



The Source

by **SARA SNIDER**, *director of AngusSource®, American Angus Association*

Happy New Year

It is hard to believe that the holidays are over and 2010 is already here. As we begin a new year, it is a good time to take a look back at past accomplishments and to look forward and set goals for the coming year.

We have come a long way. In fiscal year 2005, the first year that AngusSource® was a Process Verified Program (PVP), we enrolled a little more than 65,000 head. In fiscal year (FY) 2009 we enrolled close to 123,000. Enrollments nearly doubled in four short years.

According to data from Superior Livestock Auction, AngusSource calves that sold June through September 2009 earned an average \$2.65 more per hundredweight (cwt.) than non-verified calves, and an additional \$1.08 more per cwt. than other age- and source-verified calves sold through Superior Livestock Auction's video sales.

During 2009 there were many exciting changes in the AngusSource PVP.

New verification option

The Gateway program was introduced

as a program option for producers wishing to verify only the source and age of their calves. Gateway gives us the opportunity to expand our services and work with a larger group of producers. Once calves are enrolled in Gateway they are identified with a yellow program-compliant tag, issued a verification certificate and can be promoted via the online listing site. To date there has been considerable interest from producers looking for verification options for their spring calves.

Beginning Nov. 16, 2009, Destron Fearing became the manufacturer of the AngusSource and Gateway program tags. With this new partnership we are confident that the high-quality ear tags and excellent service our customers are used to receiving will continue. In addition, there are several new things we are now offering to our customers.

New tag option

The AngusSource PVP official program-compliant tag (PCT) has always

been a visual tag. Producers were required to purchase the visual tag in order for their calves to be enrolled in AngusSource or Gateway. A radio frequency identification (RFID)-matched pair was the only option available for producers wishing to take advantage of the efficiencies of RFID and access those markets that require it. The matched pair came with a visual tag (official PCT) and an RFID tag.

Now, the visual tag and RFID tag are both official PCTs for AngusSource and Gateway. Producers may purchase either or both of these tags when they enroll their calves.

The new RFID-only tag option meets U.S. Department of Agriculture (USDA) requirements by carrying a 15-digit unique animal number. It is also printed with the AngusSource or Gateway Lot ID. This Lot ID is linked to the animal's Verification Certificate, which documents the source, age and genetics (genetics is only documented for calves enrolled in AngusSource).

Prices for program-compliant tags are:
AngusSource — visual \$1, RFID \$2.25, Choice set \$3.25.

Gateway — visual \$2, RFID \$3, Choice set \$5

Faster shipping

Destron Fearing will manufacture and ship each order within three days of receiving it. By February, tags will be manufactured and shipped the same day the order is received. This means that producers should receive their tags

in two to four business days. As always, standard shipping will be paid for by the AngusSource department.

Custom printing on the back of the tag

For years we have received requests from producers wishing to print their logo, brand or contact information on the back of their tags. We are now able to offer this to producers for a low \$10 one-time set-up fee and 50¢ per tag. It is an incredible value. Producers can have their calves source-, age- and genetically-verified and get an ear tag that is custom-printed front and back for as little as \$1.50 per head. This custom option is also available to producers enrolling in Gateway.

More to come

Fiscal year 2010 is off to a good start. The value of age-verified calves has remained steady, with some packers guaranteeing premiums to be at least \$35 per head until May 2010.

As we look ahead to set goals for 2010, we are excited about the new products and services we are able to offer our customers. It is our goal to continue providing economical verification options and outstanding customer service. Through promotion and industry partnerships we will work to promote the value of calves enrolled in AngusSource and Gateway.

If at any time you have questions about our programs or services, please contact us. We look forward to working with you on your next enrollment and hope the new year is filled with healthy calves and a strong market.



Apply for Beef Leaders Institute

The American Angus Association will host its third annual Beef Leaders Institute (BLI) June 2-4. Applications are now being accepted for the event and are due March 1.

Limited to 20 participants, BLI is designed for Association members 25-45 years old to provide insight into all beef industry segments while enhancing their knowledge of the Association and strengthening leadership skills.

BLI includes three days of tours, including a beef harvesting and packing facility, retailer, fabricator, feedlots and other industry segments, including the Association.

"Beef Leaders Institute started as an outlet for the Association and Angus Foundation to educate our younger members about all segments of the beef industry, and we have seen it become that, but it also has evolved into an awesome networking and leadership opportunity for many enthusiastic producers," says Shelia Stannard, Association director of activities and events. "Many of the first two years' alumni are active in their state Angus associations and other agricultural organizations."

The Association will provide transportation, lodging, meals and materials during BLI. Attendees will be responsible for round-trip transportation between their home and either Kansas City or Saint Joseph, Mo.

Coordinated by the American Angus Association to strengthen leaders and enhance the educational opportunities for young cattle producers, BLI is funded through the Angus Foundation.

Applications are available online or by contacting the Activities Department. Questions can be directed to Stannard at [sstannard@angus.org](mailto:ssannard@angus.org) or by calling the Association at 816-383-5100.