

MEMBERSHIP TIPS

by Jerry Cassady
director of member services



Transfer your bulls

Discover why transferring your bulls is a vital step of running a cattle operation.

As buyers and sellers come together during spring bull sale season, the anticipation of the next breeding season is in the air. As you read this, thousands of Angus bulls are being marketed and delivered to their new farms and ranches across the country. There is true satisfaction for both buyer and seller when the trailer gate opens and the new herd bull steps out. It is indeed an exciting time to be involved in the business of raising and marketing seedstock Angus genetics.

You have provided your customer with a superior product to set them up for success with improved genetics. You stand behind your bull offering from a health and fertility standpoint. You delivered the bull as an added layer of service, and you have met all expectations to satisfy your customer.

Mission accomplished, right? Not quite.

Why is transferring the paper important?

To fulfill your commitment to offering full service to your customers, it is important to provide the registration paper and officially transfer ownership to your buyers. The American Angus Association registration paper represents generations of ancestral records, carefully measured performance data and specific genomic information.

This opens the door to the true power of known

Angus genetics and the industry's largest single-breed database. With more than 30 million data points submitted by folks like you, this mass of information provides confidence in future breeding decisions.

As important, the accuracy of the Angus database is arguably the highest in the industry, leading to the most reliable selection tools for members and commercial producers to utilize. These highly accurate genetic predictions provide true risk mitigation. Less risk is good for anyone in agriculture, including your bull-buying customers.

The process of transferring ownership is quick, easy and inexpensive. For a nominal fee, you can assure your customers are getting the information necessary for their success. As genetic predictions are updated during our weekly evaluation, your customers can monitor any change in the expected progeny differences (EPDs) they may experience with their purchase.

Furthermore, this includes the added benefit of your customer having a complete inventory of the registered bulls they have purchased.

This list of bulls indicating official ownership is required if your customers are interested in taking advantage of value-added calf programs offered such as the American Angus Association's



AngusLinkSM program. A transferred registration paper provides the documentation required for genetic verification program enrollments which lead to opportunity for a greater return on the investment of the new herd bull.

Changing mindset

The American Angus Association is fortunate our membership submits a substantial number of transfers each year. So, no complaining here. Roughly, we register more than 300,000 head each year and process more than 140,000 transfers.

That is a solid percentage, knowing just over half of those transferred represent bull sales. However, the commercial cow-calf industry has become more information-savvy and familiar with today's technology.


Each year they expect more from their seedstock supplier through improved genetics, more accurate information, comprehensive guarantees, and yes, official transfer of ownership. It will be prudent to prepare for the day when your customers expect ownership to be properly transferred through the American Angus Association on every bull they purchase.

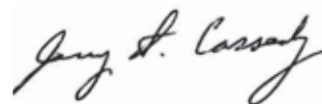
Customer service

In today's world, customer service truly separates good from great. High-level customer service is our goal within the Member Services department, and the goal of every successful seedstock provider as well.

Each seedstock supplier is hopeful their commercial customers appreciate the value of the bulls offered, and they in turn are willing to pay more for this value. By officially transferring your bulls

to your customers, your goal of comprehensive customer service can be accomplished.

For more information regarding transfers, please contact the Member Services department at 816-383-5100, or email me directly. 



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Diamond T
LAND & CATTLE CO

Upcoming Sales

APRIL 12 
Angus Show Heifer Sale
Hosted by: Angus Live

 **APRIL 26**
Angus and Friends Show Heifer Sale
Hosted by: SC Online Sales

Both sales will contain daughters of
Champion Hill Georgina 8547, the two-time
ROV Show Heifer of the Year (2014-2015, 2015-2016).

As a special attraction, we will be offering two half
sisters to Conley Sandy 5104, the 2016-2017
ROV Show Heifer of the Year.

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