



PHOTO BY CHELSEA GOOD

Joint Effort

The American Angus Association and Pfizer Animal Health team up to promote the value that can be added to calves through age-, source- and genetic verification and preconditioning.

The American Angus Association and Pfizer Animal Health announced Aug. 6 a marketing alliance for two premier feeder-calf programs. The collaboration pairs AngusSource®, an age-, source- and genetic-USDA Process Verified Program (PVP) for Angus-sired cattle, with SelectVac®, the premier branded preconditioning program from Pfizer Animal Health.

“Pfizer is excited for the opportunity to work with the American Angus Association to help bring more value to their customers,” says Pierre Bertrand, SelectVac marketing manager for Pfizer. “We admire the dedication of the AngusSource program for helping Angus customers market high-quality calves.”

More than 132,000 calves have been enrolled in AngusSource — nearly 51,000 in the first half of 2007.

“The program continues to drive the beef industry toward quantifying true Angus genetics,” AngusSource director Sara Moyer says.

“Our goal is to give our customers the opportunity to maximize their marketing options and profit potential,” Moyer adds. “While we aren’t requiring them to

participate in SelectVac in order to register with AngusSource, we highly recommend it for the added benefits of better health and quality it brings to their animals.”

While AngusSource documents genetics and origin, participating in a certified preconditioning program can complete the total value picture. Moyer notes the demonstrated premiums available for verified health.

“It makes sense to use every tool available to add value,” she adds. “And, buyers will feel assured the calf’s health is sound because of the added health verification.”

“Calves enrolled in SelectVac deliver value through improved health, which reduces treatment costs, time and labor needs,” Bertrand says. “Buyers have paid up to \$29 per head more on sale day for SelectVac calves. Having verified health documentation along with verification of genetics, age and source will help producers capture the maximum value from Angus-sired calves.”

Angus cattle last year brought record premiums of more than \$30 per head over non-Angus cattle in an eight-year Certified Angus Beef LLC (CAB) national

auction market study. “That says bidders are specifically looking for Angus cattle,” Moyer says. “There’s nothing like seeing the AngusSource tag in a calf’s ear to remove all doubt.”

The Association created AngusSource to enhance the value of Angus-sired feeder calves and replacement females. As a USDA PVP, it documents source, group age and at least 50% Angus genetics. Enrolled calves are identified with an official program tag and an AngusSource document is generated for the lot.

The SelectVAC program includes industry-trusted products, including Bovi-Shield Gold®, CattleMaster® Gold™, One Shot® and Dectomax®. By using these products and following flexible management protocols that fit individual styles, producers can help optimize the health of their calves. To enroll calves or to learn more about SelectVac, contact a veterinarian or animal health consultant, visit www.selectvac.com or call 1-800-760-9946.



Editor’s Note: This release provided by the American Angus Association and Pfizer Animal Health.