



Marketing Update



CERTIFIED RED ANGUS

Pro-Cow

by Blake Angell, Commercial Marketing Director and Greg Comstock, RAAA Marketing Programs Coordinator



2006 GridMasters

It is time once again to recognize those outstanding sets of Certified Red Angus cattle that were marketed on the Angus America grid during the past year.

The GridMaster award, which was first presented in 2003, is designed to identify sets of cattle that excel in the packing house and provide real financial rewards back to the producer. The program is structured to recognize not only the cattle feeder, but also the original cow/calf producer. In order for cattle to perform at this level, it takes incorporating outstanding genetics into the breeding program at the ranch, combined with exceptional management and timely marketing of those cattle at the feed yard to ensure optimal performance.

This year, the Association is proud to recognize seven sets of cattle for the accomplishment of GridMaster. The winners represent a mix of both previous and first time winners, as well as one cow/calf producer who had two separate shipments of his calves surpass the GridMaster specs. The specifications for this elite award include...

- **Minimum of 30 head lot**
- **Marketed on the Angus America Grid**
- **Minimum grade of 80% Choice or higher**
- **Maximum level of Yield Grade 4's of 7.5%**
- **Minimum Grid Score of 100**

The Grid Score is calculated using the overall performance of the lot and accounts for the percentage pre-

mium products obtained and the percentage of Yield Grade 1's and 2's stamped, as well as the overall Choice and Yield Grade 4 percentages. The recipients of the 2006 GridMaster award are listed in the chart below.

The RAAA Marketing staff would like to take this opportunity to congratulate the winners of the 2006 GridMaster award. In the future, GridMaster awards will be eligible to be won by producers and feeders of Certified Red Angus cattle that are sold either through the Angus America grid or through the Meyer Natural Angus program. If you have cattle that you believe could obtain the status of GridMaster or would like to learn more about this recognition, you can contact the Marketing staff at 940-387-3502.

Cattle Feeder	Date	Plant	# head	% choice	% Prem Prod	% 1s & 2s	% 4's & 5s	Grid Score	Avg. Grid Premiums	Ch/Se Spread
Century Feeders - Goodland, KS Cow/Calf: Quarter Circle U Ranch - Otter, MT	01/24/06	Fort Morgan, Colo.	34	82.35%	61.76%	44.12%	5.88%	116.7	\$54.73	\$12.93
Century Feeders - Goodland, KS Cow/Calf: Rhoades Bros. - Burlington, CO	01/24/06	Fort Morgan, Colo.	92	82.61%	52.17%	50%	5.43%	114.5	\$41.36	\$12.93
Schroeder Corn & Cattle - Shelton, NE Cow/Calf: Summers Cattle Co. - Gibbon, NE	02/28/06	Schuyler, Neb.	39	82.05%	58.97%	43.59%	0%	115.9	\$52.52	\$10.46
Kenneth Niewoehner - Deering, ND Cow/calf: Mark Barenthsen - Powers Lake, ND Cow/calf: Don Schilke - Alamo, ND Cow/calf: Spencer Seidler - Garrison, ND Cow/calf: Mike Lee - Powers Lake, ND	04/14/06	Schuyler, Neb.	40	82.50%	25%	55%	2.50%	101.3	\$43.08	\$10.71
Dana Dennert - SD Cow/Calf: Bruce Durheim - Ellendale, ND	04/28/06 05/12/06	Schuyler, Neb. Schuyler, Neb.	44 45	86.36% 88.89%	54.55% 51.11%	40.91% 31.11%	4.55% 4.44%	110.7 102.6	\$59.96 \$68.11	\$14.11 \$18.19
Coffin Feed Yard - Shelby, NE Owner: Tim Hopwood - Shelby, NE Cow/Calf: CJ Blew - Pretty Prairie, KS Cow/Calf: Leon Tuttle - Gove, KS Cow/Calf: Rick Hanschu - Ramona, KS	05/25/06	Schuyler, Neb.	70	81.43%	34.29%	67.15%	1.43%	114.8	\$75.20	\$20.11

HISTORY WILL BE MADE



On October 28, 2006 one of the Greatest Proven Bulls of the Red Angus Breed will sell.

Make plans now to attend the Pieper Red Angus Performance Leader - Fall Run Production Sale.

OVER 600 HEAD SELL

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