

ANGUS FEEDER CATTLE CAPTURE EXTRA BIDS ON SALE BLOCK



PHOTO BY MAX STEWART

Troy Marshall, American Angus Association director of commercial and industry relations. “AngusLink just verifies to the buyer that the producer put the extra work in, and helps them bring home extra premiums on sale day.”

The Oklahoma National Stockyards will host its next Angus Feeder Calf sale Dec. 7. To consign, cattle should be Angus-sired, meet the *Certified Angus Beef*® (CAB®) brand’s live specs, be weaned for at least 60 days and have

had two rounds of any major herd health company’s vaccination protocol. To add extra value, it is recommended to verify age, source and Angus genetics through

AngusLink to reach extra premiums.

“No matter if it’s AngusLink or simply a preconditioning

program, find something that works for you,” Payne said. “Find someone that you can trust and let them walk you through how to put every available cent back into your operation.”

For more information on the upcoming sale, contact the Oklahoma National Stockyards or American Angus Association Regional Manager Jeff Mafi. To enroll cattle in AngusLink, visit the website at anguslink.com. |

Editor’s note: Karen Hiltbrand is a communications specialist for the American Angus Association.

AngusLink cattle claim high bids on the sale block at Oklahoma National Stockyards.

by Karen Hiltbrand, American Angus Association

The goal of the commercial cattleman is to produce and sell cattle that make buyers sit up in their seats as their cattle hit the sale ring. Bidders did just that for the value-added cattle entering the ring Aug. 10 in Oklahoma City for the Oklahoma Angus Association’s second AngusLinkSM Feeder Calf Sale. The special offering was featured with the help of the Oklahoma National Stockyards and the American Angus Association.

“We wanted to provide a vehicle for those high-quality Angus calves to get in front of premium buyers,” said Roger Wann, Oklahoma Angus Association sale committee member.

Separating these calves from the commodity mix by documenting them makes sense for the sellers and the buyers, Wann said.

Of the more than 1,200 head of cattle that went through the

sale ring, those enrolled in value-added programs like AngusLink proved valuable, as steer calves averaged \$10.28 per hundredweight (cwt.) more over similar weights, and heifer calves

averaged \$6.13 per cwt. more than similar weights, according to the USDA sale report.

“I think it’s important that we continue to look for different tools in the toolbox,” said Kelli Payne, Oklahoma National Stockyards president. One of the goals in putting the offering together, she said, was to showcase producers who are doing the right things — preconditioning their cattle, improving their genetics.

In a year where uncertainty is evident, securing the extra bid at the sale block may be more important than ever, Payne said.

“Our thought is, you’re already doing the work, so why not get paid for it?” said

**Capturing
VALUE**

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