

TOP 10 BEST PRACTICES EXPANDED - HAVE ACCURATE DATA AVAILABLE ON EACH LOT CONSIGNED.

In the 2023-2024 Missouri Angus Directory, we released the work of the Missouri Angus Association Industry Relations Committee's, "Top 10 Best Practices" for Regional Association Consignment Sales. The items are not listed in any particular order and are meant to aid consignment sales in running more effective, higher grossing sales that better fit the needs of buyers. This month, we expand upon the second item.

By Julie Conover, Missouri Angus Association

Data. Who hasn't heard that word recently? Data points are constantly flying at us from how purchase items to the ways in which we provide services. The cattle industry is far from exempt from these scenarios which is why data is such an integral part of the selection process. Whether wanting to know the birth weight of the animal or desiring to be able to better predict the success of different traits within your herd, data has become integrally involved in the Angus business.

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Former American Angus Association President Ben Eggers stated, "I believe that the biggest single component of the Angus breed's dominance in the genetics of the beef industry has been that these cattle do what their numbers say they will do. If he's supposed to be safe to use on heifers, the likelihood of him being a calving-ease sire is higher for Angus bulls than for any other breed. It's the same way for growth traits, end-product merit, docility, etc. Breeders turning in good, accurate data will help keep the Angus reputation for consistency and accuracy."

Eggers continues, "Turning in good data in proper contemporary groups has always been the basis for National Cattle Evaluation. Even with the genomics available today, those genomic scores are influenced over time by the phenotypes, the actual measurements and weights turned in to the database. Only through continual additions of weights, scores and measurements, and their impact on training the genetic markers, will the accuracy of our EPDs stay current."

With more than 43 years' experience in cattle breeding and management, Bill Bowman shares his insight with the importance of data. Bowman states, "Performance data related to industry economically relevant traits has become the major determinant differentiating value in Angus breeding stock. Combining the animal pedigrees,

accurate performance data in proper contemporary groups, and the genomic data on those individuals creates genetic predictions that buyers can use with confidence to select animals for their programs. Never before have producers had the tools at their fingertips to make such rapid genetic progress with high accuracy to impact profitability in their operation."

With so many tools available and a vast variety of breeding programs, potential customers are well-positioned to make educated decisions with confidence. While consignment sales generally do not offer the sheer volume of specific lines of breeding, they do provide a great opportunity for marketing programs of all sizes when done correctly.

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In looking specifically at having accurate data, the Missouri Angus Association Industry Relations Committee developed these specific points as a way to assist fellow breeders:

- Breeding information MUST be as detailed as possible. P2 could be a fall or spring calver and the unknown is not desirable.
- Whenever possible, encourage consignors to turn



in actual BW, WW, YW and any other data to increase the phenotypic data submitted on their entries.

- Genomic testing allows for all boxes to be filled on the EPDs. Although an added charge, this does help market most cattle.
- Many bull buyers demand that genomic testing be completed prior to purchasing cattle. This is also a requirement for the Show-Me Select program.
- Data needs to be submitted ahead of sale book printing to maximize exposure of the lot.
- All consignments must have a legible tattoo, 840 EID tag, and/or freeze brand as permanent ID.

While this list is not comprehensive, it is a starting point, especially for new consignors.

Just to be clear, the American Angus Association® requires primary identification which can include ear tattoo marks, freeze-branded marks, hot-branded marks, or electronic identification tag (EID).

In regards to the numbering system you opt to utilize, the American Angus Association recommends the following: “A well-organized ID system helps you identify individuals and simplifies the record keeping process. Select a system that best fits your needs. Keep in mind the ID number is used for the individual’s entire life span.” Additional information can be found on pages 74 and 75 as well as: <https://www.angus.org/University/docs/AngusUniversity-FactSheet-PermanentID.pdf>.

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Once you’ve determined what identification system or combination of different systems work best for your operation, consistency becomes essential. More times than not, challenges arise when you alter your system and somehow end up with two cows with the same identification.

Another important point to make is in relation to genomic testing and parentage verification. In whichever test you opt to use, there is a timeframe to consider. Once DNA is received at the American Angus Association, it typically takes 3-4 weeks to get parentage and genomic ranking results. Depending on the day that the results were returned, it generally takes one additional week for the EPD to update as the National Cattle Evaluation runs Friday to Friday. The example is an example of just one week and illustrates that there are differences based on data that can be identified.

Parentage testing is an additional way to add value to your offering. With parentage confirmed, this removes much of the concern of potential buyers and can help you sort through things within your own program to increase the accuracy of your records as human errors as well as calf transfer can happen quite easily.

As an additional component to genetic testing, we do also have the technology to test for fifteen genetic conditions within the Angus breed. Next to the registration number is an indication of any known genetic challenges that may be in the pedigree. If the animal has been tested, the abbreviation shows the genetic condition and then F (Free), C (Carrier), or A (carries two copies of that specific mutation). If the animal has not yet been tested, it is listed as P (Potential). In the sample data you can see that the animal was a potential carrier for Oculocutaneous Hypopigmentation (OH) as indicated by OHP. After the testing was completed, the digital registration paper now reflects the animal as an OHF. Avoiding mating carrier animals with the same genetic condition is an essential management tool.

In closing, the longevity of a sale depends upon the experience the customer receives. The more accurate and transparent the data is for a potential buyer, the higher chances of success. Make sure you are putting your best foot forward when it comes to representing your program. Stay tuned to the Trails for an article highlighting each of the top 10 practices.



15L	Tag: 15L <i>Actual animal with identity removed</i>	* _____ {OHP}														
	Tattoo: 15L Bull	06/08/23														
CED	BW	WW	YW	CEM	Milk	\$EN	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc
I+5	I+12	I+86	I+156	I+2	I+21	-38	I+68	I+.23	I+.62	I+.006	+56	+71	+111	+83	+194	+308
.05	.05	.05	.05	.05	.05	.05	.05	.05	.05	.05	.05	.05	.05	.05	.05	.05
65%	50%	4%	3%	95%	85%	95%	10%	55%	45%	45%	20%	10%	10%	10%	5%	10%
As of 07/25/23																

15L	Tag: 15L <i>Actual animal with identity removed</i>	* _____ {OHP}														
	Tattoo: 15L Bull	06/08/23														
CED	BW	WW	YW	CEM	Milk	\$EN	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc	Acc
+6	+1.6	+94	+164	+6	+25	-35	+76	+1.45	+50	-0.11	+73	+84	+84	+114	+208	+343
.35	.51	.43	.38	.27	.29	.39	.36	.35	.32							
55%	60%	1%	2%	75%	60%	95%	4%	3%	75%	20%	25%	2%	2%	10%	2%	1%
As of 08/01/23																