

LEAD IN

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Many of you may not know there is an American Angus Assn. publication that has twice the circulation of the *Angus Journal* or that this newspaper is mailed to your customers every six months to encourage them to use more of your registered Angus bulls and females.

That publication is the *ANGUS BEEF BULLETIN* and the front page of the March issue is reproduced on page 70 of this issue of the *Angus Journal*. The four-page, easy to read, informative newspaper is produced and mailed twice a year to non-members of the American Angus Assn. It goes to cattle producers who have had Angus bulls transferred to them during the previous year and a half and to non-members who have had females transferred to them in the year previous to publication. The March issue was mailed to more than 30,000 commercial cattle producers.

The key to putting this effective publication to work for you is the "transfer." The only way we can obtain the names and addresses of non-member buyers of Angus cattle is when you transfer the registration papers to the new owners. And remember, when you sell an animal be sure and get the complete mailing address of the new buyer including the correct zip code. More and more the U.S. Post Office is returning mail that does not have

a near-perfect address. Very often they will go the extra mile to deliver first class mail, but the *Bulletin* is mailed at bulk rate and that requires a correct address.

There has been reluctance in recent years on the part of some Association members to transfer their cattle to buyers who are not in the registered business. No doubt the depressed farm economy has had something to do with this trend. But, in my opinion, it is false economy on the part of Angus breeders.

First, I think breeders who don't transfer are missing a great personal promotion opportunity by not having a registration certificate or performance registration certificate sent to the new owner. The performance certificate is particularly useful if you have taken the time and trouble at sale time to explain your records and what they can mean to the buyer. The arrival of the performance certificate is a second reminder that the individual has made a good decision.

Soon after you transfer cattle the new owner also receives a letter from the American Angus Assn. We congratulate the person on the new Angus purchase, offer to help in any way we can, and also provide the opportunity for the buyer to subscribe to the *Angus Journal* or even join the American Angus Assn.

Now, with the relatively new *Angus Beef Bulletin*, the buyer gets two to three editions of the *Bulletin* with the understanding that he is receiving them because registered Angus cattle were transferred to him or her. In brief, the *Bulletin* extends the service you provide to your customers and reminds them of this each time it arrives. And, most important, the *Bulletin* gives us an opportunity to promote the breed and programs such as AHIR and Certified Angus Beef.

Providing this service to non-members is not cheap. That's why your transfer fees are important. However, transferring cattle is a good buy for you, the Angus seed stock producer. And, it provides another edge that you have as an Angus breeder that producers of other breeds do not.

From the looks of many Angus sale averages this spring, and from what I hear from Angus breeders across the country, it appears that demand is increasing for Angus bulls in relation to other breeds. Part of this comes from a sound, aggressive national advertising and merchandising program. Part of the cost of these programs is paid out of your transfer fees. Please, keep this in mind the next time you sell cattle to buyers who are not members of the American Angus Assn. **AJ**