



# The Source

by **GINETTE GOTTSWILLER**, American Angus Association

## Adding genomics adds value to commercial calves

The familiar chant of the auctioneer encourages buyers to notice as another set of black-hided feeder calves enters the salering.

"Angus calves, boys, take a look. They're *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) candidates."

This cliché is used at every auction, every sale day.

What does a buyer want to know about your feeder calves when they enter the salering?

Documented data about genetics and health have generated added value at marketing for the past several years.

Verified health information during the summer of 2016 added value to the seller's pocket from a rate of \$2.16 to

\$13.16 per hundredweight (cwt.) on a load's worth of lots of weaned feeder calves. Calves enrolled in a VAC 34, VAC 45 or VAC Precon walked away with those extra dollars.

The classic black calf walking into the salering today can be made from one or more breeds. It has become more difficult to pick out the Angus-influenced calves that yield a *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) carcass on sale day.

How can you help buyers know your calves have an Angus base?

Enroll your next calf crop in AngusSource<sup>®</sup>, a marketing program that verifies enrolled calves are sired by a registered and transferred Angus bull. Producers go through an enrollment

Documentation includes the date of birth of the oldest calf and that all enrolled calves were born on their ranch. This verification process can be the driver to add extra dollars on sale day if the Marketing Document is completed.

process and designate which Angus sires were used for the calf crop. Documentation includes the date of birth of the oldest calf and that all enrolled calves were born on their ranch. This verification process can be the driver to add extra dollars on sale day if the Marketing Document is completed.

The AngusSource Marketing Document was designed to give potential buyers as much information as the seller wants to convey. It lists the expected progeny differences (EPDs) of the sires used, vaccinations, group age, weaning date, where and when calves will be sold, as well as other

**Fig. 1: Example of Marketing Document without GMX information**

**This is NOT an Official Certificate**  
To Request an Official Copy contact the Seller or AngusSource<sup>®</sup>

AngusSource<sup>®</sup> Lot ID: OR13 801587

Number of head enrolled: 970  
"B40" Visual program compliant tags

\*Source: [Redacted]  
Enrolled By: [Redacted]  
Contact Name: [Redacted]  
\*Group Age: 02/10/2016  
Age Range: Feb - May 2016  
20 Month Harvest-by Date: 11/09/2017  
\*Genetics: 48 registered Angus bulls.

**Feeder Carcass Value**  
Avg. Sire \$B: +114.76  
% Rank: 37  
For more information click here

**SAMPLE TAGS**  
The Angus Source Lot ID is printed on visual and RFID program tags

Unique Animal # 30001 999999  
Producer Management Code ANGUS SOURCE

USDA PROCESS VERIFIED  
Gateway is operated under the AngusSource PVP and documents source and group age.  
\* For specific claims visit <http://processverified.usda.gov/> or [www.angussource.com/](http://www.angussource.com/)

Reg No.	Production													Maternal			Carcass			\$Values				As of: 01/03/2017			
	CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	HP	CEM	Milk	MW	MH	SEN	CW	Marb	RE	Fat	SW	SF	\$G	\$Q		\$YG	\$B	
1	1.13	1.12	1.53	1.94																							
2	0.7	0.4	0.5	0.82	0.21	0.58	0.1	0.45	0.18	0.71	0.6	0.28	0.25	0.2	0.24	0.26	0.45	0.55	0.059	0.5725	0.4293	0.2753	0.2634	0.119	0.9728		
3	0.5	0.1	0.57	0.96	0.23	0.35	0.2	0.25	0.14	0.10.6	0.7	0.23	0.88	0.2	0.79	0.36	0.33	0.57	0.017	0.5612	0.5681	0.2633	0.2137	0.496	0.1144		
4	0.5	0.8	0.91	1.38	0.39	0.4	0.38	0.14	0.14.9	0.10	0.27	0.3	0.3	0.35	0.34	0.100	0.55	0.027	0.5835	0.4609	0.4631	0.4225	0.406	0.1224	0.9113		
5	0.2																										
6	0.3	0.2	0.46	0.77																							
7	1.1	1.2	1.45	1.81	1.20	1.24	1.6	1.7																			
8	0.9	0.3	0.48	0.83	1.13	1.32	1.6	1.25	1.7	1.14.5	0.1																
9	0.13	0.2	0.41	0.75	1.21	1.35	1.3	1.08	1.4	0.83	0.7	0.23	0.43	0.3	0.2												
10	0.5	0.1	0.48	0.94	0.20	0.64	0.3	0.101	0.11	1.015.6	0.8	0.28	0.17	0.4	0.85	0.67	0.68	0.44	0.086	0.5144							
11	0.5	0.2	0.59	0.99	0.38	0.47	0.5	0.20	0.5	0.93	0.9	0.20	0.55	0.6	0.85	0.56	0.77	0.43	0.036	0.4691	0.5109	0.3352	0.3672	0.320	0.1147		
Averages:																											
12	0.6	0.1	0.49	0.88	0.23	0.20	0.4	0.50	0.9	0.12.1	0.10	0.26	0.31	0.3	0.10	0.34	0.68	0.50	0.013	0.4726	0.4431	0.3408	0.3313	0.346	0.1147		

\* AngusSource<sup>®</sup> Process Verified Points

The following information is not part of the Process Verified Program:

Cattle to be sold  
Cow Herd Breed Makeup: Angus X  
% Black Hided: 100%  
155 Steer Calves Avg Wt 635 Range 570 - 700

Cattle should qualify for "Natural"  
Have cattle ever been implanted?  Yes  No  
Have cattle ever been given antibiotics?  Yes  No  
If yes were cattle given antibiotics uniquely identified? Not Reported  
Have cattle ever been fed feed containing antibiotics?  Yes  No  
Have cattle ever been fed feed containing ionophores?  Yes  No  
Have cattle ever been fed feed or supplements containing animal derived feedstuffs such as animal fat/tallow, fish oil, feather meal, etc. (Includes pelleted, blocked, or blended feedstuffs)  Yes  No

Health/Management Practices:  
Fire or Freeze Branded: Yes

Date	Process	Product/Method	Injection Site
	Vaccination	Ultra 8, Bovi-Shield Gold 5 & MultiMin	N/A
	Vaccination	One-Shot Ultra 8, Bovi-Shield Gold 5 & MultiMin	N/A
	Deworming	Pour-on	N/A

Producer Comments: An excellent set of calves. Super set of stockers for Western grass or Central Wheat pasture. Thrifty condition for feedlot also. WVM Natural, NHTC, & GAP 4. Delivery Date: 12/15/16 - 12/30/16.

**Fig. 2: Example of Marketing Document with GMX information**

**This is NOT an Official Certificate**  
To Request an Official Copy contact the Seller or AngusSource<sup>®</sup>

AngusSource<sup>®</sup> Lot ID: OR12 801587

Number of head enrolled: 950  
"B40" Visual program compliant tags

\*Source: [Redacted]  
Enrolled By: [Redacted]  
Contact Name: [Redacted]  
\*Group Age: 02/12/2015  
Age Range: Feb - May 2015  
20 Month Harvest-by Date: 11/11/2016  
\*Genetics: 47 registered Angus bulls.

**Replacement Female Value**  
Avg. Sire \$W: +42.73  
% Rank: 56  
**Feeder Carcass Value**  
Avg. Sire \$B: +105.61  
% Rank: 50  
For more information click here

**SAMPLE TAGS**  
The Angus Source Lot ID is printed on visual and RFID program tags

Unique Animal # 30001 999999  
Producer Management Code ANGUS SOURCE

USDA PROCESS VERIFIED  
Gateway is operated under the AngusSource PVP and documents source and group age.  
\* For specific claims visit <http://processverified.usda.gov/> or [www.angussource.com/](http://www.angussource.com/)

Reg No.	Production													Maternal			Carcass			\$Values				As of: 01/03/2017			
	CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	HP	CEM	Milk	MW	MH	SEN	CW	Marb	RE	Fat	SW	SF	\$G	\$Q		\$YG	\$B	
1	1.13	1.12	1.53	1.94																							
2	0.7	0.4	0.5	0.82	0.21	0.58	0.1	0.45	0.18	0.71	0.6	0.28	0.25	0.2	0.24	0.26	0.45	0.55	0.059	0.5725	0.4293	0.2753	0.2634	0.119	0.9728		
3	0.5	0.1	0.57	0.96	0.23	0.35	0.2	0.25	0.14	0.10.6	0.7	0.23	0.88	0.2	0.79	0.36	0.33	0.57	0.017	0.5612	0.5681	0.2633	0.2137	0.496	0.1144		
4	0.5	0.8	0.91	1.38	0.39	0.4	0.38	0.14	0.14.9	0.10	0.27	0.3	0.3	0.35	0.34	0.100	0.55	0.027	0.5835	0.4609	0.4631	0.4225	0.406	0.1224	0.9113		
5	0.2																										
6	0.3	0.2	0.46	0.77																							
7	1.1	1.2	1.45	1.81	1.20	1.24	1.6	1.7																			
8	0.9	0.3	0.48	0.83	1.13	1.32	1.6	1.25	1.7	1.14.5	0.1																
9	0.13	0.2	0.41	0.75	1.21	1.35	1.3	1.08	1.4	0.83	0.7	0.23	0.43	0.3	0.2												
10	0.5	0.1	0.48	0.94	0.20	0.64	0.3	0.101	0.11	1.015.6	0.8	0.28	0.17	0.4	0.85	0.67	0.68	0.44	0.086	0.5144							
11	0.5	0.2	0.59	0.99	0.38	0.47	0.5	0.20	0.5	0.93	0.9	0.20	0.55	0.6	0.85	0.56	0.77	0.43	0.036	0.4691	0.5109	0.3352	0.3672	0.320	0.1147		
Averages:																											
12	0.6	0.1	0.49	0.88	0.23	0.20	0.4	0.50	0.9	0.12.1	0.10	0.26	0.31	0.3	0.10	0.34	0.68	0.50	0.013	0.4726	0.4431	0.3408	0.3313	0.346	0.1147		

The following information is not part of the Process Verified Program:

% Black Hided: 100%  
250 Heifer Calves Avg Wt 785 Range 750 - 800  
180 Replacement Quality

Health/Management Practices:  
Calves are enrolled in: SelectVAC PreVAC  
Fire or Freeze Branded: Yes

Date	Process	Product/Method	Injection Site
	Vaccination	Vision 7 w/ Somnus, Bovi-Shield Gold 5 & Multi-min	N/A
	Booster	One Shot Ultra, Bovi-Shield Gold 5, MultiMin	N/A
	Deworming	Dectomax Pour-on	N/A
	Vaccination	Brucellosis	N/A

304 herd mates from this enrollment group have a Feeder Advantage score of 55.

Gain	CW	Marb	RE	Fat	Index
57	60	57	58	43	55

Contact the owner for individual trait details.

Producer Comments: This is a rare opportunity to purchase these fancy Angus Heifers this time of year.

Source, age and genetic information in this Certificate has been compiled from data provided by the producer pursuant to the AngusSource program of the American Angus Association. Although, the AngusSource program has been found to meet the requirements of the USDA's Process Verified Program, the American Angus Association is not responsible for inaccurate information provided to it by the producer or others, incorrectly identified cattle or inappropriate use of any information in this Certificate. In order to qualify for the AngusSource PVP, each animal listed on this Certificate must be tagged with an official AngusSource program compliant tag, and the tag must remain in the ear through terminal marketing.

Document No.: ENR825  
Revision Date: 12/29/16

management criteria potential buyers can use to make a purchasing decision.

### The next step

The newest addition to add value to your commercial calf crop is genomics.

How can it benefit the commercial cow-calf producer? Using the results two ways gives benefits that can't be ignored.

1. GeneMax® (GMX®) Advantage™ is intended for use on commercial females with 75% or greater Angus genetics.
2. Use the results to add value to your feeder calves.
3. Use the results to choose the best replacement heifers to keep in your herd.

Using genomic test results to help market your feeder calves using GMX Advantage has just been released to use on your AngusSource enrollment. Many progressive cattlemen are using the commercial genomic tests to make the best replacement-heifer selections and want to use the data to help market the steermates.

If you test one-third of your enrollment group using either GMX Advantage or GMX Focus™, you have the option to add the scores to your feeder-calf document. This is a great way to show the actual value of your calf crop. AngusSource currently only shows the sire contribution to the calves and does not include a

maternal component. Using the genomic information gives buyers the total picture — maternal plus paternal.

Do you think the initial test cost is too much? Recently, a producer tested 146 heifers. The producer chose his top 100

State/Country:		Visual Tags	
<b>ANGUSSOURCE Genetic - source, age and genetically verified</b>			
<b>Source: OR</b> (Click name for details.)	<b>Location of Sale:</b>	<b>Head</b>	<b>Class</b>
<b>Phone:</b>	<b>Date of Sale: 03/06/17</b>		<b>Avg</b>
<b>E-mail:</b>	<b>% Blk Hides: 100</b>	<b>70 Heifers</b>	<b>Wt.</b>
	<b>Should fit "Natural" beef programs</b>		<b>725</b>
		<b>Group Age: 02/11/14</b>	
<b>Replacement Female Value</b>	<b>Avg. Sire \$W: +41.19</b>	<b>% Rank: 60</b>	
<b>Feeder Carcass Value</b>	<b>Avg. Sire \$B: +105.23</b>	<b>% Rank: 50</b>	
<b>ANGUSSOURCE - USDA PVP that verifies source, age and genetics</b>		<b>840 Visual Tags</b>	
<b>Source: OR</b> (Click name for details.)	<b>Location of Sale:</b>	<b>Head</b>	<b>Class</b>
<b>Phone:</b>	<b>Date of Sale: 04/13/17</b>		<b>Avg</b>
<b>E-mail:</b>	<b>% Blk Hides: 100</b>	<b>250 Heifers</b>	<b>Wt.</b>
<b>SelectVAC PreVAC</b>			<b>785</b>
		<b>Group Age: 02/12/15</b>	
<b>Replacement Female Value</b>	<b>Avg. Sire \$W: +42.73</b>	<b>% Rank: 56</b>	
<b>Feeder Carcass Value</b>	<b>Avg. Sire \$B: +105.61</b>	<b>% Rank: 50</b>	

Email listings sent to 700 potential buyers of Angus genetics show average sire dollar values and percentile rankings for groups of calves. The GMX logo documents the added value that calves are DNA-profiled.

## Using genomic test results to help market your feeder calves using GMX Advantage has just been released to use on your AngusSource enrollment.

by visual appraisal. The score for that group was 56 points. Just a note, the producer did not test any heifers he had already culled for phenotype. The top 100 heifers chosen by GMX Advantage earned 65 points. By spreading the \$39 test cost over the number of progeny that will be produced and potentially kept as replacement heifers, this producer has covered his test cost just on his replacement-heifer selection.

Utilizing a number of tools on your commercial Angus-based herd can yield positive profit results, along with other management practices. If you want to learn more about AngusSource or commercial genomic testing, give us a call at 816-383-5135 or visit [www.angus.org](http://www.angus.org).

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

