

# Genetically Verified: AngusSource® and CAB®

**C**ertified. Verified. Official. Branded. Breed-specific. PVP. QSA. EVP. The list could go on. For many producers, sorting through these programs, their requirements and how to enroll is part of the marketing challenge and worthy of their attention. After all, if there is a way to add more income to one's operation, getting paid for quality, management practices and record keeping may be well worth the time.

The AngusSource® program, developed by the American Angus Association, combines the tenets of many of these programs under one umbrella. Since the first year, the program has gone through several evolutions that further strengthened its integrity.

According to Sara Moyer, Director of AngusSource, the program first started as a tag program. "For each registered Angus bull a producer had transferred to them, they could buy 40 AngusSource tags," Moyer said. "Now, as an approved Process Verified Program (PVP), these cattle qualify as age and source verified programs for export and have their genetics verified as well."

The increasingly stringent requirements have meant some producers who took part in the early days of the program have had to change their management practices to qualify for the PVP and some simply don't qualify. While unfortunate, it was a necessary step to meet the demands of the market place.

"We're confident now that when a calf has an AngusSource tag, it comes from a registered Angus bull and has at least 50 percent Angus genetics," Moyer added. Buyers should share in that confidence because known Angus genetics are worth more than unknown."

The program began as a way to differentiate Angus-influenced cattle from other black-hided breeds. This is important for programs like Certified Angus Beef® (CAB®). All Angus programs were built on CAB's phenotypic eligibility requirement of being 51 percent black-hided. Indeed, that is still the primary eligibility route for most black cattle. However, not all Angus-sired cattle are black. Until the approval of AngusSource as a genotypic qualifier, those non-blacks could not be evaluated for the CAB brand.

Now, CAB eligibility can be determined both by phenotype (physical characteristics like black hide) and genotype (genetics) through AngusSource.

Cattle must be a minimum of 50 percent Angus parentage (sired by a registered Angus bull) and enrolled at the ranch of origin. In addition, information such as the month, day and year of birth is documented for the firstborn calf in the group. According to Scott Holt, Allflex Associate National Sales Manager and Northwest Regional Manager, this program is

one that truly demonstrates the power of information when funneled through a well-respected program.

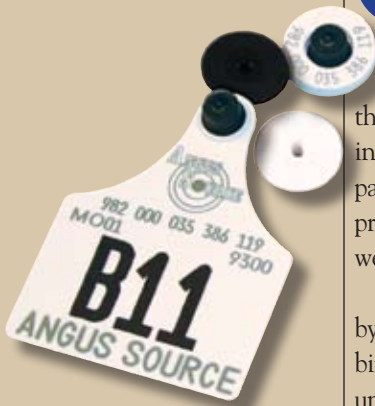
"The American Angus Association has created one of the strongest verified programs with AngusSource," Holt said. "Producers who enroll their calves now can have them considered for CAB and its premiums."

There are several situations where AngusSource can be a benefit to producers who use registered Angus bulls on a set of cows that may not produce black calves. A smoky Charolais-Angus cross may not have the phenotype to be considered for CAB. Now AngusSource members have the documentation to verify the Angus genetics.

"Identification programs at this level take a great deal of commitment from the producer as well as the program. From the beginning, AngusSource has been an additional service for the American Angus Association membership. It's a great example of adding ID as a management tool to provide options that wouldn't exist otherwise," Holt said.



**"The American Angus Association has created one of the strongest verified programs with AngusSource."**



The official AngusSource tag is a white Allflex Global maxi tag with the AngusSource logo and identification information. A matched pair set (electronic option) is also available for those wanting to use electronic identification as part of their management and marketing protocols.





# Tag Trial Evaluates Retention, Readability

## Producer's Guide to QSAs and PVPs

If your goal is to qualify animals for Beef Export Verification (BEV) programs for Japan, specifically age and source verification, you can get there with a Quality System Assessment (QSA) program or a Process Verified Program (PVP). We spoke with Glenn Smith, USA Country Manager for AgInfoLink, for helpful tips to keep in mind when considering these programs as a part of your marketing strategy.

### *Here are two important tips when considering how to participate in these programs:*

**1. Establish marketing goals** and determine the best opportunities based on your management practices. Select a program and partner that offer flexibility if you want to include additional claims in the future.

**2. Evaluate the different options** including information management companies, livestock networks or markets that may be offering these services. Select a partner that best matches your goals and also has a track record in the industry as well as the qualifications, experience and flexibility to adapt their services as the market changes.

### *Things to Keep in Mind:*

**1. Plan ahead** and select your program in time for your partner to enroll you in the appropriate training for the program. Don't wait until the day before you market your cattle to call.

**2. You want to sell your animals as already being enrolled in a program**, not as selling them as "age and source eligible." Use the enrollment of the verification of your animals as a strong card in your marketing program.

To learn more about QSA programs, visit [www.ams.usda.gov/Lsg/arc/qsap.htm](http://www.ams.usda.gov/Lsg/arc/qsap.htm) and to learn more about PVP programs visit [processverified.usda.gov/](http://processverified.usda.gov/).

Since expanding and repopulating the 5,200 sow, farrow-to-finish operation, Hintzsche

Pork in Maple Park, Illinois has been focused on ramping up their data management processes. Under the direction of Dan Ford, the company's production manager, and in cooperation with PigCHAMP and Allflex, Hintzsche Pork is testing different tag combinations (visual and EID) for retention and ease of reading.

"When I came on board, I knew we needed to move to a better tagging system in order to move away from tattoo identification and also to improve the efficiency and accuracy of our record-keeping and data systems," Ford said.

Sows are double tagged with combinations of visual and EID tags including the Allflex Global Hog Tag, the Integra™ Hog Tag, the reusable FDX EID



Tag as well as the High Performance HDX Tag. Ford is eager to integrate the trial with new software and hand-

held computers being developed by PigCHAMP, which will debut at World Pork Expo and be available later this summer.

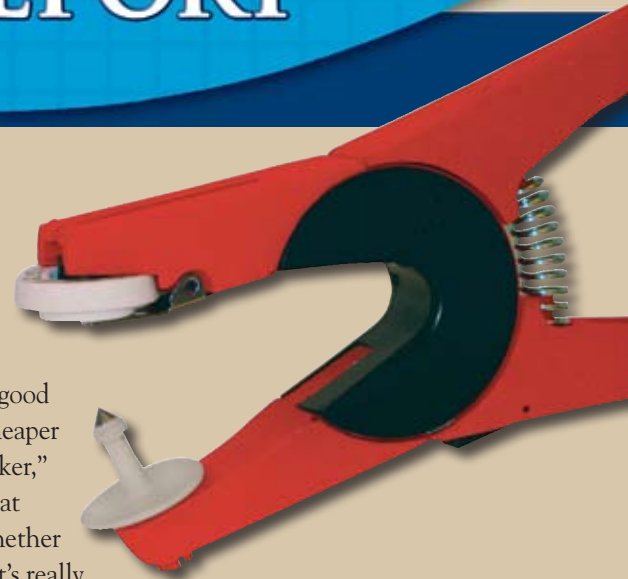
"We're doing fine with manual data entry at this point, but that means our reports are five-to-ten days behind. With the new software, we will have up-to-date information and some new reporting capabilities," Ford added. "We can track trends and compare real-time performance measures by location rather than having to integrate different site systems."

Molly Toot, PigCHAMP Director of Sales, and Dave Hagberg, Allflex North Central Regional Manager, will continue to work closely with Hintzsche Pork throughout the next several months as they incorporate the new hand-held technology into the trial.





## Raising the Quality Bar



**D**r. Kriese-Anderson is an Alabama Cooperative Extension Animal Scientist and Associate Professor of Animal Sciences at Auburn University and the director of the Alabama Beef Connection (ABC) and she doesn't mince words about where Alabama's reputation has been and where the Alabama Beef Connection intends to take it.

The ABC was started nearly four years ago by a motivated group of producers and industry leaders who were frustrated by the misperception that Alabama cattle were not high quality and wanted to change that perception. ABC began offering individual identification with electronic tags and carcass data reporting back to the cow-calf operators.

"I have reams of data that show the quality of these calves ... genetics, health, conditioning ... they have the whole package. We've reached new buyers for Alabama feeder calves that didn't realize the quality that's here," Kriese-Anderson said. "And we had the opportunity to show producers the power of EID and how they could use the information."

According to the ABC, carcass data from Alabama feeder calves is right in line with (at times exceeding) industry carcass targets for hot carcass weight, quality and yield grades, ribeye area and fat thickness (see chart).

	Hot Carcass	Quality Grade	Yield Grade	Ribeye	Fat
ABC Averages	774 #	Choice	2.56	13	.4
Industry Target	750#	Choice	2.5	13.66	.4

Clinton Hardin is a cattle feeder in Lawrence County, Alabama who buys about 1,400 calves each year through the program. He's been part of the ABC since the beginning. "With the carcass data I receive, I know which cattle are performing and which are not. It's that simple," Hardin said.

Cow-calf producer Chuck Madaris from Hope Hull has both a registered and commercial herd. Making information-driven decisions has always been important to him.

"The program allowed us a good avenue to get data and was cheaper than going directly to the packer," Madaris said. "We try to look at group comparisons and see whether we are where we need to be. It's really been about getting information we can use, not just data."

Electronic identification, using Allflex High Performance HDX EID Tags, is the system which makes it possible. Without it, producers like Chuck Madaris say they would still be hand entering data which is very time consuming.

Since the inception of the program in 2003, more than 27,000 cattle have been enrolled in the program. According to Josh Elmore, it's generally easy to get the carcass data for producers who retain ownership, but more difficult for those calves that are just sold in the open market.

"With every group sale of ABC cattle, we work the phones to contact buyers and assess the opportunities to continue their participation in the program. At the end of the day, it's the new owners' choice whether they are willing to share the data with the herd of origin," Elmore said.

Even though not all carcass data is able to be shared, some producers find immediate financial benefits to ABC participation. "Our calves are BQA-certified, have documented health status and some qualify for age and source verified programs. Depending on the producer records, the opportunity for premiums on sale day is there ... to get those premiums, you have to have good calves," Elmore added.

For more information about the Alabama Beef Connection or the availability of high quality Alabama feeder calves, visit [www.abcbeef.net](http://www.abcbeef.net) or [www.alfeeder cattle.com](http://www.alfeeder cattle.com).



## Allflex Staff Spotlight

Dave Hagberg,  
North Central  
Regional Manager



Over the years Dave Hagberg's colleagues have wondered how a city boy from New Jersey found his way to the Midwest and working for Allflex for the last 17 years.

"My best friend's dad bought a farm in Flemington, NJ and introduced a bunch of us to sheep, cattle and club calves," Dave said. "So when I started at Delaware Valley College in Pennsylvania, I declared animal science as my major."

Since his college days, Dave's experiences include stints with American Cyanamid Company and then Fermenta Animal Health in different capacities. Now based in Ames, Iowa as Allflex's North Central Regional Manager and an enthusiastic Iowa State sports fan, Dave has a good perspective on progression of livestock identification in America's heartland. He enjoys visiting with producers, helping them with Allflex products that meet their needs, and appreciates the satisfaction that comes from seeing those systems work as the producer intends for their operation.

"Over the years I've seen the focus on the applied technologies to ID systems change the most, and I feel strongly that keeping the practical aspect in balance for on-farm use is so important," Dave said. "I work with producers and farmers all the time – the best group of people to work with and that makes it fun."

Dave splits his time between species (dairy, swine and beef) and between states (Illinois, Iowa, Michigan, Wisconsin and Minnesota) where he works closely with allied industry groups, area universities, state and national producer associations and state departments of agriculture including Michigan's mandatory ID program and Wisconsin's premise registration and WLIC program.

In his spare time, Dave enjoys the outdoors and working at his land, spending time with his friend Jackie, and keeping in touch with his sons Derek, Deron and Anders.

# Partners in Traceability – Agri-Tracabilité Québec

When Linda Marchand, General Manager of ATQ, remembers the beginning of Quebec's provincial livestock traceability program, she's amazed by the progress. Today, Agri-Tracabilité Québec is a system envied by many countries in the world. From a single room office of two people – Marchand and an information technology specialist – the organization now has more than 40 people and continues to grow as the need for their services expands to different livestock sectors. Collectively they are responsible for tracking all bovine and ovine animals from birth to harvest.

ATQ began work on a traceability system in 2001 to develop the needed infrastructure – identification tags, tracking systems and the information technology to support automated traceability of livestock. As difficult as the system components were to track millions of animals from farm to fork, it was an even more daunting challenge to change behaviors of the stakeholders in the livestock industry.

"All the people from the slaughter house, trucking business, every stakeholder in bovine and dairy – we had to convince them of the system and find ways to be able to have access to the info," Marchand said. "We made data exchange agreements with different groups and then worked to make sure everyone was doing their part."

From the very beginning, Allflex has been involved in offering their global expertise and working alongside ATQ to develop a system that works for Québec. Allflex was awarded the ATQ tender from 2003-2006. Recently, the tender was renewed through 2010 with Allflex as the only tag company servicing the Québec market.

"Québec is clearly a world leader in trace-

ability for production livestock. We've been honored to play a role in their success," Brian Bolton, Allflex CEO said. "We are dedicated to serving the ATQ market and do not take this partnership lightly. We work hard to earn the right to continue as the sole supplier of ID products and logistics for ATQ."

According to Marchand, the challenge ahead is to be ever vigilant for issues that could impede the system's capabilities and to bring new species online as quickly as possible. The swine industry is next in ATQ's sight and they are exploring how best to manage the group/lot nature of the swine industry. Regardless of the challenges, Marchand is confident that Allflex will work side by side with ATQ to make the system work.

"We did numerous visits to producers who had problems tagging; we set up many pilot projects since 2003. Allflex is always there. They are willing to offer their expertise and time to learn and make improvements on their product to benefit the whole industry," Marchand said. "It's a relationship that evolved throughout the years and is a close partnership now. We know that if we set up a pilot project, a committee or if we need some advice on tagging, Allflex will be there to help us."



The World's No. 1 Livestock Identification System

800-989-TAGS  
www.allflexusa.com