

# The Source

**ANGUS SOURCE<sup>®</sup> Genetic**

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

## AngusSource Genetic is a data dynasty

Long beards, camouflage and duck calls. Odds are, we have the exact same thing in mind right now, *Duck Dynasty*. The reality show has become a weekly tradition in my house. What's not to love about the family of scruffy hunters?

Together, the Robinson family in West Monroe, La., established a successful business and have marketed a brand that is certainly one-of-a-kind — redneck meets millionaire. What I enjoy most about our friends at *Duck Dynasty* is that I can sit down with my 16-year-old son and not worry about what comes on the screen. That type of entertainment is difficult to come by these days.

Okay, we love the Robinsons, but what does that have to do with verifying Angus genetics? Hang tight. I promise I'll

make the connection — and it's a good one.

As cattle producers, we have a passion for raising animals — caring for them each day, choosing the best genetics to add to our herd, and doing everything we can to help them perform to their highest potential. The Robinsons have the same passion for hunting and the great outdoors. They perfected the tools needed to be successful duck hunters, and they began to share that knowledge with enthusiasts worldwide. Their story goes beyond just making and selling duck calls, and we can learn from their business strategy.

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**Distinguish your product.** Focus on raising cattle that meet specific needs in the industry — feeder calves with high carcass value, replacement females with

strong maternal traits. Whatever your niche may be, make sure your cattle are working for your customers and establish a reputation of quality. There's a reason why people purchase the Robinson's handmade duck calls; they believe they are the best.

**Draw people into your story.** Not everyone can put their lives on display via national television (thank goodness), although there is huge value in giving folks an inside look at your farm or ranch. That may mean inviting them out to see your cattle, or simply providing them with documented information on how the calves were raised. In today's market, added information means added value — something we are all trying to achieve.

How can AngusSource<sup>®</sup> Genetic help you distinguish your cattle and draw people into your story?

Here are the facts. Age-, source- and genetic-verification documents add value to your calf crop, because they provide validation for potential buyers, and the documents also educate them on how the calves could potentially gain and grade.

It's all included in the AngusSource Genetic marketing document. Taking time to enroll your calves in the program, which is implemented by the American Angus Association, and completing the marketing document can increase your exposure to buyers and markets through online postings and emails; provide EPD data to evaluate your calf crop and explanations on how to interpret the data; provide sale data and location, number of head, weaning information and more; add information about management and health practices; and include carcass data to let buyers know past performance.

### Happy, happy, happy Angus producers

Summer video sale prices this year would indicate many commercial producers were happy with the results. During Western Video Market's Reno sale, cattle prices seemed to really pick up when compared to the spring sale receipts.

We looked at the lots that sold on summer videos and compared them to CattleFax price data to determine a premium dollar value. CattleFax breaks down their prices by region and weight, so it puts the calves on an even field for

comparison. We found there were very few lots that did not receive a premium — beginning with the Reno sale in July.

Focusing on the steer lots, I compared preconditioned calves enrolled in AngusSource/AngusSource Genetic, plus another value-added program, to calves only enrolled in AngusSource/AngusSource Genetic. The difference was 28¢ per hundredweight (cwt.) to enroll in an additional value-added program.

Next, I looked at preconditioned calves enrolled in AngusSource/AngusSource Genetic, compared to non-verified Angus calves not enrolled in any program that were also preconditioned.

The enrolled calves brought an additional \$2.98 per cwt. when compared to calves that were not enrolled in any value-added programs.

I was fortunate to attend the Western sale in Reno this summer, and Association Regional Manager Kurt Kangas gave me this insight into the market: "Producers were unsure if value-added programs would bring a return

for their investment this year, but it appears buyers are still looking for verified Angus-sired calves that have documented information."

This is good news for Angus seedstock producers and for commercial producers who raise quality Angus-sired calves. We believe the AngusSource Genetic is a cost-effective value-added program that continues to pay dividends to producers who enroll in the Association-verified program.

Take a lesson from Phil Robertson. Understand your herd goals, develop a plan and share as much information as you can about your cattle to the people who matter — potential customers. By participating in AngusSource Genetic, you are associating your cattle with a brand known for consistent, quality genetics. That's a story worth quacking about.

Visit [www.angus.org/angusource](http://www.angus.org/angusource) to learn how you can get started enrolling calves in AngusSource Genetic.



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