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John and Mary Ann McDowell honored with Grid Master Awards during National Red Angus Convention

Denton, Texas – The Grid Master Award, presented by the Red Angus Association of America, recognizes excellence in commercial cattle and the cattle feeding industry. 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 – earn the award. During the National Red Angus Convention, Harold Bertz, RAAA commercial marketing programs coordinator, announced the recipients of the 2016 Grid Master awards.

“This year we are pleased to have 1,365 head of Red Angus cattle in 18 loads that qualified as Grid Master Award winners,” Bertz said. “These are the kind of cattle that exemplify the quality and performance that Red Angus cattle offer every day in the market place.”

John and Mary Ann McDowell, Greenfield, Missouri earned Grid Master distinction on three loads of calves in the naturally fed division that were finished at Fairleigh Feedyard in Scott City, Kansas. The first 43-head load was 42 percent upper two-thirds Choice with 91 percent total Choice, and were 72 percent Yield Grade 1s & 2s with 5 percent Yield Grade 4s.

The second, a 59-head load, was harvested on August 24 and were 3 percent Prime, 63 percent upper two-thirds Choice with 100 percent total Choice, and were 38 percent Yield Grade 1s & 2s with 1 percent Yield Grade 4s.

The third load of calves included 52 head harvested on August 19. That load finished at 65 percent upper two-thirds Choice with 100 percent total Choice, and were 39 percent Yield Grade 1s & 2s with 5 percent Yield Grade 4s.

To be named a Grid Master, the entry must be Red Angus-sired 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, not exceed 5 percent Yield Grade 4s and mark 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, not exceed 10 percent Yield Grade 4s and reach a minimum Grid Score of 100. Of the total head qualifying, 950 head were in an all-natural program.

For those who would like additional information on the Grid Master award program, or learn about the Red Angus-specific marketing grids and the FCCP program, please contact Harold Bertz at harold@redangus.org or call (816) 661-2289.

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.