The calving book designed by ranchers for ranchers!



The right tools are essential during calving season and a rancher's calving book is the guardian of vital information. The Red Angus Association of America's (RAAA) custom-designed calving book meets the demands of calving season, plus contains all the information ranchers need at their fingertips to genetic, age and source verify their calf crop.

The RAAA marketing team is again producing the official Red Angus Calving Book that will be available to producers by mid-December.

The book is a weather-proof product that features a waterproof cover and pages that are waterproof, tear-proof and accept pencil, pen or marker. They are created to shed water and enhance the written image. The book includes the management pages producers use like bull inventory and soundness, vaccination, treatment, herd health, breeding and pregnancy.

The pages will be customized for Red Angus data and ranchers can record over 500 calves per book.

Promote with a customized book:

Red Angus affiliates or RAAA members can customize their own calving book cover for their promotional needs. Just send your logo and wording to reflect your association or ranch name. We will design your cover and e-mail you a proof. The inside pages and company ads will be the same in each book.

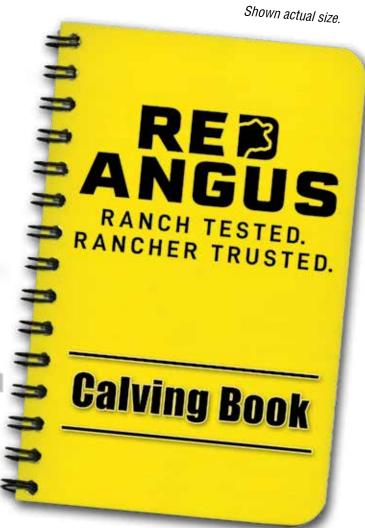
The printing cost for a minimum order of 150 customized calving books is \$10/book. Shipping will be at the lowest-cost provider. Larger quantities are available in increments of 50 books.

The deadline to reserve your custom-cover Red Angus Calving Books and submit your half payment is August 1. The remaining balance can be billed to your account. The books are not date sensitive so they have a longer shelf life.

Reserve your customized Red Angus calving book:

Taylor Ohlde

Commercial Marketing Specialist 913-626-2715 • Fax: 888-829-6052 taylor@redangus.org



Reserve your customized Red Angus calving book:

DAAA Account #		
RAAA Account #		
First Name Las		
Company, Affiliate or Ranc	h Name	
Shipping Address		StateZip Code
Phone Number(s)		E-mail
REP	(A	Number of Calving Books Minimum of 150 books, increments of 50)
RANCHER TRUSTED.	☐ Tax-Exempt	Texas Resident Sales Tax +
3	Texas Resident If not tax exempt, figure 8.25% sales tax on sub total	Grand Total
Calving Book	(TX residents only). \$ x .0825 = \$ Subtotal x .0825 = Sales Tax	First half payment is due Aug. 1 to secure order.
without customizing the cove Quantity	general Red Angus Calving Boo er. (Please fill out the form.) n Instructions:	Check (Enclosed) Money Order (Enclosed) Credit Card (Please circle) Master Card Visa Discover
		Card #
Text & Image		Final Payment Method: Please bill my RAAA account Please bill my credit card listed above (Shipping will be included in the final payment.)
☐ Use Red Angus log ☐ Image Only	, ,	Deadline to secure your customized calving book is August 1. Send this form and first half of payment to:
, ,		

taylor@redangus.org

Take a peek inside the calving book ...

Udder Scoring Suspension & Teat Size

Red Angus' two-score system allows for the separate evaluation of udder suspension and teat size.

Teat size scores are subjective assessments of teat length and circumference and range from 9 (very small) to 1 (very large).

Udder Suspension

outer outperiorer				
Score	Description	Example		
9	Very tight.			
7	Tight.	0		
I				

Use the following guidelines when collecting udder score data:

- Udder scores should be taken within 24 hours after calving.
- Use a cow's "weakest" quarter to score teat size and udder suspension.
- · Age of the female should not be factored into her scores.
- It's best if the same person scores all females in each management group.

Teat Size

Score	Description	Example
9	Very small.	
7	Small.	0
	√m	

Clvg Ez

5

600

Cow BCS

6

<u>Udder</u>

5

- Udder Scoring System descriptions and picture examples
- Space for over 500 calving records
- FCCP and Allied Access Enrollment Checklist

Notes

Good disp

5	Intermediate/mc		
3	Pendulous.		
1	Very pendulou		

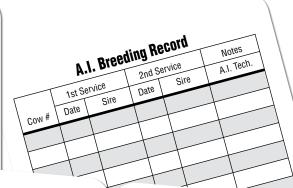
Cow ID	Calf ID	Sire ID	T	
9001			BD	BW
0001	9001	5258	2/3/11	85

14	15

- Codes for birth year letter, calving ease and cow and calf disposals
- Gestation Table
- Body Condition Scoring Guidelines

Bull Inventory and Breeding Soundness Examination

ID#	Age	Breed	BCS	Pass/Fail	Notes/Breeding Group



- Bull Inventory and Soundness Exam pages
- A.I. Breeding Records

Calf Vaccination Records

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# of Head	Withdrawal Date	
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Cattle Treatment Record Herd ID Animal ID Diagnosis

Treatment/Dose

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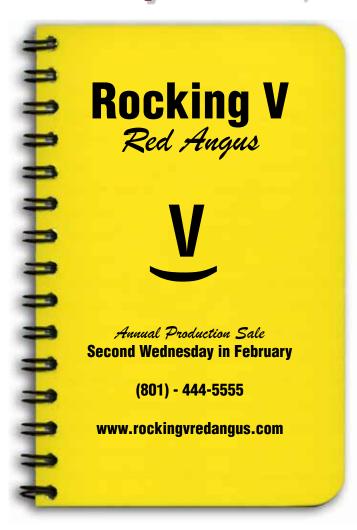
- pages • Herd Pregnancy **Check Records**
- Supplement Records

• Annual **Precipitation**

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Notes

Promote your ranch, association or business ...



- A useful tool for customers that keeps your program at their "finger tips."
- Great promotion for potential customers at sales, tours, trade shows and/or cattle displays.
- Not dated to make distribution in different years simple and easy.

- Promote your state or regional Red Angus association.
- Provide an easy and affordable promotional tool for members with smaller cowherds.
- Direct potential customers to your website, events calendar and membership list.
- Send to cattlemen inquiring about your association and the Red Angus breed.

