

Serving commercial cattle producers



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The American Angus Association and its members offer commercial cattle producers a number of comprehensive programs and services designed to improve productivity and profitability of their cattle operations. Below is a sampling of the various services available.

MANAGEMENT. Buyers of registered Angus bulls receive access to AAA Login, the Association's online recordkeeping service. By using your customer code at www.angusonline.org, you can view weekly expected progeny differences (EPDs), manage your bull inventory, record calf records in an electronic calving book, customize your AngusSource® Marketing Document, and order and view results for GeneMax® DNA tests. AAA Login also serves as a portal to accessing the commercial-based records service, BRS, as well as MaternalPlus®.

A whole-herd reporting program, **MATERNALPLUS** can be used by commercial producers. The reports derived from individual dam and calf data add value for profit-driven cattle producers. Building a cow herd with longevity and fertility, along with superior genetics, requires a thorough herd analysis. Start building a solid foundation by enrolling in MaternalPlus.

BEEF RECORD SERVICE, or BRS, provides a tool for producers who wish to link the end product to the animal by identifying genetics that work in their operations. BRS provides a system for commercial producers to keep performance records on their animals, regardless of breed composition. These records can help you make selection decisions on your cow herd, while supplying information to help market calf progeny as steers and replacement heifers. You can submit information on your herd, including sire information, breeding records, calving and weaning data, and any additional performance or carcass data collected on your calves.

The **ANGUS OPTIMAL MILK MODULE** is a valuable tool for commercial producers. It allows you to input your current average cow weight and herd milking level, as well as your annual estimated pasture and feed costs, to arrive at a milk EPD range matched to your needs.

The **SIRE EVALUATION REPORT** is available in an online, easy-to-search format providing access to performance information and genetic evaluations of the breed's leading sires. Browse genetic trends, breed averages and descriptions for a variety of EPDs and dollar value indexes (\$Values).

Certified Angus Beef LLC (CAB) provides management tips for producers targeting quality. Tips available at <https://www.cabcattle.com> include EPD recommendations from the brand; identifying top-performing, quality calves; selecting for disposition; proper artificial insemination (AI) techniques and more. It also includes the popular *Best Management Practices Manual* for both cow-calf producers, and stockers and backgrounders.

CUSTOM CATTLE TAGS is a service operated by the American Angus Association to provide a cost-effective means of identifying your herd. Review options at www.customcattletags.com.

ANGUSSOURCE® offers five USDA-approved process-verification programs (PVPs) to document management practices on any breed of cattle. The programs include Age and Source, Non-Hormone Treated Cattle (NHTC), NeverEver3 (NE3), Cattle Care and Handling, and Calf Management. To learn more about AngusSource, go to www.angussource.com.

ANGUS LINK™, our new feeder-cattle program, brings the world's most comprehensive genetic database to America's cow herd. The program's three simple scores identify your calf crop's genetic performance potential from ranch to feedlot. The program enables you to effectively communicate the genetic merit of your calves to potential buyers while giving you the information you need to make your calf crop better than the last. To learn more, go to www.anguslink.com.

The American Angus Association, the world's largest beef breed association, doesn't just provide market-leading services to our members. We also provide services to commercial cattle producers because we know that, ultimately, the success of the Association is directly tied to the success of America's commercial cattlemen and women. |

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