

Angus Revises Approach to Age-and-source Verification

Recent changes made to the AngusSource® and Gateway programs.

by *Jena Thompson, American Angus Association*

The Japanese export market has been topping beef industry headlines in recent months. The country's decision to revise import guidelines to include cattle less than 30 months of age is positive news for U.S. beef demand, but it also brings about changes to age-and-source verification programs.

"There are still benefits associated with verifying information on your calf crop," says Ginette Kurtz, AngusSource® quality manager. "In previous years that focus was age; however, our program must shift to reflect current market demands."

To better serve producers using registered Angus bulls, AngusSource and Gateway



will take on a new approach to providing documented age, source and genetic information on Angus-influenced cattle. The Association is transitioning the programs with the goal to provide in-house verification standards for cattle to qualify for AngusSource, while still continuing to verify the age, source and genetics with the same confidence the industry has come to trust and value.

With herd expansion on the horizon, the need for replacement heifers is expected to rise. Producers looking to purchase new females need to be confident in the genetic quality of each animal. As consumers demand superior beef products, the ability to validate high-performing animals will only become more important.

To meet that need, the AngusSource mission holds true — to increase the value of Angus-sired calves by ear-tag identification, updated marketing documents and additional strategies to promote Angus-sired calves.

"Calves wearing the AngusSource tag will continue to be in demand," Kurtz says. "The genetic data AngusSource provides and the additional information included in the marketing document conveys to buyers the added value of an AngusSource-tagged calf. This will not change."

For further information on AngusSource and to stay up-to-date on program announcements, visit the Association website.



Editor's Note: *Jena Thompson is assistant director of public relations for the American Angus Association.*

