



**FOR IMMEDIATE RELEASE**  
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**Superior Livestock Auction & Superior Stampede Boost Cattle Market  
With VAC and Certified Natural Programs**

(Brush, Colo.) – Superior Livestock Auction and Superior Stampede, the video and internet divisions of Superior Livestock Auction, Inc., are using value-added programs to bring premium quality and top dollar to their national customer base of both buyers and sellers. Superior, the largest livestock marketer in the U.S., led the industry in value-added services when the company first introduced VAC (value-added calf) health programs in 1994. Earlier this year, Superior once again played a leadership role by developing a “Superior Certified Natural” certification for its program roster.

Not only has this motivated producers to improve their cattle to better address industry demands, but it has rendered a significant return on investment at auction. Recent Superior auction data, prepared by Colorado State University, showed that VAC 45 cattle are receiving an average of \$6.69 per CWT more than cattle not enrolled. Cattle with VAC 34 are earning \$3.39 per CWT more, while cattle with other viral designations are bringing an additional \$1.85 per CWT. The data also revealed that over 90 percent of Superior lots sold are enrolled in a health program. This is significant when considering that only 5 percent were marketed with a viral vaccination program in 1994.

“The data is testament to Superior’s foresight and industry commitment. We’re giving producers a marketplace that rewards quality management practices while supplying buyers with cattle more desirable to the industry,” explained Chris Nelson, business manager of Superior Stampede. “The philosophy of using value-added programs is going beyond the novelty stage; it’s becoming standard practice and that’s great news for the industry.”

The “Superior Certified Natural” program introduced in January is designed to meet the growing demand for natural stocker and feeder cattle. This program requires original cattle owners to provide written evidence and signed certification indicating that cattle are free of antibiotics, growth hormones and feed containing protein from mammalian tissue. This includes exclusion from all steroids and implants, feed additives containing antibiotics and ionophores, and any antibiotic administered during processing or injections to treat illness.

According to Jim Odle, general manager of Superior Livestock Auction, adding the “Superior Certified Natural” program was a logical next step. “It’s our job to provide a video and internet auction that meets changing industry demands by rewarding our sellers with the best price possible and our buyers with the best cattle available. Adding an all natural designation was just a matter of time.”

For more information about Superior Stampede visit [www.superiorstampede.com](http://www.superiorstampede.com).  
For more information about Superior Livestock Auction visit [www.superiorlivestock.com](http://www.superiorlivestock.com).

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