



2006 National Angus Conference & Tour



Documented Information: Key to Value

by Micky Wilson

BOISE, IDAHO (Sept. 26, 2006) — To capture full value for the calves they produce, producers need to master the technique of “riding desk, not just riding herd,” says Ty Groshans, American Angus Association assistant director of commercial programs. And what that means, exactly, is keeping accurate records and knowing how your herd performs on paper.

In a “Back to Basics” session presented Sept. 26 at the National Angus Conference & Tour, Groshans encouraged producers to be unafraid of the change in the industry that is placing more emphasis on information. That information can add value when you market your cattle.

“Information equals premiums,” Groshans said. Documented records of preconditioning and weaning practices have been shown to be worth more than \$5.00 per head in premiums.

Adding value, Groshans said, can be accomplished through quality product, customer service, maintaining records and best management practices (BMPs).

Marketing options include selling your cattle on-farm or at an auction market; through video auctions, marketing alliances or branded beef programs; or by retaining partial or all ownership. However, Groshans warned, “Market your product, or someone else will.”

The real key to value, Groshans stressed, is age and source verification because it offers producers a chance to compete in the global marketplace. “Between 2000 and 2005, export markets from Brazil increased by 400%. Export markets from the United States decreased by 70%,” Groshans said, quoting Terry Stewart, Stewart and Stewart LLC, Washington, D.C.

Age and source verification is also becoming a demand of domestic markets such as chain-store giants Wal-Mart and McDonald’s.

To help producers document and verify their cattle, the Association offers AngusSource® as a U.S. Department of

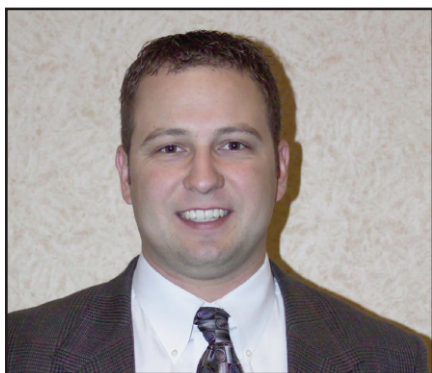
Agriculture (USDA) Process Verified Program (PVP) that monitors genetic, age and source verification. AngusSource processes and procedures verify the claims of 50% Angus-sired genetics, source and group age through a system approved by the USDA.

Enrolling in AngusSource

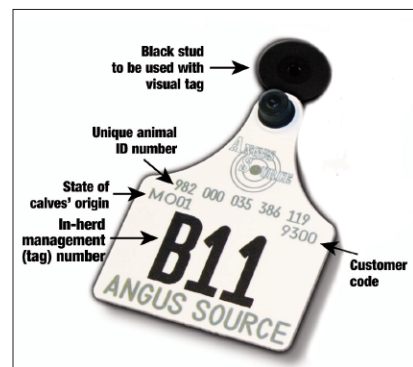
To enroll in AngusSource, follow this procedure.

- Contact AngusSource to enroll cattle over the phone; additional questions about your management practices and/or operation may be asked.
- Provide the number of head you are enrolling, sire registration numbers, birth day by month/day/year of the oldest calf in the group, and contact information.
- Submit copies of any required records.
- Choose a tag option; either visual tag, or visual and radio frequency identification (RFID) tag combination.
- Submit additional marketing information to AngusSource.

Groshans encouraged producers to utilize the program beyond just putting the tag in the calves’ ears. To truly capture the full value



Ty Groshans, American Angus Association, explained how producers can document age, source and genetics through the AngusSource® program and how they can use that information to strategically market their calves.



Whether ordering visual tags (shown) only or with RFID tags, order AngusSource® tags early to allow time for the order to be processed and delivered.

of the marketing program, Groshans said, producers need to utilize the marketing document (see Fig. 1) that is created for the cattle enrolled. While the Association e-mails this document to feedlots and order buyers, producers should ensure that the document is presented with the cattle at sale time.

While the document includes source and group age as well as the name, registration numbers and expected progeny differences (EPDs) of the sires of the calves as part of the PVP process, producers can opt to


customize their marketing document by including additional information such as weaning and vaccination schedules.

On a closing note, Groshans reminded conference attendees to enroll early in AngusSource to ensure tags would be delivered to the operation in time to work calves. For more information about AngusSource, visit www.angussource.com or call (816) 383-5100.

To listen to Groshans' presentation and/or view his PowerPoint®, visit the newsroom at www.nationalangusconference.com.


Fig. 1: AngusSource® Marketing Document

AngusSource® Document



The following information was supplied to AngusSource®, a USDA Process Verified Program.
AngusSource® Lot ID: MO01 1111040

Source: MO
Enrolled by: Blankenship Farms
 Carl & Vince Blankenship
 RR 3 Box 184
 Aurora, Missouri 65604



AngusSource® is a USDA Process Verified Program that documents a minimum of 50% Angus-sired Genetics, Source and Group Age.

* For specific claims visit <http://processverified.usda.gov/> or www.angussource.com/

Contact Name: Vince
 (417) 846-6483
Group Age: 01/30/05

Genetics:

CED	Production				Maternal				Carcass				Ultrasound				SValues							
	BY	YW	YH	YH	3C	CEM	MIR	MHI	MDO	MW	MH	SEN	CW	Marb	RE	Fat	MMF	RE	Fat	SW	SF	SG	SB	
Reg No. 14515700 Name CS0 E101 301																								
1	-51	-2.0	1	-851	-701	-2	1	-11	1	-6	1	-10												
Reg No. 14446544 Name 200 New Design N07																								
-9	-9	-30	-63																					
Reg No. 14446536 Name 200 New Design N21																								
-8	-8	-29	-52	-7	-1.09																			
Reg No. 11873754 Name H S Ultravox 110																								
-2	-2.0	-39	-61	-7																				
Reg No. 11621479 Name J J Elisir of D A F																								
-0	-4.5	-34	-75																					
Averages:																								
-8	-2.2	-34	-64	-6	-49																			

Feeder Cattle Marketing Information
 AngusSource® Lot ID: MO01 1111040 Visual tags
The following information is provided by the seller and is not part of the Process Verified Program:
Cattle to be sold 12/01/05,
 Joplin Reg. Stockyards, Joplin, MO
 43 Steers Avg Wt 750
 Breed Makeup: Angus,
 Age Range: Jan - Apr, 2005
 % Black Hided: 99%

Health/Management Practices: