

AngusSourceSM Earns PVP Status

The American Angus Association Commercial Programs Department announced Nov. 7 that its AngusSource program was approved by the U.S. Department of Agriculture (USDA) as a Process Verified Program (PVP).

"The overwhelming demand for cattle with known Angus genetics and the increasing interest in source and age verification prompted the American Angus Association to begin taking the steps for AngusSource to become a PVP," says Jim Shirley, Association vice president of industry relations and director of commercial programs. "The AngusSource PVP approval gives buyers increased confidence when purchasing genetic-, source- and age-verified cattle."

The AngusSource PVP documents source and group age, and it ensures cattle have a minimum of 50% Angus-sired genetics. To be eligible for the program, cattle must be sired by a registered Angus bull; enrolled by the ranch of origin; and have a documented month, day and year of birth for the oldest calf in the group (which is considered group age).

The key to the AngusSource PVP is the AngusSource Document, which is created for

each set of enrolled cattle. All AngusSource process-verified cattle will carry the USDA Process Verified shield on their AngusSource Document. In addition, this document includes contact information for the ranch of origin, a list and genetic profile of the registered Angus sires, and the group age.

The lot number on the AngusSource Document corresponds with the lot number printed on the official AngusSource program tag that identifies every head of cattle enrolled in the program. The AngusSource program tag is printed with the logo, the words "ANGUS SOURCE," a 15-digit unique animal number, producers' choice of management number and the AngusSource lot number, which includes the state of origin and a code for the ranch of origin. The AngusSource Document is stored electronically and is available to anyone by contacting the Association.

AngusSource offers opportunities outside the PVP. AngusSource Documents can be customized for replacement females or feeder cattle. Additional management, process, health and marketing information can be included by the producer enrolling the cattle.

If marketing information is included, the cattle are listed on the AngusSource Web site, www.angussource.com, and promoted via e-mail to more than 400 order buyers, feedyards and auction markets.

"We believe that the AngusSource Process Verified Program will offer producers additional opportunities to receive premiums for their Angus-sired cattle," Shirley says.

The USDA PVP provides suppliers of agricultural products or services the opportunity to assure customers of their ability to provide consistent quality products or services. This is accomplished by having their documented manufacturing or service-delivery processes verified through independent, third-party audits.

The USDA PVP uses the International Organization for Standardization (ISO) 9000 series standards for documented quality management systems as a format for evaluating program documentation to ensure consistent auditing practices and to promote international recognition of audit results. For more information about the PVP, visit <http://processverified.usda.gov>.

For more information about AngusSource, go to www.angussource.com or call the Association at (816) 383-5100.

—by Sara Moyer, Association director of industry and member communications