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SHORTHORN STEERS PROFITABLE IN OKLAHOMA STEER FEEDOUT

OMAHA, Neb., (August 9, 2011) – The American Shorthorn Association (ASA) is pleased to report a group of Shorthorn steers consigned by Sammy Richardson of Richardson Farms, Marlow, Oklahoma excelled in the 2011 Oklahoma Steer Feedout, sponsored by the Cooperative Extension Service and Oklahoma State University. The purpose of the program is to allow consignors an opportunity to evaluate the feedlot performance and carcass merit of their calves. Cattle were fed at the commercial Cattleman's Choice Feedyard in Gage, Oklahoma.

The Richardson steers were 83% low choice or better with an average USDA Yield Grade of 2.3. More impressive was that the group of Shorthorn steers had the lowest cost of gain by almost \$.30 and posted the highest profit in the entire trial at over \$270 per head. All steers were Source and Age Verified through Micro Beef's Age and Source Process Verified Program and the packer paid a premium of \$35/head for the age verified steers.

The ASA has its own Age and Source Verified Program through Micro Beef Technologies called Shorthorn Verified. Enrolling cattle in Shorthorn Verified is a great way to add value to your calf crop while creating more brand recognition for Shorthorn and Shorthorn influenced cattle. Cattle enrolled in the program are eligible for age and source verified premiums through the ASA's Great State Feedout, which will again take place this fall. For more information of Shorthorn Verified or the Great State Feedout, including delivery dates, locations across the U.S. as well as guidelines and health protocols, visit www.shorthorn.org or contact Jake Alden, ASA Field Services at (402) 393-7200 or jake@shorthorn.org.

The mission of the ASA is to contribute to the profitability and quality of life of its members and their customers by maintaining, protecting the vulnerability, and enhancing the value of the herd book and performance database for Shorthorn cattle. The ASA is headquartered in Omaha, Neb., and was founded in 1872 with herd book records going back to 1822. As one of the oldest American breed associations, the ASA provides services for more than 6,000 junior and senior members who register nearly 18,000 cattle annually. To learn more, contact the ASA office or visit www.shorthorn.org.

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