

# CERTIFIED

GENETICS • SOURCE • AGE



- Traceability to at least 50% Red Angus Bloodlines
- Source Verified to Ranch of Origin
- Group Age Verified

999999  
RED ANGUS

**The Industry's  
First Source  
Verification  
Program Just  
Got Better...**



# The Best Value in **Source & Age Verification**



**Why get only Age and Source regulatory compliance when the Red Angus FCCP provides age, source and genetics plus value added marketing services?**

- USDA approved verification of **Angus Genetics**
  - USDA approved **Source Verification** to ranch of origin
  - USDA approved **Age Verification** for group age
  - Source and Age premiums available through branded products
  - Access to value based grids and Angus product lines
  - Documented Age/Source to supply Export Demand
  - 99¢ visual tag with unique sequential/traceable serial number\*
  - \$3 “combo” tag option - packages Visual tag with RFID tag\*
  - RFID tag uses USDA NAIS approved Digital Angel technology
- \* pricing during annual tag sale - December 1st - March 31st*

**12 Years - Over 2000 producers - More than 1 Million head of cattle!**

The Red Angus Feeder Calf Certification Program (FCCP) has added Age to the program's Process Verified Claims. Adding Age along with the new USDA requirements give the program a new look and a new enrollment process. Even FCCP veterans should review the following process:

## **New Enrollment Process began September, 2006:**

- Only progeny of registered Red Angus Sires/Dams are eligible
- All calves must be enrolled by the ranch of origin **(New Sept. 06)**
- Calves must be enrolled and tagged prior to leaving ranch of origin **(New Sept. 06)**
- Acceptable documentation for verification of Angus Genetics:
  - transferred registrations of Red Angus sires/dams (in RAAA database)
  - Red Angus bull lease agreement **(New Sept. 06)**
  - receipt for purchased/collected semen **(New Sept. 06)**
- Required documentation for Age Verification:
  - minimum requirement: date of first calf born
  - records must be auditable (calendar, calving book, database, etc.)
- Producer calls Red Angus marketing staff at 940.387.3502
- Producer is interviewed using the “Supplier Verification Process”, which assesses their risk
- Tags are sent to both low and medium risk producers
- High risk producers must take corrective action prior to enrolling subsequent calf crops
- Producer may be selected for on-site audit by RAAA staff to verify management practices and documentation



# Value-Added Opportunities



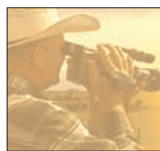
The Red Angus Feeder FAX delivers descriptions and availability of load lots of

Red Angus sired feeder cattle to feedlot managers and order buyers who have expressed an interest in Certified Red Angus. This FREE marketing service can supplement Video Auctions, Special Feeder Calf Sales, weekly livestock auctions, or private treaty sales off the ranch.



Certified Red Angus feeder calves are offered in special sections of existing graded Feeder Calf Sales, providing the opportunity for producers of all sizes to benefit from marketing in lot load quantities. Go to

[www.redangus.org](http://www.redangus.org) or call (940) 387-3502 to obtain the 2006-07 Certified Red Angus Feeder Calf Sale schedule.



Video and Internet Marketing provide the opportunity to sell off the ranch while maintaining all the benefits of competitive bidding. Certified Red Angus calves have repeatedly found their way to the

top of these large load lot offerings. Links to these marketing vehicles can be found on the Red Angus website, [www.redangus.org](http://www.redangus.org).



**Meyer Natural Angus (MNA) requires a minimum of 50% Angus genetics... making it a "Natural" partner for Certified Red Angus.**

MNA buys Certified Red Angus as: feeder cattle, fed cattle on the cash market, and fed cattle committed to the MNA Grid. In addition to "source verification" premiums offered for feeder and fed cattle wearing the official Red Angus program tag, MNA's aggressive procurement of Red Angus generally results in added value of \$25-50 per head on calves, and \$100-150 per head on fed cattle.



**Two Colors - One Grid - Same Money**

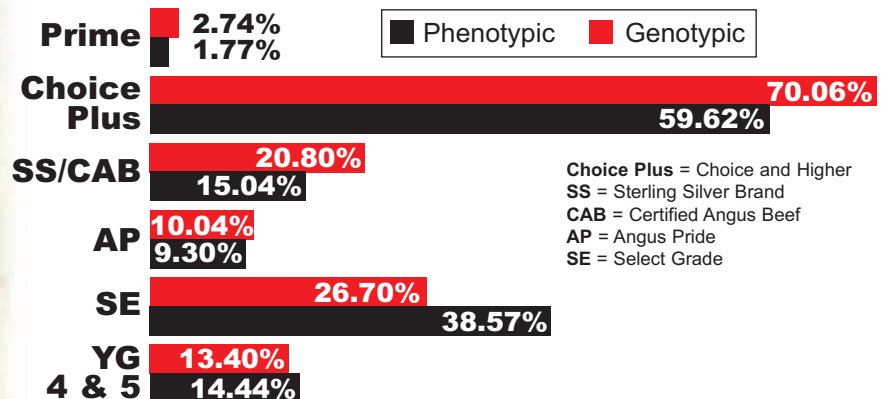
**Angus America is the industry's premier Angus Grid, and helps feeders receive full value for the "Angus" quality under the hide!**

Feeders can send Certified Red Angus with black cattle on the same load to the same plant, and receive the same premiums - with no sorting for hide color!

Certified Red Angus ear tags allow cattle to be identified at the packing plant as Red Angus and receive the "R" stamp - their ticket to Angus and other branded product premiums. However, without the tag there is no "R" Stamp, and no premiums.

## Genotypically designated Angus vs. Phenotypically designated Angus

data from Angus America 2005





# Bred in **Value** With a High Percentage Calf Crop Weaned, Rapid Early Growth, Economical Gains and "Angus" Carcass Quality, Red Angus adds value to all segments of the Beef Supply Chain.



## **Sell More Pounds of Higher Value Calves!**

- Born easily with excellent calf vigor
- Selling Calves? Red Angus offer excellent growth through weaning
- "Middle of the Road" frame size fits all marketing strategies
- Selling Yearlings? Red Angus have the optimal frame and maturity pattern for backgrounding
- Improve Quality Grade in herds of Continental or Brahman influence
- Solid Red, non-diluter means no grays or rat tails



## **The "Angus" to Feed for Increased Profits!**

- High gains with excellent feed conversion
- Good appetites - easy to start on feed and they stay on feed
- Quiet dispositions, fewer bruises, injuries and dark cutters
- Bred in carcass quality
- Excellent converters make profitable use of grass/wheat pastures



## **Capture Carcass Premiums!**

- Consistently above industry averages for Choice plus grades and premium products
- "Fit the Box" with uniform carcass size
- Capture more YG 1 and 2's with lower incidence of YG 4's than most "Quality Cattle"
- Consistently hit quality based grids and supply premium beef products

# **CERTIFIED RED ANGUS**

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**Contact us today for more information on adding value with Red Angus!**  
**(940) 387-3502 • [www.RedAngus.org](http://www.RedAngus.org)**

