



The Source

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AngusSource offers second-tier program

The AngusSource[®] Process Verified Program (PVP) has offered verification services to Angus bull customers since 2005. This industry-leading program has helped market Angus-sired feeder calves and replacement females by documenting source, age and genetics. Now, producers have an opportunity to document the source and age of calves that do not meet the genetic requirements of AngusSource through a second-tier program called Gateway.

The genetic component of AngusSource requires that all calves enrolled be sired by a registered and properly transferred Angus bull. This requirement allows us to guarantee buyers that the calves they are purchasing are a minimum of 50% Angus genetics. It also limits the number of producers to whom we are able to offer verification services.

A number of producers have been unable to enroll in our premier program because of the genetic requirement. They may have used bulls of a different breed in addition to their Angus bulls

or they may not have gotten an Angus bull transferred into their name, making some of their calves ineligible for AngusSource. Understandably, they want to tag all their calves through one provider.

We know there is value in documenting and promoting the Angus genetics of calves through AngusSource. So how can we work with more producers and maintain the integrity and growth of the existing AngusSource program?

The answer was to introduce a secondary program called Gateway. Gateway allows producers to work with our staff to verify the source and age of their calves regardless of the genetics. We hope, over time, they will see the value of using only registered Angus bulls and will transition into the AngusSource program, but in the meantime we can assist them with their verification needs.

Gateway is operated as part of the AngusSource PVP. The AngusSource department of the American Angus

Association works with producers one-on-one to determine if they qualify for the AngusSource program or if they need to enroll in Gateway. Once this is determined, AngusSource staff complete the training and enrollment.

Producers enrolling in AngusSource and Gateway are held to the same record requirements and standards. They have access to the same online listing site and marketing support. The only difference is that AngusSource verifies source, age and genetics, while Gateway verifies only source and age.

Here is a brief overview of the two levels of verification provided through the AngusSource PVP.

AngusSource pricing

The AngusSource program has three process-verified points — source, group age and genetics.

- Source – enrolled by the ranch of origin.
- Group age – minimum record of actual birth date (month/day/year) of oldest calf enrolled. All calves enrolled together will share this birth date.
- Genetics – All calves must be sired by a registered, properly transferred Angus bull.

The cost to enroll a group of calves in AngusSource is \$50 plus the cost of the tags. Program tags for AngusSource are white Allflex tags and cost \$1 per visual tag or \$3.25 per matched set containing

a visual tag and an RFID (radio frequency identification) tag.

Gateway

The Gateway program has two process-verified points — source and group age.

- Source – enrolled by the ranch of origin.
- Group age – minimum record of actual birth date (month/day/year) of oldest calf enrolled. All calves enrolled together will share this birth date.

The cost of enrolling a group of calves in Gateway is \$50 plus the tag fee. Program tags for Gateway are yellow Allflex tags and cost \$3 per visual tag or \$5 per matched-pair set. If an on-site review is required for enrollment, a \$150 fee plus travel expenses will be assessed to the producer.

Upon completion of enrollment in AngusSource or Gateway, producers will receive a Verification Certificate for the calves they enrolled. They will also have access to post marketing information about their calves to the online listing site. Calves enrolled in AngusSource and Gateway are both eligible for feedlot coverage through the AngusSource feedyard umbrella.

Detailed information about enrollment and requirements can be found in the producer manual and online at www.angussource.com. If you have any questions, please contact AngusSource at 816-383-5100.

