

HOW DO YOU  
REALLY KNOW  
IT'S **ANGUS**

?

**ANGUS VERIFIED**

The Angus Society of Australia Limited







# BLACK HIDE CATTLE ARE NOT ALWAYS ANGUS

**Angus Verified stops Angus imposters from eroding your profits and your breed**

Get rewarded for your quality Angus cattle by displaying the Angus Verified endorsement in the marketplace.

It records the use of registered Angus sires, declares breeders and animals are purebred Angus and validates that the RFIDs of your sires are on your PIC at the time of joining to authenticate your purebred Angus breeding program.

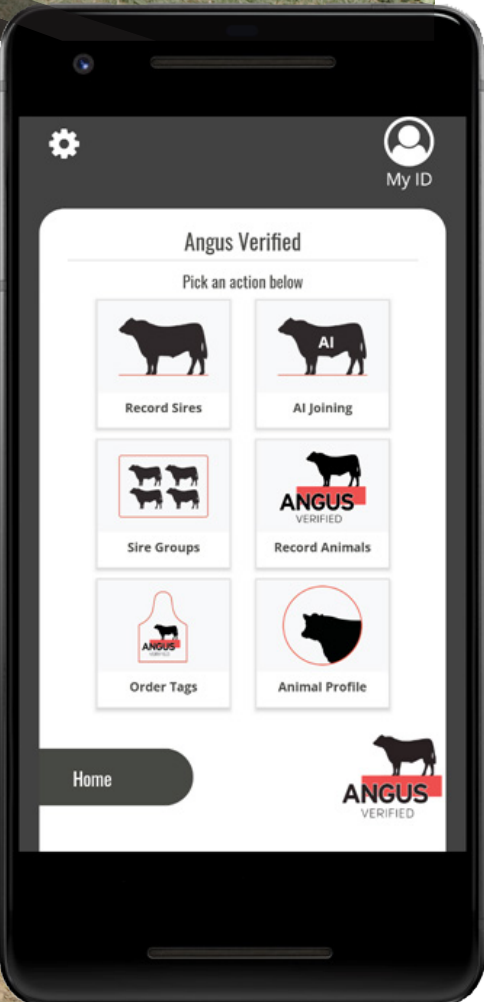


"I'm proud to be involved in the development of a program that give trust, quality, integrity, and confidence, also builds partnerships and relationships within the Angus breed."

*Robert Mackenzie, Mackas Pastoral - Gloucester*







## What's recorded?

### Angus Sire Records

- PIC Number
- Angus Sire ID
- RFID or NLIS ID

### Angus Verified Animal Records

- Mob Name
- RFID or NLIS ID
- Sex
- Birth Year
- Sire ID or Sire Group
- Breeder PIC
- Birth Range by Month



## Why would I join?

- Builds integrity, confidence, and trust
- Leverages a competitive advantage
- Secures market premiums
- Rewarded the use of registered Angus sires
- Adds credibility to your business reputation
- Improves your profitability
- All Angus Verified RFIDs are recorded in the Angus Australia database
- Identify your cattle with exclusive Angus Verified tags



## Where do I sign up?

1. Become a member of Angus Australia and join Angus Verified
2. Download the Aglive App
3. Set up your account... and you're good to go!



## What does it cost?

- Angus Verified Subscription - \$110/year
- Verify Animals - \$1/head

Digital Animal Records uploaded by Angus Australia charged at \$2.00/head.  
Manual Animal Records uploaded by Angus Australia charged at \$66.00/hr.  
All prices GST inclusive.



Powered by Aglive

Download the Aglive App – Free – includes access to eNVDs, data transfers and livestock management tools

"Angus Verified gives me the confidence that when I am buying cattle, if they are sold as Angus, they are the genuine article and not Angus imposters."

Rodney Neill, Neill Trading - Tenterden Station



"The cost is minimal and with a service like this you don't know where it can go. It's always better to be a step in front of anyone else"

Rodney McDonald, Bowe & Lidbury Agency - Maitland





[www.angusaustralia.com.au](http://www.angusaustralia.com.au)

