

Request Sale-day Kit

Order a free sale-day kit to educate customers about the Angus breed.

When planning a cattle sale, producers can plan to stock their sale offices with educational resources and Angus information to have available for their customers. The American Angus Association offers a free sale-day kit that showcases the Angus

advantage through guide books, brochures and many other resources. Request a kit today to ensure it arrives at the ranch in time for sale day.

An investment in Angus genetics also means access to the industry's most



valuable performance database, recordkeeping programs and the latest genomic technology. Sale-day kits include information on what potential customers should know about the breed and its programs and services.

The kits come in three types — one tailored specifically toward female sales, another for bull sales and a third for bull and female sales. Each kit includes various literature and posters in quantities of 10 to 25.

Inside the kit, specific information can be found on Association programs and services, such as AngusSource®, AAA Login, Beef Improvement Records (BIR), Certified Angus Beef LLC (CAB), the Angus Foundation and many others. Buyer guides, beef improvement information and full-color posters are a few of the items available.

Depending on the type of kit requested, materials include:

- ▶ 10 regular and junior membership applications;
- ▶ 10 junior member *Guide to Success* books;
- ▶ 10 *Supplying the Brand* books;
- ▶ 10 Angus Foundation brochures;
- ▶ 20 BIR books;
- ▶ 10 *Bull Buying Strategies* books;
- ▶ 20 *Angus Advantages* books;
- ▶ 10 AngusSource brochures;
- ▶ 25 Tag Store postcards;
- ▶ 10 AAA Login brochures;
- ▶ 15 pocket bull-buying guides;
- ▶ 10 each of the 11 × 14 bull, cow-calf pair and calf pictures;
- ▶ 10 notebook *Beef Charts*;
- ▶ 1 steer poster, 1 bull poster, 2 large Angus posters;
- ▶ 6 over-the-wire hangers;
- ▶ 5 cow-calf *Best Practices* brochures;
- ▶ 5 seedstock *Best Practices* brochures;
- ▶ 3 “The Power of One Bull” posters;
- ▶ 3 “The Power of One Brand” posters; and
- ▶ 3 AngusSource posters.

To order a sale-day kit, go online or contact the Association's Public Relations and Communications Department at 816-383-5100.

Order and view www.angus.org/Pub/Lit/ProductList.aspx?Group=All.



Bull Sale-day Kit



Female Sale-day Kit