



## **A Look Inside RAAA's Value-Added Programs**

**Red Angus Association of America**

**Commercial Marketing Department**



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**Commercial Marketing Department Purpose:**

The marketing staff focuses their efforts on serving Red Angus producers by providing tools and resources including: Red Angus Feeder Calf Certification Program, Allied Access Program, American Red Program, Premium Red Baldy Program, FeederFax emails, Red Angus Stockyards listing site, Special Red Angus Feeder Calf Sales, producer visits, Gridmaster Awards and more.

**Point of contact for value-added programs:**



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*Value-Added Department Team Lead*  
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## Our Story

In 1994 at the RAAA convention, Bob Hough presented the business model for the Feeder Calf Certification Program. This program would address marketing needs across decades of change and breed growth by revolving the program around the success of commercial cattlemen and women. If commercial producers were profitable with Red Angus genetics, the breed and beef cattle industry would achieve success. In 1995 the Red Angus FCCP passed a procedural audit and became the first program to be certified under USDA's Quality System Verification Programs. Two years later, the industry's first program was labeled with USDA's Process Verified shield. RAAA continues to follow this process and remains a program with free enrollment.

In May 2011, RAAA Alliance and Marketing Committees recommended adding a new option to our marketing programs to assist producers utilizing half-blood Red Angus bulls or other breeds in a planned crossbreeding system. The new program would capture age and source verification without the restrictions of genetic validation. This was approved and named Allied Access. Enrolled cattle carry a green tag with a unique identification number and the Allied Access logo.



### **Feeder Calf Certification Program (FCCP)**

#### **FCCP Process Verified Points:**

1. Genetics: Traceability to at least 50% Red Angus bloodlines; the progeny of a registered Red Angus sire and/or dam, or cattle traceable to one registered parent or two registered grandparents
2. Source: Verification to Ranch of Origin
3. Age: Group Age



### **Allied Access**

#### **Allied Access Process Verified Points:**

1. Source: Verification to Ranch or Origin
2. Age: Group Age



## **RAAA Tag Pricing**

EID only (840 or Stock series): Allflex or Datamars \$2.20

FCCP or AA Dangle: Allflex or Datarmars \$1.30

Combo set \$3.30

## **How to Enroll**

1. Make the call. Call Jeananne or Lauren to enroll over the phone at (940)477-4593.
2. Tags shipped and applied at the ranch of origin.
3. Return signed customer enrollment agreement with copy of calving records.
4. Receive Certificate of Compliance that accompanies the cattle at shipment.

## **Outside Program Compliant Tags**

Do you already have tamper-proof, one time use EIDs on hand from another source? RAAA has the ability to incorporate outside program compliant tags from outside sources into the RAAA value-added programs for just \$1 per EID. Let us know when you call to enroll your calves and we will send you the form to list the EID numbers you already have and we will import them into our system to also represent enrollment in FCCP or Allied Access.



## Other Value-Added Programs through RAAA

### The Premium Red Baldy Program

A genetically verified female program for the commercial beef industry.

#### Benefits:

Premium Red Baldy is a tagging program designed to take advantage of hybrid vigor by maximizing the best traits of both Red Angus and Hereford and providing commercial producers with premium replacement females. The program helps producers access genetically verified females that have the best combination of longevity, fertility and adaptability to incorporate into producers' herds. As the nation's cow herd expands to meet beef demand, Premium Red Baldy females rise to the challenges of producing more beef sustainably and profitably, without sacrificing quality. The Premium Red Baldy program has the ideal balance of maternal and carcass traits, which will yield cattle poised to increase the profitability of the commercial producer. Premium Red Baldy uses genetics supported by the only two beef breed associations backed by whole herd reporting.

#### Qualifications:

- Heifer-only program
- Females must be sired by bulls in the top 50% of the breed for Baldy Maternal Index (BMI\$) or Profitability and Sustainability Index (ProS).
- Targeted breed percentages will range from 25%-75% for both breeds, with the balance being the alternate breed.
- Females must be red-bodied with either a bald or brockle face.
- No black-hided cattle will be admitted, regardless of genetic makeup.

Please contact your respective breed representative for more information.

#### **Red Angus Association of America**

Value-Added Department

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#### **American Hereford Association**

Trey Befort

Director of Commercial Programs

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## The American Red Program

### Overview:

The Red Angus Association of America and Santa Gertrudis Breeders International are collaborating to provide the beef industry with a unique blend of maternal traits, adaptability, growth and marbling – all packaged with a heat-tolerant, red hide – into a new program for the commercial beef producer called American Red. The offspring of this crossbreeding program will be well suited for commercial producers who are seeking quality replacement females and steers that fit in the value-added segment of the beef industry. American Red has been tested and proven at the King Ranch, in Kingsville, Texas. Numerous other breeders in the southern U.S. have also begun using this strategic cross to combat the harsh environment with marked success.

### Qualifications:

- Steer and Heifer Program
- Five head minimum for enrollment
- Must be sired by registered Red Angus bulls averaging in the top 50% of the breed for the Profitability and Sustainability index (ProS) or registered Santa Gertrudis bulls averaging in the top 50% for the SGBI Balanced Index.
- Breed percentages will range from 25% to 75% Red Angus and 25% to 75% Santa Gertrudis, with a small allowance for other breeds.
- Most qualified cattle will be red. However, color is not an exclusionary requirement.
- Dams must contain at least 50% of the reciprocal breed, meaning 50% or more Santa Gertrudis when the calves are sired by Red Angus sires, or 50% or more Red Angus when calves are sired by Santa Gertrudis bulls.

The tag used for this program will be a unique, American Red-labeled tag issued by the Red Angus Association of America. Tagging options include dangle tags or EID/panel tag combination-nested sets. Calves must be tagged on the ranch of origin.

The program requires a yearly \$50 enrollment fee and a \$1.25 fee for each tag.



## Red Angus IMI Global Partnership

The arrangement between RAAA and IMI Global, allows cattle producers who take advantage of Red Angus value-added programs to more easily utilize IMI Global verification services. Cattle producers who enroll in FCCP or AA have the capability to start the application process for IMI Global claims on the same phone call, saving valuable time and streamlining the enrollment process. Once an IMI Global enrollment or re-enrollment form is filled out, RAAA Value-Added staff will send it to the appropriate IMI Ranch Specialist.

Producers who enroll first with RAAA and purchase our EIDs can then use those EIDs through IMI for \$1/tag fee. Producers who obtain EIDs from IMI or another outside source can still enroll with RAAA for a \$1/tag fee. The producers must also submit a completed Outside Program Compliant Tag Allocation Request Form.

Once the producer applies their EIDs, a Customer Enrollment Agreement Form (CEA Form) needs to be completed and sent back to RAAA with a copy of their calving record that documents the date of the first calf born. A Value-Added staff member will then complete their enrollment and create a Certificate of Compliance (COC) available to the producer, buyer, and any other industry partners such as IMI.

Through continued communication and collaboration, RAAA and IMI provide excellent customer service to our producers.

- ***For more information regarding IMI programs:***
  - ***303-895-3002***
  - ***info@imiglobal.com***





**If you have any questions about the program or enrollment please reach out to one of our value-added team members**

**940-477-4593**  
**[tags@redangus.org](mailto:tags@redangus.org)**