Selection Criteria for Beef Cattle
Basics of Carcass Ultrasound in Beef Cattle
What Determines the Value of Feeder Calves?
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Sale Management:
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Sale Headquarters: Holiday Inn South Loop Reliant Park
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SIRE: JDH MR ELMO MANSO
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EPDS: BW 2.1  WW 17.0  YW 31.0  MILK 1.7

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We are extremely honored to be included in The Collection Sale. It is with great pride that we are offering genetics on this extraordinary young Elmo son. Few bulls put it all together as El Dorado. Even fewer are the opportunities to invest in genetics that can have such a substantial impact on your breeding program.
A genetic strategy should include matching performance or functional levels to environmental, management and marketing conditions; choosing a breeding system (continuous or terminal); and selecting genetic types and individuals with breeds that are compatible with the performance level needed and breeding system chosen. These factors make genetic selection a large part of overall profit or loss.

Ultrasound is currently being used to indicate the carcass potential of an animal and is a very useful tool to determine genetic differences among potential breeding animals. Ultrasound EPDs will lead to genetic progress for carcass traits. If you are a producer who is interested in having cattle scanned or are already doing so, the following basics of ultrasound should be of interest to you.

According to most agriculture economists the duration of this phenomenal market will depend on the continuation of strong exports and maintaining domestic demand. I thought it might be good to review how feeder cattle are valued as they enter and make their way through our U.S. beef cattle marketing system.

On the Cover:
Picture taken at H&M Cattle Company in Wharton, TX. This pair and those like them will be offered in the 25th Annual National F1 & Brahman Female Sale in Caldwell, TX.
Don’t Miss the Double E Farms
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Approx. 40 Cow/Calf Pairs

**OPEN HEIFERS**
22 - 1/2 S.G. x 1/2 Red Angus
15 - 1/2 S.G. x 1/2 Black Angus
15 - 3/4 Red Angus x 1/4 S.G.
7 - 1/2 S.G. x 1/2 Hereford
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Cows are 3-8 years old, most 5 & 6 years.
Cows are bred for 70 day calving.
Cows and Heifers will be sold in group lots according to breed type.
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Double E Farms
Sam Jacoby
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Lundberg Cattle Services
Bill Lundberg
479-880-6217
lundbergcss@yahoo.com
Have You Heard....

the Truth

With every challenge comes opportunity! 2011 has past and we are well underway in the new year of 2012. 2011 was challenging throughout the South. Many in the South-west faced drought and sparse available for-age through the summer and winter months, while in the Southeast many faced tornados as well as an abundance of rain and forage. In a month when we all are busy feeding our cows and dealing with the winter’s cold, it is worthwhile to consider the outlook for the remainder of 2012.

The weather challenges made all of us better managers. Over 200,000 head of cattle were harvested in Texas alone. Another 400,000 were relocated to other parts of the country, with many destined for the Southeast. Both sellers and buyers more closely managed precious forage resources, made timely marketing decisions while matching cow herd needs with forage resources.

With the increased harvest numbers, the remaining cow herd in the South is the youngest and highest quality at any point in the last decade. Soon, the rebuilding process will begin anew in past drought areas. What an opportunity for producers of Bos indicus influenced replacement females! In these pages over the past months we have seen documented evidence of the superior performance of those females in the harsh and often changing climatic conditions that exist in the various environments we live in.

The impetus to rebuild will be driven by the demand for the wholesome and tasty protein consumers prefer, beef. Record calf prices, record finished cattle prices, stocker cattle demand and strong export sales, all are the economic signals that will increase demand for replacement females for the Southwest’s depleted cowherd.

The advantages of Bos indicus cross females are evident. They include longevity, hybrid vigor, maternal ability, heat tolerance and environmental adaptability. A good friend always says “Match the cow to the environment and the bull to the market”, advice I have always found sound.

Yes, demand for Bos indicus cross replacement females will be strong in 2012 and for the coming years. Opportunities abound!

Mark Cowan
Brazile is one of the most exciting young herd sires in the Brangus breed. He was produced by Double W Ranch. His dam Miss Brinks Geronimo 535K14 has produced over $250,000 in progeny in her lifetime. Great bulls usually come from great cows. Brazile was used by many in 2010 and 2011 because of his exciting EPD blend and his calving ease ability to breed to heifers. The first calves are here and it is the consensus opinion that Brazile is going to produce uniform, eye appealing offspring.

Semen Marketed By: American Marketing Services

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R10109861 • 535U13 • Griese of Brinks 803R27 x Miss Brinks Geronimo 535K14
EPDs: BW -0.9 | WW 29 | YW 49 | Milk 18 | TM 33 | SC 0.80 | REA 0.49 | IMF 0.17 | Fat-0.008
Perf: BW 84 | 205 WW 706 (114%) | 365 YW 1243 (110%) | SC 42.2 | Adj REA 15.87 (117%) | Adj IMF 4.296 (103%)

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About this time of the year I get asked to sit in on a very prestigious Beefmaster Bull Sale in South Texas as an evaluator in a panel of 10-12 other esteemed (in my opinion) breeders. I am not a breeder in the sense of the others, and will never be, but I like to think I can look at an animal and decide if I like it more or less than another and why (although I am sure there are some that will dispute that!). Although it is very dry in most of Texas (and parts of other states in the south) this sale has a huge consignor list from many states and has always been a very popular and successful sale since the cattle are graded and then sold by the rank in the grading. I know several other breeds and associations have similar successful sales.

Most of the bulls are between 18 months and 3 years and are all passed on by a committee to make sure they are acceptable in terms of breed character, weight, and have passed a Breeding Soundness Examination. The evaluators are allowed to talk to each other and we get information on age, weight and scrotal circumference in addition to a visual appraisal of the bull in the ring. It has been interesting to watch a change in the type of cattle offered for evaluation and what the 10 or 12 of us finally decide upon in our top ten. Most of time the type is fairly constant but in this last sale the type was predictable in that the top 10 bulls were moderate framed, muscular, well developed, of a variety of colors, and sold very well.

One of the most often asked questions I am asked is what traits should someone select for, followed closely by at what levels. My usual response is based on a series of bulletins mostly written by my good friend and colleague Dr. Stephen P. Hammack, Professor Emeritus and Beef Cattle Specialist in Stephenville, Texas, under the Texas Adapted Genetic Strategies for Beef Cattle. In the fifth bulletin of the series, Type and Breed Characteristics and Uses, he writes that breed selection is only part of a genetic strategy that should include matching performance or functional levels to environmental, management and marketing conditions; choosing a breeding system (continuous terminal); and selecting genetic types and individuals with breeds that are compatible with the performance level needed and breeding system chosen.
In a series of 11 bulletins, Dr. Hammack begins with an overview of production conditions and markets, types of cattle (based on forage conditions), breeding systems, breeds and individual selection. From there he and his coauthors cover genotype environmental interaction, body size and milking level, breeding systems, cattle types and breeds, creating cattle breeds and composites, sire types for commercial breeds, EPDs, selection for carcass merit, frame score and weight, and marker assisted selection.

In the last section of his first introductory TAGS bulletin, Dr. Hammack discusses Genetics and Economics, a topic that is of most importance. Net income is determined by multiplying the number of calves sold by their sale weight and sale price and subtracting from it the cost of production. "The highest net income does not come from the greatest numbers, the heaviest weights, highest price or the lowest costs. The most successful producers develop adapted genetic strategies that optimize and balance these four elements to maximize returns."

In 1970, Dr. T. C. Cartwright, in an article published in the Journal of Animal Science titled "Selection Criteria for Beef Cattle for the Future" spoke to the importance of selection goals and that the highest weaning weight, the fastest gaining steer, the most tender steak may not be the most profitable, that selection expense to achieve the desired goals might be greater than the increase in net income, especially in a commercial operation. Although he emphasized the importance of hybrid vigor and complementarity and development of sire and dam lines (for efficiency's sake) Dr. Cartwright's main point was to live within your resources.

When looking at this table don't mistake the lack of a "+" to mean that the trait is not important, it just means that to the "job description" of the cow, bull or steer product it may or may not be. Selection to improve can be pursued but at some point it will be more expensive to pursue and the law of diminishing returns begins to set in (it cost more to select for than it is worth in return).

It should be pointed out that Dr. Cartwright's approach is most applicable in a terminal breeding system, where heifers are not retained for breeding. In a continuous system, heifers are retained to go into the cow herd. In that case, some tradeoffs must be made in selection of breeding stock because all characteristics of both sires and dams are passed on to both sale calves and retained breeding replacements.

My point is that even in the middle of the driest year in Texas, and in many other areas, since 1917, there will be cows that remain, when it starts to rain and after the grass gets growing we will restock. Why not envision a plan to evaluate your environment, your management and your market and select breeds and a breeding system to fit them?

Literature Cited
25th Annual
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BRAHMAN FEMALE SALE

Selling 600+ Head of ABBA Certified F1 Females and
300+ Head of Brahman Females - Both Registered and Purebred!
Sponsored by American Brahman Breeders Association and Texas Brahman Association

Saturday, March 17, 2012
1:00 p.m.
Caldwell Livestock Commission
Caldwell, TX

Consignment forms & sale info on
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Please call if you prefer hard copies of the sale forms.

American Brahman Breeders Association
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Chris Shivers: cshivers@brahman.org

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mchera@airplexus.com
www.brokentrianglecattle.com

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SC 1.7 (1%) | REA 91 (1%) | IMF .07 (25%) | Fat .019
Perf: BW 84 | Adj WW 830 (129%) | Adj YW 1444 (125%) | ADG 4.01
Adj SC 37.6 | Adj REA 16.67 (117%) | Adj IMF 4.174 | Adj Fat .31

R10154676 • 17W9 • MC Chisum 468S8 x MB Ms New Direction 17R5
EPDs: BW 4.2 | WW 58 (1%) | YW 96 (1%) | Milk 14 | TM 43 (1%)
SC 1.5 (1%) | REA 1.04 (1%) | IMF .14 (15%) | Fat .012
Perf: BW 89 | Adj WW 861 (129%) | Adj YW 1390 (121%) | ADG 3.37
Adj SC 39 | Adj REA 16.97 (119%) | Adj IMF 5.566 (129%) | Adj Fat .38

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SALES MANAGER
Basics of Carcass Ultrasound in Beef Cattle

by Tommy Perkins, Ph.D., PAS
Executive Vice President - Beefmaster Breeders United

Ultrasound is currently being used to indicate the carcass potential of an animal and is a very useful tool to determine genetic differences among potential breeding animals. Ultrasound EPDs will lead to genetic progress for carcass traits. Ultrasound data included in the breed associations genetic performance analysis must be collected by an Untrasound Guidelines Council (UGC) certified technician and processed in a UGC certified laboratory. More about UGC can be found at www.ultrasoundbeef.com. If you are a producer who is interested in having cattle scanned or are already doing so, the following basics of ultrasound should be of interest to you.

Why do we measure carcass traits with ultrasound?

Ultrasound provides a non-invasive technique to collect carcass data without having to harvest the animal. The collected ultrasound data is used to calculate expected progeny differences (EPDs) for ribeye area and percent intramuscular fat (IMF or marbling). The calculated EPDs can then be used for selection of potential breeding animals. The ultrasound information can then be used to identify individual animals that possess inferior and/or superior carcass merit. Inferior animals should be culled based on this data if it was collected by a certified ultrasound technician and processed by a certified ultrasound processing (CUP) lab. Caution should be used in selecting animals solely on one superior ultrasound value. Use of a single trait outlier (for example, a high IMF - 7%) may lead to selection of many negative traits at the same time (for example, smaller ribeye and less efficient animal).

Who can collect the ultrasound images at your farm or ranch?

Only technicians that have a current UGC certified field technician status at the time of scanning. You can find a list of certified field technicians at www.ultrasoundbeef.com.

Who can interpret the ultrasound images collected by a UGC certified field technician?

Only UGC certified lab technicians that work for laboratories that have a current UGC certified lab status at the time of scanning. You can find a list of certified lab technicians and certified labs at www.ultrasoundbeef.com.

What should the breeder provide for the ultrasound tech on the day of ultrasounding?

It is the responsibility of the breeder to have a squeeze chute that has easy access to a grounded 110 electrical outlet. The chute must be covered so that is out of direct sunlight and/or rain. This may be as simple as placing a tarp over the chute. The breeder must also provide a complete ultrasound barn sheet that includes the ID, certificate number, birthdate, weight, etc. of all
cattle being scanned that day. It is the responsibility of the breeder to correctly identify the proper contemporary group for each animal scanned.

**What makes up a proper contemporary ultrasound grouping?**

In general, all animals must be of the same age (within 60 days), of the same sex (all bulls, all heifers, or all steers), fed the same feed and managed the same throughout (same vaccinations, etc.). For example, it is not appropriate to place a yearling heifer that has been fed for show in the same contemporary group with a heifer that is only being fed hay and little grass.

**How does a breeder get an ultrasound barn sheet?**

The ultrasound barn sheet is mailed out by the breed association or can be requested from them. Most breed associations mail them out with the weighing worksheet for those in Total Herd Reporting (THR) or Whole Herd Reporting (WHR).

**What does it cost?**

Most technicians charge $15 to $25 per head. They may also charge a setup fee, a mileage fee, and/or hotel costs. The fee is often based on the number of animals to be scanned.

**What should the ultrasound tech provide on the day of ultrasounding?**

The ultrasound technician will bring all of the ultrasound equipment (scanning console, transducer, computer, scanning software, etc.). Most technicians will bring their own scanning vegetable oil, paper towels, cleaning solutions, and multi-electrical outlet. Good technicians will also have a good livestock blower (air) and/or clippers in hand to remove all dirt and debris from the scanning sight for the best results possible.

**What happens to the collected ultrasound images and how do I get the data?**

The technician will send the collected images to a UGC certified lab for interpretation. However, some technicians leave the images and paperwork with the breeder for mailing to the UGC lab. The UGC lab interprets the images and sends the data to the association office for breed adjustments.

**What traits must be measured for EPD calculations?**

Two different images are required to be collected by the ultrasound technician. The first one is a cross-sectional image of the ribeye muscle between the 12th and 13th ribs (the last two ribs) of the animal. Fat thickness and ribeye are measured from this particular image. The second image taken is a longitudinal image of the 11th-12th-13th rib region for estimation of percent intramuscular fat (IMF or marbling). The technician must take at least four images in this location to send to the CUP lab. Some breeds such as Beefmasters, require a third image which is collected between the hook and pin bones parallel to the backbone. This image is used to measure the amount of rumpfat on the animal.

**What animals should be measured and when?**

All bulls, heifers and steers that have a registration number or performance only animals should be scanned. The age of scanning depends on the breed association guidelines. For example, Beefmaster cattle must be between 320 and 550 days of age when scanned and Brangus cattle must be between 320 and 440 days of age when scanned. Animals ultrasound less than (or more than) the proper scanning age will not be included in the genetic evaluations for EPD calculations.

**Should the cattle be weighed on the day of ultrasounding?**

Yes, if possible. However, the breeder must provide a weight (called scan weight) that was taken within seven days of the ultrasound data being collected. Additionally, all cattle in the same contemporary group must be weighed on the same day.

**What ultrasound data does the breeder receive from the Association office?**

Generally, breeders will receive an ultrasound summary that includes all of the raw data, the yearling adjusted data and the contemporary group ratio for each trait for each animal. You should use the adjusted measures and ratios for in herd comparisons.

**What adjusted values should breeders strive for in each trait measured?**

Fat thickness measures should range from 0.20 inches to 0.50 inches. Any values less than these may not be measuring true genetic differences between animals. Anything greater than 0.50 inches is merely costing you extra money in over feeding. Overfeeding females at this stage of their life may permanently impair reproductive performance and/or milking ability.

Ribeye area measurements should range from 10.0 to 17.0 square inches in yearling Beefmaster cattle. Ribeye area per 100 pounds of scan weight (REA/CWT) is a good indicator of optimum ribeye area measurements. Elite females should have 1.1 in$^2$ per hundred pounds and herd sire prospects should have 1.3 in$^2$ per hundred weight. For example, a bull with an adjusted scan weight of 1200 pounds and an adjusted ribeye area of 15.6 in$^2$ would have a 1.3 REA/CWT (15.6 divided by 12.0). It is more important to use this scan value to cull inferior animals (e.g. animals with less that 1.0 in$^2$) than it is to select animals for excessive values (e.g. an animal with a 19.0 in$^2$ ribeye).

Adjusted IMF values should be 2.5% or higher for bulls and 3.0% or higher for females. Steers should scan equivalent to heifers (3.0% or higher). Cattle fed to a 0.50 inch fat thickness level will be fed adequately to express their full genetic potential for marbling. Thus, animals fed to 0.90 inches of fat will not statistically express more IMF if they don't have the genetics to produce more marbling.

Rump fat is a bit more interesting to me for Bos indicus influenced cattle. In general, rumpfat should be equal to or greater than the 12th rib fat measurement. For example, a Beefmaster animal with 0.20 inches of rib fat thickness will generally be between 0.20 and 0.40 inches of rumpfat. There is not any research that gives us a better guideline for this trait at this time.

**Is chute side ultrasound data collection and interpretation accepted by Association?**

Yes for some breed associations (e.g. Beefmaster Breeders United) accept this procedure if collected by a UGC chute side certified technician (someone that has passed both the field certification and the lab certification on the BIA Pro System). However, I am not aware of any breed association that accepts chute side ultrasound data that was not collected by a UGC chute side certified technician. Currently there are less than ten (10) certified chute side technicians acknowledged by UGC in the United States. You can see a list of chute side certified techs by going to www.ultrasoundbeef.com.

**Can ultrasound be used in the feedlot?**

Yes. Ultrasound is used to sort and market fat cattle into optimum harvest groups. This is done to prevent overfeeding of the cattle and will reduce or prevent Yield Grade 4 and 5 carcasses. Feedlot scanning uses the ultrasound scan weight, ribeye area and fat thickness to determine the optimum harvest endpoint in order to provide more profit for the producer. Feedlot cattle are generally scanned at re-implant time or no less than 30 to 90 days before harvest.

**Can ultrasound measures be taken on either side of the animal for data collection?**

Yes. Research has shown that there are no statistical differences in the ultrasound measures on an animal’s right or left side. Therefore, the ultrasound technician can scan from either side of the animal. Scanning side is generally determined by the chute set up and the outside elements (sun, rain, etc.).
There is no doubt that 2011 was a banner year for cattle producers as we received good money for not only feeder calves but also for fat cattle, and cull cows and bulls. Remarkably the first quarter of 2012 is projected to be even better. According to most agriculture economists the duration of this phenomenal market will depend on the continuation of strong exports and maintaining domestic demand. I thought it might be good to review how feeder cattle are valued as they enter and make their way through our U.S. beef cattle marketing system. I always tell my students “we buy and sell market cattle by the pound” (that includes slaughter cattle, carcasses, steaks, and hamburger). Emphasizing the more cattle weigh at marketing the greater total dollars each animal will generate. Normally, the lighter the body weight of the animal the greater the price paid per pound, and vice versa, at sale day. However, the last time corn approached $7 bushel (Summer 2008) this weight-value per pound relationship did not ring true; heavier calves were valued equal (or more, price/lb.) to lighter weight calves. This year, corn is near that same price range but the weight-value per pound relationship is normal.

If you have ever read a market report from your local or regional auction market, or a state or regional market summary for feeder calves you have seen the terms Large (L), Medium (M), and Small (S), and #1, #2, #3, and sometimes #4. These USDA terms and numbers are combined and used to simply categorize or better describe feeder calves. The L, M, and S refer to frame size and the 1 to 4 refer to muscling or thickness. The frame categories were established to provide an indication of the final weight at which market steers and heifers of various frame size should grade low Choice (Ch-). Large frame feeder steers should weigh more than 1,250 lb. at slaughter while M and S feeder steers should weigh between 1,100-1,250 lb. and < 1,100 lb., respectively. For feeder heifers, reduce slaughter weight by 100 lb. within each L, M, and S category. Thickness is meant to represent the degree and development of muscle in relation to frame size. Thick feeder calves (#1s) should have a higher ratio of muscle to bone, at a given fat thickness, and a more desirable Yield Grade (lean yield) at slaughter weight than #2, #3, and #4 feeder calves. The best way to describe the muscle categories is to visualize a superior feeder calf (#1) and a thin, light muscled roping steer (#4). Typically, L and M frame size, and #1 or #2 muscle would describe most of our ranch raised feeder calves.

Additional factors can also contribute to the value of a feeder calf including sex (steers valued greater than bull calves, and both greater than heifers), rumen fill (slightly drawn valued over full), health status (healthy valued over unhealthy), flesh condition (lean calves valued over fat calves), color pattern (solids valued over paints), color (black valued over other colors most often), polled or dehorned calves valued over horned calves, vaccinated valued over not vaccinated, weaned and pre-conditioned calves valued over recently weaned calves, uniform groups (sex, weight, and genetics) valued over mixed groups, and truckload (48,000 lbs.) lots valued over small lots. These “added value” factors are not always realized on sale day and are highly dependent on the specific marketing plan or system that is being utilized.

Most market reports are generated by trained professionals from either USDA or state departments of agriculture, and are an unbiased observation of the current market. However, due to state budget cuts your local livestock market may no longer be reported by USDA and thus you will need to access the auction barn’s web site or contact your market directly for the previous sale’s market report. For local, regional, and national market reporting information go to www.ams.usda.gov; and browse the link market news; go to Livestock, Meat, Grain and Hay; browse the link cattle, and there you can find various feeder cattle reports.
The Stockman’s Kind at Mound Creek Ranch

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National F1 & Brahman Sale to be Held in Caldwell, TX

CALDWELL, TX - The American Brahman Breeders Association (ABBA) and the Texas Brahman Association (TBA) announces the 25th Annual National F1 and Brahman Female Sale. This sale will be held on Saturday, March 17, 2012, at 1 p.m. at Caldwell Livestock Commission in Caldwell, Texas.

This premium replacement female sale expects 600 head of ABBA Golden Certified and/or Certified F1 females and 300 head of Brahman females, both registered and purebred. Also included in this offering will be progeny of F1 females out of ABBA Golden Certified or Certified F1 females. Pure-bred Brahman females can be qualified for F1 production at no cost to the buyer.

“Now you can restock your pastures with the most efficient beef cow ever produced,” said Milton E. Charanza, Jr, sale manager and owner of Broken Triangle Cattle Marketing, “with cattle from known genetics and the top replacement producers in the industry”. This sale has a rich history in the cattle industry being the first ever sale of its kind offered in 1988, and it still has the old fashioned feel today. Buyers and consignors can inspect the cattle on Friday, March 16 after 12 p.m. and will be treated to a great meal and social starting at 6 p.m.

Make plans now to attend the sale, and get an early preview of the cattle offering at www.brokentrianglecattle.com. This year's sale will be broadcast live on the internet by Cattle In Motion.

Registered & Commercial Cattleman from Three Countries & Thirteen States Purchase Cattle at GENETRUST at Chimney Rock Sale

CONCORD, AR - Buyers from Australia to Mexico, from the east to west coasts and 13 states in between flocked to the annual GENETRUST at Chimney Rock Cattle Company sale November 5th and 6th in Concord, Arkansas. Attendees were welcomed with the usual warm hospitality, great food and stellar cattle that have made Bill and Gail Davis' annual sale the highlight of the year for many Brangus breeders.

Friday evening’s registered female sale was led off with the sale of the dominate Brangus herd sire, LTD of Brinks 415T28. In 2010, LTD was the most used AI sire in the Brangus breed, recording more registered offspring than any other sire. Genesis Ranch, Mike and Gloria Weathers, returned to again purchase another stellar herd sire for their herd along with Alydar and the immortal 607L11. One-half interest and full possession sold for $26,000.

Three lots topped out the female offering each bringing $13,000. TDR MS Tank 129T8, a proven donor female from the Cavender Brangus program featured explosive growth and solid carcass numbers. Robert Yates Ranch with managing partner, Pete Peterson from Hamptonville, NC purchased this lot.

Clint Basey from Florence, TX added Ms Brinks Leader 468R18 from Schmidt Farms to his herd. 468R18 is also a proven donor cow who produced SF Commitment that sold in the GENETRUST at Cavender’s Sale in 2009 for $13,000 as well.

WAT Ms Csonka 541W7 was purchased by David Wood of Double W Ranch. This exciting young Csonka daughter bred by Johnston Farms was a favorite of registered breeders. Out of the famous 541P103 donor this bred heifer excels in growth and carcass numbers.

141 total lots sold on Friday evening to gross $484,300 and average an impressive $3,423.

On Saturday registered and commercial breeders alike packed the Cow Palace facility for the bull and commercial female sale. Suhn Cattle Company, Vorel Brangus and Cold Creek Ranch teamed up to buy CRC Landau 263X2 for $22,000. Sired by the great LTD and out of a leading donor and Summit Cow from the Chimney Rock herd, 263L; Landau’s EPD numbers are packed with growth and maternal power.

The second high selling bull was WAT Estancia 263X4. Estancia was bred by Johnston Farms and purchased for $19,500 by Quail Creek Brangus, Steele, AL. This Blanda son possesses an out-cross pedigree coupled with powerful individual carcass data and explosive birth to yearling weight spread.

Saturday’s bull sale saw 145 total bulls sell through the ring for a gross of $519,250 to average $3,581. 83 coming two-year old bulls averaged $4,092 and 62 yearling bulls averaged $2,898.

An exceptional set of commercial females carrying GENETRUST genetics sold following the bulls on Saturday. Ten commercials pair averaged $1,900. 188 bred heifers sold and averaged $1,285 and 12 open heifers averaged $700.

Continued on page 16
Get on the Magnum Train

M O D E R A T E  ~  M U S C L E  ~  C A R C A S S

One of the heaviest used bulls in Argentina! Thousands of offspring have been born and the reports are tremendous. Magnum offspring averaged $3955 in the August Corlay Dispersal.

Get on the Magnum Train

Semen

$40/unit

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Trey Kirkpatrick, treyk@amscattle.com, 979/324-5518
Richard Hood, richardh@amscattle.com, 979/224-6150
Brad Wright, bradw@amscattle.com, 979/219-4599
www.amscattle.com

R10097827  2/5/2007
Blackhawk of Brinks 607M12 x Suhn’s Miss Cadence 331L2

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Semen Marketed By:

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Mike Manners, Owner
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Southeast Texas Independent Cattlemen’s Association

Presents their 17th Annual….

Commercial Bull & Heifer Sale

Saturday, March 10, 2012
Ford Park Complex • Beaumont, TX
Donald Jordan, Auctioneer

Bulls Sell at 10 a.m. ● Special Registered Brangus Offering @ Noon ● Commercial Females Sell at Approx. 2 p.m. (or immediately following Brangus Sale)

NEW FOR 2012: Southeast Texas ICA and Texas Brangus Breeders Association will feature a select group of registered Brangus cattle in this year’s sale. Fifty to Seventy-five high quality open, bred, and paired registered females up to 48 months of age—Cattle that will complement any registered herd!

♦ Sale Offering of 110 Top Quality Breeding Age Bulls; All Bulls Will Be Test Negative for Brucellosis and Trichomoniasis and Fertility Tested With Current Health Papers.

♦ Commercial Female Offering will include 300+ Breeding Age Females (Open, Bred & Pairs); many will be F-1 Braford and Brangus. Females Will Be OCVs With Current Health Papers.

Consignments will be taken through 02/01/12; Forms and rules can be downloaded @ www.icatexas.com or contact one of the persons listed below for more information. Cattle may be viewed after 5 p.m. Friday, March 9 and between 7-10 a.m. Sale Day. All cattle must be loaded out on Sale Day.

SALE CHAIRMEN:
Bobby Thornton—(409) 781-3982
Wayne Williford—(409) 246-2334

SALE MANAGER:
Chuck Kiker—(409) 658-0959

SALE FACILITY LOCATION
Take Exit # 845/846 (Brooks Rd./Major Dr. Exit) off Interstate 10 (West of Beaumont)
Various Hotels @ Walden Rd. (Approx. 1 mile from Ford Park—www.fordpark.com)

SALE SECRETARIES:
Terri West—(409) 656-1483
SETICA-CBHS@att.net
Susan Horn—(409) 752-3032
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Simbrah Headsline

National Simbrah & National Percentage Simbrah Show set for San Antonio
SAN ANTONIO, TX - The National Simbrah Show will once again be held in San Antonio, Texas in conjunction with the San Antonio Livestock Show. In addition, the first annual National Percentage Simbrah Show will also be held there. The entry deadline is December 15th and to access rules, forms and all information go to www.sarodeo.com and click on the livestock how tab.

The Simbrah Percentage Show will feature cattle that must meet the following percentages: 3/4 Simmental 1/4 Brahman; 1/4 Simmental 3/4 Brahman; 1/2 Simmental 1/2 Brahman; or 3/8 Simmental 5/8 Brahman; no third breed influence will be allowed.

Both shows, along with the Simmental Show will be held on Monday, February 13th with Blake Bloomberg, Stillwater, Oklahoma serving as judge. Bloomberg grew up in Illinois on a diversified farm and was very active in the American Junior Simmental Association. Prior to joining the staff at Oklahoma State University, he was the judging coach at Texas A&M.

The host hotel for the 2012 National Simbrah Show in San Antonio, Texas will be Holiday Inn Express Hotel and Suites. The Holiday Inn’s address is 1309 East Commerce Street, San Antonio, Texas 78205 and phone number is 210.220.1010. A limited number of rooms are available so make your reservations early. When calling the hotel, ask for group code TSS. Room rates are $89.95 for standard rooms and $99.95 for suites. These preferred rates are for reservations from February 10th thru February 18th. To take advantage of these rates, reservations must be made by January 30, 2012.

Also plan to be in on hand Sunday, February 12 for Simbrah meetings and social events.

Houston Information
HOUSTON, TX - Simbrah breeders, plan now to attend a meeting on February 28th in Houston. It will be held upstairs in one of the meeting rooms from 1:30 to 3:30 p.m. We will have the room number available in the stall areas at the show. Everyone encouraged to attend.

The room block in Houston has been made at the Holiday Inn Astrodome at Reliant Park. The room rates this year are $139.00 plus tax. Due to the high demand for these rooms within walking distance, you should make your reservations early. The hotel is requiring a six day cancellation notice prior to your arrival date. If the room is not cancelled six days prior to arrival you will be charged for one night. We have always held rooms to the last minute to help consignors and buyers, but due to this new regulation from the hotel, we will not be able to do that and the last minute rate will be $269.00 plus tax. Contact Judy (817- 219-0785 or email judylatham@aol.com ) to get your reservation confirmed. RESERVATIONS MUST BE MADE THRU JUDY. The hotel will not honor the block rate if you call them directly. This is necessary to protect our sale consignors and buyers group. ABSOLUTE DEADLINE FOR RESERVATIONS IS FEBRUARY 6, 2012.

Locator Map Makes it Easy to Find Simbrah Breeders
The American Simmental Association now has a locator map that makes it as easy as clicking a button to locate Simmental genetic members. The map can be found at www.simmental.org and it allows you to click on a location and find ASA and AJSA members in that area.

Simbrah Breeders Involved in HSLR Committee Work
HOUSTON, TX - SRandy and Tanya Barba are volunteer committee members for the Houston Livestock Show. They are selling season passes to the show, as well as half priced carnival tickets. If you need either, then contact them and also visit with them about how you can send a military family/needy child to the rodeo. Contact them at tanranmm@gmail.com or simbrah.rb@gmail.com or you can call them at 713/530-9360 or 713/480-3555.

Animal Agriculture Alliance’s 25th Anniversary
JANUARY 4, 2012 - On January 4th, the Animal Agriculture Alliance debuted a new logo to kick off its 25th anniversary celebration. Founded in 1987 as the Animal Industry Foundation, the Alliance is the nation’s oldest and largest coalition speaking on behalf of the entire animal agriculture industry.

The Alliance has a long history of service on behalf of animal agriculture and the new logo highlights the organization’s ongoing mission. It actively seeks to connect stakeholders across the food chain through special events and coalitions, educate the media and consumers about agriculture’s importance, and protect consumer choice, farmers’ and ranchers’ way of life, and the food security that our nation enjoys.

Directed by President and CEO Kay Johnson Smith, the Alliance remains a vital, science-based counter voice to extreme activist attacks against the industry. The organization provides insight on the challenges facing agriculture today to its diverse membership of agricultural associations and companies, retailers, suppliers, processors, veterinarians, scientists, and individual farmers and ranchers.

“The value of the Animal Agriculture Alliance is unparalleled,” said Alliance
Briggs Ranches
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“Performance Measured” means…
better Beef, better profits.

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TheCattleSite News Desk

Chairman Dr Chris Ashworth of Elanco Animal Health, “The Alliance is the united voice for animal agriculture, representing us all.”

In its 25th year, members can look forward to other new developments from the Alliance, such as a quarterly member newsletter, The Alliance Connect.

CME: Consumer Demand Controls Beef Prices

US - Following up on yesterday’s brief discussion of demand indexes — Dr Derrell Peel, Oklahoma State University, contends in his most recent Cow/Calf Corner newsletter that “while supply is clearly the main driver pushing cattle and beef prices upward, it is consumer beef demand that will determine just how far prices will go,” write Steve Meyer and Len Steiner.

He believes — and we agree — that one reason for the importance of consumer-level demand this coming year is that it is perhaps the biggest unknown in the price equation.

Exports can frequently be a wild ride but it appears the US dollar will remain low relative to major customers’ currency, that BSE-era restrictions will, if anything, decline and that the world’s taste for US fed beef is strong.

Dr Peel (and we) expect this aspect of US beef demand to be solid barring any unforeseen circumstances. In addition, the supply situation is set for 2012 and, as has been well-documented in many places, it will get tighter as the year progresses. There will not be any more calves created that will impact this year’s beef supply.

Heifer retention has already begun in places that have forage available. While the Southwest US drought is not yet over, the map below shows clearly that conditions have improved substantially, meaning that Oklahoma and Texas could join the heifer retention/cow herd expansion movement this spring.

So that brings us to domestic demand. Dr Peel points out that beef demand (or demand for any other item, for that matter) is a combination of willingness and ability to purchase a given quantity of product at a given price. Lower 2012 beef supplies suggest higher 2012 beef prices, all other factors held constant.

But all other factors are seldom constant. Key among these is the set of factors that underlies all demand — tastes and preferences — another term for consumer desires. Dr Peel points out that “There is no significant indication that consumer preferences for beef have declined,” even as consumers have been forced to change their spending patterns.

He also quite correctly points out that the beef is “not one product but many different products” and that consumer preferences may well have changed in terms of product mix.

The past few years have seen prices of historically low-value cuts such as trimmings, rounds and chucks increase sharply while prices of “high-end” cuts such as loins, ribeyes and tenderloins grew only slightly at best. Are these changes driven by changes in the willingness to pay or the ability to pay? Very likely some of both as consumer incomes have stagnated, especially since the onset of the Great Recession. It is no accident that high-end cuts have struggled at the same time NRA’s Restaurant Performance Index (RPI) has indicated seven challenges for the foodservice sector.

Dr Peel also points out that consumer purchases are driven by value — or better yet, relative value. The prices of pork and chicken are important as well.

On this point, four new record-high monthly retail pork prices in 2011 (thru November) helped beef demand. Continued high pork prices will support it in 2012. 2011 retail beef and pork prices, through November, both grew by about 10 per cent relative to 2010.

Whole broiler prices, though, increased by only two per cent and the composite broiler price (which is based on individual chicken cut prices) grew by only 0.7 per cent last year. Dr Peel correctly points out that this is a sign of strong preferences for beef versus chicken — that consumers would pay substantially higher prices. It also implies that the ongoing reductions of chicken supplies and, hopefully, higher chicken prices will add strength to beef demand in 2012.

We add that the same holds true for pork demand in the coming year. The big question may well be the “ability” of US consumers to pay for beef in 2012.

Dr Peel points out that the Great Recession caused “significant adjustments in consumer spending and may have permanently changed spending patterns.”

Economic growth in 2011, which was hampered by Japan’s earthquake and tsunami and the ongoing saga of European sovereign debt, was anemic even relative to the slow post-recession pace of 2010. Job growth remains slow, real personal disposable income declined slightly in the second and third quarters of 2011. Expectations for 2012 are better, but not by much. But Dr Peel points out that there are reasons for optimism.

The savings rate has declined some. We aren’t sold that is a good development for the long run but it certainly helps consumer spending in the near term. The holiday season appears to have been good but not great. And, as we discussed yesterday, NRA’s RPI has indeed moved higher this fall.

TheCattleSite News Desk

U.S. Drought Monitor

January 10, 2012
Valid 7 a.m. EST

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

http://droughtmonitor.unl.edu/

TheCattleSite News Desk
101 RANGER

WHEN IS THE MOST COMPLETE BRANGUS BULL to have sold in a long time. Ranger is the first Hannibal son to sell and may already be the next great herd sire. He combines performance and style like none other. He possesses a tremendous blend of power and growth from Hannibal with that eye appeal from Tracker and former show champion Ms 38 Center Ranch 99/M1. Ranger is sure to be a cow maker with the maternal stalwarts 784N9, 30L18, 541H2, 99/M1 and 99/K1 stacked throughout his pedigree. With 7 of 9 traits at or above breed average, Ranger is sure to have the genetic balance to be the next great breeding bull. DO NOT MISS AN OPPORTUNITY TO HAVE SOME OF THE FIRST CALVES BY THIS OUTSTANDING YOUNG HERD SIRE!
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4 - Commercial Heifer Sale - Fort Worth, TX
11 - Double E Farms Complete Dispersal - Chester Livestock Exchange, Chester, SC
11 - Best in the West Brangus Bull & Commercial Replacement Sale - Marana, AZ
11 - Beefmaster Rose Classic Sale - San Antonio, TX
15 - San Antonio All Breeds Sale - San Antonio, TX
17 - TBBA Miss America Sale - Salado, TX
25 - Beefmaster Dixie Natinal Sale - Tunica, MS
25 - Spitzer Ranch Commercial Brangus Female Sale & Professional Cattlemen’s Brangus Bull Sale, Fair Play, SC
25 - 21st Annual Roswell Brangus Sale - Roswell, NM
28 - International Simbrah/Simmental Sale - Houston, TX
29 - International Beefmaster Gala Sale - Houston, TX
29 - Houston All Breeds Range Bull Sale - Houston, TX
29 - International Brahman Sale - Houston, TX

March
2 - The Collection - Holiday Inn Reliant Stadium, Houston, TX
2 - Houston Magic Beefmaster Sale - Katy, TX
3 - All Breeds Commercial Female Sale - Houston, TX
3 - Braford Cattle Sale - Houston, TX
3 - Santa Gertrudis Super Sale - Houston, TX
3 - Genetic Edge Sale - Houston, TX
10 - Indian Nations Spring Brangus Sale - Ada, OK
10 - Quail Creek Brangus “Cut Above Sale” - Cullman, AL
10 - Rebuild with Reds Santa Gertrudis Sale - Hamilton Commission Co., Hamilton, TX
10 - Southeast TX ICA/TBBA Sale - Ford Park Complex, Beaumont, TX
17 - 25th Annual National F1 & Brahman Female Sale - Caldwell Livestock Commission, Caldwell, TX
17 - The Stockman’s Kind Bull Sale - Mound Creek Ranch, Leona, TX
17 - Cowman’s Golden Elite Beefmaster Sale - Brenham, TX
17 - Rogers Bar HR Charolais/Brangus Sale - Collins, MS
23-24 - La Muneca $ellabration Sale & Show - Linn, TX
24 - Miller Brangus Pounds on the Ground Bull & Female Sale - Waynesboro, TX
24 - Texoma Beefmaster Bull Sale - Overbrook, OK

27 - GENETRUST @ Suhn Cattle Co. Bull Sale - Eureka, KS
31 - L2 Ranch Beefmaster Production Sale - Beeville, TX
31 - Live Oak Beefmaster Spring Sale - Three Rivers, TX

April
14 - TBBA Central Texas Sale - West, TX
14 - Collier Farms Advantage Sale - Giddings, TX
21 - East TX/LA Beefmaster Marketing Group Sale - Crockett, TX
27-28 - GENETRUST @ Cavender Ranches Registered & Commercial Female Sale - Jacksonville, TX

Please note that events/sales in bold have ads placed in this issue. Check them out!

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

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cddevoll@gmail.com

Brad Wright
Phone: 979/219-4599
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Three decades ago, we identified the pieces of the beef production puzzle. We specified a plan that would allow us to reach a number of goals necessary to improve the productivity of the beef industry. We felt that it would realistically take 40 years to solve the puzzle and we were willing to commit the time, resources and discipline to doing so.

During this time we have fed over 3,000 head of steers, harvested data, evaluated the results with meticulous attention, identified cattle to keep and those to cull, and developed matings that would move us towards solving the puzzle.

We established many goals and all those are listed on our web site, which we encourage you to visit. One very important part of our puzzle relates to carcass with the following as our goal:

- ENVIRONMENTAL CATTLE TO PROSPER IN THE WARMER CLIMATES OF THE WORLD
- HEART HEALTHY PRODUCTS WITH LOWER SATURATED FAT
- A 1,350 POUND STEER AT 15 MONTHS OF AGE WITH LOW GRAIN TO WEIGHT RATIO
- CARCASS TENDERNESS AND CHOICE BEEF - NO STANDARDS, NO PRIMES, ALL YG1, YG2 AND YG3
- SMALL HEAD, MODERATE BONE TO ACHIEVE 65% RED MEAT

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