

The Source **It takes money to make money, so get the most bang for your buck.**

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Both of those catchy phrases are true, and all of them apply to the programs and services offered by the AngusSource® Department.

It takes money to make money ... but, it also takes time.

There isn't much in this world that is free, especially in today's economy. Everything costs money, and it seems everything costs more than it did last year. To make matters worse, there's less money to spend.

If you want to make improvements to your bottom line, it's critical that you analyze your operation like a business. It's important that you find areas where you can tighten your belt a little and cut costs, but just as important is identifying those opportunities in which you should invest. The investment can be dollars and cents, but it can also be your time.

Enrollment in AngusSource or Gateway is one of those opportunities. For a small per head fee and an hour or so of your time, you can enroll your calves in a verification program that opens the door to new marketing avenues. Marketing avenues that deliver dollars.

Enrolling your calves in an age- and source-verification program (ASV) means they have the opportunity to supply the Japanese export market. Packers can add about an extra \$35 per head for finished cattle that are age-verified and harvested at 20 months of age or younger. That market signal makes its way back through the feeder and to the auction.

In 2010, an analysis of Superior Livestock Auction Video data showed that calves enrolled in an ASV program brought \$1.67 per hundredweight (cwt.) more than non-verified calves. Calves enrolled in AngusSource brought an additional \$2.58 per cwt. more than non-verified calves — not a bad return on a minimal investment of money and time.

Although not a requirement of AngusSource or Gateway, vaccinations are another example of where spending a few extra hours chuteside and a little money will make you money. Research and industry data repeatedly prove that preconditioned calves are moneymakers. The advantage is realized not only in increased performance and healthier calves, but also as a marketing advantage to selling calves that have been properly vaccinated. Investing the time and money in a documented preconditioning program can increase your profits.

The most bang

Like most people, I try to get the most for my money. I don't mind paying for quality, but if I can get the same quality at a lower price, I'm excited. The AngusSource Department offers industry-leading quality in customer service and marketing support at one of the lowest prices.

All programs have an enrollment fee, and then most require you to purchase a program tag. The cost structure of AngusSource and Gateway is no different. But why spend hundreds of dollars on enrollment fees with other programs when enrollment in AngusSource or Gateway is just \$50? The cost of the program tags depends on your choice of visual, e.Tag or ChoiceSet, and the price of program tags varies depending on enrollment in AngusSource or Gateway. But your final bill from us would be one of the lowest in the industry.

Service matters. We take that to heart and pride ourselves on providing outstanding customer service. Our staff works one-on-one with each producer to document the required information and make sure all of the necessary records are in order. Our program tags are custom-printed with the management numbers you request, free of charge! Once your enrollment is complete, our tag manufacturer, Destron Fearing, manufactures your tags within three business days and ships them directly to you via UPS.

Enrolling in AngusSource gives you even more for your money. Not only will the age and source of your calves be verified, so will the genetics. The AngusSource program tag lets potential buyers know that the calves are at least 50% Angus and sired by registered Angus bulls. Your Verification Certificate will list the average expected progeny differences (EPDs) and dollar value indexes (\$Values) of all the service sires and producers have access to a complete sire list with individual EPDs/\$Values online. No other program offers that.

Here comes the bang. Once cattle are enrolled, that's when AngusSource and Gateway really start to work for you. You will be able to sell your calves as age- and source-verified. You will have access to our online listing site, which reaches more than 600 potential buyers.

Document your vaccinations, management and sale information and turn your Verification Certificate into a marketing tool. An online listing will be created and e-mailed out twice — once to notify buyers of the new listing and again the Sunday before your calves sell. Whether they will be sold on the video, through your local auction market or directly from your operation, we can help advertise your calves. And there's no additional charge.

A wise investment

The bottom line is there are costs to every opportunity. You're going to have to spend money if you want to enroll your calves in a verification program. Why not spend less money and get more for it?

Any way you look at it, enrolling your calves in AngusSource or Gateway is a wise investment of your time and dollars. For a small out-of-pocket expense and a few hours of your time to enroll and tag your calves, you increase their marketability. You increase the visibility of your calves through our online listing site and have the opportunity to turn that expense into more dollars at sale time.

If you still have fall calves on the operation, now is the perfect time to get them enrolled. If you spring-calve, make sure you are keeping the appropriate records. Download a manual and enrollment forms at www.angussource.com or call our office at 816-383-5100 to speak with our staff. We would be happy to talk about the program and mail you an enrollment packet. We look forward to working with you.



National Junior Angus Association

Members of the National Junior Angus Association pay an annual fee of \$20, and junior privileges expire at age 21. Junior members have access to all services offered by the American Angus Association, and they receive two issues of the *Angus Journal* per year and the NJAA newsletter, *Directions*.

To apply for membership in the National Junior Angus Association, visit www.angus.org/njaa/ and download a printable application, or call 816-383-5100 to request the application.