

# THE SOURCE

## Marketing Document 1-2-3-4

by Ginette Gottswiller, American Angus Association



Are you getting the most bang for your buck?

Not using the Marketing Document isn't

going to get more bidders in the seats on sale day! Buyers need to know when and where you plan to market your AngusSource®- or Angus Link<sup>SM</sup>-enrolled calves.

Producers who don't take the time to complete their Marketing Document for AngusSource or Angus Link, in my opinion, are leaving money on the table. If the buyers don't know when and where the enrolled calves are selling, how can they bid?

AngusSource is one of the most cost-efficient verification programs on the market today. The American Angus Association® is committed to you, the commercial cattleman. You do a fantastic job of raising high-

quality Angus-influenced feeder calves. Sometimes marketing can be challenging, but it doesn't have to be when you enroll in AngusSource and Angus Link. Marketing support is just a click or phone call away.

### WHY SHOULD I COMPLETE MY MARKETING DOCUMENT?

Because the Marketing Document is emailed to more than 800 potential buyers.

### HOW DO I COMPLETE THE MARKETING DOCUMENT?

You have two choices. The first one is simple. Know when and where you plan to market. Pick up the phone and call a Commercial Programs administrator at 816-383-5100. They will enter the information on the Marketing Document for you. The American Angus Association is open Monday-Friday 8 a.m.-4:30 p.m. central time.

Or, second, go online to [www.angussource.com](http://www.angussource.com) and click in the upper right corner where it says "Login" (see Fig. 1). If you don't have an AAA Login account, you can sign up for one. Enter your customer code number found on your AngusSource certificate or on your program-compliant AngusSource radio frequency ID (RFID) tag following your state and lot code (see Fig. 2). There will be tabs at the top of the page.

Choose "Programs," and below that is the option to choose "AngusSource." Hover over AngusSource until a drop-down menu appears and choose "Print/Customize Document" (see Fig. 3). A new screen will appear as shown. Under "Customize Document," choose the group of calves you will be marketing (see Fig. 4). A new screen will appear for you to complete sale date and location,

along with other management practices that potential buyers want to know about. You have the option to save information, or you can list everything at once and hit "Submit."

Once a program

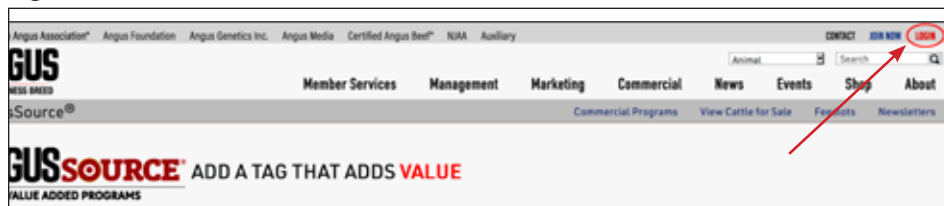
administrator reviews what was entered, it will be uploaded to our website and emailed out on Sunday and/or Tuesday. If you want to be included in the Sunday email, please submit information prior to 4:30 p.m. central time Friday.

Value-added programs that have marketing support like AngusSource and Angus Link provide increased visibility to potential bidders and buyers. Getting the best price for those commercial cattle is of the utmost importance in these tough economic times.

Additionally, the verifications offered by AngusSource can also increase the number of bidders on your calves. AngusSource offers several verification options at an economical price. Check out the choices and pricing options. Then give the Commercial Programs department a call at 816-383-5100 to obtain an enrollment form and learn more about all the verification options the American Angus Association provides today. |

Editor's note: Ginette Gottswiller is director of commercial programs at the American Angus Association.

Fig. 1: Go online



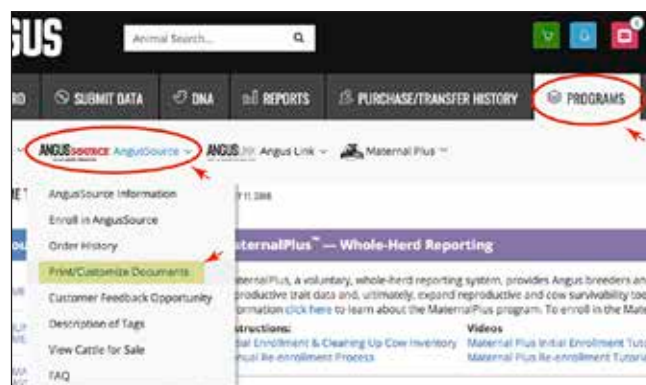
Step 1: Go online to [www.angussource.com](http://www.angussource.com) and click in the upper right corner where it says "Login."

Fig. 2: Enter your customer code number



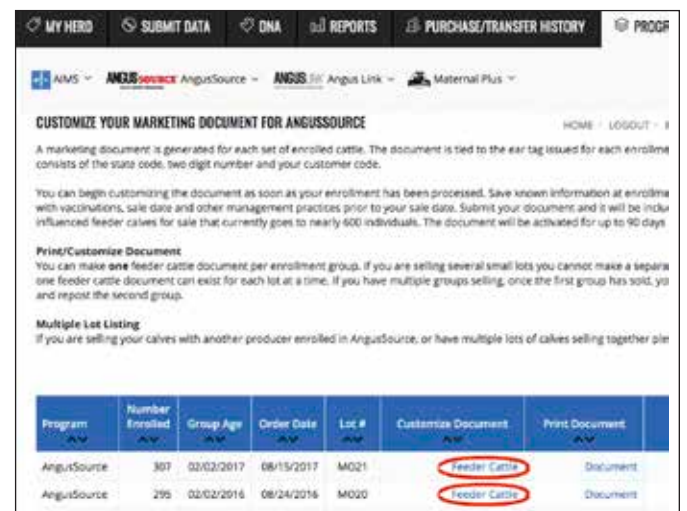
Step 2: Enter your customer code number found on your AngusSource certificate or on your program-compliant AngusSource radio frequency ID (RFID) tag following your state and lot code.

Fig. 3: Find print/customize document



Step 3: Choose "Programs," and below that is the option to choose "AngusSource." Hover over AngusSource until a drop-down menu appears and choose "Print/Customize Document."

Fig. 4: Print/customize document



Step 4: A new screen will appear as shown. Under "Customize Document," choose the group of calves you will be marketing.