

# The calving book designed by ranchers for ranchers!

## Calving-Season Tools ...

The right tools are essential during calving season and a rancher's calving book is the guardian of vital information. The Red Angus Association of America's (RAAA) custom-designed calving book meets the demands of calving season, plus contains all the information ranchers need at their fingertips to genetic, age and source verify their calf crop.

The RAAA marketing team 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 pages will be customized for Red Angus data and ranchers can record over 500 calves per book.

## Promote with a customized book:

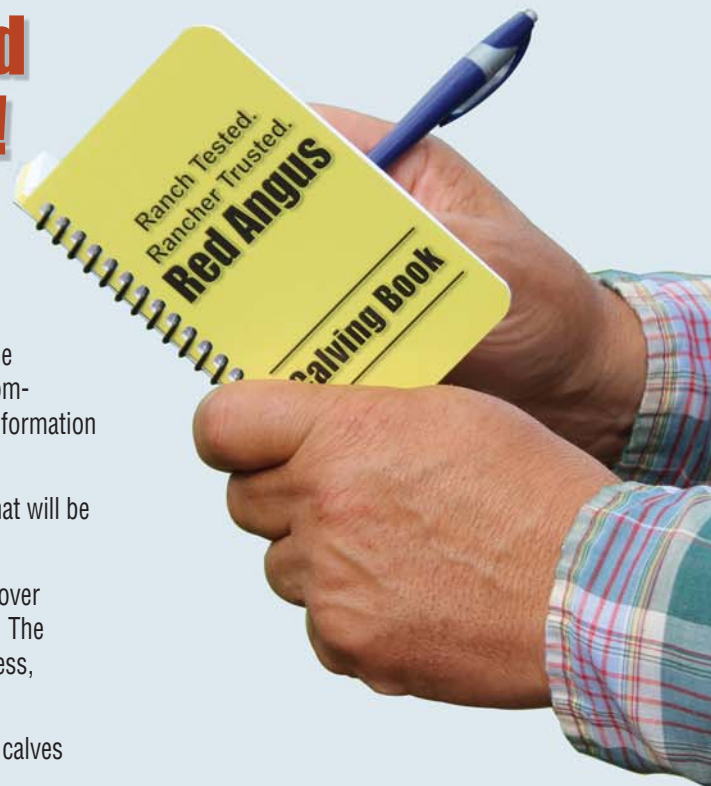
Red Angus affiliates or RAAA members can customize their own calving book cover for their promotional needs. Just send your logo and wording to reflect your association or ranch name. We will design your cover and e-mail you a proof. The inside pages and company ads will be the same in each book.

**The deadline to reserve your custom-cover Red Angus Calving Books and submit your half payment is August 28.** The remaining balance can be billed to your account. The books are not date sensitive so they have a longer shelf life.

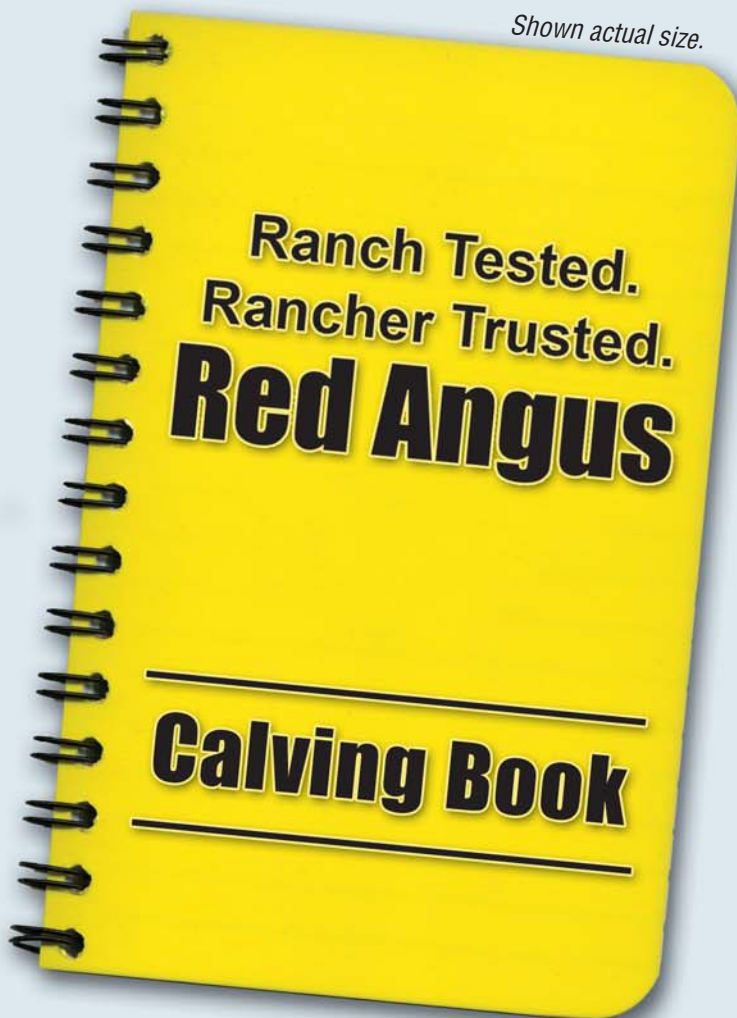
## Reserve your customized Red Angus calving book:

**Barrett Carlisle**

RAAA Commercial Marketing Specialist  
(806) 252-0880 • Fax (888) 829-6069  
barrett@redangus.org



*Shown actual size.*




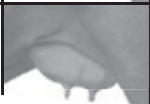
# Take a peek inside the calving book ...

## 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).


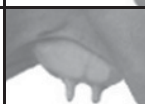
### Udder Suspension

Score	Description	Example
9	Very tight.	
7	Tight.	
5	Intermediate/mc	
3	Pendulous.	
1	Very pendulot	

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.	

- Udder Scoring System descriptions and picture examples

- Space for over 500 calving records

- FCCP and Allied Access Enrollment Checklist

Cow ID	Calf ID	Sire ID	BD	BW
9001	9001	5258	2/3/11	85

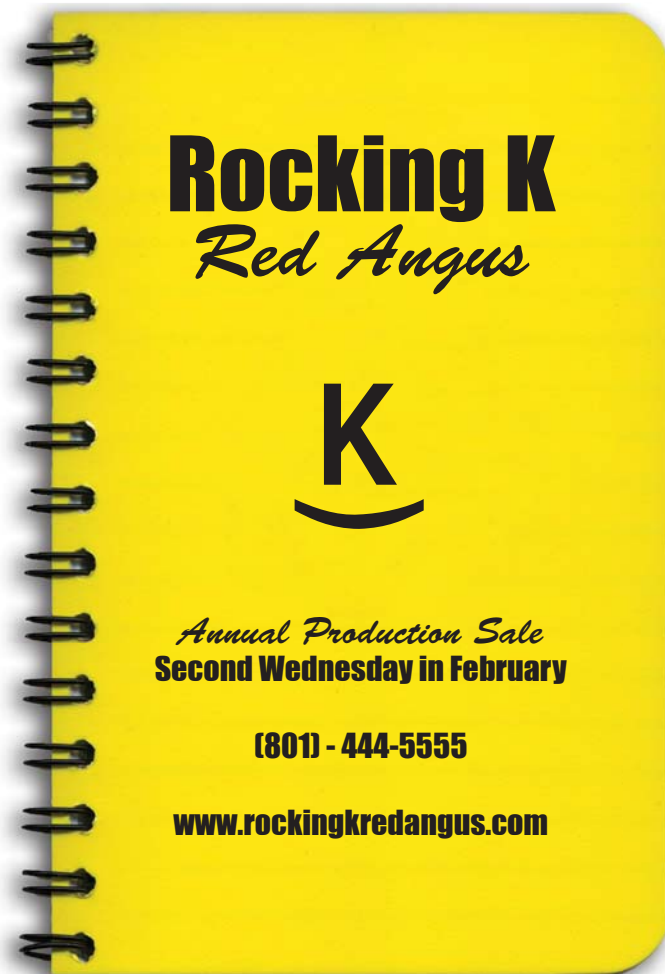
Sex	Clvg Ez	WW	Cow BCS	Udder S/T	Notes
F	5	600	6	7 5	Good disp

- Codes for birth year letter, calving ease and cow and calf disposals
- Gestation Table
- Body Condition Scoring Guidelines



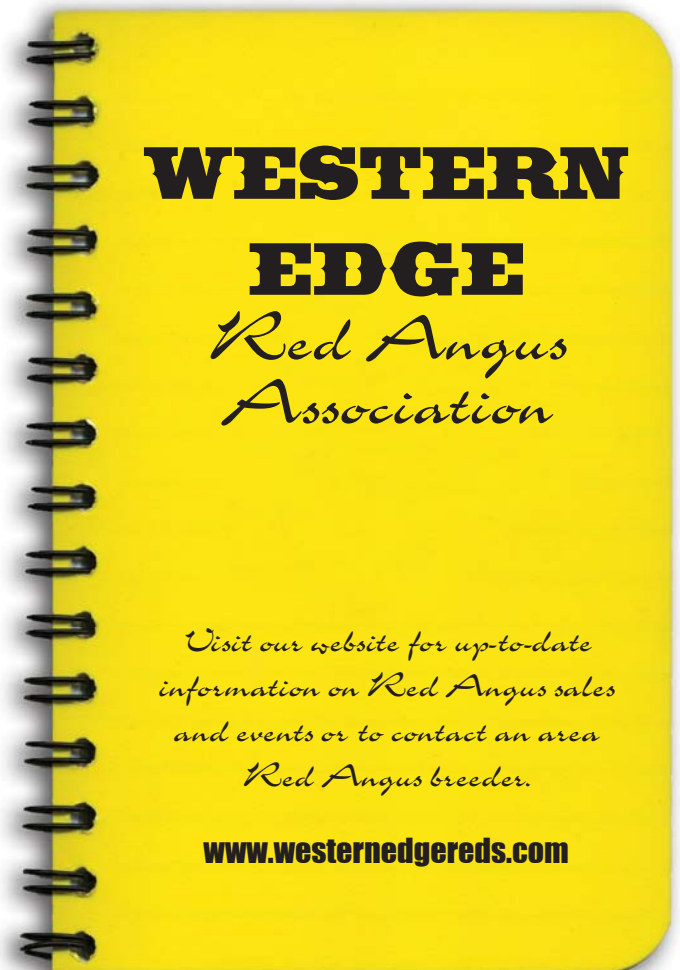


# Promote your ranch, association or business ...



- 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.



*Visit our website for up-to-date information on Red Angus sales and events or to contact an area Red Angus breeder.*

**www.westernedgereds.com**