

# Serving the Commercial Customer's Bottom Line

## ■ ■ The American Gelbvieh

**Association** (AGA) has always held tight to its blue-collar roots with a strong commercial industry focus. It was the first breed association to hire a full-time person to serve in Commercial Marketing. Since then, the American Gelbvieh Association has continued to put the commercial cattle producer front and center.

## Replacement Female Listing

American Gelbvieh Association provides a free Replacement Female listing service for those buying or selling Gelbvieh-influenced females through the AGA website at [www.gelbvieh.org](http://www.gelbvieh.org).

## Feeder Calf Listing

Also, available is a free Feeder Fax going to more than 100 major order buyers in the country looking for Gelbvieh-influenced calves each week. The Feeder Calf listing is also available on the Gelbvieh website for commercial producers selling calves or those interested in buying calves.

## Gelbvieh Profit Partners, LLC

SmartCross-tagged calves are in demand with Gelbvieh Profit Partners, LLC. Gelbvieh Profit Partners is a for-profit company, separate from the American Gelbvieh Association, formed by Gelbvieh breeders to partner on SmartCross® calves. For more information on Gelbvieh Profit Partners visit their website at [www.profitpartnersllc.com](http://www.profitpartnersllc.com).

## SmartCross® Ear Tags

SmartCross® ear tags are available to buyers following the SmartCross breeding system. This ear tag tells the buyer he is getting growth and quality in one package. AGA offers three tag styles to fit your management program, as well as electronic ID tags.

## HerdTrack® Software

American Gelbvieh Association also has its own cow-calf management software for seedstock or commercial producers. HerdTrack® makes it easy for producers to record performance data, breeding information and health information. Seedstock producers can email performance data to the AGA office for electronic registration and a computer file update is emailed back to the producer. All of your herd's information is at your finger tips. Commercial producers can use HerdTrack to keep up with birth date, sire and dam information—even more critical as source-verification becomes a reality in the beef industry.

For more information on any of the innovative programs and services offered by the American Gelbvieh Association, contact our office today.

**Put Gelbvieh and Balancer genetics to work for your bottom line.**



Gelbvieh  
**HERDTRACK**



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**American Gelbvieh Association—Serving the Beef Industry**