

TAKE THE GUESSWORK OUT OF CATTLE BUYING WITH AngusCONNECT

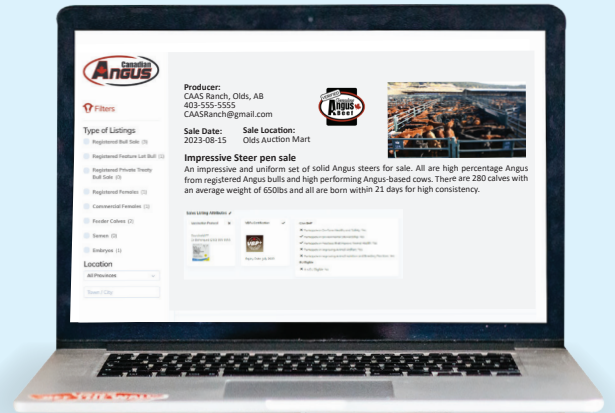
Verified Angus is the Canadian Angus Association's new program that expands on our Canadian Angus (green) Tag Program, providing Canadian Angus members with marketing support for branded beef programs and cattle sales. We launched the new AngusCONNECT marketplace in Fall 2023 to provide added marketing support.

AngusCONNECT helps take the guesswork out of cattle buying and supports buying with confidence. Through our new marketing platform, buyers will be connected to the sellers they want, and sellers will be connected to the buyers they need.

Canadian Angus Association members can use AngusCONNECT to create listings for:

- Bull sales
- Female sales
- Private treaty sales
- Frozen genetics
- Angus-influenced feeder calf sales

Commercial producers who invest in registered Angus genetics can use AngusCONNECT to market their feeder calves and replacement females for sale. Whether calves are selling at an auction mart, on TEAM Auction Sales or on DLMS, producers can reach more buyers by listing and marketing their Angus-influenced feeder calves on AngusCONNECT.



To learn more about Verified Angus or to enroll in the program, please contact us at VerifiedAngus@cdnangus.ca. Angus-tagged cattle and calves from transferred Angus bulls are eligible; call us at 403-571-3580 or 1-888-571-3580 to check your qualification.



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