Login Lowdown

▶ by **Kasey Miller,** associate editor

My Herd on Angus Mobile

I recently read that 94% of those in the agriculture industry have a cellphone, an iPhone, Blackberry or other device that also serves as a cell phone. The same study reported that more than 70% of respondents access ag-related information and services on their phones. The study was done by the Successful Farming *magazine, and more information can be found at* http://bit.ly/shGZ2K. *With that information in mind, it's time to highlight how AAA Login works with the free Angus Mobile app.*

Mobile options for AAA Login

The theme for this month's magazine is association services. The American Angus Association Information Systems team has created three ways for you to get your AAA Login information — on the full website, on the mobile version of the website (discussed in May's column), and the Angus Mobile app. The Angus Mobile app works seamlessly with AAA Login on the My Herd tab at the bottom.

The My Herd tab connects to your AAA Login account through the same kind of login as the full website. Once you sign in, the mobile app provides the options to access your Herd Inventory, Calving Book, Produce of Dam, Potential Carrier Report, AHIR-Work History, Check Out, and the full *AngusOnline.org* website (see Fig. 1). Note that the mobile web version has a few more options on the home screen, but the Information Systems team took the most used features and put those on the smartphone app.

This column has already gone in-depth on Calving Book (April issue) and Produce of Dam (last month, November issue), and AHIR-Work History is the similar concept to Account History Association (August issue). The Check Out option probably needs no explanation. This month, we'll go over the different uses of Herd Inventory.

Herd Inventory

On the mobile app, all of your options are displayed as buttons (see Fig. 2) instead of the drop-down menus of the full and mobile website. You can search for animals by registration number, birth years, tattoo and

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>
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sex (all, bull, cow and steer). You can choose how to sort the resulting information on your initial search screen.

Your sorting options include registration number (Reg), name, sex, birth date (B Dt), tattoo (Tatt), embryo transfer (ET), dam and sire. You can also sort by ascending or descending order.

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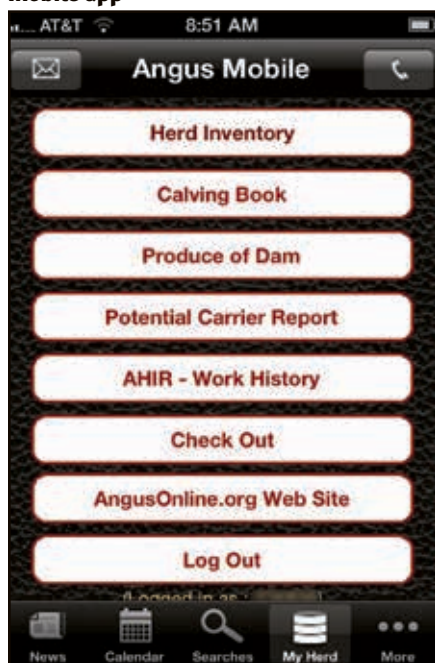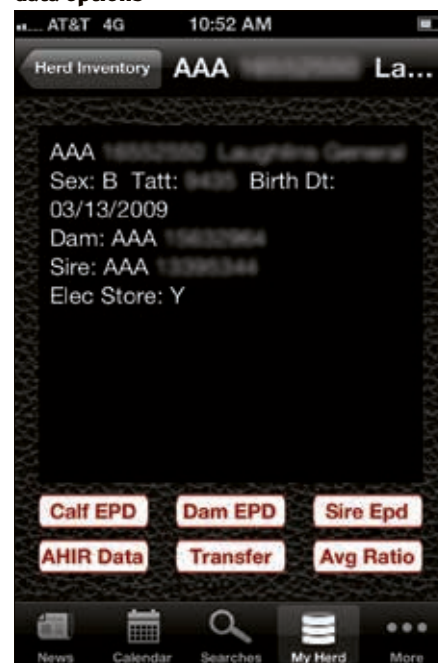
Fig. 1: My Herd menu on the Angus Mobile app

Fig. 2: Sorting options within Herd Inventory

Fig. 3: Individual animal information and data options

different criteria to narrow it down. The mobile version will return five animals at a time, while the app will return everything that is found by the criteria that is entered," Chris Stallo, assistant director of information services, explains.

"From the results, you can click on an individual and see the general information on the animal along with links to the calf expected progeny difference (EPD), dam EPD, sire EPD, AHIR data, and progeny if the animal being viewed is a dam with calves. Those links will go access the specific information and display it back formatted for the app."

Herd Inventory can serve many uses. Last month, I wrote about the Produce of Dam feature, and, at the end, I briefly touched on the mobile app and the Herd Inventory to see bull progeny ratios. From Herd Inventory on the mobile app, when you pull up the desired bull, go to the bottom right option (aptly named Avg Ratio, see Fig. 3), and pull up a production record and averages of his progeny's performance trait ratios. It will appear very small on your screen, so don't forget that you can zoom in with smartphones.

"If a breeder is selling bulls or replacement females to a buyer," Stallo says, "they could use the app, enter the tattoo of the animal that a buyer is interested in and hand the app over to the buyer. The buyer would have all of the AHIR data and EPDs at their fingertips."

It certainly looks like those 70% who use ag-related information and services on their cell phone could use the Angus Mobile app.

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