

WHAT'S POWERING YOUR HERD?

New logo helps buyers identify registered Angus bulls.

by Miranda Reiman, senior associate editor

Bulls aren't cheap and, as with any investment, you want to make sure you get what you paid for.

That's the goal behind the *Powered by Angus*SM marketing effort recently launched by the American Angus Association. The first phase features a new logo for breeder use, which commercial cattlemen may start seeing in advertising, sale books and other materials this spring.

The logo — a power symbol overlaid with the regular ANGUS typeface and the words “Powered By” above it — is intended to be an at-a-glance way for cattlemen to know the animals are registered Angus.

“It helps give assurance that the numbers that are underneath that logo are correct and accurate to the best ability of the Association. So your calving ease direct, your birth weight, your weaning, your carcass data — all the things that people talk about now — those numbers have been validated,” says Kurt Kangas, regional manager for the Association in Montana, Wyoming and Alaska. “You see sale books out there where people who are selling commercial Angus bulls have very similar numbers in the sale book and look a lot like the sale books [featuring cattle] that are fully registered.”

Often those look-alike numbers are simply the averages of the dam or sire, or they're based on only genomic data without the benefit of phenotype added in.

“That is important. You've got to

have that combination,” Kangas says.

Backing up the value

The entire logo and subsequent educational campaign centers around the idea that there is power in the registration paper, says Holly Martin, director of communications for the Association.

What makes that so?

Data, programs, pedigree, she says, including everything from the 80 million data points in the Angus database to the \$10.46 million in premiums paid to those who have enrolled in AngusLinkSM since 2019.

“It's almost like a copy[ri]ght mark or a trademark. If you don't see these in the future, guys ought to be asking some questions. ‘Where did these EPDs (expected progeny differences) come from?’” says James Coffey, Branch View

Angus, who recently completed his second term on the American Angus Association Board of Directors. “We want our customers to know when they see that logo, they're getting the real deal.”

Less risk, more potential

That registration is a big insurance policy.

“Every feedlot out there wants to lower their risk, because that's sometimes the difference between losing money and making a profit,” Coffey says, noting that philosophy applies to cow-calf producers, too. “When you have the added layer of reliable information, it lowers risk.”

Accurate data is important, but another benefit of the registration paper is entry into special marketing avenues.

“There are lots and lots of programs that require certification the calves are out of registered Angus cattle,” Kangas says.

He's seen a rancher buy a bull and request the registration transfer closer to calf marketing time, only to find out as they try to

complete program paperwork that they, in fact, had purchased a commercial, non-registered bull. Nobody wants to find that out when they're marketing the calves.

Kangas suggests buyers ask for that paper at the time of purchase to avoid that scenario down the road.

No more mixed signals at mixed sales

Martin says the logo should help with Angus confusion across the industry, but even within certain sale offerings, too.

“Today there will be bulls on the same page. One is registered and one is not, but they both have numbers,” Martin says of some sale books with multiple consignors. “Only one set is powered by the Angus database.”

The mark can show up on an entire sale book if all animals are registered Angus, on specific sections of a multibreed offering or for individual animals. Websites with 100% registered animals may feature the Powered by Angus logo, too.

Many bull buyers are already familiar with the Zoetis HD50K logo confirming genomic testing or the *Certified Angus Beef*[®] (CAB[®]) *Targeting the Brand*[™] logo, which identifies bulls more likely to sire a set of calves that will reach 50% brand acceptance.

“We're a visual society, and having that visual cue should convey information in seconds,” Martin says.

Producers should see more information in a series of print and digital ads. The national ad campaign launched last fall, with the logo appearing in ads that advised, “Don't buy an imposter,” and asked, “Why roll the dice?”

“We did that on purpose, to help visually tie all of this information together in a variety of different places,” Martin says. “We want to spark that question, ‘Is my bull a registered Angus?’”

If the program has done its job and the sire has the logo, it'll be a quick route to the “yes,” and all the assurance that comes with it. |

