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For Immediate Release

Special Report Reveals Big Returns for Elite Cattle

Philadelphia, Pa. (Feb. 2, 2015)—Genetically-superior cattle earned average premiums of more than \$125 per head over the past four years, according to a data analysis documented in a white paper released today. The analysis of 15,164 cattle harvested from 2011 to 2014 was conducted by Tom Brink, Top Dollar Angus, and Shawn Walter, Professional Cattle Consultants. The project was sponsored by Farm Journal's *Beef Today*.

With approximately 70% of all fed cattle now marketed on carcass-merit grids and formulas, an analysis was conducted on 146 groups of cattle to identify specific characteristics capable of generating large premiums. "Evaluation of Cattle Earning Top Grid Premiums" analyzes close-out data from 15 industry sources, including feedyards, seedstock and cow-calf operations, one breed association and one producer/packer organization.

"The purpose of this study was to analyze cattle that earned a \$100 per head or larger premium when sold on an industry grid," Brink said. "What these cattle did right is worth understanding. It can help producers create more valuable cattle."

The cattle in the evaluation earned an average \$125.04 premium, which equates to a 7.2% value-per-head advantage over the average market. High quality was obvious in these cattle as 90% graded Choice or Prime. More than 42% of the animals qualified as Certified Angus Beef. Less than 10% graded Select.

"These elite cattle are propelled to the top of the market by four distinct factors," Brink said. "Superior quality grades, above average dressing percentages, near industry average Yield Grades and a small percentage of non-conforming cattle were demonstrated by these cattle earning top premiums."

A three-part series examining how cow-calf producers and feedyards can use the information to make their cattle more valuable will appear in the February, March and April issues of *Beef Today*.

The white paper, along with the data analysis, can be downloaded at: www.beeftoday.com/qualitybeef.

About Farm Journal Media

Farm Journal Media is the nation's prominent agricultural media company. Its magazines include the 138-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs "AgDay," "U.S. Farm Report" and "Corn College TV" and daily radio programs "AgriTalk," "American Countryside" and "Market Rally." The company recently introduced *My Farm Radio*, a 24/7 digital mobile radio channel. The digital division includes web portal *AgWeb.com*, e-newsletters, online marketplace *Cattle-Exchange.com* and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014. Machinery Pete, LLC, was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia

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