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Three Brands, One Vision
35th Annual Tri-Star Santa Gertrudis Sale

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at Briggs Ranches, Traylor Division Bloomington, Texas

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columns

4 Have You Heard...the Truth
6 The Science of Bos indicus

Features

10 Cow Creek Ranch Leaves Mark on Beef Cattle Industry
16 Three Brands, One Vision

Departments

20 Beefmaster Headlines
22 Brahman Headlines
24 Santa Gertrudis Headlines
26 Simbrah Headlines

Other

30 Industry News
34 Bos indicus Bulletin Board
35 Advertiser’s Index
36 Calendar

The article reported on cattle being bred to withstand drought by adding genes from their African (and Indian) cousins who are accustomed to hot weather. It reported that Dr. Gill had incorporated some Beefmaster into his herd and is experimenting with Hotlanders™, a composite developed by the R. A. Brown Ranch in Throckmorton in the 1980s. The Hotlander™ includes Angus/Red Angus, Brahman, Simmental and Senepol (a breed created in the Virgin Islands from crosses of Red Poll from England and N'Dama cattle from Senegal in West Africa almost 200 years ago).

“When my father purchased our first Angus females in the spring of 1952, I am sure his goal that day did not involve the journey our family has taken over the past 50 years,” said the late Joe Reznicek in 2002. Certainly, no one could have predicted the untimely ending to the journey of which Joe spoke.

June 9, 1978 was a pivotal day in the world of Santa Gertrudis cattle. This day would mark the beginning of the annual Tri-Star sale. The sale originated on the Mayfair Ranch of Brenham, Texas owned by George A. Butler. The other two founding members of the Tri-Star legacy were Superior Land and Cattle Company owned by Superior Oil, and 4G Ranch owned by Herbert Fisher. Together they had a unified vision that was the inspiration for Tri-Star, which for years has been one of the most respected sales of the breed.
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Have You Heard....
the Truth

Summer is definitely here and with it the heat that is commonplace this time of year. While much of last year’s drought country is much better than one year ago, it appears dry conditions have moved into other areas of the country.

With later summer though, comes anticipation of fall moisture for much of the country and of course fall sales. Request and inquiries for bulls and replacement females is up, and should only get better as cooler weather and moisture arrive. We now have the opportunity to take advantage of the desperate situation Mother Nature has put us in for the last two years. Cowherd numbers are down and now many of last years’ sellers are indicating they will be buyers this year as they consider rebuilding their cowherds.

One thing the drought has taught us is inputs and efficiencies are critical. As we move into the fall sale season those items will be on the front of many of our clients minds, and as breeders of bos Indicus cattle we are able to deliver exactly that product. Let us not shrink from the opportunity to market and promote our cattle for what they can do, not only in good times, but bad times as well.

We were just in a large set of bos Indicus based cattle that had a 90% breed up in one of the worst drought areas last year. These were not pampered and fed cattle, and yes, the cattle were lighter than usual, but the forage and reproduction efficiency was certainly evident when the heifers came to the palpation chute. If this was a unique event or anomaly it would not be mentioned in this letter, but we hear of instances like this with bos Indicus based cattle regularly. That is the cattle business, convert forage and deliver a product in the form of a calf.

If you are one rebuilding your cowherd or simply improving your herd, don’t miss the opportunities this fall. From registered cows to commercial cattle to bulls, they are all available in quantity and quality that will allow you to make your selection and accomplish your goals.

We feel good about this great industry and hope you do too. Many challenges are still in front of us but the opportunities are abundant. If you are one of the many that has survived the last two years in drought conditions not seen in our lifetime, your cattle are better now and they are now the survivors that can allow you to take advantage of the new, and we believe unprecedented opportunities ahead of us.

We look forward to serving you.

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In early August I received a request from the Texas A&M University Department of Animal Science to field some requests for telephone interviews from some radio stations about breeding drought tolerant cattle. One was in San Antonio and the others were regional NPR and CBS affiliates. I had read in the local paper that morning an Associated Press news article out of Des Moines, Iowa entitled “Animals, plants being bred to withstand heat” and there pictured on the front page was my boss, Dr. Ron Gill, looking over his herd of cattle in Wise County, near Boyd, Texas! The article reported on cattle being bred to withstand drought by adding genes from their African (and Indian) cousins who are accustomed to hot weather. It reported that Dr. Gill had incorporated some Beefmaster into his herd and is experimenting with Hotlanders™, a composite developed by the R. A. Brown Ranch in Throckmorton in the 1980s. The Hotlander™ includes Angus/Red Angus, Brahman, Simmental and Senepol (a breed created in the Virgin Islands from crosses of Red Poll from England and N’Dama cattle from Senegal in West Africa almost 200 years ago).

Being an astute guy I put two and two together and realized that the radio interviews were going to be about our breeding drought tolerant cattle, the long history of that in the southern US and, knowing something about Beefmasters (and Hotlanders™ and Senepols), I started making the phone calls. All of those called were polite and the interviews went well (I never heard any on my radio but Dr. Tommy Perkins of Beefmaster Breeders United said the one he listened to did) but it was obvious that all the interviewers were interested in two things – were the cattle researchers doing this because they thought the climate was changing and how were we modifying these cattle genetically? These questions were never asked directly but I could tell that since the article originated in Iowa and none of the stations had any idea of where Wise County was it was plain that they were wondering why hot climate adapted cattle would be being developed in Iowa. I also emphasized that a hot drought was very different than a cool one and that under no circumstances could any type of beef animal survive a drought unless it had something to eat and drink, no matter how “drought tolerant” it might be!

I started out each interview saying this wasn’t new, that ranchers in the southern US had been using hot climate (not necessarily drought) adapted cattle nearly a hundred years, and that many heat tolerant breeds had been developed within the last 80 years or so and were widely accepted and used in the area. No novel genetic procedures were used except crossbreeding with Bos indicus or Brahman and selection of the crosses for many generations. I also went on to discuss that these cattle, were not only hot climate adapted but had many other attributes to offer over non heat adapted breeds. In addition to being adapted and productive in hot climates these new breeds (Brahman, Santa Gertrudis, Beefmaster, Brangus, Red Brangus, Simbrah and their crosses) improved beef production across the southern US. The increase in beef production was due to increased resistance or tolerance of internal and external parasites, increased longevity, more durable teeth, higher fertility, improved maternal ability, and faster and more efficient growth of these breeds and crosses in those environments compared to the temperately adapted breeds originally used. Of course this required additional explanations of beef cattle breeding and genetics and the cause and effects of hybrid vigor and were necessary to make the interviewer understand these breeds (including the Hotlander™) were not genetically modified in the sense of the glowing mouse with the jellyfish gene but were carefully bred and selected over generations to provide nutritious beef.

There are a number of breeds around the world adapted to the tropics, the land area between the Tropic of Capricorn and the Tropic of Cancer (or may-
be a little further north and south), which represents a significant portion of the Earth suitable for cattle production. These tropically adapted breeds can be divided into two types based on their origin: Bos indicus (probably the greatest number of breeds and the largest number of head) and Bos taurus (cattle in Africa of an intermediate type called “Sanga” and from breeds introduced from Great Britain or continental Europe). Sanga cattle are an intermediate humpless type that probably originated in northeastern Africa over 2,000 years ago and spread south and west. There are numerous African breeds that are included in the Sanga type including Tuli and Africander. Some Sanga cattle, like the Afrikaner, were used in the development of other breeds such as the Bonsmara which was created by Dr. Jan Bonsma in South Africa and is 5/8 Afrikaner and 3/16 Hereford and 3/16 Shorthorn. Some of these different tropically adapted breeds have been evaluated by land grant research stations across the southern US and by the USDA Agriculture Research Service in Florida and in Nebraska. The reasons for the interest in these cattle have been primarily for their heat tolerance properties and to see if there are differences between these cattle and the heat tolerant breeds currently used in the US. In most cases the numbers of these cattle are very small and they are not widely used.

Since there were no cattle in the New World, all of the tropically adapted breeds of Central and South America were derived primarily from cattle brought from Spain or from Portugal. Some of the islands in the Caribbean (like the Virgin Islands) were colonized by other countries (like England or Denmark) at some point and their cattle (like the Senepol) influenced by cattle from their homelands. Spain colonized most of the central and South American countries except Brazil which was colonized by Portugal. Spanish cattle were Bos taurus in type and were not tropically adapted (although the Spanish plains can get pretty hot). Portugal had similar cattle but fewer of them, but Portugal also had colonies in India so many of the tropically adapted breeds (Nelore, Indu Brazil, Gyr, etc.), in Brazil owe their origins to the Bos indicus cattle from those Indian colonies. As a result, in Central and South American countries there are many indigenous breeds of tropically adapted cattle of Bos taurus origin as well as Bos indicus. In crossing tropically adapted breeds of Bos taurus origin with nontropically adapted Bos taurus breeds, there is very little or no heterosis or hybrid vigor since the breed origin genetics are too similar.

The main interest in these tropically adapted Bos taurus cattle from either the Western Hemisphere or Africa is to find genetics that convey tropical adaptation without a decline in carcass merit (muscling or cutability but especially high-end marbling) associated with the use of Bos indicus genetics. Most of these breeds are slightly better in crosses for marbling score (Low Select to High Select) but they give up a significant amount of preweaning and postweaning growth. In addition, the breeders of the American breeds of cattle in the US have been selecting their cattle for growth and carcass merit for many generations and most of these new (to the US) tropically adapted breeds have not. In most cases, like the Hotlander™, those breeds are probably best used in small percentages to convey some hot climate adaptability but used with a healthy dose of other breeds to improve growth and carcass merit. Moreover, under no circumstances could any type of beef animal survive a drought unless it had something to eat and drink, no matter how “drought tolerant” it might be!
FRIIDAY NOVEMBER 16TH
100 FEMALE & GENETIC PACKAGES
SATURDAY NOVEMBER 17TH
100 BRANGUS BULLS
AT 101 RANCH, PALO PINTO, TEXAS
GENETIC PACKAGES & OFFSPRING
OF THESE GREAT DONORS SELL!
“When my father purchased our first Angus females in the spring of 1952, I am sure his goal that day did not involve the journey our family has taken over the past 50 years,” said the late Joe Reznicek in 2002. Certainly, no one could have predicted the untimely ending to the journey of which Joe spoke. From his early days on his family farm in Illinois, to the Sandhills of Nebraska operating Reznicek Farms, to his entry in the Brangus seedstock business in 1980s, to managing and eventually owning Cow Creek Ranch, Joe Reznicek’s premature passing in 2010 left behind both a legacy in the beef cattle business and a gift of one of the most renowned and internationally recognized registered Brangus herds in the U.S., Cow Creek Ranch.

Victory is seldom achieved by playing it safe. On the contrary, victory is won by those who step outside the box and change the way the game is played. Such was the philosophy of North Carolina businessman, G. Allen Mebane, who in 1985 established Cow Creek Ranch in North Carolina by moving the original Cow Creek herd from Texas. During Mebane’s early years in the Brangus breed much of the attraction and excitement was created by successful businessmen who used the existing tax code to their advantage. Breeders bought and sold cattle for costly money while hosting elaborate Brangus sales with parties and entertainers.

But Mebane hardly fit the stereotype of a businessman running a company at a loss to pursue an expensive hobby of raising purebred Brangus cattle. Through a chance meeting, Mebane met Joe Reznicek and chose him to help capitalize on his cow investment and to build a viable cattle enterprise that would be based on cow function and profitability. Joe began applying core principles of creating a functional, efficient cowherd. What happened over the succeeding 25 years was the evolution of a powerful, forage-based cowherd and creation of one of the leading and most innovative seedstock operations in the country.

Early on Reznicek made two intensely profound decisions that would eventually drive the direction of the Cow Creek Ranch program. The first occurred in July 1985 when Cow Creek Ranch harvested a test group of purebred Brangus steers, a practice rarely done at the time. “The business side of Allen kept preaching quality control. So we tested our product,” said Joe. Eye-opening data showed the Brangus steer’s ribeyes to be about the size of pork chops. Harvest results convinced Joe and Allen that their train was running down the wrong track, even though their genetics were perceived as among the top of the breed. The carcass data prompted Cow Creek Ranch to add first generation Brangus sire, Pathfinder 152W (Pathfinder), to their program. Reznicek then made a bold move of breeding every Cow Creek cow to Pathfinder, an unproven, new genetics yearling bull. The gamble paid off and Pathfinder would become the cornerstone of the Cow Creek Ranch program. To further advance their mission, Joe and Allen brought in a herd of Reznicek Angus cattle to experiment with producing new Brangus genetics. Second generation sire, VCC Impact 92T17, was also added to improve the herd’s feet and leg soundness. During this era Cow Creek Ranch aggressively shifted their genetic direction and began addressing the breed’s absence of carcass traits. To measure their progress, Cow Creek Ranch began using ultrasound technology on yearling bulls in 1988.

While a timely, but significant, genetic transformation was taking place, Reznicek was uncomfortable with the fact that the prominent genetics in the Brangus breed required too much delivered feed to maintain productivity. To make Cow Creek Ranch a profitable enterprise, Reznicek knew he’d have to rely on Mother Nature and begin developing a forage-based herd of cattle focused on production efficiency.

“I learned early on to let a cow stay as close to nature and to use nature in the culling process,” Joe recalled in 2002. “I learned to respect what that mama cow and nature are telling you. I learned how much you could see from horseback trailing a cowherd. From atop a horse you see cows that are free moving on their feet and legs and the structural difference in the ones that don’t stride out.” Joe noted. “You can actually see the muscle and bone structure and how it works in harmony to make that critter functional.” He knew nature had to take care of the cowherd, not a feed wagon.
The mind of Joe Reznicek never lay idle. While driving home from herd visits in Florida in 1992, Joe began thinking about a genetic product that could be used on Florida cowherds with heavy Brahman influence. He knew the answer because of the environment. In 1993 he decided to breed Cow Creek Ranch’s registered Angus cows to Brangus bulls and call their progeny “Ultrablacks”. Cow Creek Ranch began actively marketing them in 1996. Cow Creek Ranch trademarked the Ultrablack name in 1998. Ultrablacks became viable breeding pieces in the Southern tier of the country and a flagship-marketing draw for Cow Creek Ranch. In 2005, Cow Creek Ranch sold the Ultrablack trademark to the International Brangus Breeders Association (IBBA). Ultrablack cattle are now a part of the breed registry of the IBBA and are globally recognized in most all sub-tropical continents including South America and Australia. Cow Creek Ranch eventually would become the largest breeder of Ultrablacks in the U.S.

The wheels of the Cow Creek Ranch engine never stopped turning. With the challenge of building a commercial bull market and an eye on profit and loss, economy of scale came into play. Cow Creek Ranch needed to grow cattle numbers to attract volume bull buyers, but that required more land. North Carolina offered few options for economical expansion, while west and south of North Carolina was affordable rangeland still within the existing Cow Creek Ranch customer base. In 1994 they moved their operation to Aliceville, Alabama. Allen and Joe maintained their business arrangement until in 1999 when Joe and Joy Reznicek purchased the Cow Creek Ranch in its entirety.

Cow Creek Ranch introduced the Profit Points System™ (PPS) in 2002 to assist their customers in the selection process of bulls. Because of the huge genetic impact individual bulls have on calf crops including replacement females, balance in selection is critical. Both the dairy and swine industries have successfully utilized selection indices for more than 20 years. Selection indexes have helped the dairy industry evolve towards a much more balanced and comprehensive approach to selection. Cow Creek Ranch never missed an oppor-
tunity to bend the curve or push the envelope and it was always done with
their customers in mind.

Cow Creek Ranch’s forage-based genetics rapidly gained respect among
South American cattle producers. South American cattlemen recognized and
respected Cow Creek Ranch’s requirements of their four-legged factories to
earn their spots on the factory floor by proving she can sustain herself on
grass, forage in heat and humidity, travel freely, raise a calf and breed back.
For two decades Cow Creek Ranch further substantiated the efficiency of
Cow Creek genetics through volumes of feedlot data working with their
commercial bull customers.

Cow Creek Ranch remained the largest Brangus and Ultrablack breeder in
the U.S. through early 2010 and continued to dominate the Brangus bull
market. The emphasis of the cowherd was always production efficiency. For
25 years Cow Creek has focused on breeding functional, efficient and profit-
able genetics. To achieve this they selected three foundation sire lines with
highly heritable traits and then stacked those genetics within a breeding tri-
angle. Each point in their genetic breeding triangle capitalizes function and
profit. Fifteen years ago Cow Creek began weighing their cows on an annual
basis and began eliminating inefficient females. The result was an increased
stocking rate of 30 percent over five years.

Three traits difficult to capture in Brangus genetics are consistency, volume
and muscle, moderate frame size and growth. By utilizing the breeding tri-
angle Cow Creek Ranch minimized genetic variation, which then maximized
predictability, consistency and muscle mass.

During the two and half decades of successes, disappointments and setbacks
were part of the landscape. Cattle cycles, a failed beef company to weather
conditions, tornados and drought made for some trying times. Though none proved more unforgiving than what lie ahead for the man who became
known for his vision.

In the fall of 2008, Reznicek began a 14-month battle with lymphoma
cancer. He succumbed to the disease in January 2010, the same year Cow
Creek Ranch celebrated its 25th year in business. After intense deliberations,
the Reznicek family made the decision to market the legendary Cow Creek
Ranch herd. Southern Cattle Company of Marianna, Florida, recognized the
value of the herd and in August 2010, owner John Downs and manager
Lamont Ennis, purchased the historic Cow Creek Ranch cowherd. Cow
Creek Ranch continues to operate under the ownership and leadership of
Southern Cattle Company. Inevitably, though, change comes to all of us and
Southern Cattle Company is no exception. On Friday, October 12, 2012,
the entire Cow Creek Ranch spring calving herd will be offered at Cow Creek
Ranch near Aliceville, Alabama. This represents a rare opportunity to select
genetics from the most respected Brangus and Ultrablack herd in the United
States. More than 300 spring calving pairs and yearling heifers will be offered.
The dispersal of the spring calving cowherd in Aliceville represents a unique
opportunity to tap into the largest, most consistent forage-based Brangus and
Ultrablack cowherds in the U.S. While this chapter of Cow Creek Ranch is
closing, the legacy of Joe Reznicek will live on here in the states and globally
through the Cow Creek Ranch genetics.

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We’ve increased our weaning weights by 30 pounds with Cow Creek Ranch bulls. We were A.I.ing to top Angus bulls and thought we were using good Angus genetics. But for the past two years, our calves by Cow Creek Ranch Ultrablack bulls weaned calves 30 pounds heavier than our Angus sired calves. — King Ranch, Missouri

Never in the history of Cow Creek Ranch have their genetics been more suitable for the beef cattle industry. The predictability and efficiency factors are especially fit for an era of upward price pressure on feed and fuel.

Cow Creek Ranch’s four-legged factories are efficiency specialists. They have to be; they made a living for the Reznicek family for the past 25 years. Fifteen years ago Cow Creek began weighing their cows on an annual basis and began eliminating inefficient females. The result was an increased stocking rate of 30 percent over five years. For two decades Cow Creek Ranch further substantiated the efficiency of Cow Creek genetics through volumes of feedlot data. The focus of the Cow Creek Ranch program has been to provide substantial, economically driven genetics for their customer base.

No cows from the Cow Creek Ranch herd have been sold at public auction since 1996.

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Brangus cow 42N6 and her 1/31/12 bull calf sell on Friday, October 12.

Ultrablack Bull 9733Y2 Sells — He had a yearling marbling scan of 3.91%

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Doug Williams cell - 336/745-5252

THE EAR SEPTEMBER 2012 | 15
June 9, 1978 was a pivotal day in the world of Santa Gertrudis cattle. This day would mark the beginning of the annual Tri-Star sale. The sale originated on the Mayfair Ranch of Brenham, Texas owned by George A. Butler. The other two founding members of the Tri-Star legacy were Superior Land and Cattle Company owned by Superior Oil, and 4G Ranch owned by Herbert Fisher. Together they had a unified vision that was the inspiration for Tri-Star, which for years has been one of the most respected sales of the breed.

Once again the annual Tri Star sale is upon us. For most of us, the first thing that comes to mind is high quality cattle with superior genetics. For years, the Tri-Star sale has been one of the most respected sales of the breed. Tri-star upholds this unwavering, positive reputation because for years an elite group of ranches has provided the top end of their herds. This ensures success for any breeder. This success isn’t something that has been established in recent years but was founded over 30 years ago.

The sale has built a reputation of remarkable cattle. They come complete with alluring phenotype and outstanding performance. For years this has held true. Ask any Santa Gertrudis breeder and they would agree with you. This reputation did not happen by chance. It all began with a man by the name of Jim Theeck. He was the man who had the drive and determination to see it done.

Jim Theeck was the manager of Mayfair Ranches. He was remembered by many as the impetus behind the sale. There were numerous production sales at the time. However, the three original ranches were not involved. Mr. Theeck was responsible in recruiting the other two ranches. They joined forces and the Tri-Star Sale was formed.

Allen Grainger, still a Santa Gertrudis breeder and grandson of George A. Butler remembers those formative days.

Grainger said, preparation for the original Tri-Star began four years prior to the sale.

Even through the years Mr. Theeck maintained the high statue of the Tri-Star Sale. He continued to look for the prominent ranches with the “right quality of cattle” to be involved with such an event.

“We are surrounded by fine people, fine friends, and fine cattle.” - Judy Hood, Double Circle Ranch

By Abrian Harris
In the late 1970’s Theeck brought in Simon Peter Bend Ranch, owned by the Harlan Cochran family. Ranch manager, Joe Mcelland, recalls how it helped their operation become a recognized ranch with a quality product. Mcelland added Theecks idea was to give the midsized Santa Gertrudis breeder an outlet for their cattle. It was a way to market their brand.

Tri-Star has stayed consistent with being a sale that has provided an outlet for well known ranches to promote their cattle. The sale represents something that is somewhat passé in the Santa Gertrudis breed as well as many other associations. It was developed as a breeder sale and marketing mechanism for ranches in the Midcoast area. There have been multiple ranches involved over the years that have all brought something to Tri-Star. In unison they have all helped mold this extraordinary sale that has stood the test of time.

For the first 14 years of Tri-Star Mayfair Ranch was a proud sponsor and home to the sale until they dropped out. Over the years involvement and support in the sale changed when some of the former ranches departed and others joined. El Colina Ranches of Walnut Springs, Texas, Double Circle Ranch of Franklin, Texas and Nine Bar Ranch of Hempsted, Texas became members. In the late 80’s, Nine Bar Ranch became the new home of Tri-Star.

Even with new brands and a new location, the sale never lost the most important aspect. They were going to bring the most superlative cattle to sell. There were three new ranches, three different opinions, with three different genetics, sharing one vision. They still had a driving unity that made the sale a major success.

The sales at Nine Bar were tremendous. The cattle were a wonderful representation of the respective ranches for a premier sale. Judy Hood of Double Circle Ranch would say a ranches integrity is very important and they all want to sell the best.

“We would pick extremely attractive, sound, fertile females,” Hood said.” If the buyer wasn’t satisfied we would always exchange the product.”

Hood said, for most involved, the selection of cattle started immediately after the last sale.

During the year cattle go through many cull processes. Good, sound cattle remain the same essential. All phases of production, bulls, open and bred heifers, pairs, and three-in-one are represented. The sale has always focused on purebred Santa Gertrudis seedstock. However, in recent years the commercial sector has been addressed.

In 1994 the sale was moved to Briggs Ranches. There was a change in the ranches involved but the same aspirations held true. This breeder driven sale was going to deliver the best seedstock genetics Santa Gertrudis had to offer. Ranches involved at Bloomington for the last 18 years include Briggs Ranches, Corporron Acres, Double Circle Ranch, Pecan Hill Farms, 2S Ranch, Harris Riverbend Farms, and John Martin Ranches. The sale has now evolved into a two day event.

Friday is dedicated to an excellent set of Santa Gertrudis bulls and commercial females. The females consist of purebred and Star-Five crosses designed specifically for the commercial cowman. This sale has helped bridge the gap between purebred and commercial breeders. Jim Corporron of Corporron Acres is in concurrence with that idea.

“This is a way to market the breed and Star- Five crosses to Texas, Mexico and other surrounding states,” Corporron said. “Tri-Star offers purebred and Santa Gertrudis crosses from reliable seedstock breeders with a reputation of quality cattle, service and after- the- sale support.”

Saturday is the time for the purebreds. Being a production sale, many herds of Santa Gertrudis are based on the genetics purchased at Tri-Star. Bulls or foundation females are offered at the sales. The breeders monitor each other in order to bring the right mix of cattle for the sale to be successful. Completion among close friends helps fuel the fire.

For the past 35 years this exceptional group of friends has not only shared a unitary love for great cattle but also shares a robust since of humor. When
Mother Nature and disasters have taken their toll, but year after year they still produce one of the finest sales around.

asking the past and present members, many of them find hilarity in everything from near catastrophe to the pure joys of Mother Nature. The sale has endured droughts, floods, freezes and even tornadoes. Joe Mclelland recalls the storm at Mayfair as one of these misfortunes.

“We had to move the cattle and relocate Tri-Star to the Brenham Sale Barn, which had lost its roof,” Mclelland said. “We had a great sale.”

Other treasured memories have graced the sale with their presence over the years. Some of the group's favorites are Joe Jones and his battle with the porta-cans. Then there is the year Richard Hood drove through Schulenburg with the cattle guard attached to his hood. Last but not least, these men would really appreciate David Harris calving out at home.

Over the years this unique group of friends has made fond memories that for most of us, we dare ask questions about. They have been through thick and thin and have persevered every time. It has been their sense of humor that has carried them through tough times and made it so enjoyable for everyone. Mother Nature and disasters have taken their toll but year after year they still produce one of the finest sales around.

Tri-Star is a sale that you can find the most functional cattle for your operation and every year go home without buyer's remorse. It is also a sale you can attend and go home with a new family. Not only has it held true to selling the best seedstock around it has an untiring, positive atmosphere that will always leave you feeling warm.

All these elements make up the infamous Tri-Star Sale and for years have been the underlying factors that continue to bring people together. This was the unitary vision the founding ranches established so long ago. Through the years Tri-Star has endeavored for a place people will find the most optimum cattle, the finest people and memories of a life time. They continue to strive year after year.
Providing the Best in Braford Genetics

Harvey Ranch
Registered Brafords
Jim & Rene Harvey - Owners
5957 SE 86th Blvd • Okeechobee, Florida 34974-1475
Jim W. Harvey 863-697-6624 • Ronnie Trythall 863-697-2182

Braford Bull Sale
October 4, 2012 • 10 a.m.
Burton Coliseum Complex • Lake Charles, LA
Missouri Beefmaster Breeder to Host Cattlemen’s Field Day
GREENFIELD, MO - The Central States Beefmaster Breeders Association (CSBBA) and Ozark Heart of America (OHOA) will be having a Field Day on September 22, 2012 in Greenfield, Missouri at the Wallen Prairie Ranch. Topics of discussion will include cattle feeding options during and after a drought, live cattle evaluation and discussion, beef cattle judging contest, and forage utilization. The day will end with a tour of the Wallen Prairie Ranch and their Beefmaster cattle operation. Speakers will include Keith Hankins and Brian Worthington from Pennington Seed as well as Dr. Tommy Perkins and Jason Bates from Beefmaster Breeders United.

BEEFMASTER HEADLINES

Collier Farms Highlight Beefmasters at TAMU Beef Cattle Short Course
COLLEGE STATION, TX - Trey Scherer, Collier Farms beef cattle manager, was a highlighted speaker at the 58th annual Beef Cattle Short Course on August 7, 2012 conducted by the Texas AgriLife Extension Service. Scherer shared his expertise on the management of purebred seedstock Beefmaster cattle, Beefmaster influenced commercial cattle, feeding and harvesting Beefmaster cattle as well as the use of artificial insemination, embryo transfer, DNA and ultrasound to improve profitability of a beef cattle enterprise. His presentation was very well attended and received as many stayed past lunch to ask him additional questions after the session closed.

Missouri Beefmaster Breeder to Host Cattlemen’s Field Day
GREENFIELD, MO - The Central States Beefmaster Breeders Association (CSBBA) and Ozark Heart of America (OHOA) will be having a Field Day on September 22, 2012 in Greenfield, Missouri at the Wallen Prairie Ranch. Topics of discussion will include cattle feeding options during and after a drought, live cattle evaluation and discussion, beef cattle judging contest, and forage utilization. The day will end with a tour of the Wallen Prairie Ranch and their Beefmaster cattle operation. Speakers will include Keith Hankins and Brian Worthington from Pennington Seed as well as Dr. Tommy Perkins and Jason Bates from Beefmaster Breeders United.

Mark Your Calendar....
MEYERSVILLE, TX - For a commercial Cattlemen’s Ranch Gathering sponsored by Beefmaster Breeders United, Texas and Southwestern Cattle Raisers Association, First Victoria National Bank, Lissy & Eckel Feeds, Dow AgroSciences, Helena Chemical Company, South Texas Helicopters, First Victoria’s PrimeVest Financial Services, Silveus Insurance Group, Texas AgriLife Extension Service, Live Oak BBA and the South Texas BBA.

Beefmasters Win Big at Missouri Brahman Influenced Show
SPRINGFIELD, MO - The Beefmaster breed was well represented at the 2012 Ozark Empire Fair Brahman Influenced Show in Springfield, Missouri on August 2nd. Beefmaster cattle were represented by exhibitors from Arkansas, Missouri, Kansas, Oklahoma and Texas. Wallen Prairie Ranch Beefmasters from Missouri exhibited the overall Grand and Reserve Grand Champion bulls of the show. Both bulls were sired by the Wallen Prairie herd sire, WPR The Total Package. The Grand Champion female, exhibited by Connor Reed from Texas, was bred by Vaughn Family Farms from Mt. Vernon, Missouri. The Reserve Grand Champion female was produced by Toby and Cherryl Forte from Arkansas.

JBBA Holds National Show in Bryan/College Station
BRYAN/COLLEGE STATION, TX - The Junior Beefmaster Breeders Association (JBBA) held their Junior National Show at the Brazos County Expo Complex in Bryan, TX from July 23-28, 2012. The weeklong show gathered members from seven states where attendees had the opportunity to compete in contests including autograph, herdsman quiz, judging, public speaking, photography, power point, and showmanship. Exhibitors and guests also went on a tour of the Texas A&M University School of Veterinary Medicine and the Rosenthal Meat Science Center. Additionally, a Leadership Conference was hosted by Sam Houston State University Ag Ambassadors for the exhibitors. The week ended with the cattle shows including the National Heifer Show, Bred & Owned Heifer Show, Bred & Owned Bull Show and the Steer Show with almost 400 entries shown in total.

2012 BBU Convention to be Held in Branson, MO
BRANSON, MO - Come to the Heartland of America where all Beefmaster folks can “Meet in the Middle” at the Hilton Branson Convention Center Hotel on 200 East Main Street in Branson, MO from October 18-20, 2012. Branson is nestled in the Ozark Mountains. All of the cattle will be in the Convention Center Exhibit Hall where live cattle seminars, exhibit booths, and the Food Court will be. Everything is under one roof! The Branson Convention Center is located right between the waterfront Branson Landing and the traditional old Downtown Branson with many shops and attractions anchored by Dick’s Old Time 5 & 10 - all within easy walking distance. The convention will include live cattle demonstrations, cattle theft prevention presentation, a cow calling contest, tour Table Rock Lake, Dolly Parton’s Dixie Stampede dinner and a Wild West Show, Foundation Gala, The Texas Tenors, auction of a handmade saddle, handmade bits and handmade spurs, custom paintings and more. The convention will close with the first ever National Performance Futurity, a JBBA cattle show and the annual Presidents Council Beefmaster Cattle Sale.
Central Texas Beefmaster Breeders

26th Annual

BEEF “ON” FORAGE

PERFORMANCE BULL SALE

Saturday, October 13, 2012 ★ 1:00 p.m.
Washington County Fairgrounds, Brenham, Texas

SELLING 110 BIG, STOUT, PERFORMANCE-TESTED BULLS

• Sale bulls average 205-day weaning weights exceed 660 pounds!
• Total Performance Evaluations.
• Delivery: 30 consignors will be offering hauling to their respective areas.
  • Call about delivery to out-of-state areas.
• GUARANTEE: All bulls Trich, Fertility, TB, Bangs Tested and BVD Free. Fully Guaranteed for 180 days.
• All bulls enrolled in BBU’s Performance Program - Whole Herd Reporting

Mission Statement: Promoting Beefmaster cattle by identifying superior genetics through performance testing on forage, while breeding with strict adherence to the founding Six Essentials.

Brenham Hotels:
Super 8  979-830-8885
(Mention Beefmasters by October 7 for $68 rate)
Best Western  979-251-7791
(Mention Beefmasters by October 2 for $79.99 rate)
Knights Inn  979-830-1110
Holiday Inn  979-836-4590

For information, a catalog or video contact
Gary Frenzel  254-721-2214
derek@frenzelbeefmasters.com

Auctioneer: Seth Weishaar

“All the bulls have been evaluated as a group – a true performance test.”
– Dick Davis, Oklahoma City, OK

“I’ve never seen a set of Beefmaster bulls this thick and clean.”
– Rusty Helms, Marshville, NC
World Brahman Congress Champions Sire by ABBA Bulls

PANAMA - The ABBA would like to congratulate the 2012 World Brahman Congress Champions. On the grey side, FDH Yoselyn 025/9 sired by (=) JDH Westin Manso 89/1 took top honors receiving Grand Champion Grey Female, and was followed by Miss Tole 869 sired by JDH Drover de Manso 926/6 who won Reserve Grand Champion Grey Female. The bull HCC Neptuno Manso 897/9 sired by JDH Mr. Echo Manso was selected as Grand Champion Grey Bull, and second in line was grey bull GKM Mr. Nick Slugger 46/9 sired by JDH Drover de Manso 962/6. Miss Tole 184, sired by +Mr. Winchester Magnum 999, was the 2012 World Brahman Congress Grand Champion Red Female, and the ABBA is proud to announce the Reserve Grand Champion Red Female, DB Southern Style 660/9 sired by DB Montecore 73, was owned by American ABBA members Detering Red Brahmans/Finca Dos Palmas. Mr. Dupy 298/9 was selected Grand Champion Red Bull and the reserve red bull was Mr. Dupi Ernesto 365/9. The prevailing red bulls were half-brothers, both sired by BB Bronson 299/3.

Each of the champions was sired by ABBA registered bulls named above. The ABBA is proud to be able to aid its members in the worldwide dissemination of top quality genetics that are capable of producing champions globally. Not only do these genetics stand out in the show ring, they are also the basis for American Brahman’s success in tropic and sub-tropic climates, and for their No. 1 rank in feed efficiency, heat tolerance and hybrid vigor.

We extend our congratulations to the World Brahman Congress Champions and to Detering Red Brahmans/Finca Dos Palmas for their stellar representation in the show ring. Through the U.S. presence and valuable representation at the World Brahman Congress, the ABBA will only continue to expand its role worldwide.

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Two-year-olds Offered Limited Time Registration Fee Reduction

Between August 1 and October 31, 2012, the ABBA will be offering a registration moratorium for animals over 24 months of age. This moratorium will offer a half price registration fee ($50) for individuals over two years old.

If you are interested in this moratorium, feel free to contact the ABBA office at 713-349-0854 for further details.

Second Annual ABBA Membership Convention Slated for November

The American Brahman Breeders Association will be holding its second annual convention November 16-17, 2012. The convention will bring families, breeders, vendors and livestock professionals together to learn more about the Brahman breed, best practices in ranching and other updates for ABBA members. In addition to the workshops and seminars, time will be set aside for family activities.

The ABBA Membership/Member Services Committee has already started making plans for this fun and educational event. Over the coming weeks we will continue to unveil some of these exciting plans.

The first session planned will spotlight the Ranching for Profit School that will be sponsored by Dubina Rose Ranch. This business school of the livestock industry will serve as the general session on Saturday morning, November 17. Dave Pratt, a nationally recognized lecturer, will help you find the breakthroughs you've been looking for to increase profit, improve the health of the land, improve the relationships in your business and increase your satisfaction with your ranch.

Make plans now to attend this year’s Membership Convention. Pre-registration for the convention is now available for $50. This price will be guaranteed until October 18. After this time, registration will increase to $100. To pre-register for the 2012 ABBA Membership Convention, please go to the following site: http://brahman.org/PDFs/News/2012/2012RegistrationForm.pdf.

If you are interested in sponsoring the ABBA Membership Convention, you can obtain a sponsorship packet by going to the following site: http://brahman.org/PDFs/News/2012/MemberConventionSponsorPacket.pdf. For more information, feel free to contact the ABBA office at 713-349-0854.

The complete conference program will be available by September 1.
Selling November 3rd at
GENETRUST at Chimney Rock, Concord, Arkansas

DMR Heritage
894Y

Next Step x Affirmed

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DMR Cochise 796Y

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DMR Dependence 302Y8

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SHAWNEE, OK - On July 23-28, the American Junior Brahman Association (AJBA) held the 33rd Annual “All American” National Junior Brahman show at the Heart of Oklahoma Expo Center in Shawnee, Oklahoma. More than 150 exhibitors from seven states brought Brahman bulls and females to compete in owned and bred and owned cattle divisions as well as to participate in a variety of leadership contests. This event was hosted by the Oklahoma Junior Brahman Association, which did an exceptional job in making this event a success.

Judge Brett Barber of Dumas, Texas sorted through more than 450 head of Brahman July 27 and 28. He selected Adrian Land II of Branford, Florida for top honors in the owned bull classes, winning Grand Champion Grey Brahman Bull with his entry, JDH Mr. Manso 638. His counterpart, the Grand Champion Red Brahman Bull was M’Lee Ivy’s entry, Mr. H Hampton Rojo 201/1, which traveled to compete in Shawnee from Soso, Mississippi.

The female show was just as impressive, with Austin Gonzalez’s Miss V8 474/7 “Legacy” earning the honor of Grand Champion Grey Brahman Female. The Grand Champion Red Brahman Female, Lady H Flavia Manso 179/0 was exhibited by Amie Ferguson of Roanoke, Louisiana.

A unique aspect of the American Junior Brahman Association’s (AJBA) National Junior Show is the opportunity for youth to breed, raise and show their own cattle. Judged by Paul Maulsby of College Station, Texas, the Bred and Owned division of this annual show is one of the most coveted honors. Awarded Grand Champion Grey Bred and Owned Bull was Jacob Vallenta’s JMV Leroy Manso 52/1 from Alleyton, Texas. Bar L Red Solo 70 owned by Allie Carriere of Port Barre, Louisiana acquired the title of Grand Champion Red Bred and Owned Bull. Bred and Owned female champions were Miss CBR Viva 491/0 owned by Haley Herzog of Robinson, Texas from the grey division and Miss Double A 695/0 owned by Evan Acevedo of Mission, Texas in the red division.

This all-around youth competition not only gives junior members the opportunity to raise and show cattle, but it also allows them to demonstrate their skills in other realms to acquire points towards the top honor of All Around Individual. Included in these events are a showmanship contest, public speaking contest, poster and photography contests and a herdsman quiz. Nine-year-old Savannah Allen of Sulphur Springs, Texas took home this year’s top honor of All Around Individual, garnering points in the cattle show as well as each of the other leadership contests.

In conjunction with the other activities the AJBA also holds its Annual Membership Meeting conducting the business of the organization and electing the leadership for the coming year. Andrew Simon of Baton Rouge, Louisiana was selected to lead the AJBA for the coming year with Haley Herzog of Robinson, Texas being named the Vice President, Arica Land of Branford, Florida elected as secretary, Jessica Smith of Maringouin, Louisiana named treasurer and Jacob Valenta of Alleyton, Texas to hold the position of AJBA reporter.

The American Junior Brahman Association (AJBA) in the youth organization of the American Brahman Breeders Association (ABBA). For more information about AJBA events, the ABBA or Brahman cattle, visit Brahman.org.

More than 150 Youth Participate in All American National Junior Brahman Show

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Increased Demand Apparent in Sales

Demand for Santa Gertrudis genetics continues to increase and this demand was evident at the Bluebonnet Classic Sale, Crimson Classic Sale, Breeders of the Carolina Sale, and Five Oaks 22nd Annual Production Sale. STAR 5 and Santa Gertrudis influenced females continue to attract attention from commercial cattlemen nationwide as producers begin rebuilding the nation’s cowherd. Sale averages indicate that Santa Gertrudis genetics fit the needs of today’s commercial cattlemen.

**Bluebonnet Classic, Hallettsville, Texas, March 24, 2012**

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<td>3 Three-in-Ones:</td>
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<td>18 Cow-Calf Pairs:</td>
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<td>33 Open Females:</td>
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**Crimson Classic, Hanceville, Alabama, April 28, 2012**

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**Breeders of the Carolinas Sale, Chester, South Carolina, May 12, 2012**

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**Five Oaks Annual Production Sale, Clifton, Texas, June 2, 2012**

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Nunley Brothers
Eleventh Annual Production Sale
400+ Head
“One Ranch Raised” Bred Heifer Sale

Friday, September 14, 2012 • 1:00 P.M. CST

Commercial Replacement Heifers
200 Angus x Santa Gertrudis
200 Hereford x Santa Gertrudis

All bred to Gardiner Black Angus Bulls

Schedule of Events –
Thursday, Sept. 13th
2:00 – 6:00 p.m. – Cattle Viewing

Friday, Sept. 14th
Morning – Cattle Viewing
12:00 noon – Lunch
1:00 p.m. – Nunley Bros. Production Sale

For sale information & catalogs:

Richard Hood (979) 224-6150
richardh@ams Locke.com
Mark Cowan (903) 495-4522
markc@ams Locke.com
Trey Kirkpatrick (979) 324-5518
treyk@ams Locke.com

Superior Livestock Productions
Representative:
Jim Rollman
(432) 770-5535
Chloe Nuneley
(830) 279-5472

Sale Location:
Coyote Ranch, Sabinal, Texas
(9 miles south of Sabinal on FM. 187)

Must be registered for a buyer’s number
please call:
800-431-4452

www.Superior Live.com
DIRECTV CH. 145
DISH NETWORK CH. 231

Nunley Brothers
Bob & Richard Nunley
Sabinal, Texas
www.nunleybrothers.com
La Muneca to Host 25th Annual Jr. Round Up

“On Saturday, October 6th, starting at 9:00 a.m., La Muneca Cattle Co. (LMC) will proudly be hosting our 25th Annual Jr. Round Up & LMC Futurity, states LMC owner, Carlos X. Guerra. There will be speakers on selection of cattle and hay, judging, feeding, fitting, showmanship, goal setting, leadership, what a family can expect from an animal project, and the future of women in agriculture. Special presentations will be made by Aaron Alejandro, Michael Grahmann, Dr. Twila Johnson, Rex Ruckert, Chris and Kasey Shivers, Brad Cowan, Victor and Carlos X. Guerra Jr.

Adults and three age groups of juniors will have the opportunity to judge four classes of Simbrah, Brahman and Simbravieh cattle, two classes of hay plus a weight guessing contest. Seventy-five juniors will win $750 in premiums sponsored by La Muneca plus be in the drawing for over 100 door prizes donated by many local businesses with Hidalgo County Farm Bureau, Dr. Oscar Alvarez, Littlefoot Cattle Co., Frank Trevino, Darryl Raub and Farm & Ranch, of San Isidro as our special awards sponsors. The average attendance thru the years has been over 300 kids, parents and leaders. The LMC Special Awards of Volunteer, Booster and Educators of the Year will be awarded at the Round Up.

The Annual La Muneca Futurity will conclude the day events with over $7,000 in prize money and buckles. Judges will be Chris Shivers (cattle) and Kasey Shivers (showmanship). Food and refreshments will be served all day by the Edinburg FFA Booster Club. The seventh annual LMC Customer Appreciation Dinner will be held at the conclusion of the LMC Futurity. This is a fun-filled, educational, family oriented event for everyone. La Muneca is located 3 miles south of Linn on the west side of Highway 281.

For more information, please call Carlos or Sister Guerra at 956/383-7566 or 802-1641 or email them at lamunecacattle@aol.com or call Brad Cowan, Hidalgo County Agent at 956/383-1026 or b-cowan@tamu.edu.

HOTSSA Fall Fest Sale Scheduled October 13th

HEARNE, TX - The Heart of Texas Simmental/Simbrah Association (HOTSSA) will hold their Fall Fest Sale, October 13th, Hearne, Texas. The sale will include a diverse offering of Simgenetics, and Simbrah will be part of the sale lineup.

The event will be held at Drew Ranch, 10767 FM 391, Hearne, Texas. For additional information contact Schwake Cattle Services, 214/542-8162 or schwakecattle@aol.com or Jim Carter, HOTSSA president, 254/697-1078 or jhcranch@sbcglobal.net

Synergy V Set for October 26th-28th

GIDDINGS, TX - The Brush Country Bull Sale will feature 125+ bulls on December 15, 2012 at Tom Brothers Ranch, Campbellton, Texas. The offering will include red and black Simmentals, SimAngus, Simbrah, SimAngus HT and Angus bulls.

The offering ranges in age from 14 months to two-year-old plus and many are AI sired. The offering represents the programs of Tom Brothers Ranch, RX Simbrah, Filegonia Cattle Co., Premier Beef, Ford’s Double S Ranch and Stallion Angus Ranch.

The group is hosting a special preview and open house on November 17th at Tom Brothers Ranch. Everyone is invited to attend to see the bulls and evaluate them prior to the sale.

For additional information and to request a catalog contact Ellen Tom, 210/213-0020 or ellen@tombrothersranch.com Also details can be found at www.tombrothersranch.com

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Trey Kirkpatrick | treyk@amscattle.com | 979-324-5518
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28 | SEPTEMBER 2012 | THE EAR
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100 cows, 60 Open Heifers - Ready to Breed, 85 Weaned ET Calves - Bulls and Heifers, 55 Breeding Age Bulls

September 29, Canton, TX
BP Biofuels, Texas AgriLife Research Sign Agreement to Advance Biofuel Feedstock Development

COLLEGE STATION, TX - LBP Biofuels and Texas AgriLife Research, part of The Texas A&M University System, have signed a three-year agreement to develop and commercialize cellulose feedstocks for the production of advanced biofuels.

The collaboration will utilize AgriLife Research’s diverse high biomass energy crop breeding program and BP Biofuels’ position as one of the few global energy companies growing commercial-scale biomass crops for liquid fuels.

“This partnership with BP Biofuels is a fine example of how the public sector and private industry can combine resources to create unique solutions for our world,” said John Sharp, chancellor of the Texas A&M System. “The innovation of our researchers ensures that AgriLife will play a role in meeting our energy needs.”

The research and development project has two integrated components — plant breeding and production agronomics. Plant breeding efforts will be focused on developing new varieties of pearl-millet napiergrass, kinggrass, energy cane and miscane suitable for cellulose biofuel feedstock production along the U.S. Gulf Coast. To expedite the selection of commercially robust feedstocks, elite progeny from the plant breeding program will be advanced for demonstration-scale production at a research farm in Texas. The integration of plant breeding and production agronomics will enable BP Biofuels and AgriLife Research to develop elite genetics and production guidelines for future growers.

“Developing new varieties of energy grass is essential to commercializing a cellulose biofuels industry that will enhance domestic energy security, create jobs for Americans and improve rural economies. Working with Texas AgriLife Research is an important step in the process of bringing clean transport fuels to scale and to market,” said Tom Campbell, technology vice president at BP Biofuels.

“The opportunity to collaborate with BP Biofuels is an excellent opportunity for Texas AgriLife Research to perform market-driven, scientific research that will create future value to the producers of the State of Texas and beyond with an industry leader,” said Dr. Craig Nessler, director of AgriLife Research. “Renewable energy produced from dedicated energy crops will play a vital role for the 21st century economy.”

This new relationship between BP Biofuels and AgriLife Research emphasizes both entities’ commitment to make biofuels commercially competitive with more traditional fuels. Through this agreement, AgriLife Research will continue to fulfill its research mission to strengthen agriculture’s position for global renewable energy and it will allow BP Biofuels to further pioneer the cellulose biofuels market, officials said.

About Texas AgriLife Research/The Texas A&M University System
Texas AgriLife Research — the state’s premier research agency in agriculture, natural resources, and the life sciences — is headquartered at Texas A&M University in College Station, but serves the entire state through its on-campus units and regional centers. It is comprised of its College Station headquarters, 13 research centers reaching from El Paso to Beaumont and Amarillo to Weslaco, and associated research stations. A member of The Texas A&M University System, AgriLife Research has 1,600 employees, 500 of which are doctoral-level scientists who are nationally recognized experts in their fields. AgriLife Research collaborates with more than 30 nations. Texas agricultural producers and consumers benefit directly from public investment in agricultural research in the forms of lower consumer prices, improved health and welfare, and an improved environment. Economic gains from investments in Texas’ public agricultural research have reached more than $1 billion over the past four decades.

About BP
BP has invested more in the United States over the last five years than any other oil and gas company. With more than $52 billion in capital spending between 2007 and 2011, BP invests more in the U.S. than in any other country. The company is the nation’s second largest producer of oil and gas, a major oil refiner and a leader in alternative energy sources, including wind power and biofuels. BP provides enough energy each year to light the entire country. With 23,000 U.S. employees, BP supports nearly a quarter of a million domestic jobs through its business activities. For more information, view our BP in America animation video at http://www.youtube.com/watch?v=I6n9CZ1xqQw or visit http://www.bp.com.

About BP Biofuels
In 2005, BP made a commitment to spend $8 billion over 10 years on alternative energy. BP Alternative Energy is investing at a faster pace than this and has invested approximately $7 billion, with over $4 billion invested in the U.S. BP Alternative Energy has a focused biofuels strategy: the production of ethanol from sugarcane in Brazil, developing advanced fuel molecules including biobutanol, and commercializing cellulosic biofuels technology. Its cellulosic biofuels technology will use lignocellulosic biomass from dedicated energy grasses to produce advanced biofuels.

~AgriLife Today

Technology Enhanced to Evaluate Tenderness & Colorstability in Meat

A system designed by Agricultural Research Service (ARS) scientists to predict superior beef tenderness is just as effective at predicting tenderness in pork and color stability in meat.

The noninvasive tenderness prediction system was developed in the 1990s by scientists at the ARS Roman L. Hruska U.S. Meat Animal Research Center (USMARC) in Clay Center, Neb., to identify U.S. Select beef carcasses with outstanding tenderness in the ribeye/strip loin muscle. The technology is based on visible and near-infrared reflectance spectroscopy, and can be used without destroying any product from the carcass.

ARS is the chief intramural scientific research agency of the U.S. Department of Agriculture (USDA), and this research supports the USDA priority of promoting international food security.

Food technologists Steven Shackelford, Andy King and Tommy Wheeler, who work in the center’s Meat Safety and Quality Research Unit, invented the system and have tested it on more than 4,000 beef carcasses and 1,800 boneless pork loins.

In collaboration with the National Cattlemen’s Beef Association, they demonstrated how the technology could be applied on the ribeye during carcass grading at commercial processing facilities, and to individual cuts of meat after aging. They also partnered with the National Pork Board to successfully predict tenderness of boneless pork loins during the boning and trimming process.

Some steaks and chops turn brown quicker than others and often have to be sold at a discount or thrown away. Scientists were able to modify the system to predict color stability. They looked at environmental factors such as lighting and oxygen consumption by simulating a retail display case to mimic conditions steaks go through in a traditional supermarket.

They also studied variations in genetics from a pedigree of 500 animals, and found considerable differences in color stability among those animals. That finding suggests color stability might be improved through genetic selection. Scientists continue to assess the many applications of the system, which has shown to be efficient and cost-effective in predicting tenderness and color stability in beef and pork.

Read more about this research in the August 2012 issue of Agricultural Research magazine.

~USDA-ARS
PROVEN RELIABLE DEPENDABLE

One choice this fall can be easy.

LTD of Brinks 415T28
Csonka x Bright Side

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Sires consistent, useful, predictable progeny with few culs. Proven calving ease Csonka son. His first daughters are in production and are very functional and efficient females. Semen available.

Co-Owned with: Cavender Brangus, Southern Cattle Co., Suhn Cattle Co.

Suhn’s Alydar 416N3
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Like his full brother Affirmed, he is an outcross to Cadence and Transformer bloodlines. His progeny are in excellent demand by both registered and commercial producers. Semen available.

Co-Owned with: Suhn Cattle Co. and Jack Moore.

Brinks Bright Side 607L11
Bright Side x Big Easy

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Continues to breed natural service and remains athletic at 11 years of age. One of the most widely used AI Sire both domestically and internationally. Semen available.

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National Conference on Air, Soil & Water Quality Seeks Farmer Input

DENVER, CO - A national conference on the environmental impacts of poultry and livestock production is calling for abstracts, and not just from professional scientists, but from farmers and other agricultural innovators too, said a Texas AgriLife Extension Service engineer.


“We’ll be looking at the impact of helping farmers taking control of air- and water-quality management, and how it affects overall environmental quality,” said Dr. Saqib Mukhtar, AgriLife Extension engineer and associate head of the Texas A&M University department of biological and agricultural engineering.

An abstract is a brief summary, usually only a few paragraphs long. The term usually applies to peer-review research articles, but can also apply to a thesis, conference proceeding or any in-depth analysis of a subject or technical innovation, Mukhtar explained.

“Examples of the kinds of subject matter are case studies of on-farm experience, climate change and animal agriculture, manure nutrient management, manure treatment technologies, environmental planning, pathogens, and regulations,” he said.

More examples are available at the Waste to Worth Conference website. Go to http://www.extension.org/63747 and click on “call for abstracts.” For more information and to submit abstracts, contact Dr. Joe Harrison, nutrient management specialist, Washington State University at jharrison@wsu.edu.

Mukhtar said the learning center has conducted numerous national online educational activities before, but the Denver conference will be the first national meeting of the center, which is a national network of agricultural professionals who work with air, water, soil and climate issues.

“This is going to be valuable information not only for technical service providers but also producers and producers’ representatives,” said Mukhtar, who has worked for much of his career to develop better animal manure and wastewater management technology. “We are striving for a multidisciplinary environment to ‘spread’ the nation’s best research-based science and solutions.”

The conference will include workshops, tours, posters, commercial exhibits, and oral presentations.

- AgriLife Today

As Drought Spurs Livestock Selloff, USDA Will Buy Meat

The U.S. Department of Agriculture will buy up to $100 million worth of pork, up to $50 million worth of chicken and up to $10 million each worth of lamb and catfish to help producers who are struggling because of the Midwestern drought, the White House announced Monday.

It’s not clear how much of the additional meat purchases would come from North Carolina, the nation’s second-largest producer of pork. of poultry and eggs. The purchases are expected to take place by the end of the fiscal year on Sept. 30.

The purchases will help the meat and catfish markets from being flooded if growers — facing a scarcity of feed and sharply rising feed prices — decide to sell off or cut back their livestock.

Response to the announcement was mixed, with some growers saying it could be helpful and others writing anonymously in online forums that it was a political ploy that will only drive up prices for consumers. Many said the government could help livestock producers far more by temporarily reducing the federal ethanol-production mandate. The mandate uses about 40 percent of the nation’s corn crop each year.

Livestock producers in North Carolina and across the country are facing record-high feed prices because of the drought, which has hammered corn and soybeans, the two biggest components of animal feed. Low yields on the crops now in the field mean that feed could be scarce for the next year.

To prepare, producers have taken steps to reduce the number of animals they’ll raise, and some are feeding their animals less.

Under these conditions, “We certainly appreciate anything we can get,” said Bob Ivey, a hog farmer and the general manager of Maxwell Foods, the pork-production side of Goldsboro Milling Co. “I think this will help some in the short run, but what we really need is to change the ethanol mandate.”

The meat purchases announced Monday would be used in federal nutrition assistance programs, which supply school breakfasts and lunches and food banks, and distribute food on Indian reservations and to disaster victims, among other things.

The White House said the plan demonstrates “the Obama Administration’s commitment to do everything it can to help farmers, ranchers, small businesses and communities being impacted by the nation’s persistent drought.”

In recent weeks, the USDA also has opened some conservation lands to emergency haying and grazing, and lowered the interest rate for emergency loans. Members of Congress from livestock-producing states, including North Carolina, have asked EPA Administrator Lisa Jackson to consider lowering the requirement on how much ethanol must be produced as a gasoline additive.

Bob Ford, executive director of the N.C. Poultry Federation, said North Carolina poultry farmers welcome the federal support, but it is unclear how much local farmers or national operations will benefit.

“Is that $50 million worth of thighs, legs, breast meat, or what? We don’t know if they’re just going to buy that amount of product from somebody, and that’s good. But we don’t have any way of knowing where it’ll come from,” he said.

Typically, Ford said, the government will send out a notice of what it wants to purchase and accept bids from producers. About 40 companies handle about 95 percent of the nation’s poultry production, Ford said, and many of them operate in the state.

BeefTalk: Calculating Cost Per Unit is Critical

The world of costs is not really that complicated, but often it is overlooked. Although it is true that feed must be edible, free of digestive problems and compatible with the beef cow, that still leaves a large selection of alternative feedstuffs. Regardless of what one is feeding, the first step is figuring cost per unit of desired nutrients.

In very simplistic feeding terms, the world of the beef cow is somewhere between green and yellow. If you were told to eat all your vegetables as a youngster, the reasoning for it was simple: Vegetables contain nutrients that are needed to sustain a healthy state of living.

Likewise, a cow is more likely to sustain a healthy state of living when the feed she consumes is a mixture of green and yellow feeds. Feeding all corn without greens is not good. Feeding all straw or grain byproducts with no greens is not good. Feeding all second-cutting alfalfa with no yellows is not good. Feeding all brown, overly mature grass hay with no green hay is not good.

A mixture of green grass with yellow corn could work. A mixture of older, yellow-looking hay with first-cutting alfalfa could work. A mixture of straw or grain byproducts with green leafy grass hay could work.

In all cases, an appropriate supplementation of minerals and vitamins is recommended.

These are basic thoughts that need to be evaluated as one reviews options during feed shortages. In most cattle operations, the most expensive variable expense is feed. If a producer accounts for feed waste all the way through harvest, processing, delivery and cleaning, the actual cost per unit of feed can be calculated. Those costs often are hidden in the busyness of ranching and farming. However, writing checks as feed is purchased brings the message home quickly.

Today, producers need to buy feed.

The first lesson is a simple one, but we may need to have our memories jarred loose to recall lessons we learned in math class. How does one convert prices to a common unit so prices can be compared?

32 | SEPTEMBER 2012 THE EAR
I visited with Chip Poland, Dickinson State University's Department of Agriculture and Technical Studies chair, to talk about how he priced corn.

His example: One local elevator was selling corn at $7.94 per bushel as is. So how much did the corn cost per unit of total digestible nutrients (TDN) or cost per unit of protein? Even if a producer does not have the actual analysis, feed tables certainly would provide adequate numbers to answer the question. Typical values in a table never are the actual numbers from an analysis, but the concept of pricing per unit of desired nutrient still is valid.

The formula is simple. However, for people in general, no formula is simple, so let’s talk about it. We know our cost per bushel is $7.94. We know typical corn could be 60 pounds per bushel at 88 percent dry matter, 88 percent TDN and 9 percent crude protein (obtained from a reputable feed table).

To answer the question, we divide $7.94 by 60 (tabulated value for bushel weight of corn) to get our cost per pound. The cost per pound of purchased or as-is corn is 13 cents. The pound of corn is 88 percent dry matter, so we need to divide the 13 cents by .88 (dry matter percentage) to get the cost of the 1 pound of corn on a 100 percent dry-matter basis. Now we know the cost per pound of corn on a 100 percent dry-matter basis is 15 cents.

However, because the corn is at 88 percent TDN, the cost on a dry-matter basis per pound of TDN is 17 cents. The calculation involves dividing 15 cents (cost per pound of dry matter) by .88 (TDN percentage of corn). Now a producer knows what the typical cost is for the desired purchase. The same calculation could be made for cost per pound of crude protein. Using the previous numbers, we divide $7.94 by 60 to get our cost per pound of 13 cents.

We again adjust for 88 percent dry matter by dividing 13 cents by .88 to get 15 cents per pound of dry matter. These calculations are the same numbers we calculated before, but this time we divide by .09 (9 percent crude protein) to calculate cost per pound of protein. In this case, 1 pound of protein is costing us $1.67.

Now we know that the corn that we were thinking of buying costs $7.94 per bushel or 13 cents per pound as is. If we calculate a per-unit price, we know the corn costs us 15 cents per pound on a 100 percent dry-matter basis, 17 cents per pound of TDN and $1.67 per pound of crude protein.

Producers need to seek good information (actual feed analysis results), but also keep in mind the answer will be different for each location and producer. Again, producers need to price nutrients, not pounds of feed delivered. To do that, producers need to seek the help of a very sound, well-educated, beef cattle nutritionist.

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Texas A&M Beef Short Course Producers Hear Optimistic Outlook on Weather Patterns

COLLEGE STATION, TX Texas beef producers attending the 58th Texas A&M Beef Cattle Short Course in College Station looked intently at several maps depicting future weather patterns across the Lone Star State.

Brian Bledsoe, weatherman for the Southern Livestock Standard, was one of several featured speakers Monday during the general session at Rudder Auditorium on the Texas A&M University campus. Bledsoe said the current weather patterns are reminiscent of the 1950s, but predicted West Texas and states such as Colorado, Oklahoma will leave hot temperatures and drought behind sometime this winter.

“When it breaks, it’s going to break big-time,” Bledsoe said.

This year’s short course, which has attracted more than 1,400 beef producers from across Texas, the U.S. and abroad, has beef producers wanting more information about climate outlook and how to build back herds, said Dr. Jason Cleere, conference coordinator and Texas AgriLife Extension Service beef cattle specialist, College Station.

“Judging by topic selection, forage and drought recovery sessions were highly attended, which indicates there’s big interest in herd rebuilding in Texas,” Cleere said.

The driver for future weather change in Texas will be weather-maker storms on the West Coast this winter, which models indicate to be wetter than normal, Bledsoe told the group.

“That’s where our weather is going to come from,” he told attendees, pointing to California and upper coastline states, where shades of blue on the map indicated moisture.

Meanwhile, this winter, cold weather is predicted for November-January from the tip of Dallas up through the Midwest.

Bledsoe said at least through the first couple of months the 2013 El Nino “will play some role in at least temperature,” especially during the months of February, March and April.

“It stands to reason Texas and the Gulf Coast will be colder than normal for winter,” he said. “Moisture will come and East Texas is predicted to be wetter than normal.”

Dr. Ted McCollum, AgriLife Extension beef cattle specialist, Amarillo, gave a comprehensive virtual video tour of a feedlot operation. He walked beef producers through the process, beginning with a truckload of cattle backing up to a loading chute and then going through a health program.

Feeder cattle were fed a ration of 25 pounds a day and the detailed video showed a series of computerized gauges monitoring various commodities and feed bins. McCollum was followed by a virtual tour of a packing operation led by Drs. Dan Hale and Davey Griffin, AgriLife Extension meat specialists, College Station.

Dr. Lowell Catlett, a Regents professor, dean and chief administrative officer at New Mexico State University’s College of Agricultural, Consumer and Environmental Sciences, provided insights and an outlook on the agriculture industry, specifically beef-cattle production, plus the overall current state of the economy.

“This is truly the golden age of agriculture,” Catlett said, providing a blend of humor and futuristic outlook to his keynote.

He touted the agriculture industry and rising agriculture real estate values.

“They’ve gone up threefold over the last 10 years,” he said. “Agriculture has some of the strongest financial statements of any in the industry. What do you think the outlook for beef is?”

Catlett said there’s a lot ahead for beef producers in the future, especially with regard to consumers who are of the millennial age. Many carry smartphones and don’t know how to cook, he said. Holding a smartphone, he referenced the late Steve Jobs and Apple Inc.’s iPhone with apps. He said consumers like himself may walk up to a meat case, point the phone and take a picture of a retail cut of meat. An app would then respond with a celebrity chef offering cooking advice.

“Go write some apps,” he said. “This (smartphone) is the most phenomenally integrated system on the planet.”

This year’s beef cattle short course was dedicated to Dr. L. R. Sprott, professor and AgriLife Extension beef cattle specialist emeritus. Sprott served as Upper Gulf Coast beef cattle specialist from 1981 until his retirement in August 2003. His interest specialized in commercial cow-calf production and his research publications focused on specific reproduction improvement methods.

The beef short course event showcases the latest research and educational programs offered by AgriLife Extension, Texas AgriLife Research and the department of animal science at Texas A&M. The annual event is one of the largest beef-education workshops in the country. The short course continues through Wednesday.

For more information about the short course, visit the event blog at http://agrilife.org/beefshortcourse/ and Twitter posts at #beefCSC12.

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The new industry standard for Bos indicus.

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Advertiser’s Index

101 Ranch........................................8,9
2H Brangus........................................34
44 Farms..........................................IBC
5K Cowbelle Ranch..............................34
Advanced Genetic Services, LLC...........35
Advancing the Breed Sale II..................13
Alleman Cattle Company......................19
AMS Genetics, LLC..............................12,BC
Barnes, Tommy..................................35
Beef on Forage Performance Bull Sale.....21
Bill Rainer Cattle Co.............................19
Briggs Ranches.................................IFC, 34
Buckner Polled Beefmaster....................34
Calyx Star Ranch...............................34
Cavender Ranches..............................34
Champion Genetics............................35
Corporon Acres..................................1
Cow Creek Ranch................................14,15
Crochet Cattle.................................34
Doguer’s Diamond D Ranch..................34
Don Thomas & Sons............................34
Don Bros Ranches..............................1
Draggin’ M Ranch..............................23
El Rancho De Trabajo..........................34
Garrett Brangus...............................31
Genesis Ranch.................................31
GENETRUST......................................5
Greenview Farms, Inc...........................19
Harris Riverbend Farm.........................34
Indian Hills Ranch.............................8,9,34
J.D. Hudgins, Inc...............................34
JLS International...............................34
Lambert, Doak....................................35
Larry Smith Livestock..........................35
Livestock Photography by Nancy..........31
Livestock Photography by Nancy..........31
McCreary Farms................................34
M & W Cattle Service.........................35
Nunley Bros. Ranches.........................25,34
Oakley, Lakin.....................................35
OvaGenix........................................35
Pine Ridge Ranch..............................35
Quail Creek Brangus............................34
Reynolds, Greg.................................35
Running M Ranch..............................19
Salacoa Valley Farms............................3
South Texas Cattle Marketing...............8
Southeast Brangus Breeders..................26
Southern Cattle Co.............................14,15
Star G Ranches.................................28,29
TCR Genetics....................................35
TransOva.........................................27
Triangle K Farms...............................34
Truitt Brangus Farms...........................34
V8 Ranch..........................................34
Westall Ranches, LLC..........................34

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Advertiser’s Index

101 Ranch........................................8,9
2H Brangus........................................34
44 Farms..........................................IBC
5K Cowbelle Ranch..............................34
Advanced Genetic Services, LLC...........35
Advancing the Breed Sale II..................13
Alleman Cattle Company......................19
AMS Genetics, LLC..............................12,BC
Barnes, Tommy..................................35
Beef on Forage Performance Bull Sale.....21
Bill Rainer Cattle Co.............................19
Briggs Ranches.................................IFC, 34
Buckner Polled Beefmaster....................34
Calyx Star Ranch...............................34
Cavender Ranches..............................34
Champion Genetics............................35
Corporon Acres..................................1
Cow Creek Ranch................................14,15
Crochet Cattle.................................34
Doguer’s Diamond D Ranch..................34
Don Thomas & Sons............................34
Don Bros Ranches..............................1
Draggin’ M Ranch..............................23
El Rancho De Trabajo..........................34
Garrett Brangus...............................31
Genesis Ranch.................................31
GENETRUST......................................5
Greenview Farms, Inc...........................19
Harris Riverbend Farm.........................34
Indian Hills Ranch.............................8,9,34
J.D. Hudgins, Inc...............................34
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McCreary Farms................................34
M & W Cattle Service.........................35
Nunley Bros. Ranches.........................25,34
Oakley, Lakin.....................................35
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Pine Ridge Ranch..............................35
Quail Creek Brangus............................34
Reynolds, Greg.................................35
Running M Ranch..............................19
Salacoa Valley Farms............................3
South Texas Cattle Marketing...............8
Southeast Brangus Breeders..................26
Southern Cattle Co.............................14,15
Star G Ranches.................................28,29
TCR Genetics....................................35
TransOva.........................................27
Triangle K Farms...............................34
Truitt Brangus Farms...........................34
V8 Ranch..........................................34
Westall Ranches, LLC..........................34

THE EAR SEPTEMBER 2012 | 35
Please note that events/sales in **bold** have ads placed in this issue. Check them out!

**September**

1. “Fall Gathering Sale” - Nixon, TX
8. Lasater Ranch Sale - Matheson, CO
8. Southern Revolution Sale - Savannah, TN
8. Don Thomas & Sons “Cadillac of Brangus” Sale - Madison, MO
10-11. V8 Ranch “Power of Production” Sale - Online
15. Southern Alliance Beefmaster Sale - Falkville, AL
22. Live Oak BBA Fall Sale - Three Rivers, TX
22. Heritage Cattle Co. Show Heifer Sale - Hungerford, TX
29. SBBA Showcase Sale - Lake City, FL
29. Star G Complete Dispersal - Canton, TX
29. Circle J & Friends Beefmaster Sale - Groesbeck, TX
29. Western States BBA Sale - Dinuba, CA

**October**

4. Advancing the Breed II - Lake Charles, LA
6. Isa Cattle Co. Performance Tested Bull Sale - San Angelo, TX
6. 4B Ranch Production Sale - Shreveport, LA
12-13. Southern Cattle Co./Cow Creek Ranch Bull & Female Sale - Aliceville, AL
13. CX Advantage Sale - Weimer, TX
13. Ozark & Heart of America Fall Female Sale - Tulsa, OK
13. South TX BBA Buccaneer Classic Sale - Robstown, TX
13. Heart of TX Simmental/Simbrah Association Fall Fest Sale - Hearne, TX
15. Cain Cattle Co. Bull & Female Sale - Pickens, MS
19-20. 35th Annual Tri-Star Santa Gertrudis Sale - Bloomington, TX
20. President’s Council Sale - Branson, MO
20. Doguet’s Diamond D Sale - Poteet, TX
26. Salacoa Valley Farms’ “Buy the Numbers” Sale - Fairmount, GA
26-28. Synergy V Sale & Showcase - Giddings, TX
27. 44 Farms Angus Bull & Commercial Female Sale - Cameron, TX
27. Carr & Others Fall Sale - Floresville, TX
29. Southeast Brangus Breeders Showcase Sale - Lake City, FL

**November**

1. Kempfer Cattle Co. Sale - Deer Park, FL
2-3. GENETRUST at Chimney Rock - Concord, AR
3. Louisiana BBA Cowboy Classic Sale - Lake Charles, LA
8. Adams Ranch Bull Sale - Fort Pierce, FL
10. The Stockman’s Kind Bull Sale - Lake Park, GA
13. Branch Ranch Brangus Internet Sale
16-17. Brangus World Series Sale - Palo Pinto, TX

**Because we want to hEAR from YOU!**

We’re all about getting the word out, let us know about your next Bos indicus influenced event or sale.

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