



A crossbreeding program for the commercial beef producer.

Qualifications

To qualify for American Red, steers and heifers must be sired by registered Red Angus bulls averaging in the top 50% of the breed for HerdBuilder or registered Santa Gertrudis bulls averaging in the top half of the breed for maternal and growth traits.

Breed percentages on qualified cattle will range from 25% to 75% Red Angus and 25% to 75% Santa Gertrudis. Most qualified cattle will be red.

Dams of qualifiable calves must contain at least 50% of the reciprocal breed.

Benefits

American Red is a tagging program designed to provide the beef industry with a unique blend of maternal traits, adaptability, growth and marbling.

These traits, packaged with heat-tolerance and a red hide, have huge potential to impact heat-challenged areas where cattle are produced.

American Red emphasizes the value of increased longevity, fertility and efficiency.

Please contact Chessie Mitchell, RAAA tag program coordinator at tags@redangus.org, to enroll.

