

**Right for the  
industry.**

# ANGUS PLUS

Enough Ear, But Not Too Much.

**Right for your  
environment.**



## Reliability has never been so Adaptable

- **Angus x Brahman Derivative Cattle**
- **Floating Brahman/Angus Percentages**
- **Minimum 65% Angus - Maximum 96% Angus**
- **Red or Black Hide**

**Angus Plus uses the Red Angus Association of America's (RAAA) inventory based data reporting system of Total Herd Reporting (THR). Thus, producing the Best Objectively described Heat Tolerant cattle in the Industry.**

- THR requires the production of every Angus Plus cow to be reported annually - or that cow is dropped from the active registry.
- THR requires the performance of every calf to be reported through weaning.
- THR eliminates the bias of selective data reporting.
- All progeny are reported...not just the ones good enough to register.

THR provides complete contemporary group data reporting allowing breeders of Angus Plus to better analyze those Economically Relevant Traits (ERTs) that truly impact their commercial customers' bottom lines. These ERTs include: CED - Calving Ease Direct, HPG - Heifer Pregnancy, CETM - Calving Ease Total Maternal, STAY - Stayability, ME - Mature Cow Maintenance Energy Requirement.



**Continuing research in the development of multi-breed EPDs, which account for heterosis, should better predict the genetic merit of ANGUS PLUS cattle and allow producers to make selection decisions with increased confidence.**

## ANGUS PLUS...

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# ANGUS PLUS...

## Mastering Environments and Building Demand

- Heat tolerance without excess sheath and ear.
- Solid Red or Black Hide color.
- Angus Plus bulls sire minimal or no "hump".
- Moderate Framed, Deep bodied Angus Plus are easy fleshing in sparse or poor quality forage areas.

### Market Advantage!

**ANGUS PLUS** - combining Angus and Brahman genetics to build sustainable beef production in areas where heat, humidity, forage quality and insects are limiting factors.

- Maternal Efficiency - Easy fleshing Angus Plus females offer reduced age of puberty and optimal milk flow for profitable production.
- Hardy Foragers - foraging ability and the hardiness to improve productive longevity in the harshest of environments.
- Feedlot Performance - Tired of reduced feed intake in hot summer months? Feed Angus Plus calves.
- Carcass Quality - Higher Angus percentage offers expanded branded product premium opportunities vs. other Brahman derivatives.

**Angus Plus bulls sire solid red or black calves and reduce ear, hump and sheath when mated to cows of varying heat tolerant breedtypes.**



**Angus Plus sired commercial females are an excellent fit for restocking in these same areas, and add improved feeder calf genetics back into the cow herd while maintaining the required heat tolerance and adaptability.**

**ProCow**

ProCow, a commercial female marketing service has listed over 25,000 commercial females in its first 24 months. Angus Plus influenced commercial females qualify for ProCow, providing that they are a minimum of 3/8th Angus. To buy or sell commercial Angus Plus females on this FREE service, simply go to [www.RedAngus.org](http://www.RedAngus.org), and click the ProCow icon; then follow the prompts.



## Angus Plus... Exceeding Expectations for Heat Tolerant Cattle

Contact us today for more information, or visit us at [www.AngusPlus.net](http://www.AngusPlus.net)

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**Red Angus**

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