



The Angus Link

by **JIM SHIRLEY**, director of commercial programs and vice president of industry relations, American Angus Association

Lessons learned

When I was in college at Oklahoma State University (OSU), I was fortunate enough to get a job working at the OSU sheep barn. Now, having been raised on a diversified cattle and grain operation, I knew nothing about sheep. However, I was fortunate enough to work for one of the greatest stockmen that I have ever met, Alex McKenzie.

He taught me more than just proper care of livestock, but that is another story. After the first year at the sheep barn, Alex allowed me the opportunity to be in charge of the sheep unit when he was gone. Alex always left instructions that if I had any trouble I was to call Doc Moe at the veterinary college.

Well, it never seemed to fail; whenever Alex left, we managed to end up with problems. I don't know how many times I called Doc Moe, but it was plenty. He was always quick to show up, but after he examined the sick critter, the remedy was always the same. He would look at me, tug on his chin, look at the ailing sheep and in his slow drawl say, "Well, sonny, if she

makes it to spring grass she will probably live."

Help prepare for the future

Well, I think a lot of cattlemen feel that way right now. "We made it to spring grass." That is nice to say after our share of years with breakeven prices, or worse. We are finally in a cattle market where we can get healed up a little.

I say enjoy it. It is well-deserved. However, because of my nature, I must look ahead and ask, "What's next?" We know that we are in a cyclic industry, and at some point in the future our profit margins will narrow. There is no better time than right now to plan for the future, and the American Angus Association offers marketing programs that will help.

Documented information for documented value

The AngusSource program is a marketing program that will help you receive full value for your Angus-sired

calves. The AngusSource program is the simplest, most flexible program to help market your Angus-sired feeder calves and replacement females. Producers can participate in this program by following three simple steps:

1. Enroll

- Go to www.angussource.com and log in or call the Commercial Programs Department to enroll your calves.

- Producers enrolling calves must have registered Angus bulls in their ownerships on American Angus Association records.

2. Tag

- Choose a tag option. For \$1 per head, receive a full-size, laser-ink-printed visual ear tag. A radio frequency identification (RFID) matched pair (visual tag and an electronic tag) is available for \$3.25 per head. Both options include enrollment in the AngusSource database and documentation to assist in marketing Angus-influenced cattle.

- Tags should only be placed in calves sired by registered Angus bulls prior to shipment from the farm or ranch of origin.

3. Market

- Create a marketing profile, including information about the group's vaccination and management procedures, marketing location, and date.

- Print an official AngusSource marketing profile listing all source, process and genetic

information about cattle to be marketed. This document may be presented to potential customers and livestock auction markets to document the value of your Angus cattle.

- Cattle will be listed on the AngusSource marketing site at no cost for 90 days. Listings will be sent via e-mail to more than 400 potential buyers.

Beef Record Service

Another program offered by the Association that will help commercial producers prepare for the future is the Beef Record Service (BRS). The BRS provides a simplistic approach to benchmark performance in your commercial herd. For \$3 per calf weaning weight processed, you will receive:



- analyzed information benchmarking your herd's data against regional Standardized Performance Analysis (SPA) averages for cow fertility, calf weaning and yearling performance, sire and sire group production, and carcass and feedyard analysis (if applicable);
- interactive summaries and reports at each stage of data submission;
- individual and group data;
- linkage of calf performance to dam and sire (or sire group) each year;
- a mechanism to link the end product to the producing factory; and
- help in selecting genetics that work in your operation and, perhaps more importantly, assistance with identifying genetics that won't work for you.

For information about either AngusSource or the BRS, please contact the Commercial Programs Department of the American Angus Association at (816) 383-5100.

I hope you all are enjoying the good markets, and as old Doc Moe would say, "I hope you make it to spring grass."



AMERICAN ANGUS ASSOCIATION — THE BUSINESS BREED					
Commercial Programs Sales AngusSource Beef Record Service Bull Listing Service Feedlots					
AngusSource - Feeder Cattle Report					
State/Country: Colorado					
Name/Ranch	Cow Head	Breed Makeup	Head Class	Avg Wt.	Calved
(Click name for details.) Dan Johnson 11426 County Road 5 Dale, Colorado 81002 Phone: (970) 879-1113	Angus	100% Angus	100	550	Mar-Apr
Comments: Hearty new candidate for National program, can sell off 7 head that have had antibodies on baby calves. Born on open range from May to Sept at elevations of 6800 to 8300 ft in Rio Blanco & Cortez County CO CO. Call for more information.					
State/Country: Indiana					
Name/Ranch	Cow Head	Breed Makeup	Head Class	Avg Wt.	Calved
(Click name for details.) James & Sue Watkins 18810 Trice Dr NW Plymouth, Indiana 47154 Phone: (812) 364-8827	Angus	50% Angus	7	450	Feb-Apr
Comments: Call for more information.					
State/Country: Kansas					
Name/Ranch	Cow Head	Breed Makeup	Head Class	Avg Wt.	Calved
(Click name for details.) Keith Gilman 715 Southridge Rd Chicago City, Kansas 66271 Phone: (913) 535-0533 E-mail: kthgilman@msn.com Web site: www.keithgilmanranch.com	Angus	100% Angus	35	575	Mar-Apr
Comments: Call for more information.					

