

The **BEST VALUE** in

Age & Source Verification

with **NO ENROLLMENT FEE!**



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

CERTIFIED RED ANGUS

- USDA approved for Age and Source Verification
- Free Feeder and Fed Cattle Marketing Services
- Value-Based Marketing Options
- Available in Visual Tag only, or Visual Tag/RFID Tag

RED ANGUS

Rancher Friendly Enrollment



How it Works

- Contact Red Angus marketing staff at (940) 387-3502.
- Complete "Supplier Evaluation Interview".
- Upon approval, tags are shipped (Producer pays only cost of tags and shipping).
- Apply tags, then return FCCP enrollment agreement.
- Calves must be enrolled and tagged at ranch of origin.
- Call for USDA approved Certificate of Compliance.
- Left over tags can be used for subsequent calf crops.

What You Need

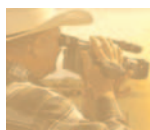
- Progeny of registered Red Angus Sires/Dams.
- Transferred registrations, bull leases or semen purchases.
- Documented Age Verification, i.e., calving book.



Free Feeder Cattle Marketing Tools



The Red Angus Feeder FAX is a FREE service that delivers electronic descriptions of load lots of Red Angus sired feeder cattle to numerous feedlot managers and order buyers. Feeder FAX can be used to supplement Video Auctions, Special Feeder Calf Sales, weekly livestock auctions, or private treaty sales off the ranch.



Video and Internet offer both live auction and static listing opportunities to sell off the ranch while maintaining all the benefits of competitive bidding, and reducing the stress on newly purchased calves. Links to Video and Internet auctions can be found on the Red Angus website at RedAngus.org/marketing.



Superior Livestock Auction. Red Angus lots are noted on the video monitors, in the printed catalog, and sortable on Superior's online catalogs. August 2008 marked the first time the nation's largest video market hosted an "All Red Angus" section of their Big Horn Classic Sale broadcast from Sheridan, Wyoming. Over 1,000 Red Angus influenced bred heifers and 100 lots of Red Angus feeder cattle were featured in this initial event. Superior Rep. Jim Davis recommends the Red Angus FCCP tag as a way for his clients to access age and source premiums. CattleFax's summer 2008 analysis of Superior's Steamboat Springs Auction saw Age and Source verified calves in the 450-550 lb range bring an average of \$3.50/cwt in premiums...That's \$15-\$20 /hd... a pretty good return on a 99¢ Red Angus FCCP tag.



Northern Livestock Video Auction. After several years of Red Angus feeders being among the top sellers of Northern Video Auction's four large summer sales, the Billings, MT based video auction company hosted its first Red Angus feature section on August 25, 2008.



Wilson Livestock Network has provided video marketing services to southeastern producers for over 25 years. 2008 marked the first year Red Angus feature sections were offered.



Feeder Calf Sales

Go to RedAngus.org or call (940) 387-3502 to obtain the 2008-09 Certified Red Angus Feeder Calf Sale Schedule. About 25 such sales are featured annually in sale barns around the country, providing the opportunity for producers of all sizes to benefit from marketing in load lot quantities.

Added Value Options

RED ANGUS



Angus America, the industry's premier Angus Grid, helps feeders receive full value for the "Angus" quality under the hide! Cargill Meat Solutions

strives to be the partner of choice for Red Angus producers by rewarding them for producing high quality cattle with lean yields. The program allows producers to earn premiums from Cargill Meat Solutions' branded products such as Angus Pride and Sterling Silver in addition to being paid for age and source verification. For more information about the Angus America program, please contact Cargill Meat Solutions at (316) 291-2500 or email Lance Storer at Lance_Storer@cargill.com.



Meyer Natural Angus requires a minimum of 50% Angus genetics... making it a "Natural" partner for Certified Red Angus. Meyer Natural Angus' network of feed yards is actively procuring Red Angus calves and yearlings to feed into the program. The MNA pricing system generally results in added value of \$100-150 per head on fed cattle, including a specific premium for the Red Angus tag. For information on the Meyer Natural Angus Beef program call (970)292-5006, or contact Blake Angell at (785)410-3750 or e-mail bangell@re-meyer.com.



Beef Northwest Feeders do everything possible to help customers pocket the profits earned through their use of superior Red Angus genetics. Shared performance and carcass data allows producers to first benchmark their current herd, then fine tune their breeding program to better target desired marketing goals. Beef Northwest offers various marketing options, and recognizes the official Red Angus program ear tag as USDA approved Age and Source Verification. Additionally, Beef Northwest is proud to have produced two 2008 GridMaster winners. Contact Beef Northwest Feeders at (541) 898-2288 or email Ron Rowan at ron@beefnw.com.



Created by JBS Swift & Company and the American Simmental Association, the 70:70 beef grid targets industry goals of 70% Choice Grade, 70% Yield Grade 1 or 2, and no outs or discounted cattle. Producers of Red Angus x Simmental cattle are genetically dialed in to this grid's premium structure which rewards the combination of high marbling and exceptional red meat yield. In addition, the 70:70 grid offers Source and Age verification premiums and recognizes the Red Angus FCCP as an approved USDA Process Verified Program. For more information on the 70:70 beef grid visit www.7070beef.com or contact Marty Ropp at (406) 581-7835 or by email at mropp@simmgene.com.



US Premium Beef, LLC, Kansas City, MO, (USPB) is a producer-owned, beef marketing company, that recognizes the Red Angus Feeder Calf Certification Program (FCCP) as an approved certifier for their age and source verification program. USPB works with producers of Certified Red Angus through providing carcass data and access to premium brands, Naturewell® Natural Beef, and NatureSource™ Natural Angus Beef. For more information, visit uspremiumbeef.com or contact Tracy Thomas at (866)877-2525 or by email at tlthomas@uspb.com.

15 Years • 3,000+ Producers

**Over 1 Million
Head of Cattle!**



More Choice...

Less Corn!

Feed Certified Red Angus for Genetic Risk Management:

- Increase Percentage Choice
- Decrease Days on Feed
- Improve Conversion
- Improve Disposition & Decrease Dark Cutters
- Decrease Summer Stress
- Access Angus Product Lines
- USDA Approved Source & Age Verification

The Red Angus PVP's source and age component is sufficient for substantiating COOL claims.

MARC Cycle VII Data Report 22

<u>Breed of Sire</u>	<u>% USDA Choice</u>
Red Angus	89.9
Angus	87.6
Simmental	65.7
Hereford	65.4
Charolais	61.9
Gelbvieh	57.7
Limousin	56.9



CERTIFIED

GENETICS • SOURCE • AGE

(940) 387-3502 • www.RedAngus.org