

AngusLink Passes 150,000 Head Enrolled for 2023

AngusLink enrollments triple in 2023, as compared with 2022 figures.

by Sarah Kocher, American Angus Association

AngusLinkSM, the administrator for value-added programs of the American Angus Association, surpassed 150,000 head of enrolled cattle through the IMI partnership for 2023 Sept. 15. This means from 2022 to 2023, participation in AngusLink has increased by more than 300%, reflecting a turning point for its value-added programs.

This milestone comes after the establishment of a collaboration

ANGUSLINKSM

VALUE ADDED PROGRAMS

agreement with IMI Global. Since January, IMI Global has worked alongside Association staff to help provide verification services to cattlemen for AngusVerifiedSM and the Genetic Merit ScorecardSM. IMI Global administers the program

giving producers a la carte access to IMI's suite of programs along with AngusLink programs, which can be added individually, too.

Angus breeders can use these programs as a service for their customers by explaining what they are and the premiums other cattlemen have found in the marketplace, says Troy Marshall, director of commercial industry relations for the Association. In



2023, premiums totaled \$17.8 million with an average of 21.61 per hundredweight (cwt.).

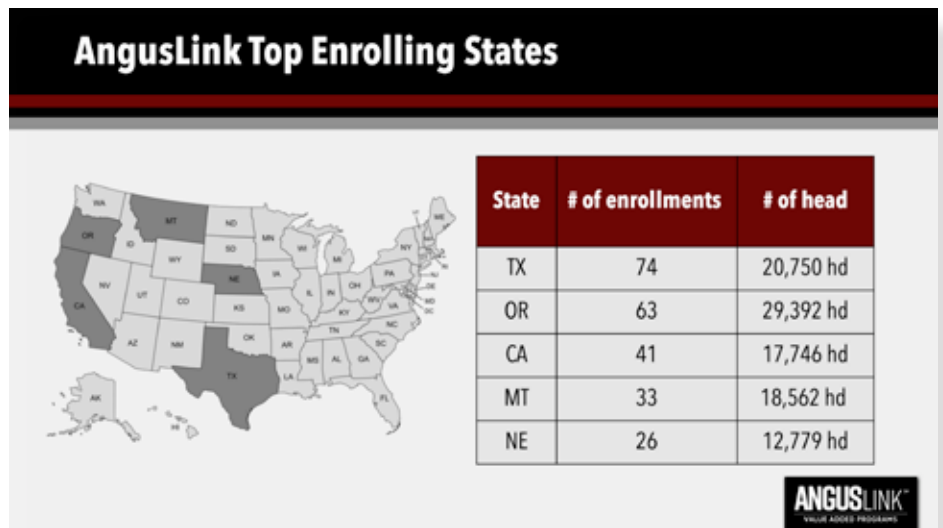
AngusVerified documents that cattle are from registered Angus bulls. The Genetic Merit Scorecard draws on the industry’s largest database to quantitatively evaluate calf genetics and project their performance potential from weaning to the packing plant. To qualify for the Genetic Merit Scorecard, a group of cattle must be sired by predominantly registered Angus bulls.

“Reaching 150,000 cattle enrollments in the AngusLink programs is really exciting for our members, and we’ve gained a lot of momentum this year,” Marshall says. “The collaboration with IMI has given us an entirely bigger market and enabled us to align with the Number 1 provider of program verification services for cattle.”

There is no cost associated with AngusVerified or the Genetic Merit Scorecard. The only cost is associated with the electronic identification (eID) tag and age and source verification. Through AngusLink’s collaboration with IMI Global, cattlemen enrolling in AngusVerified or the scorecard have access to additional programs like Non-hormone Treated Cattle (NHTC) and Beef Care.

“Over time, the return on investment for the AngusLink programs as well as others offered through IMI has been extremely good,” Marshall says.

Board members of the Association



report they are pleased to see the program’s growth and the premiums being earned by cattlemen based on their investments in registered Angus genetics.

“Some of those cattle sell for \$14-15 per hundredweight more on average on top of record-high prices,” says Jim Brinkley, Association Board member from Missouri, at the August meeting of the Board of Directors. “It’s been phenomenal. Hearing feedback from the feeders to the producers, everybody’s getting on board with this.”

Most noticeably, video sales have witnessed a sharp increase of cattle enrolled in AngusLink programs.

“At the video sales on those big days, we see as many as one in four of the lots for sale being AngusVerified or having a Genetic Merit Scorecard,” Marshall says. “That critical mass has helped with feeders paying much

more attention to the AngusLink offerings, and the cow-calf producers are more aware of the programs.”

No matter where the cattle are selling, enrolled cattle are listed on www.AngusLink.com and often promoted through Facebook or additional advertisements. AngusLink also emails a list of more than 800 potential buyers looking for our program cattle on a twice-a-week basis.

As of October 2023, the top enrolling states for AngusLink are Texas, Oregon, California, Montana and Nebraska.

To learn more about helping customers enroll qualified cattle, visit www.AngusLink.com or www.IMIGlobal.com/contact. Members of the Association and commercial cattlemen can also contact their regional manager or Association staff at 816-383-5100.

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