

Marketing Update

RAAA Marketing Staff



Commercial Marketing Director
Clint Berry
clint@redangus.org



Director Of Added Value Programs
Myron Edelman
myron@redangus.org



FCCP Quality Assurance Manager
Ann Holsinger
ann@redangus.org



Commercial Marketing Specialist
Mikalena Randazzo
mikalena@redangus.org

The success that the Feeder Calf Certification Program (FCCP) has had in adding value to commercial customers' calves is continuing to grow each year. The program is over a decade old and has enrolled over one million head from over 3,000 producers and is the industry's best value in Age and Source with no enrollment fee. The only cost to producers is the \$0.99 visual "dangle" tag or \$3.00 for the combo tag which includes both the visual tag matched with an EID button. This USDA Process Verified Program (PVP) guarantees a minimum 50% Red Angus Genetics, Source to the Ranch of Origin and Group Age of the calf crop. These claims deliver both Age and Source premiums for cattle by qualifying calves for export markets as well as premiums for supplying "Angus" product lines. This creates greater demand for the fat cattle in the feedyards and encourages active bidding by feeders looking to purchase quality cattle that offer multiple marketing options.

Red Angus seedstock producers recognize the added value the FCCP brings to their customers' calf crops and the excitement it generates for the Red Angus genetics they produce. RAAA members focused on customer service, can encourage their bull customers to participate in the FCCP by covering the cost or sharing in the cost of the "Yellow Tags". To make this process as simple as possible, the RAAA Marketing Committee and the RAAA Marketing Staff have created an electronic "FCCP Voucher" that can be filled out by RAAA members selling bulls. The FCCP Voucher gives the bull seller a hassle free customer service option that promotes not only the "Yellow Tag" program but their commercial customer's bottom line. The FCCP Voucher gives the Red Angus bull seller the flexibility to manage each customer individually or as a standard collective unit, indicate the type of tag (visual vs. combo) and it also gives the ability to indicate add-ons such as

FCCP Voucher

Please complete this Voucher if you would like to purchase/coast share Red Angus FCCP tags for your bull customers. You may choose either Visual or Combo (Visual+EID) tags, and pay for other related expenses, such as: applicator, marking pen, S/H. Please use separate forms for any customers you are handling differently. For instance, customers receiving Combo tags should be a separate form than those receiving Visual tags. Likewise, if you are buying tags for some customers and cost sharing with others, please complete separate vouchers.

If you have any questions please feel free to give us a call at the National Office (940-387-3502) or email me at mikalena@redangus.org.

*** Required**

Member's Name *

What is your account number?

Are you purchasing the tags or cost sharing? *
Please fill out a separate form for purchasing tags vs. cost sharing on tags.
 Cost Share (50%)
 Purchase

What type of tag? *
If you wish to purchase/coast share on a different type of tag for customer(s), please use separate vouchers.
 Visual
 Combo
 Other (Customers Choose)

Customer 1: Ranch's/Customer's Name (Account # if known) *
Example: Ranch Name/Customer Name - 11111

Customer 1: How many bags are you willing to purchase for or cost share with customer? *
Tag = 25 Tags

applicators, marking pens and/or special shipping. Once the form is completed, it can be emailed, faxed or mailed to the Marketing Department at the National Office.

Commercial cattlemen wanting to utilize the FCCP are still required to call the National Office to enroll their calves into the program. Once the calves have been successfully enrolled into the FCCP, the amount(s) that the bull seller has indicated will be charged to their account. The RAAA member's account will not be charged, if a customer fails to take advantage of the tag credit the FCCP Voucher indicates. Red Angus Breeders will be sent emails keeping them informed of the customers taking advantage of the program or can call the National Office to inquire about their customer's progress in claiming the FCCP tags.

The FCCP Voucher will be emailed to Red Angus Breeders hosting bull sales this Spring or can be requested by simply calling the National Office at (940) 387 - 3502. The FCCP Voucher simplifies the process for Red Angus members to assist their customers while promoting the FCCP. For more information, please contact the RAAA Marketing Staff or visit the RAAA website at redangus.org and look under the Marketing tab for details. ■