Make Data Meaningful

The Angus BRS recordkeeping system provides an easy-to-use format for producers to access a wealth of information about their herds.

BY MATT PERRIER

FIG. 1

BRS BEEF RECORD SERVICE

American Angus Association
Angus Beef Record Service
Customer Enrollment Form

Mail To:
American Angus Association
Attn: BRS
3201 Frederick Avenue
St. Joseph, MO 64506-2997
Ph. (816) 383-5100 Fax (816) 233-9703

Angus Beef Record Service (BRS) allows commercial beef cattle producers the opportunity to record production information on offspring of their cow herd in order to receive summaries that will provide objective, decision making tools.

I agree to abide by the rules and regulations as established by the Board of Directors of the American Angus Association. Further, I release all Angus Beef Record Service data collected to use in breed improvement programs.

Name: A. Profit
Signature: A. Profit
Ranch Name: Profit Cattle Company
Mailing Address: 3201 Frederick Ave.
City, State, Zip: St. Joseph MO 64506
Telephone: (816) 383-5100
Fax: (816) 233-9703
E-mail: brs@angus.org

☐ Check here if you wish to submit information electronically.

This application must be on file with the American Angus Association before Angus Beef Record Service records will be processed.

For office use only
Customer ID: _____
Date Received: _____

How can I get feedyard and carcass data back on my cattle? It's the million-dollar question. Or is it?

"I continuously hear this question from cattlemen nationwide," states Bill Mies, Texas A&M University, "and I always ask them, 'Do you have individual identification and management to link the calf back to the cow (and bull, if possible)?' If the answer is 'No,' then why would you want the data?"

Maybe the true million-dollar question is *What must this producer have to use this data properly?*

A cow tag.

A calf tag.

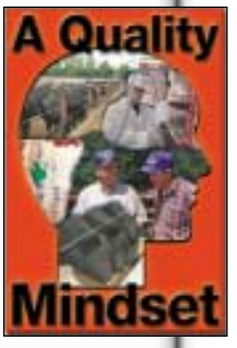
An identified sire or sire group.

A birth date.

A weaning weight.

A program to tie this raw information into useful management and marketing tools to help ranchers increase profitability.

In its simplest form, this describes the Angus Beef Record Service (BRS) of the American Angus Association. Released last fall, the Angus BRS program was created to assist commercial cattlemen in their quest for information regarding end-product merit, feedyard performance, pre- and postweaning gain, cow fertility, and maternal characteristics.



Overview

Angus BRS provides a system for commercial producers to keep performance records about their animals, regardless of breed composition. These records can be used as valuable decision-making tools to enhance ranchers' profitability.

Producers can submit information about their cow herds, including sire information, breeding records, calving and weaning data, and any additional

performance or carcass data collected on their calves. For $2/calf, this raw data is then converted into more comparative numbers according to Standardized Performance Analysis (SPA) guidelines. This information can help producers make selection decisions for their cow herds, while supplying information to help market the calf progeny as steers and replacement heifers.

The Angus BRS program provides a tool for serious producers who wish to link the end product to the producing factory by identifying genetics that work in their operation. By using individual animal identification (either electronic ID or traditional tag, tattoo or number brands), comprehensive submission forms, and reports generated by the American Angus Association to evaluate and to compare the data, cattle producers can characterize their commercial cow herds and have a higher-quality, more marketable product for their customer.

The process

Angus BRS is structured to be simple for commercial producers to use. But it still is capable of being extremely inclusive, holding detailed information for various traits in the areas of fertility, performance and carcass characteristics. Required information for enrollment includes

- Individual IDs for dam, sire and calf;
- Breed(s) of sire and dam;
- Breeding season dates;
- Birth year of cow;
- Birth date of calf; and
- Weaning weight of calf.

In addition, such optional fields as birth weight, electronic ID, hip height, mature weight, cow temperament, body condition scores (BCS), carcass characteristics and countless other traits allow users to customize the program to fit their management and recordkeeping needs.

FIG. 2

Dam Enrollment Form

2/1/99
Profit Cattle Company
3201 Frederick Ave.
St. Joseph MO 64506
(816) 383-5100

ANGUS BRS BEEF RECORD SERVICE

Dam Information				Sire Information				Maternal Grand Sire Information				MGD
Dam Herd ID	Reg. Number	Birth Date	Elec. ID National ID	Sire Herd ID	Reg. Number	Breed	Elec. ID National ID	MGS Herd ID	Reg. Number	Breed	Elec. ID National ID	Breed
8004		3/2/98		NORTH	11338672	AN		FIX	11816470	AN		ANAN
8023		3/9/98		4X07	10156958	AN		BS	9894245	AN		ANAN
6004		5/1/96		FRED		ANGR		S04	19010270	HH		ANHH
6001		4/1/96		EXT	10771479	AN		BS	9894245	AN		ANAN
5001		1/1/95		2000		SMAN		YL13	3011495	CH		
5011		1/1/95				HH				HH		HH
4004		3/2/94				AN				AN		AAAN
4003		3/9/94				AN				AN		AAAN
2039		3/2/92				AN				AN		XXX
2001		1/1/92										
2002		1/1/92										
X021		1/1/88										

Submitting information

Records may be submitted by completing forms or by electronically submitting the information. If producers already have their records on a spreadsheet or relational database software application, records can be converted into the Angus BRS database format *at no cost.* And, as the current Angus BRS Online (*www.beefrecords.com*) is expanded, users will be able to enter and to retrieve data interactively on the Internet.

Following is a step-by-step process for submitting records on paper.

STEP 1:

Complete a customer enrollment form with pertinent contact information (see Fig. 1). Upon receiving an enrollment, the Association will send the producer a Dam Enrollment Form and the guidelines for the Angus BRS program.

STEP 2:

Complete and submit the Dam Enrollment Form (see Fig. 2), listing within-herd ID numbers [tags, electronic identifications (EIDs), brands, etc.], birth date, breed and sire information for all breeding-age females.

Upon receiving this data (and each subsequent form submitted), the Association will generate reports, to be returned to the producer, containing blanks for the next step's information to be entered. Each animal enrolled also will receive a unique American identification number (AIN), establishing its exclusive identity worldwide. After processing the dam enrollment information, the Association sends the producer a Sire Enrollment Form and a Breeding Report Form.

STEP 3:

Complete the Sire Enrollment Form (see Fig. 3, page 96), listing herd ID, breed and registration numbers (if applicable) of all sires used in your herd. Sire groups can be formed for multiple-bull pastures.

STEP 4:

Complete the Breeding Form (see Fig. 4a, page 97), listing pertinent information, such as AI service sires, pasture sire IDs, turnout and pickup dates for pasture bulls and groups, and pregnancy test information. From this information, the Association can generate a Breeding Summary (see Fig. 4b) and the Calving and Weaning Report Form.

STEP 5:

Complete the Calving and Weaning Report Form (see Fig. 5a), listing calf ID, sex, sire, dam, birth date and weaning information, as well as optional information, such as birth weight, birth code, weaning hip height and sales price per pound. Cow information, such as BCS, weight, height, temperament score and disposal code, also can be submitted at this time.

From this report, the Association can generate several useful summaries, including the Calf Summary, the Sire Summary, the Cow Herd Summary, a Cow Breed Summary and a Herd Summary of Reproduction and Production Performance (see Fig. 5b, page 98).

STEP 6:

Complete the postweaning reports (if applicable), such as yearling weight and height (especially important for

CONTINUED ON PAGE 96

replacement females), in- and out-weights at the feedyard, and carcass information at the processing plant.

Complete system

Angus BRS also works in conjunction with other commercial programs provided through the American Angus Association and Certified Angus Beef LLC (CAB).

■ Angus Resource Clearinghouse Network (ARCNet), an online exchange of information among various production segments of the beef industry regarding Angus-influenced feeder cattle or replacement heifers for sale privately or through livestock markets across the United States. It is listed at *www.arcnetonline.com*, or it can be accessed through *www.angus.org/arcnet/*. Groups of commercial cattle may be submitted online or on forms available from the American Angus Association.

■ CAB Feedlot Licensing Program (FLP), a program initiated by CAB's Supply Development Branch to utilize the feeding industry in our quest to increase the supply of high-quality cattle qualifying for the *Certified Angus Beef*® (CAB®) brand. Cooperating feedyards meet qualifications set by the Supply Development team, bringing the licensing concept into the feeding sector, as has been done in the processing, distribution and consumer segments of the beef industry.

Angus BRS forms are available to track feedyard data, such as individual in- and out-weights, implanting regimes, and health and management data, providing calves entered on the Angus BRS program maintain their identities all the way to the feedyard. In addition, the feedyard is a critical link to the packing facilities, in order to get individual carcass data collected and transferred into the Angus BRS program for processing.

As we see the industry rapidly move toward a value-based marketing system, information from all sectors of the production beef industry must be shared, and this data must be tied back to the sire and dam. Through proper processing and comparison against large amounts of similar information, this data can be analyzed and used to make better selection and management decisions for all producers.

Documenting value

As Mies stated, without current, factual, usable information, your high-quality cattle are worth little more than commodity prices. Today, and especially in the future, accurate information on fertility, performance and end-product merit will be imperative in order to garner top dollar for your cattle.

Who's going to pay you for it? Historically, this has been the talk when producers speak of trying to produce higher-quality cattle with more information behind them. However, when folks like Greg Arendt, manager of Valentine Livestock Auction Market, Valentine, Neb., start talking, it becomes more than just talk — it then tells of the increased demand for those higher-quality cattle with information to support them.

Arendt tells the story of a sizable group of 725-pound (lb.) Angus-sired steers that brought $6/hundredweight (cwt.) *less* than a heavier set of high-quality Angus steers sold the same day, through the same ring. The main difference was that the higher-valued cattle had carcass information from past contemporaries from the same operation.

FIG. 3

Sire Enrollment Form

Date: 11/1/99
Customer: Profit Cattle Company
N-55671

Sire Herd ID	Reg. Number	Breed	Electronic ID / National ID
CT	11618614	ANAN	
FRED		ANSM	1100000067
804	19010270	HHHH	
PHANTOM	12334675	ANAN	

Sire Group Form

Date: 11/1/99
Customer: Profit Cattle Company
N-55671

Sire Group Identifier: 1999 - 1

Sire Herd ID	Pasture Date In	Pasture Date Out
543	4/1/99	6/1/99
42C	4/1/99	6/1/99

Sire Group Identifier: 1999 - 2

Sire Herd ID	Pasture Date In	Pasture Date Out
785E	4/1/99	6/1/99
ELMO	4/1/99	6/1/99

Sire Group Identifier: 1999 - 3

Sire Herd ID	Pasture Date In	Pasture Date Out
804	5/1/99	6/1/99
FRED	5/1/99	6/1/99

"What I need," Arendt says, "is carcass information on all of these cattle. That information just elevates the producer's opportunity to sell cattle for more dollars."

This progressive auction market manager goes on to say, "The market does not pay premiums. It only pays the per pound value of the cattle. Premiums are paid on the added information and knowledge of what these cattle will do when they get to the feedyard and packing plant."

Why would that information increase their value? Value-based marketing systems are now requiring more knowledge about a set of cattle than simply hide color and weight. Each bit of accurate information listed tacks on dollars to the sale price of cattle. One does not need to look any further than the various prevaccinated-feeder-calf sales springing up across the country to see that buyers are beginning to pay a premium for cattle with process, source and genetic information behind them.

Perhaps Jack Tomac, Rapid City, S.D., summarizes it best. "Recordkeeping is coming to be the single most important function you will perform … possibly more important than marketing. With good management practices and the recordkeeping to back those practices, your marketing will become much easier and more profitable."

These industry indications coming from university Extension personnel, packers, feeders, auction market managers and even progressive cow-calf producers are sending the same signal. True premium dollars for calves will not be gathered until honest, accurate information about each individual calf can be provided. Angus BRS gathers all of this data, processes it and offers it back to cow-calf producers to be used as they wish in their own operations.

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FIG. 4a

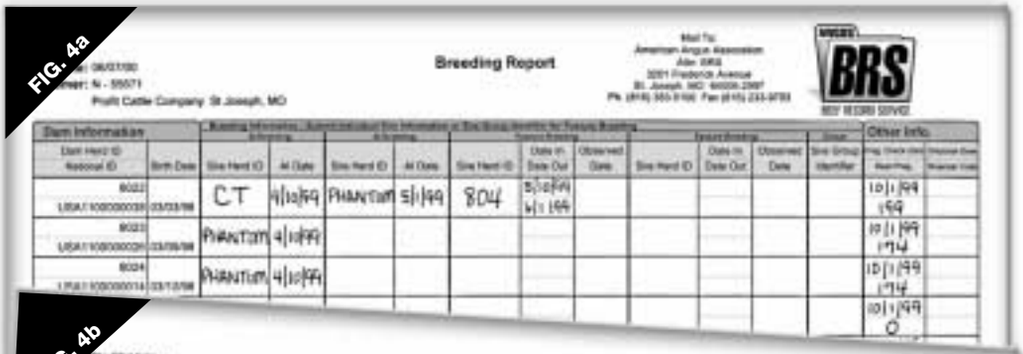


FIG. 4b

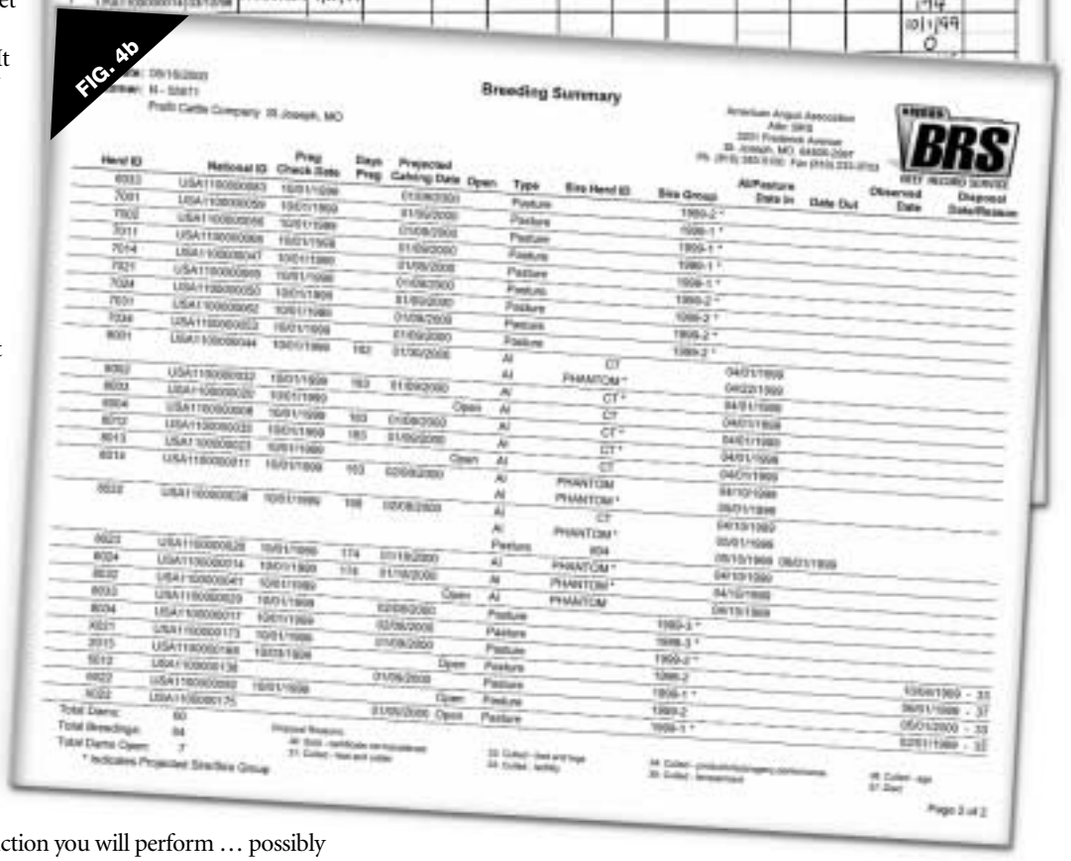
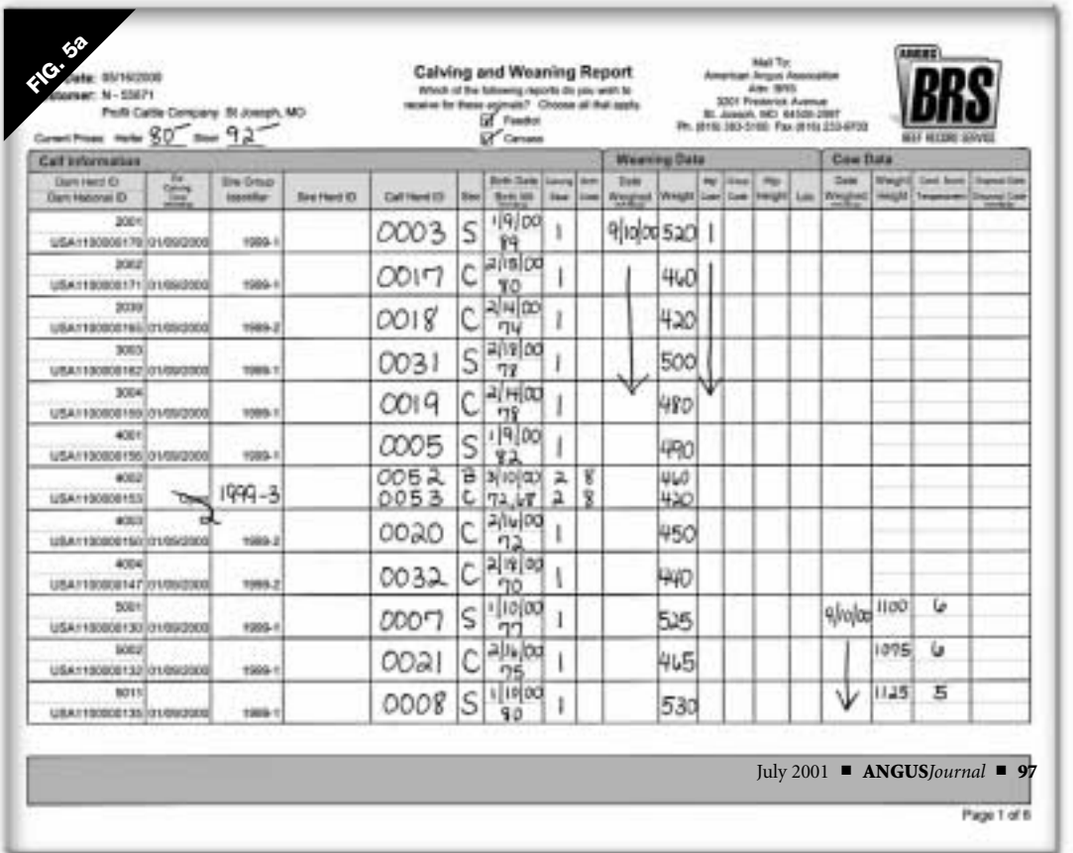


FIG. 5a



It can be used in selection, management and eventually to help market cattle.

The buyers are asking for data from past generations and present genetics.

The Angus BRS program provides this information today. How long can you afford to wait to start gathering information to help market your cattle for higher values?

Editor's note: *Matt Perrier is assistant director of commercial relations for the American Angus Association.*

FIGURE 5b

Cow Herd Summary
Weaning Process Date: 05/17/2000

Profit Cattle Company St Joseph, MO

Calving Distribution by 21-Day Period and Age of Dam

Age of Dam	Num Calves	Early	1st 21	2nd 21	3rd 21	4th 21	Late	Avg Calving Date	Avg Birth Wt	Avg Age	Avg Wn Wt	Avg Adj Wn Wt	Avg Ratio	Avg WDA
2	10	1	4	5	0	0	0	01/28/2000	74	227	491	498	102	2.00
3	8	0	1	2	5	0	0	02/21/2000	75	208	477	527	108	2.39
4	12	0	2	6	4	0	0	02/15/2000	76	206	486	502	103	2.37
5	15	0	2	8	3	0	0	02/14/2000	76	208	468	464	95	2.25
6	5	1	0	2	2	0	0	02/17/2000	72	205	452	484	90	2.22
7	7	0	0	2	3	0	0	02/16/2000	78	207	490	486	100	2.37
1	0	2	3	0	0	02/01/2000	81	229	468	440	90	2.11		
0	1	0	0	0	0	01/09/2000	74	244	446	387	80	1.80		
3	10	27	14	0	0									

Cow Breed Summary
Birth Date Range: 01/09/2000 - 03/10/2000
Weigh Date: 09/10/2000
Weaning Process Date: 05/17/2000

Profit Cattle Company St Joseph, MO

Cow Breed Summary – Bull Average

Cow Breed	# Calves	Birth Wt	Calving Ease	Age	Actual Wn Wt	Adj Wt	Ratio	WDA	Hip Ht	Adj Hip Ht
ANAN	1	72	2.0	194	400	384		2.06		

Cow Breed Summary – Cow Average

Cow Breed	# Calves	Birth Wt	Calving Ease	Age	Actual Wn Wt	Adj Wt	Ratio	WDA	Hip Ht	Adj Hip Ht
ANAN	17	76	1.3	208	448	478	98	2.16		
ANGS	1	74	1.0	209	420	414	86	2.01		
HHHH	1	78	1.0	209	460	472	98	2.26		
HHSH	2	77	1.0	226	438	421	87	2.01		
U U	1	78	1.0	193	466	484	102	2.43		
XXXX	5	74	1.0	200	452	478	99	2.33		

Cow Breed Summary – Steer Average

Cow Breed	# Calves	Birth Wt	Calving Ease	Age	Actual Wn Wt	Adj Wt	Ratio	WDA	Hip Ht	Adj Hip Ht
ANAN	21	77	1.1	212	466	397	104	2.30		
HHHH	2	78	1.0	225	518	478	98	2.30		
HHSH	1	80	1.0	245	520	451	92	2.12		
XXXX	2	78	1.0	224	518	483	101	2.33		

Calf Summary
Birth Date Range: 01/09/2000 - 03/10/2000
Weigh Date: 09/10/2000
Weaning Process Date: 05/17/2000

Profit Cattle Company St Joseph, MO

Calf Herd ID	Sex	Birth Date	Cow Herd ID	Sire Herd ID	Sire Group	Birth Wt	Calving Ease	MGT	Age	Actual Wn Wt	Adj Wt	Ratio	WDA	Hip Ht	Adj Hip Ht	Frame Score	Weigh Gt	Lot ID
0004	C	01/10/2000	6010		1999-1	73	1	1	244	475	427	89	1.85				05/10/2000	2
0006	C	01/19/2000	9021		1999-2	78	1	1	244	446	397	80	1.80				05/10/2000	2
0008	C	01/12/2000	8002	ET		72	1	1	242	488	467	101	1.96				05/10/2000	2
0010	C	01/19/2000	6051		1999-1	80	1	1	239	505	457	96	2.06				05/10/2000	2
0014	C	02/06/2000	8022	PHANTOM		74	1	1	217	438	483	103	2.60				05/10/2000	2
0016	C	02/07/2000	6014	PHANTOM		72	1	1	216	436	488	101	2.61				05/10/2000	2
0017	C	02/15/2000	2002		1999-1	80	1	1	208	466	439	94	2.21				05/10/2000	2
0018	C	02/14/2000	2010		1999-2	78	1	1	209	420	414	88	2.01				05/10/2000	2
0019	C	02/14/2000	3008		1999-1	78	1	1	209	480	472	98	2.30				05/10/2000	2
0020	C	02/16/2000	4003		1999-2	72	1	1	207	460	447	93	2.17				05/10/2000	2
0021	C	02/16/2000	5002		1999-1	75	1	1	207	480	466	96	2.26				05/10/2000	2
0023	C	02/17/2000	5010		1999-2	78	1	1	206	440	439	91	2.14				05/10/2000	2
0029	C	02/16/2000	8033		1999-3	74	1	1	205	470	545	113	2.32				05/10/2000	2
0032	C	02/19/2000	4004		1999-2	79	1	1	205	440	439	91	2.15				05/10/2000	2
0033	C	02/19/2000	9043		1999-2	75	1	1	205	425	426	88	2.07				05/10/2000	2
0034	C	02/19/2000	3048		1999-2	74	1	1	205	485	469	94	2.33				05/10/2000	2
0035	C	02/19/2000	6003		1999-1	75	1	1	204	485	503	104	2.38				05/10/2000	2
0037	C	02/19/2000	5011		1999-1	77	1	1	204	470	493	102	2.33				05/10/2000	2
0042	C	03/02/2000	9033		1999-2	72	1	1	192	470	512	106	2.45				05/10/2000	2
0043	C	03/01/2000	7031		1999-2	76	1	1	193	410	470	95	2.12				05/10/2000	2
0045	C	03/01/2000	7014		1999-1	76	1	1	193	440	502	104	2.29				05/10/2000	2
0048	C	03/03/2000	9013		1999-1	76	1	1	191	465	494	102	2.43				05/10/2000	2
0047	C	03/03/2000	3031		1999-1	76	1	1	191	450	479	99	2.38				05/10/2000	2
0049	C	03/03/2000	8023		1999-2	76	1	1	188	430	467	97	2.33				05/10/2000	2
0051	C	03/05/2000	7011		1999-1	76	1	1	186	455	535	110	2.42				05/10/2000	2
0053	C- TW	03/13/2000	4002		1999-3	88	2	1	184	420	529		2.39				05/10/2000	1
DEAD	C	02/04/2000	8021	PHANTOM		80	5											
Averages for 27 Lives:						74			206	453	471	97	2.19					

Herd Summary
Reproduction and Production Performance

Profit Cattle Company Saint Joseph, MO

Reproduction Performance Measures[1]		Your Herd	National BRS Average
Pregnancy Percentage		85.7	90.6
Pregnancy Loss Percentage		0.0	0.2
Calving Percentage		85.1	88.2
Calf Death Loss Based on Exposed Females		1.7	4.0
Calf Death Loss Based on Number of Calves Born		1.9	1.9
Calf Crop or Weaning Percentage		85.4	84.1
Female Replacement Rate Percentage		22.0	14.8
Calving Distribution			
(Cumulative percentages)			
Beginning Calving Date	01/19/2000		
Calves Born During 1st 21 Days	01/31/2000	20.0	50.8
Calves Born During 1st 42 Days	02/21/2000	76.9	84.0
Calves Born During 1st 63 Days	03/13/2000	100.0	94.7
Calves Born After 1st 63 Days		0.0	5.3
Production Performance Measures			
Average Age at Weaning (days)		212	
Actual Weaning Weights (pounds)			
Bulls			
Steers		481	538
Heifers		454	498
Average Weaning Weight		473	514
Pounds Weaned per Exposed Female		405	434

[1] Based on exposed females whose breeding records were processed on 05/16/2000.

Sire Summary
Birth Date Range: 01/08/2000 - 03/15/2000
Weigh Date: 09/10/2000
Weaning Process Date: 05/17/2000

Profit Cattle Company St Joseph, MO

	BW EPD	WW EPD	Milk EPD	YW EPD	Birth Wt	Age	Actual Wn Wt	Adj Wt	Ratio	WDA	Hip Ht	Adj Hip Ht	Fra Sco
Sire Group: 1999-1													
Averages for 11 cows:					77	207	488	479	99	2.27			
Averages for 11 steers:					81	228	516	505	103	2.36			
Averages for 22 calves for Sire Group 1999-1:					79	213	483	492	101	2.32			
Sire Group: 1999-2													
Averages for 10 cows:					72	205	437	446	92	2.14			
Averages for 10 steers:					78	201	475	501	102	2.36			
Averages for 20 calves for Sire Group 1999-2:					74	203	456	473	97	2.25			
Sire Group: 1999-3													
Averages for 1 bull:					72	184	480	584		2.50			
Averages for 2 cows:					71	186	448	537	113	2.30			
Averages for 1 steer:					76	213	483	548	113	2.28			
Averages for 4 calves for Sire Group 1999-3:					72	197	460	522	113	2.34			
CT- ANAN Reg No: 11918014	-1.8	+31	+23	+66									
Averages for 1 cow:					72	202	480	467	101	1.98			
Averages for 2 steers:					73	240	480	483	101	1.99			
Averages for 3 calves of Sire Herd ID CT:					72	344	480	481	101	1.97			
PHANTOM- ANAN Reg No: 12334875	+.5	+40	+21	+63									
Averages for 3 cows:					75	217	459	484	101	2.01			
Averages for 2 steers:					78	234	443	477	98	1.89			
Averages for 5 calves of Sire Herd ID PHANTOM:					76	225	459	480	99	1.95			
Averages for 54 progeny:					76	211	472	488	100	2.25			