

# THE LINK

## It's all about choices

by *Ginette Gottswiller, American Angus Association*



Recently I noticed a Facebook post about a bottle of water. The water bottle size and the brand are the same. The only difference is where the water bottle sits at the time of purchase. Nestled in a pack of 24 sitting at your local grocer it is priced at 50¢ each. Go to an airport, and that very same bottle of water is now sold individually for \$5. At the high school football game, maybe it is priced at \$2.

The Facebook post was emphasizing “know your worth” and surround yourself with people who value and appreciate you. Sometimes it is better to change locations to make a purchase. Or maybe if you are the seller, it is all

about making that purchase exclusive. At the end of the day, it's all about choices.

Enrolling in value-added programs is another choice that we talk about every day. We get many questions like, “How hard is it to enroll in value-added programs?” “If I enroll in NHTC (Non-Hormone Treated Cattle), why does someone need to come to my place?” “I don't have lots of time. Will filling out the paperwork take forever?”

It's a choice. Do I invest some time for an unknown reward? Will there be a reward?

If value-added programs like AngusLink<sup>SM</sup> didn't require a little extra effort, do you think there would ever be the possibility of a reward like a premium? Seriously, most producers today are doing

many of the management practices to qualify for NHTC; it's just the unknown. Maybe the extra time to do the paperwork and on-site review holds them back.

### Benefits

Last year during the summer video sales, producers who had enrolled their Angus-sired calves in AngusLink, a USDA process-verified program (PVP), for NHTC, NeverEver3 (NE3) and added the GAP bundle usually received around \$24 per hundredweight (cwt.) more than calves not enrolled. Those producers who used all Angus bulls and chose NHTC/NE3 found an average increase of \$15.70 per cwt.



on their take-home pay. It's all about choices.

Choose which programs fit your management and recordkeeping skills. Make the choice to invest the time to see the process through to the end.

That means there is a choice to make. It's the investment of management, recordkeeping and time.

These are the three ingredients you need to have a positive enrollment. Make the choice and accept the responsibility of your choices. Choose to enroll your calves in AngusLink by giving us a call at 816-383-5100. |

---

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