

# Red Angus Marketing Programs



# Process Verified Program (PVP)

- Purpose: USDA PVP provides companies that supply agricultural products or services the opportunity to assure customers of their ability to provide consistent quality products or services.
- Marketing Claims (Age, Source, Feeding Practices or other Raising and Processing Claims)
- RAAA
  - FCCP (1994) – Genetics, Source, Age
    - Over 137,000 calves enrolled in 2011-2012 fiscal year
  - AA (2012) – Source, Age

USDA

CERTIFICATE OF CONFORMANCE

# United States Department of Agriculture

Agricultural Marketing Service

Livestock and Seed Program

## ***Red Angus Association of America***

**Denton, Texas, U.S.A.**

has met the requirements of the

## **USDA Process Verified Program**

<http://processverified.usda.gov/>

and is entitled to market products under this system as "USDA Process Verified" for the scope of

- 1) Traceable to at least 50% Red Angus Bloodlines**
- 2) Source Verification to the ranch of origin**
- 3) Age Verification (Group)**

as described in the

**Red Angus Association of America**

**USDA Process Verified Program Quality Manual**

This certificate is receivable by all officers of all courts of the United States as prima facie evidence of the truth of the statements therein contained. This certificate does not excuse failure to comply with any of the regulatory laws enforced by the U.S. Department of Agriculture (Rev. 04/05/04).

Certificate No: PV1339ZZA  
Issue Date: December 31, 2011  
Renewal Date: December 31, 2012



A handwritten signature in blue ink, appearing to read "Diana Y. Turnbull".

Diana Y. Turnbull, Export Programs Branch Chief  
Grading and Verification Division  
Livestock and Seed Program  
Agricultural Marketing Service

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program.

# Marketing Programs



- At least 50% Red Angus Genetics
- Source to the ranch of origin
- Age verification



- Source to ranch of origin
- Age Verification

# Marketing Programs

- Will there continue to be premiums for age verification?
- Why should I tag my calves if Japan raises the requirement for Beef import from 20 month to 30 months?

# Stair Steps to Profitability

+ \$2 to \$5/cwt.

Performance History  
*(feedlot/carcass)*

+ \$1.50 to \$2/cwt.

Age-and-Source Verified

+ \$1 to \$8/cwt.

Natural and Premium Programs  
*(management/breed)*

+ \$3 to \$5/cwt.

Certified Vaccination

+ \$4 to \$5/cwt.

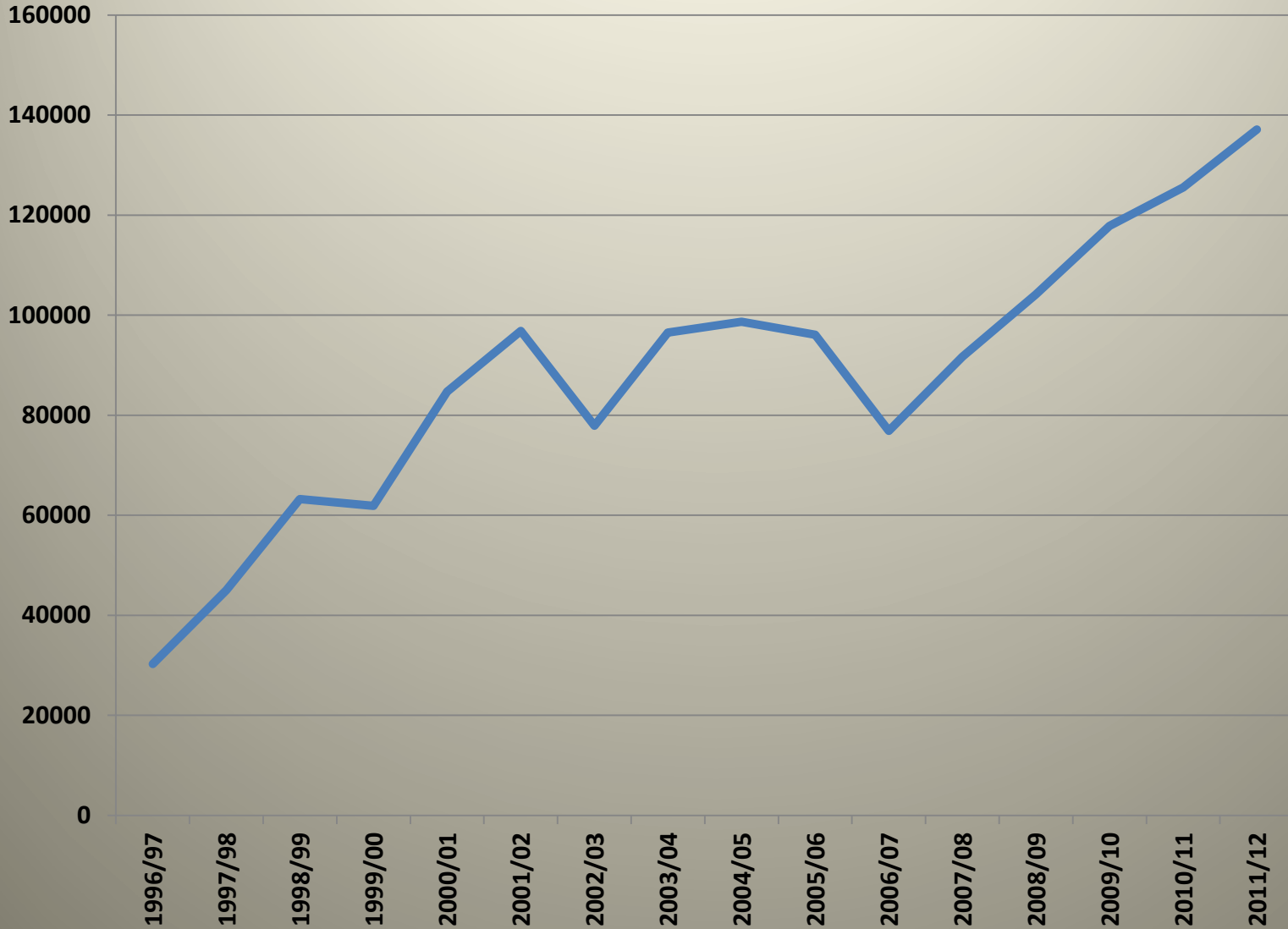
Weaned

Average Cattle = Average Price

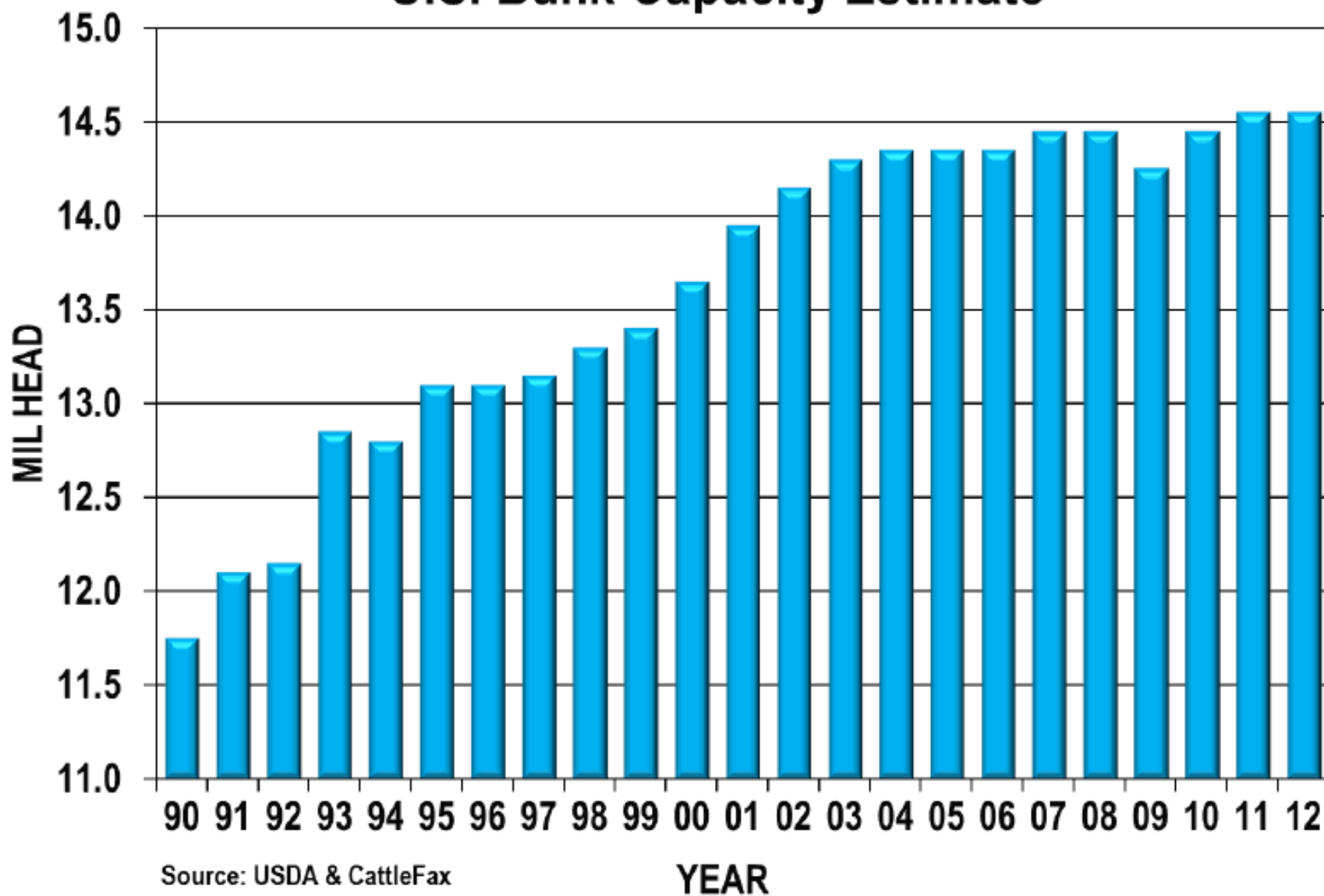
-

Under Managed Cattle

# “Yellow Tags” by Year



## U.S. Bunk Capacity Estimate



- Why do my neighbors cattle sell for more \$ than mine?

# Cattle with a Story

550 Lbs cattle sold in 2012.

## Superior Livestock Video

\$21/cwt difference between program and non-program cattle

## Northern Livestock Video

\$20/cwt difference between program and non-program cattle

## Cattle Country Video

\$23/cwt difference between program and non-program cattle

- **What about Animal Disease Traceability?**
  - Will FCCP and Allied Access tags meet the requirements for ADT official ID?

# FCCP/AA – Supplier Evaluation Process

**Raw Material:**  
*“Commodity”  
 Feeder Calf*

Customer  
 Initiation  
 (Phone)

Staff Interview +  
 History (Database)

Basic Information  
 Contact, Location,  
 Calf Crop Size, etc.

Genetics...  
 • Breeding program  
 • Breed(s)  
 • AI?  
 • Lease Agreements

Age...  
 • Document Birth  
 Records  
 • Breeding Records  
 • Type, History,  
 Storage , etc.

Source...  
 • Co-Mingling  
 • Personnel/Management  
 • Animal ID Program  
 • Outside Land, etc.



**Finished Product:**

- Allied Access (ASV)
- FCCP (ASV + 50% AR)

USDA

**Risk Assessment:**

- Audit 10% of Total Enrollment

Internal  
 Processes

- Tag Order
  - Drop Shipped to Customer
- Work Group Created/Billing/Payment

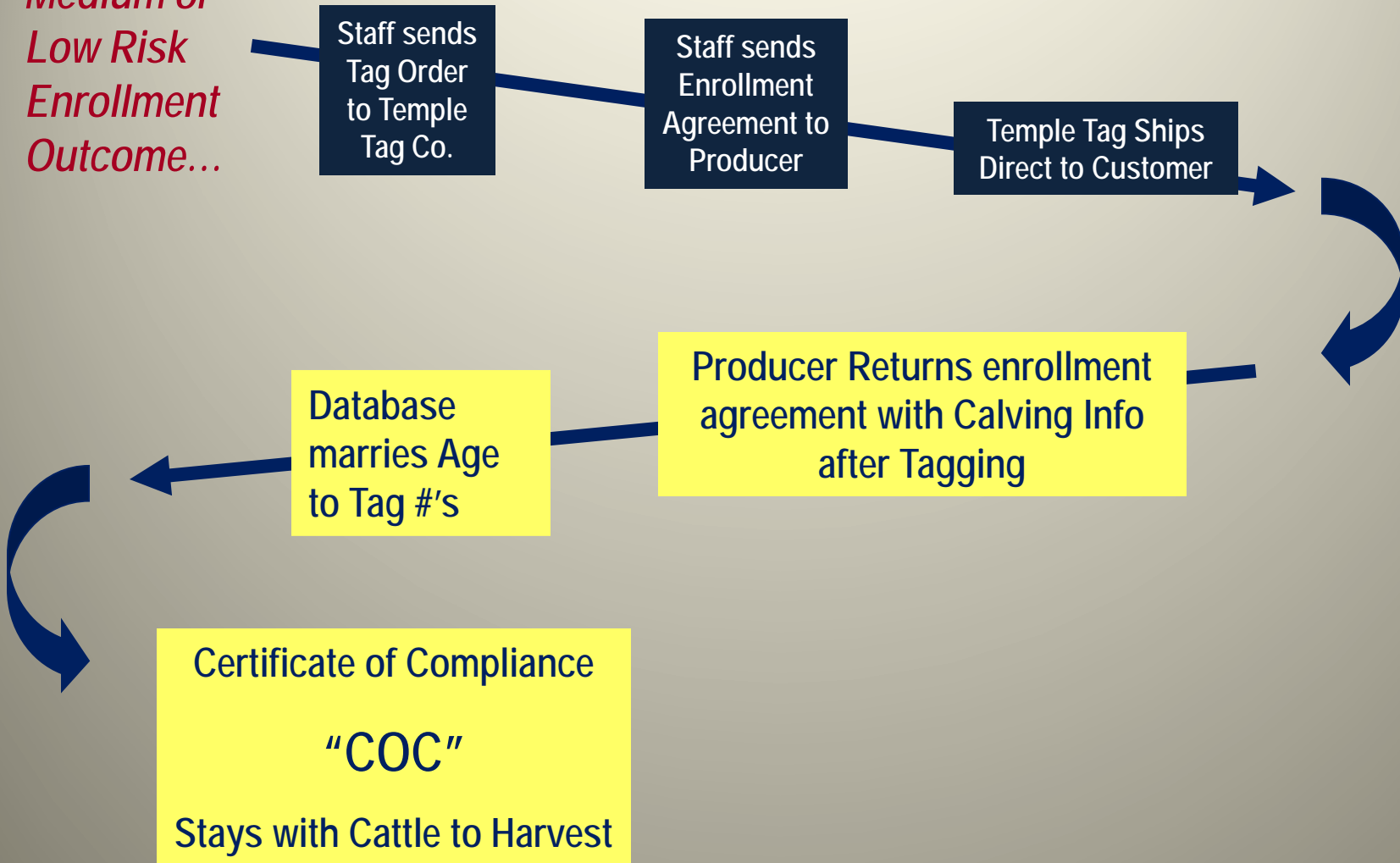
**High Risk**  
 • Do Not Enroll  
 • No Tags  
 • Corrective

**Medium Risk**  
 • Enroll  
 • Ship Tags  
 • Audit 100%  
 w/in 6 months

**Low Risk**  
 • Enroll  
 • Ship Tags  
 • Audit 10%

# FCCP/AA – You're an Approved Supplier – Now What?

*Medium or Low Risk Enrollment Outcome...*



Building Better Beef...

# Red Angus

Data Searches & Tools

**Red Angus Stockyard**

Media Room

Industry Partners

About RAAA

**Marketing**

Registration

Genetics

Calendar of Events

ARA Magazine

Junior Red Angus

Contact Us



## Bull Sale Season is upon us...

Time to select this breeding season's new herdsires. Prices for feeder cattle are at an all time high, while replacement females are hard to find. Take advantage of the bred-in Economically Relevant Traits that are the cornerstone of the breed. Visit a Red Angus seedstock producer and put our bulls to work in your pastures.

[Bull Sale Schedule](#)

[Ranchers' Guide to EPDs](#)

### 50K Cost-Share List Expanded

Log in to your Member Data-REDS account to view your animals that are included in the discovery population.

### Beef Profit Alliance ...

Red Angus, Simmental, Industry and Academia gather to discuss issues affecting today's cattlemen.

### Time to Report: Fall Weaning Worksheets

Deadlines are approaching to report weaning weights on fall-born calves



As previously announced, RAAA leadership recently approved funding to share the cost of 50K genotyping 500 animals in an effort to expedite the delivery of a DNA test for genetic merit to Red Angus stakeholders.

While we have placed emphasis on genotyping the 500 head that ideally combine the characteristics of active, young, high-accuracy genetic predictions; time is starting to become a factor as the genotyping must be completed soon. Due to this, we have expanded the Discovery Population to 1,000 animals, in which RAAA will share the 50K genotyping costs.

It's important to realize that this cost share offer will soon be over, and the full 50K genotyping costs will likely increase above the discounted price of \$80 per sample. Therefore, if you plan to participate it's recommended that you submit samples in an expedited manner.

Feel free to contact [Lynn Koppner](#) (949) 287-2602 with any

### Data Searches

Find information you need by searching our extensive databases:

▶ [Animal Search](#)

▶ [EPD Search](#)

▶ [Member Search](#)

▶ [Breeder Links](#)

▶ **[ASV Tag Search](#)**



Building Better Beef...  
**Red Angus**

Animal Search  
EPD Search

Member Search  
EPD Mating Calculator

Site Search  
**ASV Tag Search**

Tag Criteria

Search Results

Enter one or more search criteria to find a certificate. ?

Tag # ?	<input type="text" value="1429857"/>
Certificate # ?	<input type="text"/>
State Abbr ?	<input type="text"/>
Name ?	<input type="text"/>

[Clear Form](#)



01234567

**ALLIED ACCESS**

# Red Angus Allied Access Program

## Allied Access Certificate of Compliance

This certificate is issued by the Red Angus Association of America's Allied Access (AA) Program. It documents that the cattle identified by the official Red Angus AA tag have been successfully enrolled. The Red Angus AA Program is a Process Verified Program (PVP), which is approved and audited by the USDA. Cattle enrolled in this program have been verified to the following Process Verified Points:



- **Source Verified to the Ranch of Origin**
- **Group Age Verified**

1. A. AA Tag Number Range: 5000001 - 50000025  
B. (If applicable) AA EID Tag Number Range:
2. The Birth Date of the first calf born for above range of tag numbers: 01-01-2012
3. The 20 month harvest date on the above range of tag numbers: 09-01-2013
4. The 30 month harvest date on the above range of tag numbers: 07-01-2014

### This Certificate of Compliance is issued for:

RAAA Customer: 99999  
Ranch Name: COMSTOCK CATTLE COMPANY  
Customer Name: GREG COMSTOCK  
City: DENTON State: TEXAS Phone: (254) 974-1254

### This Certificate of Compliance is issued on: 04-20-2012

A handwritten signature in black ink that reads "Myron J. Edelman".

Signature, Red Angus Marketing Programs Representative:  
4201 North Interstate 35, Denton, TX, 76207  
(940) 387-3502 - FAX (940) 829-6052





# Allied Access Red Angus/Simmental



- Source Verified to Ranch of Origin
- Group Age Verified



# Auxiliary Programs

- Feeder Fax
- FCCP/Allied Access Feeder cattle special sections.
- Sponsored video sales

# Building Better Beef... Red Angus

Data Searches & Tools  
Red Angus Stockyard  
Media Room  
Industry Partners

About RAAA  
**Marketing**  
Registration  
Genetics

Calendar of Events  
ARA Magazine  
Junior Red Angus  
Contact Us

## Marketing

Feeder Calf Programs  
(FCCP/AA)

**Feeder Fax**

FeMail

Feeder Calf Sales

Added Value Options

FCCP/AA Approved  
Feedyards

Feedyard Partners

Sale Planner

Ranchers' Guide to Profit

GridMaster

### Feeder Fax



### Free Feeder Cattle Marketing Service...

Use Red Angus Feeder Fax to send descriptions of your feeder cattle and calves to feedyard managers and order buyers, who have expressed an interest in feeding Red Angus. Feeder Fax is FREE, and works for load lots of calves or yearlings. Whether you are selling through a sale barn, video auction or private treaty, Feeder Fax is available to help inform buyers cattle you have for sale. Listing your cattle on the Feeder Fax is easy:

If you are interested in receiving the Feeder Fax, sign up [here](#).

- Download the [Feeder Fax Form](#) and fax to: 1-888-829-6052
- Send a description of your cattle to: [feederfax@redangus.org](mailto:feederfax@redangus.org)
- Or, call Red Angus Marketing Programs at 940-320-8316 or 940-387-3502.

# Feeder Cattle Sales

- Superior Livestock Video
- Northern Livestock Video
- Cattle Country Video
- Western Livestock Video



# Feed Yards

- Locate Red Angus and Allied Access cattle with the use of Feeder Fax
- Provide documentation for Source and Age verification
- Free feed yard enrollment for cattle enrolled in the FCCP or Allied Access programs.

U.S. PREMIUM  
BEEF

MEYER  
Natural  
ANGUS



JBS

Cargill

70  
BEEF 70

Tyson

# Marketing

[FCCP](#)[Feeder Fax](#)[Feeder Calf Sales](#)[Added Value Options](#)[FCCP Approved Feedyards](#)[Feedyard Partners](#)[Sale Planner](#)[Ranchers' Guide to Profit](#)[GridMaster](#)[GridMaster Winners](#)

## GridMaster



Commercial Red Angus ranches and feedyards continue to demonstrate their ability to combine superior genetics with precise marketing to produce GridMaster Winners. Only the most genetically capable carcass cattle have the ability to produce the quality end product in a high yielding package.

Cattle enrolled in the Red Angus Feeder Calf Certification Program (FCCP) will now have the opportunity to aim for even more stringent standards in order to be labeled "GridMaster". Cattle that reach these prestigious goals will no doubt set the standard for carcass premiums on Value-Added marketing grids.

### "Conventional Fed" GridMaster Specs

- Minimum of 30 hd lot size
- Minimum of 85% Choice & Prime
- Maximum of 5% YG 4's
- Minimum Grid Score of 100

### "Natural Fed" GridMaster Specs

- Minimum of 30 hd lot size
- Minimum of 90% Choice & Prime
- Maximum of 10% YG 4's
- Minimum Grid Score of 100

