



The Source

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

Continuing education is a must for all ages

“Every cattleman should be a part of this experience.”

The Beef Leaders Institute (BLI) just wrapped up, and comments like this one from participants indicate every cattleman should put the event on his or her bucket list. The American Angus Association offers this top-shelf educational program each year. Not only do participants learn more about American Angus Association programs and services, but they get to see the entire farm-to-fork production chain, along with how a genomic lab obtains their DNA information and how the *Certified Angus Beef*[®] (CAB[®]) brand has become the No. 1 branded-beef program in the United States.

Another great educational program that was just introduced in March is Future Angus Stockmen. This program is geared toward youth 18-25 years of age who plan to raise high-quality beef. Anyone in the beef business will tell you it has become more difficult with increased prices for younger producers to start their own herd.

Allflex USA has partnered with the American Angus Association to offer a \$1,000 scholarship for a Future Angus Stockmen participant who is or will be furthering their agriculture education. Check www.angus.org in August for the scholarship application and criteria to apply. This scholarship will be awarded at the National Angus Convention & Trade Show in November.

Future Angus Stockmen is much more than a scholarship. It is a great way for participants to dip their toe in the water and use GeneMax[®] (GMX) testing in their commercial herd. Another great partner in this program, Zoetis is helping us offer discounted prices on GMX tests. What better way is there to learn how to read and interpret the results than on your own animals? This gives young producers a chance to test more animals and build profit potential into their herd from the beginning.

Recordkeeping is the backbone of any profitable operation. Participants have the option to use the Beef Recordkeeping Service (BRS) or Maternal Plus[®] for free!

Both of these recordkeeping programs can be accessed through AAA Login. This gives young producers the option to try either program and learn more about how to use collected data and information to make the best selections for their herd.

Marketing your black-hided feeder calves and denoting they are Angus-sired isn't a challenge when using AngusSource[®] or AngusSource Genetic. Producers who enroll in Future Angus Stockmen receive free enrollment in this marketing program. The exposure received from the online marketing document can't be matched. Producers sell their calves via the avenue they choose. Once a producer knows when and where the calves are selling, they can go online and update the marketing document or call the AngusSource Department.

During a recent CattleFax webinar on value-added marketing, they estimated known Angus genetics could fetch up to a \$7-per-hundredweight (cwt.) premium, while age and source verification could also increase returns.

It really doesn't matter which path you plan to travel. This program also works well for young people who plan to market bulls to commercial cattlemen. What better way to engage your commercial customers than by introducing them to the commercial programs offered by the American Angus Association? If you know how to use these programs, it will be easy to show others the benefits. Future Angus Stockmen is a great outreach program to commercial youth who have an Angus bull in their or their parents' ownership. They can learn firsthand the benefits the Angus breed brings to the table.

Future Angus Stockmen and Beef Leaders Institute are two great educational programs. Take advantage of these educational opportunities to learn more about how you can be a part of the Angus breed and an outstanding cattleman!

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

