

The Source



by **GINETTE KURTZ**, *American Angus Association*

New enrollment option not one to fear

Sweat was beaded up on her forehead and she kept swaying back and forth. I wasn't sure if she could stand there much longer without toppling over. Whew! She finished her speech and was ready to answer questions about the economic impact Missouri beef plays in the export market. Her blue jacket continued to shake. She answered questions with confidence. You could tell she was excited to be there.

I was asked to co-judge an area FFA speech contest. I enjoy seeing the enthusiasm the next generation has for agriculture. The FFA program has changed considerably from my high school days in the 1980s. While I like the familiarity of the old program, I realize today many young people would not be able to reap the rewards offered if changes were not made.

Change took place Feb. 1, 2013, when Japan chose to relax the age requirement for U.S. beef. Some thought the age change would be short-lived, but the one-year anniversary is near. Many programs and organizations changed to meet the challenges of the consumer and the

marketplace. Farmers and ranchers are no different; they have to change technology, management practices and keep on top of their marketing to stay profitable.

Changing with the times

AngusSource Genetic has changed, too. We have an online enrollment option through AAA Login (www.angusonline.org). Now, don't break out in a sweat; online enrollment is simple and the save feature is great if you get stumped. Just call the office to walk through the steps with us. If you are not familiar with AAA Login, talk with your seedstock provider or regional manager, or call the office. Calving season is just around the corner, and your time is limited. Maybe you have an off-farm job and calling during business hours was not convenient. Now you can enter your enrollment information online.

AngusSource Genetic continues to help producers add value to their feeder calves and replacement females. Our focus has not changed. We want to enroll your high-quality, Angus-sired calves and use ear-tag identification to document the enrolled calves. Conveying

AngusSource Genetic continues to help producers add value to their feeder calves and replacement females.

the genetic information about your calf crop to potential buyers along with vaccination and management practices sets your calves apart with documented data backed by the American Angus Association.

Producers who want to use the marketing support AngusSource Genetic offers must complete the AngusSource Genetic Marketing Document through AAA Login, or call the office and supply the information over the phone. Once complete, the Marketing Document can be viewed online at www.angussource.com and is emailed to more than 600 people who have signed up to know when and where AngusSource Genetic calves are

selling. This isn't an extra fee, just an added bonus for using registered-Angus bulls.

The marketplace continues to change. During the past few years, consumers want more information about their food and where it is from. Buyers want more information about the genetic makeup and how the calves may gain and grade before they purchase. Feedlots want to know if the calves are weaned and vaccinated. AngusSource Genetic changed the Marketing Document earlier this year to highlight the \$B and \$W for the enrollment group.

The cattle market is good currently. Now is the time to begin using AngusSource Genetic to set your calves apart from the rest with data and information about their genetic quality and how they were managed. Don't get nervous, enrolling in AngusSource Genetic over the phone or online is simple compared to giving a speech.

Editor's Note: *Ginette Kurtz is manager of AngusSource Genetic for the American Angus Association.*

