



The Source

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

Trust — a simple word that can be complicated

Trust. Commercial producers rely on their seedstock producer to provide a bull that will meet their program's goals with knowledge backed by data to give the most accurate information possible.

Trust. Marketing calves is the most difficult part for any cow-calf producer. How do you decide how to market? Do you listen to your video representative, sale barn rep, banker or feedlot partner? Who helps influence your decision on how your calves are sold? The marketing options can be limited by the number of head available for sale or even the cash flow of the operation.

Trust. AngusSource® is one of many value-added programs in the marketplace today. It isn't a fancy program or a high-cost program. It is a program designed to get feeder calves out of registered-Angus bulls more money by touting traits that are profitable for the feeder and packer.

During the last couple of years, once the \$35-per-head premium went away on age-verified cattle, several programs figured out what we already knew —

AngusSource is subsidized by the members of the American Angus Association to provide its commercial customers the opportunity to market their quality, Angus-sired feeder calves at a premium.

there is value in genetic verification. Check out the price differences between these programs and AngusSource. If you feel you are getting better representation from one of those outfits for the price difference, you need to check out some swamp ground in Florida to raise corn and soybeans. Just because it costs more doesn't make it better. AngusSource is subsidized by the members of the American Angus Association to provide its commercial

customers the opportunity to market their quality, Angus-sired feeder calves at a premium.

Many producers don't realize these other companies don't use USDA verification on the genetic component, so animals can be out of SimAngus or Balancer bulls with age and source verification only. This will soon cause issues when the feeder and packer get a few loads that tank. Guess who will be thrown under the bus — Mr. Commercial Producer.

Trust AngusSource for documented value on documented information. AngusSource enrolls each producer the same way; we don't play favorites. Either you meet the criteria or you don't. We just passed our 12th USDA audit without any non-conformances again this year. We are blessed with producers who know the value of a program built on trust. Plus, many seedstock providers trust AngusSource to add value to their commercial customers' feeder calves. We are grateful for the men and women out in the field who are not employees,

but boots-on-the-ground advocates for AngusSource. They trust us to enroll quality Angus-sired calves that will grade and perform because if they are not enrolled they won't qualify.

Want to learn more about how you can enroll in AngusSource to document the value of your calf crop? Visit www.angussource.com to download an enrollment form. While you are there, take a minute and view the cattle for sale. The Marketing Document is the backbone of the AngusSource program. It conveys specific information on your calf crop's genetic potential along with herd health and management to more than 600 potential buyers who receive weekly emails about the cattle for sale.

AngusSource is one of the most trusted verification programs in the industry today. Call AngusSource today and get your next calf crop enrolled.

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

