



The Source

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

Learn to get more than what you pay for.

“You get what you pay for.”

How many times have you heard that statement?

Many times people equate higher cost with a better product. It is easy to compare ingredients or weight of a product to determine which one is the best choice. It can be hard to compare two feeder-calf programs to determine which one will work the best for each individual producer.

In the past few years, several value-added feeder-calf marketing programs have sprung up. Some cost around \$8 per head to enroll and you may need to purchase an ear tag to denote they are enrolled.

AngusSource® is easily one of the lowest-cost verification programs because the American Angus Association subsidizes the program to encourage the use of registered Angus bulls.

AngusSource is not designed to make a profit from commercial producers, but rather to challenge Angus seedstock producers to breed genetically superior animals for maternal and terminal traits.

Jerry Hemsted, Tom Bengard Ranch manager, said, “Since we have been using AngusSource to verify our cattle, they have consistently topped the market when they are sold on Western Video. The seedstock producers we purchase our bulls from have also improved their product consistently.”

Tom Bengard Ranches has enrolled more than 15,000 head of feeder calves in AngusSource since 2007. They understand the extra value AngusSource adds to their bottom line.

AngusSource is the best value for your genetic-verification dollars, hands down. In a six-year study of Superior Livestock data, AngusSource calves received a \$2.56 per hundredweight (cwt.) premium over non-verified calves and 36¢ per cwt. more than calves enrolled in other verification programs.

The American Angus Association is a front runner in genetic verification and marketing assistance. AngusSource uses a Marketing Document to convey your valuable genetic information on the sires you used for each individual calf

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crop to more than 700 buyers. Producers who want to add additional information on health, nutrition and other valuable management practices have that option on the Marketing Document.

What information do I need to enroll in AngusSource?

1. The date of birth of your first calf.
2. Registration numbers of every Angus sire used, both natural service and artificial insemination (AI) sires.

3. Complete the enrollment form.

Download the enrollment form at www.angussource.com or request by calling 816-383-5100.

4. Complete the phone training.
5. Apply the ID device to calves in the enrollment group.
6. Complete the Marketing Document up to 90 days prior to the date of sale.

If you have been using quality Angus bulls, isn't it time to tell potential buyers just how valuable your feeder calves will be in their feedlot? Cattle buyers undervalue cattle without information or documentation. Show your Angus-sired calves' potential genetic value by using AngusSource to convey that documented information to prospective buyers. If you enroll in the most expensive verification program, you are probably overpaying for quality you will receive.



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