

How to enroll in Top Dollar Angus

A producer's first step in enrolling in Top Dollar Angus is to contact General Manager Kenny Stauffer at kenny@topdollarangus.com or 308-641-0429 to discuss the herd's genetics.

Upon qualifying, the producer pays a 12-month herd enrollment of \$225, plus \$4 per head on feeder calves. On a 250-head cowherd with 100 steers marketed through Top Dollar Angus, the participating producer would spend \$6.25 per head (\$225 herd enrollment + \$400 steer cost = \$625 ÷ 100 steers = \$.6.25 per steer).

Seedstock Partnership

Top Dollar Angus recently initiated its Seedstock Partnership. Seedstock producers can participate if the bulls or females they sell meet genetic profile requirements for the program. For a small annual fee, seedstock suppliers can incorporate the Top Dollar Angus logo in their sale catalog beside every bull or female lot that meets genetic criteria. As a Seedstock Partner, they receive coupons for their qualifying customers to cover the initial herd enrollment fee.

"This is a great way for breeders to promote their top carcass and growth animals while helping their customers enroll into a program that brings added value to their operation," explained Stauffer.

Marketing

Once a herd qualifies and is enrolled, Top Dollar Angus will assist in marketing and promoting the calves whether the rancher is selling through the local sale barn, on video auction or via direct trade to buyers or feedlots. The Top Dollar Angus brand distinction will help producers garner a premium price for their cattle.

Through the program, cattlemen maintain control of their decisions – marketing venue, location, schedule – and, with appropriate timing, Top Dollar Angus will aggressively promote each group of cattle to prospective buyers, providing comprehensive service to make a successful transaction happen.



RAAA's yellow FCCP tag verifies at least 50 percent Red Angus genetics, age and source. The program qualifies enrolled cattle into special feeder calf sales and Red Angus-exclusive grids – Tyson's Choice+ and Greater Omaha's G.O.Red. With the addition of Top Dollar Angus, the two programs complement each other, giving commercial producers more marketing opportunities for high-growth, high-carcass merit cattle.

Typical premiums for Top Dollar Angus-enrolled calves range from \$40 to \$70 per head over the average market price at that particular time as adjusted for sex, weight and location. Over 90 percent of the time, Top Dollar Angus has been successful in helping cattle earn market premiums.

RAAA's Involvement

As changes occur in the commercial feeder cattle market bringing increased segmentation and differentiation, RAAA recognizes value in identifying high-end Red Angus feeder cattle through Top Dollar Angus to return more premium to the cow-calf producer.

Third-party industry research has validated the increased value of Red Angus-identified feeder calves in the market place. RAAA anticipates the



interest, demand and market value for Red Angus cattle to continue to grow, resulting in more profitability for Red Angus stakeholders.

Cattle enrolled in FCCP will continue to be age, source and genetic verified, qualifying for feeder calf sales and free RAAA marketing opportunities. Top Dollar Angus will complement the FCCP program by offering an additional value-added marketing option and hands-on assistance in matching a set of cattle to a buyer's needs – the 'one-two punch' to gleaning market-topping premiums on sale day. ■



For more information on Top Dollar Angus, and to learn if your cattle meet the program's requirements, contact:

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