

# 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.

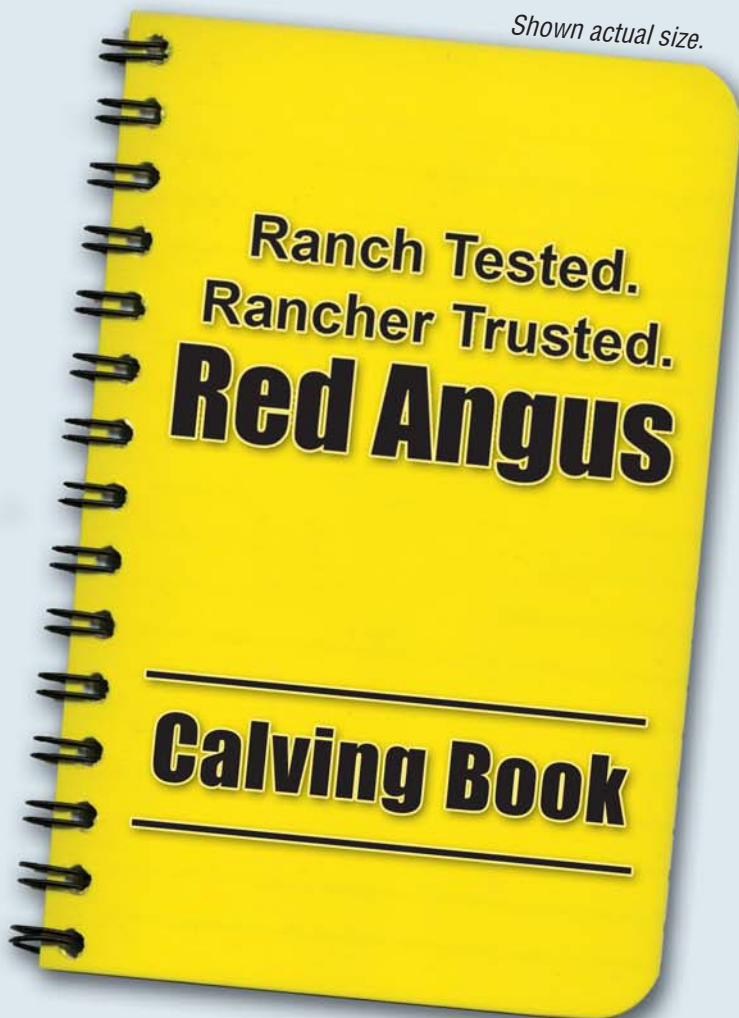
A minimal order of 250 customized calving books costs \$95 for the cover set-up fee, plus \$5.00/book printing costs. Shipping will be at the lowest-cost provider. Larger quantities are available in increments of 50 books.

**The deadline to reserve your custom-cover Red Angus Calving Books and submit your half payment is 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



# Reserve your customized Red Angus calving book:

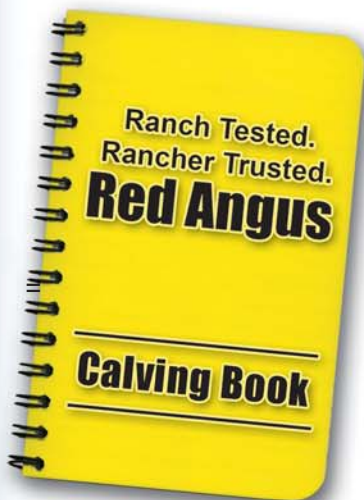
RAAA Account # \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company, Affiliate or Ranch Name \_\_\_\_\_

Shipping Address \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number(s) \_\_\_\_\_ E-mail \_\_\_\_\_



**Tax-Exempt  
Texas Resident**  
If not tax exempt, figure  
8.25% sales tax on sub total  
(TX residents only).  
\$ \_\_\_\_\_ x .0825 = \$ \_\_\_\_\_  
Subtotal x .0825 = Sales Tax

Number of Calving Books  
(Minimum of 250 books, increments of 50) \_\_\_\_\_

**x \$5.00**

Customized Cover Set-up Fee **+ \$95**

Sub Total = \_\_\_\_\_

Texas Resident Sales Tax + \_\_\_\_\_

**Grand Total** \_\_\_\_\_

**First half payment is due Aug. 28 to secure order.**

I would like to order the general Red Angus Calving Books without customizing the cover. (Please fill out the form but do not include the \$95 customized cover set-up fee.) Quantity \_\_\_\_\_

## First Half Payment Method (Please circle)

Check (Enclosed)    Money Order (Enclosed)    Credit Card  
(Please circle)    Master Card    Visa    Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

## Final Payment Method:

- Please bill my RAAA account  
 Please bill my credit card listed above  
(Shipping will be included in the final payment.)

**Deadline to secure your customized calving book is August 28.**

Send this form and first half of payment to:

**Barrett Carlisle**

RAAA Commercial Marketing Specialist  
4201 N. Interstate 35 • Denton, TX 76207  
(806) 252-0880 • Fax (888) 829-6069  
barrett@redangus.org

## Customization Instructions:

Text Only \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Text & Image \_\_\_\_\_

\_\_\_\_\_

Use Red Angus logo *(as shown)*

Image Only \_\_\_\_\_

\_\_\_\_\_

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 barrett@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).


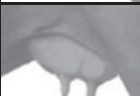
### Udder Suspension

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

**Bull Inventory and Breeding Soundness Examination**

ID #	Age	Breed	BCS	Pass/Fail	Notes/Breeding Group

**A.I. Breeding Record**

Cow #	1st Service		2nd Service		Notes A.I. Tech.
	Date	Sire	Date	Sire	

- Bull Inventory and Soundness Exam pages
- A.I. Breeding Records

**Calf Vaccination Records**

**Vaccinations**

Date	Product/Company	Serial #	Herd ID

# of Doses	Withdrawal Date	Route of Administration	Location

**Parasite Control**

Date	Product/Company	Cost	Herd ID

# of Head	Withdrawal Date	Notes

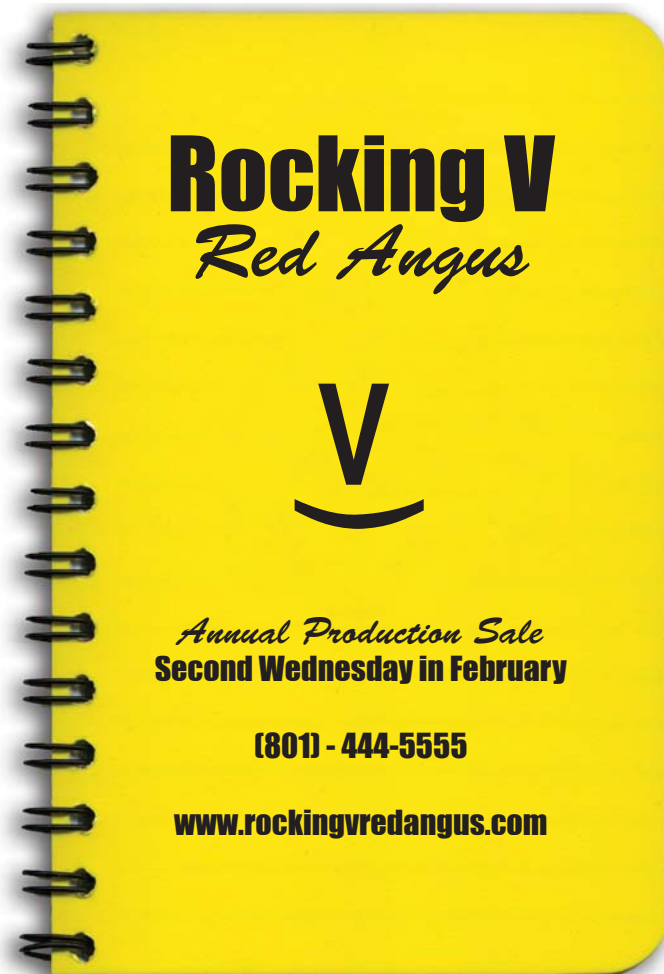
**Cattle Treatment Record**

Date	Herd ID	Animal ID	Diagnosis	Treatment/Dose

Route of Administration	Withdrawal Date	Notes

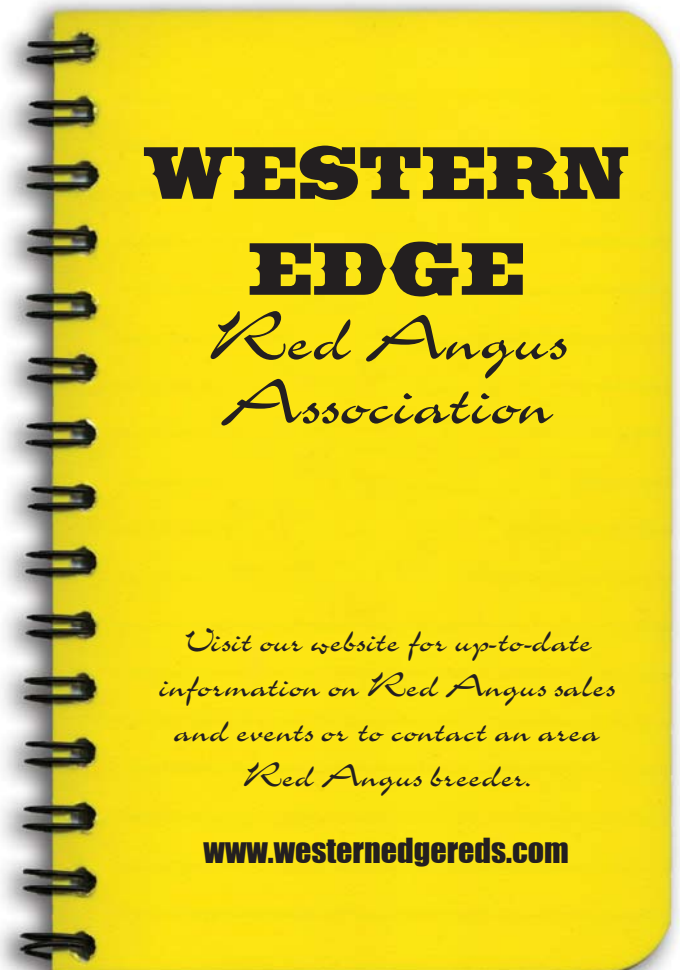
- Calf Vaccination and Cow Herd Health Records
- Cattle Treatment Records
- Cattle Sales and Shipping Data pages
- Herd Pregnancy Check Records
- Supplement Records
- Annual Precipitation

# 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.



*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**