

# Marketing Update

2008 will go down as the year Red Angus cattle put high priced corn to good use by setting new records for the number of GridMaster awards presented. Carcass excellence at this level requires the combination of superior Red Angus genetics with skilled management and timely marketing at the feed yard.

Originally, the GridMaster title was only awarded to qualifying cattle harvested through Angus America, which met these requirements:

- **Minimum of 30 head lot size**
- **Minimum 80% Choice or higher**
- **Maximum 7.5% YG 4's**
- **Minimum Grid Score of 100**

In 2007, the program expanded to include Meyer Natural Angus, (MNA) a natural program with strong Red Angus influence. To account for the different finishing characteristics of "Natural" vs. conventionally fed cattle, the following "Natural GridMaster requirement was established:

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

This year, due to increased presence of Red Angus cattle in Northwest Feedyards, the GridMaster program was expanded to include cattle harvested at Tyson's Pasco, Wash., plant.

"Natural" harvested at Pasco must meet the same requirements as MNA. Conventionally fed cattle's access to GridMaster status comes through the **Beef Northwest Feeders** grid - with specs equal to those required for Angus America.

The **Grid Score** balances achieving high percentages of premium products, Yield Grade 1's and 2's, and USDA Choice grade cattle with minimal percentages of Yield Grade 4's.

It is truly incredible to see this number of winning lots, from both established and new programs, and at a time when the price of corn and choice/select spread has not inspired folks to feed for this type of carcass performance.

		Harvest Date	Grid	Plant	Lot	Hd	% Choice	% Prem. Product	% YG 1s & 2s	% YG 4s & 5s	Grid Score
<b>Producers &amp; Owners</b>	Hooper Red Angus - Merriman, NE Lyle Britt - Rushville, NE	7/3/2007	Angus America	SCH	301	42	80.95	61.9	30.95	4.76	108.70
<b>Feedlot</b>	Zavadill Feedyard - Fordyce, NE										
<b>Producers &amp; Owners</b>	Mesa De Maya Ranch - Branson, CO Century Feeders - Goodland, KS	7/6/2007	Angus America	FM	613	64	93.75	57.81	28.13	3.13	105.54
<b>Feedlot</b>	Century Feeders - Goodland, KS										
<b>Producers &amp; Owners</b>	Mel Hummel - Winnemucca, NV Weborg Feeding Co. - Pender, NE	12/3/2007	Meyer Natural	GOP	1492	46	91.35	11.35	20.24	18.28	111.57
<b>Feedlot</b>	Weborg Feeding Co. - Pender, NE										
<b>Producers &amp; Owners</b>	Skinner Ranch Inc. - Jordan Valley, OR Y - 1 Farms - Vale, OR	5/2/2008	Natural	PASCO	606	69	94.5	21.1	53.6	13	193.00
<b>Feedlot</b>	Y - 1 Farms - Vale, OR										
<b>Producers &amp; Owners</b>	Gary & Bobby Rhoads - Burlington, CO Lyle Britt - Rushville, NE Zavadill Feedyard - Fordyce, NE	5/2/2008	Angus America	FM	220	37	100	89.19	43.24	2.7	135.09
<b>Feedlot</b>	Zavadill Feedyard - Fordyce, NE										
<b>Producers &amp; Owners</b>	Van Schoiack Ranch - Heppner, OR Beef Northwest - Boardman, OR Lorenzen Ranches - Pendleton, OR Beef Northwest - Boardman, OR	5/26/2008	Beef NW	PASCO	N/A	64	90.6	12.5	37.5	6.3	105.71
<b>Feedlot</b>	Beef Northwest - Boardman, OR										
<b>Producers &amp; Owner</b>	Schuler Red Angus - Bridgeport, NE Schuler Red Angus - Bridgeport, NE	5/28/2008	Angus America	FM	2822	85	80	52.94	54.12	0	118.58
<b>Feedlot</b>	Schuler Red Angus - Bridgeport, NE										
<b>Producer</b>	McIntyre Ranch - Glasgow, MT										
<b>Owner</b>	Wedel Red Angus - Leoti, KS	5/30/2008	Angus America	FM	3022	46	86.96	54.35	34.78	2.17	107.33
<b>Feedlot</b>	Century Feeders - Goodland, KS										
<b>Producers &amp; Owners</b>	Finn Creek Ranch - Avon, MT Weborg Feeding Co. - Pender, NE	6/23/2008	Meyer Natural	GOP	1607	43	86.39	14.4	11.72	11.35	106.51
<b>Feedlot</b>	Weborg Feeding Co. - Pender, NE										
<b>Producers &amp; Owner</b>	Sedgwick Ranch - Two Dot, MT Century Feeders - Goodland, KS	6/27/2008	Angus America	FM	2716	40	90	75	37.5	2.5	122.05
<b>Feedlot</b>	Century Feeders - Goodland, KS										
<b>Producers &amp; Owner</b>	Bruce & Lynette Durham - Ellendale, ND Eric Sumption Feedyard - Fredrick, SD	6/27/2008	Angus America	SCH	2712	41	92.68	65.85	58.54	7.32	128.58
<b>Feedlot</b>	Eric Sumption Feedyard - Fredrick, SD										
<b>Producer</b>	McIntyre Ranch - Glasgow, MT										
<b>Owner</b>	Wedel Red Angus - Leoti, KS	6/27/2008	Angus America	FM	2717	66	83.33	68.18	69.7	1.52	137.71
<b>Feedlot</b>	Century Feeders - Goodland, KS										

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

Plant Legend: FM=Fort Morgan SCH= Schlyer, NE DC= Dodge City, KS GOP= Greater Omaha Packing, NE PASCO=Pasco, WA