



FOR IMMEDIATE RELEASE
October 16, 2015

For More Information Contact:
Beth Gaines
Communications Coordinator
(785) 307.3226
beth@redangus.org

Dale Hoffman Named Red Angus Grid Master Award Winner

Denton, Texas – The Grid Master award, presented by the Red Angus Association of America, recognizes excellence in commercial cattle and the cattle feeding industry. The award is earned by those firms who have successfully combined superior Red Angus genetics, feeding management skills and precise marketing to achieve success with the harvest of a superior beef carcass. During the National Convention, Harold Bertz, RAAA director of business development, announced the recipients of the 2015 Grid Master awards.

Dale Hoffman, Graettinger, Iowa, earned the Grid Master distinction with two loads of naturally fed cattle. The first, a 42-head load, finished with 10 percent Prime, 98 percent Choice and 36 percent Yield Grade 1s and 2s and a Grid Score of 125. The second load of 40 head finished with 5 percent Prime, 93 percent Choice and 30 percent Yield Grade 1s and 2s and a Grid Score of 114. Hoffman fed these cattle at home.

“These are the kind of cattle that exemplify the quality and performance that Red Angus cattle offer every day in the market place,” said Bertz.

To be named a Grid Master, the entry must be Red Angus or Red Angus-influenced cattle enrolled in the RAAA’s Feeder Calf Certification Program (FCCP) and must achieve a specified level of carcass excellence. Both conventionally and naturally fed cattle are eligible.

Conventionally fed Red Angus cattle must be marketed in lots of at least 30 head, reach a minimum of 85 percent Choice and Prime, have a maximum of 5 percent Yield Grade 4s and a minimum Grid Score of 100. Naturally fed Red Angus cattle must also be marketed in lots of at least 30 head, achieve 90 percent Choice and Prime, with a maximum of 10 percent Yield Grade 4s and a minimum Grid Score of 100.

Full details on the load information for the Grid Master winners are available on the website and can be found [here](#).

The Red Angus Association of America serves the beef industry by enhancing and promoting the competitive advantages of Red Angus and Red Angus-influenced cattle. RAAA provides commercial producers with the most objectively described cattle in the industry by seeking and implementing new technologies based on sound scientific principles that measure traits of economic importance. For more information, visit redangus.org.