



**Superior Livestock and Allied Genetic Resources
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FORT WORTH, Texas- Superior Livestock Auction is America's leader in offering load lots of cattle nationwide through satellite and the internet. In mid-December 2012, Superior Livestock formed a partnership with Allied Genetic Resources, which is a producer-owned genetics and customer service business based in Normal, Illinois. Allied Genetic Resources has owner seedstock herds in 20 states, and will market over 5000 commercial bulls in 2013. Superior Livestock Auction and Superior's Country Page are optimistic about sharing referrals from both respected fields. "The combination of Allied's strengths with Superior's marketing ability and qualified 7,500 person buyer base makes sense. Both companies offer services that put the customer's profitability first.

"Superior Livestock has developed a marketing system that just works! Their years of experience and reputation for integrity and service make them a logical marketing partner as we move forward offering more down chain options for our Allied Genetics customers." Marty Ropp went on to say, "We were searching for options to offer identity and price differentiation for calves that are truly worth more because they offer more genetic value and proof of process. Superior Livestock gives us a tried and true platform to work toward that end."

In addition to Superior Livestock's video auctions, Superior's Country Page offers cattle daily from all regions, giving consignors and customers the ability to buy and sell at their convenience. "The 24/7 accessibility of Superior's Country Page, allows our customers to take advantage of upswings in the market. Here at Superior we're excited about our partnership with Allied and the well-established ranches across North America," said Rayne Austin, Manager of Superior's Country Page.

Through the decades, Superior Livestock has continued to form relationships based on honesty and integrity with cattlemen and women across the Country. Superior's nationally televised auctions and the constant accessibility to Superior's Country Page, has proven buying and selling through a competitive market works well. "Superior's partnership with Allied Genetic Resources will simply combine what each company does best and bring it to the market. We'll offer load lots of cattle via satellite or the internet for Allied members and identify them with the Allied logo," said Lichtie.

Superior Livestock Auction has been established in Fort Worth, Texas and Brush, Colorado since 1987. They've grown from selling 60,000 head of cattle annually to over one million. Load lots of country fresh cattle are sold on contract for immediate to future delivery using the most accurate form of price discovery available, competitive bidding. Superior Livestock's 7,500+ person buyer base has helped create a national livestock market, unlike conventional marketing methods buyers have the opportunity to view, evaluate and make selections from cattle across the country in the convenience of their office or home.

Superior Livestock Auction blazes the airwaves of RFD-TV, which was founded on serving rural America and providing farmers and ranchers across the country a channel solely dedicated to their way of life. Today, RFD-TV broadcasts hundreds of hours of Superior Livestock Auctions' throughout the year. RFD-TV reaches 41 million households and can be found on DISH Network channel 231, DirecTV channel 345 and various other cable providers. For more information about Superior Livestock Auction or Allied Genetic Resources visit our websites at www.SuperiorLivestock.com and www.AlliedGeneticResources.com.