

**The Ranchers'
Guide to**

Feeder Cattle Marketing



Ranch Tested. Rancher Trusted.

Red Angus

**1234567
RED ANGUS**

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**1003458
ALLIED ACCESS**

Two Added Value Options

Red Angus FCCP

GENETIC + SOURCE + AGE

Combines Access to "Angus" Product Lines with the Benefits of Source and Age Verification



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

Example: FCCP

Commercial cow herds utilizing only Registered Red Angus bulls



Allied Access

SOURCE + AGE

Providing Solutions for Crossbreeding Programs



- Source Verified to Ranch of Origin
- Group Age Verified

Example: Allied Access

Crossbreeding programs utilizing multiple breeds, hybrids or composites.



Rancher-Friendly Enrollment

- Contact Red Angus at (940) 320-8316.
- Tags are shipped and applied at ranch of origin.
- Return your signed customer Enrollment Agreement.
- Send a copy of your calving record(s).
- USDA-approved Certificate of Compliance issued.



Still the Best Value at 99¢ & No Enrollment Fees!

Combo sets available for \$3 per set (Panel & EID)

Marketing Options



Feeder Fax is a proven marketing tool used to draw attention to load-lot sized offerings of Red Angus-influenced cattle, or large offerings at scheduled sales, marketed via video sales, livestock markets or private treaty. The Feeder Fax breakdown details about feeder cattle and is distributed to our active buyer base to draw added attention to our bull customers' calves.



Video Sales

Red Angus has built alliances with each of the major video auctions. Those relationships have created a tradition of success in marketing Red Angus genetics which are highlighted both on-screen and in the print catalogs. Our bull customers reap the benefits of competitive bidding when large sets of Red Angus cattle are grouped together on sale day.



Livestock Markets

Over 25 livestock markets across the nation host scheduled Red Angus Feeder Calf Sales in the fall and spring each year, with more being added annually. These sales provide a competitive advantage for our bull customers by leveraging volume offerings of Red Angus-influenced feeder cattle and drawing added buyer attention.

Our partnering livestock markets gain valuable exposure through our national advertising insertions, direct mailings promoting the sales and face-to-face producer meetings in their area. Repeatedly, these cooperating markets enjoy an increase in customers while building loyalty from Red Angus stakeholders seeking to work with marketing partners who recognize the value of Red Angus feeders.



"In our complicated world, the Red Angus marketing programs are simple, fast and easy. I only have to fill out one sheet of paper and verify the start of my calving season to gain a marketing advantage on my calves."

- Will Bledsoe, Bledsoe Ranch, Hugo, CO

**Visit the Calendar
of Events at
RedAngus.org
for the current Feeder
Calf Sale Schedule.**

