



The Source

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

2015 premiums for AngusSource customers are rolling in

Check out the results AngusSource® customers are seeing this year. The summer video sale season is coming to a close, but Western, Superior and Northern all have sales scheduled in September. Producers have been very happy with the prices received overall, but those producers who went the extra mile to enroll in AngusSource have really reaped the rewards.

Angus-sired heifers were in hot demand this summer. Table 1 shows a sample of lots sold from each of the video sales. The AngusSource Marketing Document was sent to more than 600 potential buyers, and believe me, those potential buyers know how to study the expected progeny differences (EPDs), dollar value indexes (\$Values) and percentile rank tables. It really didn't matter what weight or when these heifers sold, because buyers had orders for quality replacement heifers.

AngusSource heifers sold on video auction weighed an average of 600 pounds (lb.), and the average premium was \$86.68 per head! Buyers want

Table 1: Sample AngusSource heifer lots sold via video auction

No. of head	Weight, lb.	Premium per head
109	430	\$208.55
120	800	\$180.00
60	800	\$180.00
70	725	\$163.13
64	785	\$133.45

known Angus genetics, and those enrolled heifer calves reaped the reward this year.

AngusSource steer calves also commanded a premium this summer. Buyers had the opportunity to study the data before the sale, and they came ready to buy. Table 2 provides a sampling of some of the top lots from each of the video sales. The average steer weight so far this year is 650 lb., and the average steer premium is \$61.51 per head.

Table 2: Sample AngusSource steer lots sold via video auction

No. of head	Weight, lb.	Premium per head
375	510	\$198.90
92	520	\$161.20
108	450	\$161.00
95	500	\$140.00
105	460	\$133.40

I had several producers ask me about marketing programs that tell buyers the value of their calf crop. They ask if the

American Angus Association has a comparable program. The answer is yes. AngusSource has been increasing the value of Angus-sired calves by creating Marketing Documents and contacting potential buyers since 2003.

The current push to add value to Angus-sired feeder calves isn't a new concept to the American Angus Association. The Association knows our Angus seedstock producers want a larger market to sell their registered-Angus bulls to each year. Commercial producers continue to demand high-quality Angus bulls that will perform in a variety of environments and conditions. AngusSource is the vehicle commercial producers can use to convey the quality of their Angus-sired calves to buyers. After all, not all black-hided calves can equal an Angus-sired calf in the feedlot or on the rail.

AngusSource is a low-cost marketing program for commercial producers who want to enroll their Angus-sired calves and increase their value. Let's use the first group of heifers as an example. There are 109 head, and that producer chose radio frequency identification (RFID) tags that cost \$2.25 each. His total enrollment cost was \$427.50 for tags, plus a \$50 enrollment fee, plus \$15 for shipping, which equals \$492.50. The premium he received for that load of

heifers was \$22,731.95! The only other verification that set of heifers had was a VAC 34 program.

Producers have the option to use GeneMax® (GMX) Focus™ testing to enhance their Marketing Document with increased data about how the calves may gain and grade in the feedlot and on the rail.

AngusSource does not require producers to use the genomic test. It is up to you whether you want to use every tool offered or select individual tools that fit your program and price point. If you plan to retain ownership on your calves and use multi-sire pastures, this may be an option

to consider to determine which bulls are making the most genetic improvement in your herd. If you want more information, or want to get started on your AngusSource enrollment, call the AngusSource Department at 816-383-5100. Once you send in a copy of your calving records and a completed enrollment

form, AngusSource will contact you to complete your enrollment. When you get ready to market your calves, call us to complete your marketing document. You won't find a better way to advertise your Angus-sired calves when it is time to sell.



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