

The Source

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

Making do with what you have

During a family dinner over the holiday, my sister-in-law told me about a friend who had purchased a lamp made from an old funnel. She loves older items that have been given new life. She calls it repurposed; I call it making do with what you have, and it's something farmers do all the time. It is funny, though, most farmers are not big fans of trying something new or changing a management practice so they can enroll in an age-verification program.

Do you enroll in AngusSource®? Do you know someone who would benefit from enrolling? Doing something different can be difficult.

A little encouragement and usually someone, or something, to get the ball rolling is all you need to step out of the comfort zone. Lending that helping hand could benefit you, too. Getting a larger group of age- and source-verified (ASV) calves at the same auction can increase prices for your calves. Usually, buyers want a potload of same-size calves. That isn't always easy to put together.

Maybe you know a neighbor who has

the same calving season and genetics. Call us or download an enrollment form. Invite him over while you are going through your training and enrollment so he can find out more about the process and what questions are asked. No one likes to be blind-sided with questions they aren't prepared to answer.

Producers are always asking if doing an enrollment is worth it. Does the auction market guarantee you a price for your calves? No one has a crystal ball to tell you this program will work for you, or that you will top the market because you enrolled your calves. However, we do collect information from producers who have sold their calves and compare it to CattleFax data.

Premium Value Challenge contest

We are currently collecting entries for the fourth-quarter Premium Value Challenge contest. We currently have 14 producers who have sent in their information, and there are still 30 days left to submit sale results. There are only three groups of cattle that have not sold for a premium! The premiums according

to CattleFax data range from \$1.50 to \$25 from calves sold during October, November and December.

Premium Value Challenge state winners this year received a \$30 gift certificate to The Tag Store (www.customcattletags.com). Producers who have used their certificates have been very happy. We will continue to use the same contest rules and awards for 2013. Once you have sold your AngusSource calves, fill out the customer feedback form and complete the section to enter the Premium Value Challenge. You may just be our next lucky winner of the Tag Store gift certificate. Better yet is the price you received on your calves at marketing time. That is the real prize.

U.S. Premium Beef (USPB) has issued this statement on its website, "USPB has extended its ASV premium for cattle delivered through March 30, 2013. U.S. Premium Beef's ASV program is based on market conditions."

After March 30, 2013, the ASV premium will depend on the status of Japan's export situation — either remaining open to U.S. beef products and our plants approved for export to Japan, or the transition to 30-month cattle eligibility.

That means buyers will continue to look for calves that are age-verified. After all, what buyer won't pay just a little more for calves that command a \$35-per-head premium at USPB for just having an AngusSource or Gateway tag in their ear?

Start thinking of a few changes you can make this year.

Need some help getting started?

Here are two great ideas to get you started on making some small changes with the possibility of a reward.

1. Enroll in AngusSource or Gateway for the first time, or help someone who hasn't enrolled.

2. Complete and return the customer feedback form.

AngusSource hasn't repurposed anything, but we have had some changes this year.

We are charging a \$15 flat rate shipping fee for United Postal Service (UPS) ground shipments on each AngusSource and Gateway enrollment. The AngusSource and Gateway tag costs and enrollment fee will remain the same for 2013! Producers who are first-time enrollees with more than 100 head in one enrollment in AngusSource or Gateway will continue to receive a free Destron Fearing™ ear tagger.

Another difference for our department is the departure of Laura Cook. She and her family will be moving closer to home. Laura has been a member of the AngusSource team for more than five years, and we want to take this opportunity to wish her and her family the very best.

The new year always brings a few changes. If you are starting to calve, give us a call today at 816-383-5100. Make a change and add AngusSource ear tags to your calf crop and show buyers you are enrolled in a premier age-verification program backed by quality Angus genetics.



