Top Dollar Angus is a genetic-certification and marketing company focused exclusively on the top 25% of the industry in carcass and growth Angus and Red Angus-influenced feeder cattle. Top Dollar Angus is a program similar to other popular branded-beef programs, except that Top Dollar Angus does its “branding” in the feeder cattle and calf market.

Qualified herds must have two or more generations of Angus (Black or Red) genetics with growth and carcass traits objectively ranking in the top 25% of the breed based on documented historical sire use. DNA evaluation, conducted by Zoetis or GeneSeek, is another workable method to qualify. Once your cattle have met the necessary requirements, they will be marketed under the Top Dollar Angus brand and logo, and will be promoted aggressively to a large number of feed yards and buyers. In today’s market, Top Dollar Angus cattle are seeing premiums ranging from $30 to $70 per head above the average market.

Why the premium? Cattle feeders know that Top Dollar Angus cattle perform better and have higher grid-based carcass rewards compared to other cattle. This puts more dollars per head into the cattle feeder’s pocket, which can be passed back to the producer in the form of premiums paid above market price.

Top Dollar Angus helps take the guess work and surprises out of growing and feeding cattle. Feed yards are tired of unpredictable performance and wide-ranging profitability results from group to group on cattle they purchase. Cattle often look the same and have the same colored hides, but are very different genetically. That’s why the genetic certification of high-end Angus and Red Angus feeder cattle is here! The industry must differentiate the best Angus and Red Angus genetics from average cattle, and that’s what Top Dollar Angus will do for you!

If you have consistently invested in high-performance Angus or Red Angus genetics, Top Dollar Angus will make your cattle stand out from the pack and get you the premiums you deserve. No matter how you market your cattle, our goal is to create more demand and higher prices for your calves.

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