

Marketing Update

RAAA Marketing Staff



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Rancher's using Red Angus genetics are reaping the rewards that the breed provides their programs.

The excellent mothering ability, improved uniformity and marketability in cross-bred calf crops, superior carcass quality, moderation in size, lower maintenance energy requirements and gentle dispositions have made Red Angus a cornerstone in today's beef industry. Red Angus's tradition of progressive leadership has positioned the breed at the front of the industry and seen others copy its success. For instance, Red Angus (Est. 1954) was the first breed based on performance testing vs. simple visual appraisal, first to promote crossbreeding and open AI use. RAAA was also the first to establish Mandatory Total Herd Reporting (THR) requiring performance data through weaning. Red Angus was the first breed association to negotiate a value-based grid with a major packer, establish a USDA Verified Program that proves source and genotype, the first to utilize performance data in the show ring, the first to release a Maintenance Energy (ME) EPD and base all their EPDs on the principle of Economic Relevant Traits (ERTs). But one of the biggest benefits of using Red Angus genetics is the Commercial Marketing Programs that are free for all our customers to use.

The cornerstone of Red Angus Commercial Marketing Programs is the Feeder Calf Certification Program (FCCP) or the "Yellow



Tag" program as it is commonly referred to. The FCCP was created in 1995 and is the industry's most experienced source verified program and identifies "Angus" genetics through genotype vs. a phenotypic hide color. Today, the FCCP is a USDA Process Verified Program (PVP) that substantiates the source and age components for COOL claims. Now over a decade old, the FCCP has enrolled over 1 Million head of cattle from more than 3000 producers. Calves enrolled in the FCCP carry the "Yellow Tag" and qualify for export to the Pacific Rim countries opening up greater market opportunities and giving feeder cattle buyers increased incentives to pay premiums on Red Angus sired FCCP cattle. All this for only the cost of the ear tags, no enrollment fees or hidden charges. Best of all, the tags are on sale now through March 31st for only \$0.99 for the visual dangle tag or \$3.00 for the Visual / RFID combo tag.

The Pro-Cow Program is **Pro-Cow** another major piece of Red Angus' Commercial Marketing Programs. Pro-Cow was established to draw industry attention to and facilitate the sale of replacement quality Red Angus influenced commercial females. This free service enables buyers to locate females that fit their program and sellers to promote females they have available. Since September 2003, over 100,000 open and bred heifers, bred cows and pairs have been listed or sold through ProCow. Pro-Cow also serves as a value added program by increasing the premiums paid to producers for

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the female side of their calf crop. It's not uncommon to see heifers out sell their steer mates at feeder calf and video sales across the country due to buyers placing premiums on the heifers as replacement females.

To assist Red Angus customers marketing their calves and help potential buyers find the quality cattle they are seeking, the RAAA offers several media outlet options. RAAA works with sale barns and market auctions across the country to schedule FCCP sales that increase the number of Red Angus sired calves being marketed, while attracting additional buyers by increased volumes of quality calves being offered. An outgrowth of the FCCP sales is the inclusion of special Red Angus sections in various video sales. Superior Livestock Auction, Northern Livestock Video Auction and Hodge Livestock Network all held these Special Red Angus Sections in their sales and more are planned for 2009. The RAAA advertises these marketing options on their website, through the ARA Magazine and various other printed agriculture publications.

The Red Angus Feeder Fax is a bulletin based email that customers can utilize prior to marketing their feeder cattle; it is sent out to active Red Angus buyers across the country. Whether calves or yearlings or offered through sale barns, video or private treaty, customers can use the Feeder Fax to draw additional interest in their calves.



The Red Angus Stockyards is a web based listing service that allows customers to list cattle for sale and search for Red Angus genetics. It is designed as a means of connecting buyers and sellers while adding additional value.



A service RAAA provides to Red Angus customers searching for retained ownership possibilities is the Feedlot Partners listing on the Red Angus website. This is a list of feedyards that feed Red Angus sired calves and includes contact information, special services provided, programs offered, financial assistance and any grid based market options.

Feedlot Partners

Red Angus also works to add value for the cattle feeders who purchase Red Angus feeder cattle by ensuring that all of the major packers recognize the added value inherent in cattle wearing the FCCP tag. These Added Value Options work to increase the premiums paid to Red Angus feeders and customers retaining ownership through the production chain.

As we start 2009, RAAA has increased its allocated resources to make certain our customers receive the greatest possible return on their investment – superior Red Angus genetics. If you have questions about Red Angus Commercial Marketing Programs, please call Clint or Myron at (940) 387 – 3502, visit the Red Angus website at redangus.org or email clint@redangus.org or myron@redangus.org. ■



The Sale You've Been Waiting For!
See page 66 for details!

