

# Pro-Cow

# Restocking Online...



**The uneven distribution of moisture in 2006 has left some producers needing to conserve feed by reducing cow numbers, while others are trying to expand through the purchase of quality replacement females. To assist Red Angus customers who find themselves needing to either reduce or increase cow numbers, the Red Angus Association of America (RAAA) developed ProCow, a commercial replacement female marketing service. Debuting in September 2003, ProCow surpassed 35,000 by the end of 2005.**

## ProCow is Free!

It is a resource for commercial cow/calf operations that are looking for Red Angus influenced replacements, or for producers who need to sell such females. Females listed on ProCow are non-registered females and must be a minimum 3/8 Red Angus, although the vast majority are half bloods and higher. The most common ProCow listings are from 50-150 head, however, there is no minimum lot size. During the last year, groups as small as 10 or dispersions of over 1000 head have been listed and sold, with several quality offerings of 200 head or more. ProCow is not just for females selling off the ranch, although private treaty sales comprise approximately 40 percent of all groups listed. ProCow can be used to list or locate females selling on video auctions, in local sale barns, in special stock cow sales or even in seedstock producers' bull sales. All classes of females - open and bred heifers, bred cows, cow/calf pairs, and both fall and spring calvers can be found on ProCow.

Of course, those of you who wish to market replacement females through ProCow are equally welcome, and will find the process similar. Follow the above steps until you get to the option to "View current Listings" - instead, select the "Submit a listing option", where you will be taken to the listing form. Simply complete the required information and as much of the optional information as you would like and hit the "Submit" button. If you forget something that is mandatory, ProCow will prompt you to supply whatever information you omitted.

The cornerstone of ProCow's commercial acceptance is the Red Angus genetics that supply ProCows' inventory. A profitable beef factory requires females who can sustain the production of valuable calves over a long life, with an absence of problems and fewer costly feed inputs. Red Angus was built for this job, with selection tools for Stayability, Heifer Pregnancy, Calving Ease, and Mature Cow Maintenance Energy Requirement. The good news is Red Angus breeders select for these traits in their breeding programs so they come as standard equipment on the range bulls that produce these outstanding ProCow females. If you're restocking or expanding, consider purchasing females with the genetic prepotency to produce market topping calves in the good years; yet, low maintenance and functional enough to keep you in business through droughts and tough times. You'll find these kinds of females on ProCow.

## Finding females on Pro-Cow is easy...

1. Go to the Red Angus website at [www.redangus.org](http://www.redangus.org). If you don't have a computer, call our office at (940) 387-3502. We'll be happy to review the listings for you, or print those off in your area and FAX them to you.
2. Click on the ProCow logo on the left hand toolbar, then select "View Current Listings".
3. You will be taken to a page which shows the most recent date that information was added to ProCow. From here click "View Current Listings" again.
4. You are now looking at the ProCow listings. You will notice the state of origin of the first listing. Listings are sorted alphabetically - first by state, and then by name within each state.
5. Scroll down to the state(s) you are interested in buying replacements from. You will notice in the header of each listing, the reproductive class of each listing (open heifers, bred heifers, bred cows, pairs, etc.) is listed.
6. A description of each lots' genetics, breeding and/or calving information, health information, and appropriate sale price, dates and phone numbers are supplied so that you can contact the producer (seller) directly.