



American Angus Tag Store Opens Online

Now producers have a one-stop, low-cost shop for all their identification needs.

Customizable, low-cost tag options and easy, online ordering can now be found at the new American Angus Tag Store, located at www.angus.org/tagstore.

The Tag Store offers Duflex® visual identification panel tags, e. Tags®, Combo e. Tags®, ChoiceSets™, and COOLTags™ in a wide range of affordable, customizable tag options to meet any producer's identification needs.

"Since the introduction of the AngusSource® ear tag, producers have asked if they can purchase ranch tags and other identification products from the Association," says Sara Snider, American

Angus Association AngusSource director. "Our partnership with Destron Fearing allows us to meet those needs."

The interactive Tag Store provides producers with the ability to select the tag type and color, then customize and preview the tag prior to ordering.

"Customized options are virtually endless," Snider says.

Producers can include management numbers; text, such as names and phone numbers; logos; and brands. Depending on the tag type chosen, the front and back of the tag may be customized as well as the tag stud.

"The tags are not only customizable, they're also affordable," Snider says. "For example, producers can purchase extra-large panel tags, custom-printed with their name, phone number, management code and ranch name for 99¢ a tag."

The Tag Store is open to everyone. "Producers don't have to be members of the Association to order," Snider explains. "If producers aren't comfortable ordering online, they can contact the Association to place an order via phone."

In addition to tags, the Tag Store offers applicators, readers and other tag-related products. Tags are manufactured by

Destron Fearing in 3 to 5 business days and shipped directly to the producer via UPS ground.

"It is our goal to provide industry-leading, low-cost programs and services to the cattle industry," Snider says. "The American Angus Tag Store is one more way we can accomplish that goal."

For more information, visit www.angus.org/tagstore.

Editor's Note: The above release was provided by the American Angus Association.

