



TOP DOLLAR ANGUS®

Now adding value to both Angus and Red Angus feeder calves

Capture premiums by giving your calves the name recognition they deserve!



Should you consider Top Dollar Angus certification for your calves? **Absolutely – YES!**

If you've consistently invested in high-performing Angus or Red Angus genetics, we can make your calf crop stand out from the pack, and give you access to the Top Dollar Angus premium calf-buyer network, regardless of how you market your cattle (local auction, video, or direct trade). Our goal is to bring more demand to your doorstep.

The beef cattle business offers both challenges and opportunities, and lower feeder calf prices underscore the need to capture value-added premiums. Every cow-calf producer with high-end genetics and a solid health program wants to sell their cattle above the average market price, which is exactly why Top Dollar Angus was created.

Top Dollar Angus is a genetic certification and marketing company focused exclusively on the best Angus and Red Angus-influenced feeder calves in the industry. Qualified calves must contain at least two generations of Angus or Red Angus genetics with growth and carcass traits ranking in the top 25% of their respective breed.

Red Angus sires that have a GridMaster Index in the top 25% of the breed or higher meet Top Dollar Angus specifications. Look for the Top Dollar Angus designation on qualifying lots in Seedstock Partners' sale catalogs!

This new program is similar to Certified Angus Beef®, except that Top Dollar Angus does its “branding” in the feeder cattle and calf market. It works by certifying calf crops that meet program requirements on the farm or ranch, enabling these cattle to be marketed using the Top Dollar Angus brand name and logo. Top Dollar Angus feeder calves are eligible to receive a \$50 per head premium (sometimes more) over the average market when sold to partner

feedyards. One group of Top Dollar Angus steers sold recently via video auction for \$67 per head above the average market for their weight and location. Another group was forward-sold for a \$52 per head premium. Yet another single load of Montana steer calves beat the market by \$57 per head.

Why are so many profit-minded cattle feeders interested in purchasing Top Dollar Angus calves and yearlings? It's because these cattle perform very well both in the feedyard and on value-based grids. Top Dollar Angus cattle consistently deliver rapid growth and high quality grades. That puts extra dollars in cattle feeders' pockets, which are passed back to cow-calf producers in the form of premium prices.

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