



The Source

by **GINETTE GOTTSWILLER**, *American Angus Association*

Commercial producers had a new feeder-calf market in Kentucky this year

Tim White and James Coffey joined forces to bring their customers a new marketing opportunity this year. The pair hosted a special feeder-calf auction for their customers who chose to enroll in AngusSource® or AngusSource® Genetic, and wean as well as vaccinate their calves within a two-week time frame.

Buyers showed good genetics and sound management practices, and cattle enrolled in a program command extra dollars earned on sale day. White and Coffey both agree their sale was a success for their customers.

“Many of our customers buy outstanding genetics but are not able to put a load lot together,” White says. “This gives our customers the opportunity to get paid for their investment in our bulls.”

White understands the problem better than most purebred Angus breeders, because he raises more commercial Angus than he does

registered Angus. He knows the difficulty Kentucky producers face when marketing their Angus-sired calf crops.

At the end of the day on Dec. 8, the sale block had 437 calves going to a new home. Producers who sold calves were asking if another sale would be put together for next year. Producers who watched from the sidelines were asking how they could be a part of next year’s sale. Buyers were asking if this would become an annual event.

Alex Tolbert, American Angus Association regional manager for Region 3 (Kentucky, Ohio and Tennessee), attended the consignor meeting hosted by White and Coffey.

“They had their act together and knew what buyers wanted,” Tolbert says. “They set the criteria to be a part of the sale and their planning paid off.”

At the end of the day, using other feeder-calf sale averages in the area showed these calves averaged a \$50 premium.



Tim White (left) and James Coffey (right) joined forces to bring their customers a new marketing opportunity this year by hosting a special feeder-calf auction for their AngusSource® and AngusSource Genetic producers.

“Buyers in the area know cattle from these programs have the genetics behind them to grade for *Certified Angus Beef*® (CAB®) premiums,” said Tolbert. He noted that the cattle that crossed the block truly were reputation cattle with added incentives.

Documented history

One of those incentives was being enrolled in AngusSource or AngusSource Genetic. Enrolled producers are able to complete a marketing document that lists the sires of their calf crop along with their current expected progeny differences (EPDs), vaccinations and other management practices. Those marketing documents are emailed to more than 700 potential buyers who want to know when and where Angus-sired calves are selling.

Enrollment in AngusSource and AngusSource Genetic requires a small amount of time for the extra advertising benefit received. Here’s how you can get started enrolling your Angus-sired calves in either one of these premier genetic verification programs:

1. Fill out an enrollment form.
2. Know when your first calf is born and the dates the bulls entered and left the breeding pasture.
3. Know the registration numbers of the registered Angus bulls used to sire your calf crop.
4. Complete training via the phone with an AngusSource administrator.
5. Order your AngusSource or AngusSource Genetic ear tags and tag your calves.
6. Complete your AngusSource or AngusSource Genetic marketing document.

If you would like more information on AngusSource or AngusSource Genetic, visit www.angussource.com or call 816-383-5100 before you market your next groups of calves.



Editor’s Note: *Ginette Gottswiller is the director of commercial programs for the American Angus Association.*

Custom Cattle Tags offers affordable ID

Cattle producers looking for affordable ways to identify their herds can visit www.customcattletags.com, a service provided by the American Angus Association. Custom Cattle Tags provides high-quality, low-cost, customized ear tags, blank tags and prenumbered tags for cattle producers across the United States.

Black books available for 2017

You can still order 2017 AngusSource®/Beef Record Service (BRS) black books. Featuring the American Angus Association logo on the back, the pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

Producers can request two free books and can purchase additional books for \$3 each. To place orders, contact the AngusSource Department at 816-383-5100 or blackbooks@angus.org.

