



Marketing Update

The Sale You've Been Waiting For!

See page 24 for details!



by Clint Berry, RAAA Commercial Marketing Director

The Fall Sale Season has now ended, cattlemen are in the midst of winter feeding the cowherd, and the spring calving season is staring producers in the face. It's time to prepare for the arrival of the calves that will be marketed in 2009 and start thinking about adding value to your calf crop through available profit opportunities.

Throughout the holiday season, as you read the newspaper, surfed the net and watched television commercials, you saw countless ads offering incredible savings and/or sales that would "add money to your pocketbook". In keeping with this advertising tradition, I'll promote another sale to you, our customers, with the hope that this opportunity won't get lost in the mix of sale ads.

choice of the producer as to which tag they prefer.

The FCCP is a USDA Process Verified Program (PVP) and substantiates the source and age components for COOL claims. Started in 1995, the program is now over a decade old with more than 3,000 producers taking advantage of this opportunity by enrolling more than one million head of cattle. The FCCP is the industry's most experienced Source Verification program and identifies "Angus" genetics through genotype vs. a phenotypic hide color.

In today's tough marketplace with high input costs, lower calf prices and tighter profit margins separating quality cattle from commodity cattle, producers need to take advantage of any added value options available. The

The primary requirements for eligibility are as follows:

- All cattle enrolled in the program must trace to 50% Red Angus genetics.
 1. The calves enrolled must be out of a Registered Red Angus sire or dam.
 2. The sire or dam must be Registered in the Name of the Producer ordering the tags.
 3. Calves can be sired by Natural Service or AI (records must be sent to RAAA to verify semen purchased).
- All Calves Enrolled must be Born and Tagged at the Ranch of Origin.
- Producers must Record at least the Date of the First Calf Born and Retain these Records for a Minimum of 3 Years.
- Producers are subject to random Ranch Audits by RAAA Staff and/or the USDA.

To take advantage of the additional marketing options that enrollment of your calf crop into the FCCP 'Yellow Tag' Program provides, simply follow these easy steps.

1. Call RAAA at (940) 387-3502, complete the *Supplier Evaluation Interview* over the phone and place your tag order. The tags will be shipped directly from the manufacturer to your ranch.
2. Apply the tags at the time of your choosing (birth/ branding/ weaning/ etc.) as long as the cattle are tagged BEFORE leaving the Ranch of Origin.
3. Return the *FCCP Enrollment Agreement* which arrives with the tags. This paperwork verifies the range of tags used and informs the RAAA of the birth date of the oldest calf.
4. Upon returning the Enrollment Agreement or BEFORE shipping the calves to market or to the feedyard, call RAAA and request a *USDA Certificate of Compliance* which verifies the program's claims.



The Red Angus FCCP 'Yellow Tag' makes three primary claims:

- Genetics** - Traceability to at least 50% Red Angus Bloodlines
- Age** - Group Age Verified
- Source** - Source Verified to Ranch of Origin

You have heard the Red Angus Association and its members preach about the return on investment by utilizing the Red Angus Feeder Calf Certification Program (FCCP). Calves enrolled in this program carry the FCCP "Yellow Tag" and last year earned premiums in the \$2 - \$3.50/cwt range both at FCCP Sales held across the country and on calves sold on various Video Sales throughout the year. The only cost for this opportunity is the ear tag itself, there are no herd or per head enrollment fees, processing fees or hidden costs to the program. In fact, between now and March 31, the tags are on sale for only \$0.99 for the visual tag or \$3.00 for the Visual/RFID combo tag. Either tag will qualify the animal for the program; it's simply the

FCCP is a great way to distinguish your calves in the market, add value by opening up additional marketing options for you and the buyer(s) of your calves and is available simply for the cost of the tags. It also allows traceability of the calves to your ranch, helping to build your herd's reputation and increasing the value of the calves at market time. The tag can't guarantee you additional dollars in your pocket, but who wouldn't be interested in a return on investment averaging 15 to 1. For more information, please give me call. I would love to help add value to your calf crop or talk about marketing options in your area.

See y'all in the pasture! ■