

# The Source

## In Their Own Words

by **GINETTE KURTZ,**

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Word travels quickly around the sale barn.

Did you hear so-and-so got a \$4-per-hundredweight (cwt.) premium on the last set of calves? They used some type of age- and source-verification program — AngusSource.®

Little is more disappointing than to hear from a cattleman who would like to enroll calves in AngusSource after the calves have been sold. Too many times, we hear this request and have to turn them down. AngusSource cannot enroll calves once they have left the operation; however, now is the perfect time of year to start planning for that next calf crop.

This past year, I decided to ask AngusSource producers how the program has worked for them and if they would provide some words of wisdom to those who have not used AngusSource.

Let me share what they had to say.

### An easy choice

“The marketing support AngusSource offers is outstanding, and the program is very user-friendly and doesn’t take much time to enroll,” says Bill Kassebaum from Burdick, Kan. “I want every opportunity I have to sell my cattle at a premium.”

AngusSource is user-friendly because our staff enrolls calves in the program, too. We understand that you don’t have time to jump through hoops of fire. To begin, go to [www.angussource.com](http://www.angussource.com) and download the enrollment form and agreement. Fill it out, and give us a call.

Once we find out a little about your operation, we can let you know what records you will need to submit. When we receive all your information, we will go through a phone training and enrollment with you, and then give you information on how to complete your enrollment.

### Nothing to hide

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— Don Robinson

easier,” says Bill Weller of Kadoka, S.D. “AngusSource asks a lot of questions. It seemed a little personal, but that’s what the program needs to know. That’s age and source. I have nothing to hide, and now I’m very comfortable telling you what you need to know.”

Since AngusSource is a USDA process-verified program (PVP), we enroll each producer the same, exact way. It doesn’t matter if you have three or 3,000 head on your operation, or if this is your first enrollment or your 10th. We have documented procedures we follow for each enrollment, every time.

While it may seem a bit tedious, most of the information should already be recorded in your calving book or other documents. Most AngusSource producers agree, the added time it takes to enroll is worth that step up in premiums.

### Hassle-free program

“AngusSource not only offers us

**“The seedstock producers we purchase our bulls from have also improved their product consistently.”**

— Jerry Hemsted



more value for our Angus-sired calves, it also provides the best customer service in the business,” say Gary and Sharon Brown, Chico, Calif. “AngusSource has proven itself, time and time again, as the most hassle-free age- and source-verification program out there.”

Finding time to enroll when you have cows to feed, hay to put up, kids to shuttle and fence to fix can seem like the last straw sometimes, but we do our best to get the information we need in the shortest amount of your time. Our team keeps you updated when it’s about time for you to enroll, but if you change your marketing time or management practices, it’s good to give us a call and discuss those changes.

That is just part of the customer service we provide to producers. It’s easier to fix one wire of the fence being broken vs. the cows getting out. Always feel free to ask questions and seek our help throughout the year, so we can make your AngusSource experience a positive one.

### Marketing is key

Don Robinson of Broken Horn Ranch in Union, Ore., thinks that the information, advertising and data that AngusSource provides to potential buyers helped increase his bottom line: “Information is power, and power can move mountains.”

A marketing plan in today’s economy is essential. The AngusSource program provides much more than traditional age, source and genetic verification programs. Once you enroll your calves in AngusSource or Gateway, producers can list those calves on our online marketing site. You have the opportunity to include details about herd management, vaccinations, and when and where those calves will be marketed.

Doug and Janice Burgess of Hometown, Idaho, have been enrolling in AngusSource since 2005, when the program first became a USDA PVP. They say AngusSource has increased the value of their calves so much that they are willing to share the cost of enrollment with their seedstock customers.

The old saying, “put your money where your mouth is,” shows just how much Doug and Janice believe in AngusSource.

### The genetic advantage

“The seedstock producers we purchase our bulls from have also improved their product consistently,” says Jerry Hemsted, manager of Tom Bengard Ranches in Salinas, Calif.

AngusSource producers know they must use bulls that can help them



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receive the most value from their calves. Potential buyers can view an unofficial verification certificate on our website. It includes information on each bull the producer used to sire his calf crop. While this is only 50% of the genetic make-up of the calves that are selling, it can give buyers an indication of how those calves may gain and grade.

Thomas O’Leary of Silver Lake, Ore., says he believes the American Angus Association really supports commercial cattlemen with selection tools, data and information to make bull-purchasing decisions more profitable.

The Association has 13 regional managers, located across the country, who can provide you with additional

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— Bill Weller



information on bull-buying strategies for your herd. Contact the regional manager in your area, and let him know about your program. A map of territories can be found at [www.angusjournal.com/api\\_contact.html](http://www.angusjournal.com/api_contact.html).

Those who enroll in the AngusSource program are proud of the cattle they raise, and AngusSource is thrilled to assist them every step of the way — from enrollment to marketing. To me, Shawn Christensen, Springvale Ranch in Hot Springs, Mont., sums it up nicely: “Our program meets the AngusSource program, bringing the best results — a very happy consumer.”

**Editor’s Note:** *Ginette Kurtz is AngusSource quality manager.*

