

ASSOCIATION ANNOUNCES NEW ANGUSSOURCE PROGRAMS

Five PVP programs now available for commercial producers to enroll cattle.

by Clint Mefford, American Angus Association

The American Angus Association recently announced four additional USDA Process Verified Program (PVP) offerings through AngusSource®. This announcement goes hand-in-hand with the Association's focus on providing comprehensive programs and services aimed at improving profitability in the commercial sector of the cattle industry.

AngusSource began in 2003, then transitioned to a PVP program in 2005 as the first age-and-source program for verifying Angus-sired calves in the industry. With the addition of four more PVPs to the AngusSource suite, commercial producers will have more opportunity to enroll their calves in the program, which helps them meet their marketing goals.

"The industry is evolving as rapidly as today's consumer," says Ginette Gottswiller, director of AngusSource. "Producers who can age- and source-verify their calves through the production chain have a leg up on the competition during video sales."

Gottswiller explains the programs.

Age and Source

Age and Source verifies the

group age and source of calves. Animals must be traceable to the ranch of origin and have records documenting the first calf born on the operation. An AngusSource-compliant radio frequency identification (RFID) tag will be required for enrollment.

- ▶ Each producer will enroll in Source and Group Age. This is the base of any additional programs or can be the only program in which a producer chooses to enroll.
- ▶ To qualify for Source, the calves must be born on and enrolled by the ranch of origin. Calves must be tagged prior to leaving the ranch of origin.
- ▶ To qualify for the Group Age claim, calving records must be kept, documenting the first calf born for each season,

along with bull turnout dates. The actual date of birth must be documented by month, day and year, and the producer must actively be checking cattle to know the actual date of birth.

AngusSource (Age and Source)

Enrollment Fee*	\$80.00
EID Tag	\$3.50

Volume Pricing — EID Tags

<100	\$3.50
100-249	\$3.40
250-499	\$3.25
500+	\$3.00

*Fee waived if member of the American Angus Association.

Non-Hormone Treated Cattle

The AngusSource Non-Hormone Treated Cattle (NHTC) program requires cattle never receive any type of added hormones for their

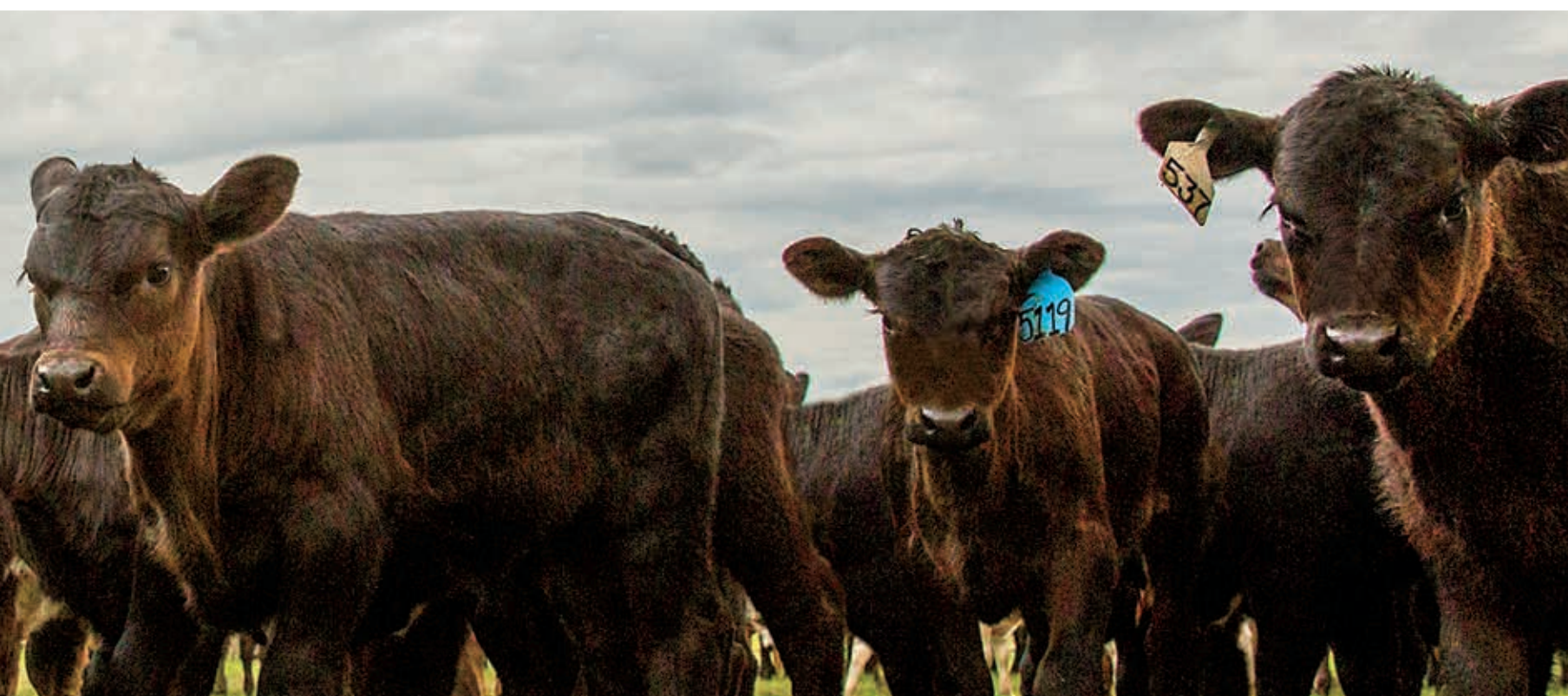
entire life cycle, but does not include regulations on antibiotics or animal byproducts. Age and Source enrollment through AngusSource is a requirement, as well as passing an on-site review/audit prior to the calves leaving the ranch of origin.

- ▶ Hormone growth promotants (HGP) may not be used at any time in the cattle being verified.
- ▶ Some HGPs include melengestrol acetate (MGA), implants, Zilmax® and Optaflexx®.
- ▶ If HGPs are used at the operation, documentation must be maintained detailing purchases and which animals receive HGPs. Enrolled calves that become noncompliant must use the Fall Out program procedure to ensure calves are not marketed as NHTC.

AngusSource NHTC

Initial Enrollment Fee	\$850.00
Re-Enrollment Fee	\$750.00

*Travel fees extra



NeverEver3

The AngusSource NeverEver3 (NE3) program is a verified natural program. Age and Source verification plus an AngusSource program-compliant tag and an on-site review/audit are required.

- ▶ Complete and pass your on-site audit before your calves leave the ranch of origin.
- ▶ No antibiotics can be used. This includes no antibiotics in the feed, water or mineral, and none injected from birth to slaughter.
- ▶ HGP's may not be used at any time in the cattle.
- ▶ No animal byproducts can be fed. This includes products from mammals or avian species, including, but not limited to, animal fat, feather meal, blood meal, meat and bone meal. Fish meal is acceptable, but must be documented.
- ▶ Producers will document the use and inventory of HGP's, antibiotics and animal byproducts on the operation. Enrolled cattle that become noncompliant must use the AngusSource Fall Out program procedures.

AngusSource NE3

Added to NHTC	\$250.00
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Cattle Care and Handling

AngusSource Cattle Care and Handling raises consumer confidence by documenting proper management techniques and showing a commitment to quality within the beef industry. Age and Source verification through AngusSource is a requirement. Your initial enrollment in Cattle Care and Handling will require an on-site review/audit.

- ▶ This is an optional certification to document processes that will control all quality system records. Ranches that have handled cattle by following Beef Quality Assurance (BQA) guidelines and are BQA-certified should consider this optional verification.

AngusSource Cattle Care & Handling

Initial Enrollment Fee	\$850.00
Added to NHTC/NE3	\$250.00

Calf Management

The AngusSource Calf Management program improves

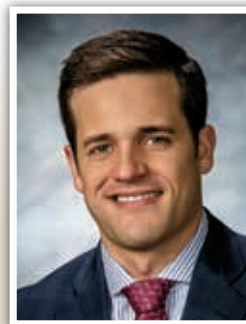
the confidence of the buyers. Participating cattle producers will document their preventative animal health program prior to delivery.

- ▶ This is an optional certification and will not be offered as a stand-alone program.
- ▶ Age and Source verification through AngusSource is a requirement.
- ▶ Calves will need to receive at minimum:
 - ▶ 1 dose — 7-way, 8-way or 9-way clostridial
 - ▶ 1 dose viral 5-way (IBR, PI₃, BRSV and BVD Type 1 & 2)
 - ▶ 1 dose *Pasteurella haemolytica* or *Pasteurella multocida*

AngusSource Calf Management

Initial Enrollment Fee	\$850.00
Added to NHTC/NE3	\$250.00

The enrollment process for AngusSource is simple to use and requires producers to fill out



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Ginette Gottswiller

an enrollment form and submit copies of their calving records. AngusSource administrators are standing by to start enrollment and training. Depending on the programs chosen for enrollment, an on-site review may need to occur before a producer's enrollment will be complete.

Commercial producers seeking to measure the genetic performance potential of their calf crop can use the Association's new feeder-cattle program, Angus LinkSM (see page 12). Special pricing will be offered to those looking to enroll in both programs. For more information about AngusSource and Angus Link visit www.angus.org.

Editor's note: Clint Mefford is the director of communications for the American Angus Association.