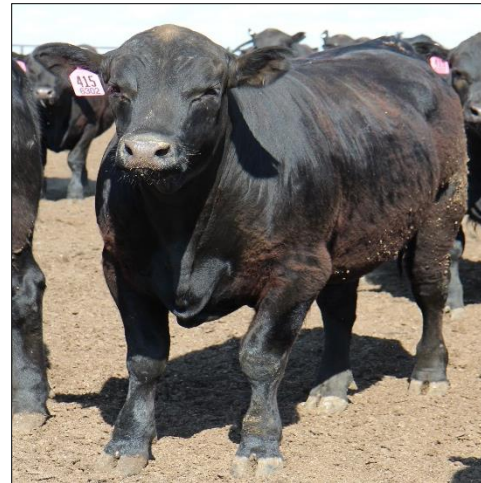


Top Dollar Angus™

Example Cattle



Central Missouri Angus Steers

48 head (high-percentage Angus)

Average GeneMax Focus™ Score = 91.7 (1 to 99 scale)

Qualified for Top Dollar Angus program

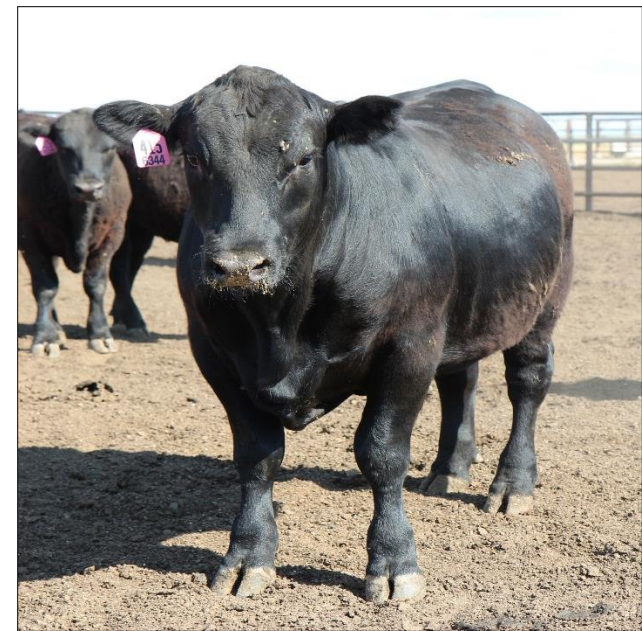
Spring-born 2013

Fed in Southwest Kansas

Placed in February 2014 at 736 lbs. after backgrounding

Shipped weighing 1,406 pounds

Harvested August 2014 after 178 DOF



Live Performance

In Weight	736	Pounds
Out Weight	1,406	Pounds
Days on Feed	178	Days
Death Loss	2%	(1 bloat)
Average Daily Gain	3.61	Pounds
Feed Conversion	6.06	Dry Pounds
Cost of Gain (deads in)	\$86.50	Per Cwt. Live
Average Daily Feed Intake	21.89	Dry Pounds

Carcass Results:

- 92% Choice and above
- 5% Prime
- 44% Certified Angus Beef
- 34% Black Canyon Premium Angus
- 8% Select
- 78% Yield Grade 1-3
- Significant advantage in dressing percentage (+1.6%)



Total Premium = \$84.63 per head over the live market

(sold when the Choice-Select spread was only \$5.22 per cwt.)

Had these cattle been marketed when the Ch-Se spread was \$8 per cwt. or higher, they would have easily surpassed a \$100 per head grid premium.

Grid Premium/Discount Per Head by Category

