

The Ranchers' Guide to

Building Replacement Females



Cowherd-Building Traits



“The profitability in our herd is based on the efficiency and longevity of Red Angus females.”

Bob Skinner – Skinner Ranches
Jordan Valley, OR

Profit begins with reproduction. Producers who can count on a higher percentage of pregnant heifers will have a larger number of replacements that they can cash crop. The Red Angus **HEIFER PREGNANCY** (HPG) EPD predicts the probability of heifers conceiving to calve at two years of age.

CALVING EASE is a trait of major economic impact. Heifers that experience calving problems require additional labor and are less likely to rebreed. Red Angus completely describes calving ease with **Direct (CED)** and **Maternal (CEM)** EPDs.

Annual cowherd feed costs represent producers' largest expense, and simply maintaining the cowherd's body weight and condition accounts for 65-70% of that total. Red Angus' mature cow **MAINTENANCE ENERGY** (ME) EPD arms producers with a tool to help keep feed costs in check. Efficient, easy-fleshing Red Angus replacements help you get a handle on feed expenses and make the most of available forage.

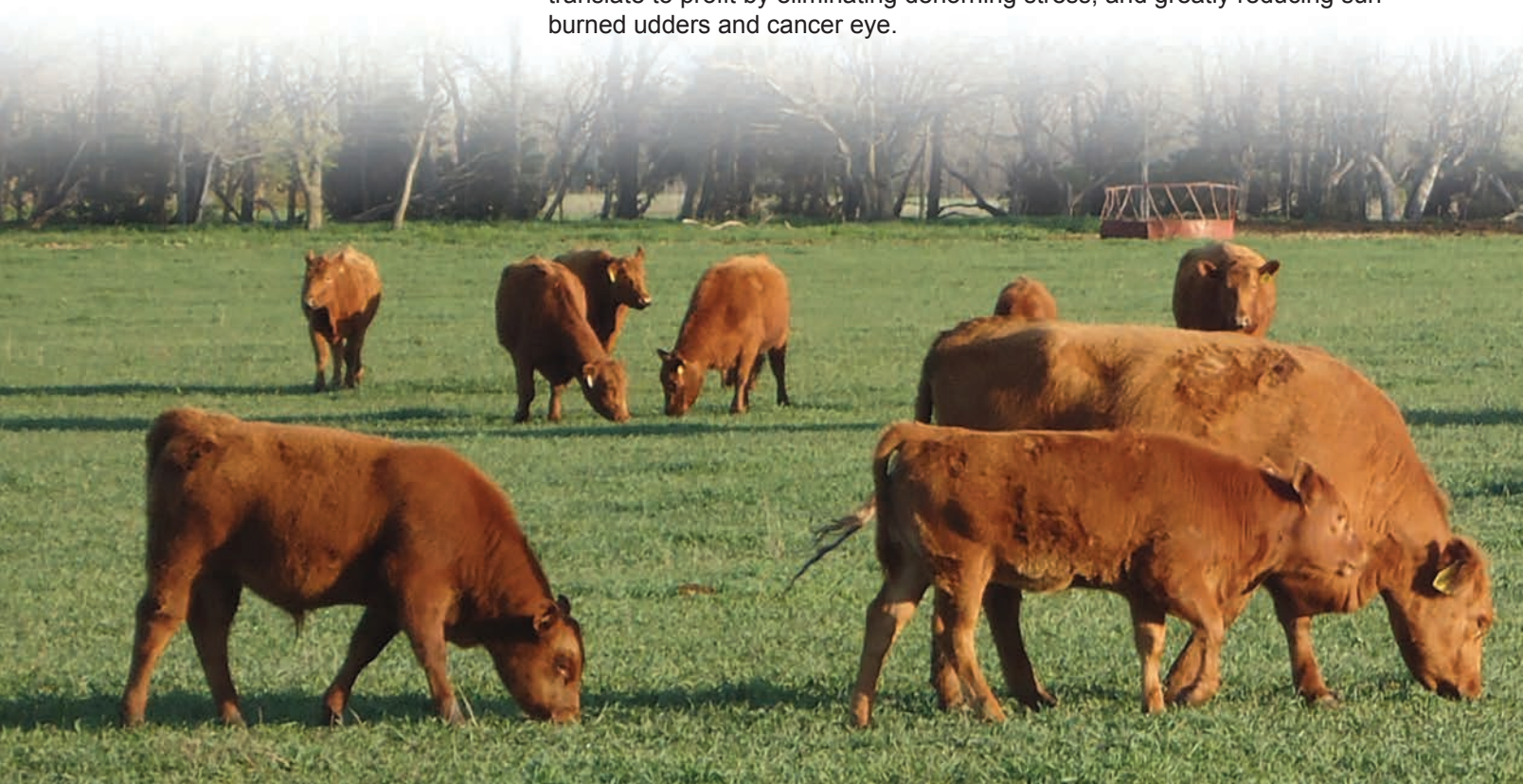
Females that stay in the herd reduce replacement rates...and provide more valuable heifers to sell...a huge economic driver for cow/calf producers. Red Angus customers have the advantage of a **STAYABILITY EPD**, which predicts a bull's ability to sire daughters that remain productive past the age of six.

Rancher Prerequisites

CALM DISPOSITIONS of Red Angus increase profit through easier handling, better conception rates, faster gains, higher USDA quality grade and fewer dark cutters.

RED HIDE COLOR improves **HEAT TOLERANCE** for both southern cowherds and summer feed lots. Additionally, Red Angus have no diluter genes, so you will never get gray calves when Red Angus are mated to Continental cattle.

POLLED and **PIGMENTED** come as standard equipment on Red Angus, and translate to profit by eliminating dehorning stress, and greatly reducing sun-burned udders and cancer eye.



Marketing Tools



Label FCCP Tagged Heifers **Pro-Cow!**

Pro-Cow is a tool used by the Red Angus Association of America to identify replacement-quality females. It remains important that buyers have confidence they are purchasing Red Angus-influenced females. Only females enrolled in the FCCP will be eligible to be labeled as Pro-Cows, therefore insuring at least 50% Red Angus bloodlines.

How to label females as Pro-Cow:

- Enroll calf crop in the Feeder Calf Certification Program (FCCP).
- Purchase 99-cent Pro-Cow tags or have the Pro-Cow logo imprinted on your FCCP tag.

Buy or Sell Red Angus Replacements with the **Red Angus Stockyard!**

Visit the Red Angus Stockyard on the web:

Go to RedAngus.org and click on "**Red Angus Stockyard.**"

Browse through listings or submit your own.

Submit a Listing for **FREE!**

Click "**Submit Listing.**"

- Complete the "Sale and Contact info" as well as a description of your offering in the next window.
- If satisfied with your listing, click "Finish." Your listing will be forwarded to Red Angus staff for review and be posted FREE of charge on the Red Angus Stockyard.
- Keep in mind that females that are completely and accurately described are more attractive to potential buyers.
- Your Red Angus Stockyard listing can be used for females offered private treaty, consigned to a live/video auction or sale barn.
- Your listing stays active for 60 days on the Red Angus Stockyard.

FeMail is an electronic tool to help producers find or market **Ranch-Tested Replacements!**

Ranchers can locate commercial Red Angus-influenced heifer calves, bred heifers and even cow-calf pairs. In order to list with the FeMail, you must be selling at least 25 females on the Red Angus Stockyard to make a FeMail eBlast.



Offering:
50 Bred Commercial Cows, 1250 lbs.
Sire Breed: Red Angus

Group Age:
2-6 Years

Breeding:
Artificial Insemination
Preg checked, with certificate
Bred To: Mushrush Impressive CA U236
Bred Date: 5/26/12
Calving Date: 3/5/13

Vaccination:
Bangs Vaccinated
Respiratory
PI BVD Negative

Sale Information:
Available on Red Angus Stockyards
Private Treaty

How to list with FeMail:

- Post a listing on the Red Angus Stockyard.
- Contact RAAA Marketing Programs at 940-320-8316 or 940-387-3502.



Cowherds Built For Profit

*“Red Angus are gentle, easy calving
cattle that increase efficiency and
reduce labor costs.”*

Tom Knoll – Knoll Red Angus
Big Timber, MT

Ranch Tested. Rancher Trusted.

Red Angus

RedAngus.org