



The Source

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

Selling calves like sweet corn

Bang, bang, boom — more firecrackers went off.

The field was hot and muggy as I packed two more 5-gallon buckets full of sweet corn to the end of the row. I could hear the boys picking a couple of rows over. It would not take long to sell this truckload.

The Fourth of July holiday is my son's and nephew's marketing plan when it comes to selling sweet corn. They have a plan, and they work it. Not only do they pick the right time to plant, but they use social media and text messaging to keep customers up-to-date on when their crop will be ready. They take orders via social media and post when and where they will be located for pickup. It doesn't take them much longer than four days to clean out the patch.

Like selling sweet corn, you can use the Internet to market your Angus-sired calves. AngusSource® provides marketing advantages other age- and source-verification programs do not. No other program offers comprehensive

Our expected progeny differences (EPDs) are updated weekly to generate the most up-to-date data and information in the industry.

Angus genetic verification. Our expected progeny differences (EPDs) are updated weekly to generate the most up-to-date data and information in the industry.

It only takes a few minutes to go online and complete the Marketing Document. If you're not comfortable using the Internet, then give the AngusSource department a call, and we will be glad to update your Marketing Document with the date and place your calves are selling, vaccinations, and other management practices.

Take a moment to look at the email

Fig. 1: Example email to 600-plus potential buyers seeking AngusSource calves

Newly listed or modified Angus-influenced Sales, Stocker/Feeder Cattle and Replacement/Breeding Females listed since your last e-mail update.

Cattle on the AngusSource/Gateway/Angus Source Genetic Listing Site are available for sale.

- AngusSource, a USDA Process Verified Program Shield on the certificate verifies the calves' source, group age and genetics (registered angus bull).
- Gateway, a USDA Process Verified Program Shield on the certificate verifies calves' source and group age.
- AngusSource Genetic verifies source, group age and genetics (sired by a registered Angus bull).

Additional information listed on the document such as vaccination information is supplied by the seller.

Complete information about the calves can be viewed by clicking on the producer's name in the listing.

Click [here](#) to access all current listings.
Brief listings are in alphabetical order by state below.

[Replacement/Breeding Females](#)
[Angus-influenced sales](#)

Search all FEEDER CALF LISTINGS

State/Country: California

ANGUSSOURCE - USDA PVP that verifies source, age and genetics		840 RFID and Visual Choice Set Tags
Source: CA (Click name for details.)	Location of Sale: Western Video Market, Reno, NV	Head Class Avg Wt. 174 Steers 880
SelectVAC PreVAC+	Date of Sale: 07/11/16	Group Age: 05/20/15
	% Blk Hides: 100 Should fit "Natural" beef programs	
Feeder Carcass Value	For more information click here	Avg. Sire \$B: +112.05 % Rank: 39

sent to buyers in Fig. 1. This shows one set of calves selling the week of July 11. This email reaches more than 600 potential buyers who want to know when and where AngusSource calves are selling. Every Marketing Document lists the source, group age and genetics of the enrollment group along with the most current dollar value indexes (\$Values) and EPDs.

Think enrolling is difficult? Not a chance. Plus, it's more fun than picking sweet corn on a hot afternoon! Request an enrollment form online at www.angussource.com or by calling 816-383-5100. Make a copy of your calving records showing the beginning and ending calving date for your enrollment group. Fill out the enrollment form and send via fax, mail or email. We will give you a call to complete your training. It is a low-cost investment in time and money to enroll in AngusSource.

I love fresh sweet corn drenched in butter. It is so satisfying. Selling your black-hided, Angus-sired, AngusSource-enrolled calves can be pretty satisfying, too. Buyers have the opportunity to know more about your calves when you have completed the Marketing Document. They can tell what kind of quality Angus genetics you have used in your herd.

If you choose to use the commercial-cattle genetic GeneMax® (GMX®) test results as part of your marketing program, that will further validate what the EPDs and \$Value indexes say.

Documented information will return documented value.

Everyone likes a different sweet corn variety. Some like peaches and cream, while others are fond of bodacious. Buyers are partial to particular Angus sires or breeding programs. Thank goodness everyone doesn't like the same thing.

Do you ever wonder what value you could realize from enrolling your calves in AngusSource? Data from last year's summer video sale season estimate that calves enrolled in an age-verification program received approximately \$4.07 more per hundredweight (cwt.). That does not include any premium for the genetic verification. Data collected from summer video sales from 2006-2011 indicate the genetic value to be \$1 per cwt. Last year CattleFax estimated the genetic value to be from \$0-\$9 per cwt. It is difficult to determine an exact premium, but it sure beats getting discounted.

Like sweet corn season, your calf crop is sold in a very short window of time. Give buyers the opportunity to learn more about your calves. Enroll in AngusSource and make your calves stand out from the other black-hided calves on the auction block. Documented information will give you documented value.

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