



# The Source

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American Angus Association

## We've opened a tag store

For years producers have asked if they could buy ranch tags from the AngusSource® Department. Our answer has always been, "We enroll calves in a program; we don't sell tags." That is, until now.

The American Angus Association has opened an online tag store at [www.angus.org/tagstore](http://www.angus.org/tagstore). If you are looking for cost-effective identification options, the American Angus Tag Store offers a wide range of customizable tag options: Duflex® visual identification panel tags, e. Tags® (RFID tag), Combo e. Tags®, ChoiceSets™ (visual and RFID tag) and COOLTags™ are available in a variety of sizes and colors.

Information has become the currency of today's cattle industry. Sound recordkeeping and a good identification system are key to capturing that information. Whether you have been tagging your cattle for years or are just starting out, the store offers a tag option that can work for you. The customizable fields allow you to build a tag that will meet your needs.



The online store is interactive. Step-by-step instructions are available to guide you through the process as you build your tag online and preview it prior to ordering.

Calf tags, cow tags, feedyard tags, even lot number tags for that upcoming sale — you can build a tag to meet your needs. Smaller visual tags work great during the calving season. Larger tags have room for you to include contact information and a ranch name if you choose. The customized options are virtually endless. You can print a management number (sequential or upload your own numbers in a text file) and up to three lines of text on the front of the tag at no added charge. Include your ranch logo, brand or other simple artwork for a small fee. The back of the tag and the tag stud can be customized. The tag store also offers readers, taggers, replacement pins and other tag-related products.

The American Angus Tag Store is open to everyone. You do not need to be a member of the American Angus Association to order. If you would like

**Fig. 1: Sample Ranch Tags**



assistance, you may place your tag order via phone with the AngusSource Department by calling 816-383-5100.

### Take ID to next level

Looking to tag your commercial feeder calves and replacement females? Take identification to the next level and enroll in a source- and age-verification program.

AngusSource, one of the industry's leading Process Verified Programs (PVP) has expanded to include a second-tier verification option called Gateway. AngusSource and Gateway provide you an opportunity to put your recordkeeping and identification to work earning you premiums.

AngusSource verifies source, age and Angus genetics for those producers using all registered Angus bulls. An expected progeny difference (EPD) and \$Value profile of all sires is included

on the official AngusSource Verification Certificate. Enrollment in AngusSource helps set your Angus-sired calves apart from other "black-hided" cattle in the marketplace. Gateway verifies source and age only. Both programs open the door to export markets and offer marketing support via the online listing site.

Cattle enrolled in AngusSource and Gateway are identified with a program-compliant tag (PCT). Tag options have been expanded to include visual, e. Tag and a ChoiceSet. To find out more visit [www.angussource.com](http://www.angussource.com).

The American Angus Association is dedicated to providing cutting-edge, low-cost programs and services to the cattle industry. AngusSource, Gateway and the American Angus Tag Store are just a few of the ways we are accomplishing that goal.

