



Beef Supply Chain

GET CONNECTED!



"There is a \$20-\$25/cwt spread in price among same-weight calves, sold at the same time, in the same area. We see this in the market every day."

-Randy Blach, CEO, Cattle-Fax



"In my experience as a producer and cattle feeder, I've found that high quality feeder cattle are worth more because they grow faster, are more efficient, and produce a higher value carcass. I've also learned that high quality cattle will top the market only if they are presented to the right buyers. I started Big Blue Sale Barn to help give producers a more competitive marketing platform which allows them to have more control over their livestock sales."

-Jim Barta, Owner, Barta Cattle Company and Big Blue Sale Barn



"Our feedlot and packer customers are very demanding, but also very consistent. They all want more of the good ones, all the time. We work with ABS to create the good ones and to give our customers a chance to bid on them."

-Jason Anderson, Power Genetics

ABS CAN HELP YOU CONNECT WITH THE
VALUE-ADDED MARKETPLACE



Beef Supply Chain

Mark Twain observed that “The person who does not read good books has no advantage over the person who cannot read them.” In his unique and clever way, the legendary story-teller was pointing out that skill and know-how doesn’t pay off without action.

ABS took action when our customers asked for help finding a pathway to greater production efficiency and *access to value-added markets*. This gave rise to the ABS Beef Supply Chain Program.

Market experts agree: the cattle market is splitting into the “*haves*” and “*have nots*” (finally). Traditional commodity thinking places the same value on everything based on the mistaken notion that cattle are cattle! We know that isn’t true – not by a long shot.

A new marketplace has emerged and is sending a robust signal that some cattle are worth more than others. Getting “connected” to the new marketplace does not automatically happen just because a producer has done everything right – genetics, health, documentation, etc. *It takes a proactive effort to place your “professional” cattle in front of buyers* who truly appreciate them and are willing to bid more aggressively to get them – whether you’re selling calves or retaining ownership and selling carcasses.

As the *market share leader* in proven beef genetics,



Darrell Wilkes
U.S. Beef Supply Systems Manager,
ABS Global, Inc.
303-840-7861
dwilkes@absglobal.com

ABS made the decision to actively build a pipeline to help channel superior cattle from progressive breeders to feeders and packers who want and need the ‘good ones’. ABS has verified nearly a half-million cattle for Age & Source and marketed tens of thousands of top end feeder cattle.

We believe we’re on the right track, and welcome the opportunity to assist progressive *producers to prosper in the new beef economy*. We have been filling our toolbox for decades. We have the people, products and services to help you tackle the task at hand. Please let ABS know how we can assist you.

Feeder Cattle Services

- ABS is USDA-approved to offer official Age and Source Verification (ASV).
- ABS offers marketing alternatives for verified feeder cattle, which are exposed to a network of over 100 feedyards.
- ABS’ ASV program is also available to feedlots.
- Carcass data feedback and data analysis is available, depending on where your cattle are fed.

Breeding Cattle Systems

- ABS offers the genetics of sires uniquely progeny-tested for feed efficiency, tenderness, feedlot performance and carcass merit.
- A network of 200+ Professional Beef Representatives offer turn-key A.I. project management and whole-herd reproduction and genetic planning.
- ABS puts buyers and sellers of replacement females together, or can custom-build replacement females for discriminating producers.
- Custom heifer development is available through a national network of ABS customers.

Feeder Cattle Services

Age and Source Verification (ASV)

Certain lucrative export markets require that U.S. cattle be age verified by an approved third-party as a condition of beef trade. These are premium markets, thus creating competitive bidding for Age and Source Verified (ASV) cattle.

This process must begin at the farm or ranch of origin and extends through packing plants. ABS is USDA-approved to provide age and source verification services for cow-calf producers, growyards and feedyards.



FOR AGE & SOURCE

✓ **An on-site visit** by a trained ABS Supply Chain Consultant is the first step in becoming an *Approved Supplier* under the ABS system. This is typically a 1-2 hour visit and is done at no charge. Producers need simple records showing a defined calving season and basic identification methods (branding, tagging, etc.).

✓ **Each calf crop produced by an *Approved Supplier* is then verified.** A one-page document is created and is sent with the cattle (similar to health and/or brand papers). Service fees are charged only on the cattle marketed as Age and Source Verified.

✓ **ABS Program Compliant Tag adds value,** and is strongly encouraged. Tagging creates more marketing flexibility.

- Tagged cattle can be co-mingled and marketed together.
- Tagged cattle can move through an auction barn and the ASV status remains intact.



Nested Pair

Panel

RFID

Examples of ABS program compliant tags

- Sequentially-numbered RFID tags are also available. RFID (electronic) tags are not required by ABS, but are preferred by certain feedlot buyer
- Tags can be ordered (*by Approved Suppliers only*) prior to the start of the calving season, thus reducing the need for re-tagging at a later date.

Age and Source Verification Fees

	With Panel Tags	With RFID tags	With Nested Pair
< 200 hd	\$4.25	\$4.75	\$6.00
200 – 500 hd	\$3.50	\$4.00	\$5.25
>500 hd	\$2.75	\$3.25	\$4.50

Marketing Assistance

Market analysts have documented a historically high price spread among same-weight cattle (i.e. \$25/cwt spread on 5-weight calves). Higher feed costs are expected to widen the spread even further as feeders compete aggressively for cattle that do everything well, and further discount cattle that don't. The price spread is due to many factors; notably genetic quality, health program documentation and ASV status. One factor often overlooked or taken for granted is marketing. Consigning value-added cattle to a commodity market generally returns commodity average prices. Topping the market therefore requires genetics, health, ASV and *exposing the cattle to the right buyers*.



ABS is proud to represent top-notch feeder cattle to a network of over 100 feedyards. This is done through an alliance with Big Blue Sale Barn. Big Blue is an internet video auction held every other week, which specializes in Age and Source Verified cattle suitable for branded beef and export programs. ABS Marketing Specialists are available to video your cattle, consign them to Big Blue, and manage the weigh-up and shipping process.

Data sharing agreements are in place with many feedlots, resulting in feedback of performance and carcass data. Such data are analyzed and used to chart a course for genetic improvement that will add further value to the cattle of ABS customers.

Breeding Cattle Systems

Uniquely-Proven Genetics Are Available to Everyone

It has never been more important to differentiate your feeder cattle from the commodity average by using uniquely-proven genetics. ABS has them.

ABS started progeny-testing bulls for feed efficiency over a decade ago, when corn was still cheap, and now has an extensive line-up of proven feed-efficient sires. All sires tested for feed efficiency have been progeny-tested for carcass merit, and many have been tested for tenderness. The ABS sire line-up is supported by nearly twice as much carcass data as all competing A.I. companies combined.

Designed progeny tests are still the most accurate way to measure genetic merit – better than DNA tests and better than measuring a bull's individual performance. ABS' designed progeny tests are the most comprehensive in the industry.

Convenience Matters. Getting commercial cows bred to proven sires is more feasible today with extremely efficient synchronization systems that allow for Timed A.I. (i.e. mass breeding) of large herds without the need for heat detection.

ABS has a national network of professional Representatives who are able to set up and manage turn-key breeding projects from start to finish. In many cases, specialized portable equipment can be brought in to significantly improve the efficiency of a large-scale project.



Replacement Heifer Services

Replacement Quality Heifers. Through its vast network of customers and Representatives, ABS is able to fill orders for replacement quality heifer calves or bred heifers. This service is well suited to producers who utilize terminal crossbreeding systems and need a consistent year-after-year supply of replacement females, or producers who simply prefer to purchase replacements rather than raise them. ABS works individually with clients to find suitable suppliers and to design the genetic “recipe” around the needs of the buyer.

Professional Heifer Development. Many current ABS customers provide professional heifer development services. For producers looking for a place to send their heifers for development and breeding, ABS is pleased to introduce you to this network of professional and experienced heifer developers.



ABS Beef Supply Chain Contact Information



MANAGEMENT CONTACTS:

Darrell Wilkes 303-840-7861
U.S. Beef Supply Systems Manager
dwilkes@absglobal.com

Heidi Petersen 608-846-1422
Program Administrator
hpetersen@absglobal.com

Dwight Williams 913-685-8518
Director of Beef Enterprise
dwilliams@absglobal.com

MARKETING SPECIALISTS

Adam Noble - CO
aiteam@noblegenetics.com
970-250-3555

Bobby Freeman - GA, AL, FL, KY
bnf50@yahoo.com
478-955-5940

Bob Sitz - MT
sitzangus@3riversdbs.net
406-581-6448

Chad Ellingson - ND
ellingsonangus@westriv.com
701-361-3606

Cory Crouthamel - OR, WA, MT
Cory.Crouthamel@absglobal.com
509-948-6304

Doug Birt - IA, MO
dbirt@iowatelecom.net
712- 621-0177

James Young - VA
james.young154@verizon.net
434-944-4503

Jeff Berry - NE, WY
jeffery.berry@absglobal.com
307-421-3031

Jeremy Cox - SE US
731-707-0277

Joe Jones - ID, UT, NV
Joe.Jones@absglobal.com
208-670-2364

John Fisher - KS
jfisher@buhlerks.net
620-242-7643

Jon Herrick - NE
herrickcattlegenetics@frontiernet.net
308-627-6431

Judd Hoos - NE, SD, WY
hooscow@gpcom.net
308-360-3556

Justin Jacobs - WA, OR
jjacobs@ortelco.net
541-820-4252

Larry Rowden - NE, WY, CO
lrowden@absglobal.com
308-870-0121

Lynn George - WY, MT
lynngeorge@Ttctwest.net
307-899-9389

Mark Sexton - OK, AR
threeforksranch@yahoo.com
918-541-0418

Merlyn Sandbulte - SD, ND, MT, WY
msandbulte@absglobal.com
712-470-4237

Roger Wann - TX, OK
rwann@absglobal.com
940-727-8492

Roger West - TX
rogerwest@earthlink.net
254-434-1095

Ron Eliason - ID, UT, NV
eliasoncowboys@aol.com
208-604-3332

Ryan Ollerich - SD, WY
ryanollerich@yahoo.com
605-759-6405

Ryan Raymond - OR, WA
ryanraymond@hotmail.com
541-969-9409

Sam Shaw - ID
sam@shawcattle.com
208-880-9044

Travis Chrisman - NE, CO
tchrisman@chrismancattleservices.com
308-882-6781

There are 110 ABS Representatives coast to coast, border to boarder trained as age and source providers. For assistance in locating the age and source provider nearest you, contact Heidi Petersen or Darrell Wilkes.

