

Top Dollar Angus- Feeder Program



Top Dollar Angus is a genetic certification and marketing company focused exclusively on the top 25% of the industry in carcass & growth, Angus or 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 feedyards and buyers. In today’s market, Top Dollar Angus cattle are seeing premiums ranging from \$30-\$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

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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. Feedyards 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/Red Angus feeder cattle is here! The industry must differentiate the best Angus/Red Angus genetics from average cattle, that’s what Top Dollar Angus will do for you!

If you have consistently invested in high-performance Angus/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.

