SORTING GATE

Level 5: Completing your genetic game plan

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You have followed the steps, built a genetic game plan and executed, but how do you get paid for it?

The first four steps in the genetic game plan focused on your individual herd and what tools are available to build a great genetic base. We have covered the first step of purchasing a registered Angus bull, the second of unlocking the value of the herd sire, and steps 3 and 4 of selecting replacement females and benchmarking your herd.

Now that you have done the work, get paid for it.

The Association offers a slate of programs to help commercial cattlemen get paid for their investment. AngusLink℠ has many value-added program claims, including traditional process-verified program offerings like non-hormone treated cattle (NHTC), NeverEver3 (NE3), age and source, and Global Animal Partnership (GAP). However, AngusLink is able to provide programs specifically targeting the value in your Angus genetic game plan, such as AngusVerified and the Genetic Merit Scorecard® (GMS).
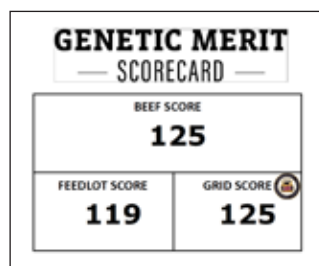
AngusVerified

AngusVerified is a program that promotes calf crops that are out of 100% registered Angus sires. It highlights producers who build their bull battery with Angus genetics.

The bulls must be registered and transferred to the affiliate member in order to enroll, so this bull sale season be sure to ask your bull supplier for the paper.

Genetic Merit Scorecard

The Genetic Merit Scorecard takes it a couple of steps further. It differentiates groups of feeder cattle based on genetic merit.

The bull battery controls a large portion of the genetics in the calf crop. Understanding the genetic value of that bull battery, then using that information to translate the genetics to your group of feeder cattle will allow cattle buyers and feeders an advantage of knowing which animals may fit their system best.

GENETIC MERIT
— SCORECARD —

BEEF SCORE
125

FEEDLOT SCORE
119

GRID SCORE
125

The scorecard contains three different scores — grid, feedlot and beef — for which an industry average is 100. Anything above 100 describes that group of calves as being better than the industry average.

What you need

To build these scores, a few pieces of information are needed.

▶ The first is the registration numbers on your current bull battery. If this bull battery is 100% Angus, sire enrollment into the program is entirely free.

▶ Secondly, a long-term history of the bull battery, ideally 10+ years, is needed to benchmark the genetics of the current cow herd.

▶ Lastly, the breed composition of your cow herd is needed.

These three items allow for the team to effectively and accurately describe the three scores mentioned above.

With that, producers can earn the prestigious Certified Angus Beef (CAB) *Targeting the Brand*™ logo that identifies groups of feeder cattle with the potential to earn CAB premiums on at least 50% of the calf crop. This again highlights to cattle buyers and feeders which groups of feeder calves have the genetic potential to earn more money.

Numbers validated

The AngusLink team has worked tirelessly to express how well these scores do at pulling apart the differences among sets of cattle. To do so, the team compared 114,000 carcass records that had previously received a beef score on the GMS.
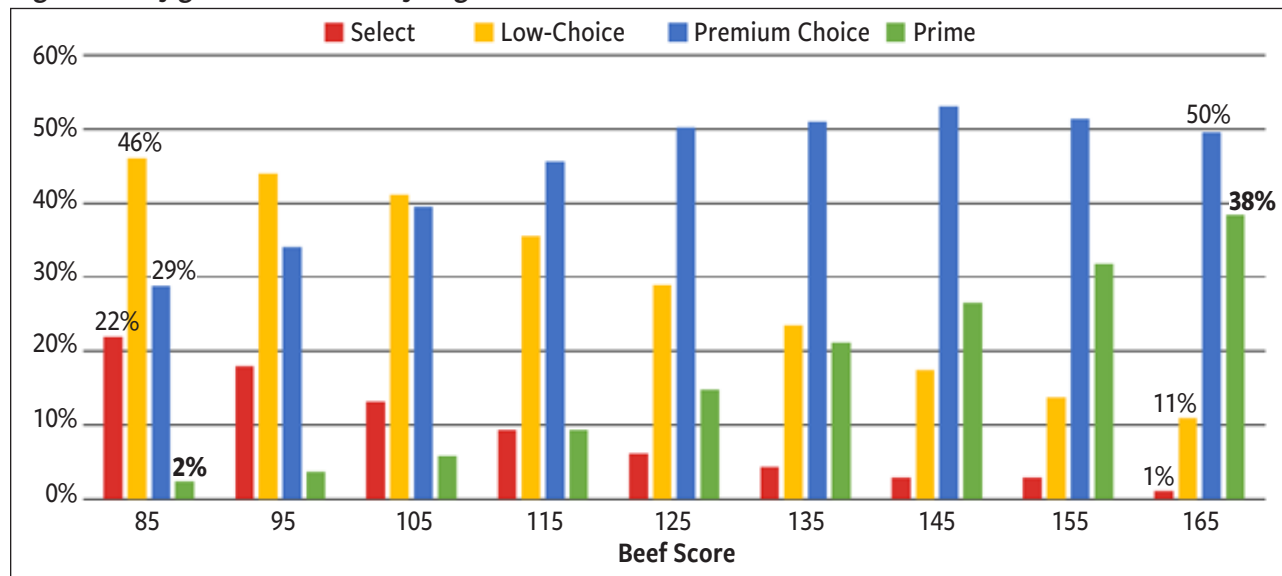
Fig. 1 shows the quality grade breakdown based on beef score. As you can see, as beef score increases, the number of carcasses grading USDA Prime also increases. The number of Select carcasses goes down.

The value of this type of data allows the feeder-calf market to become a more value-added market, like we have seen happen down the chain, rewarding those who are building a genetic game plan and executing on those goals of the plan.

AngusLink is the commercial program that was built by cattlemen for cattlemen. It is owned and led by a nonprofit, producer-owned organization with a customer service team and auditor network with production agriculture backgrounds. The program is designed to document the value in feeder cattle, especially those sired by registered Angus bulls.

Finally, the predictions that help to differentiate these cattle from others are backed by the most robust single-breed beef database in the world. ▌

Fig. 1: Quality grade breakdown by AngusLink GMS beef score

Legend: Select, Low-Choice, Premium Choice, Prime

Selected data labels: 22%, 46%, 29%, 2% (at Beef Score 85); 50%, 38%, 11%, 1% (at Beef Score 165)

x-axis: Beef Score (85, 95, 105, 115, 125, 135, 145, 155, 165)