



The Angus Link

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

ARCNet provides a map to added value

“Added value” has become one of the most widely used catchphrases, not only in the beef industry, but also in agriculture in general. The concept of taking a commodity product and adding value to it, whether through further processing or verification of a standard process, has become a new way of doing business in production agriculture.

An often-used example is bagged salad. My family has taken advantage of the processing and convenience found in that product. The acceptance of this one item has made it sometimes difficult to find even a head of lettuce in

some grocery stores today.

Commodities for which it is difficult to retain identity and to verify the originating production system (like corn or soybeans) provide opportunity to create exceptional value for specific production that meets the needs of target markets. High-lysine corn and high-oil soybeans now are being identified routinely, traced and specifically marketed at a premium.

“Value is created when you produce a product that meets or exceeds the expectations of the consumer.”

— **John McNeill**, Texas A&M University

We in the beef business hear a quote like that, and we immediately think of the consumer as the person eating a steak in a restaurant or buying a roast at the meat counter. We normally would want to encourage cow-calf producers to consider their production as becoming someone’s meal alternative, but today I want us to consider a more immediate customer. For those of you who sell feeder calves off your ranch to a feedlot or stocker operation, let’s look at the buyers of your calves as the “consumers” of your production.

You have placed a lot of effort in

Angus Resource Clearinghouse Network ARCNet Cattle Listing Form — Feeder Cattle

American Angus Association

3201 Frederick Avenue St. Joseph, MO 64506

Commercial Relations Department

(816) 383-5118 (816) 233-9703 (FAX) mperrier@angus.org

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ FAX _____ email _____

Date Selling _____ Percent black hided _____ %
 Steer Calves _____ head Avg. weight _____ # Range _____ # - _____ #
 Heifer Calves _____ head Avg. weight _____ # Range _____ # - _____ #

Sire registration numbers		Cow herd breed makeup	
_____	_____	_____ Angus	_____ Limousin
_____	_____	_____ Brangus	_____ Red Angus
_____	_____	_____ Charolais	_____ Salers
_____	_____	_____ Gelbvieh	_____ Shorthorn
_____	_____	_____ Hereford	_____ Simmental
_____	_____	_____ _____	_____ influenced
_____	_____	_____ _____	_____ Other

Months Calved			Additional Comments
_____ January	_____ May	_____ September	
_____ February	_____ June	_____ October	
_____ March	_____ July	_____ November	
_____ April	_____ August	_____ December	
_____ _____	_____ _____	_____ _____	

Management Practices/ Added Information

Date weaned _____ Past feedlot data? Yes / No _____
 Backgrounding length _____ Avg. Daily Gain (pay weight to pay weight, including deads)? _____
 Date castrated _____ Food Conversion (% DM basis)? _____
 Method? _____ Bunk broke? Yes / No _____
 Deworming date _____ Past carcass data on your calves? Yes / No _____
 Product name? _____ % Prime _____ % YG 1 _____
 Implanting date _____ % Choice _____ % YG 2 _____
 Product name/ method? _____ % Select _____ % YG 3 _____
 Brand location? _____ % YG 4 & 5 _____

Inoculation Information (include killed, modified live, etc. w/ product name)

Inoculation	Product name	Date given	Booster product	Date boosted
IBR	_____	_____	_____	_____
BVD	_____	_____	_____	_____
PI3	_____	_____	_____	_____
BRSV	_____	_____	_____	_____
Pasteurella	_____	_____	_____	_____
Haemophilus	_____	_____	_____	_____
Clostridial	_____	_____	_____	_____
Penicillin	_____	_____	_____	_____
Other? _____	_____	_____	_____	_____

Average _____ head fed over past _____ years

Do you currently have a marketing plan for these cattle? _____ Auction Market location? _____ Sale date? _____ Video auction/date? _____ Current location of calves? _____

This information will be compiled and listed on the ARCNet Website at www.angus.org, and will be supplied to potential buyers upon request. Info can also be submitted electronically via the internet at www.angus.org/arcnet.

identifying and assembling the genetics that go into your herd. You have selected a reliable source of Angus genetics, used the available performance information and expected progeny differences (EPDs) to select the superior bulls for your herd, and incorporated the accepted management practices to improve your product (feeder calves) for sale. So why not attempt to provide this information for the "consumers" of your calves so they can recognize that added value does exist?

A picture of added value

The Angus Resource Clearinghouse Network (ARCNet) is a communication and marketing tool that was developed to facilitate the exchange of information among various segments of the industry. ARCNet is a free service that is used to assist producers in identifying and quantifying their production as they prepare to market feeder calves or replacement females.

We recently have upgraded the ARCNet information to include more-specific data about genetic background, health and management practices, and marketing plans for those cattle. Relating this information and your cattle's feedlot and carcass performance history can add value to your calf crop.

The ARCNet information is exposed to a large audience of potential buyers

through listings on the American Angus Association Web site at www.angus.org. The feeder cattle listings are also mailed or faxed on a regular basis to interested feeders searching for source-identified Angus genetics.

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 about their cattle never has been greater. Identifying both the genetic makeup and genetic potential of the cattle for sale proves that predictable genetics do pay!

Your 'consumer' wants to know more

We see a great, new awareness in all segments of our industry that are considering the effect that genetic selection can play on their production. A survey of feedlot operators licensed by Certified Angus Beef LLC (CAB) conducted by Colorado State University found that more than 87% of operators would like information about the sire and his associated performance data when purchasing a set of feeder calves.

Furthermore, more than 79% indicated they would pay more if the information fit their criteria. Alarming, they are able to find this data for only about 31% of the cattle they currently feed.

In terms of health and management, more than 90% would like to have information about vaccination schedules, the products used and implant history. Ninety-six percent to 100% of the buyers desired feedlot gain and quality- and yield-grade percentages for the calves they were purchasing. As many as 80% of those operators indicated that they would translate that desire into paying more for the cattle that met their criteria in those areas.

Create opportunities; it's FREE!

The updated ARCNet form for feeder cattle is on this page. By taking a couple of minutes to complete the simple form, you can provide valuable information about your cattle that can help improve your profit picture. Remember that it is a free service that can add more value to your production.

If you have Angus-influenced replacement females for sale, please contact our office for copies of those forms, too.

More information about ARCNet, plus the easy-to-use online submission form, can be found at www.angus.org/arcnet.



Angus-Influence Sale Dates



One of the features of the Commercial Relations Department Angus Resource Clearinghouse Network (ARCNet) is a listing of upcoming Angus-influence sales sponsored by registered Angus breeders or Angus associations.

For an up-to-date listing, check out ARCNet on the American Angus Association Web site, www.angus.org. For more information or to add a sale date to the listing, contact the Commercial Relations Department at (816) 383-5100 or send e-mail to bbowman@angus.org.

SEPTEMBER 2001

Sept. 26 — Angus and Angus-Cross Calf Sale, Wilkes County Stock Yard, Washington, Ga. Sponsor: Georgia Angus Ass'n, Ralph Bridges (706) 743-5517 or Graydon Bobo (706) 678-2632. Selling 500 open heifer and steer calves. Prevacinated, preweaned.

Sept. 26 — Angus/Angus Factored Calf

and Yearling Sale, Green City Livestock Auction Market, Green City, Mo. Contact: Steve Evans, (660) 375-2545. Selling feeder cattle.

Sept. 26 — Apache Auction Market, Apache, Okla. Sponsor: Jackson Ranch, Bob Rodenberger, (405) 387-4973. Selling 1,500 bred cows.

Sept. 29 — Spring Lake Livestock

Market, Bedford, Va. Sponsor: Virginia Angus Ass'n and Virginia Livestock Market Ass'n, Albert Epperly, (540) 297-1707. Selling open heifers and feeder cattle.

OCTOBER 2001

Oct. 8 — Deer Creek Ranch, Saint Jo, Texas. Contact: Paul Carpenter, (940) 995-7118. Selling 90 open and bred heifers, bred cows and cow-calf pairs. Prevacinated.

Oct. 8 — Manhattan Commission Co.

Inc., Manhattan, Kan. Sponsor: Fink Beef Genetics System, Lori and Galen Fink, (785) 776-9385. Selling 1,000 feeder steers and heifers. Some prevaccinated and preweaned. Carcass data history available.

Oct. 11 — Black Calf Special

Intermountain Livestock Market, LeGrande, Ore. Contact: Dennis Arnzen, 1-800-824-5298. Selling 1,500 feeder cattle.

Oct. 13 — Addison County Commission Sale, Middlebury, Vt. Sponsor: Vermont Beef Producer's Ass'n, Bill or Cathy Emmons, (802) 457-1520. Selling 500 feeder steers and heifers.

Oct. 15 — Kuhn and Tate Ranches Replacement Sale, Kearney County Sale Center, Lakin, Kan. Contact: Pat Koons, (620) 355-6630. Selling 1,100 bred cows and cow-calf pairs.

Oct. 16 — Lake Region Livestock, Devils Lake, N.D. Sponsor: North Dakota Angus Ass'n, Vern Frey, (701) 728-6678. Selling feeder steers and heifers.

Oct. 17 — Kist Livestock Auction Co., Mandan, N.D. Sponsor: North Dakota Angus Ass'n, Chad Ellingson, (701) 445-7309. Selling feeder steers and heifers.

Oct. 18 — Stockmen's Livestock Exchange, Dickinson, N.D. Sponsor: North Dakota Angus Ass'n, Ken Lefor, (701) 677-5685. Selling feeder steers and heifers.

Oct. 19 — Montana Livestock Co., Ramsay, Mont. Sponsors: Montana Angus Ass'n and Montana Livestock Co., Kelly Baker, Dick Perkins, (406) 782-1884. Selling feeder steers and heifers.

Oct. 19 — Spur Ranch World Series Sale, Spur Ranch, Vinita, Okla. Contact: Jot Hartley, (918) 256-6243. Selling 750 replacement commercial Angus females, including open and bred heifers and bred cows.

Oct. 22 — Sitting Bull Livestock Auction, Williston, N.D. Sponsor: North Dakota Angus Ass'n, Aaron Jacobson, (701) 965-6894. Selling feeder steers and heifers.

Oct. 23 — Western Livestock Co., Dickinson, N.D. Sponsor: North Dakota Angus Ass'n, Ken Lefor, (701) 677-5685. Selling feeder steers and heifers.

Oct. 24 — Special Angus/Angus Factored Yearling Sale, Green City Livestock Auction Market, Green City, Mo. Contact: Steve Evans, (660) 375-2545. Selling feeder cattle.

Oct. 25 — Napoleon Livestock Auction, Napoleon, N.D. Sponsor: North Dakota Angus Ass'n, Berent Thompson, (701) 332-6311. Selling feeder steers and heifers.

Oct. 25 — Rugby Livestock, Rugby, N.D. Sponsor: North Dakota Angus Ass'n, Blaine Bruner, (701) 465-3023. Selling feeder steers and heifers.

Oct. 27 — Public Auction Yards, Billings,

Mont. Sponsor: Montana Angus Ass'n and PAYS, Bob Cook, (406) 245-6447. Selling bred heifers, feeder steers and heifers, and yearlings.

Oct. 27 — Spring Lake Livestock Market, Bedford, Va. Sponsor: Virginia Angus Ass'n and Virginia Livestock Market Ass'n, Albert Epperly, (540) 297-1707. Selling open heifers and feeder cattle.

Oct. 31 — Special Angus/Angus Factored Calf Sale, Green City Livestock Auction Market, Green City, Mo. Contact: Steve Evans, (660) 375-2545. Selling feeder cattle.

NOVEMBER 2001

Nov. 2 — Progress and Profit Alliance Sale, Bloomington Livestock Exchange, Bloomington, Wis. Sponsor: Progress and Profit Alliance, Gregg May, (608) 987-3561. Selling 1,500 feeder steers and heifers.

Nov. 3 — Indiana Angus Ass'n Calf Sale, United Producers Inc., Little York, Ind. Sponsor: Indiana Angus Ass'n, Dave Smith, (812) 663-5763. Contact: Jerry Cassidy, (217) 586-2009. Selling 1,000 open heifers and feeder cattle. Prevacinated, preweaned.

Nov. 10 — Illinois CAB Candidate Feeder Calf Sale, Congerville, Ill. Contact: Jerry Cassidy, (217) 586-2009. Selling feeder cattle.

Nov. 14 — Northwest Angus Feeder Sale, Quincy Livestock Market, Quincy, Wash. Contact: Steve Brown, (509) 765-9632. Selling 1,000 feeder cattle.

Nov. 14 — Special Angus Factored Calf and Yearling Sale, Green City Livestock Auction Market, Green City, Mo. Contact: Steve Evans, (660) 375-2545. Selling feeder cattle.

Nov. 16 — Missouri Show-Me-Select Heifer Sale, Joplin Regional Stockyards, Joplin, Mo. Sponsor: Missouri Show-Me-Select Heifer Program, Eldon Cole, (417) 466-3102. Selling 225 bred heifers.

Nov. 17 — Callaway Livestock Center, Kingdom City, Mo. Sponsor: Sydenstricker Angus Farm, Ben Eggers, (573) 581-1225. Selling 100 commercial bred heifers.

Nov. 17 — Illinois Spotlight Sale, Reel Livestock Center, Congerville, Ill. Sponsor: Illinois Angus Ass'n, Alan Miller, (217) 333-1786. Selling 55 head of open heifers and feeder cattle. Prevacinated, preweaned.

Nov. 21 — New Cambria Livestock

Angus BRS: Turn data into decision-making tools

The Angus Beef Record Service (BRS) is a system designed for commercial cow-calf producers to keep performance records from conception to carcass, regardless of breed type. Reproduction and production performance measures provided to participants are calculated according to Standardized Performance Analysis (SPA) guidelines.



The data compiled through Angus BRS provide valuable decision-making tools that can enhance profitability in your herd. Contact the American Angus Association for more information about the Angus BRS, or check out the service's new Internet applications at www.beefrecords.com.

Auction Market, New Cambria, Mo. Sponsor: North Missouri Angus Breeders Alliance, Mike Kussman, (660) 226-5222. Selling feeder steers and heifers.

Nov. 24 — Missouri Show-Me-Select Heifer Sale, Kingsville Livestock Auction, Kingsville, Mo. Sponsor: Missouri Show-Me-Select Heifer Program, David Hoffman, (816) 380-1450. Selling 225 bred heifers.

Nov. 24 — MLE Stockyard, Hardinsburg, Ky. Sponsor: Kentucky Department of Agriculture/Breckinridge Co. Cattlemen's Ass'n, Jonathan Burke, (270) 756-9088. Selling 300 bred heifers.

Nov. 24 — Rough River Bred Heifer Sale, United Producers Stockyard, Irvington, Ky. Sponsor: Kentucky Department of Agriculture, Jonathan Burke, (270) 756-9088. Selling 300 bred heifers. Prevacinated.

Nov. 24 — Spring Lake Livestock Market, Bedford, Va. Sponsor: Virginia Angus Ass'n and Virginia Livestock Market Ass'n, Albert Epperly, (540) 297-1707. Selling open heifers and feeder cattle.

DECEMBER 2001

Dec. 1 — Missouri Show-Me-Select

Heifer Sale, Fruitland Livestock Auction, Fruitland, Mo. Sponsor: Missouri Show-Me-Select Heifer Program, Roger Eakins, (573) 243-3581. Selling 275 bred heifers.

Dec. 1 — Missouri Show-Me-Select

Heifer Sale, Green City Livestock Auction Market, Green City, Mo. Sponsor: Missouri Show-Me-Select Heifer Program, Chris Zumbrunnen, (660) 265-4541. Selling 300 bred heifers.

Dec. 1 — Pratt Livestock, Pratt, Kan.

Sponsor: Kansas Angus Ass'n, Gordon Stucky, (620) 532-3220. Selling 1,000 open and bred heifers, bred cows and cow-calf pairs.

Dec. 7— Missouri Show-Me-Select

Heifer Sale, Wright County Livestock Auction, Mountain Grove, Mo. Sponsor: Missouri Show-Me-Select Heifer Program, Randall Saner, (417) 256-2391. Selling 250 bred heifers.

Dec. 12 — Creston Livestock Auction,

Creston, Iowa. Sponsor: Nichols Farms, Ross Havens, (641) 369-2829. Selling 2,000 feeder cattle.

Dec. 14 — Missouri Show-Me-Select

Heifer Sale, F&T Livestock Market, Palmyra, Mo. Sponsor: Missouri Show-Me-Select Heifer Program, Al Kennett, (573) 985-3911. Selling 450 bred heifers.

JANUARY 2002

Jan. 5 — Illinois CAB Candidate Feeder

Calf Sale, Congerville, Ill. Contact: Jerry Cassady, (217) 586-2009. Selling feeder cattle.

Jan. 9, 2002 — Creston Livestock

Auction, Creston, Iowa. Sponsor: Nichols Farms, Ross Havens, (641) 369-2829. Selling 1,500 feeder cattle.

Jan. 17 — New Cambria Livestock

Auction Market, New Cambria, Mo. Sponsor: North Missouri Angus Breeders Alliance, Mike Kussman, (660) 226-5222. Selling feeder steers and heifers.

Jan. 26 — Spring Lake Livestock Market,

Bedford, Va. Sponsor: Virginia Angus Ass'n and Virginia Livestock Market Ass'n, Albert Epperly, (540) 297-1707. Selling open heifers and feeder cattle.

FEBRUARY 2002

Feb. 2 — Cullman Stockyards, Cullman,

Ala. Sponsor: Northeast Alabama Performance Breeders, Dale Parris, (256) 878-1782. Selling open heifers. Prevaccinated. Commercial heifers.

Feb. 22 — Spring Lake Livestock Market,

Bedford, Va. Sponsor: Virginia Angus Ass'n and Virginia Livestock Market Ass'n, Albert Epperly, (540) 297-1707. Selling open heifers and feeder cattle.

Feb. 23 — 10th Annual Saluda County

Cattlemen's Ass'n Sale, Saluda Livestock Market, Saluda, S.C. Sponsor: Saluda County Cattlemen's Ass'n, Phil Perry, (864) 445-8117. Selling 250 open heifers.

MARCH 2002

March 14 — New Cambria Livestock

Auction Market, New Cambria, Mo. Sponsor: North Missouri Angus Breeders Alliance, Mike Kussman, (660) 226-5222. Selling feeder steers and heifers.

March 16 — Musgrave Angus,

Griggsville, Ill. Contact: Melvin Musgrave, (217) 285-6636. Selling 20 open heifers.

March 30 — Spring Lake Livestock

Market, Bedford, Va. Sponsor: Virginia Angus Ass'n and Virginia Livestock Market Ass'n, Albert Epperly, (540) 297-1707. Selling open heifers and feeder cattle.

Bull buyers:

Check out the Bull Listing Service

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

Angus breeders purchase a listing for their registered Angus bulls for sale on the BLS, which appears on the Internet as part of the ARCNet site. The BLS can be found on the Internet at www.angus.org.

Follow the links through "Data Searches" for the BLS search form. If you do not have access to the Internet, feel free to call our office for assistance. The BLS provides commercial cow-calf producers looking for specific seedstock another tool for locating Angus bulls for their operations.

MAY 2002

May 10, 2002 — Tama Livestock Auction,

Tama, Iowa. Sponsor: Iowa Cattlemen's Ass'n, Steve Olson, (515) 231-6469. Selling 60 open heifers. Prevaccinated.