




**Angus Convention 2016**


Ginette Gottswiller,  
Director of Commercial Programs





**Which one is an Angus calf?**

1 


2 


3 


4 





**Which one is an Angus calf?**

1 

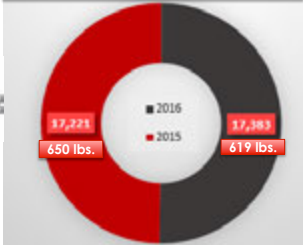

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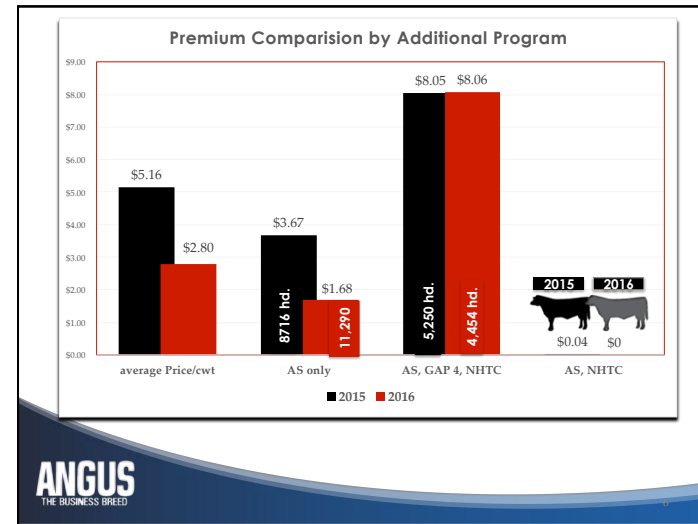
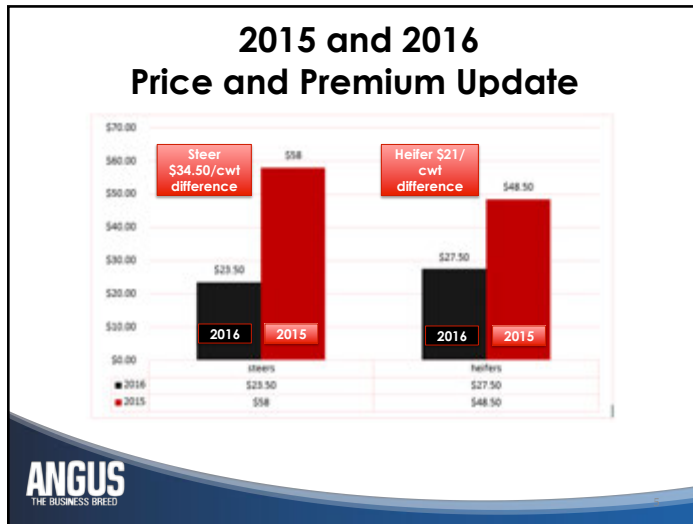


**2015 and 2016  
Price and Premium Update for  
Summer Video Sales**



Year	Price	Premium
2016	\$7,221	650 lbs.
2015	\$7,383	619 lbs.





### What Affected Sale Price?

- Age & Source Verification
- Breed description
- Health programs
- Weight variation
- Base weight of the lot
- Days from auction to delivery
- Auction date
- Frame and Flesh score
- Sold in mixed gender lot
- Area where originated
- Gender of lot
- Lot size

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Are you tired of selling your Angus sired calves for the same price as your neighbor's black-hided calves?

#### AngusSource® Verification Certificate

AngusSource® Lot ID: NV02 1041114      Number of head enrolled: 150  
 "448" Visual program compliant tags

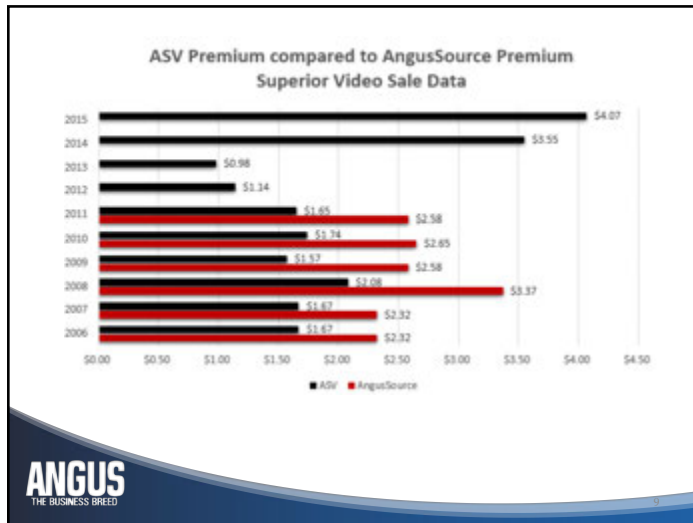
\*Source: Spring Creek NV  
 Enrolled By: Peter & Marcia Scott  
 132 Twin Badges  
 Spring Creek, Nevada 89815-8729

Contact Name: Peter & Marcia Scott  
 (775) 744-2420      pascy@gmail.com

\*Group Age: 02/14/2015  
 Age Range: Feb - Apr 2015  
 20 Months Harvest By Date: 11/15/2015  
 \*Genetics: 12 registered Angus bulls. Avg. EPDs listed below.  
 For a complete bull list go to [www.angussource.com](http://www.angussource.com)

Production	Material	Carcass	Fat	SH	Stakes	As of 12/31/2015
CE	WW	WW	RE	HAZG	CM	10
SC	DOC	MP	CEM	MB	MB	SH
SR	SR	SR	SR	SR	SR	SR

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AngusSource® Sales, Stocker/Feeder Cows and Replacement/Heifer Females listed for the week of Jul 08 - Jul 12

Each week emails are sent to more than 600 potential buyers who want to know when and where AngusSource calves are selling.

AngusSource® Sales, Stocker/Feeder Cows and Replacement/Heifer Females listed for the week of Jul 08 - Jul 12

Cattle on the AngusSource®/Gateway/AngusSource® Genetic Listing Site are available for sale:

- AngusSource®, a USDA Process Verified Program (PVP) that verifies source, age and genetics (registered Angus bull).
- Gateway®, a USDA Process Verified Program (PVP) that verifies source and genetics (group age).
- AngusSource® Genetic Listing Site verifies source, group age and genetics (sold by a registered Angus bull).

Additional information listed on the document such as vaccination information is supplied by the seller.

Complete information about the calves can be viewed by clicking on the producer's name in the listing.

Click Here to access all current listings

Real listings are in alphabetical order by state below.

Register/Inquire/Bookmark

Begin Inquiries on sales

State/Country: Kansas Search all FEEDER CALF LISTINGS

ANGUS SOURCE - USDA PVP that verifies source, age and genetics

Source ID	Location of Sale	Head Class	Avg Wt.	% BW Index	% Rank
101	Superior Livestock Video, Steamboat Springs, CO	101 Steers	745	100	58
102	Superior Livestock Video, Steamboat Springs, CO	82 Steers	698	100	58
103	Superior Livestock Video, Steamboat Springs, CO	101 Steers	745	100	58
104	Superior Livestock Video, Steamboat Springs, CO	82 Steers	698	100	58

Replacement Female Value Avg. Size \$B = \$8.17 % Rank: 45

Feeder Carcass Value Avg. Size \$B = \$7.81 % Rank: 45

This is NOT an Official Certificate

To Request an Official Copy contact the Seller or AngusSource®

AngusSource® Lot ID: ID12 74931

Number of head enrolled: 174

"940" Visual program compliant tags

USDA PROCESS VERIFIED

AngusSource® is a USDA Process Verified Program for Angus bred calves that documents source, group age and a minimum of 50% Angus genetics. Source is registered under the AngusSource PVP and documents source and group age.

Replacement Female Value Avg. Size BW: +52.08 % Rank: 36

Feeder Carcass Value Avg. Size \$B: +98.67 % Rank: 58

For more information click here

Production Material Carcass Evaluations As of 01/19/2015

CE	DW	WW	YW	RAGD	DMB	YW	SC	DOC	HP	CEM	MM	WW	WH	SEN	CR	MR	RE	Fat	BW	SF	SG	NOG	BYS	SB
101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101

The following information is not part of the Process Verified Program

1. Add when and where calves are selling.

2. List vaccinations and boosters along with other herd management information.

3. Add additional phone numbers or comments about the calves.

This is NOT an Official Certificate

To Request an Official Copy contact the Seller or AngusSource®

Cattle should qualify for "Natural"

Have cattle ever been implanted?  Yes  No

Have cattle ever been given antibiotics?  Yes  No

Have cattle ever been fed feed containing antibiotics?  Yes  No

Have cattle ever been fed feed containing ionophores?  Yes  No

Have cattle ever been fed feed or supplements containing animal derived products, such as animal fat, fish oil, feather meal, etc. (includes rendered, bled, or bled/bonehead)?  Yes  No

Health/Management Practices:

Date Vaccinated (MM/DD/YY): Backgrounding length (SD) Rank breaker: Yes

Date	Process	Product/Method	Injection Site
02/27/2015	Vaccination	Ultrasil B	Neck
02/27/2015	Vaccination	BoostShield Cold one shot	Neck
02/27/2015	Health Treatment	Isulazine 50	Neck
09/15/2015	Booster	Ultrasil B	Neck
09/15/2015	Booster	BoostShield Cold one shot	Neck
09/15/2015	Health Treatment	Isulazine 50	Neck
09/15/2015	Decomanning	Cyflusid	Other
10/05/2015	Booster	Ultrasil B	Neck

Plan Group's Feedings and Carcass Information

Avg. Daily Gain: 3.08 lbs/day (dry weight to pay weight, including deaths)

Producer Comments: Good set of high demand calves. MHC, NEI, GAP A certified. 2013 calves were 100% choice and Choice Delivery Date: Nov. 5 (per 3 Reg's option)

### Added Marketing and Herd Management Opportunities

Producers have the option to GMX Focus 1/3 of their enrollment group. Many producers choose to test potential replacement heifers to determine who stays and who goes.

**The Feeder Calf Marketing Document will only list the average GMX scores.**

20 Month Harvest by Date: 12/05/2016  
 \*Genetics: 3 registered Angus bulls.

Reg No.	Sex	Assn Num	GMX™ WW	GMX™ Gain	GMX™ CW	GMX™ Marb	GMX™ Score	MOST LIKELY SIRE
53	C	BIR 623658236	30	19	28	43	28	
542	C	BIR 623658237	5	24	13	99	87	
2105	C	BIR 623658238	25	57	73	82	84	

25 herd mates from this enrollment group have an average overall score of 88. Rank is approx. 98%  
 GMX Gain Score: 5 Rank 84%  
 GMX Marbling Score: 2 Rank Top 44%

**The Replacement Female Marketing Document will list the average scores. The producer has the option to show the individual scores of each replacement heifers being sold.**

27 herd mates from this enrollment group have an average overall score of 80. Rank is approx. 25%  
 GMX Gain Score: 4 Rank 61-89%  
 GMX Marbling Score: 5 Rank Top 20%

**INDIVIDUAL SCORES**  
 5 Replacement Females selling as one lot from this enrollment group have the following scores.

ASG TAG	GMX	GMX Marb.	GMX Gain	Probable Sire Reg. #
14059	99	5	5	17358499
14053	99	5	5	17110258
14056	98	5	4	17358499
14057	97	4	5	17110260
14050	97	5	4	17358410

**Sire Match Features**

- Matches Angus sires to GMX tested animals that were produced from multi-sire breeding groups
- Angus sires must be registered, transferred, HD50K or i50K tested and listed as possible sires in order to be matched
- Included as a feature of the GMX test at no additional cost
- Sire Match may be requested at the same time as GMX testing or after results are received
- Not applicable for AAA/AGI parentage verification

Basic Scores include:

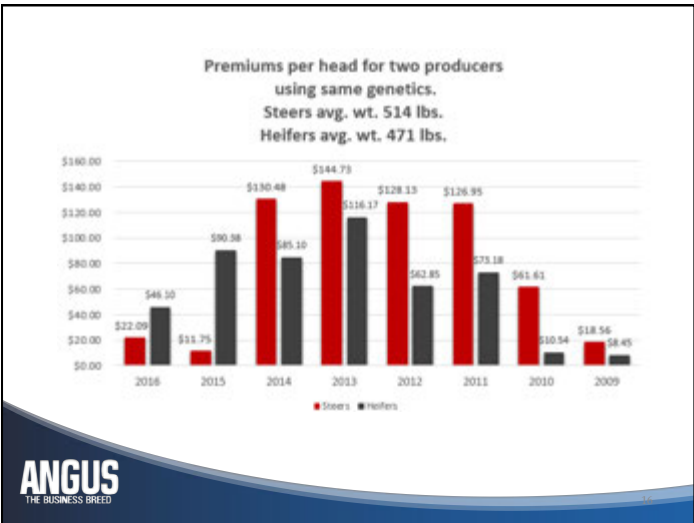
- Gain
- Weaning Weight
- Carcass Weight
- Marbling
- SireMatch
- \$17/test

GMX™ Score	Description
99	Top 1%
75	Top 25%
50	Average
25	Bottom 25%
1	Bottom 99%

Tag	Sex	Assn Num	GMX™ WW	GMX™ Gain	GMX™ CW	GMX™ Marb	GMX™ Score	MOST LIKELY SIRE
53	C	BIR 623658236	30	19	28	43	28	
542	C	BIR 623658237	5	24	13	99	87	
2105	C	BIR 623658238	25	57	73	82	84	

The genomic results are weighted based on historical averages and industry economic trends.

Each individual's GMX™ Score is then ranked against the GeneMax™ database and given a value between 1 and 100. The number closest to 100 is the better score.

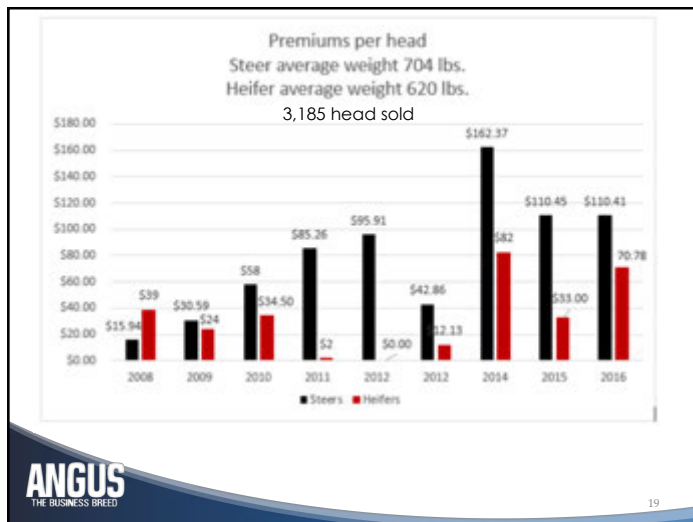


Year	Premiums	# of Head	Sex	LBS.	Group Premium	Year	Premiums	# of Head	Sex	LBS.	Group Premium
2009	\$4.25	110	H	480	\$2,057.00	2009	\$8.00	201	S	470	\$1,797.00
2009	-\$0.30	105	H	480	-\$241.50	2009	-\$1.30	96	S	560	-\$1,488.00
2010	\$0.50	100	H	490	\$245.00	2009	\$6.50	100	S	490	\$1,185.00
2010	\$4.00	103	H	480	\$1,895.20	2009	\$1.50	89	S	540	\$1,348.10
2011	\$6.50	100	H	490	\$4,165.00	2010	\$12.00	100	S	540	\$3,880.00
2011	\$22.50	104	H	480	\$10,764.00	2010	\$13.25	89	S	545	\$6,426.91
2012	\$10.00	98	H	490	\$4,802.00	2010	\$15.25	104	S	460	\$7,295.60
2012	\$6.50	104	H	480	\$7,893.60	2010	\$8.00	88	S	550	\$1,872.00
2013	\$27.00	104	H	450	\$12,836.50	2011	\$26.50	100	S	490	\$12,985.00
2013	\$32.00	114	H	415	\$13,139.20	2011	\$20.50	89	S	555	\$20,125.98
2013	\$27.00	91	H	525	\$8,122.75	2011	\$32.50	104	S	460	\$12,548.00
2014	\$18.50	104	H	480	\$8,850.40	2011	\$20.50	90	S	540	\$9,943.00
2014	\$18.50	103	H	480	\$8,765.50	2012	\$27.00	96	S	560	\$12,051.20
2015	\$11.50	103	H	470	\$1,439.05	2012	\$18.50	98	S	490	\$8,881.70
2015	\$22.50	103	H	580	\$12,978.00	2012	\$24.00	104	S	460	\$11,481.60
2016	\$14.50	103	H	480	\$6,870.10	2012	\$31.00	90	S	540	\$15,066.00
2016	\$9.50	102	H	480	\$2,580.80	2013	\$26.00	100	S	480	\$12,480.00
						2013	\$25.00	87	S	530	\$11,962.50
						2013	\$26.00	105	S	450	\$17,050.00
						2013	\$28.50	88	S	540	\$11,543.20
						2014	\$31.00	102	S	470	\$16,820.20
						2014	\$24.50	88	S	560	\$11,799.20
						2014	\$23.00	98	S	490	\$11,044.60
						2014	\$20.50	86	S	580	\$9,872.80
						2015	\$7.00	102	S	470	\$1,155.80
						2015	\$3.00	86	S	560	\$1,444.80
						2015	\$1.00	98	S	490	\$480.20
						2015	\$2.00	83	S	570	-\$946.20
						2016	\$6.50	102	S	470	\$1,116.10
						2016	\$4.50	98	S	490	\$2,180.90
						2016	\$2.00	82	S	580	\$951.20

Total Steer Premiums \$241,605.39  
 Average per head \$ 82.71  
 Total Heifer Premiums \$112,980.70  
 Average per head \$ 64.60  
 Total Premiums \$354,586.09  
 Average per head \$ 75.93

Steers						Heifers					
# of Head	Weight	\$ Paid	Premiums/CWT	Group Premium	Year Sold	# of Head	Weight	\$ Paid	Premiums/CWT	Group Premium	Year Sold
64	750	\$189.00	\$2.00	\$1,310.00	2008	80	600	\$106.50	\$6.50	\$1,370.00	2008
148	680	\$114.50	\$1.50	\$1,509.60	2008	80	600	\$102.00	\$4.00	\$1,926.00	2009
65	600	\$114.00	\$2.00	\$780.00	2008	584	575	\$116.00	\$6.00	\$1,614.00	2010
68	825	\$106.75	\$3.75	\$2,315.24	2008	80	600	\$147.00	\$17.00	\$1,640.00	2011
154	625	\$110.00	\$4.50	\$4,337.02	2009	78	625	\$143.00	\$4.50	\$846.14	2013
67	725	\$104.50	\$5.00	\$2,428.75	2009	68	700	\$232.50	\$12.50	\$1,950.00	2014
90	550	\$127.00	\$8.00	\$1,940.00	2010	78	600	\$244.00	\$13.00	\$4,084.00	2014
148	650	\$122.00	\$9.50	\$3,198.00	2010	94	680	\$214.00	\$6.50	\$1,310.00	2015
65	725	\$114.00	\$6.50	\$4,477.20	2010	80	615	\$148.00	\$14.00	\$1,888.00	2016
144	650	\$151.50	\$13.50	\$12,636.00	2011	73	675	\$143.00	\$8.00	\$1,943.00	2016
65	725	\$144.00	\$13.00	\$5,383.75	2011	875				\$37,770.14	
128	750	\$147.00	\$9.50	\$8,120.00	2012						
72	650	\$166.00	\$21.50	\$10,063.00	2012						
75	650	\$153.50	\$4.00	\$1,950.00	2013						
128	750	\$146.50	\$7.00	\$6,790.00	2013						
128	750	\$239.00	\$21.00	\$20,340.00	2014						
60	820	\$229.00	\$26.50	\$11,018.00	2014						
75	650	\$257.00	\$19.50	\$8,506.25	2014						
60	810	\$221.00	\$10.00	\$4,800.00	2015						
136	700	\$238.00	\$18.00	\$17,136.00	2015						
64	750	\$234.00	\$14.00	\$6,720.00	2015						
77	620	\$168.00	\$23.00	\$10,980.20	2016						
168	715	\$153.50	\$15.00	\$14,010.00	2016						
61	780	\$148.50	\$10.00	\$4,788.50	2016						
2330				\$180,748.51							

Total Steer Premiums \$180,748.51  
 \$78.25 per Steer premium  
 Total Heifer Premiums \$37,770.14  
 \$43.17 per Heifer premium  
 Total Premiums from 2008-2016  
**\$218,518.65**  
 \$68.61 average per head premium



How one producer increased weaning weights on his calves?


- 1989 started purchasing bulls from one breeder and weaning weights were 412 lbs.
- Increased bull budget, added \$1,000 to bull purchases he went from \$2,500 bulls to \$3,500 bulls.
- Purchased 7-10 bulls per year ran 500 spring and 500 fall calves.
- 1996 weaning weights on calves jumped to 620 lbs.
- No feed or supplement changes. strictly genetics drove the increase.
- Buying better bulls you get better calves and moves to the female side.

\$\$\$\$

### Double Return

Year	Price/Cwt	\$ added per calf	90% Calf Crop -added \$	Added Bull Cost
1990	\$78.49	\$23.55	\$21,195	\$30,000
1991	\$73.89	\$22.17	\$19,953	\$30,000
1992	\$75.19	\$22.56	\$20,304	\$30,000
1993	\$76.33	\$22.90	\$20,630	\$30,000
1994	\$68.85	\$20.66	\$18,594	\$30,000
1995	\$66.50	\$19.95	\$17,955	\$30,000
1996	\$65.41	\$19.62	\$17,658	\$30,000
			\$136,269.00	\$70,000


1989-1996 = 7 years (412 lb. weaning weight to 620 lb.)  
 Increased 208 lbs. per calf over 7 years  
 30 lb. per calf increase per year  
 Genetic Investment \$10,000 more per year.




YEAR	Weaning Weights		
	Bulls	Hfns	
1989	+17	599	542
1990	+18	601	542
1991	+20	599	539
1992	+21	614	553
1993	+22	611	551
1994	+23	613	553
1995	+24	610	551
1996	+25	602	544

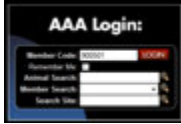
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### How Do I Enroll?




Request an enrollment form by phone at 816-383-5100 or email [angussource@angus.org](mailto:angussource@angus.org)








Enroll anytime 24 hours a day at [www.angus.org](http://www.angus.org)






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### Choose your tag type during enrollment, visual, eTag or ChoiceSet.




AngusSource and AngusSource Genetic tag costs:

Visual	\$1.25
e.Tag	\$2.25
ChoiceSet	\$3.25

Gateway tag costs:

Visual	\$2.00
e.Tag	\$3.00
ChoiceSet	\$5.00

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### Index Selection for Commercial Heifer Selection

- **Identify candidates for selection**
  - Remove visual culls for temperament or phenotype
- **Rank based on Index value (such as Total Advantage)**
  - Consider outliers where relevant (cow cost, marbling, docility, etc.)
- **Select the top as replacements**
  - The percent you keep is based on replacement rate in your cow herd
  - Heifers selected based on the index value will have a higher average index and therefore higher expected profit per calf.



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### GeneMax Advantage Index Scores

Represented on a 1 to 100 scale – higher score means more \$ profit

13 traits and consolidated into 3 bio-economic indexes

**Cow Advantage Score**  
Conception to Weaning

**Feeder Advantage Score**  
Weaning to CAB carcass

**Total Advantage Score**  
Conception to Carcass

25

### Traits included in the GeneMax Advantage indexes

- Cow Advantage**  
 Heifer Pregnancy, Calving Ease, Weaning Weight, Milk, Cow Size (cow costs)
- Feeder Advantage**  
 Feedlot Gain, Dry Matter Intake, Carcass Weight, Yield Grade, Quality Grade (marbling)
- Total Advantage**  
 (conception to CAB carcass)

**Cow**

**Feeder**

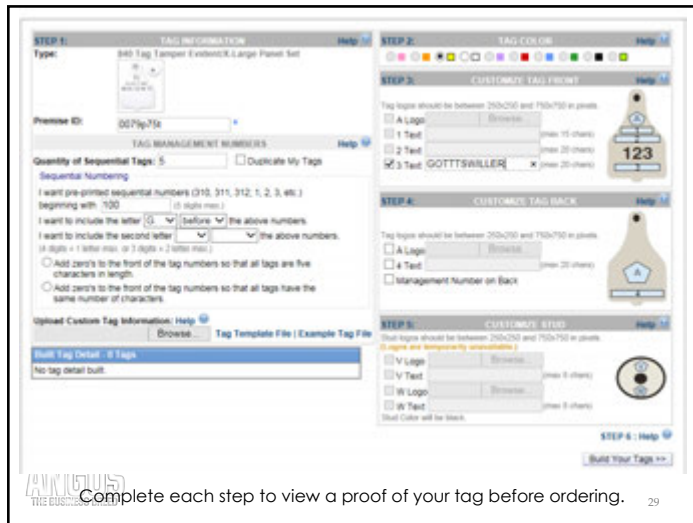
**Total**

### Example report

Tag	Birth Date	Cow Cost Outlier	Doc Outlier	Marb Outlier	Tend Outlier	Cow	Feeder	Total
9A	02/13/2013				[-]	80	92	96
25A	02/18/2013					69	93	92
22A	02/16/2013	[-]		[+]		49	93	92
3A	02/10/2013			[-]		76	90	90
18A	02/16/2013	[-]		[+]		59	90	90
34A	02/23/2013	[-]		[+]		57	90	89
17A	02/16/2013			[-]		59	83	86
20A	02/16/2013			[+]		56	82	86
101A	03/06/2013			[+]		70	78	86
31A	02/20/2013					65	69	86
13A	02/15/2013					55	84	85
15A	02/16/2013			[+]		28	89	82
5A	02/12/2013					68	69	82
38A	02/28/2013			[+]		38	65	59
125A	03/08/2013					40	72	58
115A	03/07/2013			[+]		49	57	58
68A	03/04/2013			[-]		26	78	51
53A	03/20/2013					48	45	51
145A	03/10/2013			[+]		35	52	49
100A	03/06/2013			[+]		37	56	46
184A	03/24/2013			[+]		39	67	45
67A	03/04/2013					46	58	41
86A	03/05/2013			[+]		41	33	41

- High-quality visual ear tags at an affordable cost.
- Allflex and Destron Fearing, as well as EID readers, Allflex syringes, and a wide variety of accessories.
- Website features easy to follow, step by step instructions and provides a preview or mock-up of your tag proof.

[www.customcattletags.com](http://www.customcattletags.com)



Complete each step to view a proof of your tag before ordering.



View a proof prior to placing your order.

**Meeting the needs of future cattle producers.**

**Program Options:**

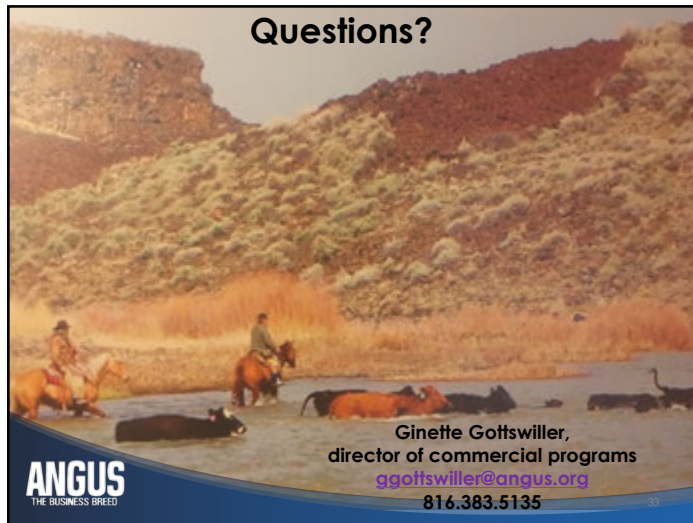
- 15 head** Program cost per year \$50
  - 5 GMX Focus tests (\$42.50 savings)
  - AngusSource or AngusSource Genetic enrollment fee (\$50 savings)
  - Maternal Plus or BRS Enrollment for 15 head (\$45 savings)
- 30 head** Program cost per year \$85
  - 10 GMX Focus tests (\$85 savings)
  - AngusSource or AngusSource Genetic enrollment fee (\$50 savings)
  - Maternal Plus or BRS Enrollment for 30 head (\$90 savings)

Ben Hicks, AI school recipient

Joel Osborn, first scholarship winner

Sign up to receive your free electronic copy of the **Angus Beef Bulletin EXTRA** at [www.angusbeefbulletin.com](http://www.angusbeefbulletin.com)





**Questions?**

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816.383.5135

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