



Marketing Update

by Clint Berry

It's the beginning of the Fall sale season, the time of year when the majority of cattlemen bring their calves to town to collect on their efforts of the past year. Across the country, ranchers are weaning calves and deciding which marketing avenues will net them the highest return for their calves. Some will choose to sell calves straight off the cow, while others will pre-condition their calves and add value to the calf crop by reducing the stress of weaning and starting them on feed. Producers are also looking at various marketing vehicles that will position their calves in front of the greatest number of buyers; including livestock auction markets, video auction sales or even private treaty listings selling farm fresh cattle. Whatever their choices, all cattlemen are facing record high input costs and volatile markets.

Red Angus genetics serve as a stabilizing force in today's ever-changing beef industry. Our customers invest in Red Angus genetics because of the breed's ability to improve their bottom line. Quiet dispositions, uniform cross-bred calf crops, fertility, calving ease, stayability/longevity, lower maintenance requirements and moderation of frame size are all qualities that Red Angus provide cattlemen. Superior performance in the feedlot in terms of shortening days on feed and improved feed efficiency are qualities that every feeder demands to ensure profitability, Red Angus consistently supplies the genetics to meet these demands. The data from the cattle harvested on the Angus America Grid proves that Red Angus cattle have the carcass traits that help return top dollars by earn-

ing premiums for quality and yield, as well as the "Angus" branded product lines that the cattle wearing the FCCP "yellow" tag qualify to supply.

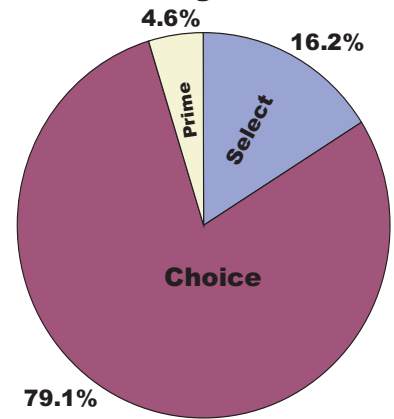
Recent data from the MARC Cycle VII Report 22, in Clay Center, NE lists Red Angus cattle as providing the highest percent (at over 89%) USDA Choice carcasses of all breeds. This performance speaks to the strength of carcass traits that Red Angus genetics supply. The graphs on the right indicate the average percentiles of the all the cattle harvested during the 2007 - 08 year. Note the 83.7% Choice or higher and only 7% Yield Grade 4's. It's performance like this that keeps cattlemen in business and provides a positive eating experience that keeps our retail customers returning.

In times of uncertainty, investing in proven genetics is the safest leverage a cattlemen can utilize. Because of Total Herd Reporting (THR), which eliminates the bias of only reporting the top performing calves and ensures complete contemporary grouping information. The genetic selection tools (EPD's) that Red Angus provides are the most reliable in the industry. Red Angus also produces it's EPD's on the concept of Economically Relevant Traits (ERT's). This simply means that Red Angus EPD's are developed for the traits that measure a cattleman's profitability. Remember, it's not the number of EPD's produced that makes a difference, rather their usefulness and reliability when utilizing them to make genetic selections that positively affect a rancher's bottom line.

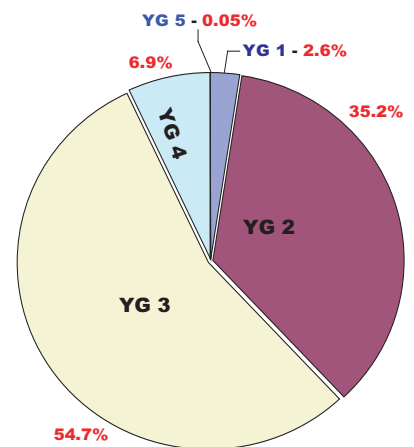
See y'all in the pasture! ■



Quality Grade



Yield Grade



Premium Products

