

Cattlemán

THE MIDWEST

February 7, 2013 Volume 19 No. 1

GRASSLAND FARMING TODAY



Red Angus
Page 16

MILL BRAE RANCH

Predictable Genetics Bull & Female Sale

Saturday, March 9, 2013 • 12:30 p.m. • At the Ranch • Maple Hill, KS



Mill Brae Final Product 2075

CED	BW	WW	YW	SC	CEM	Milk	Marb	RE
+6	+3	+65	+115	N/A	+10	+27	+1.41	+1.41
top 20%	top 1%	top 2%	top 2%		top 20%	top 20%		

BD	BW	Adj. WW	WR	\$W	\$F	\$G	\$B
01/31/12	70	722	110	+33.73	+56.60	+24.62	+69.17
				top 10%	top 2%		



Mill Brae CC&7 2140

CED	BW	WW	YW	SC	CEM	Milk	Marb	RE
+6	+8	+55	+103	+1.46	+9	+34	+1.47	+1.30
top 15%	top 15%	top 10%	top 5%		top 2%			

BD	BW	Adj. WW	WR	\$W	\$F	\$G	\$B
02/09/12	80	711	107	+29.80	+46.20	+25.96	+78.08
				top 10%	top 10%		top 15%



Mill Brae Aberdeen 2011

CED	BW	WW	YW	SC	CEM	Milk	Marb	RE
+10	+1	+58	+103	N/A	+11	+34	+1.52	+1.61
top 15%	top 15%	top 10%	top 10%		top 10%	top 2%		top 20%

BD	BW	Adj. WW	WR	\$W	\$F	\$G	\$B
01/10/12	70	699	106	+33.44	+44.75	+34.76	+71.28
				top 10%	top 15%	top 25%	



Mill Brae Protégé 2045

CED	BW	WW	YW	SC	CEM	Milk	Marb	RE
+9	+5	+64	+116	N/A	+9	+28	+1.59	+1.65
top 20%	top 20%	top 2%	top 1%		top 15%	top 25%	top 15%	

BD	BW	Adj. WW	WR	\$W	\$F	\$G	\$B
01/24/12	70	742	113	+32.22	+58.42	+34.75	+93.82
				top 15%	top 2%	top 25%	top 2%



Mill Brae Final Product 2047

CED	BW	WW	YW	SC	CEM	Milk	Marb	RE
+6	+2	+64	+111	N/A	+9	+30	+1.46	+1.66
top 2%	top 2%	top 3%	top 3%		top 10%		top 15%	

BD	BW	Adj. WW	WR	\$W	\$F	\$G	\$B
01/25/12	72	719	109	+35.09	+51.93	+27.34	+77.63
				top 10%	top 4%		top 20%



Mill Brae Bismarck 2179

CED	BW	WW	YW	SC	CEM	Milk	Marb	RE
+1.6	+1.7	+53	+94	+1.19	+10	+31	+1.16	+1.44
top 20%	top 20%	top 25%	top 15%		top 20%	top 5%		

BD	BW	Adj. WW	WR	\$W	\$F	\$G	\$B
02/14/12	ET	ET	ET	+39.02	+36.09	+18.63	+57.55
				top 2%			

EPDs current as of 1/11/13

- ★ 140 easy-calving bulls (100 HEIFER BULLS) with tremendous growth guaranteed to sire efficient, money-making, market-topping calves.
- ★ 40 replacement females designed to mature into top producers under range conditions

Sired By Protégé • Bismarck • Final Product • Aberdeen • CC&7 • Dash • 062 • Stimulus • Frontman

MILL BRAE RANCH LLC

Predictable Genetics for Practical Cattlemen

T.D. Steele, Partner
 Roger D. Steele, Partner
 Clint Michaelis, Herdsman
 SEE MORE AT:
www.millbraeranch.com



Mark Nikkel, Managing Partner
 15670 Cattlemen Rd.
 Maple Hill, KS 66507
 (785) 256-4327 / (785) 256-4349 fax
millbrae@fhrd.net

CATTLEMAN THE MIDWEST

GRASSLAND FARMING TODAY

February 7, 2013 Volume 19 No. 1

REDUCED CATTLE SUPPLIES FORCE IDLING OF TEXAS BEEF PLANT

Cargill stopped its Plainview, TX, beef processing plant at the close of business February 1. The decision was based on in-depth analysis of the regional cattle supply and processing capacity situation in North America, according to Cargill Beef President John Keating. Cattle previously destined for processing at Plainview will be re-directed to Cargill's remaining beef plants in the region at Dodge City, KS; Friona, TX; and Fort Morgan, CO.



“Given the over-capacity that exists with four major beef plants
continued on page 10

RECORD CATTLE PRICES WITH CONTINUED VOLATILITY POSSIBLE

For the third year (2010-2012), prices for all market classes of beef cattle set record annual highs in the U.S. Are record highs possible again in 2013 and even 2014?

The short answer to that is “yes.” However, remember that prices for each market class of cattle have different seasonal patterns, so at times 2013 prices for some market classes (feeder calves in particular) likely will be below last year.



continued on page 10

A FUTURE FARM BILL MUST INCLUDE CATTLEMEN'S PRIORITIES

We can't deny that 2013 has gotten off to a rocky start, legislatively speaking. The fiscal cliff package passed by Congress earlier this month left much to be desired for the cattle industry, especially when it came to a five-year farm bill. The fiscal cliff package extends the 2008 Farm Bill until Sept. 30, 2013, and authorizes limited disaster assistance for fiscal years 2012 and 2013. Funding for these programs is subject to receiving the money from appropriations committees.

However, realizing the importance of getting the ball rolling on agriculture policy, the Senate re-introduced its version of the bill (S. 10), which was passed last June with heavy bipartisan support. This re-introduced legislation will serve as a placeholder for whatever language comes out of the Senate Agriculture, Nutrition and Forestry Committee. This version of the bill incorporates the priorities which NCBA and our membership fought hard for last year. There is not a live-

continued on page 10

FEEDLOT NUMBERS CONTINUE TO DWINDLE

By Derrell Peel, Oklahoma State

The January Cattle on Feed report pegged January 1 feedlot inventories at 11.2 million head, down 5.6 percent from last year. December placements were down about 0.5 percent from year earlier levels. This makes the seventh consecutive month of declining feedlot placements. Marketings in December were down 1.7 percent from year ago levels. December had one less business day compared to December 2011.

This report was a bit of a surprise in most all respects. Placements were lower than expected; marketings were higher than expected and, as a result, the on-feed inventory was
continued on page 19



JAPAN AGREES TO EASE BEEF-IMPORT RULES

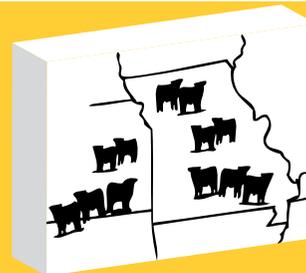
U.S. Trade Representative Ron Kirk and Agriculture Secretary Tom Vilsack announced an agreement to further open Japan's market to U.S. beef.

United States Trade Representative Ron Kirk and United States Agriculture Secretary Tom Vilsack recently announced that the United States and Japan have agreed on new terms and conditions which pave the way for expanded exports of U.S. beef and beef products to Japan. Under these new terms, which entered into effect on February 1, 2013, Japan will now permit the import of beef from cattle less than 30 months of age, compared to the previous limit of 20 months, among

other steps. It is estimated that these important changes will result in hundreds of millions of dollars in exports of U.S. beef to Japan in the coming years. This agreement also goes a long way toward normalizing trade with Japan by addressing long-standing restrictions that Japan introduced in response to bovine spongiform encephalopathy (BSE).

“This is great news for American ranchers and beef companies, who can now – as a result of this agreement – increase their exports of U.S. beef to their largest market for beef in Asia,” said Ambassador Kirk. “This

continued on page 10



Coming Sales-46
Life is Simple-5
Plain Talk-6
Market Report-8
Agribusiness
Directory-44



Every now and then you run into someone who says 'winter' is their favorite time of the year. Now I know there are some really interesting reasons why someone may say that, but when you hear them make that statement, you can bet that they can't have much of a farm or at least not much of a livestock production background. There's nothing scientific about it and if you are one of these people please don't take offense – it's just my opinion.

One can go on about the beauties of the frost covered landscapes, snow drifts hanging suspended in silence at the crest of the ridge, but all that is easily forgotten when your fingers are numb, the wind is howling, and you realize that the cattle you have been looking for all evening have drifted over the back fence line into five hundred acres of darkness.

It's a pretty sure bet that anyone who says they 'like winter the best' has never spent all morning chopping ice or shoveling snow just so they could get the barn door open... only to have to do it again the next day. They might reconsider their choice if they had ever needed to get into a hay shed after freezing rain or freezing snow-melt has filled the sliding-door track or tried to feed animals af-

ter it has coated every big round bale in sight with inches upon inches of ice.

I can understand why some crop farmers might enjoy the season, but for folks who might be calving heifers in February, winter can be full of challenges. I know they are not originally designed for it, but mother's bathtub will also hold a baby calf while it's thawing out. If it happens very often, she'll probably be more ready for spring than anyone.

Winter - It can be beautiful. It can be fun...and it can be a real pain. Love it or hate it – it has to happen before we can go on with the rest of the year. The soil, the insects you might say, even many plants need those critical winter months. I say... plan for it, make the best of it, and then let's get it over with as soon as pos-

sible - I'm just getting too old for this nonsense.

One winter, in Montana, my dad practically wore out a good scoop shovel – just shoveling snow. I don't think he liked snow or shovels much after that. Someone once asked us how long we had lived in Montana, to which I answered... "Nine years". The words had barely slipped past my lips when he corrected me... "Ten winters" he uttered... "Ten long winters."

If, like my dad, you mark time by winters, I hope this one is a good one for you... and you enjoy many... many more.

KwC



Checking in on the Checkoff...

Show-Me Beef University May 29-31, 2013 - University of Missouri in Columbia, MO

The session is limited to 30 participants.

Contact Kathy Craighead to reserve your spot today!
craigheadk@missouri.edu
or (573)882-2752

The \$100 registration covers four meals, parking and instructional materials.

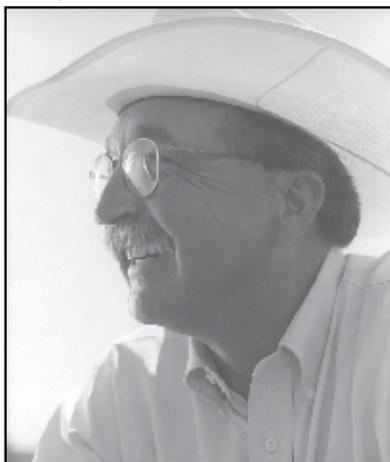
Reserve a room at the Stony Creek Inn for \$85 per night when mentioning Show-Me Beef University. Call (800)659-2220 to make your reservation.



Missouri Beef Industry Council
www.mobeeff.org - 573.817.0899

Follow beef animals from the farm to the plate during these hands-on workshops.

Copyright 2010,
Jerry Crownover



Both of my sons are finished with their collegiate careers—FINALLY! The holidays were a particular joyous occasion since it was the first time, in three years, we had them both home at the same time and I used it as an opportunity to bring them up to date on what was new around the farm.

They seemed a little surprised to learn that I had sold one farm while they were away, got rid of the last of the old purebred cows they had each shown

as boys, and made a couple of new purchases that I was hoping would make farming a little easier on an old man in his waning years. They seemed impressed when I drove my new tractor up the driveway and parked in front of the house for them to take a look.

Even though I traded for this new one over a year ago, neither had seen it, and

they wanted the grand tour. They both oohed and aahed over the fact that this new one was a four-wheel drive.

“I can’t believe you spent the extra money to get that option,” Zach noted.

“Well,” I answered, “I don’t have sons around anymore to come pull me out of a snowdrift or muddy field.” They both nodded their heads in amused

agreement.

“And this buddy seat beside the driver’s,” Seth added jealously, “would have been handy for us to sit in when we were kids instead of sitting on the armrest or in the floorboard of the old tractor.”

I had to smile as I reminisced that each of them

continued on page 12

Green Garden Angus

Calving Ease Carcass \$Value Est. 1932

54TH ANNUAL PRODUCTION SALE

MONDAY APRIL 1, 2013 1:00 PM

AT THE FARM 1 1/2 MILE SOUTH OF LORRAINE, KS

SELLING 100 BULLS

50 eighteen month olds

50 spring yearlings

Calving Ease

ave. Birth EPD for the 100 bulls selling +.5

\$BEEF

ave. +72.72



Gardens Ambush M07
17231422

BW	Marb	RE	\$EN	\$B
+1.1	+1.28	+ .82	+6.71	+94.27

Rib Eye

ave. +.58

Marbling

ave. +1.05



Gardens Surge MB9
17229149

BW	Marb	RE	\$EN	\$B
-0.3	+1.41	+ .33	+15.78	+74.35

Net Profit

SIRES REPRESENTED:

Gardens Prime Star Gardens Wave
Gardens Tsunami B/R Ambush 28
BJ Imporver

\$EN

ave. +8.79

A Bull in Everyone's Price Range

Last Years Sale Averages
73% sold from \$2000 to \$3000
27% sold for \$3100 and up

Call, write, or email for a sale booklet.

THE JANSSEN FAMILY

DICK & SHELLY BEN, ANISHA & ELLIOTT
ELIZABETH, CASSIE & BILLY

1356 Ave. M

Ellsworth, KS 67439

785-472-3752

Web Site

www.greengardenangus.com

E-mail

janssen@greengardenangus.com

Videos of the **Sale Bulls** will be available for viewing on our website the week before the sale.

We will be live on the internet sale day with...



THE MIDWEST Cattleman

A Cutting-Edge Publication

Editor/Advertising

Keith Carmichael

417-644-2993 Fax 417-644-7748
mwc@centurytel.net

Advertising in KS or OK

Brenda Black
660-696-2333

Design/Layout

Emily Elmore
Single Wing Creative
Off. 816-807-8899
Fax. 866-611-0490

Printing Dates

Spring 2013	Fall 2013
Feb. 7 Red Angus	Aug. 8 Gelbvieh
Feb. 28 Hereford	Aug. 22 Simmental
Mar. 14 Salers	Sept. 12 Charolais
Apr. 4 Brahman Infl.	Oct. 3 Angus
Apr. 25 Limousin	Oct. 24 Shorthorn

Subscription rate is \$15.00 Per Yr.

\$25.00 For Two Years
Send address changes to:

The Midwest Cattleman
3760 NE 1000 Rd.
Lowry City, MO 64763

Cover: Courtesy of
Red Angus Association
of America

Plain Talk on Cattle

MORE BEEF PRICE RECORDS

By Ron Plain, Extension Economist, UMC



2012, up 25.4 cents from the year before and record high for the third consecutive year.

Record retail prices supported record wholesale prices. Wholesale beef prices were also record high for the third consecutive year. Choice carcass cutout averaged \$190.63/cwt in 2012, up \$9.29 from the year before.

Record wholesale prices supported record fed cattle prices. Fed cattle prices set new record highs in 2012 for the third consecutive year. The 5 area average price for slaughter steers was a record \$96.15/cwt in 2010. In 2011 it set a new annual average record at \$114.51/cwt. Last year slaughter steers averaged \$122.96/cwt. Three years, three records. And the end isn't in sight. Most all forecasts have slaughter steer prices

Retail prices for choice steaks and roasts averaged \$5.023 per pound in 2012, up 19.6 cents from the year before and record high for the third consecutive year. Ground beef in U.S. grocery stores averaged \$3.717 per pound in 2012, up 26.1 cents from the 2011 record. Retail prices for all fresh beef (including ground beef) averaged \$4.694 per pound in

averaging higher this year than last. The futures market is implying an annual average close to \$130/cwt this year. And that isn't likely to be the peak. Fed cattle prices are likely to be higher in 2014 than 2013.

Record ground beef prices supported record slaughter cow prices. Slaughter cow prices were also record high in 2012 for the third consecutive year. Boning utility cows at Sioux Falls averaged \$76.58/cwt last year, up \$6.66 from the 2011 record and nearly \$10 above the 2010 record. Cow slaughter was down 4.3% last year and is expected to decline more this year.

The average price of corn in 2012 was \$6.68 per bushel, up 62 cents from the 2011 record. Despite record corn prices, feeder cattle prices were record high last year. Oklahoma City prices for 750-800 pound steers averaged \$146.39/cwt last year, up \$12.65 from the 2011 record.

In 2012, 500-550 steer calves at the Oklahoma City auction averaged \$174.03/cwt, up \$25.09 from the 2011 record.

Why all these price records? The number of cattle is declining. The 2012 calf crop was smaller than the year before for the 17th consecutive year. Fewer calves were born in the U.S. in 2012 than in any year since 1949, even though the U.S. population has more than doubled since then. A steady decline in the number of calves born means a decline in the number of cattle slaughtered. Commercial slaughter of cattle and calves in 2012 totaled 33.7 million head, down 3.3% from the year before and down 29.75% from the peak year of 1976. Fewer cattle and more people mean both beef and cattle prices are expected to set new records this year.

Prior to USDA's December 2003 announcement regard-

continued on page 12

56th Anniversary Missouri Angus Breeders' Futurity

February 23 & 24, 2013

Show: Saturday, 9:30 A.M. • Sale: Sunday, 11:00 A.M.

University of Missouri Livestock Center • Columbia, Missouri

Selling 90 Lots: 55 Females, 35 Bulls - (All Bulls Sell With A First Breeding Season Guarantee)

SydGen Primrose 0681



High marbling daughter of Contact with a perfect udder, from the Primrose 2J02 cow family, has a Sept. heifer calf by Googol at side.

Meyer Empress 1226



This March daughter of BC Eagle Eye is phenotypically flawless and will make a tremendous show heifer prospect.

CH Sabrina 52Z



Awesome April show heifer that is extremely correct and blends Image Maker with Sitting Bull.

Gerloff Pleasant Pride 2009



This January show and donor prospect is in the top 2% for WW and 4% for YW, she descends from a full sister to Lemmon Newline and 095.

Clearwater Intensity 2171



The powerful Res. Champ. Bull of the MO State Fair this calving ease son of Final Product will blow you away.

KG County Road 120



Top 1% WW and YW in this 18 month old son of SydGen County Road, he records a YW of over 1600 lbs.

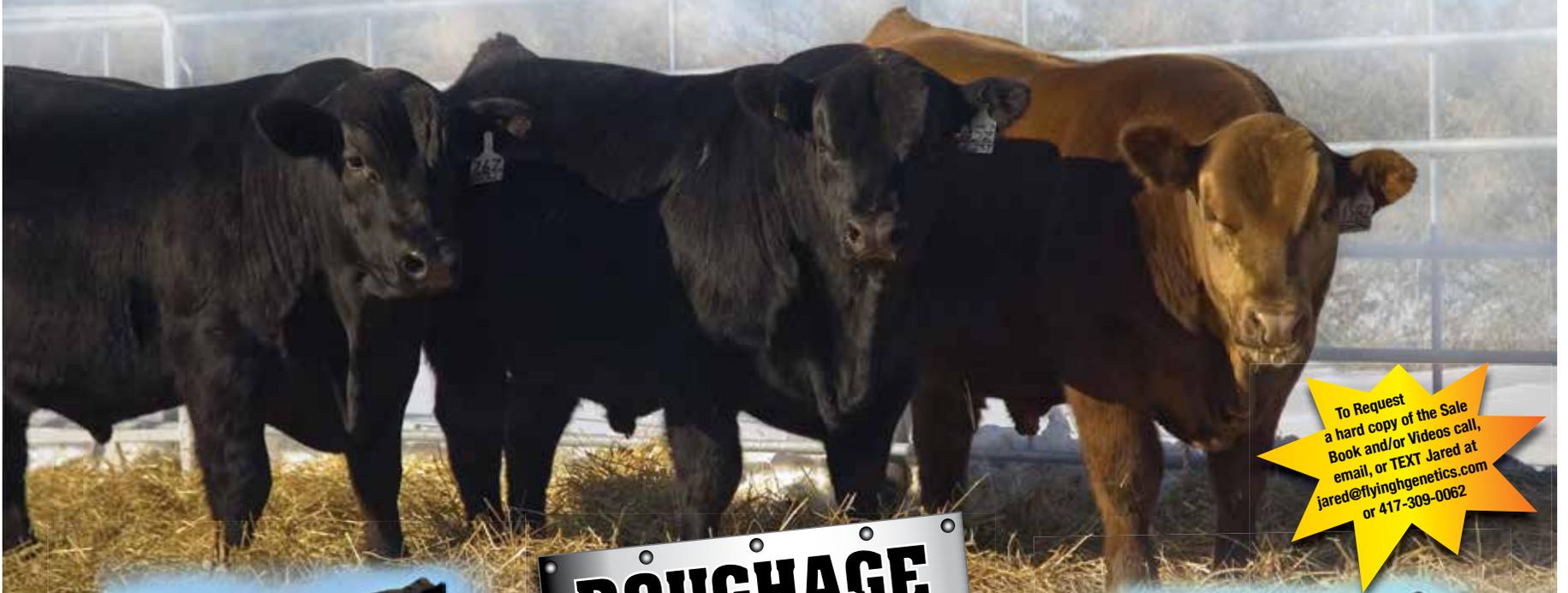


Sale Sponsored by the Missouri Angus Association
 For additional information or to request a sale book contact:
 Josh Worthington • (417) 844-2601 • (417) 995-3000 • worthington@missouriangus.org
 Wes Tiemann, Regional Manager • (816) 244-4462
 View the entire sale book online at www.angusjournal.com.



ARE YOU READY?

WE ARE...WE'RE ROUGHAGE 'N READY!



To Request a hard copy of the Sale Book and/or Videos call, email, or TEXT Jared at jared@flyinghgenetics.com or 417-309-0062



JW

Sire: Upgrade • Simmental • BD: 1/01/12

CE	WW	YW	MK	CW	MB	RE
10	75	113	26	40	0.14	0.91



JW

Sire: Upgrade • Simmental • BD: 2/01/12

CE	WW	YW	MK	CW	MB	RE
10	79	120	29	45	0.14	0.76



JW

Better Baldy

Sire: Sweet Meat • Simmental • BD: 8/30/11

CE	WW	YW	MK	CW	MB	RE
8	63	86	28	22	0.24	0.41

11TH GROWN ON GRASS BULL SALE

105 Bulls Sell
Over 50 18 month-old Bulls
Sat., March 16th • Lowry City, MO



JW

Sire: JT • SimAngus™ • BD: 1/04/12

CE	WW	YW	MK	CW	MB	RE
10	77	111	20	39	0.22	0.50



JW

Sire: Beef Maker • SimAngus™

CE	WW	YW	MK	CW	MB	RE
10	75	105	20	32.5	.49	.75



JW

Sire: Upgrade • SimAngus™ • BD: 1/21/12

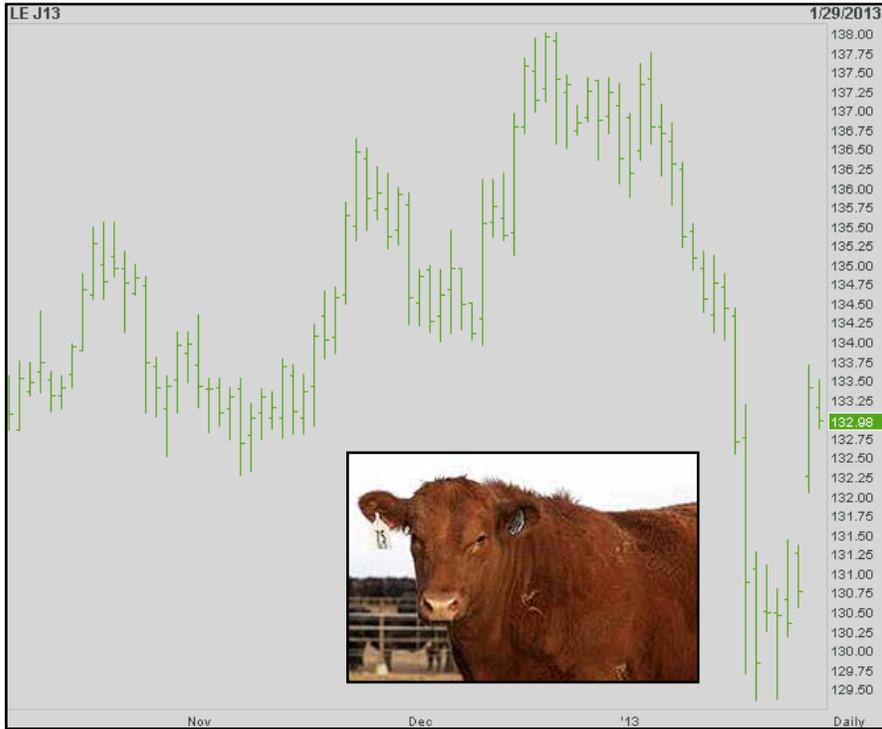
CE	WW	YW	MK	CW	MB	RE
11	82	130	22	51	0.48	0.91



FLYING H GENETICS

Jared & Jill Wareham
Missouri Regional Affiliate
Cell: (417) 309-0062
jwareham@hughes.net





Live Cattle: Given the recent cattle on feed report, this market has reacted strongly to the (already known) bullish factors of lower supplies, lower placements, better marketings and less cattle on feed. Some in the industry were shocked at the results. 'Seems pretty clear to me that it's nothing more than the industry telling consumers "Corn is too high to feed". It doesn't take a rocket scientist to figure this out. Add to this the fact that Japan has relaxed its stance on (age) import standards and you have a market that is set to rapidly expand its sales! What we'll have to see is just how much of this "new" business will go to the US or how much will go to Australia and New Zealand. Before the BSE fiasco, Japan was buying 1 billion pounds a year from us. We've since lost over half of that. Make no mistake, we're not out of the woods yet because the consumer here at home is struggling with the prices of beef. We're having a difficult time moving this beef at higher prices....as evidenced by the closure of the Cargill packing plant in Plainview Texas. We've known for a long time that we had too much capacity in the kill industry. This plant closure is not a big surprise and it will not have any effect upon how much beef is available. Nor will we have any problems harvesting what we've got. The problem with our consumers is that they have no problem buying their latest gadget or wide-screen TV.....no wonder they don't have any money left over for food. Go figure.

Feeder Cattle: Now here is a market that's REALLY out in front of the horse. Given the prices of feeders and the ability of the cattle feeder (and packer) to make a profit (as in non-existent), this thing is ALL out of whack. Common sense seems to tell me that the feedlots would be pulling back their bids on feeders. To date, this has not happened...at least not to an extent that it has brought the price of feeders down. I suppose "eternal optimism" is the rule here. The feedlots "have" to keep their lots full and they aren't going to back down yet on the price of feeders. If you want to see a futures market that can REALLY get wild....just keep watching the feeder cattle pit. Whenever the investors decide to take this thing higher you'll have a market that's out of control. These big money boys don't look at common sense fundamentals. They look at the market and say to themselves "Let's see just how many we can take out with this game plan". The upside for the feedlot is perhaps the moon and stars will align themselves, and the price of corn will come down. If we have a good growing season this year, it's set to happen.

Besler
INDUSTRIES, INC.

www.beslerindustries.com

Optional
Toolbox

Models To Fit Any Pickup

Standard Equipment

- Receiver hitch and louvered sun visor
- Dual lift cylinders
- Tie down rails w/stake pockets
- Removable side boards
- Synchronized squeeze arms
- Lights in the headache rack
- Louvered sun visor
- 30,000 lb recessed 5th wheel ball
- Spinners
- Toolbox optional
- Receiver hitch



Extends Out An Additional 26"

Optional
New Extendable Arms!

Brian's Farm Supply
Lineville, IA
641-876-6666

Harris Auto/ Tri-State Tractor
Gravette, AR
479-787-5433

Quality Glass Company
Creston, IA
641-782-5155

Key Hydraulics
Sedalia, MO
800-510-4493

R & J Custom Fab LLC
Salisbury, MO
660-388-6915

Friendly Tire
Monett, MO
417-235-6777

Goodwin Industries, Inc.
Burns, KS
620-726-5281

S & H Farm Supply
Lockwood, MO
417-232-4700

Ertel Custom Welding
Green Top, MO
660-949-2594

Fletcher Pipe & Steel, Inc.
Grant City, MO
660-564-3605

**Bale Loader
3000 Series**

BUY BULLS BASED ON DATA NOT PICTURES

By Kris Ringwall,
North Dakota State University

There certainly is no shortage of bull pictures. Have you ever wondered just how many bull pictures can be printed in one magazine? A lot, and despite the added color and enhanced graphics, bulls still look like bulls. Yes, there are some subtle differences. To the trained eye, those differences may be notable, but still, there seems to be more similarity than differences in many of the bulls.

We enjoy pictures, but we also should enjoy data. Bulls may be very similar in phenotype, in other words the picture, but their genotype may have no similarity at all. Even the color, although fairly indicative of the DNA on one chromosome, may have no indication of what DNA is on the other chromosome. Because all chromosomes are paired, the calves that the bull produces each will be products of only one of the chromosomes. Therefore, black cattle certainly can sire red calves.

In terms of the many other traits, the variation within the particular lot of bulls can be extreme, even though all the bulls look alike. Some bulls have high-growth DNA, others low-growth DNA. Some bulls will have DNA more likely to produce prime to choice grade calves, while a very similar looking bull may only produce select or low choice grade calves.

Although muscle quantity and expression may be observed in the phenotype or picture of the bull, the ultrasound data indicating rib-eye area, often expressed as rib-eye area per hundred pounds of live weight, certainly will tell the same story. The point is that true bull selection rests with understanding the data. The action of buying bulls should be a process of sorting through the data first and then looking at the bull. Every single piece of data is directly connected to a strand of DNA somewhere on the chromosome. Positive selection pressure on the correct traits will increase positive DNA within our bull stud. In turn, this DNA will combine with the DNA available in the cow herd to produce the calf crop.

Therefore, the process of buying bulls actually is, or at least should be, fairly methodical. Although data terms may baffle a bull buyer, always check out what the trait abbreviations and the many expected progeny differences (EPDs) values mean. The breed association websites have good glossaries or just

ask other breeders.

A personal pet peeve: If there is room for the picture, there should be room for labeling conveniently the various numbers to make the reading of the information more doable. All of these notations lead up to some very important notes. Right up front, a herd should present in the catalog the average EPD values for the various traits the breed evaluates followed by the average EPD

continued on page 12



Benoit Angus Ranch

24th Annual Production Sale

Thursday, March 21, 2013 • 1:00 p.m. CDT

At the Ranch on US Hwy. 36 - 10³/₄ miles west of Mankato, Kansas

SELLING 150 BULLS

Selling approximately:

- 150 Registered Angus Fall and Spring Bulls
- 2012 Top Supreme Heifers



Sitz Upward 307R

Reg. #14963730 DOB: 3/12/05
BW +2.4 WW +70 YW +134 Milk +42
Marb +.35 RE +.76 Fat -.005
\$W +48.61 \$F +73.00 \$G +24.18 \$B +79.22
Selling 14 bulls!



S A V Final Answer 0035

Reg. #13592905 DOB: 2/22/00
BW -1.0 WW +60 YW +104 Milk +26
Marb +.52 RE +.42 Fat +.043
\$W +55.62 \$F +41.58 \$G +28.18 \$B +60.16
Selling 20 bulls!



E&B Heureka 090

Reg. #16766320 DOB: 1/08/10
BW +2.3 WW +53 YW +99 Milk +29
Marb +.69 RE +.60 Fat +.035
\$W +34.37 \$F +39.01 \$G +34.39 \$B +74.87
*Selling 7 sons with
adjusted weaning weight of 106!
Sold in our 2011 sale to
Lienemann Cattle Company, Princeton, NE.*

Also Selling Herd Bulls from these Top Sires:

E&B New Design 3133
E&B 5096 Midland 8164
Sinclair Just In Time 4RT19
S Chisum 0383
E&B Genetics By Design 609
LaGrand in Focus 8021

And from these AI Sires:

HA Image Maker 0415
SAV Pioneer
E&B 1680 Precision 1023
Summitcrest Complete
E&B Blueprint 691
Sitz Wisdom
Connealy Final Product
Connealy Stimules 8419
Connealy Right Answer 746
Sitz Dash

- ✓ Free delivery
- ✓ Complete AHIR Records
- ✓ Fertility Tested
- ✓ Carcass Ultrasound Data
- ✓ First Breeding Season Guarantee
- ✓ Repeat Buyer Discounts

Visitors
always welcome!

For information or sale book, call 1-888-870-BULL



Benoit Angus

Everett & Bonnie Benoit
621 Hwy. 36, Esbon, KS 66941
(785) 725-3231 • (785) 545-6248 - Everett cell
Doug Benoit (785) 725-6211 • (785) 545-6806 cell
Chad Benoit (785) 725-3005 • (785) 545-8095 cell
E-mail: ebbenoit@ruraltel.net
www.benoitangus.com

**FIRST
SONS SELL!**

★ GDAR Alliance 0203 ★

Reg. #16640664
Selling 12 bulls with
adj. weaning weight of 108
Very proud of this
herd bull and calves!

REDUCED

continued from page 3

in the Texas Panhandle and a dwindling supply of cattle in the region, idling Plainview will allow Cargill to operate its other beef plants in Texas, Colorado and Kansas more consistently on a five-day-per-week basis to meet our customers' requirements, while helping us maintain our position in the U.S. beef sector," said Keating.

He said the decision was delayed as long as possible, in hopes the drought would break, ranchers would rebuild the cowherd and the national trend of declining cattle supplies would be reversed. The plan to idle Cargill's Plainview facility includes measures for preserving the infrastructure for a potential reopening if the U.S. cattle herd rebounds and additional processing capacity is warranted.



JAPAN AGREES

continued from page 3

represents a significant and historic step in expanding U.S. beef trade with Japan and growing American exports and jobs here at home. We welcome Japan's action."

"This announcement reflects another successful effort by the Obama Administration that boosts the bottom line for America's agriculture. We are in the most successful period in history for America's agriculture sector, with agricultural exports this year expected to set yet another record," said Secretary Vilsack. "We will continue our efforts to break down barriers and expand access for high-quality, safe and wholesome U.S. food and agricultural products to Japan and around the world."

The two governments also agreed to regular and ad hoc consultations to review progress under the agreement and address any issues that may arise. In an

accompanying letter exchange, Japan also confirms its ongoing BSE risk assessment by its Food Safety Commission (FSC), which includes a consideration of raising the age limit above 30 months for beef and beef product imports from the United States, taking into account international standards.

Background

In December 2003, Japan banned U.S. beef and beef products following the detection of a bovine spongiform encephalopathy (BSE)-positive animal in the United States. In July 2006, Japan partially reopened its market to allow imports of some U.S. beef from animals aged 20 months or younger produced under a special program for Japan.

In December 2011, at the request of Japan's Ministry of Health, Labor and Welfare (MHLW), Japan's independent Food Safety Commission (FSC) initiated a risk assessment to examine raising the

maximum age of the cattle from which U.S. and certain other foreign beef and beef products could be exported to Japan, as well as revising the definition of specified risk materials (SRMs). (SRMs are certain cattle tissues that can carry the BSE agent.) Based on an FSC risk assessment released last October, Japan entered into consultations with the United States to revise the import requirements, including raising the age limit for U.S. cattle and adopting a revised definition of SRMs for U.S. beef and beef product imports that is closely aligned with international standards of the World Organization for Animal Health (OIE).

CattleNetwork.com



RECORD

continued from page 3

Furthermore, there are many fundamental factors that affect prices and some are unexpected. For example, in 2012, the lean, finely textured beef media event; another case of BSE in a U.S. cow; and the worst drought in the Corn Belt since 1988 all surfaced.

Smaller supplies of beef, competing meats and cattle will be supportive to prices in 2013. The U.S. Department of Agriculture is projecting beef production to decline 4 percent in 2013 and all red meat and poultry supplies to be down 2 percent.

Due to drought in the southern Plains in 2011 and more widespread drought in 2012, the beef cow herd likely will be down 1 to 2 percent in 2013 and result in a correspondingly smaller calf crop.

On Feb. 1, the USDA-National Agricultural Statistics Service released its cattle report that documented the number of each market class of cattle in the U.S. as of Jan. 1, 2013.

Besides the smaller calf crop, two additional factors are likely to contribute to lower trending U.S. supplies of feeder and slaughter cattle. There is fewer feeder cattle imports in 2013 (especially from Mexico), and increased retention of heifers and cows for breeding purposes if better moisture conditions in the U.S. return.

Live cattle futures are indicating another record year for fed-cattle prices.

Strong hide and offal values and beef export values will be supportive to fed-cattle prices. However, the U.S. economy continues to struggle and will need to improve in 2013 to support fed-cattle prices at the projected futures market price levels.

Cow prices were at a record high throughout 2012 and likely will continue to be at a record high, especially if normal moisture levels prevail and beef cow slaughter declines.

A cyclical buildup in the beef cow herd could cause lower cow beef production for several years. Also, the demand for 90 percent lean, boneless beef is expected to stay strong because U.S. consumers have a big appetite for hamburger.

Steer calf prices ended 2012 near the previous year's record levels. However, prices likely will not be as high as last year early in 2013 due to the drought that continues to plague much of the country. Should the drought subside, and spring and early summer grazing conditions improve significantly, calf prices could challenge last year's levels by April or May.

Fall 2013 calf prices are dependent on corn prices. A good corn crop and lower corn prices would support calf prices at higher levels. However, another

poor corn crop and higher corn prices could cause lower calf prices than what we had the last two years.

Both calf and feeder cattle prices are expected to be volatile in 2013 because of the expectation of continued volatility in corn prices. With good growing conditions, there likely will be enough corn acres planted in 2013 to produce a 15 billion bushel corn crop, but another drought year could result in an even smaller crop than the 10.8 billion bushels produced in 2012.

That wide range in production potential could lead to corn prices ranging from less than \$5 per bushel to more than \$9 in the fall. As news of the potential size of the corn crop materializes, prices will adjust accordingly and relatively quickly.

Remember back to mid-June 2012 when November feeder cattle futures prices were \$164 per hundredweight (cwt) and December corn futures prices were \$5.25 per bushel? One month later, corn futures had climbed to \$8 per bushel due to the drought and feeder cattle futures had declined to \$140 cwt.

Volatile prices increase the risk but also opportunities, so producers need to have a good marketing plan with risk management strategies in place.

North Dakota State University



A FUTURE

continued from page 3

stock title, the conservation programs are maintained and the research title is sustained.

Why are these issues important to cattle producers? For starters, cattle producers support a reduction of the federal deficit while assuring funding for farm bill priorities. These priorities should directly address the needs of agricultural producers while limiting invasive federal oversight. The farm bill should minimize direct federal involvement in agricultural production and preserve the individual's right to manage land, water and resources. NCBA's membership strongly supports a free, open marketplace, and national agricultural policy should be based on a free, private enterprise and competitive market system. We support a producer's ability to market cattle however, whenever and to whomever they desire. Farm policy should not guarantee profit, restrict the operation of the competitive marketplace or dictate who can or cannot own cattle. Instead of government programs, which are costly to taxpayers, private enterprise alternatives in marketing and risk man-

continued on page 22

BULL POWER INVESTMENT PAYS

Enterprise analysis puts sire contribution in perspective



mean to cow costs. Increasing bull purchase price by \$200 only moves the annual cost per hundredweight (cwt.) of calf weaned by 42 cents. A \$2,900 bull covering 25 cows per year divides out to \$9.31 per cwt. calf weaned. For a \$3,100 bull, that moves to \$9.73.

By Miranda Reiman

Many people have a distinct strategy for purchasing a new pickup. They want certain features, they're willing to pay more for this, but not that. They figure value and how much it'll be worth for resale X-number years down the road.

But when those same ranchers go to buy a bull, it's hard to follow such a plan. Action at the auction can lead to price "opportunities" and buying less than they really wanted.

Jim McGrann, emeritus ranch management economist at Texas A&M, says bull-buying should be more like a vehicle purchase and less like shopping the bargain bin on an after-Christmas sale.

"When you put it in the proper perspective—what does it mean in terms of depreciation per female serviced—it's really a low cost number when one takes into account increasing salvage value," he says, noting investment minus salvage should be spread over three to five years.

A bull that services an average of 25 cows per year for 5 years, typically accounts for less than 10% of total cow costs.

"The seedstock people do a poor job of marketing because they're always talking up that they're price sensitive and price competitive," McGrann says. "They never really talk about, when you purchase a bull, you're making a long term investment."

He authored an Excel spreadsheet (available at <http://agrisk.tamu.edu/herd-bull-investment/>) that helps calculate what different bulls could

Add another \$1,000 to the bull purchase price, up to \$4,100, and that per-cwt. calf cost would increase just \$2.10 to \$11.83.

"Buying genetics is investing in the future to conform to market demands," McGrann says. It's important to choose bulls that help meet what the next owners of your calves want, all the way to the consumer, he says.

When genetics help add value to the herd, the cost decreases.

The above figures are based on an average 550-pound (lb.) weaned calf. If a particular sire adds 20 lb. per animal, the cost per cwt. of calf weaned drops to \$8.98 on a \$2,900 bull and to \$11.41 on a \$4,100 sire. Notch that up by 100 lb. to a 650-lb. weaning weight average and that cost drops by a

continued on page 12

SATURDAY, MARCH 9, 2013

SPRINGFIELD LIVESTOCK MARKETING CENTER, SPRINGFIELD, MISSOURI

J Bar M Gelbvieh and J&K Farms BULL SALE and Commercial Female Sale

LWHF JKGF Y353



HOMOZYGOUS BLACK, HOMOZYGOUS POLLED
Purebred Gelbvieh Bull
Sire: HYEK Black Impact 3960N
Dam: JKGF Twila 353W

JEMG Y590



Purebred Gelbvieh Bull
Sire: RHRT Independence L19
Dam: JCGR Bar GT Anna 114T

JKGF Y03



HOMOZYGOUS BLACK, HOMOZYGOUS POLLED
Purebred Gelbvieh Bull
Sire: Post Rock Silver
Dam: JKGF 3T

JEMG Y566



HOMOZYGOUS BLACK, HOMOZYGOUS POLLED
63% Balancer® Bull
Sire: TMGC Stubro Gunnison 39W
Dam: JEMG Miss Elaine T168

JEMG Y564



HOMOZYGOUS POLLED
Purebred Gelbvieh Bull
Sire: KIT Tabasco J26 ET
Dam: JCGR Bar GT Ms Pearl 531W

JKGF Y005



HOMOZYGOUS BLACK
Purebred Gelbvieh Bull
Sire: HYEK Black Impact 3960N
Dam: JKGF Ms Julie W005

Selling 200 Head 80 Gelbvieh and Balancer® Bulls

FALL 16-18 MONTH OLD BLACK AND RED BULLS • SPRING YEARLING BLACK AND RED BULLS

Many bulls selling are homozygous black and/or homozygous polled.

120 Commercial Pairs and Bred Heifers, Gelbvieh-influenced or bred to Gelbvieh or Balancer® bulls

- Calving Ease, Performance and Carcass bulls targeted for both the Purebred and Commercial Cattleman
- 100% of bulls selling are sired by leading AI sires
- All bulls sell with a First Breeding Season Guarantee



J BAR M GELBIEH
Jon E. & Edna Miller
28760 Norway Rd, Stark City, MO 64866
417-632-4925 home • 417-437-5250 cell
Please no Sunday calls!

J & K FARMS

Jerry & Karen Wilson
335 Gelbvieh Lane, Ava, IL 62907
618-426-3885 • 618-521-8620



SALE MANAGEMENT BY:
Mitchell Marketing Service

Chris Mitchell 334-695-1371
Randy Sienknecht 319-290-3763
2262 C Avenue • Gladbrook, IA 50635

LIFE IS SIMPLE

continued from page 5

had ridden hundreds of miles with me, round and round hay fields, strapped into an old car seat that had lain in the floorboard of the old tractor, while their mother worked her job in town. I supposed this model did seem like a real step up for them.

As they continued to look over all the levers, buttons, electronic displays and monitors, one of the boys looked behind the upholstered, air-ride seat and exclaimed, "What is this? Another extravagant option?"

Seeing what Zach had pulled out from behind the seat for an explanation, I replied, "I realize that the five college degrees between the two of you are all in Philosophy, but surely you recognize a roll of toilet paper when you see it!"

"We know what it is," Seth declared, "but what are you

doing carrying it around in your new tractor?"

"Believe it or not, I sometimes have emergencies when I'm at one of the other farms, cutting or baling hay," I answered.

"Outside?" Zach asked incredulously.

"Sure," I answered, "have neither of you ever been caught in that predicament?"

"Never," they both assured me, "We are, after all, civilized."

When I replied sarcastically that I, at least, didn't carry around a paper sack full of corn cobs, neither of my sons even cracked a smile. They didn't have a clue as to what I was talking about.

Somehow, somehow, I have failed in the raising of my sons.



BUY BULLS

continued from page 9

values for the bulls and heifers being sold.

Additional information could be provided for the breed, such as the trait values for the top 25 percent of the breed or maybe even the top 1 percent of the breed, depending on the strengths of the bulls or heifers.

For the new bull buyer who is not aware of the breeders within a breed, those producers who are willing to print the average EPD values for the calves they are selling make the initial screening so much easier. Of course, one does need to look at the individual numbers.

However, there is something to keep in mind. Why not start with those herds that are selling bulls or heifers that are above average for the desired traits?

There is no quicker or easier way to evaluate the expected future performance authenticity of potential bull candidates. Once the overall performance of the herd has been determined in relationship to the breed as a whole, one can select the desired bulls within the sale offering.

Now that one knows the average value for all the traits analyzed within the breed, the pro-

cess of finding and sorting bulls based on their ranking within the breed is relatively easy. The job is to find the sale prospects by scanning all the sons of the reference sires that meet our criteria and then scanning all the bulls for their own performance because the cow and bull ultimately determine the genetic value of the bull.

Through the years, one vote of confidence is that it is obvious more people are picking the top bulls because the bidding dollars seem to jump quickly on bulls that lead the data. That is a good thing for the industry but a little frustrating when the wallet doesn't have an equivalent roll of money.

Keep in mind that no picture is going to relay the information that is needed.

Only breed association EPD data will, which is critical in making long-lasting bull decisions. Great bulls have great numbers. Learn to read them and just don't bid on poor bulls.



PLAIN TALK

continued from page 6

ing BSE in the U.S., Japan was consistently the biggest foreign destination for U.S. beef exports. Japanese purchases of U.S. beef were nearly zero in 2004, 2005 and most of 2006. Since then, the Japanese market has been open to U.S. beef from cattle slaughtered at 20 months of age or less. Despite this restriction, Japan is once again the biggest foreign buyer of U.S. beef. Starting in February 2013, the Japanese market is open to beef from U.S. cattle slaughtered at 30 months or less. This should add to our future beef exports and boost beef prices.

On the negative side, this month Cargill closed their cattle slaughter plant in Plainview, Texas because of declining cattle numbers. Packer margins have been very tight lately. The difference between packer rev-

enue from beef and by-products sales and the cost of slaughter cattle averaged only \$117 per head last year, the lowest since sometime before 2004 and down \$38 from the 8-year average. Closing the Plainview plant will reduce fed cattle slaughter capacity by 3-4%, which should boost packer margins at the cost of lower fed cattle prices.

Another worrisome item for beef prices is the U.S. economy. The nation's gross domestic product declined in the fourth quarter of 2012. This was the first drop since the final quarter of the 2008-09 recession. Consumer confidence is also down at the start of 2013. It will be difficult for beef prices to keep climbing to new records when the economy is so weak.



BULL POWER

continued from page 11

\$1.33, or more than 10%.

Selection for more carcass merit will drop net bull cost as well, given any way to capitalize on the added value. Though such qualitative traits aren't part of this calculator, the point is part of a larger fact.

"Genetics is a cheap input," McGrann says. "You are not going to make any money or save your costs by buying low-quality sires. There's no way."

Reproduction is still key, so any sire that improves that area on the balance sheet will pay more than his fair share.

The examples assume an 85% ratio of weaned calf per cow exposed. If a particular bull excels in calving ease or heifer pregnancy traits, perhaps that number could inch up to 90%.

In that case, the bull cost per cwt. of weaned calf drops by 52 cents.

Compounding some of those factors like a bull that increases reproduction and adds more pounds makes the dollars even more apparent.

McGrann's calculator is based on producers selling calves at weaning, but he says that does not mean that weight is the only factor that matters in

those calves.

"They have to be in tune with the market," he says. "If ranchers want to get one-on-one with a feedyard guy, he'll be straight with them. He'll take them around pen by pen and show them what he wants."

That includes cattle that finish heavier and ultimately sell on a quality-based grid, McGrann says.

Once they have that target in mind, it's more important to infuse the herd with good genetics than to save a couple hundred bucks on a bull, he says.

"To say that a higher quality calf costs more to produce, boy that is not right, because the inputs that affect quality, particularly genetics, are really low cost," he says.

McGrann says producers also need to adjust their mindset to account for today's economics.

"If you told somebody that they had to pay \$4,000 for a bull, they would have gone mad 5 years ago. But today, when you put it in perspective of \$180 calves, it's a completely different world."

CAB



LAYING THE GROUND WORK

FOR A HEALTHY, PRODUCTIVE CALF

By Stephen B. Blezinger, PhD, PAS



Part 1

We know there are many things we cannot control – weather, commodity prices, etc. But there are quite a number that the producer can control.

Our goal is one to produce a live calf and two, to get the cow re-bred for the next calf crop. So let's talk about these two calf crops – the one soon to be born between now and March and the one to follow when these cows are rebred.

Over the past year we've talked a few times about managing and feeding the cow in such a way that we enhance the performance of the newly born calf as well as its health and performance throughout its life. The principles of fetal, metabolic or developmental program-

ming (all the same thing) have been known for some time but are gaining clarity for the cattle producer only over the last five years or so. Over the last year, I've had the opportunity to write several articles on the subject as well as to give several presentations on this topic to calf growers whose livelihood depends on the production of a healthy calf. I've been surprised by the response and the

interest many producers have.

Refresher

First, a statement of the obvious: the function of the cow is to produce a calf. The producer's primary goal is to get every cow bred and to produce a live, healthy, productive calf once per year. Most producers fall short of this in some manner or another and this may or may not be due to direct management effects. Lots of factors affect this process. But this is the goal – breed the cow,

produce a calf.

But there is substantially more to this. This is where the fetal programming (FP) concept comes into play. Many producers will tell you that they are attempting to produce calves that have a set of genetics that will result in good health and growth performance. In the heifer calves this extends out to reproductive performance as well. This can also be seen as having a multigenerational effect as we can see pe-

continued on page 14

HERDBUILDER XIX

03.16.13

at the Farm - Springfield, MO
1 p.m.

SELLING...
40 BULLS
60 FEMALES



AUTO Millwood 1387Y

9/1/11 - BLK - DBL PLD - PB
EXLR Review 7153R x GFFF Marquise
BW: 2.5 WW: 56 YW: 93 MA: 26 SC: 0.8
CW: 25 RE: 45 YG: .02 MS: .08 SMI: 44
Adj. BW: 68 - Adj. WW: 777 - Adj. YW: 1,195



AUTO Gunn Pointe 192Y

9/14/11 - DBL BLK - HOMO PLD - 75% LF
LH Rodemaster 338R x Ava Jo DHVO 721R
BW: 1.4 WW: 58 YW: 106 MA: 30 SC: 0.8
DC: 18 CW: 48 RE: .26 YG: .30 MS: .11 SMI: 49
Adj. BW: 73 - Adj. WW: 702 - Adj. YW: 1,139



AUTO Grand Prix 189Y

9/2/11 - DBL BLK - HOMO PLD - 50% LF
S A V Bismarck 5682 x MAGS Phantoms Prize
BW: 0.3 WW: 64 YW: 112 MA: 26 DC: 2
CW: 48 RE: .19 YG: .27 MS: .10 SMI: 51
Adj. BW: 75 - Adj. WW: 745 - Adj. YW: 1,099



AUTO Grand Am 186Y

9/20/11 - HOMO BLK - HOMO PLD - 50% LF
S A V Bismarck 5682 x MAGS Phantoms Prize
BW: 0.3 WW: 64 YW: 112 MA: 26 DC: 2
CW: 48 RE: .19 YG: .27 MS: .10 SMI: 51
Adj. BW: 70 - Adj. WW: 835 - Adj. YW: 1,403



AUTO Brave Heart 189Y

11/23/11 - DBL BLK - HOMO PLD - 75% LF
DHVO Trey 133R x BOHI Sunset 6156S
BW: 2.8 WW: 54 YW: 91 MA: 14 SC: 0.4
DC: 14 CW: 29 RE: .23 YG: .14 MS: .20 SMI: 52
Adj. BW: 62 - Adj. WW: 821 - Adj. YW: 1,216



AUTO Alibi 194Y

9/17/11 - HOMO BLK - HOMO PLD - 75% LF
DHVO Trey 133R x BOHI Sunset 6156S
BW: 2.8 WW: 54 YW: 91 MA: 14 SC: 0.4
DC: 14 CW: 29 RE: .23 YG: .14 MS: .20 SMI: 52
Adj. BW: 62 - Adj. WW: 698 - Adj. YW: 1,060



AUTO Carbon Copy 154Y

9/4/11 - HOMO BLK - HOMO PLD - 38% LF
G A R Predestined x AUTO Rebeca 2925
BW: 0.7 WW: 49 YW: 101 MA: 30 SC: 0.3
DC: 10 CW: 25 RE: .15 YG: .37 MS: .51 SMI: 61
Adj. BW: 68 - Adj. WW: 788 - Adj. YW: 1,159



AUTO Blaque Roc 180Y

9/2/11 - HOMO BLK - DBL PLD - 75% LF
LH Rodemaster 338R x TYEJ DB Serenity
BW: 1.7 WW: 54 YW: 101 MA: 29 SC: 0.6
DC: 15 CW: 31 RE: .03 YG: .28 MS: .13 SMI: 49
Adj. BW: 68 - Adj. WW: 699 - Adj. YW: 992

Join us **03.16.13** for the latest makes and models of Purebred, Fullblood & Lim-Flex genetics.

SALE MANAGEMENT...

R&R Marketing Co.
Randy Ratliff
615/330-2735 (m) www.rrmktg.com



Ed and Carol Pinegar, owners
417/833-6784
850 West Farm Road 56 • Springfield, MO 65803

TOLL FREE: 1-877-PINEGAR

SALE CONSULTANTS...

Ken Holloway - 580/581-7652
Mark Smith - 515/229-5227
Bill Helton - 256/962-0256

AUCTIONEER... C.K. "Sonny" Booth

Ty and Susie Heavin, farm managers
417/833-2688
James Henderson, show cattle

Fort Scott Livestock

Old Hwy 54 West
Ft. Scott, KS 66701

We appreciate your Business!

Over 75 years
combined experience in
the Beef Industry.
Put our experience to
work for you!

* Check out our website for weekly
market report & consignments,
live auction and video sales *

Sale time 9:00 a.m.
every Saturday.

LARRY MARTIN 620-224-4300
JIM MARTIN 620-235-2151
JIM SMITH 660-679-4436

FSLM • 620-223-4600
FAX • 620-223-4785
www.fslivestock.com

We offer a cattle collection point at
Smith Farms, southeast of Butler, Mo
on Hwy. 52. Trucks run every Friday
and Saturday to Ft. Scott.

LAYING THE GROUND

continued from page 13

cific traits passing through a dam to her offspring, then to its offspring and so on. This can be as simple as a hair-coloring feature or markings or it can be seen in milking ability, fertility, longevity, etc.

But other important performance features can also be recognized as genetic expression of traits such as immune response, weight gains, feed efficiency or residual feed intake. These are factors that have a direct effect on animal profitability and thus a measurable economic effect.

Consider an example of what this really means: During gestation, the cow is fed lower than required levels of one or more nutrients that has been shown to have a direct effect on the calf's immune development (let's say Copper or Zinc). After birth, the calf shows a much higher rate of sickness and thus requires more treatment either while on the cow or later during weaning and transition. This means the calf has to be handled more and that antibiotics have to be utilized to treat the illness. This results in more medicine and or vet costs. Based on earlier Texas A&M ranch to rail data, these cattle who are prone to sickness also exhibit poorer performance in the feedyard (lower average daily gains, lower feed efficiency, lower carcass performance). This means poorer economic performance to either the cow's owner or to whoever owns the calf in later production stages. An additional area where revenues can be reduced to the cow owner is related to weaning weights. Because of this nutritional compromise during fetal growth and development the calf may show lower than anticipated rates of gain prior to weaning. This may or may not be related to its health performance. It could be a combination of the two.

So at this point the bottom line may be that failure to provide proper levels of Copper and Zinc (at a cost of pennies) at specific fetal developmental stages while the cow is gestating may end up costing large amounts of money in health costs and reduced gain performance.

So What is Really Happening?

To grasp this we need to understand a few things concerning the developmental process from conception through birth of the calf. First some general observations:

- "The concept that lifetime health is determined in large measure by the environment experienced during development is the single most important story in human and animal health." - Dr. Peter Nathanielsz,

UT Health Science Center – San Antonio, TX.

- The process through which a stimulus or insult establishes a permanent response.

- Fetal (Developmental) programming hypothesis has several components:

- Exposure during a critical period in development may influence later metabolic or physiological functions in adult life.

- The ability to improve animal production and well-being by altering the maternal environment holds enormous challenges and great opportunities for researchers and animal industries (producers).

- Provides the basis for establishing and supporting the maximized expression of genetics. Of particular interest to the cattleman is phenotypic expression.

- Involves long term management and nutrition.



- May be multigenerational.

These observations have been made by a variety of researchers and provide an understanding of the importance of the concept. But all this can be summarized in one statement:

What we do with the cow, how she is fed, how she is managed, sets the stage for how the calf she is carrying performs throughout the rest of its life.

The Principles

The principles or basics of the FP concept are fairly straight forward. They include:

1. Fetal programming can be positive or negative. This means that management and nutrition during gestation can either improve the calf's performance up to its genetic limitations or it can significantly limit the calf's ability to reach those genetic limits.

2. Base genetics of sire and dam must be considered. Is it possible that the background of either the bull or cow could be limiting in some way due to the same effect?

3. Initial stage is embryonic attachment to the uterine wall and devel-

opment of blood supply is critical. This is the pathway by which all maternal nutrients are delivered to the embryo/fetus.

4. What is nutrient availability to the developing fetus/embryo? What is the cow's diet during this period of time?

5. Stress level. What types of stress is the cow under at this point? Environmental, production, health, etc.? Items 1 and 2 are fairly straightforward so let's jump forward. To best understand stages 3-5 we need to review a timeline of what is happening from the point of conception:

Hour 0 -- Conception

Hour 1 -- Single Cell – genetic material from both sire and dam are present

Day 3-8 -- Cell mass developing – about 8 cells

Day 3-4 -- Cell mass (developing embryo) enters the cow's uterus

Day 8 -- Blastocyst Stage

Day 15-18 -- Maternal recognition of pregnancy

Day 21-22 -- Fetal Heartbeat is detectable

Day 25 -- Fetal Limb Development

Day 30-35 -- Implantation into Uterus

Day 45 -- Testicular Development in male calves

Day 50-60 -- Ovarian development in female calves

Day 90 -- Preferential vascularity of caruncles begins

Day 90-120 -- Increase in blood flow and vascular density

Day 120 -- Placental vasculature apparent

Day 281 -- Birth

Obviously there are many other things taking place at the same time as those listed. For instance, it is noted that by day 21-22 a heartbeat is detectable. This means that in the days prior the heart is developing. In the days following this it has been long known (Hubbert, 1972) that we see sequential development of Pancreas, Liver, Adrenals, Lungs, Thyroid, Spleen, Brain, Thymus and Kidney. These are all critical organs

and susceptible to mal-development should an insult to the blood or nutrient flow occur at a specific stage of development.

Work in humans, where this concept started, has determined that problems in the FP process during these developmental periods have found links to incidence of obesity, cardiovascular disease and Type II diabetes. It would follow that significant metabolic diseases may also be identified in cattle.

As discussed above, a critical stage in the overall process is the embryo's entry to the uterus, subsequent attachment and establishment of functional utero-placental and fetal circulation.

Ruminants have a cotyledonary placenta.

Definitions:

Cotyledon: the fetal side of the placenta

Caruncle: the maternal side of the placenta

Placentome: a cotyledon and caruncle together

Research has shown that nutrient restriction of cows from d 30 to 125 of gestation resulted in reduced caruncular and cotyledonary weights from nutrient-restricted cows compared with control cows, and fetal weights from nutrient-restricted cows tended to be less compared with control cows (Zhu et al., 2007). Even after correction of the diet during day 125 to 250 of gestation, caruncular and cotyledonary weights were still reduced for nutrient-restricted cows; however, fetal weight was not different. What this means is that the cow's nutritional plane at the time of embryo attachment and the related placental development and structures directly affects how these structures develop and can thus affect the flow of blood, oxygen, nutrients, hormones and other blood chemicals from the cow to the fetus.

Conclusions

Obviously the maternal groundwork that is laid from conception through birth is important to the new calf and is a complex process. In the next part of this series we will continue this discussion to hopefully increase understanding of the importance of cow management and nutrition during this point in time.

Dr. Steve Blezinger is a management and nutritional consultant with an office in Sulphur Springs, TX. He can be reached at sblez@verizon.net or at (903) 352-3475. For more information please visit us on at www.facebook/reveillelivestockconcepts

Cattle Today



COW HERD MANAGEMENT PLANNING FOR SPRING CALVING HERD

By Brett Wessler

Calf values have definitely risen so it's even more important to focus on management issues that affect calf health. Michigan State University Extension educators recommend nutrition and disease prevention as the top two focal points all producers should plan for.

Planning ahead helps meet nutritional requirements for cows and heifers

- Cows need higher quality feedstuffs during the last trimester and especially during early lactation to ensure health and performance of both the cow and her calf.
- Rations should be formulated from feedstuff with known feed analysis especially if producers are feeding "non-traditional" feedstuffs.
- Consider utilizing cow ration balancing software to improve efficiency.
- Focus attention on the cow

and heifer the last 60 days prior to calving as it takes about 60 days to improve Body Condition Score (BCS) by one point.

- Identify body condition issues in the cow herd and group females that need addi-



- tional nutrition and separate them from cows in good BCS.
- Mineral and vitamin require-

ments will likely change if you move away from hay diets.

Calf performance should focus on several factors:

- Consider vaccinating bred females to prevent calf scours (consult your vet for details).
- Identify calves and complete newborn health management

continued on page 24

The Path to Quality Beef

Begins and Ends at



Selling 700 Head

Spring Bull & Heifer Sale

March 16, 2013 *Noon at the Ranch, Iberia, Missouri*

250 Angus Bulls

Coming 2-year-olds — Ready for Service, Registered & Circle A Premium Bulls (CAPB)

450 Fall-Calving Premium Bred Heifers

Due Date & Fetal Sex by Ultrasound

For more than two decades, Circle A Angus Ranch has been focused on quality and producer profitability. With one of the largest commercial and registered Angus herds in the nation, we understand the genetics required for success. Put your program on the path to higher quality beef, call 800-247-2532 for a sale book.

Circle A Angus Ranch

1-800-CIRCLE-A circlea@circlearanch.com • www.CircleARanch.com
41 Hwy. K • Iberia, MO 65486

ANGUS MEANS BUSINESS.

A reliable business partner is difficult to come by. At the American Angus Association® a team of skilled Regional Managers can guide your operation toward success.



Wes Tiemann,
Regional Manager

Contact Wes Tiemann to locate Angus genetics, select marketing options tailored to your needs, and to access Association programs and services. Put the business breed to work for you.

9800 E Hwy OO
Hallsville, MO 64255
816.244.4462
wtiemann@angus.org

Iowa
Missouri

ANGUS

THE BUSINESS BREED

3201 Frederick Ave. • St. Joseph, MO 64506
816.383.5100 • www.angus.org

C-BAR RANCH

Sees the Red Possibilities

By Brenda Black

When Steve Maier thinks green, he sees red. Certainly a multi-year drought in western Kansas can make a stockman agitated. Thinking of green grass and moss on a brim-full pond these days are mere imaginings. In spite of the challenges, Maier isn't angry. Instead he is optimistic that the Red Angus herd he's building can weather the tough days and still take care of business. His faith in the hearty breed is paying green, and Steve and Cynthia Maier are seeing all of the possibilities for C-Bar Ranch to go the distance.

Like most typical Kansas ranch kids, Maier got his start early managing beef. His dad gave him a calf when he was only five years old. It wasn't for show. His trustee

was a chore to teach him responsibility. From that day forward, Maier was in the beef business. By the time he was 14, he was taking on man-sized tasks on his family's Black Angus ranch. A few years later Maier was at the helm as the president of the Kansas Angus Association.

He worked in the family's registered seedstock operation until he married at 31, then launched out on his own to continue doing what he knew best – growing beef.

His first job managing a commercial herd paid more than a salary. He garnered a wealth of experience he would use for years to come. "I probably learned more good things and necessary things in the 13 years that I worked for that ranch than I



ever learned up to that time in my life from being in the seedstock business," Maier says. "That place had 750 cows and me and one other guy taking care of them. The second in charge would typically quit right before calving season. That was typical for a lot of commercial operators. And that puts a new set of priorities on what producers need to do when they can't micromanage the herd. You have to make the cattle where they can take care of themselves. It taught me a lot about what I wanted in the cattle I raised."

Maier did get into raising seedstock on his own. At first he developed composite cattle off a commercial Black Angus base. He was raising replacements for Leachman Cattle Co. and using embryo transfer (ET) on some registered cattle. "I became a student of the Leachman program," says Maier. "In my opinion, it was the best group of cattle people and the largest collection of cattle intellect at that time I had ever experienced. I got such a wealth of knowledge from large regions of the country and learned how each operated in different environmental niches. I was able to apply that to our situation."

While dealing with black cattle, Maier had his eyes fixed on the Red Angus line of Leachman. "I was always studying the Red Angus core of the Leachman

continued on page 17

THE PERFECT TREE SAW

By Hav-Roc
Patented Since 1974

See It In Action!
video online

ThePerfectTreeSaw.com

- Environmentally Friendly
- Leaves Topsoil Undisturbed
- Stumps Cut Flush With Ground
- Cost Effective

31755 Meyers Road
Green Ridge, MO
660.527.3380
Cell: 660.553.8615

Sizes to Fit all Skidsteers,
Tractors and Dozers

C-BAR RANCH

continued from page 16

cattle,” he says. “Each year, I’d always have a couple I wanted if I could afford them. They usually ended up being at the top end, out of my reach. I got to know the Red Angus breed through that system and the really good group of cooperator herds up there.”

Time rolled on and so did Maier, offering his talent to the Eagle Farm & Ranch as manager for a cooperator herd for Leachman. The era of Black Angus cattle ended after Maier had gleaned more experience, getting to learn from some of the best in the Angus breed: Brown Ranch in Texas, Gardiners and Gordon Stuckey at Circle S. He also had acquired a few more head of cattle, but sold a whole lot of them when Eagle Farm & Ranch dispersed. That meant he finally had enough cash in his pocket to shift to the red cows he’d been dreaming about for years.

“I was delivering cows to Browns,” recalls Maier. “He was clipping a Red Angus cow when I got to his barn. Immediately when I saw her I thought that is the Red Angus cow I would own. I purchased half interest in her through the National Spotlight Sale in Ft. Worth, TX. She went into an ET program and is still a very dominant cow in the breed today. Her mother was purchased from Leachman by the Browns. She is a Logan daughter out of a Robinhood dam and she’s a curve bender on her EPD’s, as well as her genetics. Her name is Abi Grace and she is the foundation female of the Red Angus industry today.”

Steve and Cynthia got in “at the ground floor” with the breed, he says. They’ve been climbing to success ever since.

“To me, they were just a more practical type of Angus,” says Maier. “I do believe disposition and the advantage of color in heat stressed

environments are the two main things that give Red Angus an advantage. An animal that spends more time taking advantage of the resources will do better than one that just tries to cope. Cows need to be comfortable to be efficient. A breeder in Old Mexico said it this way to me in his broken English: ‘They eat all day, they big, they fat, they wonderful!’ So simple, yet so profound.”

These days, the Maiers run a whittled down herd of around 100 elite females and recip cows. “Because of the drought, we had to sell sever-



al to create cash flow to take care of the rest of them,” Maier says. “We’re working to build a broader base on our Red Angus donor females. If weather doesn’t permit, we’ll put those genetics into our embryo tank to have that inventory. With the drought, we shifted our gears and we’re marketing more of production as embryos for the fact that we can’t raise all those calves ourselves.”

While implementing cutting-edge reproductive technology, The Maiers maintain a hands-on version of ranch management. Just Steve and Cynthia run the place alone and feed with 5-gallon buckets. “Cindy works at the hospital, but she took off five days to do all the feeding

while I was in Denver,” says Maier with great appreciation for his ranching partner.

“We try to use all the technology that is available, but we stick to the basics that I learned when I was running a large commercial herd,” says Maier. “Provide adequate natural resources where cattle can go take care of themselves. Use data to identify the job you’re getting done and what genetics you need to add. But in my opinion, you can not replace the artistry of cattle breeding by taking away the guy that lives out there in the

get that kind of recognition.”

The key to getting green out of Red Angus for C-Bar Ranch comes down to perpetuating the very best genetics. “Any herd that would take their top one or two cows and build their entire herd on them can have that kind of success,” says Maier. “That’s what we do! We do build some rather elite genetics, but it’s a lot of work to flush cows year round.”

A Feb. 28 sale at the ranch in 2013 will tell Maier if one more year of drought and Red Angus cows are still worth all the work to develop some of the best in the breed. Maier is optimistic and hopeful. “Through these times, I just want to have cattle the next time we have mud, because it’s going to be really good. I don’t see changing what we are doing. We’d like to build on the potential demand. Red Angus has a growing supply, but the demand is exceeding how fast we can grow. As long as I continue to make cattle the seekers are looking to find and they get what they want when they buy, the sky is the limit.”

Maier is quick to point out that there is no safety net at C-Bar Ranch. “We live and breathe through the resources of our cattle. If the cattle don’t make money, you are out of business. So it helps to make sure those cattle are right.”

According to Maier, the money making formula that has them seeing red and making green is: Fertility + Maternal Ability + Structural Soundness + Performance + Carcass Quality less Excessive Feed less Excessive Labor = C-Bar Red Angus Females. He says that’s what keeps Red Angus going the distance in western Kansas or anywhere a rancher is serious about the beef business.

pasture and in the barn year round. The best cattle cannot be analyzed through only the data. It also takes common sense and good observation skills.”

When Maier sees red, he sees some of his top bulls rising in the ranks. In each of C-Bar Ranch’s first three production sales, top-selling sires ended up in A.I. catalogs. The first sale, C-Bar Anticipation got the high bid and is now a Genex bull stud. C-Bar Contour topped the next sale and graces the pages of Accelerated Genetics sire catalog. Last year C-Bar Evolution sold the highest and he’s listed with ABS.

“These bulls are in the early stages of popularity,” says Maier, “But it’s pretty cool to



STARTING FROM SCRATCH

Strauss Family: Caleb and Lara Strauss and their children, Josie, Charlie and Amelia

Location: Junction City, Kansas

Ranch Size: 150 head of mother cows

Type: Commercial Cow Calf

Range: Big and Little Bluestem, Switchgrass, Indiangrass and Buffalograss

Annual Precipitation: 32-35"

Base Cow Herd: High-percent-age Red Angus

Genetic Input: Red Angus

Replacement Females: Home Raised

Added Value Practices: Retained ownership though harvest; Red Angus FCCP Age and Source Verification



The Flint Hills in eastern Kansas is a unique area of the country defined by a band of hills composed of limestone and shale starting in northern Kansas and stretching south into Oklahoma's northern counties. Also known as the Bluestem pastures, this region of the U.S. features shallow outcroppings of limestone making it impractical for large-scale row cropping, but ideal for cattle ranching.

The Flint Hills are a reminder of the vast tall-grass prairies that once covered the Great Plains. They are one of the last regions of the nation that have not been ploughed over and still remain sparsely developed today. The predominate vegetation in this

region includes Big and Little Bluestem, Switch grass, Indian grass and Buffalo grass. On average the annual precipitation ranges from 32 to 35

inches.

Flint Hills' ranchers utilize prescribed burning and managed grazing systems to renew the grasses and keep back the growth of trees and shrubs. These practices follow the example that Mother Nature has provide for hundreds of years with natural-occurring wildfires and the American bison herds that once roamed the region in the millions.

It's here in the heart of the Flint Hills that a third-genera-

tion cattleman has begun building his family's operation. Caleb and Lara Strauss, along with their three young children Josie, Charlie and Amelia, have established their family farming operation. With the help of his father Ron Strauss, and continuing the tradition started with his grandfather Bill Strauss, Caleb and Lara are creating their own tradition with the hopes of one day handing it down to their children.

Growing up around his family's dairy and farming operation gave Caleb a broad understanding of agriculture. But as Caleb reached adulthood, his future in agriculture seemed hazy at best. "By the time I graduated high school, the last thing I ever wanted to see was a cow," joked Strauss.

But around the age of 25, Strauss was working as a Pioneer seed dealer, servicing farmers around the Junction City and Manhattan, Kan., areas. "Lara and I had been discussing getting some cows, and I had a seed customer that had some Red Angus," said Strauss. "Actu-



continued on page 19

Pasture Proven.

Profit Driven.

Mushrush Red Angus is a three generation family ranching operation providing profitable solutions to the commercial cattle industry.

Our carefully designed genetics excel in calving ease, fertility and longevity with minimal input cost, and all the growth and carcass traits you will ever need.

Join us for our March 28, 2013 Production Sale!

150 Yearling and Age Advantaged Bulls

Fall Bred Heifers

Open Spring Yearling Heifers

Spring pairs with Mushrush Impressive calves at side

Contact us for your catalog today!

Pen after pen, year after year...
THEY WORK!
MUSHRUSH
RED ANGUS

2346B N Rd • Strong City, KS 66869

Joe (620) 273-8581

Bob (620) 273-8604

Daniel (620) 273-7005

www.MushrushRedAngus.com

2011 Beef Improvement Federation
Seedstock Producer of the Year

ally, Lara saw the cattle and really liked them. She was the one that said we were getting Red Angus.”

From that first purchase, the Strausses have built their commercial cow-calf operation to include over 150 head of females and are retaining ownership of those calves all the way through harvest. “I’ve really enjoyed feeding out our calves. It returns the most dollars on a per-head basis and gives us the best way to capture the full benefits of quality genetics and management,” said Strauss. In recent years, the Strausses have purchased quality loads of cattle from other producers in their area. “We’ve purchased additional cattle to spread out our risk and increase efficiencies by feeding greater numbers at our existing facilities and using our equipment.”

The Strausses operation is truly a diversified agricultural endeavor. Caleb and Lara lease nearly 2,000 acres of pasture from his family, while farming nearly 3,500 additional acres. Providing the feedstuffs to start their cattle in their growing yard located on the farm. “Our cows are high-percentage Red Angus and we breed them by natural service to Red Angus bulls to calve in a 60-day window,” said Strauss. “We start calving around February 15 and wean in September. We try to run our cows on stalks and row-crop residues after weaning until about the first of February. Since we have no winter grasses to graze



on, the stalks provide the best way to cut down on feed costs,” he added.

Since 2008, the Strausses have taken advantage of the premiums available for supplying USDA-Verified Age and Source (ASV) cattle used to fill product lines destined for export to Pacific Rim countries. “We harvest all our cattle with U.S. Premium Beef (USPB) at the plant in Dodge City, Kan., and have been getting \$35 per head for ASV cattle. That makes a huge differ-

ence on the profits from fed cattle,” he said. USPB is a unique producer-owned beef company and the primary owner of National Beef Packing Company with harvest facilities in Dodge City, Kan., and Liberal, Kan.

“I love how simple and easy the Red Angus Feeder Calf Certification Program (FCCP) has been. Just by keeping track of the date of the first calf and a little paperwork, I get real added value from the program,” said Strauss. “For only 99 cents - the cost of the FCCP tag - and \$6 to lease delivery rights to USPB, I have the ability to earn \$35 per head. I’ll spend \$7 to earn \$27 every day,” he boasted.

The Red Angus FCCP is the beef industry’s most-experienced and least-expensive ASV program. Started in 1995, the Red Angus “Yellow Tag” has been providing solutions for bull customers and feeders for more than a decade and a half. Going beyond just simple Age and Source verification, the FCCP also genetically verifies a minimum 50% “Angus” in cattle enrolled in the program vs. simply using hide color to identify bloodlines. This has greatly enhanced the consistency of quality product for the packer and helping to ensure a great eating experience for consumers.

The Strauss cattle have a proven track record for both quality and yield grade in quantity. In 2010, Caleb and his family earned the coveted Red Angus Grid Master Award which honors ranchers and feeders who harvest cattle with the following minimum specs, ranking them in the top 15% for all cattle harvested in the U.S.

Conventional-Fed Grid Master Specs

- Minimum of 30-head lot size
 - Minimum of 80% Choice or higher
 - Maximum of 7.5% Yield Grade 4s
 - Minimum Grid Score of 100
- Natural-Fed Grid Master Specs
- Minimum of 30-head lot size
 - Minimum of 85% Choice or higher
 - Maximum of 15% Yield Grade 4s
 - Minimum Grid Score of 100

“I have to give the Red Angus Association of America and its breeders credit for focusing on the needs of commercial cattlemen and providing simple solutions to give their customers an advantage,” said Strauss. “I owe a big thanks to Kevin and Mary

Ann Kniebel who have helped me from the beginning to understand the art of feeding, ration formulas and marketing fed cattle. Without their help, our program wouldn’t have been able to have the success it has,” he added.

But Strauss hasn’t been sitting on the sidelines when it comes to being active in his operation’s success. He currently serves as vice president of the Kansas Red Angus Association helping - as a commercial cattleman - to guide the breed that supplies his genetics.

The energy and enthusiasm this young family displays and their aggressive nature to work toward building their family operation has served them well. Their successes are a shining example for young farmers and ranchers looking to create or carry on their own family farm-ranch. Caleb and Lara’s efforts are paying off and achieving the goals they’ve set to provide a lifestyle for their children and, one day, give the fourth generation of Strausses the chance to continue their family’s tradition.



FEEDLOT

continued from page 3

lower than expected. Digging a little deeper into the report, there are several insights into the unusual dynamics that characterize the cattle industry at this time. The first is that it is not surprising that the industry “misread” the placements number coming into the report. Placements in most of the major cattle feeding states were larger, much as anticipated. Among the largest cattle feeding states, only Colorado was down while larger placements were posted in Texas, Kansas, Nebraska, Iowa and Oklahoma. In fact, in those five states, placements were 104 percent of last year, exactly in line with the pre-report estimates. It was reduced placements in Colorado, along with Washington, California, Idaho and South Dakota that accounted for the decreased placements.

This suggests that, not surprisingly, the squeeze in the feedlot sector is more pronounced around the fringes

where feedlots are often geographically disadvantaged with respect to feeder and feed supplies. Additionally, the lack of winter pasture and other drought impacts in the center of the country no doubt contributed to a short run increase in regional feeder supplies as expected. The situation for small feedlots, those not counted in the monthly survey of feedlots over one thousand head capacity, is particularly important. It is also hard to measure since estimates of all feedlots are only included in the semi-annual cattle inventory reports. In the 15 years prior to 2012, the January monthly reported on-feed total represented an average of 81.4 of the January inventory in all feedlots. The highest percent during the period was 82.6 percent. In January, 2012, the percent jumped to 84.0 percent suggesting more fallout among small feedlots.

continued on page 22

Association dedicated to helping shareholders market Red Angus cattle

Ranchers are taking advantage of value-added programs to increase the profitability of their calf crop, and each year more producers are enrolling their Red Angus-influenced calves in the Feeder Calf Certification Program (FCCP) and Allied Access Program.

RAAA annually enrolls over 125,000 head of Red Angus-influenced calves in their tag programs and is on track to exceed that record-breaking trend this year as program enrollment and tag sales continue to be strong going into calving season.

Enrollment in the FCCP “yellow tag” program entitles producers to tag their Red Angus-influenced calves with the yellow tag, satisfying USDA genetic, source and age verification requirements for all four major packing plants – Cargill, Tyson, JBS and U.S. Premium Beef.

The new Allied Access “green tag” marketing program began this past summer to assist commercial ranches that capitalize on heterosis in their respective crossbreeding programs. Allied Access complements the FCCP with the same simple approach to source and age verification, but without the genetic restrictions.

Either of these tag options – Allied



Access or FCCP – are the most economical choices in the industry with no enrollment fees and a cost of only 99 cents per panel tag.

“Traceability to genetics, source and age continues to be important for cattle markets,” said Myron Edelman, RAAA director of added-value programs. “Feeder cattle are reaching new highs and market-ready cattle are capable of generating more dollars than ever before. However, cattle that have source and age verification maximize revenue for all classifications of cattle, making them the most profitable.”

The FCCP is the beef industry’s oldest USDA-verified genetic, source and age program with 19 years of experience.

More Marketing Services

The RAAA also offers free services to help stakeholders market their Red

Angus-influenced cattle and, likewise, help buyers locate feeder cattle and replacement females.

Feeder Fax – This eBlast service is emailed to a growing list of active Red Angus feeder calf buyers. Producers can list their cattle at no charge by contacting the Red Angus Marketing Department at 940-320-8316 or downloading the form at redangus.org/marketing/feeder-fax. Both FCCP and Allied Access are backed by Red Angus marketing programs.

Details include the number of head, vaccination protocols, added-value programs as well as any other information that describe the cattle. This service is available for cattle consigned to a livestock market, selling on a video auction or even being marketed private treaty.

Red Angus Stockyard – The Red Angus Stockyard, stockyard.redangus.org, lists quality Red Angus commercial and registered

replacement females, bulls and semen. Viewers can define their search criteria to meet their buying parameters.

Over 20,000 head of cattle are sold each year through the Red Angus Stockyard.

Cattle enrolled in either FCCP or Allied Access programs may be marketed on the Red Angus Stockyards website listing or through FeederFax at no cost to commercial Red Angus customers.

FeMail – The newest Red Angus marketing tool is a free eBlast service to help locate or market ranch-tested replacements. Producers can list Red Angus-influenced open heifers, bred heifers/cows or cow-calf pairs in offerings of 25 head of more to complement listings on the Red Angus Stockyard.

Calendar of Events – The Red Angus Calendar of Events lists bull sales, livestock market feeder calf sales and Red Angus special sections on top video marketing outlets. View the Calendar of Events at redangus.org/calendar.

Stay Up-to-date – Ranchers can sign up for Red Angus Marketing Programs eBlasts and the monthly eNewsletter, The Insider, and stay in the loop. They can choose to receive FeederFax, FeMail, The Insider or all three. Visit the Marketing page at redangus.org/marketing and click the icon on the right side of the page to access the sign-up form.



Spreutels Red Angus



256-HEAD Red ANGUS PRODUCTION SALE

SATURDAY, MARCH 2, 2013 | 12:00 NOON

AT THE FARM | KOSHKONONG, MISSOURI

FEATURING...

3-in-1 Cow/Calf Pairs | Bulls
BRED FEMALES | OPEN HEIFERS

About the Spreutels Program ...

- Raising Registered Red Angus Cattle Since 1991
- Producer of Show-Me-Select Heifers for many years
- Genex Quest herd for 15 years ... breeding 300 head of females to Genex bulls as a “young Genex bull proving grounds.”
- Six-time winner of the Grid Master Award



Spreutels Red Angus

Wilbur & Elsie Spreutels
R..R. 2, Box 129A • Koshkonong, MO 65692
H: 417/867-5695 • C: 417/280-2552
Eugene Spreutels: 417/280-2554
Steve Spreutels: 417/280-1551

Sale management by:



Live online at:



Cattle videos available at dvauction.com prior to auction!

View this catalog online at www.redcows.net

FALL CALVING FEMALE SALE

DATE TO BE DETERMINED



RHODES RED ANGUS, LLC

WWW.RHODESREDANGUS.COM

200+ Fall Calving Females Will Sell

- Registered Cows
- Registered Bred Heifers
- Registered Open Heifers
- Commercial Cows
- Commercial Open Heifers

Genetics: The Right Kind, P707, Packer, Mission Statement, Big Sky, Julian 84S, Chief Sequoya, Destination, Night Calver, Direct Design & many more

WATCH FOR UPCOMING SALE INFORMATION!

STAKEHOLDERS ANTICIPATE RESTOCKING INVENTORY 'RED'



Red Angus stakeholders gathered in Denver, Colo., on Saturday, Jan. 12, at the annual Brain Trust meeting to learn more about the depleted national cowherd inventory and brainstorm ways to restock with Red Angus females.

The current CattleFax numbers indicate approximately 30 million beef cows on inventory in the U.S. today, down 967,000 head from the previous year, and down 3 million head from 2006.

Drought in the southern and western states has played a large role in this reduction, but the world demand for beef has remained steady. The total head of beef cattle inspected for slaughter has decreased, but U.S. producers are still producing the same number of pounds of beef because of increased carcass weights.

While a wet, rainy weather pattern would be the most beneficial to beef cattle producers, Mother Nature is still in control and not tipping her hand to next summer's precipitation forecast.

According to Joe Frasier of Limon, Colo., who sat on the producer panel at Brain Trust, cattlemen can't rely on the weather. "There's so much that we can't control, so we need to focus on what we can manage," he said. He implements a management plan that includes rotational grazing, forage knowledge and continual monitoring of forage conditions and his cattle's body condition scores.

Panelist Steve Wooten of Kim, Colo., has also discovered that their strict culling criteria was really a survival of the fittest and resulted in their cowherd exhibiting improved foraging and survivability. "As we culled cows for their lack of productivity, we found our incoming replacement heifers were better foragers," said Wooten. "It's not uncommon to find our cows utilizing the grasses back in the canyons and

up on the benches."

In the midst of adversity lies opportunity

Brain Trust attendees brainstormed how to help the nation restock the cowherd inventory with Red Angus-influenced females.

One of the top criteria was to sell more Red Angus bulls so commercial producers can begin rebuilding their cowherds with females that are profitable, efficient and who remain in the cowherd for many years.

Heifer development – rather than feeding Red Angus-influenced heifers – was another major topic. "The Red Angus cow is an optimally diversified female that is maternal but can still produce

a profitable steer," said Wooten. "Why would we ever want to feed a Red Angus heifer?"

"We need to continue to convey the value of the Red Angus-influenced females to commercial producers," said panelist Joe Mushrush of Strong City, Kan. "We are a maternal breed, but maternal traits are the foundation of all revenue-building traits – and that equates to profitability."



C-BAR RED ANGUS

ANNUAL BULL SALE

THURSDAY, FEBRUARY 28TH, 2013 1:30 P.M.

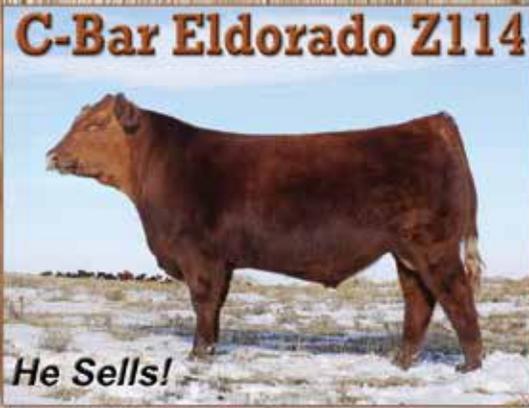
Join us at the ranch north of
Brownell, Kansas!



C-Bar Massive Z108

He Sells!

A full brother to the now deceased C-Bar Contour
-4.8 B, 56 W, 86 Y, 19 M, 47 TM, 4 ME, 9 HPG, 14 ST
.60 MB, .30 REA



C-Bar Eldorado Z114

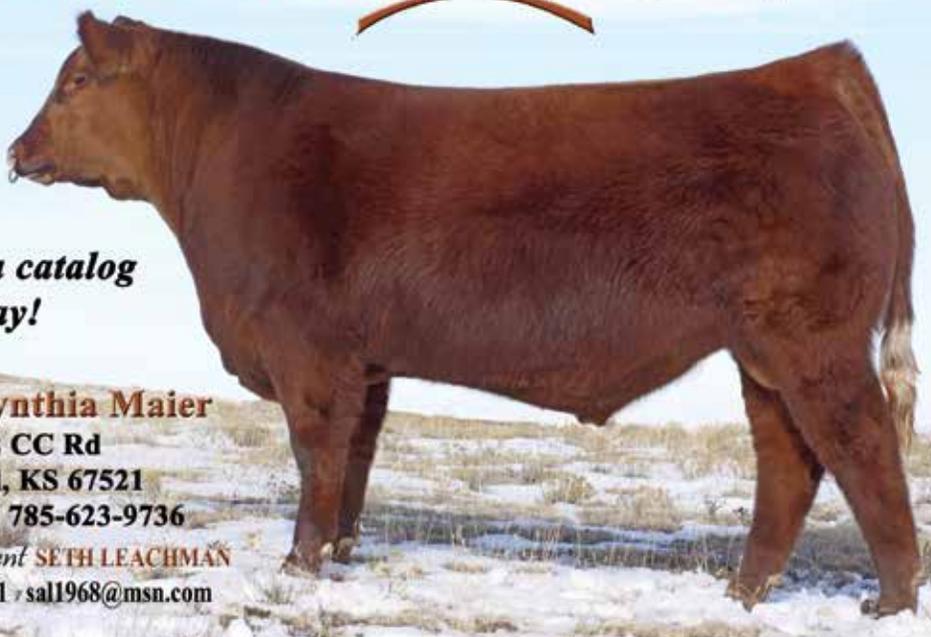
He Sells!

C-Bar Anticipation x Mullberry x Major League
-0.6 B, 68 W, 108 Y, 30 M, 53 TM, 8 ME, 9 HPG, 9 ST
.59 MB, .17 REA

www.c-barranch.com



70 Bulls Sell!
plus 50 Fancy Commercial Heifers ready to breed!



Request a catalog today!

Steve & Cynthia Maier
34042 CC Rd
Brownell, KS 67521
Steve's cell: 785-623-9736
Sale Management SETH LEACHMAN
406-591-5651 / sal1968@msn.com

A FUTURE

continued from page 10

agement should be developed and encouraged.

It is often said that farmers and ranchers are the original stewards of the land. Conserving the land and its resources is a priority for cattlemen, which is why NCBA supports maintaining funding of existing conservation programs to encourage voluntary participation by beef producers. Healthy natural resources provide a healthy watershed and renewable source of feed for domestic animals and wildlife. Cattle farmers and ranchers are committed to responsibly using and conserving the land and its resources. The re-introduced Senate farm bill includes the Environmental Quality Incentive Program (EQIP), which allows farmers and ranchers to leverage their own financial investment with federal dollars to make improvements to their land, water and natural resources. EQIP has been a successful and effective tool

for landowners seeking technical and financial assistance to implement sound conservation practices.

The research title is a cattle industry priority which has also remained in S. 10. Farm bill research dollars are used to fund critical scientific studies to improve the health, well-being and sustainability of the U.S. beef cattle industry. Agricultural research provides critical information necessary to protect the profitability and global competitiveness of the industry, as well. We strongly support Congress adequately funding the research title within the next farm bill to ensure the necessary research is being done to combat emerging diseases, discover new production practices, improve environmental stewardship and continually improve the scientific foundation of America's beef cattle industry.

NCBA



FEEDLOT

continued from page 19

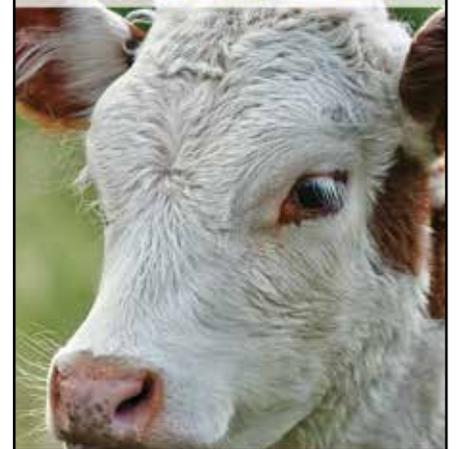
Another factor of interest in the latest COF report is the weight breakdown of placements. The reduction in December placements was almost entirely due to reduced placements of cattle less than 600 pounds. This category of placements was down 10 percent year over year. Total feedlot placements have decreased 1.34 million head in the past seven months. Reduced placements of the less than 600-pound category accounted for 61 percent of the decrease. This no doubt partially reflects the fact that the economics of cattle feeding favors heavier placement weights and thus reflects more feedlot demand for bigger feeders. However, it more likely reflects the overall shortage of cattle, which means that the challenge of maintaining feedlot inventories will be increasingly acute in the coming months as

heavier feeders move through the feedlots faster.

Oklahoma State University



**NEXT ISSUE:
FEB. 28TH
HEREFORD**



**ALL ADS DUE 10
DAYS PRIOR TO PRINT**



"On a recent visit to the Brosius Ranch at Maxwell, Nebraska, I had the opportunity to observe several OHG bulls towards the end of the severe drought season of 2012. All of these bulls were in excellent body condition. The cattle had recently been moved to stalk fields from their summer range and they were thriving. We looked at the weaned heifer calves and I was very impressed with the deep thick bodies these calves were carrying into their first winter. It seems OHG bulls work just as well out of the tall fescue zone as they work in the zone." Jim Gerrish



See our 4th Annual Bull Sale ad in this publication

**OZARK HILLS
GENETICS**

"Red Angus Since 1972"
KK Farms
Osborn Mo.



Herd Bulls
Selected for Calving Ease, Growth and EPD'S from Top Blood lines

Loosli Tonka 460					
.7 Bw.	39WW	67 Yw	19 M	38TM	8Stay
KCK Red Option 280					
2.3 Bw.	34 WW	57 Yw	11 M	28 TM	8 Stay
Sell Mountain Top 309					
-1.8 Bw.	13 WW	31Yw	11 M	18TM	10 Stay
KBK Gold Robber 173					
.1Bw.	33WW	61Yw	20M	37Tm	12 Stay

Email: ken@kkfarmsredangus.com
Website: www.kkfarmsredangus.com

Red Angus Bulls and Heifers for sale at "Private Treaty" both Spring and Fall Seasons. All are "Hand Fed" and grown-out, not pushed. All have high maternal value, good disposition and carcass quality with low birth weights. We offer Yearling, 18 Month old, and 2 yr. old Bulls. Our Heifers are sold as yearlings or 18 month old. If you need one or a trailer load please call us. We have a long list of repeat customers.

Ken & Brenda Keesaman
3803 SW Rogers Road
Osborn Mo, 64474
816.675.2503 (Home)
816.390.4988 (Cell)

Kody Keesaman
3205 SW 36 Hwy
Osborn Mo, 64474
816.675.2281 (Home)
816.724.1432 (Cell)

KINGSVILLE LIVESTOCK AUCTION

Located 45 mi. SE of Kansas City, Mo on 58 Hwy. east at
Modern Kingsville Livestock Auction Center at Kingsville, MO

**Make Plans To Attend Our Next
Special Cow Sale
Saturday Feb. 16th**

1st & 3rd Tuesdays
Missouri Source & Age
Verified Cattle
Special Calf & Yearling Sale
2nd Tuesday of Every Month

**All Consigners & Buyers Welcome
Call 816-597-3331 Office**

**Rick or Jeremy Anstine
816-258-3421 • 816-716-9288**

Website: www.anstineauctions.com • email: kingsville@earthlink.com

Maximizing Profit

Producer Profile:

Decatur County Feed Yard

Location: Oberlin, Kansas

One Time Capacity:

40,000 head

Marketing: Decatur County Beef Alliance, Aggressive Grid Marketing

Business Arrangements: Custom Cattle Feeders

Added Value Practices: QSA status for Age and Source Verification

Services: Efficiency Data, Carcass Data, Individual Animal Data, Contemporary Group Marketing.



velop agri-business possibilities. The result was the beginning of Decatur County Feed Yard.

Milton Nitsch (Warren Weibert's father-in-law), one of the original 45 investors, bought out the other partners. Warren and Karen Weibert were presented an opportunity to become owner and general manager. During that time period, finding opportunities to add value to cattle was difficult. Warren searched for ways to focus on rancher's strengths of utilizing superior genetics and making sound management decisions.

"Since the early 1980s, I have wanted to work with ranchers to retain ownership on their cattle so they could achieve all the value of their management decisions," says Weibert. This mind set is the very basis for the technological advancements and improvements made at Decatur County Feed Yard to retrieve the most dollars for cattle. "The Mission of Decatur County Feed Yard, Inc. is to produce consistent, quality beef at the

lowest possible cost and provide the highest quality service to our customers both feeders and Packers," as written in the DCFY mission statement.

The importance of converging on measurable characteristics that determine profit has become more apparent. "You cannot manage what you do not measure," says Weibert. Identifying the components that have the most significant influence on profit allows feeders and ranchers to determine how to access those components and then utilize that information to make sound choices for genetic improvement, sound nutritional/management practices and informed marketing choices. Maximizing the value



of each animal was developed from this perception of the importance of measurability at Decatur County Feed Yard.

The use of ultrasound technology to sort cattle into marketing contemporary groups was initiated in 1986, in conjunction with Kansas State University. The relevance of determining optimum harvest dates for cattle continued to grow and, in 1992, Decatur County Feed Yard became the first commercial feedlot to sort cattle by using a video scanner.

Optimizing harvest dates is just one component of profitability. "The number one profit driver – once cattle get to the feed yard – is feed efficiency," said Unger. "The dif-

ference in 1 lb. of feed conversion today is over \$100. With elevated corn prices and a narrow Choice-Select spread, nothing drives more profit in the feed yard. Those who can manage it, select for it, and replicate it without upsetting the rest of the genetic "apple cart" will maintain a competitive and profitable advantage." There are a number of elements that affect efficiency in itself: genetic inputs, herd health and nutrition.

The Decatur Beef Alliance was established in 1994 to replace the traditional – and sometimes confrontational – relationship between ranches, feeders and packers. The alliance itself provides a means of exchanging data to improve all three phases of the business.

Cow-calf producers that participate in the alliance retain ownership of their cattle or own at least a percentage of the cattle. Detailed reports on individual animal performance are provided as the cattle progress towards a technologically determined harvest date. Once that harvest date arrives, detailed carcass data is collected on an individual basis and combined with feed yard data to provide cattle owners with an opportunity to identify the strengths of their respective cowherds as well as areas that need improvement. "Managing cattle to an optimum end point and then returning the data to the individual producer allows for the application of data to improve cowherd profitability," said Dorn.

Progressive Red Angus ranches and feeders utilize Decatur County Feed Yard to capitalize on traits that have economic relevance to cow-calf producers as well as those who retain ownership or feed Red Angus cattle. "Decatur County Feed Yard is unique in providing the data necessary to evaluate my customer's cattle in an objective manner," says cattle feeder Forrest Dunning of Sheridan, Wyo.

Red Angus cattle continue

Forty years of maximizing profits for cattle feeders and ranchers. Decatur County Feed Yard (DCFY) has kept a result-focused approach to navigating the ever-changing business of feeding cattle. The success of this northwest Kansas feed yard, located near Oberlin, Kan., revolves around industry leadership, experience in the livestock business, high integrity with their customers and intensive management. The staff responsible for the continued progression of Decatur County Feed Yard includes Warren Weibert who is the owner and general manager, Kevin Unger, feed yard manager, Spring Louderback, quality manager and Dan Dorn who works closely with ranches and feeders to develop supply.

In 1971, a group of 45 Decatur County, Kan., residents came together to find a way to utilize local resources to de-



to fit aggressive grid-marketing programs well, after efficiently performing while in the yard. "Our experience feeding and working for the people who raise Red Angus-influenced calves continues to be very positive, but as good as the cattle are, the people have proven to be positive to work with and have great integrity," said Unger.

Providing leadership to the beef industry would certainly be on the list of accolades for Decatur County Feed Yard and Warren Weibert. Since 1977, when Weibert became the general manager of the feed yard, he has served on the Kansas Beef Council, was chairman of the feeders council of the Kansas Livestock Association (KLA), President of the KLA, President of the Kansas Agriculture and Rural Leadership board and President of Cattle-Fax. Weibert also has taken leadership roles on a number of committees for the National Cattleman's Beef Association (NCBA). In 1992, the NCBA strategic alliance pilot project was held at Decatur County Feed Yard.



Remaining on the cutting edge of nutrition, technical advancement, leadership and marketing technique has propelled Decatur County Feed Yard into the forefront of the beef industry. This level of distinction combined with service to their customers provides an opportunity for cattle ranches and feeders to confidently secure a positive cattle-finishing experience while obtaining data to genetically improve cowherds and maximize profits.



and castration early.
•Develop bedding areas away from the cows where calves can stay clean and dry.
•Observe calves daily during the first 14 days of life for early disease detection.
•As winter starts moving toward spring, cow-calf producers should focus on calving and managing the cow-calf environment. Calf values have

definitely risen so it's even more important to focus on management issues that affect calf health. Nutrition and disease prevention are the top two focal points all producers should plan for.

Many cow-calf producers may be facing feed shortages and economic challenges this year if feed resources remain scarce or prices don't come

down. Managing these challenges should help you survive this battle so your cow-calf enterprise will survive to be rewarded in future years.

CattleNetwork.com



Ranch Tested. Rancher Trusted.



- Growth from Birth to Finish
- Conversion & Carcass in the Feedyard
- Delivering Cowherd Building Traits
- Improved Heat Tolerance & Disposition
- Greater Consistency in Crossbreeding Programs
- Industry's Most Reliable EPDs - presented in Multi-Breed Language

Building Better Beef...

Red Angus

RedAngus.org





OZARK HILLS
GENETICS

4th
Annual

RED ANGUS BULL SALE

SATURDAY, MARCH 16TH

At the Ranch West Plains MO - 11am



Cash Crop



84S



M178



COMPLIMENTARY PRE-SALE EVENT DINNER: Friday, March 15th - 6pm

GUEST SPEAKER - WALT DAVIS

selling 70

GENETICALLY SUPERIOR, FORAGE CERTIFIED

18 MONTH OLD BULLS

For more information or to request a catalog see us at

www.OzarkHillsGenetics.com

www.facebook.com/OzarkHillsGenetics

FOLLOW US ON
facebook



David Hall ~ Call Anytime

1-877-RDBULLS ~ 1-877-732-8557



OZARK HILLS
GENETICS

The Relentless Pursuit of FERTILITY, PERFORMANCE and LONGEVITY

SELL COWS IN THEIR PRIME

By Steve Suther

Any old cow is worth a lot these days, even at 60 cents times 1,000 pounds. That's what you might get when cows become too old to maintain body condition or some other lurking negative trait catches up with them and they fail to breed back.

Statistics show an eight to 10 percent cow culling rate at the markets. But how many don't make it to the sale? Unfortunately, some death loss is a fact of life on a livestock farm, and the older the cows going through "one more winter," the more likely some will fit into that statistic. Less than no value, considering the rendering fees or other management requirements.



An eight percent culling rate and another four percent death loss on 100 cows that are older than average can mean 12 percent gone and you get paid \$4,800, or about \$400 net per head.

That may seem like worst case, but if you are trying to keep cows in the herd as long as they rebreed, you might recognize your case in that example.

I confess I was there when I started a commercial cowherd

in the 1980s, keeping what bred back out of the sale-barn pairs I was buying to stock pastures. Of course, back then the net was more like \$200 for the cows that were no longer in the herd.

There had to be a better way.

I found it on a central Kansas stock farm known as THE source for bred cows, back when I was writing for Farm Journal in the late 1980s. The manager always sold his four-year-olds at auction—all of them—always setting the market top. That was up to \$1,800 even then.

He had nearly 300 commercial Angus females, divided into first-calf, second-calf and generally four-year-olds that would be sold after they rebred. He calved 200 or more each year, at least one-third heifers chosen by looks and deep records.

The guy always bred about 100 heifers and sold a quarter based on those records for

a few years. Then he just let people hand pick 20 because it was too hard for him to choose. They all tied for first. He was working on a tighter calving window and thought about selling a few outside of 30 days. He didn't believe in crossbreeding, didn't see a way to maintain the consistency. And we didn't even talk about the consistency of steers in the feedlot; this was before the days of grid marketing.

I knew I would have to try that someday, and I'm still working on it.

Years later, I talked to Missourians who also sell bred cows in their prime to make room for better heifers, but they buy the progeny to feed along with their own. Half of their cattle grade Prime, but they are still fine tuning.



Midwest Beef Alliance Spring Sale

Saturday, March 9, 2013 @ 1:00 PM

SAME GREAT SET OF QUALITY SEED STOCK...NEW LOCATION!

Mid Mo Livestock Center - Marshall Junction, MO

SELLING:

30 Gelbvieh/Balancer Bulls - 18th months old

25-30 Angus Bulls - 12 to 24 months old

20 Gelbvieh/Balancer Bulls - 12 months old

Also Females

This great set of bulls is backed by 123 years of beef improving genetics. Excellent bulls bred to improve gainability, carcass quality, maternal characteristics, and disposition.



Testimonial - "Since I've started using Midwest Beef Alliance bulls I have increased my selling weight by 50 pounds. The heifers I've kept have been easy calvers. Those I sell command top price to repeat buyers."

Glenn Lindbloom

For a Sale Catalog contact one of these Alliance members:

Angus
Larry Robuck
660-295-4205
660-651-6621 cell
inrobuck@cvalley.net

Gelbvieh/Balancers
Ron Rogers
660-375-7266
rogers_valley_farm_
feedlot@hotmail.com

Gelbvieh/Balancers
Richard Lincoln
660-895-5008
lincoln@grm.net

Purchasing a bull can be a difficult and sometimes expensive proposition for a beef cattle producer. However, ranchers got an inside look at how to overcome some of these challenges at a recent workshop held in College Station by the Texas A&M AgriLife Extension Service.

“We have a lot of breeds of cattle in the U.S. and different cattle work well in different environments,” said Dr. Jason Cleere, AgriLife Extension beef cattle specialist, who co-led the workshop with Dr. Jason Banta, AgriLife Extension beef cattle specialist at Overton.

Approximately 50 producers attended the workshop, and organizers said the strong numbers will lead to organizing a fall workshop. Cleere discussed the different types of retail beef available to consumers – prime, choice and select – which is more prevalent at grocery stores, he said.

When selecting a bull, Cleere



said, “I encourage you to look at the big picture.”

Fertility and potential calf birth weights were just a few of several points to study, he said.

“Genetic potential for growth and price per pound are oth-

er things to consider,” he said.

Cleere advised producers to avoid buying bulls with an unknown background. He said producers should consider buying from a breeder that specializes in producing quality genetics for commercial operations.

Next, consider how much you are willing to pay for a bull.

“How much do I spend? I like to turn this around and say how much do I invest in a bull?” Cleere said.

continued on page 39

Demand More From Your Herdsire!

Customers report that Waukaru genetics deliver more market toppers, more saleable pounds, and more valuable replacements than any other source. You will like turning out a Waukaru bull, we guarantee it.

The Gathering 2013

March 30, 2013

Waukaru Orion 2047 ET x4189955



CED
1.1
BEPD
2.1
WEPD
41.1
YEPD
(65.5)
MEPD
4.0

BW: 90 lbs.;
Adj. 205: 742 lbs.

CEM	CWT	REA	FAT	MARB	%CEZ	%F	%Bmi
3.0	16	0.09	-0.01	0.02	5.57	52.73	37.85

Waukaru Architect 2096 *x4188112



CED
0.3
BEPD
1.0
WEPD
31.1
YEPD
46.6
MEPD
4.3

BW: 91 lbs.;
Adj. 205: 697 lbs.

CEM	CWT	REA	FAT	MARB	%CEZ	%F	%Bmi
-2.0	4	0.03	-0.02	0.12	6.68	44.58	32.36

Waukaru Colossal 2093 ET x4188176



CED
-0.7
BEPD
2.4
WEPD
34.4
YEPD
52.6
MEPD
3.7

BW: 92 lbs.;
Adj. 205: 690 lbs.

CEM	CWT	REA	FAT	MARB	%CEZ	%F	%Bmi
0.0	15	0.13	-0.01	-0.01	2.14	44.46	32.27

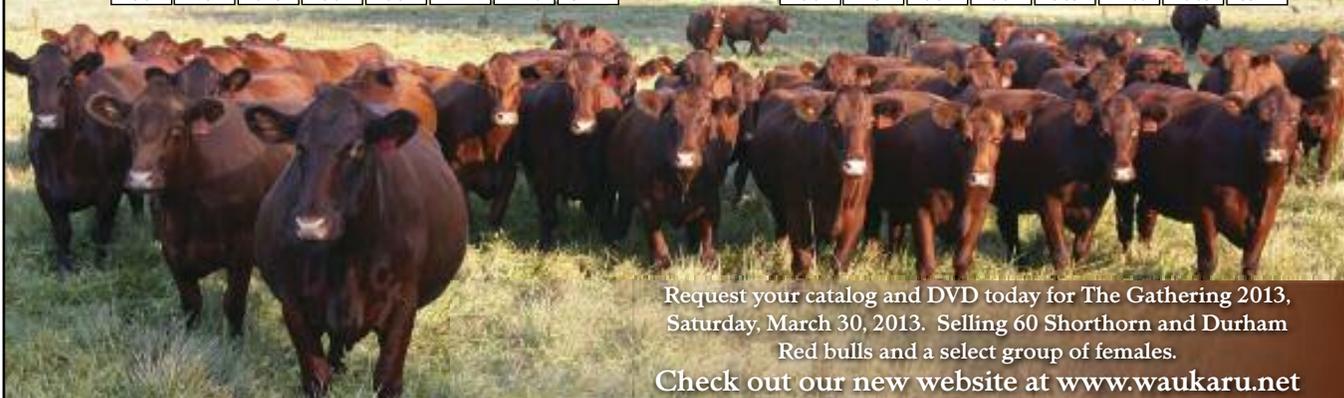
Waukaru Lucas 2036 4189963



CED
2.4
BEPD
-0.1
WEPD
34.3
YEPD
(55.6)
MEPD
3.5

BW: 80 lbs.;
Adj. 205: 658 lbs.

CEM	CWT	REA	FAT	MARB	%CEZ	%F	%Bmi
0.6	13	0.04	-0.02	0.05	11.90	46.95	35.42



Request your catalog and DVD today for The Gathering 2013, Saturday, March 30, 2013. Selling 60 Shorthorn and Durham Red bulls and a select group of females.

Check out our new website at www.waukaru.net



7577 S. 210 E. • Rensselaer, Indiana 47978
Barry and Anita Jordan: 219-866-3513 • cell: 219-819-0430
Toby and Jodi Jordan: cell: 219-819-4603
Mark and Heidi Jordan: cell: 765-426-1990
TB accredited and certified bangs free, Johnes tested.
WWW.WAUKARU.NET

Callaway Livestock Center, Inc.

On I-70, 4 miles east of Kingdom City, MO on outer road

573-642-7486

Feeder Sale
Monday
12:30 p.m.

1st Thursday Night
of Each Month
6:00 p.m.
Special Cow Sale

David Means
573-642-9753

Jack Harrison
573-386-2138

John P. Harrison
573-386-5150

David Bell
660-327-5633

FROST SEED TO RENOVATE PASTURES

By Rory Lewandowski, OSU Extension



Frost seeding is one method that producers can use to renovate pastures and improve pasture quality and/or the species mix within the pasture. Frost seeding involves broadcasting seed over a pasture area and letting the natural freeze/thaw cycles of late winter and early spring help to move the seed into good contact with the soil. A basic requirement for frost seeding success is to make sure that the sod cover has been opened up, that is, that there is not so much growth present that the broadcast seed will not be able to come into contact with bare soil. Generally, a pasture is prepared for frost seeding by grazing it down hard, although some light tillage or a close mowing could also be used.

Another twist to frost seeding

that cattlemen can use to their advantage is to combine frost seeding with hoof action. Under this seeding scenario, let your cattle begin to graze the paddock that is to be frost seeded in early March. Let the cattle graze down the forage, scuff up the soil and open up bare areas in the sod. At this point, broadcast the forage seed across the paddock. Keep the cattle in the paddock another couple of days and let them continue to graze and trample or hoof in the seed. As a precaution realize that in certain soil conditions this method may not work as well with cattle as it does with sheep because if allowed to graze too long cattle could trample in the seed too deep.

In general, legumes work better for frost seeding as compared to grasses. This might be because legume seeds are typically heavier than grass seed and that may help them get down to the soil level better than grass seed. The advantage to frost seeding a legume such as red or white clover is that legumes "fix" nitrogen typically in excess of their own needs. The existing grass plants use the excess nitrogen, which improves their quality as a feedstuff. Once

legumes become established in a stand of pasture grass and compose 25 to 30 % of the stand, there is no need to apply supplemental nitrogen so this portion of fertilizer costs is reduced.

Red clover is probably the most widely used forage species when it comes to frost seeding. Red clover has high seedling vigor, is tolerant of a range of soil pH and fertility conditions, and tolerates drought better than white clover. Red clover produces its heaviest growth during the summer months. Red clover is known as a short-lived

perennial, typically persisting in a stand for only a couple of years. Thus, many producers find themselves frost-seeding red clover every couple of years back into the same pasture. However, work is underway to improve red clover longevity and there are a couple of varieties on the market that in OSU trials have high yields and stand percentages of around 60% or greater after 4 years. This seed is higher in cost than some of the more common shorter-lived red clovers, but may be worth it to

continued on page 42

Clov-Lan Farms

Ottawa, KS.

785-418-2983

clovlan@hotmail.com

Angus

Angus



*200 head 700-800 pound open Angus Heifers

*100 3-year-old bred cows due first of March

*80 2-year-old heifers due first of March

All bred to Angus bulls

View video of cattle for sale at clovlanfarms.com

These Are All Ranch Raised

CALLICRATE TOUGH!

for early castration ...

Callicrate
'VEE'
BANDER™



Constant Force Technology (CFT) ensures humane, consistent results. Quality and service you can trust!

for delayed castration ...

The Callicrate
BANDER®

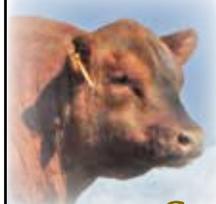


Cattle Sheep Goats
Castration Horn Removal Tail Docking



800-858-5974

www.CallicrateBanders.com



"The Andras Kind"
**Red Angus
Bull Sale**

Saturday, April 6th • 1 p.m.

Manchester, Illinois
(In Western IL, 50 miles east of Louisiana, MO)

FESCUE-READY BULLS,

Developed on a

HIGH-FIBER RATION.

- ✓ CALVING-EASE
- ✓ CARCASS
- ✓ MATERNAL
- ✓ PERFORMANCE!



Andras
Stock Farm



Contact us to request a catalog and DVD:
Andras Stock Farm
P.O. Box 71
Manchester, IL 62663
Email: andras@irtc.net

Will: 217-473-2355 • Steve: 217-473-2320

PLEASE VISIT US ONLINE FOR MORE INFORMATION, PHOTOS, AND BULL VIDEOS AT: www.andrasstockfarm.com

Carcass-Based Measures of Cattle Performance & Feeding Profitability

Commonly used metrics for pen-level and feedlot-level comparisons of cattle growth and economic performance such as average daily gain, feed to gain, and cost of gain normally are expressed on a body weight basis. Recent research has shown, however, that for cattle sold on a carcass basis, measuring growth and economic performance on a body weight basis results in a biased estimate of the point at which adding weight is no longer profitable.

As cattle become heavier, average daily gain and feed efficiency eventually decrease, while cost of gain increases. Because carcass weight gain (carcass gain) outpaces body weight gain during finishing, reductions in carcass-based average daily gain and feed efficiency and concomitant increases in carcass-based cost of gain are less abrupt during later stages of finishing than are changes in comparable performance indicators expressed on a body weight basis. Consequently, cattle sold on a carcass-weight basis can be profitably fed to heavier weight endpoints compared with cattle marketed on a body weight basis (MacDonald et al., 2007; Walter and Hale, 2011).

Materials And Methods: A subset of records from the Benchmark Performance Program database (AgSpan, Overland Park, KS), which included closeout records for 67,570 lots of commercially fed beef-type steers and heifers together with individual carcass records for animals in each lot, was used for the analysis.

Results and Discussion: Temporal fluctuations in prices of fed cattle (sale price) and feeder cattle (purchase price) have exerted the greatest effect on cattle feeding profitability. Feed cost (driven primarily by corn price) also is an important determinant of differences in cattle feeding profit over time,

explaining a large proportion of the variation in cost of gain. However, for any particular set of price conditions, differences in cattle performance (gain, feed efficiency, carcass merit, morbidity, and mortality) can result in substantial variation in net return among lots of cattle. For example, even with static prices for cattle and carcasses and standardized feed costs, lot values for net return per animal in the current analysis averaged \$4.09 with a standard deviation of \$48.80.

Factors Affecting Cost of Carcass Gain: When feed cost is held constant, cost per unit of gain is largely determined by feed conversion. In this analysis (with feed cost standardized) Feed efficiency was not only the primary determinant of cost of carcass gain, but also the single most important contributor to differences in net return per animal for all sex and body weight classes. Medical expenses and death losses increased cost of carcass gain, more so among lots of cattle placed on feed at light weights than among those placed on feed at heavier weights.

Average cost of gain, calculated using pen closeout data, is a widely used metric for both lot-level and feed-yard-level comparisons of economic performance. However, cost of gain provides only partial insight into cattle feeding profitability. In the current analysis, independent variables that were the primary drivers of differences in cost of carcass gain (i.e., carcass-based feed efficiency, medical expenses, and mortality rate) explained 63 to 72% of the within-class variation in net return per animal. An additional 25 to 34% of variation in net return was explained by factors associated with differences in value of carcass gain.

continued on page 40

BJ Angus Genetics

12th Annual Spring Production Sale
Friday, March 15, 2013 • 12:30 p.m.
 at the ranch in Manhattan, KS

Selling 108 Bulls
 83 big, stout 18-month-old fall bulls –
 47 of those are calving ease (more than +8 CED)
 25 yearling bulls - 21 of those are calving ease (more than +8 CED)
 Selling 65 registered Angus females
 plus 3 commercial purebred Angus.
 8 donors, 44 awesome bred heifers, 13 yearlings and 6 embryos

Females



+95.28 \$Beef

BJ 5050 New Design 9162
 Lot 62 • Reg. No. +16681392



+96.89 \$Beef

BJ Complete 1252
 Lot 77 • Reg. No. 17280064



I+12 CED
 +88.11 \$Beef

BJ Daybreak 2067
 Lot 70 • Reg. No. 17394364

Bulls



I+12 CED
 +1.14 RE

BJ 5050 New Design 1228
 Lot 1 • Reg. No. 17278925



+12 CED
 +1.08 Marb

BJ Complement 1329
 Lot 4 • Reg. No. 17279150



+100.68 \$Beef

BJ Complete 1223
 Lot 15 • Reg. No. 17280084



(254) 413-2420
 parkerfriedrich@earthlink.net



John & Bonnie Slocombe
 4291 McDowell Creek Rd.
 Manhattan, KS 66502
 home: (785) 539-4726
 John's mobile: (785) 532-9777
 john@bjangus.com • www.bjangus.com

CATTLE THEFT PREVENTION

By Dona Goede
UMC Livestock Specialist



are found and reported to police as soon as possible.

Make sure you keep all pasture and working facility gates closed and locked. Monitor your locks; in one recent occurrence the thieves changed the lock on

a gate so they could come back later. Keep your fences and gates in good repair. Gate hinges should have capped hinges so they cannot be removed easily.

The high cattle price is making cattle theft a very lucrative business. So what can you do to prevent this on your farm?

The first step is to regularly check your cattle and the pastures and fences where the cattle are, daily if possible – especially around sale days - to ensure that suspected losses

Go around your property and look at it through the eyes of a thief. Look for areas where thieves could easily operate. This particularly applies to facilities that border a road.

Another important item is to be visible on your property. Leave tire tracks and evidence that you are frequently checking your paddocks. You may also want to stop by your farm at different times of the day. Thieves could be watching your place and taking notes of when you are there every day so they can come back when they have the most amount of time available.

You should always be aware of strangers or unfamiliar vehicles in your area. Write down their license plate numbers and all other relevant information and pass it onto your local sheriff's department. Also alert your neighbors about strange

vehicles in your area.

If you have two or more accesses to your property, ask neighbors that live close to a gate to watch for strange vehicles. Let them know that they should contact you if they see anyone on the property. Many times thieves will work during daytime hours and it looks like someone is just there loading cattle for the sale the next day.

If you trust your neighbors, tell them when you are away from your property and where you can be contacted and suggest that they do the same.

If you can, locate handling facilities away from public roads or main entrances to your prop-

continued on page 41

SOUTH CENTRAL REGIONAL STOCKYARDS


VIENNA, MISSOURI
Vienna, Mo 65582
Hwy. 42 West • 45 Miles South of Jefferson City

• Featuring 'STAR-VAC Program' Cattle Weekly
• DV Auction Service for convenient online viewing & bidding

Selling All Classes of Cattle Wednesday @ 10:00 a.m.

For more information: Jerry Welschmeyer - 573-308-6656
• David Patton - 573-308-6655 • Office - 573-422-3305

Visit our website at www.scrsvienna.com • or E-mail us at: SouthCentral@socket.net



Hydraulic Chutes



Manual Chutes

For-Most Cattle Handling Equipment



Crowding Tubs & Alleys



Calf Tables

SPI Cattle Waterers



Energy Free



Electric

Speedrite Electric Fence



12V & 110V Chargers



Management Tools



Poliwire, Tread-Ins & Insulators

Digi-Star Livestock Scales



Chute & Alley Scales



Stationary & Mobile Group Scales

Tru-Test Livestock Scales



Chute & Alley Scales



Electronic ID Compatibility



"Your Livestock Equipment Headquarters Since 1961"

We carry much more than what is listed here, please give us a call:
McPherson, Ks 800-364-1605
Boonville, Mo 800-530-5158
www.zeitlow.com

Management practices for added value in market calves

By Gant Mourer,
Oklahoma State University

Lack of forage and increased input costs for beef producers continue as we move ahead in 2013. However, there are several tools that producers can use to increase efficiency of cattle planned for market and in doing so increase margins. All it takes is a little prior planning for cattle that may be hitting the ground as we speak or calves that producers may be thinking about weaning this spring.

Information and documentation on a cow herd always adds value. Keeping records allows producers to make informed culling, marketing, nutrition and planned mating decisions, after all a quality calf is what adds the most value when it comes to marketing. Good records also allow producers to document the management practices that they have implemented, and records can be easily passed from one segment of the beef industry to the next making a more integrated system, adding value at every step.

Improved record keeping and collecting calf birth dates and weights often times leads a defined calving season. This may include a spring or fall calving herd or possibly both and typically be 90 days or less in length. Defining a calving season for your cow herd adds value to calves in several ways: a shortened calving season allows reproductively efficient cows to be easily identified and cows that do not settle with a calf within the time allowed can be palpated as open and culled. A defined calving season means producers can better target calving during a time of the year where high quality forage is more readily available and are able to meet a cow's increased nutritional requirement during early lactation without increasing supplementation.

Also, a more uniform calf crop is realized, management of calves for the producers is easier and we often see 2-7\$/cwt premium for those uniform calves as they are sold at market. Along with uniformity, increased lot size adds value at auction. Cattle sold in lots of 6 head or more can bring 10-16\$/cwt more than smaller lots (Stuts et al. 2012). Larger sale lots can be achieved not only through a calving season but also through alliances, whether that is locally with a neighbor or participating in a specific alliance program when requirements have been met.

Improving feed efficiency at any time, especially during a drought can help increase profit for any pro-



ducer. A lesson can be taken away from feedlots; who 99% of, use implants and ionophores to improve

margins. The use of such technologies would be warranted in a traditional marketing program if a natural or organic program has not been established and is not planned by a producer. Approved implants can be used on suckling calves and can increase average daily gain (ADG) by .12 lbs/d but may be more effective during the stocker phase as calves are weaned and retained for a period of time. Increases in ADG have been documented at 8-20% on calves post weaning. This can easily be a

\$10 return for every \$1 invested in implants. Similarly, ionophores are a cost effective way to increase feed efficiency in cattle. Fed at 100-200 mg/head/day, it can increase gain by 0.15-0.2 lbs/day with a cost of about \$0.02 a day and act as a coccidiostat and bloat preventer in grazing cattle on high quality forage.

Dehorning calves as well as castration of intact males are management tools that require little overhead cost to accomplish and

continued on page 34

NUTRITION FOR EXPECTANT MOTHERS

There's a **CRYSTALYX®** Barrel for That.

One of the most critical times of the year for proper trace mineral and vitamin supplementation in your cow herd is prior to calving. Weak calves and poor colostrum are often due to inadequate protein, energy and phosphorus intake. **CRYSTALYX® BGF-30™** and **Breed-Up® 28** are self-fed, nutrient-dense, high protein supplements fortified with the extra phosphorus and trace minerals cows need for optimum reproductive performance. **Give your expectant mothers a little "extra" with CRYSTALYX®.**

BGF-30™ BREED^{UP} 28

To learn more visit crystalalyx.com or call 800.727.2502.

CAREFUL MANAGEMENT AIDS DROUGHT SURVIVAL

By James Rogers

The U.S. Drought Monitor released on Nov. 20, 2012, shows the majority of Oklahoma and Texas in severe to extreme drought with northern Oklahoma and the Panhandle in exceptional drought. The drought impact type in these regions ranges from short-term (less than six months) to long-term (greater than six months). Areas currently in short-term impact are feeling the effects on seasonal agricultural production. For example, most of the wheat crop is being hurt and grassland production has suffered. Areas in long-term drought are facing severe impacts on grasslands, and surface and subsurface water supplies. To add to this, National Oceanic and Atmospheric Administration (NOAA) models indicate that 9 to 15 inches of precipitation are required to end current drought conditions by the end of February 2013. However, the seasonal drought outlook is calling for drought persistence through February, and, from February through June, the forecast models



are giving equal chances for above, below or normal precipitation.

It is hard to find encouragement when facing current conditions and the outlook. However, there are reasons for optimism:

Remaining aware of current conditions, accepting them and looking at the forecast predictions gives you better opportunities for long-range forage planning.

Pasture and range drought insurance is available. Pasture, Rangeland, Forage (PRF) insurance is a risk management tool developed by the USDA's Risk Management Agency and reinsured by the Federal Crop Insurance Corporation. This program was piloted in 2007 and is based on a rainfall index in Texas and Oklahoma. The crop year runs from Jan. 1 to Dec. 31. Signup for 2013 closed on Nov. 15, but producers should keep this in mind for future use.

Cool-season annual grass production was excellent in spring 2012. These grasses are again present and with above normal temperatures expected, only need timely rainfall for spring 2013 production.

Excellent 2012 spring rainfall meant a lot of hay was made. Cur-

rent hay prices are reported as steady (Oklahoma Hay Market Report, Nov. 15, 2012), indicating that supplies are presently adequate.

Conditions in 2012 did not help grassland rejuvenation, but grasslands did not appear to experience additional regression. It is going to take a long time for perennial grasslands to improve and there is no silver bullet for recovery. Rain, rest and good grazing management will continue to be keys to rejuvenation.

Light insect damage in fall 2012 means greater opportunity to grow

more forage with less cost. Expectations for fall armyworm damage were high, but never occurred. Remain on the lookout for armyworms in early 2013, about the time spring forage flush begins.

The cattle market continues to maintain strength. This is definitely something to be optimistic about. The market is often soft when dealing with drought. At least there has been a strong market during this drought.

Herbicides and fertilizer can help you grow more forage with less

continued on page 34

Buffalo Livestock Market

Special Vaccinated Cattle Sale
2nd Sat. of Each Month

Cattle Sale Every Saturday 12:00 Noon
Selling all classes of cattle



Special Stock Cow & Bull Sale
3rd Tuesday

Sheep & Goat Sale
4th Tuesday

Lyle Caselman - Owner-Manager: 417-345-7876 • Mobile: 417-533-2944

Leon Caselman - Owner: 417-345-4514 • Mobile: 417-588-6185

Howard Miller - Owner: 417-818-3914



Call Lyle or Leon to find out what we can do for you:

Bud Hansen 417-462-7828 • John Sanwald 417-588-9113 • Bobby Cole 573-674-3131

Barn 417-345-8122

EXCLUSIVE
FREE DRAWINGS. NEWS. SAVINGS.

PREFERRED CLUB ★★★★★

- ★ Member's only drawings for over \$10,000 in GoBob products every year.
- ★ Advance notice of sales, before they are advertised to the public.
- ★ Announcements of member's only discounts

JOIN TO GET THE BEST FROM GOBOB! SIGN UP TODAY.

GoBob
Pipe & Steel Sales



BRAND NEW SPECIALS!



2 3/8" OD Schedule 40 Sub Spec.

Available now at GoBob is 2 3/8" OD Schedule 40 Sub Spec for substantial savings over the cost of the full spec schedule 40.



CORRAL BUILDER'S FENCE PACKAGE

For you serious corral & fence builders out there we have put together a package of posts and top rail materials that will give you a tough as nails fence with a substantial savings.

CALL OR VISIT US TODAY!

(866)287-7402

gobobpipe.com

facebook



K-STATE TO HOST

100th annual Cattlemen's Day

MARCH 1

Kansas State University's Cattlemen's Day always has numerous events associated with it, but this year's 100th Annual Cattlemen's Day on March 1 will be special in several ways.

"We're kicking off the Henry C. Gardiner Lectureship with inaugural speaker Steve Hunt of U.S. Premium Beef," said Ken Odde, head of K-State's Department of Animal Sciences and Industry. "Henry Gardiner is a visionary leader in beef cattle genetics. We are pleased to honor him by launching this lecture series in his name."

Gardiner, widely considered a pioneer in beef genetics, is founder of Gardiner Angus Ranch in Ashland, Kan.

Cattlemen's Day begins at 8 a.m. in K-State's Weber Hall with a commercial trade show and educational exhibits. The program begins at 10 a.m. in Weber 123.

Hunt, who guided U.S. Premium Beef as its chief executive officer from 1996 through January 2013, and now serves as an advisor to the company, will present, "Designing Meats and Meals."

Other topics and presenters will include:

- Keeping Your Farm in the Family for the Next Generation – Ron Hanson, University of Nebraska-Lincoln;

- Cattle Market and Industry Short-Run Outlook and Long Term-Pro prospective – Ted Schroeder and Glynn Tonsor – K-State; and

Afternoon breakout sessions will include:

- Ammoniation: Stretching your Forage Supply – Dale Blasi and Justin Waggoner – K-State;

- To Clone a Dead Steer, As Long as It's Not Too Dead – David Grieger, K-State;

- Beef Selection Systems to Meet Market Trends – Bob Weaver and Mike MacNeil – K-State;

- Heifer Development in a High Cost Environment – Sandy Johnson – K-State;

- Developing a Strategic Plan for Farm Family Succession – Ron Hanson, University of Nebraska-Lincoln and Producer Panel: Our Approach - moderated by Gregg Hadley, K-State;

- Is All Ground Beef Created

Equally? – John Unruh, K-State.

The day also features a ribbon cutting and dedication ceremony for the new Stanley Stout Center from 3-4 p.m. just ahead of the 36th Annual Legacy Sale. A celebration social will be held in the Stanley Stout Center immediately following the sale.

More information and online registration is available at www.asi.ksu.edu/cattlemensday.





TaskMaster

Making tough jobs easier



Luco Mfg. Co.

Hydraulic Chutes

- Working Circles
- Cake Feeders
- Continuous Fencing Panels & Gates

See us at www.lucoinc.com
or call toll free

888-816-6707

Luco Mfg Co, Box 395, Strong City, Ks. 66869

The Cattle Range

www.cattlerange.com

The leader in internet marketing of cattle...

The Cattle Range reaches all over "Cattle Country"



Offering two low-cost & effective ways to market cattle:
Private Treaty Sales & On-Line Auctions
For information, visit the website or call 1.800.381.4848

New!

Polyfence Wizard



\$325 Plus Shipping

- Makes temporary fence building **FAST, EASY**, and a one person job.
- Holds over one mile of poly wire and over 50 posts.
- Great for cell grazing, fencing off hay lots, cross fencing and much more.

www.wendricktools.com
620-222-4708

MANAGEMENT

continued from page 31

can add substantial value. Horned cattle can be discounted up to 15-20\$/cwt. Similarly, bulls may be discounted from 3-6\$/cwt as compared to steers. Some people believe that an increase in weight gain can be obtained by leaving a steer intact, but castration of steers at weaning, adds stress and decreases post-weaning gains while leaving the calf more vulnerable to disease. An approved implant for a suckling calf can obtain the same results with less stress at weaning. Bottom line, the earlier a calf can be dehorned or castrated the better off and less stress occurs when that calf goes to market.

Drought effects over the last two years are becoming more apparent as cattle enter the grower yard or feedlot. Death loss recently in yards has been upwards to 8-10%, in some instances, for calves that are not considered high risk. Research has shown that cattle, which have been restricted from adequate diets, have calves that lack proper immunity (Hough et. al, 1990). This coupled with high feed prices add just another difficult hurdle for many producers who are feeding cattle. Proper vaccination and mineral supplementation by the cow/calf producer can aid in prevention of disease and sickness whether or not retained ownership is part of the marketing plan.

Preconditioning cattle prior to sale can seem like an expensive investment when forage is limited and feed prices often times are over 400\$/ton. Research shows that incidences of sickness and death loss can be decreased significantly if calves are weaned a minimum of 45 days. However, if value of gain from calves continues to be high

simply the added gain in a weaning program can off-set those high feed costs, especially if feed costs are properly managed and calves can gain 2 lbs/day or more. Individual producers need to assess their particular situation to see what fits their management program best and see if preconditioning is right for them during a drought year. Calculators are available at www.beefextension.com to aid in making retained ownership decisions.

Vaccinations, along with a preconditioning period over 45 days, qualify many cattle to be enrolled in a value added program. These programs work by combining many of the management strategies listed above and offering those cattle for sale to buyers for a premium. Buyers will pay premiums for cattle that have been managed correctly because they perform better in the feedlot with less sickness and death loss as compared to cattle not previously weaned. Pfizer's "Select Vac", Merial's "Sure Health", OSU's OQBN VAC-45 are only examples of value added programs and all have slightly different requirements. Cattle that qualify in a value added program normally see premiums from \$6-10/cwt over non-weaned calves.

These are only a few of the "tools" that a producer can choose to put into their tool box that comes from what is considered a "traditional" beef cattle system. Some producers may choose to use only some of the tools or some may choose not to use any of them, but the bottom line is for producers to have the information at hand to make informed decisions as they go to market calves in 2013 and not leave any money on the table when they do so.

Oklahoma State University



CAREFUL

continued from page 32

moisture. Look for weed pressure to begin as early as March 2013. Timely scouting, weed identification and use of the proper herbicide at the proper rate will help you grow more forage. Likewise, having fertilizer applied will help grow more introduced (bermudagrass, old world bluestem, etc.) forage with less rainfall. Base your fertilizer applications on soil test reports and forage demand.

Expect a spring forage flush. This year it may only be adequate, but we will grow forage in spring 2013. Be prepared to take advantage of it when it comes. Be sure to take off spring flush by the first of May to give warm-season grasses a chance to recover. There will also be opportunities to establish summer annu-

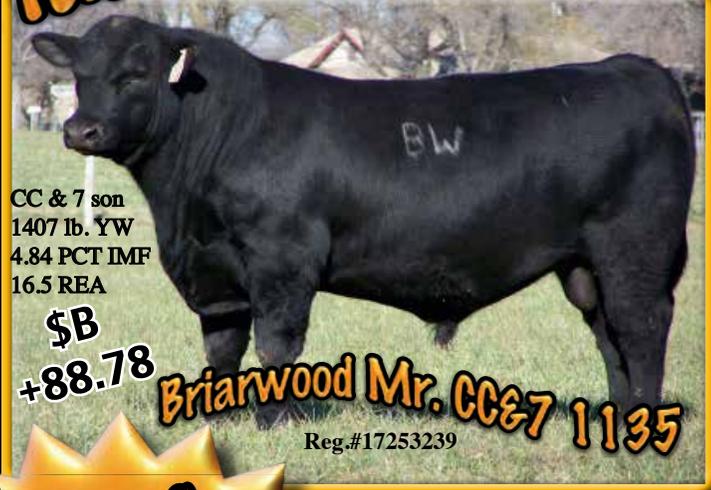
al short season (crabgrass, sudan, sorghum-sudan) forages that can take advantage of seasonal rainfall. The planting window for summer annual forages is wide, extending into June; but, to take advantage of seasonal moisture, consider getting them in the ground in late April or early May.

Things will get better; until then, producers will need to do an above average job of forage management. This means providing forages seasonal rest, weed control and proper grazing management, and maintaining a grazing rotation. In other words, take advantage of all the tools in your toolbox.

Noble Foundation



Briarwood Angus



CC & 7 son
1407 lb. YW
4.84 PCT IMF
16.5 REA

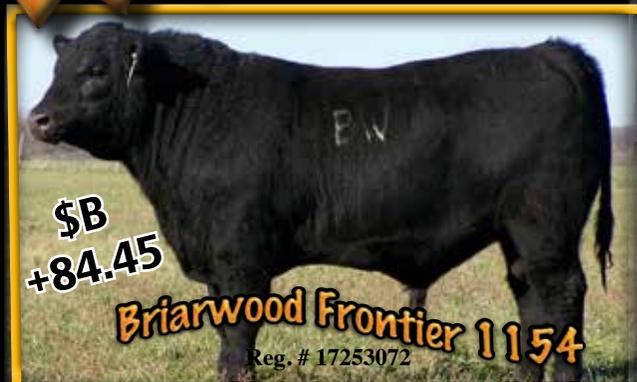
\$B
+88.78

Briarwood Mr. CC&7 1135

Reg.#17253239

Spring Sale
Mar. 9, 2013
1:00 p.m.

Selling Over 40 Bulls
Fall & Spring
30 Females
bred * open
c/c pairs



\$B
+84.45

Briarwood Frontier 1154

Reg. # 17253072

NEW
to Sale this Year
Selling CHOICE
on fall heifer calves.
Select at weaning



Offering 6
Briarwood Objective 9026
sons



Win a free
commercial
heifer

Visit
www.briarwoodangusfarms.com
for more info

Feed Efficient * USPB® Chart Toppers
Our cattle grade 90-100% Choice
40-50% CAB® consistently

U.S. PREMIUM
BEEF
Qualified Seedstock
Supplier



BRIARWOOD ANGUS FARMS

Rt. 4 Box 620 Butler, MO 64730
Curtis & Ann Long 660-679-3459
David Warfield, mgr. 660-679-3395
bfarmsangus@yahoo.com

Feeding beef cows a balancing act after drought

Beef producers have to balance dietary and nutritional considerations with getting the most value for their dollar after feed prices skyrocketed this winter as a result of last year's drought, said an Iowa State University Extension and Outreach beef cattle expert.

Joe Sellers, an ISU field specialist who focuses on cattle, said the drought drove up the price of corn and withered pastureland, forcing producers to lean more heavily on options such as corn silage to feed their herds. The drought forced many cattle producers to turn to hay early in the year because much of the suitable grazing land dried out quickly. Now, hay is in short supply, Sellers said.

"Beef producers are in a situation where you have to stretch your resources," he said. "A lot of people are really short on forage, so they want to use concentrated feeds that go farther. A lot of people are using a combination of hay, silage, corn stalks and corn co-products as food sources, and everybody's situation is a little different."

Sellers said corn silage is high in energy but lacks the kind of protein that cattle require while corn stalks and CRP hay are low in both energy and protein. Normal Iowa-grown hay from legume grass is usually high in protein but may not contain enough energy. Because of the varying content of each type of feed, Sellers said many producers have to supplement their rations with co-products that strike the right nutritional balance for their herds. Common supplements to make up for low protein content include dry gluten and dry distiller's grains, he said.

"Hay and pasture land were in short supply last year, but there are still plenty of options," he said. "It's a matter of finding the right combination that fits each individual situation."

He emphasized that producers can consult ISU Extension and Outreach beef specialists to make sure their rations

will meet the dietary needs of their herds. The ISU Iowa Beef Center recently posted an online video clip of Sellers explaining what kind of feed options are available to Iowa producers. Sellers said producers can take samples of the silage they intend to use and have the samples tested in commercial labs.

"The big thing is to make sure you're adjusting to the needs of your herd," Sellers said. "Make sure you're hav-

ing your feed tested and be responsive to changes in the weather."

Producers will be paying particularly close attention to rainfall this year as well, he said. Another year of drought would drive feed costs even higher, which would likely encourage producers to consider culling their herds.

Iowa State University



Sharing Our Genetics Cattleman's Kind Production Sale

February 23, 2013 at 12 p.m.
Selling 60 Lots - Bulls & Females



Featured Lots

SSS Advertiser 368PY



BW
+0.7
WW
+21
YW
+50
Milk
+21

02/05/11 • 75%
BW: 70 • 205: 721 • YW: 1015
GGT P BLK PREDATOR 223N
GGT P BK RECRUITER 7T
GGT P BLK ESTHER 319N
GGT HOSTAGE X-BRED
GGT BLK LIBERTY 368P
GGT MS PLD EXPRESS 272H

SSS Turquoise 94NY



BW
+0.5
WW
+32
YW
+61
Milk
+24

01/29/11 • PB
BW: 65 • 205: 743 • YW: 848
GGT P BLK TRIFECTA 383L
GGT P BK TRIFECTA 493T
GGT P BLK SUNRISE 238N
MBF TAPPER 294JB
SSS MS NATALLIE 94N
RVJ DONIE

Sires Represented

GGT P BK Salvo 225X

BW: -1.1 WW: +44 YW: +82 Milk: +31
GGT P BLK ESCALADE 135L
GGT P BLK PREDATOR 223N
GGT P SPICE 54L
GGT P BLK HEAVY HITTER
GGT P BK BOMBSHELL 434U
GGT P BLK JUDY 197S

3D Troubadour



BW: +4.4 WW: +63 YW: +107 Milk: +17
AP POLLED GENESIS XZ64F
3D PLD BLK POWER ON
MBF MS ARMANI H022
NRC POLLED BENZ
GGT MS PLD VELVET
GGT P NATALIE COLE 172B

GGT P BK Recruiter 7T



BW: -0.2 WW: +41 YW: +80 Milk: +24
GGT P BLK ESCALADE 135L
GGT P BLK PREDATOR 223N
GGT P SPICE 54L
AP POLLED GENESIS XZ64F
GGT P BLK ESTHER 319N
GGT SHOW GIRL 63G

Salyers & Sons Salers
www.salyersandsonssalers.com

Gary & Liz Salyers

401 Mooneyham Rd • Billings, Missouri 65610
(417) 744-2025 • (417) 353-4703
E-mail: lizcattle@gmail.com

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

BEGINNING FARMERS: FEWER, SMALLER, OLDER

By John Maday

Beginning farms or ranches account for about 22 percent of the nation's 2 million family farms, 11 percent of family farm acres and 10 percent of the value of production from family farms according to a new report from the USDA's Economic Research Service.

The report, titled "Beginning farmers and ranchers at a glance," notes that the number of beginning farmers – those with 10 years or fewer experience farming – has declined for the past 20 years. In 1982, 38 percent of family farms fit the beginning farmer category. By 2007, that percentage had declined to 26 percent.

By USDA's definition, about 98 percent of all U.S. farms are family farms.

As we might expect, beginning farmers tend to be young-

er than established farmers, but the age range continues to creep upward. In 1982, 16 percent of all principal operators were under 35 years old. By 2007, only 5 percent were under 35 years old. The average age of principal operators of beginning farms in 2011 was 49, compared with 60 for established farms.

For beginning and established farms, the most common specialty is beef cattle, but fewer beginning farmers than established farmers specialize in raising cattle.

The report's authors define farms as producing and selling \$1,000 or more of agricultural products in a year, but it is clear many of the beginning farms are "hobby farms" that generate income only in some years. In 2011, 30 percent of

beginning farms and 25 percent of established farms did not produce any marketable agricultural commodities, according to the report.

Of farms with positive values of production in 2010, 19 percent of beginning farms and 15 percent of established farms sold products directly to individual consumers or to restaurants or stores that sell to consumers. Beginning farms that sold directly to consumers, rather than to local retail intermediaries, were less likely than other beginning farms to make a profit.

On average, off-farm income accounted for 83 percent of farm-household cash income in 2011. Most farm families operating small farms have lost money on their farming operation most years after deprecia-

tion. The average farm income of beginning farm households in 2011 was \$1,902 versus \$18,119 for established farms.

However, off-farm incomes were higher on beginning farms, averaging \$89,015 versus \$68,172 for established farms. The average beginning farm was 200 acres in 2011, compared with 434 acres for established farms.

The price of land is one of the biggest barriers for beginning farmers. The report notes the per-acre value of farm real estate in 2012 averaged \$2,650, up 10.9 percent from 2011, although there was considerable variation between regions.

CattleNetwork.com



OZARK

Shorthorn Association

Classic Sale

SATURDAY MARCH 16, 2013

12:00 noon

Springfield Livestock Marketing Center
Springfield, Missouri

Selling

Partial B/B Cattle Company herd dispersion!
35 Pairs/Bred Females
Bulls · Show Heifers

View our catalog online at
www.shorthorncountry.net or contact:
Vern Hart: 417-345-1123 or cell: 417-830-4847
hartlivestock@yahoo.com

BUILDING ELECTRIC FENCES?

Use PasturePro® posts for low-maintenance, long lasting electric fences.

This tough, flexible, self-insulating post is the ideal line post for high-tensile electric fencing.

These posts won't rot and will keep your fences hot. Made from polypropylene and wood – NO fiberglass!

Request samples, find dealers
PasturePro.com









MADE IN THE USA

Speak with a field rep **888.409.7678**

Dealer Inquiries Welcome

ALFALFA IN FORAGE SYSTEM EXTENDS FEED IN DROUGHT

By Duane Dailey,
University of Missouri



Another drought year ahead or not, adding more forages to the grazing mix helps during the annual summer slump, says a University of Missouri Extension forage specialist.

Rob Kallenbach, Columbia, advocates more alfalfa, although the legume called "the queen of forages" has fallen out of favor with some farmers.

Planting alfalfa can boost production on any pasture-based livestock farm, Kallenbach says.

"Yields in 2012 were an eye-opener for those who had alfalfa in their forage mix," he adds. "Alfalfa kept growing long after other crops had

dried up and died. The deep-rooted legume was noticeably greener."

Drought brings renewed interest in establishing the protein- and nutrient-rich legume.

Kallenbach admits alfalfa is a picky plant. "It likes deep, rich, well-drained soils. Alfalfa won't tolerate wet feet."

But the legume responds well to good management, especially when lime, phosphorous and potash levels are kept up to soil-test recommendations. "Alfalfa pays well for extra attention. With a little care, it grows more tonnage per acre."

In addition, the legume fixes enough nitrogen for its own use. That cuts fertilizer costs.

Almost every farm big enough to maintain a live-

stock herd has some land that will grow alfalfa, Kallenbach says. A 1,000-acre farm with 300 cows will have 80 or 100 acres suited for alfalfa.

While he favors the prime legume, every farm can benefit from clovers, red and white, and lespedeza seeded into grass pastures. Those legumes extend grazing into the summer slump.

Clover's big advantage is ease of establishment. The legumes

continued on page 39

When Breeding for Carcass Traits, Don't Forget Tenderness!

The fastest and easiest way to improve tenderness in your herd is to use a bull that has proven tenderness genetics. At Rogers Valley Farm, we've used DNA technology to identify and measure these economically important traits.

Our dams and herdsires are selected for their tenderness genetics as well as growth and reproduction. With our genetics, you can add tenderness without losing performance.

Tenderize your beef with a bull from Rogers Valley Farm Gelbvieh

Selling 35 of our top 18-month and select yearling bulls at Midwest Beef Alliance Bull Sale, March 9. All sired by our A.I. herdsires selected for tenderness, carcass genetics and improved feedlot performance.

- All are tested on a high forage ration. Daily weight gain, Igenity and ultrasound test data are provided on each bull.

Selling
35 Bulls
March 9th



KHR 47R
Heifer Calving Ease with Big Growth
Homozygous for the Rare 316 Tenderness Gene

EPDs Winter, 2013												
CE	BW	WW	YW	M	TM	CED	YG	CW	REA	MB	FT	
11.5	0.7	78.6	117.2	21.4	60.6	13.8	-0.14	39.7	0.23	-0.28	-0.08	



KHR 08W
Power Plus a 9 for Tenderness

EPDs Winter, 2013												
CE	BW	WW	YW	M	TM	CED	YG	CW	REA	MB	FT	
5.9	0.5	81.7	111	30	70.9	9.4	-0.21	35.1	0.48	-0.06	-0.07	

Semen available on these bulls through
Rogers Valley Farm • 660-375-7266
or Cattlemen's Connection • 800-743-0026

- Each bull has a breeding soundness exam and comes with a first breeding season guarantee.
 - All offer an outstanding value in the bull received for the dollar invested.
- Doesn't it make sense to select the bull that makes the most money from birth to harvest? Let us show you how Rogers Valley Farm genetics can improve the performance of your herd. Call Ronald Rogers at 660-375-7266.

Mark Your Calendar • Plan to Attend Midwest Beef Alliance Bull Sale

85 Gelbvieh, Balancers and Angus Bulls Sell

March 9, 2013 at 1:00 PM
Mid-Missouri Livestock Center • Marshall Junction, MO
Just South of I-70 on Highway 65

See our website for more information and data on all our bulls.
www.RogersVFG.com



Ronald & Kathyne Rogers

HYDRABED

BY TRIPLE C, INC.

The Original Flatbed Bale Handler

- 11 GPM Live Hydraulic System
- 6" Channel Main Frame
- 4" x 4" Unperforated Rear Tube, 1/2" Thick
- Hydraulically Synchronized Arms
- 2750# Lift Capacity
- OPTIONS: Post Hole Digger, Cake Feeder, Tool Boxes
- All Components Backed By A 2 Year Warranty

Ask a Cattleman Who Owns One

- 150 bu creep feeders
- 1, 3 & 5 ton bulk bins
- Working chutes • Panels & gates
- HydraBed • Bale rings

Greens Welding Service

RR3 Box 203
Appleton City,
MO 64724
660-476-5598

RED INK ALL OVER THE 2012 FEEDOUT CATTLE

If you've been following the cattle feeding business the last year, you know there's been a lot of red-ink closeouts. That point hit home in late December when the June-placed, Missouri Steer Feedout cattle ended up losing \$225 per head. That loss was the greatest for the feedouts dating back to 1981. The previous worst was in 2008 when the average loss was \$154 per head according to Eldon Cole, a livestock specialist with University of Missouri Extension.

"We've had 19 Missouri feedouts in Iowa with the Tri-County Steer Carcass Futurity since 2001 and six have ended up in the red. This year's \$225 loss set a record. Usually there's at least one owner's cattle that makes money, but not this year," said Cole.

Only one steer out of the 69 head that completed the carcass phase showed a profit after the Tri-County Steer Carcass Futurity folks analyzed all the data on an individual basis. That steer came from the 10-head entry of Weaver L. Forest, Verona and he had a profit of \$30.87.

The profitable steer was born on Aug. 18, 2011 out of a Simmental

cross cow and a Simbrah bull. The bull was Hollywood Oscar and the semen was frozen in 1985. The steer weighed 585 lbs., June 6 on arrival. He was graded by Missouri Department of Agriculture Market grader Rick Huffman as a Large frame, 260 Muscle. Rick placed a market price on him at \$156 per hundred. He gained 3.73 lbs. per day and finished at 1313 lbs. on Dec. 17. He hung an 837 lb. carcass that graded low Choice. His Yield Grade was 2.57.

The 10 Forest steers showed the least loss, \$152.64 in spite of only having one steer make the Choice grade. Close behind those steers were entries from Kunkel Farms, Neosho, Shiloh Land and Cattle Co., Mt. Vernon and Garton Angus Ranch, Nevada. Those four herds consistently enter steers in the program. Garton's steers were the only group that achieved the 70 percent Choice - 70 percent Yield Grade 1 & 2 - 0 outs target. His 7 steers were 86-71-0.

Shiloh had the distinction of having the steer with the top Retail Value per Day on Feed as well as the top Retail Value per Day of Age.

He was sired by the Angus bull Werner War Party 2417 and out of a SimAngus cow.

Cole says the biggest puzzle was why only 36 percent of the steers graded Choice.

"As a rule, the Missouri fall-borns tend to quality grade lower than their late winter-early spring mates. The last seven fall-born steer groups averaged 52 percent Choice. The heat during the summer of 2012 could have been a factor or going back one year, the heat and feed supply of 2011 could have affected

the potential marbling ability of the developing calf before it was born," said Cole.

The latter phenomenon is referred to as fetal programming.

"Even though the profit was not here for this feedout, the cow-calf producers who entered learned valuable information on the genetic makeup of their herd. This will help them build a more productive herd in the future," said Cole.

UMC



SELLING ALL CLASSES OF LIVESTOCK EVERY THURSDAY AT 11:00
SPECIAL COW SALE 1ST SATURDAY
SPECIAL CALF SALE 1ST & 3RD THURSDAY

Passaic, MO

Conveniently located on 71 Hwy. 4 mi. N. of Butler, MO 50 mi. S. of K.C. MO

MOKAN LIVESTOCK MARKET, INC • RR 2 BOX 152 - BUTLER, MO. 64730

OWNERS

Jim Hertzog
816-289-3011

Jerry Hertzog
816-590-6187

Todd Hertzog
816-813-1767

Office 660-679-6535 • 800-887-8156

visit our website @ www.mokanlivestock.com



20' thru 34' carts available.

Redline Flexible Harrows...

You choose the degree of penetration. You can be in and out of the field in no time.

- ★ It features 2500 lb. axles, 5 hole wheels for durability.
- ★ We use Parmiter Harrows which have 1/2 inch tines for longer life.
- ★ All carts come complete with new tires and 3x16 cylinder for easier folding and unfolding.
- ★ Also 4' thru 24' drag harrows.

Now Available - 3 pt. Carrier for 12' Drag Harrows

BACKPACK FEEDER

- Chain Driven.
- NO BELTS -NO SLIPPAGE
- Easier Filling
- Double -Hinged Lid
- Heavy Duty Motor and Solenoid
- Available in 800 to 4000 LBS
- Powder Coat Paint Available



16 Gauge G90 Galvanized Steel

New! Remote Control On/Off, Raise & Lower Spout Scales & Counter Available

BackPack UTV Feeder

Throw Away Your Feed Buckets!

Introducing the NEW 750 lbs. UTV Backpack Feeder!

- Same great feeder - still available in a 450# model
- Feed 'on the go' with your Mule, Gator, Ranger, or ATV!
- Universal mounts to fit all UTV's and ATV 's



COLLINS ENTERPRISES

Phone: 660-885-4570 • Fax: 660-885-4571

Distributed by Collins Enterprises, Clinton, MO

THE FINER

continued from page 27

Half of the genetics from a cow herd will be generated from the female and the other half from the bull.

"That bull is over half of your calf crop," Cleere said. "Folks spend \$1,500 to \$2,000 on replacement females and then gripe about spending \$1,500 on a bull. He makes a huge impact on the genetics of a commercial cow herd."

He said breed type, individual performance data, pedigree and visual appraisal are some of the items to consider when purchasing a bull.

"You are not going to use all of it during selection, but those that apply to the goals of your operation," he said.

Expected Progeny Differences or EPDs are also used in bull selection. These are an estimated measure of the genetic impact of a parent on the offspring. EPDs provide an average number for birth weight, yearling weight and milk weight for an animal and vary depending on breed type.

Another point to consider is what is the best breed type?

"That's the million dollar question," Cleere said. "Because we don't have a controlled environment in Texas, we have different types of cattle that are best suited for different parts of the state."

Those are the Trans-Pecos, High Plains, Central Texas, East Texas, Gulf Coast and South Texas areas, he said.

"There are different types and kinds of cattle as we move across the state," Cleere said.

"We end up with different types of calves."

Heterosis or hybrid vigor also plays a big role in cattle selection for Texas ranchers, he added.

"The more harsh your environmental conditions are, the more important heterosis is," Cleere said. "Hybrid vigor is very important."

AgriLife



ALFALFA

continued from page 37

can be frost-seeded into grass pastures in February. However, grasses must be grazed down short before seeding. That allows seedlings to get started in the spring. Tall grass makes too much competition.

Kallenbach's main message: Diversify forage beyond toxic tall fescue, Missouri's dominant pasture forage.

Warm-season grasses also hold up well in what are the usual summer dry spells. They can extend the grazing season.

"Last summer the drought-tolerant species delayed need to start feeding hay," Kallenbach says. "However, in extreme droughts nothing keeps growing without rain. The cool-season grasses dry up early."

Grazing provides less expensive feed than baled hay. A dry-weather grazing plan requires advance planning. Many producers started feeding baled hay in July last summer because of grass shortages.



**We both know
you should have
your Ad in this
issue!**



www.powerflexfence.com

Quality You Can Trust at Prices You Can Afford!

Poly T-Post or Round Post



**100% Self-Insulating!
Flexibility with Memory!
No Rusting, Rotting,
Rupturing or Discoloring!
Not a Composite and No Fiberglass!**



Full Line of Fencing & Livestock Watering Supplies

Call or e-mail for **FREE** catalog

1-888-821-4925 • info@powerflexfence.com

YEARLING BULLS FOR SALE

• **SIRED BY M BAR
CASTLEROCK 722T**

• **LOW BIRTH WT.**

• **SCAN DATA
AVAILABLE**

• **PRIVATE TREATY**

**FEATURED ON THE AMERICAN RANCHER
WWW.MBARSHORTHORNS.NET**



**TROY SOMMER FAYE AND CLAYTON SMITH
6016NE 6TH, WALTON, KS
620.837.3118**

Factors Affecting Value of Carcass Gain:

The total amount of carcass weight gained during finishing was a fundamental driver of revenue per animal. Correspondingly, days on feed and carcass-based average daily gain were the 2 most important determinants of value of carcass gain and the second and third most important contributors to differences in net return for all sex-body weight classes. Another gain-driven contributor to differences in value of carcass gain, particularly among lots of steers and heifers placed on feed at lighter weights, was mean body weight at placement. Within each sex-body weight class, revenue generated per unit of carcass gain decreased as placement weight increased. In each sex-body weight class, lots of cattle that were placed on feed at lighter body weight had less beginning value, gained more carcass weight during finishing, and generated more added val-

ue per unit of carcass gain compared with lots placed on feed at heavier body weights.

Other important determinants of value of carcass gain were variables associated with differences in carcass grid price, including percentage of Choice and Prime carcasses, percentage of YG 4 and 5 carcasses, percentage of carcasses weighing 1000 lbs or more, and percentage of carcasses in the other discount category. Of these latter 4 variables, percentage of YG 4 and 5 carcasses had the greatest effect on net return, followed (in order) by percentage of other discount carcasses and percentage of Choice and Prime carcasses. It is noteworthy that the percentage of carcasses weighing 1000 lbs had relatively little effect on net return, except among steers weighing more than 800 lbs at placement.

In the current analysis, amount of revenue generated per unit of carcass weight gained during finishing was more strongly driven by increased weight than

by carcass grade performance. Johnson and Ward (2005) reported similar findings, concluding that about 67 and 33% of variation in grid-based revenue could be attributed to differences in weight and carcass grade performance, respectively.

When finished cattle are priced on an individual carcass basis, as is the case in various grid-marketing scenarios, variation in hot carcass weight among cattle within a lot becomes a potentially important source of differences in revenue and profitability.

As mentioned previously, the average cost per unit of weight gain is commonly used as an indicator of economic performance of finishing cattle. Value of gain directly complements cost of gain by providing a measure of the average amount of value added per unit of weight gain. Although value of gain has been advocated as an economic performance indicator in stocker cattle, it seldom is considered in cattle finishing operations. Results of the current analysis suggest that assessing the value of carcass gain is fundamentally important for reflecting differences in revenue and profitability among cattle marketed using a grid-based carcass pricing system.

Collectively, results summarized above seemed to favor finishing cattle for extended periods of time, continuing to add carcass weight (and value) as long as animals were capable of converting feed efficiently and did not become too heavy or excessively fat.

Cattle marketed on a carcass basis can be fed to comparatively heavy final body weight endpoints and remain profitable. In a recent analysis involving steers only, Walter and Hale (2011) found that feeding profitability of grid-marketed cattle increased as body weight increased, peaking between 1400 and 1500 lbs. These findings (Walter and Hale, 2011) are consistent with results for steers presented in this project.

Implications: Benchmarking economic performance of cattle feeding operations enables feedlot managers to identify strategic opportunities for improving profitability. Carcass-based performance metrics characterized in this study are applicable for quantifying, comparing, and managing economic performance of cattle sold on a carcass basis. Results of this study suggest that management strategies for improving cattle performance and profitability of finished cattle that are marketed using a grid-based carcass pricing system should have a dual focus: 1) controlling cost of carcass gain and 2) enhancing value of carcass gain. Moreover, profit maximization was shown to require finishing cattle to heavier-than-normal hot carcass endpoints.

Source:

J. D. Tatum, W. J. Platter, J. L. Bargaen, and R. A. Endsley, The Professional Animal Scientist 28 (2012):173-183 (Condensed by S. L. Boyles, OSU Beef Extension Specialist)



Why do you want to use a Journagan Ranch Hereford Bull?



65 Bulls to Select From

- **Selection – Journagan Ranch is the Largest Producer of Hereford Cattle in Missouri**
 - Journagan bulls are selected on fescue and raised on fescue.
 - Journagan bulls are selected for balanced traits including phenotype, genotype and EPD's.
 - Every Journagan Hereford bull has been calved un-assisted.
 - All bulls will be ultra sounded and semen checked.
- **Heterosis –**
 - Add 20-40 lbs. at weaning.
 - Complement your cowherd with a Hereford bull from Journagan Ranch.
- **Performance**
 - Steer feedlot performance and carcass data is available.
- **Solid Reputation and Guarantee**
 - Journagan Ranch has been in business for 30 years.



For the Profit Minded Cattleman!

JOURNAGAN RANCH
 Rt. 1, Box 85G
 Mountain Grove, MO 65711
 Marty Lueck, Manager
 (417) 948-2669
 (417) 838-1482 (Cell)

Standing Apart

from the Herd Can Be
 A Very
 Good Thing

Stock Cow & Bull Sale!
 Starts at 9 a.m. every Mon.

Weekly Dairy Sale!
 Sale starts at 11:00 a.m. every Tues.
 Special Sale 4th Tues. of each month.

Feeder Cattle Sale!
 Starts at 8 a.m. every Wed.



417-869-9500

Exit 70 • I-44 & Hwy MM • Approx.
 3 Mi. W. of Springfield & 1 Mi. E of
 James River Hwy

continued from page 30

erty. Keep them locked when not in use. Don't leave cattle in those facilities especially if they are not in sight of your house.

You could also consider an alarm (like a driveway alarm) for entrances to your working facilities or gates. There are also alarms for electric fences that will activate a siren or bell in your house if the fence is broken or cut.

Video surveillance cameras are another option, expensive but the costs could well outweigh the losses through theft. Some people have used an inexpensive wildlife camera to catch people trespassing on their land.

What to do if it happens to you So what do you do if you're a victim of cattle theft? If cattle are stolen, it is important that you report the crime to police as soon as possible. Many farmers fail to report thefts because they may be unsure of exactly how many are missing. Some believe it is a waste of time reporting crimes because a theft

would be impossible to prove, or because of the amount of time between a theft's occurrence and its detection. Others believe it's a waste of time reporting because they believe there is little the police can do.

However, law enforcement officers insist that even if some time has passed since the event, and regardless of the number of stock missing, they still need to hear about it. There may be a pattern of crimes in the area and with more information; they can begin to target the thief.

If you are a victim of theft, ideally, the sooner it is reported, the better. Do not disturb anything in or around the area involved until the officers arrive. Do not allow people or animals in or around the area or in areas where entry was possibly made. You will need to provide an accurate description of your stock including: the breed, age and sex of the animals, the type of identification used and the identification numbers if available, where the stock were lo-

cated, when you last checked the stock, and any other relevant information.

Law enforcement officials emphasize the importance of stock identification and accurate farm records for tracing stolen stock. The Highway Patrol is providing training for officers to better equip them for investigating these types of crimes. However, when reporting a crime, it is in your best interest to ensure the officer understands all the information you provide. It is also very important to let the police know should you find your stock again.

Livestock identification is absolutely essential for proof of ownership and ultimately the return of stolen stock and the eventual conviction of offenders. There can be several witnesses to a stock theft but without proof of ownership, the thief may never be prosecuted. Livestock identification can be ear tags, earmarks, tattooing or branding.

Tattooing is a cheap form of

permanent identification and is seldom altered by thieves because they don't even know it is there. Tattooing is generally done in one or both ears. Freeze branding, hot iron branding or electrical branding is the most visible marking system. Take photographs or videos of valuable animals with the brand and/or ear tags clearly visible. It is also a good idea to have some identifying aspect of your property in the background, such as your house or sheds.

It is important to maintain good records. Keep accurate records of all animals bought and sold from your property. Record all births and deaths of livestock on your property. Record all details of stock with identification numbers.

It is impossible to completely eliminate cattle thefts but every producer should do what they can to prevent them. The harder it is for thieves the first time the less likely they will be back for more cattle.



Hostetler

Sales & Construction "Since 1966"



•Building Quality Professional Engineered Steel Trusses for 45 years.

•Rugged Proven Performance

•Up To 145' Clearspan

Buy your Steel Trusses and build it yourself!
Call us for prices on all building components.

- Hay Barns
- Horse Barns
- Machine Sheds
- Turnkey or Kits

800-658-0326 hostetlerbuildings@gmail.com

Fax: 417-345-6881 3 miles South of Buffalo, MO on 65 & 2 miles west on CR195

SILVER GENETICS

Production Sale IX

March 24, 2013 - 1:00 pm

United Producers Livestock Market
Maryville, MO



Selling Yearling and 18-Month-Old Bulls
Spring Pairs
Fall Breds
Yearling Heifers

DJF ZODIAK941Z

HE SELLS ALONG WITH MANY MORE LIKE HIM

SELLING PROGENY FROM THESE BREED LEADING Sires:

DJF WHISKEY RIVER, 5L TRADESMAN, MNA LANCER, LEGEND'S MOJO, SRS WYATT EARP, S NEBRASKA

Contact us for a catalog or video

Silver Spur

Red Angus - Composite - Sales

David and Janella Fraeh
660-927-3600

Sale Consultant: Kenny Crawford
870-404-6121

silverspur@embarqmail.com
www.silverspursalers.com
Also on Facebook

Scott, Stacy, Landon and Easton Liebhart
660-927-3304
660-562-3481 (cell)

some producers in some pasture situations.

After red clover, the next most popular legume that I see being used for frost seeding is white clover. White clover is a perennial clover and begins its production in the cooler spring weather. The older varieties of white clover are known as low growing or prostrate type of growth. This means that in order for the white clover to thrive, grass must be grazed down shorter so that light can get down to the white clover. However many seed companies now have newer, improved varieties that are more upright growing and compete better with grasses.

Other legumes that also are used for frost seeding purposes include alfalfa and birdsfoot trefoil. Alfalfa has also been tried as a frost seeded legume with variable results. Alfalfa has higher fertility requirements than clovers or birdsfoot trefoil and it also requires a soil pH above 6.5 for best establishment results. Some producers like a combination of red clover and birdsfoot trefoil in their frost seeding mix. Birdsfoot trefoil is a persistent perennial once established, but can be slow to establish, often not showing up in a stand until the second year after frost seeding. This works well for most common varieties of red clover as they begin to decline after the second year in a stand.

Another legume that is starting to receive more interest for pasture and frost seeding use is annual lespedeza, especially in the southern third of Ohio. Annual lespedeza is a non-bloating legume that is drought tolerant. Although annual lespedeza will tolerate acidic soils (pH 5.0 to 5.5) and low phosphorous level soils, it will also respond to applications of lime, phosphorous and potas-

sium. Applications of nitrogen will decrease lespedeza yields. Lespedeza is a warm season forage that can be used to fill in the "summer slump" period that cool season grasses experience. Expect growth of annual lespedeza to kick in during July and August. Do not graze after early September to allow sufficient seed production for stand regeneration. I know of one beef producer in Athens County who frost seeded lespedeza into his pasture several years ago and he was very pleased with its performance during the summer's drought. However, I did some frost seeding trials with lespedeza on 4 different farms a few years ago and didn't have much success. My experience was that the seed was light, more similar to a grass seed, and I don't think good seed to soil contact was established, even though the pastures had been grazed down tight and there were areas of soil showing. This might be the case where the seed should be broadcast and then let animals continue to graze for a couple days to use some hoof action to get better seed to soil contact.

As a final note, remember that when seeding a legume that has not been grown in the pasture for a number of years, it is a good idea to include the proper bacterial inoculum with the seed to insure that the bacteria responsible for fixing nitrogen becomes associated with the plant roots.

Grasses do not generally work as well as legumes to establish through frost seeding, although in some of those pasture fields that have been trampled and beat down, the possibility for success should be greater than in conditions of a thicker sod. Frost seeding trials have indicated that perennial and annual ryegrass is probably the best choice for frost seeding followed by orchardgrass. My preference, given the in-

creased seed prices we have seen in the past couple of years, would be to stay away from frost seeding grass seed and use a no-till drill as the preferred seeding method.

Once the decision has been made to frost seed and the forage species selected, the producer must think about timing and seeding rate. Generally, from mid-February through the end of March is a good time to frost seed. Of course, if there is a good snow cover on a hillside that you desire to frost seed, you may want to wait until the snow has melted or your seed may all end up being carried down the hill. Recommended frost seeding rates by species is included in the following table:

Forage Species	Seeding Rate (lbs/acre)
Red clover	6-8
Ladino/White clover	2-3
Alsike clover	2-4
Birdsfoot Trefoil	4-6
Annual Lespedeza	15-20
Ryegrass	10-15
Orchardgrass	4-6

plants per square foot can be increased in the stand; however, the number of plants established as a percentage of the seeding rate was actually slightly lower than what resulted from these recommended rates. For the average producer, these rates are probably the most economical, but there may be situations that warrant higher seeding rates. For example, where the existing grass sod has not been grazed down or opened up, higher frost seeding rates may be necessary to insure that at least some of the seed makes it down to soil level.

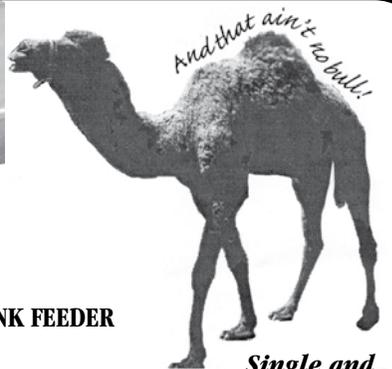
Frost seeding is a low-cost seeding method that can allow the producer to renovate pastures by increasing the legume content of the pasture and moving some improved genetics into the pasture mix. The end result can be a more productive, higher yielding pasture that requires less synthetic nitrogen inputs.

Researchers have played around with frost seeding rates and found that by doubling these rates





CONCRETE CATTLE FEEDERS
F.O.B. Factory Restrictions Apply



And that ain't no bull!



FIELD BUNK FEEDER



Single and Super Tanker!

- FEED BUNKS
- FENCE LINE FEEDERS
- FREEZE-PROOF WATER TANKS
- COMMODITY BUNKS

For Best Quality, Best Price & Best Service
The Concrete Works, LLC
 417-265-3504 Souder, MO
 Serving MO, AR, KS, OK



Best Value!

Krogmann Bale Beds



- 3 year warranty! – THE BEST IN THE INDUSTRY!
- 12 gpm engine driven hydraulics or electric models
- Comes complete – ready to work for you.
- Ask our customers about Krogmann dependability
- The most value and best service for your money!

CALL FOR A DEALER NEAR YOU –

KROGMANN MFG.
Sabetha, KS • Toll Free

1-877-745-3783
www.krogmannmfg.com

The Hottest Sires In All Breeds
Call For AI School Dates



CATTLE Visions

"WE CAN SET UP A BREEDING PROGRAM DESIGNED FOR YOU."

Specializing in today's most popular Angus sires

Semen Sales & Certificates * Genetic Consulting
 CIDR's * AI Schools * Synchronization Protocol * AI Projects

Cattle Visions

Clark, MO • 1-866-356-4565 • Call For Free Information
 'View our Catalog On-line' • www.cattlevisions.com

THE MIDWEST Cattlemans GRASSLAND FARMING TODAY

LIKE A GOOD STEAK...



YOU'LL
HAVE TO
PROVIDE THE
POTATOES!

YOU WON'T WANT TO
MISS A 'SINGLE BITE'!

Subscribe Today!

Don't miss a single issue!

Name _____

Phone: _____

Address: _____

City: _____

State: _____ Zip: _____

Date: _____

The Midwest Cattlemans

3760 NE 1000 Rd.
Lowry City, MO 64763
417-644-2993

2 Years - \$25
1 Year - \$15

The Midwest Cattlemans

3760 NE 1000 Rd.
Lowry City, MO 64763

Fax

417-644-7748

or call:

417-644-2993

Keep up-to-date on industry trends,
legislation, and technology that
could impact your cattle business.

Midwest Seedstock & Agribusiness

Directory



Angus



Registered Angus Cattle Since 1933
Performance Tested Bulls For Sale

W.D. Pipkin
417-732-2707

Jim Pipkin
417-732-8552

www.clearwaterangus.com
jpipkin626@aol.com

Angus Cont.

THANK YOU ALL FOR INVESTING
IN OUR RANGE READY BULLS
"COW SETTLERS"



SimAngus, Balancers(GvXAn),
18 mo. old forage developed,
ready for service,
"THEY KEEP GETTING BETTER".
Managed, developed, superior EPDs,
& all traits balanced for greater returns.

Bob Harriman Genetics, Montrose, MO
660-492-2504
bharriman39@hotmail.com

LeJeune Farms

Service Age Angus
& LimFlex Bulls For Sale
417-445-2214 or 417-777-0894
Halfway, MO

Beefmaster

KB Farms

~ Registered Beefmasters ~
Bulls & Females For Sale



620-252-9002

BERACHIAH BEEFMASTERS

Breeding Polled Beefmasters since 1982
Performance Data - EPD's
Gentle - Halter Broke
Lawrence Shuey • Cassville, MO
417- 826-5881

BOLLMAN BEEFMASTERS

Berachiah Beefmaster Bloodlines
Bulls For Sale
Performance Data - EPDs - Gentle
Bollman Beefmasters Pierce City, MO
417- 235-2497

WALLEN PRAIRIE RANCH BEEFMASTERS

Selling Top Quality Genetics Year Round
Bulls & Females ★ Blacks & Reds
PAUL & RHONDA WALLEN
Lockwood, MO (417)424-3204 (417)808-0296
www.wallenprairieranch.com

VAUGHN BEEFMASTERS

Beefmaster Bulls For Sale
Red, Black, Polled, Horned, Low Birth weights,
we have EPD's and scan data on all of our bulls.
Contact John Long at 417-254-4911
Vaughn Family Farms • Mount Vernon, MO

Brangus

Spring
Brangus Pairs
Call Now!
785-418-2983

Braunvieh

Braunvieh & Angus/Braunvieh Hybrid Seedstock



Over 15 years Grouping
and Marketing our
customer's feeder calves

Ron McBee
221 State Hwy H • Fayette, MO 65248
(573) 228 2517
Email: mcbeecattle@aol.com
• Website: McBeeCattleCompany.com

Charolais

McMillin Charolais

Top Quality Bulls for Sale
Ready for your herd

Registered - Polled - Easy Calving -
Great Dispositions

Delivery is available
Call Lyle & Jill McMillin

(660) 668-2230

Registered Charolais Bulls

Polled • Gentle • Low Birth weights

Spillars Charolais
660-433-5962

Your Ad
Could Be Here!

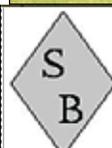
Gelbvieh

GELBVIEH

Breeding Age Bulls • Replacement Heifers
Markes Family Farms
Waukomis, OK
580-554-2307



Bulls
&
Females
Black & Red



Stuecken Brothers
Gelbvieh and Balancer Cattle

600 W Hwy P, Freeburg, MO 65035
573-744-9228 573-690-8543
Maurice, Mark & Marlon Stuecken

Creating Superior Beef Genetics
for Producer Success.

Hereford

Annual Sale 4th Monday in March



Jan: 785-482-3383 Arden: 785-482-3398
Box 8 - Dwight, Ks 66849
Cell - 785-466-1422
www.oleenbrothers.com jakoleenbros@tctelco.net

Efficiency =
\$\$\$\$ in your pocket.

Hereford Bulls

18-24 months
Performance & ultrasound
data available.
see our bull pics in classifieds at
kansashereford.org

Frank Hug & Sons

Scranton, KS
Bob 785-230-0434 Ed 785-230-7597
fhug-sons@excite.com

Your Ad
Could Be
Here!

Limousin

Limousin

Muscle - Growth - Efficiency

- Polled Red & Black Hi-Performance
 - Gentle Disposition • Maternal Ability
 - Calving Ease • Efficiency Experts
- #1 Cross for Angus Cows

Schrock

Stan & Emily
660-766-2636
816-284-0510
Cattle Company
Rt 2 Box 27 Greentop, MO

LIMOUSIN CATTLE
Bulls - Black & Reds
Bred Heifers & Open Heifer
Double J Ranch • Mindenmines, MO
Ron & Will James
417-842-3353

Limousin
Cattle
The
Peckmans
Richards, Missouri
417-927-3413
prairiecreek@kintel.net

Predictable Genetics
Bull & Female Sale
Sat. March 12 2011



Mill Brae Ranch
Maple Hill, KS

Mark Nikkel, Mng. Partner
785-256-4327
www.millbraeranch.com

Fall Cows due in
October & Weaned
Replacement
Heifers
785-418-2983

FOR SALE

58 bred Angus cows
avg. age 4 years old
27 2-year-old bred heifers
These females are all home raised
and a majority AI sired.
Start calving Mar. 1,
to ET Angus bulls.
Their last year's calves made
72% CAB.
Very gentle and easily handled.

Call after 7 p.m.
573-422-3086
J.B. Cattle Vienna, MO

Red Poll

RED POLL

"The Balanced Breed"

- Fertility
- Forage Efficiency
- Calving Ease
- Mothering Ability
- Genetic Consistency
- Gentle Disposition

Arrow Rock Farm
Walnut Grove, MO
417-788-2624

Simmental



Quality Simmental cattle to grow on.

Fullbloods, Full Fleckvieh and Fleckvieh influenced Fullbloods and Purebreds.

Semen, embryos and foundation stock available at the ranch.

P.O. Box 3832 • Joplin, MO 64803
Phone and Fax: 316-856-2338
Email: scorsej@steaksalive.com
Web Page: <http://www.steaksalive.com>

Misc.

those FAMOUS custom printed chore gloves

plainJan's
We make YOU LOOK GOOD!

Kaps, Koats & Knit Gloves
1-800-235-6140
www.plainjans.com

check out our specials!

order today!

Misc.

"WE TAKE THE CRAP OFF OF YOU"

CHORE-BOYZ-SERVICE LLC
Livestock Waste Management & Removal



Manure Hauling, Spreading & Loading— Stables, Holding Pens, Feedlots, Hay Feeder, Etc.

Ron Peine-Owner/Operator
Greeley, KS
913-636-1099 Cell
785-867-3670 Home



Kay Dee Feed Company, the protein and mineral expert for over 80 years, is seeking expansion in your area. Please contact Ken at 800-831-4815 or kanderson@kay-flo.com for more information.
www.kaydeefeed.com

Your Ad
Could Be Here!

Shorthorn

"Quality in every Weigh"

Polled Shorthorn Cattle

Top Genetics available for your selection

Hugh Moore Jr. & Sons

31056 Old Fidelity Rd.
Jerseyville, IL 62052
(Located 40 miles North of St. Louis)
618-729-4448
www.moreshorthorn.com

Polled Shorthorn Bulls

~ Practical genetics and environment ~
For profit minded cattlemen.



Robert Sneed • Sedalia, MO
660-826-1718

Tools of the Trade Private Treaty Sale
Bulls & Bred Heifers



Meadow Lane Farms

Mayview, Missouri
660-237-4988
www.meadowlanefarm.com



Red Angus



Large Selection Red Angus Bulls, Yearlings - 2 Yrs.

Ken Keesaman H:816-675-2503
C:816-390-4988
Kody Keesaman H:816-675-2281
C:816-724-1432
Osborn, MO 64474
email: Ken@kkfarmsredangus.com



Contact us for a membership directory.

620-824-6492

www.kansasredangus.org

Salers

Rockin R Ranch Seedstock for Sale
Gary Richter Guthrie Center, IA 50115
Igenity Profiling all sale cattle



Salers

Cell: 641-757-1291
E-mail: bvrsalers@iowatelecom.net
Web: www.iowasalers.com
Rockin R Ranch page

Your Ad
Could Be Here!

Misc.

SHOW ME FENCE TOOLS

Texas Fence Fixer



Made in U.S.A. View demo on You-Tube

Moore Maker Fencing Pliers



Contact Warren Love,
417-646-2320
loveranch@hotmail.com

Flying 45 Branding Service

We Mfg. Branding Irons to Your Specifications, Register Brands, and we can even come to your farm and do the branding.

★ Call Today! ★
573-881-3833 • www.flying45.com

Your Ad

Could Be Here!





COMING SALES



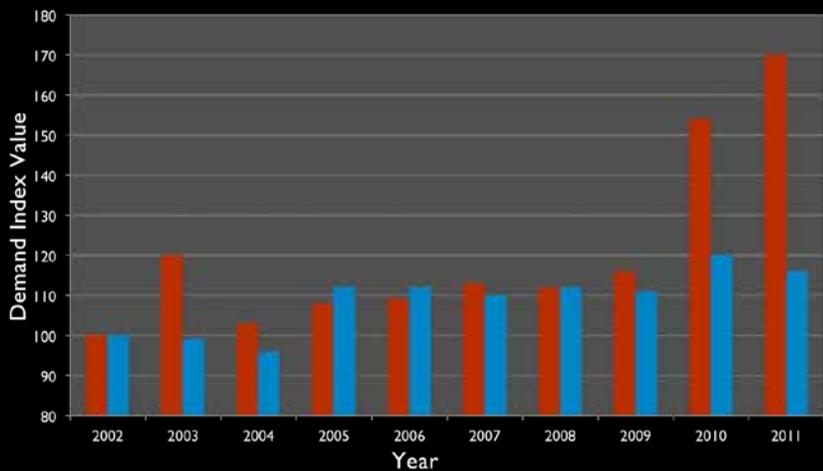
- Feb 23-24* Missouri Angus Breeders' Futurity, Columbia, MO 417-844-2601
Feb 23-3/2 Hofmann Simmental Farms Bull Sale, Clay Center, KS
Feb 23 * Cattleman's Kind Prod Sale Salyers & Sons Salers, Billings, MO 417-744-2025
Feb 23 * Seedstock Plus North Missouri Bull Sale, Kingsville, MO 877-486-1160
Feb 23 The Gold Bullion Sale, Wamego, KS
Feb 26 Mill Creek Ranch Prod. Sale, Manhattan, KS
Feb 28 * C-Bar Ranch Red Angus Sale, Brownell, KS 785-623-9736
Mar 1 Express Ranches Spring Bull Sale, Yukon, OK
Mar 1 Kansas State University Bull & Female Sale, Manhattan, KS
Mar 2 Flying H Genetics Nebraska Herd Bull Sale, Arapahoe, NE
Mar 2 Laflin Angus Ranch Production Sale, Olsburg, KS
Mar 2 * Judd Ranch 35th Gelbvieh/Balancer/RA Bull Sale, Pomona, KS 800-743-0026
Mar 2 Mead Farms Performance Tested Bull Sale, Versailles, MO
Mar 2 * Spreutels Production Sale, Koshkonong, MO 641-919-1077
Mar 3 Nodaway County Sale, Maryville, MO
Mar 4 Lyons Angus Ranch Superior Genetics Sale, Manhattan, KS
Mar 5 Cattlemen's Choice Bull Sale, Washington, KS
Mar 5 Wedel Red Angus Production Sale, Leoti, KS
Mar 6 Janssen Farms Scalebuster Bull Sale, Dunlap, IA
Mar 6 Spring Valley Farms Bull Sale, Phillipsburg, KS
Mar 8 Bar S Ranch 23rd Charolais & Angus Bull Sale, Paradise, KS
Mar 8 Weigand Grain & Livestock Bull Sale, Warrensburg, MO
Mar 8 Windy Hill Charolais Farms Production Sale, Cedar Hill, MO
Mar 9 * Briarwood Angus Sale, Butler, MO 660-679-3395
Mar 9 Galaxy Beef Bull Sale, Maryville, MO
Mar 9 Heart of the Ozarks Angus Assoc Sale, West Plains, MO
Mar 9 * J Bar M Gelbvieh/J&K Farms Bull Sale, Springfield, MO 334-695-1371
Mar 9 JAC's Ranch Angus Sale, Bentonville, AR
Mar 9 * Midwest Beef Alliance Bull Sale, Marshall Junction, MO 660-375-7266
Mar 9 * Mill Brae Ranch Bull & Female Sale, Maple Hill, KS 785-256-4327
Mar 9 * Missouri Shorthorn Association State Sale, Sedalia, MO 217-452-3051
Mar 9 * Red Alliance Sale, Shawnee, OK 214-762-8541
Mar 9 Wright Charolais 6th Annual Bull Sale, Chillicothe, MO
Mar 10 Shepherd Hills Bull Sale, Lebanon, MO
Mar 12 Bar Arrow Cattle Annual Prod. Sale, Phillipsburg, KS
Mar 14 McCurry Angus Ranch Bull Sale, Burrton, KS
Mar 15 * BJ Angus Genetics 12th Spring Prod Sale, Manhattan, KS 785-539-4726
Mar 15 Marshall & Fenner Angus Production Sale, Marshall, MO
Mar 15 TL Ranch Bull Sale, Edina, MO
Mar 16 Brinkley Angus Ranch, Green City, MO
Mar 16 Cattlemen's Choice Bull Sale, Fredonia, KS
Mar 16 * Circle A Angus Bull & Heifer Sale, Iberia, MO 800-CIRCLE-A
Mar 16 * FTF Hereford Bull Selection Day, Marthasville, MO 636-433-2858
Mar 16 * Flying H Genetics Missouri Spring Bull Sale, Lowry City, MO 417-309-0062
Mar 16 Grindstone Creek "Genetics by Design" Bull Sale, Marshall Junction, MO
Mar 16 Mississippi Valley Angus Assoc. Sale, Palmyra, MO
Mar 16 * NE Arkansas Assoc. Sale, Charlotte, AR 662-837-4904
Mar 16 Opportunity in the Ozarks, Strafford, MO
Mar 16 Oklahoma Sooner Select Sale, Stillwater, OK
Mar 16 * Ozark Hills Genetics Red Angus Bull Sale, West Plains, MO 877-RDBULLS
Mar 16 * Ozark Shorthorn Assoc Classic Sale, Springfield, MO 417-345-1123
Mar 16 Peterson Farms Charolais Top Pick Sale, Mountain Grove, MO
Mar 16 * Pinegar Limousin Herdbuilder Sale, Springfield, MO 877-PINEGAR
Mar 16 * Post Rock Cowman's Kind Bull & Female Sale, Barnard, KS 785-792-6244
Mar 16 Proven Sires Bull Sale, Green City, MO
Mar 17 April Valley Farms PT Bull & Female Sale, St. Joseph, MO
Mar 17 Vision Quest Angus, Yates Center, KS
Mar 18 Hinkle's Prime Cut Angus Bull & Female Sale, Nevada, MO
Mar 19 Hinkson Angus Optimum Performance Bull Sale, Cottonwood Falls, KS
Mar 20 Iowa Angus Assoc. Bull Test Sale, Lamoni, IA
Mar 20 Mid-Kansas Angus Breeders' Sale, La Crosse, KS
Mar 21 * Benoit Angus 24th Production Sale, Esbon, KS 888-870-BULL
Mar 22 Sunflower Genetics Sale, Maple Hill, KS
Mar 23 Aschermann Charolais Spring Bull Sale, Carthage, MO
Mar 23 Belle Point Ranch, Lavaca, AR
Mar 23 Missouri Simmental Association Spring Sale, Eldon, MO
Mar 23 * New Haven Angus 14th Annual Bull Sale, Leavenworth, KS 913-680-4414
Mar 23 * Professional Beef Genetics Bull Sale, Montrose, MO 888-PBG-BULL
Mar 24 C/S Cattle Co, Pomona, MO
Mar 24 Frank Turner & Sons Angus, Armstrong, MO
Mar 24 * Silver Genetics Production Sale IX, Maryville, MO 660-927-3600
Mar 25 * Oleen Bros Hereford Prod Sale, Dwight, KS 785-466-1422
Mar 26 * B&D Herefords & Beran Bros. Angus Prod. Sale, Claflin, KS 620-587-3709
Mar 26 * GENETRUST at Suhn Cattle Co Brangus & Angus Bull Sale, Eureka, KS 877-436-3877
Mar 27 * Pelton's Simmental/Red Angus 19th Annual Sale, LaCrosse, KS 620-525-6632
Mar 28 McCabe Genetics Bull & Female Sale, Elk City, KS
Mar 28 * Mushrush/Beckton Red Angus Production Sale, Strong City, KS 620-273-8581
Mar 28 Sweiger Farms Bull Sale, Weatherby, MO
Mar 29 Wann Ranch, Poteau, OK
Mar 30 * Dickinson Simm & Angus Ranch 41st Prod Sale, Gorham, KS 888-603-BULL
Mar 30 * Power of the Reds, Macomb, IL 877-700-4099
Mar 30 * Seedstock Plus South MO Bull & Female Sale, Carthage, MO 877-486-1160
Mar 30 * Texoma Beefmaster Bull Sale, Overbrook, OK 254-541-4643
Mar 30 'The Gathering' at Shoal Creek Simmental Sale, Excelsior Springs, MO
Mar 30 * Waukaru Shorthorn Sale, Rensselaer, IN 219-819-0430
Apr 1 Brockmere Farms Sale, New Cambria, MO
Apr 1 * Green Garden Angus 54th Annual Prod. Sale, Lorraine, KS 785-472-3752
Apr 2 Hubert Charolais Ranch 34th Annual Polled Bull Sale, Monument, KS
Apr 3 Kansas PT Bull Test Sale, Beloit, KS
Apr 5 * Circle S Ranch Going to Grass Production Sale, Canton, KS 620-654-6507
Apr 6 * The Andras Kind Red Angus Bull Sale, Manchester, IL 217-473-2355
Apr 6 Angus in the Green Hills, Green City, MO
Apr 6 Four State Angus Assoc. Sale, Springfield, MO
Apr 6 Gardiner Angus Ranch 34th Annual Prod Sale, Ashland, KS
Apr 6 Woodruff Angus Farms, Milton, IA
Apr 9 * Sydenstricker Genetics, New Cambria, MO 573-581-1225
Apr13 Bittersweet West - Turn Out Sale, Hiawatha, KS
Apr13 Buford Ranches Female Sale, Welch, OK
Apr13 Howard County Angus Assoc. Sale, Fayette, MO
Apr13 * OHOA Beefmaster Spring Sale, Springfield, MO 918-456-1199
Apr13 The Renaissance XXI Sale, Strafford, MO
Apr14 Wallace Cattle Co & Friends, Stotts City, MO
Apr15 Ohlde Cattle Co., Marysville, KS
Apr20 * East Central Missouri Angus Assoc Sale, Cuba, MO 417-860-1624
Apr20 * McBee Cattle Co 10th Annual Selection Day, Fayette, MO 573-228-2517
Apr20 Missouri Red Angus Sale, Springfield, MO
Apr20 * Owen Bros Diamonds & Spurs Sim-Genetics Sale, Bois d'Arc, MO 417-491-5161
Apr21 C&C Performance Angus Breeders' Sale, Chillicothe, MO
Apr27 Missouri Charolais Breeders Assoc 48th Annual State Sale, Columbia, MO
May 2 OBI PT Bull Sale, Stillwater, OK

LOOK FOR OUR AD IN THE MIDWEST CATTLEMAN
THIS IS A FREE SERVICE-FAX YOUR SALE INFORMATION TODAY!
417-644-7748



**WITH A STEAK LIKE THIS,
WHO NEEDS A FREE LUNCH?**

Wholesale Beef Demand Index Values



Source: Zimmerman and Schroeder, 2011
Data: USDA and Certified Angus Beef LLC

The wholesale beef demand index was developed by Kansas State University to accurately estimate demand by accounting for changes in price, sales volume, inflation and population. Each year, it's expressed as an index or percentage value relative to the base index value of 100.

For more than 40 years, conventional wisdom has held that heterosis through crossbreeding is the “last free lunch.”

But more often than not, cattle producers who crossbreed to increase pounds often sacrifice quality and consistency for consumers.

Today, the word “Angus” means quality — not just among ranchers, but with consumers — and for good reason.

We’ve spent generations building quality beef and consumer demand.

Better and more reliable genetics have led to better beef, and that’s opened the door to value-based marketing opportunities for producers who’ve embraced the quality revolution.

Simply adding pounds isn’t enough anymore. Profit lies under the hide. Want proof?

Consumer demand for Certified Angus Beef® has grown by more than 50% since 2005, and a growing worldwide middle class will continue to drive demand for quality.

That’s good news for Angus ranchers.

Because Angus means business.

ANGUS
THE BUSINESS BREED

3201 Frederick Ave. • St. Joseph, MO • 64506
www.ANGUS.org

***More Bulls! More Service!
More Data! More Quality!***

*15,000 Bulls Marketed over 13 years!
We must be doing something right!*

Come see why our customers say, "Everything they've ever said they'd do, they've done. They just do what they say. They're not going to let you get something you can't use. Everything these people have ever told us has been the truth, that's worth a lot when you're buying bulls." Mike Hamm, Florence, AL

Seedstock Plus North Missouri Bull Sale

February 23, 2013 * 1 p.m.

Kingsville Livestock * Kingsville, MO

Selling: 125 yearling & 18 month old Angus, Gelbvieh & Balancer Bulls

Seedstock Plus South Missouri Bull Sale

March 30, 2013 * 12noon

Joplin Regional Stockyards * Carthage, MO

Selling: 175 yearling & 18 month old Angus, Gelbvieh & Balancer Bulls

Guaranteed Sight-Unseen Purchases!

Free Trucking on EVERY Bull!

ALL Bulls Are Trich Tested!

Extensive Data and EPDs on Every Bull!

Videos of ALL SALE BULLS on website the week before the sale!

**To view on-line catalogs and videos:
www.seedstockplus.com
Contact Seedstock Plus at:
877-486-1160 or email:
john@seedstockplus.com**

**CALL TOLL FREE
FOR YOUR
CATALOG TODAY
877-486-1160**

Working Together for Industry Excellence



Seedstock Plus

