



The Angus Link

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

Using technology for future growth

My father's birth day was in February, and every year at this time I think about him. He was a great stockman and truly loved animal agriculture. I can't help but think about how much things have changed since he was born. Technology has certainly changed every facet of our lives. That is especially true in agricultural and the beef business.

As I visit with beef producers, one topic that always seems to come up is

the ever-advancing cost of running a cow-calf operation. Most farmers and ranchers work hard at keeping their costs down, and they use technology to help accomplish that task. Many cattlemen have used Angus genetics because they are trouble-free and excel in performance. In other words, they can run more cattle with less labor and less input and still produce at the highest level. However, many of these

good cattlemen still sell their cattle as a commodity product.


Earning what it's worth

If you have used Angus genetics and still sell your cattle at commodity prices, you are not reaping the full benefits of your investment. The AngusSource program was developed to help you receive fair value for your Angus-sired feeder cattle and replacement females.


AngusSource is a tagging and marketing program that will convey source genetic and process information about your cattle to prospective buyers. The program was developed to be easy to use and as flexible as possible, and yet relay all the important information about your cattle to the buying public.

The only requirements are that the cattle be sired by a registered Angus bull and that bull be properly transferred into the ownership of the producer of the cattle to be enrolled in the program, leased to the owner of the cattle to be enrolled, or an AI sire. The tags must be purchased by the original owner of the cattle, and the cattle must be tagged prior to leaving the premises of origin.

Fig. 1: AngusSource feeder cattle marketing document



Feeder Cattle Marketing Document
Cattle to be sold 01/05/05, St. Joseph, MO, www.angussource.com



ANGUS
THE BUSINESS BREED

Sold by: Joe Angus **Email:** jshirley@angus.org
 3201 Frederick Ave. **Website:** www.angussource.com
 St. Joseph, MO **Birth dates:** Jan - Feb 2004
 Phone: (816) 383-5100 **Breed Makeup of cowherd:** Angus

Sired by the following group of registered Angus bulls:

Reg No. Name	Production					Natural					Carcass									
	CRB	KW	WW	YW	YR	SC	CRB	Milk	MLH	MLI	MW	MIH	SEN	CM	Mark	RE	Fat	USDP	USDF	
1244752 Connery Lead On	+7	+17	+32	+57	+1	+32	+9	+93	7	18			9.98	147	1+31	1+38	3	818	1+31	+83.4
1228280 Nichols Extra TE	+8	+15	+21	+35	+4	+18	+4	+26	1	17			-7.88	+6	+15	+20	+300	+27	+34.4	
1306790 Max View New Design XDS	+9	+14	+22	+38	+1	+32	+1	+32	288	1751	+22	+5	+20	+11	+31	+16	+329	+28	+39.1	
1202044 Lightfoot 602C 7002 185	+5	+8	+31	+47	+9	+13	+9	+70					1+28	1+9	4070	1+30	1+10	1+30	1	+83
1491082 Connery Lead On	+7	+17	+32	+57	+1	+32	+9	+93	7	18			-8.00	1+7	1+31	1+38	3	848	1+31	+85.4
1373780 Nichols Extra TE	+8	+15	+21	+35	+4	+18	+4	+26	1	17			-7.88	+6	+15	+20	+300	+27	+34.4	
1491024 Dallas Mac 602C	+5	+22	+41	+52	+4	+28	+5	+15	511	3267	+65	+18	+37	+6	+27	+28	+303	+13	+70.4	
1305088 Hayburn 602C 7002 185	+6	+8	+31	+47	+9	+13	+9	+20					1+33	1+9	18.21	1+3	1+28	1+32	1+30	+30.4
1204290 Don View New Design 675	+5	+13	+22	+35	+4	+32	+7	+37	585	3734	+27	+3	+73	+11	+31	+16	+318	+30	+39.4	
Averages:	+8	+14	+24	+38	+3	+28	+7	+27	218	682	+48	+8	+42	+7	+22	+12	+300	+32	+37.1	

Management Practices:
 Weaned on 10/23/04. Backgrounded 75 days. Bulk broke. Cattle are not branded. Raised under "Natural" guidelines.
Health procedures:

Vaccination	8 Way Clostridial	05/01/04	Deworming	Ivermectin Pour On	05/21/04
Deworming	Ivermectin Pour On	08/20/04	Vaccination	PMHI Pasturella B Bovilis/field 5	09/21/04
Vaccination	Jencia 4 Hooster	10/23/04	Vaccination	8 way Clostridial	10/23/04
Deworming	Ivermectin	10/23/04	Vaccination	4 Hooster	12/02/04

Comment: 4 calves backgrounded on grass hay with 3 lbs. rolled oats and 2 lbs. rolled corn. Call (816) 383-5100 for more information.

I attest that the above information is accurate and representative of these cattle to be marketed.

(Signature) _____ (Date) _____

The AngusSource Program is provided by the American Angus Association (AAA) to assist cow/calf producers in marketing their cattle. Information may only be submitted to the AngusSource Program on cattle sired by registered Angus bulls, prior to the calf movement from the farm/ranch of origin to a new site. The AngusSource Program does not record subsequent ownership or location. The AAA is not responsible for inaccurate information submitted, inaccurately identified cattle, or inappropriate use of information through the AngusSource Program. Nor does the AAA independently audit or verify the information submitted to it by cow-calf cattle listed on this document. Cattle listed on this document should be tagged with official AngusSource Program tags, and tags are not to be removed.

Fig. 2: AngusSource Web site listing

AMERICAN ANGUS ASSOCIATION — THE BUSINESS BREED
 3201 Frederick Avenue • St. Joseph, MO 64506 • (816) 383-5100 • Fax: (816) 323-6783 • E-mail: angus@angus.org

Commercial Programs: Sales, AngusSource, Beef Record Service, Bull Listing Service, Feedlots

AngusSource Feeder Cattle Detail Report

Name: Joe Angus
Address: 3201 Frederick Ave.
City: St. Joseph
State/Country: Missouri
Zip code: 64506
Phone: (816) 383-5100
E-mail: jshirley@angus.org
Web site: www.angussource.com

Cow Herd Breed Makeup: Angus
% Black Hide: 100

Heifer Information: Head Colored Avg Wt

Steer Information: Head Colored, Mix Apr Avg Wt 870

Marketing Method: Auction Yes, Video Yes, Private No
Company: St. Joe Livestock Auction
Location: St. Joe, Mo
Date: 01/05/05

Date Weaned: 10/23/04
Backgrounding Length: 75 days
Bulk Break: Yes
Brand Location: None
Fit "Natural" Programs: Yes

Sire Registration Number(s): 5344790 1201790 1209710 1349284 1344790 1320790 1345544 1365594 1308270

Health/Management Procedures:

Process: Vaccination
Product/Method: 8 Way Clostridial Grand Labs
Date: 05/01/04

Process: Deworming
Product/Method: Ivermectin Pour On
Date: 05/21/04

Process: Deworming
Product/Method: Ivermectin Pour On

After the cattle are tagged, the owner can have the American Angus Association prepare a marketing document (see Fig. 1) on the cattle. The producer may use this document in representing the cattle at the time of sale. The Association will then post this information on the Angus Source Web site for 90 days prior to marketing (see Fig. 2). In addition, the marketing information will be sent to more than 400 prospective buyers and feedlots. This number includes all of the Certified Angus Beef LLC (CAB)-licensed feedlots.

Information on these new enhancements to the genetic selection tools of the American Angus Association are available online on the Association Web site, www.angus.org/sireeval/index.html, or from the Association Performance Programs Department.

Useful tools for the future

Technology has allowed us to have

this new information available so that we can do a better job of breeding cattle. For many of us this new information appears to be a little bit overwhelming at first, but with just a little study I am sure that you will come to appreciate the added information.

As I think of all the advancements that have occurred since my father was a young man, I realize how lucky we are to

live in an age where we have all these tools available to us. Our job is to use these tools to our benefit and to continue to develop new and better methods of beef production for future generations.



If you have used Angus genetics and still sell your cattle at commodity prices, you are not reaping the full benefits of your investment.

The only cost of the program is the cost of the tags. The visual tags sell for \$1, and the matched pair [visual tag plus a radio frequency identification (RFID) tag] sell for \$3.25.

For further information about the Angus Source program, contact the Association Commercial Programs Department at (816) 383-5100 or your local Angus seedstock producer.

\$W for the commercial man

With the Spring 2005 National Cattle Evaluation (NCE), the Association has released another new bioeconomic index. It's called the Weaned Calf \$Value, or \$W. It joins the \$Values that we released last spring, which include Feedlot Value (\$F), Grid Value (\$G) and Beef Value (\$B). These \$Values are multi-trait selection indexes that are expressed in dollars per head. They are developed for use by commercial producers and are a simple and easy way to reduce the selection for several traits to a single value. You will notice these \$Values in the Spring 2005 sire summary.

A new look at calving ease

Also new with this spring's Angus *Sire Evaluation Report* are heifer calving ease expected progeny differences (EPDs) for both calving ease direct (CED) and calving ease maternal (CEM). These are new tools available to help in the selection of sires based on ease of calving. They are expressed as a difference in percentage of unassisted births of first-calf heifers, with a higher value indicating greater calving ease. CED predicts the average difference in ease with which a sire's calves will be born when bred to first-calf heifers. CEM predicts the average ease with which a sire's daughters will calve as first-calf heifers when compared to daughters of other sires.