

# Research Validates Red Angus as Most-Favored Female

**Ranchers across the country have long recognized the value of Red Angus females as the foundation of a profitable cowherd. Now, independent research validates those years of cattle production experience with tangible data proving the Red Angus heifer's worth.**

## Research Confirmation

Esther McCabe, et al., of Kansas State University, led a study that confirmed Red Angus are the most-favored female in the industry. McCabe and her team compiled five years' worth of pricing data from Superior Livestock Auction, comparing 13,804 lots of heifer calves totaling over 1.2 million head that sold in 116 video auctions.

The research team evaluated the effects of independent variables on the sale price of heifer calves that fell into six different breed composition groups: English, English crosses, English-Continental crosses, Black Angus-sired out of dams with no Brahman influence, Red Angus-sired out of dams with no Brahman influence, and Brahman-influenced.

They deduced that Red Angus-sired heifer calves bring \$5 to \$9 more per hundredweight than all other breed types.

## Rancher Trusted

While market research validates the price advantage of Red Angus heifers, ranchers have tested and trusted her worth on the range for years. Red Angus females are desirable as replacement heifers because they mature into productive mother cows that reward producers with extra dollars in their pockets on sale day.

Red Angus cows have gained ranchers' trust as a complete package through fertility, fleshing ability, good disposition, longevity and excellent overall production. They produce feeder calves that earn premiums in the yard and on the rail through docility, feed efficiency, conversion and carcass merit.

Over the years, stockmen have voted with their checkbooks, purchasing heifers they know will bring profitability to their ranching businesses – and Red Angus females are their most-favored choice. ■



*Independent research studying five years of Superior Livestock Auction data confirms the value of Red Angus replacement females.*

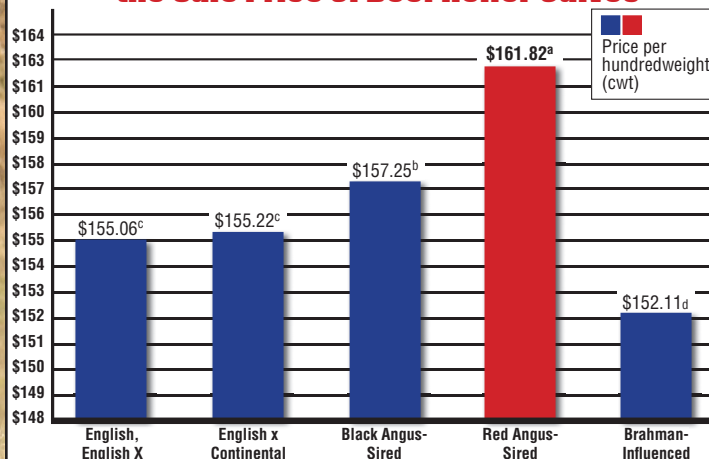
## Red Angus Stockyard

List or locate quality Red Angus replacement females at [stockyard.redangus.org](http://stockyard.redangus.org). Over 20,000 head of cattle are sold each year through the Red Angus Stockyard.

## FeMail

An electronic tool to help locate or market ranch-tested replacements. Market your open heifers, bred heifers or cows, or cow-calf pairs. FeMails are designed for offerings of 25 head or more to complement listings on the Red Angus Stockyard.

## Breed and Gender Interact to Affect the Sale Price of Beef Heifer Calves\*



\* McCabe, et al., 2016. Breed and gender interact to affect the sale price of beef calves sold through video auctions from 2010 through 2014. J. Animal Science, Volume 94, Supplement 2, pp 28.  
\*\*\* Means with unlike superscripts differ (P<0.05).