

A Q & A on the



'Best of the Breed' contest

Q. As a purebred Angus producer, why should I get to know the "Best of the Breed" ("BoB")?

A. Recognition — Besides the hundreds of thousands of dollars in cash awards, the attention your Angus genetic program will receive by association with a winning pen of feedlot cattle could be worth many thousands more. When results are tallied, winners and the genetics behind the cattle will receive great publicity and visibility, and you will have a set of facts that can be promoted further in advertising.

Information — Perhaps the greatest value to seedstock producers is the individual carcass and feedlot performance information they will receive about cattle enrolled in the contest.

Network building — BoB is the latest reason to build a network with other Angus partners at the seedstock, commercial and feedlot levels. As a form of customer service, the contest adds new value to your Angus business.

Q. What if I don't have 80 head of steers from just one sire or one source?

A. That's not a problem. Groups of five, 10, 15 or 20 head can be put together to get the total of 80 steers or more. You certainly would want to have cattle of similar genetics and birth dates to enhance uniformity.

Q. If I sell my cattle before they reach the feedyard, can I still participate?

A. Probably. If you retain a partial interest in the cattle, you can still participate if all other requirements are met. If you sell all interest in your

cattle, then you cannot participate directly. However, the contest encourages those who have sold full interest to work with the buyers to get the cattle enrolled. Any arrangements you might make with the buyer are separate from the contest, and BoB will not interfere, validate or participate in those arrangements.

Q. Could there be multiple ownership of the calves while on feed?

A. Certainly. An individual feedlot operator, cow-calf producer or seedstock producer can own the steers, or they can be owned by all three. When the enrollment form is submitted, a legal owner of the cattle must be defined so cash awards can be dispersed to the appropriate individual.

Q. If I don't win, will the information be made public at the end of the contest?

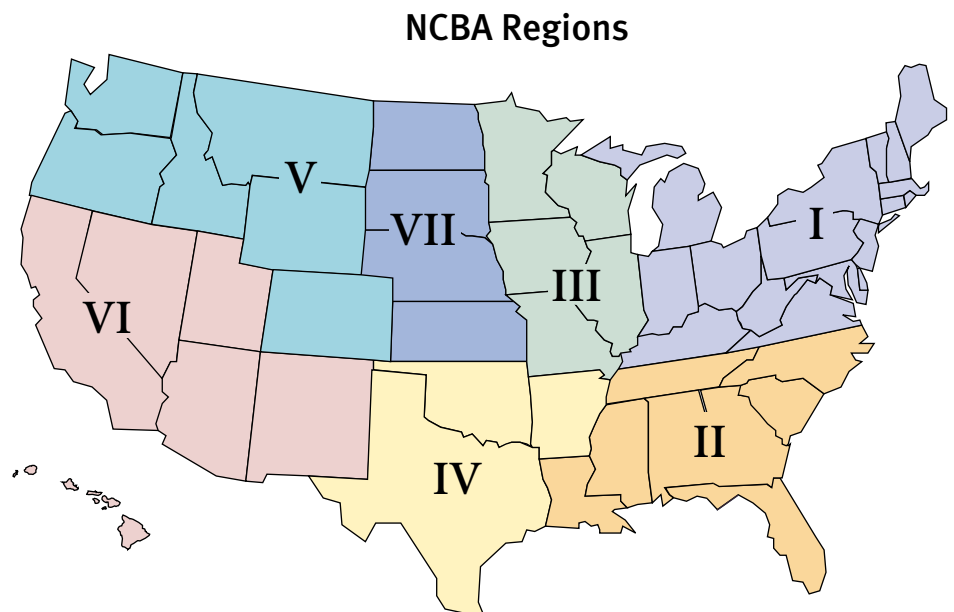
A. No. Only the carcass information on the winning pens of cattle will be available to the public. All other feedlot performance and carcass information will be strictly confidential and only made available to the legal owners of the cattle.

Q. How are the BoB regions defined?

A. The National Cattlemen's Beef Association (NCBA) regions serve as BoB regions, as shown on the map.

Q. What if individuals from two different regions own the cattle?

A. You will have to decide in which region you want the cattle to compete at



enrollment, but that is your decision. You must be able to produce documentation that a reasonable share of the cattle came from the region of entry.

Q. *Can cattle be sorted while on feed or at marketing?*

A. There are no restrictions on sorting cattle, including the use of ultrasound. However, the enrolled cattle can be marketed on no more than two harvest dates. One sort of at least 40 head is allowed, with the remainder of the cattle then marketed at one other time.

Q. *Who dictates management strategies on the cattle at weaning time, when they enter the feedlot or while they are on feed?*

A. The owners do. The contest does not dictate how cattle are managed at any time in their lives, but the rules and contest grid encourage the use of those management strategies that will enhance carcass quality. Likewise, the chance to win an additional \$100,000 encourages but does not require certification in the Merial SureHealth™ program.

Q. *How do I decide where the cattle are fed?*

A. All Certified Angus Beef LLC (CAB)-licensed feedlots are approved automatically, and they are listed at www.cabfeedlots.com. Other feedlots that meet state Beef Quality Assurance Program (BQAP) requirements can apply for approval within the contest. The other yards already approved are listed, along with the CAB-licensed yards, at www.bestofthebreed.com. The contest does not stipulate in what state you may feed, but all cattle will be harvested at the Farmland National Beef (FNB) plant in Liberal, Kan.

Q. *Do the cattle have to be 100% Angus to be eligible?*

A. No. At least 75% of the enrolled cattle should meet the U.S. Department of Agriculture (USDA) phenotypic eligibility specifications for the *Certified Angus Beef*® (CAB®) brand (USDA Schedule GLA). The cattle must be at least 50% Angus and, as defined by the USDA, 51% black-hided.

Q. *Is the contest only open to steer calves?*

A. Yes. No heifers will be eligible for the contest.

Q. *What are the age requirements of the cattle in the contest?*

A. There are none other than meeting the CAB carcass guidelines, which specify “A” maturity, so calves are typically less than 30 months of age at harvest.

Q. *What criteria will decide the winning pen?*

A. The final determinant for prizewinners will be carcass value on the contest grid, per 100 pounds (lb.) of carcass, for the entire pen of cattle.

Q. *How do I enroll?*

A. Enrollment began Sept. 1. The enrollment form is available at www.bestofthebreed.com, or it can be requested by calling 1-866-BoB-1160.

Q. *What does it cost to enroll?*

A. The enrollment fee is \$4/head and must be paid upon enrollment. That includes the cost of the electronic ear tag, a visible contest ear tag and USDA individual carcass information. It's cost-effective considering what you receive in the way of information and the opportunities for cash prizes and recognition.

Q. *Could I truly win \$200,000?*

A. Absolutely. The grand-prize winner will receive \$100,000, and if 100% of

those steers are verified to have been on the Merial SureHealth program, that grand-prize winner will receive an additional \$100,000.

Q. *How do I get my cattle SureHealth certified?*

A. Your local veterinarian or animal health supplier can give you the details about all Merial products and the SureHealth program, or for more information, you can contact Merial directly at 1-888-848-6632.

Q. *Do the cattle have to be sold on the BoB grid to participate in the contest?*

A. No. You can sell the cattle on the cash market, or if you have access to another grid with FNB, you can sell on it. U.S. Premium Beef (USPB) members may sell on their grid and still participate in the contest if they meet all other requirements.

Q. *How soon do the cattle have to be enrolled and tagged to be eligible?*

A. The cattle must be enrolled 100 days prior to their first harvest date. At the time of enrollment, tags will be shipped to the feedyard or other destination as requested on the enrollment form. The cattle should be tagged soon after the tags arrive. There is no specific requirement on when the cattle have to be tagged, but the contest reserves the right to visually inspect the cattle after enrollment and to disqualify any enrollments that do not have specific cattle associated with them.

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