



Why RED ANGUS?

Tremendous Growth in Registered and Commercial Red Angus cattle

- 100,700+ Registered cows (2018) +76.5% vs '97

Increase Profitability

- Highest valued females in beef industry
- KSU Research: Superior Livestock Data

Red Angus sired heifers \$11.00/cwt more than females of other breed types

Proven to Work for the Commercial Producer

RED Angus Females

- Most sought after female in the industry today
- Possess strong maternal instincts
- Reach puberty at early age
- Are highly fertile
- Provide excellent milk production
- Renowned for their longevity

RED Angus Bulls

- Most effective way to assemble a Red Angus influenced cow herd
- Excellent choice to utilize in Crossbreeding Programs
- Provides calving ease without sacrificing performance
- Large scrotal sizes with excellent semen production

RED Angus Feeder Calves

- Regardless of color, Red Angus sired calves are eligible for enrollment in the Feeder Calf Certification Program (FCCP), opening the door to many marketing opportunities
- The USDA process-verified program is the industry's largest and longest running program, verifying genetics, age, and source for over two decades
- FCCP program is free; only cost to producer is \$ 0.99 tag
- Ranchers whom enroll their calf crop are privy to marketing opportunities through special Red Angus feeder calf sales and video where buyers seek out Red Angus genetics
- FCCP enrolled calves are exclusively eligible for the two Red Angus carcass grids- Tyson's Choice+ and Greater Omaha's G.O. Red grids

Important RED Angus Qualities

- Gentle natured - easier handling lowers stress and labor costs
- Heat and Cold Tolerance – perform well in both climates
- High quality carcass with excellent intra muscular marbling
- Naturally polled
- Red in color with bronze pigmented skin
- More resistant to pinkeye & sunburned udders vs non-pigmented skinned animals
- Improved insect resistance
- Red crossed Red always breeds true (Red)
- No diluter genes - avoids the grays that result when crossbreeding with blacks



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Value Added Programs:

- RAAA Feeder Calf Certification Program™ (Yellow Tag)
- Red Baldy Program™
- Red Navigator™
- Red Angus Stockyard™

Missouri Red Angus Association and Junior Program

- Working to promote the interests of Missouri based RED ANGUS members
- Missouri Red Angus Association:
 - Annual “Show Me Reds” Production Sale
 - Membership Directory
 - E-Blasts
 - E- Newsletter
 - Website- Online Classified Section
- Prepares Juniors for the future
- Truly a “family” of Beef Producers