

*Achieve it!* **RETURN ON INVESTMENT**



Independent research shows Red Angus-sired calves sold for a higher price than all other breed groups. Red Angus bulls make a positive difference in your breeding program's bottom line.

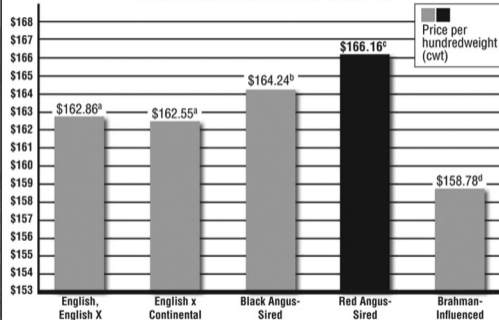
**Invest in your future today!**

Ranch Tested. Rancher Trusted.

**Red Angus**

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**Effect of Breed Description on the Sale Price of Beef Calves\***



\* King, et al., 2015. The effect of breed description on the sale price of beef calves sold through 116 Superior Livestock Auction's video sales from 2010 - 2014. J. Animal Science, Volume 93, Supplement S-3, pp 640-641.

<sup>abcd</sup> Means with unlike superscripts differ (P<0.05).