



Field Notes

► by **John Dickinson and Vern Frey**, regional managers,
American Angus Association

Association programs provide marketing opportunities

Seedstock producers wanting to explore resources and expand services get advice from American Angus Association regional managers Vern Frey and John Dickinson.

What resources are available to me as a seedstock breeder to help market my seedstock?

Vern Frey: To start marketing seedstock, I feel you need to develop a product you believe in. Then begin promoting at the local level. Visit with your friends and neighbors. Join area cattle associations. Help sponsor field days, judging workouts and livestock seminars. Above all else, treat your customers well. Transfer registrations in a timely manner, call customers to see how their purchases are working out, and always make visitors feel welcome.

Then, as your operation grows and gains acceptance, your means of promotion needs to take a step forward. Advertising becomes even more important. You need to get your name out in the public and keep it there.

Membership directories are a good tool for advertising on the state level. *Angus Journal* breeder pages or the *Angus Beef Bulletin* are also excellent avenues. The *Angus Journal* has a circulation of more than 17,900 subscribers, with advertising opportunities for most marketing budgets. The *Angus Beef Bulletin* has a circulation that exceeds 91,300 commercial producers and other individuals interested in Angus cattle.

Production sales, state association sales, regionally sponsored sales, and National Western Stock Show (NWSS) sales are also options for marketing your seedstock.

Angus Productions Inc. (API) has several ways to help, no matter what the size of your operation. One of the services they provide is postcard mailings to notify prospective buyers of your annual production or private treaty sales. The postcards offer a way for prospective buyers to call or e-mail you, so you have an idea of how many sale books you may need.

Brochures and flyers are another way to reach producers. You can specify to which area or region you would like them sent. Several sizes are available, depending on how much information or how many photos you

would like to use. These flyers and brochures can also be used as ads in either the *Angus Journal* or the *Angus Beef Bulletin*.

API will custom-design Web sites, post sale books, and display e-list or banner ads on the Internet. Special Services will design, print and mail sale books for your upcoming sale.

For more information about any of the programs or opportunities available through the American Angus Association or API, contact the regional manager from your area. We are here to provide assistance in any way we can. Above all else, keep in mind that quality cattle, good records, and your enthusiasm and willingness to treat your customers well are the keys to successfully marketing your seedstock.

John Dickinson: API provides diverse, effective marketing solutions for seedstock producers. These tools include advertising options like the *Angus Journal*, the official publication of the American Angus Association, which reaches more than 17,900 subscribers. No other Angus-based publication can claim a broader range or a deeper impact of readership from coast to coast, border to border, and beyond. Advertising in the *Angus Journal* takes you from being a "local" Angus breeder to a "national" program where your genetics are exposed to a whole new clientele.

When looking to market your Angus bulls, there is no better opportunity than the *Angus Beef Bulletin*. This publication stands alone as the Angus resource for commercial cattlemen. With a circulation of more than 91,300 known buyers of registered Angus genetics, the *Bulletin* is the ideal resource to spotlight your program to the commercial industry.

These two print-advertising options are the most recognized products of API. However, if you want to expand your message, there are other avenues available to you. The API Special Services Department can assist you with a variety of direct-mail

pieces. Whether it's a custom sale book or a post card announcing your private treaty animals, the Special Services team can assist you in developing any promotional pieces needed to market your program.

Another way to diversify your marketing efforts would be taking advantage of the Web Services Department. Staff can assist you in creating your own Web site or electronic advertising utilizing the Angus e-List, the e-Classifieds page, or various banner ads available on specific sites. These are excellent options to add top-of-mind awareness to your program.

After developing an advertising campaign, the next step is to find a marketing environment. Your own home turf is good for private treaty sales off the ranch — a very common method. Another option would be to host or participate in a sale. Many state associations host annual sales for bulls or females. If your state does not, there might be a neighboring state or regional sale available to you instead.

Contact your regional manager (RM) to see what opportunities are out there. Your RM might even know of other breeders looking to join marketing forces to start a consignment sale.

The Association's sole-sponsored sale is the National Western Bull Sale in Denver, Colo. This sale is in conjunction with the NWSS, one of the largest attended industry showcases. It draws in attendees from all over the world. Some of the breed's premier young sires walk through the ring before an overflow crowd every year at this event. This year's sale will be Jan. 11, 2007, and the deadlines for entries are fast approaching. If you're interested in consigning, you can contact me at (916) 806-1919 or David Gazda at (706) 227-9098.

Providing customer service is increasingly important to making it as a seedstock producer. What services are available through the Association that I can provide to my customers?

Frey: There are several excellent programs available through the Association. It is probably more important today than ever before to register the bulls and females that you sell to your customers so these programs can be utilized.

One of the programs is AngusSource[®] adopted by the Association to help identify cattle sired by registered Angus bulls. This program was developed to help producers realize the value of the Angus genetics they have purchased, and to receive premiums for those genetics.

To be eligible for the program, calves must be sired by registered Angus bulls (genetically-verified), be enrolled by the

ranch of origin (source-verified), and have known group age as defined by the month, day and year the first calf was born (age-verified). Enrollment and options for ear tags (visual and electronic) are available by logging on to www.angusource.com or calling AngusSource at (816) 383-5100.

Once enrolled, producers can customize AngusSource documents to use as a marketing tool for feeder cattle or replacement females. Printouts can be customized for the cow herd's breed make-up and production information; health and vaccination programs; past groups' feedyard performance and carcass information; and marketing information that includes location and date as well as auction market, video sale or private treaty.

An added incentive to use the program is that Certified Angus Beef LLC (CAB) has recently acknowledged that any calf carrying an AngusSource tag will be automatically considered for the CAB program, even if its hide is not predominantly black (see "New Source for CAB," page 152, June 2006 *Angus Journal*). As with any animal meeting the live animal specifications of the CAB program, the carcass must still meet the eight carcass specifications before it will be labeled with the *Certified Angus Beef*® (CAB®) brand.

Another popular program you should encourage producers to use is the Beef Record Service (BRS). It is a tool to record performance data at all production levels on cow herds and calf crops, regardless of breed

composition. Backed by 40 years of performance data that has been maintained by the Association, BRS reports can be generated to allow producers to evaluate and compare data, characterize their commercial cow herds, and work toward a higher-quality, more marketable product.

Readership of the *Angus Beef Bulletin*, which is also referred to as the "Commercial Cattleman's Angus Connection," continues to grow and is available free of charge. The *Bulletin* provides:

- ▶ profiles on successful cattlemen who are using Angus genetics;
- ▶ information about Association programs and services;
- ▶ up-to-date news and program reports from the CAB Supply Development team;
- ▶ production/management information for commercial cattlemen;
- ▶ up-to-date industry news and research findings that directly affect the commercial end of the market; and
- ▶ current calendar listings of Angus sales and events.

For more information about any of the programs or opportunities available through the Association, contact the RM from your area, or log on to www.angus.org and check us out.

Dickinson: The Association provides many services to customers on behalf of the membership. For instance, commercial bull buyers that have the registration papers

properly transferred to their ownership receive a variety of benefits. First and foremost, they will start receiving expected progeny difference (EPD) updates annually on the bulls in their ownership. This can be useful information as those values change, and your buyers will always have the most current and accurate information available to them.

Secondly, your customers will be included in the circulation for the *Angus Beef Bulletin*, the Association's publication serving the commercial industry. This tabloid is published five times per year and is full of useful information on all aspects of production.

Perhaps the most significant support your bull customers receive is the option to participate in the AngusSource program. This fast-growing program gives participants a variety of benefits. For example, they get their cattle into a USDA Process Verified Program (PVP) where they meet the requirement for the Japan Export Verification (EV) program. After some marketing and production information is turned in, these cattle will be listed on the Internet at www.angusource.com as well as sent by e-mail to potential buyers across the country. Your customers' calves will be exposed to a whole other marketing environment. This program should add as much value to Angus-sired calves as any other program we have available.



REGIONAL MANAGERS

REGION 1

New Mexico, Texas

JARED MURNIN

7734 Hwy. 83/84, Abilene, TX 79602
(816) 390-7092 jmurnin@angus.org

REGION 2

Iowa, Missouri

DON LAUGHLIN

36327 Monarch Trail, Guilford, MO 64457-9444
(660) 652-3500 laughlin@angus.org

REGION 3

*Alabama, Arkansas
Louisiana, Mississippi*

RICHARD DYAR

1633 CR 104, Crossville, AL 35962
(256) 659-6305 rdyar@angus.org

REGION 4

Florida, Georgia, North & South Carolina

DAVID GAZDA

1985 Morton Rd., Athens, GA 30605
(706) 227-9098 dgazda@angus.org

REGION 5

Kentucky, Ohio, Tennessee

CHUCK GROVE

1919 Goshen Rd., Forest, VA 24551
(434) 525-4687 cgrove@angus.org

REGION 6

Kansas, Oklahoma

MATT CALDWELL

14937 KS Hwy. 152
LaCygne, KS 66040
(913) 757-2600 mcaldwell@angus.org

REGION 7

*Delaware, Maryland, New England States
New Jersey, New York, Pennsylvania
Virginia, West Virginia*

DAVID MULLINS

1579 Fairfax Pike
White Post, VA 22663
(540) 869-6220 dmullins@angus.org

REGION 8

Minnesota, North & South Dakota

VERN FREY

107 Fourth Ave. N.W.
Towner, ND 58788
(701) 537-5383 vfrey@angus.org

REGION 9

*Illinois, Indiana
Michigan, Wisconsin*

JERRY CASSADY

1408 E. Heather Dr., Mahomet, IL 61853
(816) 390-6603 jcassady@angus.org

REGION 10

Alaska, Montana, Wyoming

ANDY REST

6948 Pony Circle
Shepherd, MT 59079
(406) 254-7576 arest@angus.org

REGION 11

*Hawaii, Idaho, Oregon
Utah, Washington*

ROD WESSELMAN

PO Box 74, Moses Lake, WA 98837
(509) 765-9219 rwesselman@angus.org

REGION 12

Arizona, California, Nevada

JOHN DICKINSON

Apt. 524, 4200 E. Commerce Way
Sacramento, CA 95834
(916) 285-8621 jdickinson@angus.org

REGION 13

Colorado, Nebraska

MATT PRINTZ

9865 85th Rd., Elm Creek, NE 68836-9767
(308) 856-0070 mprintz@angus.org