

# The calving book designed by ranchers!

We listened ...

... to our members and commercial producers when they asked for a calving book that met the demands of calving season, plus contained all the information they needed at their finger tips to genetic, age and source verify their calf crop.

The Red Angus Association of America is again producing the official Red Angus Calving Book that will be available to producers by mid December.

The book is a weather-proof, "Rite In The Rain" product that features a waterproof cover and All-Weather Writing paper created to shed water and enhance the written image. The book includes the management pages producers use like bull inventory and soundness, vaccination, treatment, herd health, breeding and pregnancy.

The books will be distributed to FCCP and Allied Access tag customers, at trade shows or to any producer requesting one. The pages will be customized for Red Angus data and ranchers can record over 500 calves per book.

## Promote with a customized book:

Red Angus affiliates or RAAA members can customize their own calving book cover for their promotional needs. Just send your logo and wording to reflect your association or ranch name. We will design your cover and e-mail you a proof. The inside pages and company ads will be the same in each book.

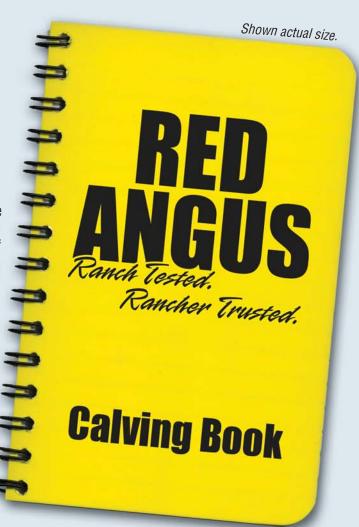
A minimal order of 200 customized calving books costs \$100 for the cover set-up fee, plus \$4/book printing costs. Shipping will be at the lowest-cost provider. Larger quantities are available in increments of 50 books.

The deadline to reserve your custom-cover Red Angus Calving Books and submit your half payment is September 15. The remaining balance can be billed to your account. The books are not date sensitive so they have a longer shelf life.

## Reserve your customized Red Angus calving book:

**Jennifer Noble** 

RAAA communication director (970) 270-4019 • (888) 829-6348 Fax iennifer@redangus.org



## Reserve your customized Red Angus calving book:

RAAA Account #				
First Name	L	ast Name		
Company, Affiliate or Ran	ch Name			
Shipping Address		State	Zip Code	
Phone Number(s)		E-mail		
E RED	(1)		Calving Books , increments of 50)  x \$4	
ANGUS RANCH TO SEARCH	Tax-Exempt Texas Resident If not tax exempt, figure 8.25% sales tax on sub total (TX residents only).	Customized Cov	= ver Set-up Fee	
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☐ Use Red Angus Id☐ Image Only	ogo (as shown)	C	Deadline to secure your customized calving book is Sept. 15. Send this form and first half of payment to:	
Images must be high resolution artwork (300 dpi). Acceptable formats are jpg, tif, eps or pdf. Images pulled from websites, faxed images and photos will NOT reproduce well. Please e-mail uncompressed artwork to jennifer@redangus.org.		4201	Jennifer Noble RAAA communication director N. Interstate 35 • Denton, TX 76207 D) 270-4019 • (888) 829-6348 Fax jennifer@redangus.org	

### Take a peek inside the calving book ...

#### Udder Scoring Suspension & Teat Size

Red Angus' two-score system allows for the separate evaluation of udder suspension and teat size.

Teat size scores are subjective assessments of teat length and circumference and range from 9 (very small) to 1 (very large).

#### **Udder Suspension**

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Score	Description	Example
9	Very tight.	
7	Tight.	0
I		

Use the following guidelines when collecting udder score data:

- Udder scores should be taken within 24 hours after calving.
- Use a cow's "weakest" quarter to score teat size and udder suspension.
- Age of the female should not be factored into her scores.
- It's best if the same person scores all females in each management group.

#### **Teat Size**

	Score	Description	Example
	9	Very small.	
	7	Small.	4
		√m	5

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5

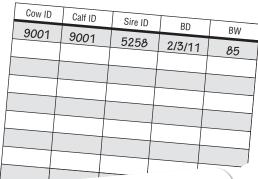
600

- Udder Scoring System descriptions and picture examples
- Space for over 500 calving records
- FCCP and Allied Access Enrollment Checklist

Notes

Good disp

5	Intermediate/mc	
3	Pendulous.	
1	Very penduloi	



15	

Cow BCS

<u>Udder</u>

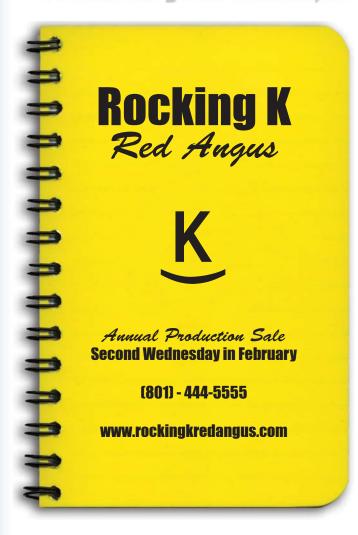
7 5

•	Codes for
	birth year
	letter, calving
	ease and
	cow and calf
	disposals

- Gestation Table
- Body Condition Scoring Guidelines

#### **Bull Inventory and** • Bull Inventory A.I. Breeding Record **Breeding Soundness Examination** and Soundness Notes A.I. Tech. Age Breed BCS Pass/Fail Notes/Breeding Group Exam pages 1st Service Date • A.I. Breeding Date Records $Co_{M}$ $_{\sharp}$ **Calf Vaccination Records** # of Doses | Withdrawal Date | Route of Administration **Vaccinations** Location Product/Company Serial # Herd ID # of Head | Withdrawal Date **Parasite Control** Date Notes Product/Company Cost Herd ID **Cattle Treatment Record** Notes Withdrawal Date Route of Administration Treatment/Dose Herd ID Animal ID Diagnosis Date Calf Vaccination and Cow Herd **Health Records** Cattle Treatment **Records** Cattle Sales and **Shipping Data** pages Herd Pregnancy **Check Records** Supplement Records 83 Annual 82 **Precipitation**

### Promote your ranch, association or business ...



- A useful tool for customers that keeps your program at their "finger tips."
- Great promotion for potential customers at sales, tours, trade shows and/or cattle displays.
- Not dated to make distribution in different years simple and easy.

- Promote your state/regional Red Angus association.
- Provide an easy and affordable promotional tool for members with smaller cowherds.
- Direct potential customers to your website, events calendar and membership list.
- Send to cattlemen inquiring about your association and the Red Angus breed.

