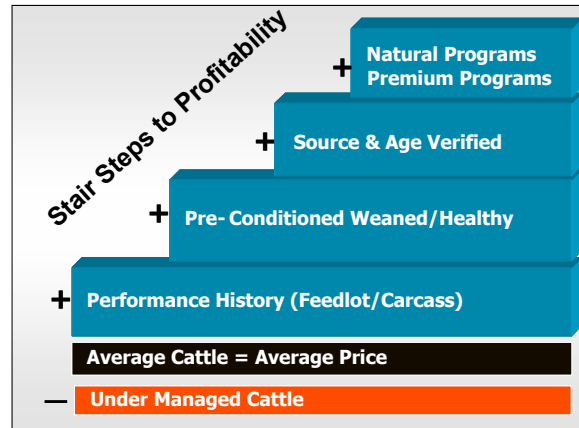


AMERICAN ANGUS ASSOCIATION

Documented Information: The Key to Value

June 8, 2007

Bill Bowman
American Angus Association



The **POWER** of One **Tag**

ANGUS SOURCE[®]

Producer Program designed to...



- Identify Angus-sired cattle
- Differentiate Angus-sired from just "black"?
- Increase value of Angus-sired cattle by conveying information

USDA Process Verified Program



AngusSource[®] is a USDA Process Verified Program for Angus-sired calves that documents source, group age and a minimum of 50% Angus genetics.

* For specific claims visit <http://processverified.usda.gov> or www.angussource.com

The AngusSource[®] program is monitored and audited by the USDA.

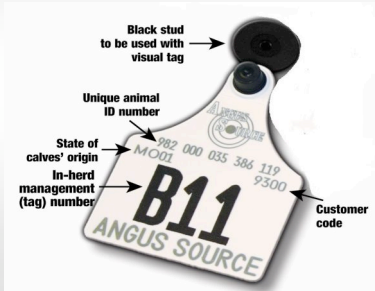
Verification Points



- Sired by a registered Angus bull (*genetically verified*)
- Enrolled by the ranch of origin (*source verified*)
- Have known group age by month/day/year (*age verified*)

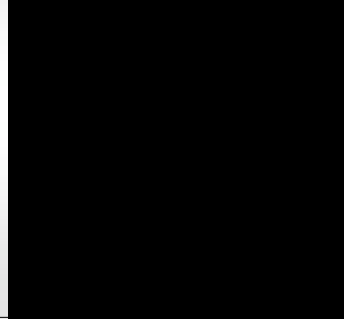
Tag Options

\$1/head visual tag



Tag Options

\$3.25/head RFID matched pair



AngusSource® Document

The following information was supplied to AngusSource®, a USDA Process Verified Program.

AngusSource® Lot ID: MTH1 817096

Source: MT

Labelled by: East Main Cattle, 2002 E. Colfax St, Mableton, Missouri 63041

Contact Name/Phone/Fax: (314) 654-4277 / (314) 654-4277

Group Age: 02/07/06

Sex	Age	Weight	Color	Stratification	Feet
13	1	100	1	1	1
14	1	100	1	1	1
15	1	100	1	1	1
16	1	100	1	1	1
17	1	100	1	1	1
18	1	100	1	1	1
19	1	100	1	1	1
20	1	100	1	1	1
21	1	100	1	1	1
22	1	100	1	1	1
23	1	100	1	1	1
24	1	100	1	1	1
25	1	100	1	1	1
26	1	100	1	1	1
27	1	100	1	1	1
28	1	100	1	1	1
29	1	100	1	1	1
30	1	100	1	1	1
31	1	100	1	1	1
32	1	100	1	1	1
33	1	100	1	1	1
34	1	100	1	1	1
35	1	100	1	1	1
36	1	100	1	1	1
37	1	100	1	1	1
38	1	100	1	1	1
39	1	100	1	1	1
40	1	100	1	1	1
41	1	100	1	1	1
42	1	100	1	1	1
43	1	100	1	1	1
44	1	100	1	1	1
45	1	100	1	1	1
46	1	100	1	1	1
47	1	100	1	1	1
48	1	100	1	1	1
49	1	100	1	1	1
50	1	100	1	1	1

Feeder Cattle Marketing Information

AngusSource® Lot ID: MTH1 817096 Visual tags

The following information is provided by the seller and is not part of the Process Verified Program. Cattle to be sold 8/10/06.

Market



- Customize marketing information.
- AngusSource® Document
- Marketing detail
 - Sale location, date, etc
 - Average weight and range
- Management detail
 - Vaccination/treatment info
 - Past groups' feedyard & harvest data

AngusSource® Document

The following information was supplied to AngusSource®, a USDA Process Verified Program.

AngusSource® Lot ID: M001 1111040

Source: MO

Labelled by: Blankenship Farms, Carl & Vance Blankenship, P.O. Box 1184, Aurora, Missouri 65604

Contact Name/Phone/Fax: (417) 846-6483 / (417) 846-6483

Group Age: 01/30/05

Sex	Age	Weight	Color	Stratification	Feet
13	1	100	1	1	1
14	1	100	1	1	1
15	1	100	1	1	1
16	1	100	1	1	1
17	1	100	1	1	1
18	1	100	1	1	1
19	1	100	1	1	1
20	1	100	1	1	1
21	1	100	1	1	1
22	1	100	1	1	1
23	1	100	1	1	1
24	1	100	1	1	1
25	1	100	1	1	1
26	1	100	1	1	1
27	1	100	1	1	1
28	1	100	1	1	1
29	1	100	1	1	1
30	1	100	1	1	1
31	1	100	1	1	1
32	1	100	1	1	1
33	1	100	1	1	1
34	1	100	1	1	1
35	1	100	1	1	1
36	1	100	1	1	1
37	1	100	1	1	1
38	1	100	1	1	1
39	1	100	1	1	1
40	1	100	1	1	1
41	1	100	1	1	1
42	1	100	1	1	1
43	1	100	1	1	1
44	1	100	1	1	1
45	1	100	1	1	1
46	1	100	1	1	1
47	1	100	1	1	1
48	1	100	1	1	1
49	1	100	1	1	1
50	1	100	1	1	1

Feeder Cattle Marketing Information

AngusSource® Lot ID: M001 1111040 Visual tags

The following information is provided by the seller and is not part of the Process Verified Program. Cattle to be sold 12/01/05.

Angus Source Stockers - Joplin, MO
43 Steers Avg Wt 750

Broad Midtop Angus,
Age Range: Jan - Apr, 2005
% Black Hides: 99%

Health/Management Practices:
Date Wound: September, 2005

Proven/Customize Proven/Method: Info

AngusSource Cattle Offered for sale the Week of Feb 4 - Feb 11 - Message (HTML)

File Edit View Print Format Tools Actions Help

From: angussource@angussource.com
To: Gnette Kurtz
Cc:
Subject: AngusSource Cattle Offered for sale the Week of Feb 4 - Feb 11

Angus-influenced Sales, Stocker/Feeder Cattle and Replacement/Breeder Females listed on AngusSource® for the week of Feb 4 - Feb 11.
Click [here](#) to access all current AngusSource® listings.
Brief listings are in alphabetical order by state below.
Details on each listing may be found by clicking the NAME (in blue).
[Replacement Breeder Females](#)

Angus-influenced sales

Search all FEEDER CALF LISTINGS

Source: NE (Click name for details.)	Location of Sale: Sheridan Livestock, Rainelle, NE	Head	Class
Ronald F. Iosaj		130	Steers
Phone: (308) 762-2902	Date of Sale: 02/07/07	0	Heifers
	% Blk Hides: 100	Group Age:	03/02/06

State: Wyoming

Source: WY (Click name for details.)	Location of Sale: Everton Livestock, Everton, Wyoming	Head	Class	Avg	Calved
Charles Chavis		17	Steers	500	
Phone: (307) 349-1984	Date of Sale: 02/06/07	9	Heifers	500	Mar - June
E-mail: chavischarles@yahoo.com	% Blk Hides: 100	Group Age:	03/12/06		

Should fit "Namral" beef programs

New Source for Certified Angus Beef®



◆ PHENOTYPIC

- Predominantly (51%) solid black hair coat



OR

◆ GENOTYPIC

- AngusSource® program enrollment



Western Video Auction Results

Reno, NV July 10, 2006

530 lb. weaned steers

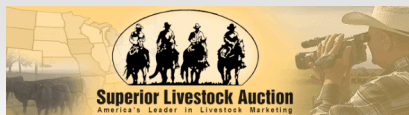
1 lot AngusSource	139.00
6 lots non-AngusSource	125.42
difference	13.58 / cwt. +\$71.97 / head

580 lb. weaned steers

1 lot AngusSource	129.00
5 lots non-AngusSource	123.13
difference	5.87 / cwt. +\$34.00 / head

600 lb. weaned steers

1 lot AngusSource	125.50
15 lots non-AngusSource	118.02
difference	7.48 / cwt. +\$44.80 / head

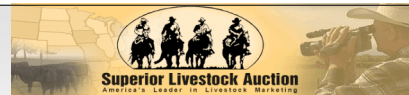


Head	Class	Weight	Price
64	Feeder Steers	810	\$102.85
230	Feeder Steers	810	\$98.35
230	Feeder Steers	810	\$98.35
60	Feeder Steers	810	\$95.25
229	Feeder Steers	810	\$94.00
60	Feeder Steers	810	\$93.00

AVERAGE = \$95.79

PREMIUM = \$7.06

01/10/07



Head	Class	Weight	Price
115	Feeder Steers	875	\$95.00
56	Feeder Steers	875	\$93.75
93	Feeder Steers	875	\$92.75
55	Feeder Steers	875	\$90.50
58	Feeder Steers	875	\$95.75
60	Feeder Steers	875	\$97.75
165	Feeder Steers	880	\$94.00
324	Feeder Steers	885	\$100.85
165	Feeder Steers	885	\$91.00
154	Feeder Steers	890	\$94.85
58	Feeder Steers	890	\$95.25

AVERAGE = \$ 94.68

PREMIUM = \$6.17

01/10/07

www.angussource.com

