

# REGISTERED ADVANTAGE

Realize the full value of your investment.

by Shauna Hermel, editor

It's not too much to ask. When you invest in an Angus bull, ask your seedstock supplier to transfer the bull's registration so you can take full advantage of the opportunities available. Of course, that starts with buying a registered bull.

"I strongly encourage all commercial cattlemen to do their due diligence when purchasing bulls," says Smitty Lamb of Ogeechee Farms, Wadley, Ga., confident their research will reveal the advantages to buying

registered Angus. "No other source brings as much value to the table as the registered Angus bull."

## Guide selection

"The power of the registration paper is fueled by the American

Angus Association's database," explains Jerry Theis of April Valley Farms, Leavenworth, Kan. "The database is responsible for generating the EPDs (expected progeny differences) and \$Values that are so valuable to commercial producers in their bull selection."

These genetic predictions incorporate the whole spectrum of information, including the animal's pedigree, performance, genomic profile and progeny data, explains Jerry Connealy of Connealy Angus, Whitman, Neb.

"The diversity of data imputed is instrumental in providing the most reliable selection criteria we can provide," says Theis.



“The power of the Angus database adds immeasurable value to the EPD profile of a registered Angus bull,” says James Coffey, Branch View Angus, Hustonville, Ky. It allows easy comparison of prospective herd bulls for traits such as calving ease, growth and carcass by using the registration.

“No matter if the commercial cattleman sells calves at weaning, retains his own replacements, or feeds cattle and sells on a grid,” says Lamb, “the information on the Association-generated registration paper empowers that producer to identify bulls that best fit his needs and environment.”

The registration can also verify a prospective bull is free of known deleterious or lethal recessive genes, says Connealy.

“Buying a registered Angus bull tells you that you are purchasing from a reputable dealer, someone who has invested in building his product with the best tools available, who is committed to your success and who is in the business for the long term,” says Troy Marshall, director of commercial industry relations. “Your bull battery determines the amount of genetic progress you make, and it is a significant investment. One cannot afford to purchase a bull that is not backed by the largest database in the world.”

## Why transfer?

Many of his customers will say they don’t need the registration transferred, thinking that will reduce the price of the bull, shares Chuck Grove, Forest, Va. “I want my customers to know all the effort, energy and resources I’ve put into the bull to try to offer the best genetics possible.”

That effort includes registering the sire and dam; breeding the cow by artificial insemination (AI); collecting birth, weaning and yearling weights; buying an AI

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certificate and a DNA profile; and registering and transferring the bull, he shares.

“You’re getting the paper so you can see everything I’m trying to do to give you a product you can depend on,” Grove adds.

While the bull you put on the trailer to take home may be the same with or without transfer of the registration, the opportunities you take home with you are quite different.

## Adding to the bottom line

Transfer of the paper allows the commercial customer to participate in Association programs like AngusLink<sup>SM</sup>, says Connealy, “which ultimately allows them the opportunity to be more profitable.”

“The demand for feeders that are all sired by registered bulls is real,” notes Jeff Mafi, Association regional manager for Kansas and Oklahoma. “We have several data points and sale results that support this.”

Ginette Gottswiller, director of verification services for the Association, shared some of those results in her October *Angus Beef Bulletin EXTRA*\* column. Summarizing data from fall video sales, she points out that AngusLink calves enrolled as Non-Hormone Treated Cattle (NHTC) averaged \$4.49 more per hundredweight (cwt.) than their contemporaries,

while AngusLink calves enrolled as both NHTC and Angus-sired Genetics (now AngusVerified) sold at an \$8.28-per-cwt. premium.

A little math reveals the Angus-sired component itself added \$3.79 per cwt. to the value of those calves. Plus, the AngusVerified claim is free to producers who use all registered and transferred Angus bulls.

## Groundwork for future

While not as tangible, other advantages — such as a subscription to the *Angus Beef Bulletin* — lay the groundwork for herd improvement.

Having the paper transferred gives the buyer control of the genetic component, says Connealy, adding value if the buyer chooses to resell the bull at a later date or to sell semen on the bull.

Kelli Retallick, director of genetic and genomic services for Angus Genetics Inc. (AGI), advises bull buyers to create a AAA Login account and store their registration certificates electronically. This provides easy access to an inventory of the bulls they’ve purchased, and allows review of their EPDs to see if they change based on additional information added to the database.

Whether electronic or paper, having the registrations of previous purchases can help guide future purchasing decisions, especially if you request input from your regional manager or seedstock supplier.

“The registration paper is the most valuable tool a commercial cattleman has to make better breeding decisions,” says Levi Landers, regional manager for Nebraska and Colorado. |

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