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Breed Association Sponsored Commercial Marketing Programs

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Producers can choose from a wide variety of commercial calf marketing programs. Many of the major beef breed associations in the U.S. promote the use of their breed's genetics by providing marketing programs for commercial producers. By catering to the needs of commercial customers, breed associations position themselves to improve the demand for their bulls and females.

Services offered include direct assistance from commercial marketing representatives, feeder calf tagging programs, development of marketing documents, Internet cattle listings, coordination of retained ownership plans, and collection and interpretation of feedlot performance and carcass data. Commercial marketing programs often involve documentation of source, genetics, age, and health and management practices. These programs are designed to add value to feeder calves through information documentation and to match calves with the most advantageous marketing channels based on their particular attributes.

Breed Association Examples

AngusSource®

AngusSource® is a USDA Process Verified Program that documents a minimum of 50% Angus-sired genetics, source, and group age. To be eligible for enrollment in the program calves must be sired by a registered Angus bull, enrolled by the ranch of origin, and have a known group age of month/day/year. Producers choose a tag option (\$1 per head for a visual ear tag with customized in-herd management number or \$3.25 per head for the visual ear tag with a matched pair electronic tag). An AngusSource® Document is then created for each set of enrolled cattle documenting the genetics, source, and group age of the lot. Producers can customize the AngusSource® Document by adding information to use as a marketing tool for feeder cattle or replacement females. Marketing documents can be presented to potential buyers and livestock auction markets. In addition, if marketing information is included, then an online listing will be activated for 90 days and sent via e-mail to more than 400 potential buyers. Complete program details, enrollment forms and producer participant agreements can be downloaded at www.angussource.com or requested by calling the American Angus Association at 816-233-9703.

Beefmaster Commercial Marketing Services

Beefmaster Breeders United (BBU) assists commercial producers in merchandising their feeder cattle. This may include direct ranch trades to feeders and stockers, conducting commingled feeder calf sales for the benefit of smaller producers, and providing larger producers the opportunity to participate in special Beefmaster sections on video sales. The "BBU Essential Commercial Female Program", referred to as the E-6 program, focuses attention on the strong maternal traits of Beefmaster cattle and helps commercial cattlemen develop stronger markets and greater value for their Beefmaster and Beefmaster cross heifers. An E-6 certified female has been certified by Beefmaster Breeders United to be at least 50% Beefmaster and can be as much as 100%. This animal has been inspected by a staff member of BBU for quality control and branded with the E6 brand. A certificate accompanies this animal. The E6 National Sale sponsored by BBU is widely promoted as a source for E6 Certified females. Additional details

on Beefmaster Breeders United commercial marketing services are available at www.beefmasters.org or by calling BBU headquarters at 210-732-3132.

Brahman Commercial Marketing Efforts

The American Brahman Breeders Association (ABBA) Marketing Committee offers F-1 Golden or Certified Eartags for \$1.75/tag if requested at the time of certification. The committee encourages the use of these eartags in F-1 steers for marketing and promotion purposes. ABBA also offers electric brands to identify F-1 Program Cattle. Special sales are put on by special marketing groups, the various stock shows, area affiliates and ABBA as a service to their members and participants. The Brahman Influence Marketing Group was established in the Fall of 2002 for the purpose of marketing F-1 steers and has expanded to include heifers and calves out of F-1 cows. They have a proven record of getting top dollar for F-1 steers and host several commingled sales a year in central locations. More information on ABBA commercial marketing programs is online at www.brahman.org or can be obtained by calling 713-349-0854.

Brangus Gold Star Commercial Marketing Program

The Brangus Premium Feeder Calf Program provides additional marketing opportunities for calves sired by Brangus bulls or out of females that qualify for the Black Gold Program. Brangus females are eligible for the "Black Gold" tag if they are at least 50% Brangus and sired by a registered Brangus bull or out of "Black Gold Premium" qualifying females. Black Gold Premium Brangus females are solid black, exhibit Brangus characteristics, and are sired by registered Brangus and out of Brangus type cows. Special feeder calf auctions are held throughout the country for Brangus Premium Feeder Calves. Only steers and heifers with the Brangus Premium Feeder Calf tags are eligible for these special auctions. Specified minimum health requirements further add value to cattle in Brangus Premium Feeder Calf auctions. Producers also have the opportunity to receive feedlot performance information and individual carcass data through a tracking number printed on the back of the tag. Brangus GeneNet is another component of Brangus commercial marketing programs that markets calves on value-based grids with options for source verification. For more information go to www.int-brangus.org or call the International Brangus Breeders Association at 210-696-4343.

Charolais Feeder Calf Marketing Options

The American-International Charolais Association (AICA) annually publishes, The Cattleman's Source, a brochure for commercial cattle producers. The AICA Feeder Cattle Placement Division outlines flexible commercial marketing options in this publication. Commercial AICA representatives offer direct assistance to commercial cattle producers in marketing Charolais influence calves through a video market, commercial auction markets, retained ownership placements, and private treaty sales. Coordinated marketing efforts among AICA, GeneNet, and Swift & Co. allow Charolais cross calves meeting grid specifications to be marketed through Swift's own Premium Classic brand (non-black hided cattle that grade upper 2/3 Choice with additional premiums for Yield Grades 1 and 2). Contact AICA headquarters at 816-464-5977 or visit their website at www.charolaisusa.com for additional information.

Gelbvieh Feeder Calf Programs

The American Gelbvieh Association (AGA) Commercial Marketing Program offers a wide range of marketing options and services. The AGA calf tagging program requires that calves must be: 1) sired by registered Gelbvieh, Balancer, or registered Gelbvieh x Angus (red or black) hybrid bulls and out of Angus-based cows, 2) preconditioned with the VAC 34 or VAC 45 program, and 3) raised under Beef Quality Assurance guidelines. The AGA provides a feeder cattle listing and fax service for Gelbvieh cross calves at no charge. Commercial producers can call the AGA with details of their Gelbvieh cross calves currently for sale, and the AGA creates a standardized listing than is faxed to more and 100 feeders and order buyers. While there is no minimum

number of head required to participate, truckload lots are usually needed to take full advantage of the program. Other AGA commercial services include replacement female listings and semen and carcass premiums for sire testing in commercial herds. For more information on AGA commercial marketing options, visit www.gelbvieh.org or call AGA at 303-465-2333.

Hereford Verified and HerfNet

The American Hereford Association (AHA) and Certified Hereford Beef LLC cooperate in coordination of the Hereford Verified source verification program. Hereford Verified creates an open market, reliable supply of Certified Hereford Beef-eligible cattle and pays premiums to program participants. Cattle producers receive a cash-bonus for every RFID identified calf successfully marketed through the Hereford Verified program. Producers are not required to retain ownership, meet stringent grade and yield criteria or pay an enrollment fee. Hereford Verified is a way for producers to benefit from Certified Hereford Beef demand by simply validating the source, age and genetic make-up of Certified Hereford Beef eligible feeder cattle and selling those cattle to a participating feeder. Cow-calf producers who provide the needed source and age (premise ID and calving season) of their calves will receive: direct access to Hereford Verified partnered feeders, a qualification bonus of \$2-3 per head, performance data with benchmarking, and discounts of individual carcass data. Cow-calf producers who also provide the needed genetic information on their calves will receive the previously mentioned benefits along with the qualification bonus ranging from \$2-6 per head. To receive the highest qualification bonus a Hereford Verified enrollment must be linked with a registered Hereford bull battery. Another service AHA provides is HerfNet, a free Internet listing service for Hereford influence feeder calves and commercial females. Further information on the Hereford Verified and HerfNet programs can be obtained online at www.hereford.org or by contacting AHA at 816-842-3757.

Limousin Commercial Programs

The North American Limousin Foundation administers a commercial calf tagging program called LimMark. Calves must be sired by a registered Limousin or Lim-Flex bull and enrolled by the original owner at the ranch of origin to be eligible for the LimMark program. Only cattle that are qualified and properly enrolled in LimMark may be tagged with the official sky blue LimMark ear tag. The North American Limousin Foundation also produces the Bottom Line newsletter, a quarterly newsletter for commercial producers, and recognizes a commercial producer with an award on an annual basis. For information about these commercial producer services and the Limousin Exchange online feeder calf listing service, go to www.nalf.org or call the North American Limousin Foundation at 303-220-1693.

Red Angus Marketing Programs

The Feeder Calf Certification Program (FCCP) supplies Red Angus cattle to recognized branded beef programs through value based marketing agreements for certified cattle. To be eligible, calves must be the offspring of a Registered Red Angus bull or cow. The FCCP tag officially documents this known Angus parentage. Red Angus Feeder Fax is a listing service available to producers who have truck load lots of Red Angus influenced feeder cattle for sale. A description of the cattle, including current location, contact information of seller and date of delivery, is given to the national office. This information is then formatted and faxed to feedlot managers and order buyers across the country that are specifically looking for Red Angus feeder cattle. Interested buyers will then contact the seller directly to negotiate a selling price. In cooperation with state and regional Red Angus associations and area sale barns, the Red Angus Association conducts certified Red Angus feeder calf sales all across the country. Developed to be used by any size cow-calf producer, these sales are held in conjunction with an established sale barn's feeder calf sale. All cattle consigned in these sales must be certified and carrying the Red Angus FCCP ear tag. The Red Angus Association provides retained ownership

and satellite video auction assistance as well. Red Angus Marketing Programs has identified feedlots and feeding companies throughout the country that are interested in purchasing and feeding Red Angus cattle and lists them in a directory. For more information on Red Angus commercial programs, go to redangus.org or contact the Red Angus Association of America at 940-387-3502.

Simmental Commercial Producer Opportunities

Through the American Simmental/Simbrah Progeny Carcass Testing Program, the American Simmental Association works with commercial producers to collect finishing and carcass data and provides flexible marketing help. The annual educational SimSeminar hosted annually during the Beef Improvement Federation convention is another example of the Simmental breed's outreach to commercial cattle producers. The recently released SimChoice commercial tagging program gives commercial producers new options for calf verification and data management. Contact the director of commercial programs for the American Simmental Association at (406) 587-4531 or go to www.simmental.org online for more information about Simmental commercial marketing opportunities.

Santa Gertrudis Star Five Program

Santa Gertrudis Breeders International (SGBI) works to disseminate information about Santa Gertrudis seedstock and commercial influence cattle and to market, merchandise and promote the breed. The Star Five program was created to provide commercial cattle producers with genetics that are supported with records, performance, and breeder support after the sale. Star Five is designed to identify animals as Santa Gertrudis influenced and improve the market share and perception for Santa Gertrudis producers. Star Five allows Santa Gertrudis members to identify the percentage of Santa Gertrudis in offspring when 50 percent or greater. Information submitted by the breeder can include vital breeding information, performance and other data the breeder collects. The information is then presented to the buyer of the animal at the time of purchase in the form of a recordation paper. This program is also directly tied to the Santa Gertrudis grading up program. For more information on Santa Gertrudis commercial marketing programs or a Star Five recording packet contact SGBI at (512) 592-9357 or visit www.santagertrudis.com online.

These are just some of the examples of breed association commercial marketing programs and services. Breed association representatives and many seedstock breeders can provide more information on program specifics. For more information on beef cattle marketing, contact your local Extension office.