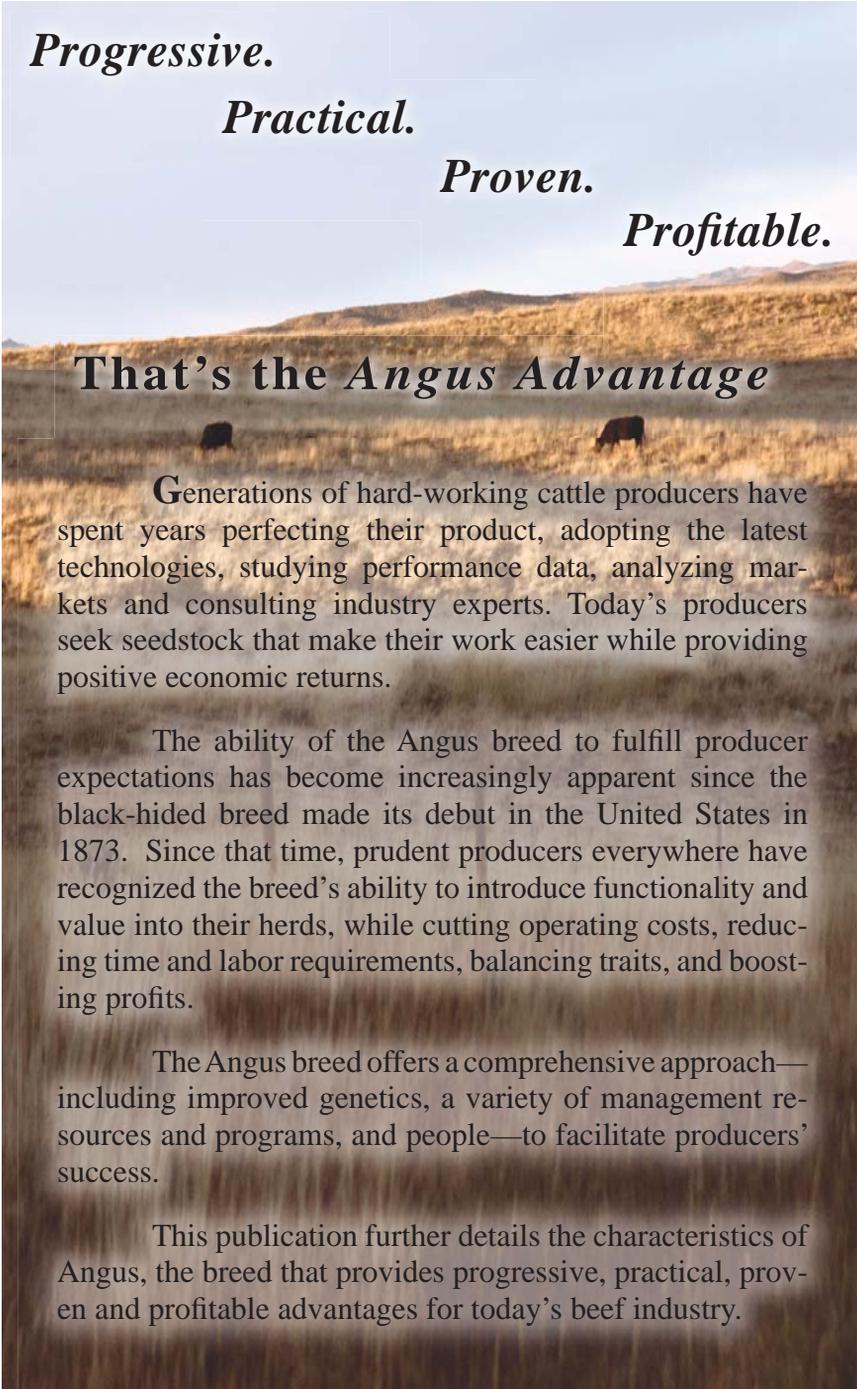


ANGUS
dvantage

Angus _____

_____ *Advantages*

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Progressive.

Practical.

Proven.

Profitable.

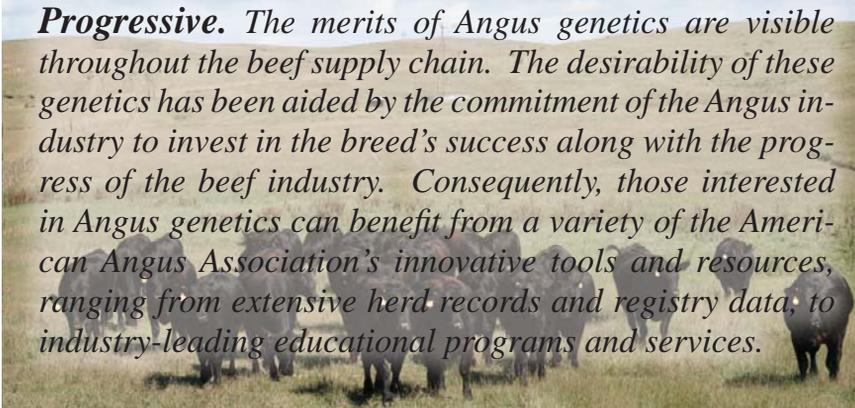
That's the Angus Advantage

Generations of hard-working cattle producers have spent years perfecting their product, adopting the latest technologies, studying performance data, analyzing markets and consulting industry experts. Today's producers seek seedstock that make their work easier while providing positive economic returns.

The ability of the Angus breed to fulfill producer expectations has become increasingly apparent since the black-hided breed made its debut in the United States in 1873. Since that time, prudent producers everywhere have recognized the breed's ability to introduce functionality and value into their herds, while cutting operating costs, reducing time and labor requirements, balancing traits, and boosting profits.

The Angus breed offers a comprehensive approach—including improved genetics, a variety of management resources and programs, and people—to facilitate producers' success.

This publication further details the characteristics of Angus, the breed that provides progressive, practical, proven and profitable advantages for today's beef industry.



Progressive. *The merits of Angus genetics are visible throughout the beef supply chain. The desirability of these genetics has been aided by the commitment of the Angus industry to invest in the breed's success along with the progress of the beef industry. Consequently, those interested in Angus genetics can benefit from a variety of the American Angus Association's innovative tools and resources, ranging from extensive herd records and registry data, to industry-leading educational programs and services.*

The American Angus Association promotes the Angus breed and works to fulfill the needs of the beef industry. The Association's commitment to producers is one that adds value, fosters relationships and embraces innovative approaches, while also building upon the Angus breed's rich heritage.

The Advantage of Resources:

- Education and outreach
- Customer service

✓ **Education and Outreach**

The American Angus Association offers many benefits to its members. In addition to serving as the breed registry for Angus cattle, the Association offers resources and programs that educate producers and consumers, while also adding value to the Angus breed. The variety of resources and programs include tools that facilitate genetic improvement, industry-leading educational programs and seminars and publications that highlight relevant industry information.

✓ **Customer Service**

The Association provides far-reaching support to its members and the beef industry. Association staff and employees working out of its headquarters and satellite offices, along with regional managers working in designated areas, are an integral part of implementing the many programs and services designed to fulfill producers' needs. As a result of this comprehensive network, the Association offers both members and commercial cattle producers the resources, programs, services and assistance they need to manage successful operations.

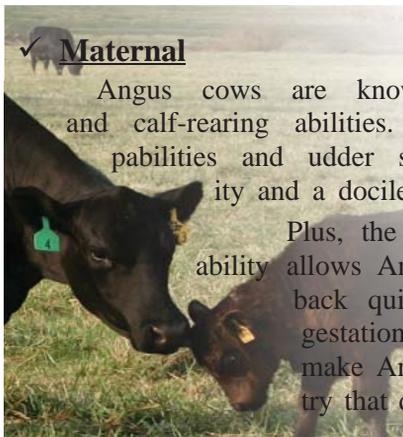
Practical. Angus genetics provide a practical response to the demands of today's beef industry. The breed's versatility offers opportunities for both seedstock and commercial producers to fulfill management needs and respond to market demands.



Each producer has his or her own unique set of herd management requirements, depending on environment, herd size, marketing plan and available resources. Angus offer genetic advantages that can fulfill these requirements, including calving ease, growth, unsurpassed carcass quality, ample milk, fertility and good disposition.

The Advantage of Genetics:

- Strong maternal traits
- Calving ease
- Growth
- Carcass quality
- Convenience
- Versatility



✓ **Maternal**

Angus cows are known for their inherent mothering and calf-rearing abilities. They have superior milking capabilities and udder soundness, along with high fertility and a docile nature, making them ideal mothers.

Plus, the breed's moderate size and fleshing ability allows Angus females to mature early, breed back quickly and have comparatively short gestation periods. These important traits help make Angus females invaluable to an industry that depends on reproductive performance.

✓ **Calving Ease**

The Angus breed and the Association's genetic tools offer producers viable approaches to address calving difficulty, which can result in increased mortality, increased calving intervals, lower conception rates, reduced weaning weights and economic losses. Angus contribute lower birth weights, which can be used to introduce calving ease into a herd and reduce the incidence of dystocia.

✓ **Growth**

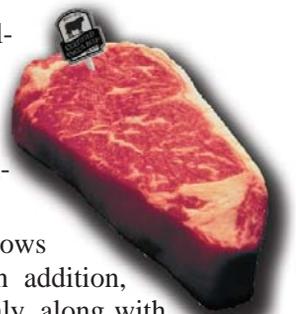
Angus offer the desired combination of calving ease and growth. The breed complements its low birth weight genetics with vigorous growth from birth to harvest.

✓ **Carcass Merit**

The ability of Angus to produce a quality carcass—even in the most challenging environments—and fulfill producer and consumer preferences, has secured the breed's position as the unequalled beef quality leader.

The breed's inherent marbling ability allows Angus to produce high-quality meat. In addition, the breed's tendencies to put on flesh evenly, along with curve-bending growth rates, have also contributed to desirable, uniform beef products.

Combined, these traits help provide the great tasting beef consumers desire, which, in turn, increases the value of Angus genetics.



✓ **Other convenience traits**

Angus offer a combination of traits that can help save producers time and money. Angus are low-maintenance, adaptable, and undemanding, and their docile nature provides unmatched convenience.

Angus cattle are naturally polled, allowing producers to use Angus bulls to genetically dehorn without the increased morbidity and impaired performance associated with traditional dehorning.

Also, the breed's dark-pigmented skin absorbs sunlight and helps prevent cancer eye, a common condition affecting other breeds. In the same way, Angus cattle are able to avoid sunburned or snowburned udders common to light-skinned breeds in certain parts of the country.

✓ **Versatility**

Angus cattle provide balanced genetics, and the Association offers convenient services, and management and marketing programs that make Angus a good fit whether using a crossbreeding or straight-breeding system.

✓ **Straightbreeding**

A straightbred Angus program provides a simplified management approach compared to the more intensive management requirements of a crossbreeding program. Properly selected straightbred Angus cows can provide ample milk and calving ease, while steers earn top prices and achieve consistent, high performance in the feedlot and on the rail. Producers can apply selection pressure to produce excellent replacement heifers for their own herds or to earn growing premiums paid for Angus feeder calves or replacement females.

✓ **Crossbreeding**

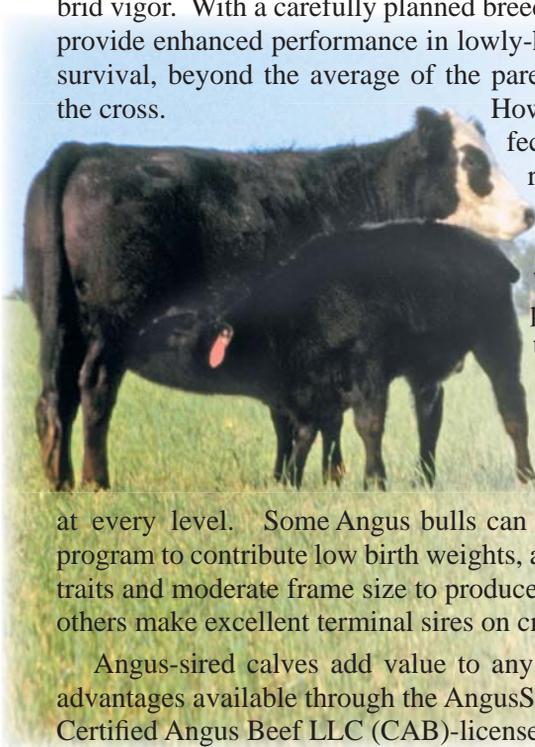
Depending on environment and available resources, many producers utilize crossbreeding in their herds to provide heterosis, or hybrid vigor. With a carefully planned breeding program, heterosis can provide enhanced performance in lowly-heritable traits, such as calf survival, beyond the average of the parental breeds that originated the cross.

However, implementing an effective crossbreeding system requires careful planning.

Overuse of breeds with too much mature size or birth weight can lead to future problems and unwanted extremes.

When a crossbreeding program is conducted properly, Angus genetic advantages provide balance at every level. Some Angus bulls can be used in a crossbreeding program to contribute low birth weights, as well as valuable maternal traits and moderate frame size to produce replacement heifers, while others make excellent terminal sires on crossbred cows.

Angus-sired calves add value to any operation, with marketing advantages available through the AngusSource® program and Certified Angus Beef LLC (CAB)-licensed feedlots.



Proven. Angus cattle produce results that satisfy producer and consumer needs. The breed's genetic merits include its many versatile traits, which contribute to the breed's exceptional value. These desirable genetics, combined with the Association's comprehensive evaluation of herd data provides producers the assurance to utilize precise genetic selection to improve their herds and provide consistent products for their customers.



Many of the practical and proven advantages of Angus are a result of the breed's genetic predictability—the ability to identify desirable traits and assess an animal's genetic performance. The American Angus Association provides predictability through the world's largest beef cattle registry and database. Over the years, the breadth and depth of this data has consistently offered convenient, reliable, and progressive tools for producers interested in improving their herd.

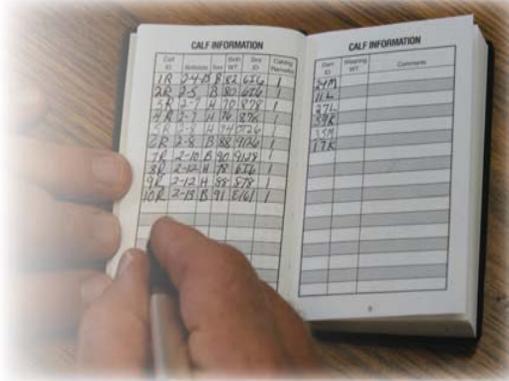
The Advantage of Information:

- Breed Improvement Records—AHIR® & BRS
- Reliable genetic selection tools

✓ **Beef Improvement Records**

For years, Angus breeders across the country have set their performance goals and kept meticulous records in order to identify superior animals.

Producers weigh and measure their cattle at precise times and submit herd info—including breeding, calving, weaning and yearling performance, as well as carcass and ultrasound data—to the Association for processing.



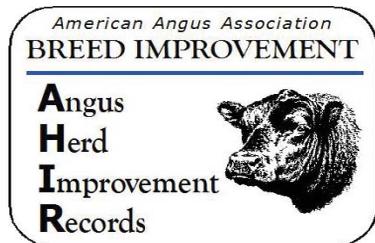
The recording and compilation of accurate records is the first step in effectively evaluating one's herd and others' within the breed. This information helps establish benchmarks that producers can use to better predict the performance of future progeny. It also provides

a means for comparing registered bulls or females producers are considering using in their operations.

The calculation and publication of both Expected Progeny Differences (EPDs) and \$Value Indexes relies on records submitted to the Association. These records are maintained through Beef Improvement Records (BIR), a program established to assist both purebred and commercial cattle producers in making progress through specific genetic selection.

✓ **AHIR**

Breeders using purebred Angus submit herd data, which are then stored along with millions of other performance records in the Association's database. These values are used to calculate reliable selection tools that can be utilized by anyone interested in Angus genetics.



✓ **Beef Record Service (BRS)**



BRS provides commercial producers with the opportunity to record and submit performance data on cow herds and calf crops, regardless of breed composition. Records are summarized to provide adjusted measures and ratios that help producers evaluate within-herd data and work toward a higher-quality, more marketable product.

✓ **Expected Progeny Differences (EPDs)**

EPDs provide a comparison of animals in the Association's database and give breeders the tools to analyze the strengths and weaknesses of individuals within their herds. EPDs use the differences expressed among animals within herd contemporary groups to formulate predictions of how future progeny of each animal will perform relative to progeny of other animals.

There are numerous EPDs reported by the Association. The tools are typically expressed in units of measure for the trait, plus or minus. Accuracy values depicting the degree of reliability of each EPD are also available. The more progeny measured on a sire, the more accurate his genetic evaluations.

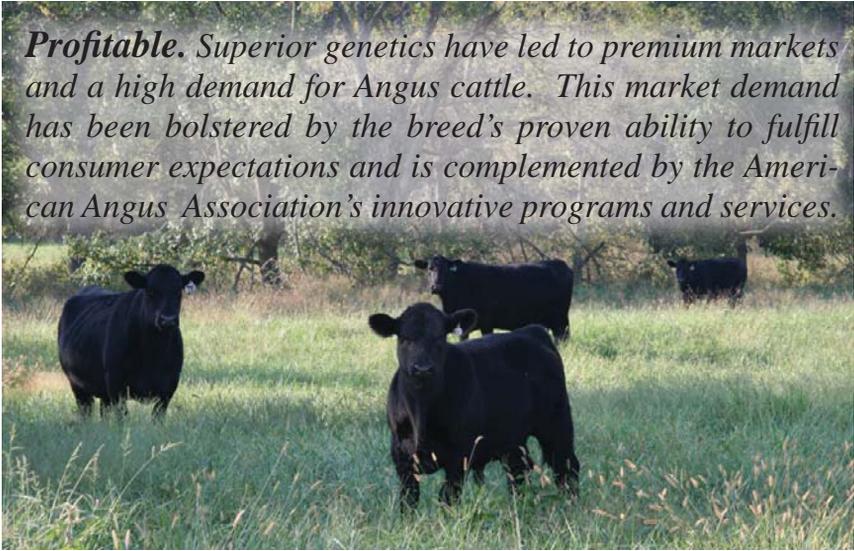
✓ **\$Value Indexes**

\$Value Indexes help simplify the genetic selection process for producers. Much like EPDs, \$Values can be used to estimate how future progeny of each sire are expected to perform, on average, compared to progeny of other sires in the database. However, \$Values go a step further in simplifying genetic selection decisions by evaluating several traits at once and calculating important economic considerations.

These bio-economic selection tools, expressed in dollars per head, combine multiple traits into one value and measure trade-offs for producers based on real-world economics. \$Values are calculated using EPDs, industry-based economic values and a system of equations to tie genetic and economic values together.

To learn more about EPDs and \$Value Indexes, visit the Association's Web site or consult the Association's performance programs department.

***Profitable.** Superior genetics have led to premium markets and a high demand for Angus cattle. This market demand has been bolstered by the breed's proven ability to fulfill consumer expectations and is complemented by the American Angus Association's innovative programs and services.*



Angus genetics and programs that transfer value from pasture to plate give producers a product—and the profit—they desire. The Association's EPDs, economically relevant \$Value Indexes and related programs provide producers with valuable knowledge that can be used to better manage their herds. In addition to providing services and information for producers, the Association offers specific approaches that help producers market their products while also creating and adding value to them.

The Advantage of Marketability:

- AngusSource®
- Certified Angus Beef LLC

✓ **AngusSource**

AngusSource gives producers the opportunity to collect on the true value of their Angus-sired feeder calves and replacement females. The Association's USDA Process Verified Program does this by documenting the source, group age and a minimum of 50% Angus genetics. AngusSource cattle must be sired by registered Angus bulls, enrolled by the ranch of origin and at least have a record of first calf born. Once enrolled, calves are identified with official AngusSource program tags.



There are two AngusSource tag options. The official program tag is a visual dangle tag. It is printed with a 15 digit unique animal number, the AngusSource Lot ID—which consists of the state of origin, lot number and Association Customer code—and the in-herd management number chosen by the producer. The second tag option is an RFID-matched pair set, which includes the official visual tag and a matching RFID tag.

An AngusSource Verification Certificate, generated for each lot of enrolled cattle, documents the ranch of origin (source), first calf born (group age), average EPDs and \$Values for the Angus sires (genetics). The certificate is provided to the producer following enrollment. With the official program tag and the certificate, the calves' verification remains intact throughout the production chain.

Producers may customize the AngusSource Verification Certificate for feeder calves or replacement females by including additional information such as past group performance, health, marketing location and date. Cattle listed for sale with AngusSource are posted online at <http://angussource.com/listings.html> and e-mailed to nearly 600 order buyers, feedyards and other potential buyers.

✓ Certified Angus Beef LLC

Angus cattle are known for their ability to produce well-marbled, high-quality beef. In fact, a desire for the consistent and great tasting beef Angus genetics can supply is what drove the American Angus Association to create the nation's first branded beef program, the *Certified Angus Beef*[®] brand (CAB[®]). As a result, Angus genetics, combined with consumer demands have given producers greater returns on capital.



Certified Angus Beef LLC (CAB) has more than 14,000 licensed partners. They include feedlots whose focused management helps producers attain optimum performance from their high-quality, Angus-sired cattle; more than 80% of the U.S. and Canadian fed-cattle packing base; processors distributors and exporters, and, finally, restaurants and grocers. The brand is marketed in 39 countries, including the United States.

CAB works to develop a premium-quality beef supply, track and monitor sales, select strong licensed partners in distribution and sales, and create and execute innovative marketing programs that grow demand for the brand. Those methods have increased demand for high-

quality, Angus cattle and have generated more than \$250 million in packer-paid premiums for cattle that meet brand specifications.

The demand for high-quality beef creates premiums for producers who sell on value grids. Licensed packers identify Angus-influenced cattle for USDA* evaluation and certification. Licensed fabricators prepare product for distribution to retail, foodservice and international licensees. The *Certified Angus Beef*® brand tracks every pound of product from initial identification through sales to consumers, ensuring they receive genuine *Certified Angus Beef*® brand products.

Producers selling calves have also been positively affected by the strong demand for the brand. The CAB “Here’s the Premium” nine-year study of thousands of cattle sold at auction in 10 states shows a growing advantage of \$15 to \$20 per head for known Angus genetics over other comparable type cattle.

Through the support of CAB and its licensed partners, producers can further capitalize upon the value created from the many Angus advantages.

To be eligible for Certified Angus Beef (CAB) evaluation, live cattle must be Angus-influenced with a predominately (51%) solid black hair coat, or AngusSource enrolled. They must then meet all 10 of the following criteria to be certified by USDA Graders and labeled with the CAB brand:

- **Modest or higher degree of marbling**
- **Medium or fine marbling texture**
- **“A” maturity (both lean & skeletal)**
- **10- to 16-square-inch ribeye area**
- **Less than 1,000-pound hot carcass weight**
- **Less than 1-inch fat thickness**
- **Superior muscling (restricts dairy influence)**
- **Practically free of capillary rupture**
- **No dark cutting characteristics**
- **No neck hump exceeding 2 inches**

*In Canada, the standards are evaluated and monitored by the Canadian Beef Grading Agency.

The American Angus Association, with headquarters in Saint Joseph, Mo., keeps purebred Angus ancestral and production records, issues certificates of registration and promotes Angus cattle. The not-for-profit organization and its entities provide programs and services to thousands of purebred and commercial cattle producers nationwide.



Visit the following Web sites or contact the American Angus Association to learn more about the Association's entities, programs and services.

▪ **American Angus Association:**

www.angus.org

▪ **Certified Angus Beef LLC:**

www.certifiedangusbeef.com

▪ **Angus Productions Inc.:**

www.angusproductions.com

▪ **Angus Foundation:**

www.angusfoundation.org

▪ **National Junior Angus Association:**

www.njaa.info

▪ **American Angus Auxiliary:**

www.angusauxiliary.com

For more information about Angus and to access other beef industry resources that discuss the information provided in this booklet, visit the following Web sites:

- *www.angus.org/performance*
- *www.angussource.com*
- *www.certifiedangusbeef.com*
- *www.cabpartners.com*
- *www.beefimprovement.org/proceedings.html*
- *www.nbcec.org/nbcec/index.html*

ANGUS

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