If an alternate form of consumer research has been conducted, list on application and provide the results.

Insurance and Indemnification Requirements:

Upon initial product approval for the Mark of Quality, a License Agreement will be forwarded to the company from the NCBA. Among the requirements of the Agreement are the following:

Insurance:

The applicant company will obtain and during the term of their agreement maintain at its expense, commencing at least 30 days before its first use of the Mark of Quality, insurance, on an occurrence basis, naming the Cattlemen's Beef Board (CBB) and National Cattlemen's Beef Association (NCBA) (and their officers, directors, members, agents and employees) as insured parties from an insurance carrier satisfactory to NCBA with coverage limits of \$5,000,000 for general liability, products liability and personal injury and defense costs related in any way to the company's use of the Mark of Quality. The policy will provide that it may not be modified or canceled by the carrier except after 30 days prior written notice by the carrier to NCBA and the Beef Board.

Indemnification:

The company must agree to indemnify the Beef Board and NCBA (and their officers, directors, members, agents and employees) from all loss, harm or expense including reasonable attorneys and costs of investigation the indemnities suffer or incur as a result of any product or service with which the Mark of Quality is used.

Additional details of these requirements are provided in the License Agreement. Insurance and Indemnification are required prior to use of License Agreement.



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