



Marketing Update



CERTIFIED RED ANGUS

Pro-Cow

by Ron Bolze, Commercial Marketing Director and Greg Comstock, RAAA Marketing Programs Coordinator



2007 GridMasters

Red Angus' GridMaster award recognizes sets of cattle that excel on the rail and provide real financial rewards back to the producer.

Carcass performance at this level requires the combination of superior Red Angus genetics at the ranch of origin with skilled management and timely marketing at the feed yard. This year, RAAA is proud to recognize eight sets of cattle as GridMasters.

One of this year's recipients is the first Gridmaster to earn the award for cattle marketed through the **Meyer Natural Angus** program.

To account for the different finishing characteristics of "Natural" vs. conventionally fed cattle it was necessary to make slight variations in the awards' specs for cattle marketed through **Meyer Natural Angus**.

These specs include:

- **Minimum of 30 head lot size**
- **Minimum 85% Choice or higher**
- **Maximum 15% YG 4's**
- **Minimum Grid Score of 100**

The specs for cattle marketed through the **Angus America** Grid at participating Cargill plants remained unchanged:

- **Minimum of 30 head lot size**
- **Minimum 80% Choice or higher**
- **Maximum 7.5% YG 4's**

• **Minimum Grid Score of 100**

The **Grid Score** is calculated using the overall performance of the lot and accounts for the percentage premium products obtained and the percentage of Yield Grade 1's and 2's stamped, as well as the overall Choice and Yield Grade 4 percentages.

The RAAA Marketing staff would like to take this opportunity to congratulate the winners of the 2007 GridMaster award. If you have cattle that you believe could obtain the status of GridMaster or would like to learn more about this recognition, you can contact the Marketing staff at 940-387-3502.

| Cow/Calf Producer Owner/Feeder | Harvest Date | Grid | Plant | Lot # | No. head | % Choice | % Premium Products | % YG 1s & 2s | % YG 4's & 5s | Grid Score | Ch/Se Spread | Avg. Grid Premiums |
|--|-----------------|---------------------------|-------|-------|-------------|-------------|-----------------------|-----------------|------------------|---------------|-----------------|-----------------------|
| McIntyre Ranch, Glasgow, MT - Producer Wedel Red Angus, Leoti, KS - Owner Century Feeders, Goodland, KS - Feeder | 6/15/2007 | Angus America | FM | 1514 | 75 | 85.3 | 59.3 | 37.3 | 4.0 | 111.53 | \$ 8.12 | \$ 43.62 |
| John Boroff, Danial, WY - Producer Century Feeders, Goodland, KS - Feeder | 6/29/2007 | Angus America | FM | 2919 | 35 | 82.9 | 54.3 | 28.6 | 5.7 | 102.37 | \$ 8.00 | \$ 30.78 |
| McIntyre Ranch, Glasgow, MT - Producer Wedel Red Angus, Leoti, KS - Owner Century Feeders, Goodland, KS - Feeder | 5/13/2007 | Angus America | FM | 1832 | 40 | 90.0 | 55.0 | 82.5 | 2.5 | 137.67 | \$13.29 | \$ 79.02 |
| John Boroff, Danial, WY - Producer Century Feeders, Goodland, KS - Feeder | 5/13/2007 | Angus America | FM | 1833 | 53 | 84.9 | 47.2 | 51.0 | 3.8 | 112.46 | \$13.29 | \$ 49.76 |
| Bruce & Lynette Durheim, Ellendale, ND - Producer Dana Dennert, Columbia, SD - Feeder | 5/13/2007 | Angus America | SCH | 1822 | 45 | 86.7 | 77.8 | 42.2 | 4.4 | 126.10 | \$13.29 | \$ 76.46 |
| Bob Hill, Briggsdale, CO - Producer Gene & Kim Peterson, Nunn, CO - Producer Dwight & Joyce Baker, Briggsdale, CO - Producer Croissant Red Angus, Briggsdale, CO - Feeder | 5/3/2007 | Angus America | FM | 309 | 42 | 90.5 | 47.6 | 33.3 | 7.1 | 101.33 | \$13.01 | \$ 56.84 |
| Jerry Clarkson, Waverly, KS - Producer Lee Broyles, Baldwin City, KS - Producer Mushrush Red Angus, Strong City, KS - Feeder | 5/29/2007 | Angus America | DC | 2923 | 38 | 84.2 | 50.0 | 34.2 | 5.3 | 103.39 | \$11.98 | \$ 53.16 |
| Wilbur Spreutels, Koshkonong, MO Producer/Feeder | 1/29/2007 | Meyer Natural Angus | GOP | 103 | 34 | 97.1 | 11.8 | 14.7 | 14.7 | 104.61 | \$11.10 | \$ 130.38 |

Note: Meyer Natural Angus grid premiums include a \$5 per head FCCP tag reimbursement plus "Natural" premiums of \$13.50 per cwt. dressed

Plant Legend: FM = Fort Morgan, CO SCH = Schyler, NE DC = Dodge City, KS GOP = Greater Omaha Packing, Omaha, NE