

THE LINK

The no-judgment zone

by Ginette Gottswiller, American Angus Association



Have you seen the ads for the gym that advertises a “no-judgment zone”? Most people are scared they don’t measure up, they are not doing things as well as their neighbor, or maybe they just don’t want anyone to know what they are doing.

During the recent Western Video Sale, I was talking to a buyer who was looking for program cattle.

He commented he wished there were more cattle enrolled. He said, “You would think getting an enrollment done is like giving up your firstborn.”

Let’s just walk through what it takes to enroll. You be the judge.

All it takes

1. Fill out an enrollment form so we can start your Age and Source enrollment and get radio frequency identification (RFID) tags headed your way. Send us a copy of your calving records that indicate when your first calf was born.
2. Next up is the phone training with an administrator who will explain all the program choices you could qualify for, depending on your management practices and your marketing plans.
3. The claims in which you choose to enroll determine the records we need to see. Here are the most popular choices for program claims:
 - a. NHTC (Non-Hormone Treated Cattle) — Simply don’t implant the calves.
 - b. NE3 (NeverEver 3) — No hormones, no antibiotics, no animal byproducts.
 - c. AngusVerified — All the calves are out of registered Angus bulls.

d. Genetic Merit Scorecard® — This is a great way to convey the genetic merit of the calves you are selling to buyers who have not had the pleasure of feeding your calves.

4. You’ve made the choice. Now it is time to cross the finish line. Some program choices mean we need to come visit you. NHTC and NHTC/NE3 claims require an on-site review from one of our reviewers.

Does that make you nervous? It shouldn’t. It’s more of a herd visit where you get to show us your cows, calves and bulls. We love to look at great cattle just like you do!

5. Finally it’s time to sell your hard work, blood, sweat and tears on sale day. You can go online and complete the marketing document, or call us so we can do it for you. That marketing document is emailed to more than 800 potential buyers.

That’s it!

You’re done. Your calves are enrolled, and you will get a certificate, just like when you graduated high school, saying your calf crop passed.

Even better, it doesn’t take 12 years to enroll, and it isn’t as scary as taking your algebra test. No judgment from us about what grade you get, because it’s a pass/fail class.

Now get out there and sell those great calves you have put all that time, effort and hard work into raising. Enrolled in AngusLink, you have proof your calves more than measure up. ■

We love to look at great cattle just like you do!



Editor’s note: Ginette Gottswiller is the director of verification services for the American Angus Association.