

# A Program and Tag Option to Meet Every Producer's Needs.

The American Angus Association® operates the industry's leading Process Verified Program (PVP) for source- and age-verification. The PVP offers two levels of verification and multiple program compliant tag options.

The premier verification option for producers using registered Angus bulls.



AngusSource verifies

- Source
- Age
- Genetics

AngusSource is the only program to guarantee a minimum of 50% Angus genetics.

**A NEW second tier verification option.**



Gateway verifies

- Source
- Age

Gateway has no genetic requirements.

There is a \$50 fee per enrollment group. Producers must complete training and calf enrollment via phone prior to ordering tags.

***"We like to feed Angus cattle because of the superior genetics. Having that coupled with the verification through AngusSource gives those calves an advantage during their time in the feedlot and when they are marketed. It is a combination that is hard to beat!"***

**Mike & Terry Beller  
Beller Feedlot, Lindsay, Nebraska**

## Why Verify?

### Real World Results

Data collected from Superior Livestock, June-September 2009, indicate that cattle enrolled in age- and source-verified programs received \$1.57 per hundred weight (cwt.) more than calves that were not source- and age-verified. The data also suggested that calves enrolled in AngusSource had a \$1.08-per cwt. advantage over other source- and age-verified programs, bringing the **total value of AngusSource enrollment to \$2.65 per cwt.**

### Marketing Support

**Marketing support.** An online listing site and weekly e-mails expose your cattle to more than 600 individuals who are interested in AngusSource and Gateway cattle. Free with enrollment!

## Destron Fearing Tag Options

Producers may select the tag option to best fit their production and marketing needs:

Tag Type	AngusSource	Gateway
Visual	\$1.00/hd	\$2.00/hd
RFID-NEW	\$2.25/hd	\$3.00/hd
Choice-set	\$3.25/hd	\$5.00/hd
"840" Visual*	\$1.00/hd	\$2.00/hd
"840" RFID* NEW	\$2.25/hd	\$3.00/hd
"840" Choice-set*	\$3.25/hd	\$5.00/hd

\*Purchase of "840" tags requires a valid premise registration

All visual tags may be custom printed with the producer's management number **free of charge**. Producer's may also custom print the back of the tag with their management number, name and phone number, logo etc. for a one time fee of \$10 and \$0.50/tag. All tags are shipped **free of charge**, UPS ground directly to your door.

For more information or to request an enrollment form contact AngusSource at 816-383-5100 or [angussource@angus.org](mailto:angussource@angus.org) or visit [www.angussource.com](http://www.angussource.com)