



THE ANGUS LINK

by **BILL BOWMAN**, *director of commercial relations, American Angus Association*

Enhancing value with Angus genetics

The Information Age has definitely descended on the beef cattle industry. Detailed information is more valuable than ever, and the technology and mechanics to gather and disseminate this information is one of today's most rapid-growing areas in our business. We can fear the changes we see taking place and do nothing, or we can adapt and use some of the new technology that will help to make our operations more profitable in the future.

Data is power!

The American Angus Association prides itself on providing the beef industry with valuable information that can help produce and improve quality beef for today's consumer. The performance database that has been developed over the past 40 years is the largest, most accurate beef cattle information source in the world. It is a powerful tool that allows the improvement of production through multiple-trait genetic selection. Angus breeders who supply our industry with seedstock go to great effort taking the weights and measurements that have built the information on the nearly 6,000 sires represented in the most current Angus Sire Evaluation Report.

You, as a user of registered Angus bulls, probably incorporate this performance information into your decision when you make your bull purchases. Chances are, if this information were not available to indicate the potential of your bull, you would be much less interested in him.

A farmer doesn't go out and purchase a new tractor to pull his 50-foot disc without knowing the horsepower of the tractor he is considering. He wants to match his purchase with his current needs. In the same manner, we want to know as much as possible about the inputs, including the genetics, that go into our production systems.

Relate this concept now to the calf crop you are preparing to sell. You have made genetic decisions while managing your herd to optimize production. So why, when you are ready to market the progeny of your program, do you sell them without providing any information?

Are you selling "black-hided" calves with no reference to them as Angus? Are you telling potential buyers that your calves are sired by a genetically superior set of bulls? Do we think buyers are willing to pay added value for a commodity they know little about? We must become merchandisers of our own production.

ARCNet is a map to added value

In an effort to assist producers with identifying and quantifying their production, the Association is providing a free service to commercial producers using Angus genetics. The Angus Resource Clearinghouse Network (ARCNet) is a communication and marketing tool that facilitates the exchange of information between various segments of the industry.

Information gathered includes genetic background, health and management practices, and marketing plans on the feeder calves or replacement females that you have for sale. Relating this, as well as historical feedlot and carcass performance on your cattle, can add value to your calf crop. Copies of the forms to enroll your cattle in the ARCNet program appear on these pages.

The information from ARCNet is made available to potential buyers through a variety of methods. The listing on the Association's Web site exposes these cattle to a large audience. The feeder cattle listings are also mailed or faxed on a regular basis to interested feeders searching for source-identified Angus genetics.

We see a great new awareness by all industry segments considering the effect genetic selection can play on their production. For example, it is exciting to visit with feedlot operators who are sitting in their office, studying an Angus sire summary to help make decisions on the cattle they want to purchase for their lots.

Provide the information

Whether you sell your calves through the local auction, via a video auction or privately off the ranch, buyers desire information. Through all marketing options, the need for producers to provide additional profile information on their cattle has never been

greater. Identifying both the genetic makeup and the genetic potential of the cattle selling proves that predictable genetics do pay.

Exploring marketing alternatives that may be available through your seedstock provider deserves consideration. Auction markets, local associations and individual breeders have staged special Angus-influence sales that emphasize assembling large groups of source-verified cattle with similar genetics. These sales of both feeder cattle and replacement females have been a vehicle to help recover additional value for cattle consigned by producers.

The need for you to identify your production after leaving the ranch also may provide some direction and the necessary economic data your operation needs to focus on least-cost production in the future. Through a coordinated management system beginning with the seedstock producer's supplying genetics to the commercial producer, the Angus advantages give us more options to produce efficiently and market that production in an industry that must continue to focus on consistency and quality of a consumer-friendly end product.

A new tool for commercial producers

Another new service provided as part of ARCNet is the Bull Listing Service (BLS). Commercial producers looking for specific Angus genetics now can search a database of registered Angus bulls for sale, while defining criteria for expected progeny differences (EPDs), sire groups, and even location.

Angus breeders may purchase a listing for their registered Angus bulls for sale on the BLS that appears on the Internet as part of the ARCNet site. The BLS should be up and running around Sept. 1, and it can be found on the Internet at www.angus.org.

If you do not have access to the Internet, feel free to call our office for assistance. This service will provide commercial cow-calf producers looking for specific seedstock another tool to locate the Angus bulls for their operations.



ARCNet Cattle Listing Form — Feeder Cattle

American Angus Association
Commercial Relations Department
 3201 Frederick Ave., St. Joseph, MO 64506-2997
 phone: (816) 383-5109 ♦ fax: (816) 233-9703
 e-mail: bbowman@angus.org

Instructions:

This information will be compiled and listed on the ARCNet Web site at www.angus.org and will be supplied to potential buyers upon request.

Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____ E-mail: _____

Breed makeup of cow herd: _____ Percent of calves with black hides: _____

Do you have past performance history on your calves? (circle yes or no)

Feedlot: Yes No Carcass: Yes No Other history (specify): _____

Marketing Plan

Auction market

Company: _____

Video auction

Location: _____

Private-treaty sale

Approximate date: _____

Steer Calves

Heifer Calves

Registration numbers of Angus sires used:

Total head: _____

Total head: _____

Months calved: _____

Months calved: _____

Shipping wt.: _____

Shipping wt.: _____

Date available: _____

Date available: _____

Weaned

Vaccination Booster

Not weaned

IBR

0 - 2 weeks

BVD

2 - 4 weeks

PI₃

4+ weeks

BRSV

Bunk broke

Pasteurella haemolytica

Implants

Clostridial organisms

Haemophilus somnus

Other:



Angus Resource Clearinghouse Network

ARCNet Cattle Listing Form — Replacement/Breeding Females

American Angus Association
Commercial Relations Department
 3201 Frederick Ave., St. Joseph, MO 64506-2997
 phone: (816) 383-5109 ♦ fax: (816) 233-9703
 e-mail: bbowman@angus.org

Instructions:

This information will be compiled and listed on the ARCNet Web site at www.angus.org and will be supplied to potential buyers upon request.

Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____ E-mail: _____

Breed makeup of cow herd: _____ Percent of calves with black hides: _____

Percent of black-hided crossbred females (BWF/brockel face): _____

Marketing Plan

Auction market

Company: _____

Video auction

Location: _____

Private-treaty sale

Approximate date: _____

Registration numbers for sires of heifers/cows:

For bred heifers/cows, please include this information

Registration numbers of service sires:

_____	Total head:	_____	_____
_____	Age:	_____	_____
_____	Calving due dates:	_____ to _____	_____
_____	AI bred:	Yes No	_____
_____	Pregnancy check to AI:	Yes No	_____
_____	Synchronized:	Yes No	_____
_____	Individual ID:	Yes No	_____

Do you have past performance history on your calves? (circle yes or no)

Feedlot: Yes No

Carcass: Yes No

Other history (specify): _____