**Case Study in Genetic Demand**. A seedstock breeder creates Angus bulls with Top Dollar Angus qualified genetics, and is rewarded big time on sale day for his efforts. He’s from the Midwest and has been a Top Dollar Angus seedstock partner for several years. Within the past month, he auctioned over 160 Angus bulls at his 2022 sale. Twenty-eight percent of these bulls qualified for Top Dollar Angus and were duly identified in the sale catalog with the Top Dollar Angus logo.



**Results?** The Top Dollar Angus-qualified bulls outsold the rest of the offering by an average of $815 per head, which equates to an 18% premium (table above). This real-world case study speaks volumes about what kind of genetics are in high demand. When Top Dollar Angus genetics are offered to commercial producers, they virtually always meet with more aggressive bidding. Commercial ranchers understand the value of superior genetics, and are willing to pay more to own them.

It goes without saying, but the Midwest breeder highlighted here will be raising a higher percentage of Top Dollar Angus bulls in the future. He truly desires to meet the genetic needs of his customers, while benefitting his own operation as well.