Briggs Ranches

10th Annual Santa Gertrudis Bull Sale
75 “Ready to Work” Gert Bulls Sell!
200 Select “Star 5” Commercial Females Sell!
Friday • October 18, 2013 • 11a.m.

Guest Bull Consignors:
Corporron Acres
Harris Riverbend Farms
John Martin Ranches

These Star 5 heifers sell bred to Angus Bulls. All of these heifers will be sorted into uniform groups.

Beef Bulls To Fit Any Program

36th Annual Tri-Star Santa Gertrudis Sale
Saturday • October 19, 2013 • 11a.m.
An offering of performance proven genetics from three of the most respected and consistent programs in the industry...featuring
Briggs Ranches, Corporron Acres, and Harris Riverbend Farms

All sale events at Briggs Ranches, Bloomington, Texas

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Briggs Ranches
PO Box 1417 • Victoria, Texas 77902  (361) 573-7141 • Joe Jones, manager (361) 897-1337 • cell (361) 550-0994
Brangus Herd Bulls Selling.

for the commercial and registered cowman.

150 BULLS

SALACOA LAMBERT 488Z • Lambert x Cadence
BWT: -0.1 WW: 32 YW: 51 YW: 31 SC: 0.4 REA: -0.52 BIF: 0.23 FT: 0.002

SALACOA BRAZILE 535Z4 • Brazile x R532
BRT: -0.6 WW: 38 YW: 66 H: 21 TH: 40 SC: 0.9 REA: 0.45 IMF: 0.11 FT: 0

SALACOA STONEWALL 535Z • Stonewall x 23586
BRT: -1.4 WW: 33 MW: 54 H: 15 TH: 32 SC: 0.9 REA: -0.66 IMF: 0.03 FT: 0.005

SALACOA GUARDIAN 134Z • Guardian x 23586
BRT: 2.4 WW: 41 YW: 65 H: 18 TH: 38 SC: 1.2 REA: 0.59 IMF: 0 FT: -0.009

NEW SALE DATE:
SATURDAY OCTOBER 12
SELLING 150 BULLS INCLUDING 110 COMING 2'S & 40 YEARLINGS PLUS 50

Georgia Peaches
Each week, the Brahman Breed plays an important role in the Cattle Industry of the Southern United States due to the traits it was founded on over 100 years ago such as environmental adaptability, disease & insect resistance, longevity, maternal capabilities and the ability to profitably produce on marginal lands.

The Beef Improvement Federation (BIF) is an organization of performance minded cattlemen and researchers concerned with the advancement of the industry and with the uniform guidelines used to report and describe genetic differences in beef cattle performance.

< On the Cover:
Mr. CC Capital Gains 77/7
Owned by Circle H Ranch of Donaldson, AR and Bailey Brahmans of Kosse, TX
Providing the Best in Braford Genetics

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Legacy daughters make great cows. They calve at two years of age and do a great job from their first calves on. Legacy is a low birth weight EPD sire but his offspring have plenty growth without getting too big to make productive, yet efficient brood cows. Legacy daughters have a lot of milk as indicated by a MILK EPD that ranks him in the top 1% of the Braford breed. Legacy is polled, fully pigmented and colored such that all of his offspring will have a white face regardless of the color cow he is mated to. Additionally, Legacy’s EPD’s for REA and Marbling are both in the top 1% of the breed. If you are building or enhancing a productive, heat tolerant cowherd, you need to take advantage of the greatness of Legacy.

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November 1-2, 2013 • Concord, AR
150 Brangus & Ultrablack Bulls • 100 Registered Females • 300 Commercial Females

CRC GUARDIAN 9U8U5
2/3 interest and full possession in this progeny proven Brangus sire who has made an indelible mark on the Brangus and Ultrablack progeny he sires. He sells Friday night November 1st along with an exceptional offering of Brangus females from the GENETRUST partners.

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Have You Heard....

the Truth

It is fitting that this Brahman feature of The EAR comes out just after the annual Beef Improvement Federation (BIF) Convention. This year, BIF was hosted by Oklahoma State University and was held in Oklahoma City. The focus of this year’s convention was cross-breeding, and quite frankly, the need for more of it!!

The topic of crossbreeding fits well after last year’s focus on fitting the cow to the environment and more specifically the roll of the American Brahman in contributing the Bos indicus genetics needed to transform the cow herd of the Southern United States and most of the world. The influence of Brahman genetics has added adaptability, longevity, maternal abilities, insect and disease resistance, and above all… Profitability to the beef industry.

Also, in spirit with BIF, it is important to note that very few breeds have invested more in their future than the American Brahman Breeders Association and its members. They have initiated countless studies both in house and in conjunction with Texas A&M to prove their attributes and impact on the beef industry. Through the ABBA and Texas A&M’s Ranch to Rail program, studies have proven that the Brahman breed can produce individuals that will be efficient in the feedlot, have lower incidence of morbidity and mortality, and WILL grade Choice with a high yielding carcass. This combined with the boost in hybrid vigor with the utilization of Bos indicus genetics and increased maternal complementarity makes the American Brahman a popular choice among cattlemen in their cross-breeding programs.

We have also seen several of the American composite breeds rise in popularity as the United States starts to rebuild its cow herd after droughts of 2011 and 2012. These breeds such as Beefmaster, Brford, Brangus, Red Brangus, Santa Gertrudis, and Simbrah owe the increased interest to the attributes afforded to them by the Bos indicus genetics in their make-up. These cattle are able to take these positive attributes and flourish in their environment to increase production efficiency and profitability.

So with this issue, we salute the American Brahman, and its contribution to the to both the U.S. and world beef industries. We also look forward to seeing you at the 59th Annual Texas A&M Beef Cattle Short Course held August 5-7, 2013.

We look forward to serving you.

Brad Wright
Santa Gertrudis & Star 5 Cattle

from Corporron Acres & Dos Bros Ranches

Santa Gertrudis cattle were developed to be leaders in the world wide beef industry. They are known for their ability to grow out quickly and produce a high quality, lean carcass while being exceptionally efficient. You can count on Santa Gertrudis genetics to benefit any crossbred operation. The Santa Gertrudis cross will produce outstanding replacement females regardless of the other breed used. These cattle, either purebred or crossbred, will give you females with exceptional maternal traits to produce heavy uniform calf crops that are marketable and profitable. The beef business is all about red meat. Santa Gertrudis, red and tender by design.

Proud Consignors to:
Tri Star Sale
Briggs Ranches Bloomington, TX
October 18 & 19, 2013
75 Range Ready Bulls
200+ Star 5 Bred Heifers & Heifer Pairs
75 Top Quality Registered Santa Gertrudis Females

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Jessie Mendel,
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When I was an undergraduate in the Department of Animal Science at Texas A&M University I took a Special Topics course on the History of Cattle Breeds of the World taught by Dr. Jim Sanders. We met twice a week as I recall and Dr. Sanders (who served on both my graduate committees and chaired my PhD committee) talked about the origin and development of many of the world’s most influential beef breeds. I don’t remember all the breeds we discussed, I am certain I still have my notes somewhere. One of the course requirements was to write a research paper on a breed of our choosing. I decided that I would write one on the Shorthorn since as a British breed it had been exported to every major area of the world that England had colonized and some that weren’t.

It was said that the “the sun never set on the British Empire” and so I thought this was a good segue to my writing about the “World-wide Influence of the Shorthorn Breed”. This was before the time of the internet; all of my research was from books and journals and my report was handwritten (since I couldn’t and still can’t type). I did make an "A" in spite of my mis-spelling Dr. Sanders’ last name several times, confusing him with Dr. Alvin H. Saunders who wrote the book “Shorthorn Cattle”. I am indebted to Jim for creating a lifelong interest in breeds of livestock as well as for many other things.

I bring up Dr. Sanders because in my opinion he was one of the world’s experts on Brahman genetics when there weren’t too many (not that there are a lot today). He has done a significant amount of research on and with the breed, has the respect and admiration of Brahman breeders, and is one of the few academic types who understands the usefulness and functionality of the Brahman breed, its crosses, and the breeds that used Brahman (or Bos indicus) genetics in their formation. When I was asked to write an article about the influence of Brahman genetics in the US, I wanted to acknowledge the fact that I am not the expert, he is. We need more like him.

If you have been reading my articles here in “The Ear” for a while you have read a great deal about the importance of Brahman genetics in crossing with other breeds and in the formation of new breeds. My first article dealt with the fertility (cows as well as bulls) and maternal ability associated with the increase in hybrid vigor of the crosses and the use of Brahman genetics in the formation of several other breeds here in the US and abroad. In fact the name of this magazine, “The Ear”, is to represent all those breeds whose animals have Brahman (Bos indicus) genetics in their design.

This month’s issue is about the Brahman. According to Sanders (1980) the American Gray and American Red Brahman are distinctly different types. The Gray Brahman is primarily a mixture of Guzerat and Nellore with some
influence of some other Zebu breeds while the Red Brahman is primarily a mixture of Gir and Indu-Brazil, with some Guzerat influence. The original Bos indicus cattle that became the Brahman breed (the American Brahman Breeders Association was founded in 1924), were not the same type of cattle that we see today. Generations of careful selection have produced a more beef type animal. In the book “American Brahman – A History of The American Brahman”, Joe Akerman, Jr., writes about the interest in the forerunners of today’s modern American Brahman by cattlemen of the 20th century. These cattle were adapted to the heat and humidity of the Gulf Coast, were resistant (or at least tolerant) of internal and external parasites (particularly the Fever Tick), and when crossed with native cattle produced an improved type that were fertile, gained well and were long lived. Akerman goes on to outline how the breeders established a breed, promoted it, and got university experiment stations involved in research to characterize the breed. Even though the book is about the Brahman breed he also includes the use of the progenitors of the US Brahman in other American breeds, including Santa Gertrudis, Beefmaster, Brangus, Brakford, Charbray, Simbragh, etc., in his chapter entitled “Crossbreeding’s Common Denominator”, which is the best title I have ever seen in a breed promotion.

Brahman cattle (both Red and Gray) have been used extensively in cross-breeding for commercial cow calf production. Most folks understand the idea behind hybrid vigor or heterosis, the improvement in performance when two unrelated lines or breeds are crossed. Hybrid vigor can be in a positive or a negative direction (you can go backwards with crossing deliberately or accidentally). But because Bos indicus cattle like the American Brahman are more different in their genetic makeup (frequencies of various genes) than the Bos taurus breeds, when they are crossed there is a significant increase in fertility, milk production, growth rate, etc, due to the mixing of these genes. Often this increase is more than can be expected or obtained after many years of selection within a straightbred herd, which is one of the reasons crossbreeding with Brahman is so popular especially with the British breeds Hereford and Angus. The performance of the F1 (first cross) usually far exceeds the performance of either parental breedtype in a myriad of unfavorable environments and management circumstances and has earned the F1 cow the nickname of “Queen of the Cow Country”. In most gatherings of cow people in the South when one speaks of the F1 cow she will be usually be half Brahman and in most sales she will top the market.

Most folks generally think the Brahman is a “southern” breed of little importance in more northern climates. As a purebred in most instances that might be true (unless acclimated or protected from extreme cold) but certainly Brahman influence can be seen in other American breeds raised in those climates. Not as many as further south I’ll admit but the impact in the cooler climates is not as purebreds but as crosses. Commercial cattle producers seeking the benefits of heterosis in their cowherds can use a half, a quarter or even an eighth and get some benefit in earlier puberty, better fertility, more maternal ability, improved growth and increased longevity.
Several years ago Dr. F. M. Byers, who was a beef cattle nutritionist in the Animal Science Department before he retired, wrote a review of the breed attributes of the Brahman that would be passed on to their Brahman-cross calves. The scientific literature review indicated more efficient digestion in Bos indicus, maybe due to a longer length of small intestine or a reduced rate of passage or both. I lost my copy of his paper some time ago so I don’t have his reference, but USMARC data has indicated a 10% improvement in energetic efficiency of Brahman cattle. This is not a well known fact (unless you are a nutritionist or a cattle feeder) but it is very important in terms of both grazing and feeding cattle. A colleague of Dr. Byers, Dr. L. Wayne Greene, now the Animal Science Department Head at Auburn, said that Brahman cattle may be better able to conserve or store some minerals than Bos taurus breeds as a result of a series of mineral trials we conducted across South and South Central Texas several years ago.

I am constantly reminded that what passes for profit when selling at weaning in the commercial cow business is a function of how many calves we sell multiplied by their weight and their price per pound subtracting off our costs of production. It seems to me that there are enough research and “real world” results to show that the use of some Brahman genetics in cows (maybe up to a half in some locations, only a quarter in others) might increase the numbers and the weight of your calves without reducing the price per pound. Using more efficient Brahman genetics might even reduce your costs too.

But what about after weaning? The females often sell themselves in many markets particularly if they are F1s. Heifers with lower percentages of Brahman influence will still provide higher levels of fertility, maternal ability and growth than most of their straightbred counterparts in your area. The steers, often discounted severely in the past, are starting to find their own as feeders in the South and Southwest. In my PhD research, now nearly 30 years ago, Gray and Red Brahman crosses (with Hereford) gained almost double that of their Angus x Hereford counterparts on pasture and gained as well or slightly better in the feedyard (Paschal et al., 1995). The results were similar to the long running TAMU Ranch to Rail South Program where Gray and Red Brahman crossbred (50% Bos indicus) steers gained as well as their non-Brahman counterparts and had higher net returns! In fact, steers that had 25% or more Bos indicus made more money than non Bos indicus steers. These cattle gained efficiently, gained fast and seldom had to be treated for illness. They didn’t grade Prime or Choice but they did grade USDA Select or better and were US Yield Grade 3 or better 95% of the time.

The American Brahman Breeders Association has had a within herd performance recording program since about 1978 and have been collecting feeding, carcass and tenderness data on straightbred Brahman bulls for several years now and have carcass EPDs on five traits (carcass weight, ribeye area, marbling score, percent retail cuts, and Warner-Bratzler Shear Force tenderness). No one expects to feed straightbred Brahman steers under commercial conditions but the results from the straightbreds are very promising and more so when Brahmans are used as crosses.

Brahman cattle have contributed much to the US beef industry. They have allowed commercial cattle producers to raise cattle in some pretty rugged environments that haven’t softened much over the years. However Brahman cattle are not just in the US. American Brahman cattle have been exported to many countries around the world. It would be fair to say that “the sun never sets on the Brahman breed, and never will”.

References
This is our 59th year in the purebred SANTA GERTRUDIS business.

Above are some of our 23 registered replacement heifers for sale due to drought. 21 are polled. They are 15- to 18-months, open and ready to breed.

Also, we will be weaning a large group of polled heifers in August and September. They will fit the Junior program, as well as beginning and established herds.

**Bulls also for sale:** 2-years-old, clean underlines, virgin bulls.

*Come give them a look. Visitors always welcome!*
In the Brangus breed one name has held historical significance when it comes to performance, carcass value and impact... BRINKS BRANGUS. At Westall Ranches, we have assembled a core group of Brinks bred females and our directive is to continue the legacy of the Brinks Brangus herd. It is both a privilege and responsibility to own the Brinks Brangus name and brand. We are humbled with both.

As we build forward, the Westall Ranches' rocky, tough environment will dictate survivability, soundness and fleshing ability. Brinks BRANGUS genetics will accommodate the needs of producers from Florida to California and all in between.

We are confident our Brinks Brangus genetics will lead the way to the future... yours and ours.

Come see us or visit our website to learn more.
World Series of Brangus Sale
Palo Pinto, TX
November 15 & 16
hosted by 101 Ranch

535Y3 ~
Hombre x Singletary
Unmatched power and dimension!

99Y ~
Hombre x Ike
Combines these cow families: 99, 209, 416, 541, 75 and 504!

147 ~
With a 17.11 actual REA and 5.11 IMF, this bull commands attention!

765Y1 ~
Hombre x Largest
Maternal look in a powerful package!

803Z4 ~
Stout, lots of muscle and ready to work!

We will offer 20+ bred heifers and several elite, proven bred females in the World Series of Brangus Sale!

Powerful bull offering!
We will offer 30+ stout, ready to work, yearling to 2 year old bulls.

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Breeding The Best. Better.
The Brahman Breed plays an important role in the Cattle Industry of the Southern United States due to the traits it was founded on over 100 years ago such as environmental adaptability, disease & insect resistance, longevity, maternal capabilities and the ability to profitably produce on marginal lands.

As the first beef breed developed in the United States, the American Brahman has played an important role not only in crossbreeding programs throughout the United States and beyond, but it has become a common thread among other American breeds developed in the last century. American Brahman influence in the beef industry is felt world-wide, and their genetics are sought by cattlemen in every continent. The breed originated from a nucleus of approximately 266 bulls and 22 females of several Bos indicus (cattle of India) types imported into the United States between 1854 and 1926 and through natural selection have come to have the ability to survive and thrive where other types have failed.

The first importation of Indian cattle of any notoriety came in 1854, when sugar and cotton farmer, Richard Barrow of St. Francisville, Louisiana, was presented with two bulls by the Government of Great Britain, for his services in teaching cotton and sugar cane production to British officials establishing these crops in the delta's of India. Their offspring, known as Barrow Grade Cattle, would achieve recognition and their fame would soon spread around the globe. Later importations would see cattle brought from Brazil, where large numbers of crops in the deltas of India. Their offspring, known as Barrow Grade Cattle, would achieve recognition and their fame would soon spread around the globe. Later importations would see cattle brought from Brazil, where large numbers of sugar and cotton farmer, Richard Barrow of St. Francisville, Louisiana, was presented with two bulls by the Government of Great Britain, for his services in teaching cotton and sugar cane production to British officials establishing these crops in the delta's of India. Their offspring, known as Barrow Grade Cattle, would achieve recognition and their fame would soon spread around the globe. Later importations would see cattle brought from Brazil, where large numbers of crops in the deltas of India. Their offspring, known as Barrow Grade Cattle, would achieve recognition and their fame would soon spread around the globe. Later importations would see cattle brought from Brazil, where large numbers of farmers would become prominent in the Southern United States the ABBA Program Females consistently top the sales bringing an average of $100/ head over the non-program cattle and $250 over non-F-1 Cattle. In addition to the certification program the association also provides marketing opportunities, ear tags and quarterly correspondence of events and note worthy information to its F-1 producers. In 2012 the association expanded the F-1 Certification Program with the introduction of the F-1 Plus Program where daughters of Golden Certified and Certified F-1 Females and a registered sire can be certified verifying their genetic make up. This program allows for the use of the F-1 female to be mated to any breed sire to accommodate the needs of the geographic region the cattle will be used as well as providing a market for those who use the Golden Certified or Certified F-1 cow.

The Brahman Breed has been fortunate over the last 46 years to enjoy a solid market for those who use the Golden Certified or Certified F-1 cow. In addition to the above programs ABBA offers a wide array of programs and opportunities for its members and utilizers of Brahman genetics. The ABBA Membership Committee works hard to provide members with information through a quarterly newsletter, breeder guides as well the opportunity to receive discounts through member incentive programs. The ABBA also has over 30 Approved Open Shows each year across the United States for the exhibition of cattle. The association provides marketing opportunities both through public auctions and private treaty sales. In addition the association promotes the breed at a number of events and through advertisements in publications and TV shows. The Brahman Breed has been fortunate over the last 46 years to enjoy a solid international market. The breed continues to do international promotion as well as develop new markets for its breeders.

The American Brahman breed is amongst one of its greatest times with an unprecedented demand for Brahman and F-1 genetics. However, the breed continues to look for new opportunities for its members and ways to improve the breed. We invite you to give us a look. The Brahman Breed has been viable for 89 years and has a bright future. One of the great things about this breed is it is a great breed of cattle but more importantly it is backed by a great group of breeders. If you would like more information on the Brahman breed or any of its programs feel free to contact us at 713-349-0854 or visit us at www.brahman.org.
Don Thomas & Sons
23rd Annual “Cadillac of Brangus” Sale
September 14, 2013 - 12 Noon
at the farm near Madison, Missouri

Offering 50 Registered Females & 40 Registered Bulls
Registered Brangus Cows, Commercial Brangus & Black Baldies.
200 Commercial Females - Breds & Pairs

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Watch for progeny and matings from our newest addition to our herd sire battery!

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THE EAR JULY/AUGUST 2013 | 15
Spring 2013 Breeders Choice Award
AMS AI Junior Herd Sires
The Most Popular Purchased Semen Junior Herd Sires in the AMS Genetics Line-Up
(Period January 1, 2013 - July 1, 2013)

New Vision of Salacoa 209Y2
R10204856

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<th>WW</th>
<th>YW</th>
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Big enough but not too big. Just right in stature, New Vision packs a wallop in his performance numbers. He ranks in the breed's top 1% REA, 10% IMF, 3% YW and top 5% WW. All of this with an 82 pound birth weight. 15.86 REA scan and 38.2 CM scrotal circumference. As impressive as his individual numbers are, they are matched by his heritage. His dam, 209Y11 dominates the breed for YW and REA with values that rank 6th among active dams in the breed. She has generated over $300,000 in progeny sales. His full brothers Whitfield, Swift and Armor are quickly making names for themselves. New Vision's 1/2 interest sold to Clover Ranch at the 2012 Salacoa Valley Bull Sale for $14,000.

CB Passport 803Y11
R10216038

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CB Passport 803Y11 is one of the best Hombre sons produced to date. The cross of Hombre and Lambert is very exciting. He ranks in the top 5% of the breed for weaning weight as exemplified by his outstanding adjusted 205 day weight of 772 lbs. to ration 123. Passport also ranks in the top 5% in YW and ultrasound scanned a 15.57 REA to ration 114 with a 4.53 IMF to ration 105. His dam, Miss Brinks Lambert 803T6, was the feature lot of the inaugural Ideal Video Productions Customer Appreciation Sale commanding an impressive $45,000 from Lake Majestik Farms of Flat Rock, AL. Study Passport from the ground up and you will find he is sound in every way. He is a nice young herd sire prospect to try to ahead of the curve.

Eisenhower of Salacoa 23Y69
R10204868

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IKE!
Eisenhower is big topped, deep sided and deep flanked with plenty of bone and ideal skeletal dimension and looseness. For all looking for a light birthweight herd sire with “look”, looseness and power, your search is over! Eisenhower boasts 5% of the breed BW, 20% REA, 10% SC, and 20% IMF. That is curve bending balance at best. His dam is the $10,000 23M28 female purchased by Draggin’ M. Her records indicate 29@102 REA and 103 IMF, with 10@102 YW and 38@101 WW. Eisenhower’s 1/2 interest sold to Lake Majestik Farms at the 2012 Salacoa Valley Bull Sale for $5,250.

Mark Covian, mark@ams cattle.com, 903/495-4522
Trey Kirkpatrick, trey@ams cattle.com, 979/324-5518
Richard Hood, richard@ams cattle.com, 979/224-6150
Brad Wright, brad@ams cattle.com, 979/219-4599
www.ams cattle.com
Spring 2013 Breeders Choice Award
AMS AI Herd Sires
The Most Popular Purchased Semen Herd Sires in the AMS Genetics Line-Up
(Period January 1, 2013 - July 1, 2013)

Suhn’s Chisholm 331W45
R10161215

Suhn’s Chisholm 331W45 is an LTD son out of an Affirmed daughter who is one of the elite donor cows in the breed. He works extremely well on Angus cows to produce Ultrablocks and has also done an exceptional job on Brangus cows. His calves stand on more bone and are bigger ribbed and more rugged than his sire’s offspring. He will not produce as much eye appeal as his sire and needs to be mated to cleaner made, noster females that need power and bone. He ranks in the top 20% of the breed for WW and YW, plus he also excels for carcass as he ranks in the top 3% for REA and the top 30% for IMF. If you are looking for a moderate BW sire with growth and carcass that will satisfy the most discriminating commercial customer and load your cow herd with functional efficient females look no further.

CRC Guardian 9U8U5
R10122023

CRC Guardian 9U8U5 is one of the great herd sires that is being used by many today in the Brangus breed. Backed by one of the top cows in the breed, Miss 4L Best Bet 9U8P5, he is a big, tough, neat profiling, consistently marketable cattle. He can add breed character and bone, along with depth, length and muscle. He is one of the most widely used Brangus sires in the breed to cross with Angus females to produce highly sought after Ultrablock females and bulls. A set of Guardian sired, open Ultrablock heifers, averaged over $5,000 in the GENETRUST at Chimney Rock female sale in 2012. As an added bonus, he ranks in the top 1% for SC and Fat, top 10% for Milk and TM, top 15% for IMF, and top 20% for WW and YW.

CRC Landau 263X2
R10189274

CRC Landau 263X2 is an LTD son with more growth and carcass than his sire. His calves are phenotypically similar to the LTD’s with the exception that they exhibit more breed character in their head and are thicker topped with more muscle expression. He ranks in the top 2% of the breed for REA, top 15% for YW, top 25% for BW and WW, top 10% SC. His dam is a Summit Cow who has worked exceptionally well for CRC in their donor program. His granddam, too, has been a prolific donor and is the mother of the $19,500 Estanda owned by Quick Creek and Johnston Farms. His first calves are consistent and exciting. We feel Landau progeny to this point designate him as one of the up and coming young sires of our breed.

Call us today to request a catalog for semen from our great herd sire line-up.
Or visit us at www.ams-cattle.com
THE EAR JULY/AUGUST 2013 | 17
The Beef Improvement Federation (BIF) is an organization of performance minded cattlemen and researchers concerned with the advancement of the industry and with the uniform guidelines used to report and describe genetic differences in beef cattle performance.

BIF annually sponsors a research conference featuring presentations on the cutting edge Beef Cattle Research in the nation and world. Leading beef cattle researchers, industry leaders in the cow calf, feeding, packing and retail industry addressed this year’s conference in June in Oklahoma City. It is a rare opportunity for ranchers to interact with the nation’s top researchers and research institutions, to discuss issues and problems affecting their bottom line. The opportunity to interact and to address concerns has value to each rancher and particularly to breeders of Bos indicus influenced cattle. With limited research dollars available, BIF provides a platform for performance oriented individuals to gain knowledge concerning current scientific beef cattle research and address concerns for future research. The only way to influence the outcome is to be in the game.

Over 475 cattle men and women attended this year’s event. This year’s conference kicked off with an evening program presented by the National Association of Animal Breeders on semen sexing. Industry leaders, bull stud personnel and researchers discussed the challenges and advantages of producing and using sexed semen and provided valuable tips for its use in a timed AI program.

The advantages of crossbreeding, with added heterosis and breed complementarity were weighed against the grid premium advantages and simplicity of straight breeding. The overriding message was a breeding program without a well thought out plan cannot thrive in meeting industry and profitability goals.

Afternoon sessions, in a less formal setting looked at Advancements in Live Animal, Carcass and End Product. In addition mobile apps that make Cents for cattle producers, sparse genome scans, relationships between temperament, immune function and carcass merit were also discussed. Representatives from various breed associations related their advances in incorporating genomic predictions into National Cattle Evaluations. Immune functions and its genetic components and feed efficiency advances were also discussed.

The evenings were filled with tours of the National Cowboy Hall of Fame and Western Heritage Museum and to Express Ranches. Following the conference, two bus loads of attendees participated in outstanding day tours of leading seedstock and commercial operations as well as Oklahoma’s leading beef cattle research centers. This year’s program was sponsored by Oklahoma State University.

The Beef Improvement Federation annual research Conference will be held in 2014 in Lincoln, Nebraska and sponsored by the University of Nebraska. It will feature tours of the Meat Animal Research Center and the program will be equally exciting. The dates are June 18 through 21, please mark your calendars now and remember, if you are a performance oriented rancher and desire to be on the cutting edge of beef cattle performance and research, the only way to influence the outcome is to be in the game.
WHERE PERFORMANCE MEETS Style...

OCTOBER 19th
ANNUAL PRODUCTION SALE
At the ranch, Poteet, Texas
SELLING 100 BULLS
60 REGISTERED FEMALES
and Commercial Females

Diamond D Ranch
Registered & Commercial Brangus
Mike and Lisa Doguet, Owners
MICHELLE: 409-790-0345 MIKE: 409-866-2297
Locators: Eric Otto: (210) 834-0034
Beaumont Location: Leslie Doguet: (409) 790-5465
Genetics Consultant: Timmy Luchek: (210) 834-1247
Ranch Records: Charleen Lowak: (830) 569-5836
www.doguetranch.com

American Marketing Services
Marketing Superior Genetics.
Mark Cowan | markc@amsattle.com | 903-495-4522
Trey Kirkpatrick | treyk@amsattle.com | 979-324-5518
Richard Hood | richardh@amsattle.com | 979-224-0150
Brad Wright | bradw@amsattle.com | 979-218-4599
www.amsattle.com
Beefmaster Headlines

Space Still Available for Beef 706 Meetings

Beefmaster Breeders United (BBU), with support from the Texas Beef Council and Texas AgriLife Extension Service, is hosting four days of educational courses for Beefmaster breeders as part of the Beef 706 program. The first part of the program was held April 29, 2013 however there are still plenty of spots available for the July and September meetings.

The second part of the program will take place on July 25, 2013 in College Station, Texas at the Texas A&M University campus. This intermediate meeting will focus on gain and feed efficiency, while also taking a deeper look into the importance of animal health. Even though the July meeting does not require pre-registration, as there is no limit to the number of people who can attend, BBU does encourage participants to inform BBU staff members of their planned attendance.

The program is completed with a two-day course hosted on Sept. 17-18, 2013 in College Station, Texas at the Texas A&M University meat science laboratory. This final part of the educational course will allow Beef 706 participants to see the finished product of the fed cattle they chose at the first meeting in Gonzales. During this hands-on meeting, participants will learn about carcass fabrication and how to evaluate the value of a beef carcass. Cattle industry experts will discuss the advantages and disadvantage of marketing cattle on a grid versus live basis. This third meeting does require registration due to limited available space.

For more information about the Beef 706 Program and to sign up for the September meeting, please contact the BBU office at 210-732-3132 or visit www.beefmasters.org.

Rebuilding Herds & Marketing Cattle Discussed at Beefmaster Field Day

SAN ANTONIO (June 20, 2013) - Several Beefmaster breeders gathered together on June 15, 2013 in Cassville, Mo., for the Cattleman’s Field Day sponsored by the Ozark and Heart of America Beefmaster Marketing Group, Central States Beefmaster Breeders Association and Berachiah Beefmasters. These three respective parties worked in cooperation with Beefmaster Breeders United (BBU) to host the field day as an educational tool to local cattle men and women who are current or potential Beefmaster breeders.

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The hot topics for the field day involved discussion on rebuilding the cow herd after a drought and marketing feeder calves. University of Missouri Regional Livestock Specialist Andy McCorkill and Tom “Tonto” Kissee Jr., of Springfield Livestock Marketing Center led the discussions. Both gentleman shared that when marketing cattle in today’s market it is important to market uniformity through marketing non-paint colored and healthy cattle in order to receive a premium.

“A valuable piece of information I learned from the field day is that the main reason Beefmaster cattle get docked at the auction barns here in the mid-west is because of color, more specifically spots and paints,” Kissee said if we would concentrate on making our cattle either solid red or solid black it would benefit us financially,” said Davin Vaughn, a Beefmaster breeder from Mount Vernon, Mo.

Kissee also informed attendees that a Beefmaster featured feeder calf sale was scheduled for the November of 2013 in Springfield, Mo.

McCorkill focused on the importance of pasture rotation during and after a drought. He discussed that it is important to keep replacement females based on structural soundness, longevity, fertility, docility and carcass attributes. He talked about how keeping updated working facilities and implementing the use of artificial insemination (A.I.) can benefit a breeder during drought conditions and when rebuilding a herd.

The discussion was followed by BBU Executive Vice President Dr. Tommy Perkins addressing the crowd on how the Beefmaster breed exceeds the characteristics that McCorkill discussed.

It is evident that the Six Essentials that helped develop the Beefmaster breed are still essential in the cattle industry,” said Perkins. “Rebuilding your herd with Beefmaster females will provide soundness, longevity, fertility and countless more attributes. Their balanced performance and genetic diversity give you options in the direction you want to take your cattle program.”

The cattlemen and women in attendance were also educated on how to properly evaluate beef cattle and then they participated in a judging competition. The attendees evaluated three classes of registered Beefmaster animals and got a hands-on experience on how to select structurally sound animals when rebuilding their herds. The attendees also received information on the importance of semen handling, cow management and estrus synchronization in a herd. Tammi Wallace and Ashley Hoff with Genex of Strafford, Mo., utilized their mobile breeding barn to discuss various estrus synchronization protocols available for Beefmaster cattle A.I. programs.

“The Genex speakers reiterated what I read in the Beefmaster Cowman about the B-sync 5 day CIDR protocol for setting up American breeds of cattle. I will definitely try this protocol,” said Vaughn.

The field day also featured cowboy poet Gabe Pennell, door prizes and a Chuck Wagon style lunch.

“The field day was an outstanding educational opportunity for our breeders. Beefmaster Breeders United strives to provide field days, workshops and programs that enhance our breeder’s knowledge of the cattle industry,” said BBU Field Service Representative Jason Bates. “We even provide ranch visits to our members to assist with cattle classification and consultation.”

For more information about Beefmaster Breeders United and its programs please contact the BBU office at 210-732-3132 or visit www.beefmasters.org. You can click here to schedule a ranch visit. Stay connected to BBU through Facebook, view our videos on YouTube, follow us on Twitter and receive our news updates through joining our mailing list.

JBBA Photography Contest

JBBA members are reminded to enter both the photography contest, as well as the PowerPoint contest at this year’s 2013 JBBA National Convention and Show. JBBA members do not have to attend this year’s national convention and/or show to enter. Entries are due to the JBBA office on or before July 15, 2013 or you may turn entries in before noon on July 23, 2013 at the national convention and show. For more information on these two contests visit the 2013 Junior Nationals Show Packet or contact the JBBA office at 210-732-3132.

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According to the USDA 16.7 million children under age 18 live in households where they are unable to consistently access enough nutritious food. Although food insecurity is harmful to any individual, it can be particularly devastating to children.

Junior Beefmaster Breeders Association (JBBA) member Issac McFarland decided to “change the game” by creating an organization to provide healthy breakfast foods to children living in food insecure homes. McFarland is asking for our JBBA members help with his organization by decorating “tackle” boxes during the 2013 JBBA National Convention taking place July 22-27 in College Station, Texas. McFarland will be providing the boxes and just needs creativity and non-perishable breakfast food items.

In an effort to give back to the community that will be hosting the JBBA convention we ask that all JBBA member bring a non-perishable breakfast food item to the convention. The items will be placed into the box (i.e. individual fruit cups, or applesauce (4 oz), small individual boxes of cereal, granola bars, etc). JBBA members will decorate and pack the “tackle” boxes during the Family Fun Night to be held Wed., July 24.

JBBA members will present the decorated “tackle” boxes containing healthy breakfast items to a local homeless shelter or food bank in the Bryan/College Station area.

If you have any questions please call Issac McFarland at 318-773-4008 or email him atmairus@bellsouth.net. Thank you for making the difference in the lives of children by “Tackling Childhood Hunger”!

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**Braford Headlines**

**United Braford Breeders’ New Executive Director**

Coming to your from the pine trees and sandy flat lands of Northeast Florida, is the United Braford Breeders New Executive Director, Grace Parker. Grace grew up around her family’s cattle and is a proud recent graduate of Abraham Baldwin Agricultural College in Tifton, Georgia where she was heavily involved on ABAC’s campus through various professional development and leadership organizations that were Beef industry and business related. Grace is excited to work with Braford producers as well as recruit new producers in the coming months and years. She wants to see membership, cattle registry numbers, and general growth from the Association and is looking forward to being a positive voice and proactive leader for the UBB. Brafords are functional cattle for anybody, especially in tropical environments that will help producers to maximize their profits due to the natural ease of ownership and maintenance. If you have questions for Grace, or would like more info from the UBB, you can find more contact information on our website: Brafords.org

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**Brahman Headlines**

**ABBA Constitutional Revision Subcommittee Formed & Acting**

In April of 2013 ABBA President Richard Hughes appointed a Constitutional Revision Subcommittee at the request of the ABBA Executive Committee. This committee is challenged with the task of reviewing and revising the ABBA Constitution. Outside of a few revisions periodically, the constitution has not been reviewed and significant changes made in over 15 years. This committee is in the process of reviewing the current document and will meet prior to the Summer Board Meeting in August when the final revisions will be recommended to the Board of Directors for approval prior to it being sent to the membership for their vote. If you have any suggestions or areas that you feel that should be addressed feel free to contact one of the following committee members:

- Bubba Sartwelle, Chairman - portcity@industryinet.com
- Marcus Shackelford, Vice Chairman - rockingsranch@embarqmail.com
- Dean Burkhardt - deanburk@comcast.net
- Ricky Hughes - hughesdr@sbcglobal.net
- Coleman Locke - clocke@wcnet.net
- Carl Fontenot - carl@citizensbankvp.net
ABBA Now Qualifying Purebred Females for F1 Program

HOUSTON, TEXAS - Beef producers using purebred, but non-registered Brahman females in their crossbreeding program are now eligible to qualify their cattle for the American Brahman Breeder’s Association Certified F-1 Program.

Purebred, non-registered Brahman females can be qualified by a visual inspection by an ABBA official. There are three options to qualify the cattle: ranch visit, photo submission, or video submission.

ABBA officials will be available to conduct ranch visits throughout the year. Photos or video of the purebred females can be emailed to cshivers@brahman.org. Once qualified, producers can enroll their females in the program for $6 per head.

Once qualified, progeny from the qualified females are eligible for Certified F-1 status, provided they are sired by a registered bull.

These programs are designed for cattle producers using Brahman cattle in their crossbreeding programs. By certifying their cattle, beef producers provide added value to their herd by documenting the guaranteed parentage needed to achieve maximum hybrid vigor.

There are three programs for commercial producers using Brahman influence in their herd. Golden Certified F-1’s are those by both a registered sire and dam. Certified F-1’s are those out of a registered sire and a qualified (but non-registered) purebred dam. The F-1 plus program is for cattle out of a golden or certified F-1 female and a registered sire.

Enrollment fees include a one-time fee of $50, and a $7.50 per head fee for the producer’s choice of a F-1 certificate or ear tag. F-1 Plus ear tags are $3.50 each. Once enrolled, members receive a quarterly F-1 program newsletter, listing in the online ABBA membership directory, ability to list their cattle on the ABBA Buy/Sell listing service, and eligibility for special premiums and participation at the National ABBA F-1 Sale each spring.

“Interest in the F-1 programs are very high,” announced Chris Shivers, ABBA executive vice president. “Cattle in the F-1 and F-1 plus certified program not only have environmental adaptability, but also have built in efficiency, growth, maternal excellence, and carcass quality.” They also fit a wide variety of marketing programs, Shivers added.

Established in 1979, the ABBA F-1 Certification Program is one of the leading commercial female programs in the U.S., with more than 80,000 head enrolled to date. It’s success is also derived from the fact that it is user friendly, inexpensive, and requires limited record keeping, yet reaps financial premiums for participants.

Enrollment is now open for interested producers to join the ABBA F-1 program. To enroll in either program, call the Brahman office at 713-349-0854 or visit Brahman.org and download an application.

2012 Show Animals of the Year Recognized

HOUSTON, TEXAS - The ABBA has recently released the summer 2013 EPDs and Sire Summary. Three reports are available to be printed, or you can request a copy from the ABBA office. Following are the links below to access these reports:


Want more information on ABBA performance programs? Use these helpful links:

- What are the ABBA performance program data collection opportunities? :http://www.cattleinmotion.com/lot/ABBAShivers/OverviewPerfProg
- What does the future have in store for the ABBA performance programs? :http://www.cattleinmotion.com/lot/ABBAshivers/Future

Sullins and Locke Top Spring Select Sale

BRENHAM, TEXAS - The first annual Spring Select Sale and educational program took place Friday and Saturday, May 24 and 25, 2013 at Wichita Ranch, in Brenham, Texas.

Events started Friday afternoon with an educational program featuring Dr. Jim Sanders, professor of animal breeding at Texas A&M University; Brad Cardwell of Elgin Breeding Service, Inc.; Carl Rugg of Bovine Elite; Gary Crow of Trans Ova Genetics, and Dr. Dustin Dean of Sexing Technologies. Herman Detering offered a hands-on cattle handling demonstration.

On Saturday, seventy three lots were offered including sixty four open heifers, two show prospects, two bred and exposed heifers, five bulls, and seven semen packages.

The high selling female lot brought $4,100.00 for Lanny and Sheila Sullins of Kilgore, TX, purchased by Circle H Ranch, Ricky and Myra Hughes of Donaldson, Arkansas.

The high selling bull brought $7,500.00 for J.D. Hudgins- Locke Division, purchased by Kechele Ranch of Wallis, Texas. The volume buyer
Trust the Tag

Golden Certified and Certified F-1 females sporting these tags received more than $200/head in premiums compared to all other breeds and breed crosses in a recent evaluation of spring sales that compared over 1,100 head of commercial females.

A significant difference where it COUNTS.

Now is the time to consider the value of the ABBA Golden Certified and Certified F-1 Programs for
- Increased profit
- Guaranteed maximum hybrid vigor
- Additional marketing opportunities

American Brahman Breeders Association
BRAHMAN
713-349-0854 • www.brahman.org
The ABA sponsored event is pleased to report the following results:
- 73 lots averaged: $2,706.00
- 64 open heifers averaged: $2,631.00
- 2 show prospect heifers averaged: $3,450.00
- 2 bred and exposed heifers averaged: $2,900.00
- 5 bulls averaged: $3,290.00
- 7 semen packages averaged: $60.00 per straw

Newly Appointed 2013 ABBA Committee Assignments Announced

HOUStON, TExAS - Nine new committee chairmen, vice chairmen, and sixty eight committee members of the American Brahman Breeders Association were confirmed and announced today. Committee assignments were appointed by newly elected president, Dr. Ricky Hughes.

Sixty ABBA members from the states of Texas, Louisiana, Oklahoma, Arizona, Florida, Arkansas, Mississippi, Alabama, North Carolina, as well as Ecuador, Guatemala, Canada, and Venezuela will serve as volunteer representatives of the ABBA through the coming year.

Members and chairmen will be present for 2013 activities and meetings beginning immediately. August will mark the first full meetings with all new committee chairs and members.

As a grass roots cattle organization, ABBA committees create and facilitate the ABBA's plan of work throughout the year. These volunteers collaborate to present new and improved programs which are then voted on and approved by the ABBA board of directors. Following the directives of the committees and board of directors, ABBA staff members, and other volunteers then implement these decisions.

2013 ABBA Committee assignments are as follows:
- Communications Committee: Rachel Cutrer, Chairman; Scott Satterfield, Vice Chairman; Connie Nettles; Johnny Gnemi; Melissa Laurent; Bob Parish; Richard Sturles; Rick Butler; Jimmy Chapman; Bob Hudgins
- Constitution Revision Committee: Bubba Sartwelle, Chairman; Marcus Shackelford, Vice Chairman; Dean Burkhardt; Ricky Hughes; Coleman Locke; Carl Fontenot
- Finance Committee: George Kempfer, Chairman; Tommy Stadler, Vice Chairman; Carl Fontenot; Dean Burkhardt
- International Committee: Larry Barthle, Chairman; David Domsch, Vice Chairman; Mike Partin; Steve Hudgins; Steamer Swaner; John Milton Torres; Raimundo Riojas; Rene Finol; David Andrews; Javier Souto; Barry Smith; Carolyn Falgout; Carl Fontenot; Bill Hudgins
- Marketing Committee: Arnold Saunders, Chairman; Terry Novak, Vice Chairman; Wade Watkins; Glenn Ruschaupt; Rudy Rios; Kenneth Allen; Jim Usery; Tomm Stadler; Milton Charanza; Sloan Williams; Carl McNelly; Billie Wayne Key, Sr.
- Membership/Member Services Committee: Dean Burkhardt, Chairman; Lanny Sullins, Vice Chairman; Will Detering; Ricky Hammonds; Bill Netles; Myra Neal Morrison; Suzanne Lindley; Marcus Shackelford; Ed Cullers; Dorothy Saunders; Coleman Locke; Pat Cone; Jerry Wood
- Research and Breed Improvement Committee: Loren Pratt, Chairman; Jim Bob Trant, Vice Chairman; George Kempfer; Steve Wilkins; Wes Schneider; Jason Smith; John Allen; Louis Dooley; Jim Williams; Richard Forgason
- Show Committee: John Coleman Locke, Chairman; Danny Acevedo, Vice Chairman; Brandon Cutrer; Scott Esthay; Kelvin Moreno; Shirley Watts; Shep Batson; Sam Duplantis
- Youth Committee: Craig Fontenot, Chairman; Gerald Young, Vice Chairman; Buddy Bailey; Patricia Collins; Robert Barlow; Cindy Prather; Billie Farris; Sara Allen; Rhonda Peterson

For more information on Brahman programs, visit www.brahman.org.

GENETRUST at Cavender’s Neches River Ranch

JACKSONVILLE, TX (April 27, 2013) - A beautiful spring day greeted enthusiastic registered and commercial breeders to the 2013 GENETRUST at Cavender’s Neches River Ranch Female Sale. This marked the second year that the GENETRUST partners have dispersed their seven and eight year old proven registered females. It was evident from crowd participation that these females were in great demand as their maternal influence has been the anchor of the highly successful bull and females sales the past four years under the GENETRUST banner.

The lead off cow of the sale was Lot 63, SF MS Newsmans 535R3, a highly acclaimed proven donor cow bred by Schmidt Farms and currently owned by Suhn Cattle Company, TJM Moore Ranch and Platte Valley Brangus. Her female progeny have a tremendous track record in past GENETRUST sales and as proven donors at Schmidt Farms. This lot was purchased by a group of three breeders: Chimney Rock Cattle Company, Bill & Gail Davis; Concord, AR; Draggin’ M Ranch, John & Sherry Milam, El Dorado, AR and Sewell Cattle Company, Gary Sewell, El Dorado, AR for $34,000.

The second high seller came from Cavender Ranches: Lot 32 MS Brinks Lombardi 222S64. This super feminine female sold with a spring 2013 heifer calf by Onstar for $17,000. Purchasing this lot was Oskar Juarez, Clover Ranch, Linville, AL to add to their outstanding donor program. She was followed closely by Lot 49, Miss Brinks Blackhawk 361S29, from the Schmidt Farms program bringing $16,500. This moderate framed proven donor will join the elite cow herd of Ray & Karen Westall, Westall Ranches, Carlsbad, NM.

Other high sellers included Lot 112 Miss Brinks Csonka 75T6 from TJM...
BRANGUS WORLD SERIES
NOVEMBER 15TH & 16TH

100 FEMALES SELL FRIDAY EVENING
130 BULLS SELL SATURDAY AT 10 AM
AT THE RANCH, PALO, PINTO, TX
Ranch that sold to Duane and Diane Hahn, Platte Valley Brangus, Columbus, NE for $12,000. This lot possessed a great combination of low birth weight with high growth and carcass EPD’s. Lot 78, CR Miss Blackhawk 607R, from Draggin’ M Ranch was a proven donor and the dam of the $35,000, DMR Goodnight 607W3. She was purchased by Carlos Ojea, for a breeder in Argentina for $10,500.

The top selling 3N1 from Suhn Cattle Company was Lot 94, Suhn’s Miss BT-M15 894Z28, and her calf, Suhn’s Miss Affirmed 30T 8942Z, who sold for a combined $15,500. She is a proven donor who is the dam of Suhn’s Dimension 894U18. The cow sold to Bill Austin, Port Aransas, TX for $9,500 and her heifer calf sold for $6,000 to Mike and Gloria Weathers, Genesis Ranch, Columbus, TX.

Volume buyers were Gary Sewell, El Dorado, AR; Brandon Belt, Belt Brangus, Gatesville, TX; and Nic Cornelison, Lake Majestik Farms, Flat Rock, AL.

Demand for the commercial females was as strong as ever seen with the highlights of the sale being in the open heifers and pairs. The top groups of females were consigned by Wolf Point Ranch, Port Lavaca, TX managed by Brandon Crittenden. These super fancy open paternal sisters, AI sired by a GENETRUST Brangus bull, commanded a price of $2,900 per head from Sam Glass, Gonzales, TX. They were followed closely by a group purchased by the same buyer from The Oaks Farms, Newnan, GA sired by GENETRUST Brangus bulls for $2,700 per head. High selling pairs were from the Neches River Ranch, Jacksonville, TX and brought $2,500 per pair and sold to Jamie Webb, Dallas, GA. Other high selling pairs were a group of Brangus pairs from Ray Johnston, Johnston Farms, Letohatchee, AL for $2,400 per pair to R.L. McDaniel, Hempbill, TX. Volume commercial buyers were Doug Ferrell, Kansas City, MO and Kenneth Threlkeld, Tyler, TX.

Averages for the day were as follows:
- 12 Donor Females $12,070
- 19 Registered Bred Females $2,587
- 26 Registered Open Heifers $3,115
- 46 Registered 3N1’s $4,725
- 32 Registered Spring Pairs $3,141
- 1 Registered Brangus Bull $5,000
- 143 Commercial Pairs $2,199
- 71 Commercial Bred Heifers $1,661
- 152 Commercial Open Heifers $1,339

The Santa Gertrudis Foundation has announced the approval of funding for a genotyping project to be conducted by Livestock Genetic Services, with oversight to be provided by the Santa Gertrudis Breeders International Performance Committee. The project will expand the association’s genotyping efforts, as SGBI works toward the incorporation of DNA technology into the breed’s animal selection toolbox. The project proposal calls for the identification of approximately 100 sires not previously genotyped to be genotyped. Animals regarded as having an impact on the breed will be selected for the genotyping project. The selection criteria will be based on accuracy of EPDs, degree of relation to animals currently active within the breed, and sires that cover portions of pedigrees not covered by other genotyped sires. The Santa Gertrudis Foundation supports breed research and education. The Foundation funds projects and activities that support the organization’s mission of breed research and education.

HEAT TOLERANT PERFORMING FEMALES FOR THE SOUTHERN RANCHER

Selling
October 18, 2013
At Briggs Ranches
Santa Gertrudis x Hereford Bred Heifers
Santa Gertrudis x Red Angus Bred Heifers
Santa Gertrudis x Angus Bred Heifers
Bred to carcass & calving ease Lambert of Brinks 317R3 & GENETRUST Brangus bulls

Also Selling
October 18, 2013
At Briggs Ranches
Santa Gertrudis Bred Heifers
All bred to calving ease Polled Hereford bulls

Contact us for your Santa Gertrudis or Santa Gertrudis Influenced Bulls or Females
Harris Riverbend Farm
David & Laurie Harris
PO Box 691 • Cleburne, TX 76033
Home: 817.641.4159 • Office: 817.641.4771 • Mobile: 817.996.5866
Reserve Junior Champion Female. Patrick Daniel also exhibited the Reserve was exhibited by Patrick Daniel and Reagan Ruddock was on the halter of the Jaclyn Robinson the Reserve Calf Champion. The Junior Champion Female Grand Champion honors. Terry Taylor exhibited the Calf Champion and selection by slapping Mason Edward’s Champion Senior Female for Reserve ling Female the 2013 National Show Grand Champion and followed the ren Richmond, Ringgold, Georgia, named Cammi Selby’s Champion Year- the Hays County Civic Center in San Marcos, Texas, June 17th – 22nd for Members of the National Junior Santa Gertrudis Association descended on Champions Named at National Junior Santa Gertrudis Heifer Show

US animals. carry labels such as “Born, Raised and Slaughtered in the United States” for complaints by Canada and Mexico. Under the new regulation, labels will list the origin of beef, pork and chicken sold in US grocery stores, a regulation intended to resolve years of disputes with Canada and Mexico that was adopted May 23, 2013. But Canada’s agriculture minister said it will continue to fight the country of origin labeling rules (COOL) which he said had contributed to a sharp decline in Canadian cattle and pig exports, setting up a possible trade war. The Obama administration unveiled the new rule on the final day to comply with a World Trade Organization decision, issued in June 2012, that upheld complaints by Canada and Mexico. Under the new regulation, labels will carry labels such as “Born, Raised and Slaughtered in the United States” for US animals.

Obama Administration Revises COOL, Unlikely to Build Demand JUNE 4, 2013 - The US government will require meat packers to explicitly list the origin of beef, pork and chicken sold in US grocery stores, a regulation intended to resolve years of disputes with Canada and Mexico that was adopted May 23, 2013.

But Canada’s agriculture minister said it will continue to fight the country of origin labeling rules (COOL) which he said had contributed to a sharp decline in Canadian cattle and pig exports, setting up a possible trade war. The Obama administration unveiled the new rule on the final day to comply with a World Trade Organization decision, issued in June 2012, that upheld complaints by Canada and Mexico. Under the new regulation, labels will carry labels such as “Born, Raised and Slaughtered in the United States” for US animals.

Meat from other countries could carry labels such as, “Born in Mexico, Raised and Slaughtered in the United States.” No commingling of meat from various nations will be allowed. “The United States remains committed to ensuring that consumers are provided with information about the origin of muscle cut meats they buy at the retail level,” the US Department of Agriculture said in a statement. The USDA has not acknowledged the amount of costs for compliance to beef producers and others along the pipeline before the beef arrives at the supermarket with this much more detailed information. The revised rules take effect immediately, however the USDA will allow a six-month grace period for compliance. In the original rule, which took effect in March 2009, packages could carry labels saying the meat was from the United States and other nations.

Bradley 3 Ranch Named 2013 BIF Seedstock Producer of the Year JUNE 25, 2013 - Bradley 3 Ranch, Memphis, Texas, was recently named the 2013 Beef Improvement Federation (BIF) Seedstock Producer of the Year during the 45th annual BIF Research Symposium and Meeting in Oklahoma City. This award is one of the most prestigious and historical awards presented annually in the beef industry.

Nominated by the Texas Angus Association, Bradley 3 Ranch owners / managers were recognized for their long time commitment to performance in their registered cattle operation. After receiving the award Minnie Lou Bradley commented, “We are honored to receive this award. I have admired many of the previous winners and it is humbling to be considered in these ranks.”

Bradley 3 Ranch was started in 1955 with the purchase of 20 registered Angus cows. Today, the herd is one of the few Angus herds in the country that has maintained more than 200 registered Angus cows for more than 50 years. Located in the southeast part of the Texas Panhandle, much of the ranch is rough with canyons, draws, mesquite and cedar trees. Bradley 3 Ranch is currently home to 400 registered Angus and 30 Charolais cows, and is managed by Mary Lou Bradley-Henderson, Minnie Lou Bradley and James Henderson.

Early on, the Bradleys were committed to a disciplined approach to performance. As one of the first members of the American Beef Cattle Performance Registry, they maintained an emphasis on performance that is still the foundation of the herd today.

In 1986, the Bradleys started B3R Country Meats. In the next 16 years, they built the all-natural meat company to a 125-head-per-day harvest facility that harvested more than 30,000 head in 2002, the year it was sold. Customers were both beef producers and beef consumers. The beef producers were part of one of the earliest value-based marketing systems in the U.S. Their experience in the meat business lends to an emphasis on muscle in their herd today.

In one of the letters of support that was submitted with the ranch’s nomination, Bryce Schuman, Chief Executive Officer of the American Angus As-
Many breeders recognize how the reproductive tools of In Vitro Fertilization and Reverse Sorted Semen make a powerful combination. IVF can work well on virgin heifers, pregnant females, and/or problem donors. Using Reverse Sorted Semen with IVF can allow you to produce pregnancies of the desired gender from almost any bull, which can make a huge impact on your operation’s profitability.

**IN VITRO FERTILIZATION** • **EMBRYO TRANSFER** • **SEXED SEMEN** • **RECIPIENT OPTIONS**

**VIAGEN CLONING TECHNOLOGY** • **FRESH SHIP PROGRAM** • **LIVE CALF PROGRAM**
According to a study conducted by Kansas State University, the impact on demand from the original COOL mandated label was negligible. And, according to Dr. Glynn Tonsor of K-State, who helped conduct that study, the revised rule which demands more information from producers at what will likely be significant cost to the beef industry, will not improve beef demand either. - Oklahoma Farm Report

Statement from NCBA President Regarding Failure by the House to Pass 2013 Farm Bill
WASHINGTON (JUNE 20, 2013) - The U.S. House of Representatives in a 195-234 vote failed to pass the 2013 Farm Bill (H.R. 1947) today. National Cattlemen’s Beef Association (NCBA) President Scott George, a dairy and beef producer from Cody, Wyo., issued the following statement:

“Passage of a 2013 Farm Bill remains the top priority for NCBA. That is why we are extremely disappointed in the failure of many members of the House for not recognizing the importance of a full five-year farm bill. In the midst of the struggling economy, rural America has been one of the few bright spots. This failure by the House places cattlemen and women behind the curve on having agriculture policy which not only provides certainty for producers nationwide, but also incorporates priorities important to the cattle industry.

“We were very close in this legislation to providing disaster programs for our producers, which would have extended disaster assistance for five years and would have covered losses in 2012 and 2013. These disaster programs are essential to equipping producers with the necessary tools to manage the risks associated with catastrophic weather events. After the historic drought which has plagued the countryside for the last few years, livestock producers needed these programs now more than ever.

“NCBA appreciates the efforts of House Agriculture Committee Chairman Frank Lucas of Oklahoma, and Ranking Member Collin Peterson of Minnesota in attempting to move the 2013 Farm Bill forward. We continue to support passage of this legislation by the House and will work to ensure that producers receive the certainty they deserve. This was not a perfect bill for any industry, but in the end cattlemen and women made sacrifices in order to support this bill. We expected members of the House to do the same.”

#sthash.4dYaBRz4.dpuf
- www.beefusa.org

TAHC Proposes Modifications to Chronic Wasting Disease (CWD), Brucellosis, and Other Rules
AUSTIN, TX - The Texas Animal Health Commission (TAHC) recently held a regularly scheduled meeting on May 21, 2013 at its Austin office. The TAHC proposed two amendments to the Brucellosis chapter (Section 35.4) concerning entry, movement and change of ownership of cattle.

The first proposed amendment would establish an entry permit and post entry test requirement for breeding cattle entering Texas from Idaho, Montana, and Wyoming. The proposal would require all breeding bulls and sexually intact female cattle from the above mentioned states to be tested for brucellosis 60 to 120 days after arrival unless they are entering for immediate slaughter or feeding for slaughter in a feedlot. Heifers from those same states must be tested negative for brucellosis 30 to 90 days after their first calving. While Idaho, Montana, and Wyoming animal health officials have developed management plans to address the risk of brucellosis spread within their states, this amendment was proposed to further guard against the reintroduction of cattle brucellosis into Texas. Brucellosis has been found in cattle and domestic bison herds near Yellowstone National Park in the three states, and in wild elk and bison populations both in and outside of the park. All post entry testing will be conducted at the owner’s expense.

The second amendment to Section 35.4 would remove the identification requirements at change of ownership for beef cattle from the brucellosis chapter. At the next Commission meeting, a new proposal will be made to place animal identification requirements for adult beef cattle in a new Animal Disease Traceability (Chapter 50). The existing dairy cattle ID requirements were not proposed for change.

The Commission also proposed amendments to Chapter 40, titled “Chronic Wasting Disease (CWD),” This chapter provides for a voluntary CWD Herd Certification Program within Texas for species that are susceptible to the disease. In December, 2012, the U.S. Department of Agriculture, Animal and Plant Health Inspection Service, Veterinary Services (USDA-APHIS-VS) adopted an interim final rule establishing a national CWD Herd Certification Program with minimum requirements for interstate movement of deer, elk, and moose. As a result the Commission is making amendments to the Texas program to fully meet the federal program requirements. Passage of the proposal should allow the Texas cervid industry continued access to interstate markets, as regulated by USDA APHIS. Participation in the program remains voluntary.

Other rules proposed by the Commission during the meeting include:
  • Scabies Treatment (Chapter 39), to include new forms of acceptable treatment
  • Cervid Tuberculosis (Chapter 43), recognizing a new blood test recently approved by USDA
  • Approved Tagging Facility (Chapter 50), establishing state standards for facilities that may identify livestock moving interstate as per a new USDA traceability rule

The Texas Animal Health Commission (TAHC) will be accepting comments on all rules proposed at the May 21, 2013 Commission meeting between June 14 and July 15. The TAHC encourages and appreciates all comments.

For more information, visit www.tahc.texas.gov or call 1-800-550-8242.
The GENETRUST partners would like to say THANK YOU to all those who attended the recent sales at Suhn Cattle Company and Cavender’s Neches River Ranch. Thank you for your commitment and support of GENETRUST and the Brangus Breed.

David Wood, Double W Ranch, Houston, TX purchased Suhn’s Foundation 331228 for $66,000

Jack Moore, TJM Ranch, Kerrville, TX purchased Suhn’s Rembrandt 91928 for $35,000

Gary Sewell, John Milam and Bill Davis These three breeders partnered to purchase the high selling female SF MS Newsman 535R3 for $34,000

Carlos and Valeria Ojea Ruilan purchased lot 78 & 143 for Agrodec S A in Argentina

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CAVENDER’S NECHES RIVER RANCH
AVERAGES:
12 Donor Females $12,070
19 Registered Bred Females $2,587
26 Registered Open Heifers $3,115
46 Registered 3N1’s $4,725
32 Registered Spring Pairs $3,141
1 Registered Brangus Bull $5,000
143 Commercial Pairs $2,199
71 Commercial Bred Heifers $1,661
152 Commercial Open Heifers $1,339

SUHN CATTLE COMPANY
AVERAGES:
106 Brangus Bulls $5,343
38 Ultrablack Bulls $5,518

www.GENETRUSTBrangus.com
Obama Administration Tackles Climate Change

While side-stepping the debate over whether climate change is man-made, on Tuesday afternoon (June 25) President Obama is set to unveil a series of proposals aimed at ameliorating the effects of warming temperatures.

How might agriculture be affected?

The strategies were previewed by Agriculture Secretary Tom Vilsack during a June 5 presentation. This followed several reports released in the last six months that were authored by USDA scientists on how climate change will affect agriculture and forests in coming years (more here).

"Our farmers, ranchers and forest landowners are the most innovative on earth, and they're up to the task of meeting environmental challenges that lay ahead," Vilsack said.

Like Obama, Vilsack did not engage the claims of climate change skeptics. Instead, he offered up a list of what's being seen "on the ground." That includes, "more severe storms. We're facing more invasive species. More intense forest fire threatens communities each year. (The National Oceanic and Atmospheric Administration) reported that 2012 was the second most intense year in our history for extreme weather events -- droughts, flooding, hurricanes, severe storms and devastating wildfire. NOAA also advised that last year was the warmest on record for the continental United States."

Currently, U.S. farmers, through the use of new technologies and agronomic practices, have kept production up even in the face of so many problems. Vilsack warned, however, that, "the latest science tells us that the threat of a changing climate is new and different from anything we've ever tackled."

As a result, the Obama administration is proposing the following:

• Regional Climate Hubs.

Beef Front and Center for ‘Workout in the Park’

JULY 9, 2013 - The beef checkoff recently participated in the SELF Magazine “Workout in the Park” event in Chicago's Grant Park. More than 3,700 participants consisted primarily of millennial-aged folks, with a perfect blend between the fitness-crazed and those simply interested in living a more healthful lifestyle.

The event included two stages running back-to-back fitness classes throughout the day. "Beef. It’s What’s For Dinner." sponsored the high-energy 2Fly class, featuring hip hop hits from the 90s.

The "Beef. It’s What’s For Dinner." tent was positioned near the main stage, where participants chose from several lifestyles -- Strong, Extraordinary, Simply Great and Balanced -- for which they then learned where to download, pin, share and find recipe collections to meet their specific needs. They also received the new Beef’s Big 10 infographic and an athletic tank top.

“Our new consumer advertising campaign reaches out to consumers with messages about beef choices like T-Bone, Sirloin and Flank steaks that they know and love. It communicates that beef will give them the essential nutrients their body needs to be at their best,’ said Cevin Jones, chairman of the checkoff’s Domestic Consumer Preference Committee and a producer from Eden, Idaho. "This event reached health-conscious consumers on their ‘own turf’ with a message that resonated: Beef will give them the essential nutrients their body needs to be at their best."

What a great way to extend our consumer marketing campaign."

A strong drive to the checkoff’s social media platforms led participants to the recently relaunched BeefItsWhatsForDinner.com and Pinterest page, as well as Facebook and Twitter. As a result, social media conversations around the event generated more than 2.8 million impressions, with high engagement. (e.g. littlemesslocal: Beef is what’s for dinner #onlyinchicago #workoutinthepark http://t.co/LAfjZ6EssR )

More than 1,000 "Beef. It’s What’s For Dinner." athletic tanks were distributed to people who visited the beef tent to talk to checkoff representatives and to pick up beef recipes and nutrition information. In addition, local media and registered dietitians stopped by the tent to complete the lifestyle assessment, get recipes and learn about beef’s essential nutrients.

"From people who live and breathe exercise to those who wanted to learn more about staying active and healthy, we were able to reach not only the people in the park that day but extend that message via our social media platforms,” says Jones. "It’s just one more way our checkoff is reminding consumers that beef is for living life how you want to live it.”

For more information about your beef checkoff investment, visit MyBeefCheckoff.com.

Meat Groups Sue USDA Over Meat Labeling Rule

DES MOINES, IOWA (JULY 10, 2013) - Requiring meat labels to have more details about a product’s origins is too costly and serves no public health or safety benefit, industry groups said Tuesday in announcing a lawsuit against U.S. Department of Agriculture over new labeling rules.

The rules went into effect in May and require labels for steaks, ribs and other cuts of meat to detail where animals grown for meat were born, raised and slaughtered. Previously, labels only required that countries of origin to be noted, so a package might say, "Product of U.S. and Canada." Now, the labels must specify "Born in Canada, raised and slaughtered in the United States."

In addition, the USDA is prohibiting processors from mixing meat from animals born, raised, or slaughtered in Mexico, Canada, or other countries with meat from the U.S.

The American Meat Institute, a trade group for packers, processors, and suppliers and seven other groups said segregating the meat is not part of the law Congress passed and the USDA is overstepping its authority. They also claim the rule will be costly to implement and that it offers no food safety or public health benefit.

"Segregating and tracking animals according to the countries where production steps occurred and detailing that information on a label may be a bureaucrat’s paperwork fantasy, but the labels that result will serve only to confuse consumers, raise the prices they pay, and put some producers and meat and poultry companies out of business in the process,” Mark Dopp, an AMI executive, said in a statement.

The USDA says the country of original labeling, known as COOL, will help consumers make informed decisions about the food they buy.

"USDA remains confident that these changes will improve the overall
operation of the program and also bring the mandatory COOL requirements into compliance with U.S. international trade obligations,” it said.

Other advocates of the new rule say segregating meat will help if a food safety issue develops.

“We’ve found that there’s strong consumer support for country-of-origin labels. When you buy meat to feed your family, you ought to be able to know where it comes from,” said Ami Gadhia, senior policy counsel for Consumers Union, a New York-based consumer advocacy group. “If there’s a food safety problem with a certain product, the labels can help consumers avoid that product.”

The rules also have had support from other farmers’ organizations, along with environmental groups.

The meat industry groups that sued said in court documents that about 4 percent to 7 percent of beef and pork consumed in the U.S. comes from animals from other countries. In some parts of the U.S., including Texas, New Mexico, Arizona and California, as much as half of the livestock used for meat could be imported.

Once in the supply chain, the meat becomes interchangeable with meat from U.S. animals, the groups said.

“In short, beef is beef, whether the cattle were born in Montana, Manitoba, or Mazatlán,” the lawsuit filed in federal court in Washington, D.C., said. “The same goes for hogs, chickens, and other livestock.”

Meat suppliers will be forced to segregate the animals along the entire

Continued from page 32.
supply chain “from the moment livestock are put in a pen on U.S. soil, throughout the production, storage, and distribution process, until the meat is placed on store shelves for sale.”

The USDA estimates the labeling change will cost somewhere between $53.1 million and $192.1 million to put in place. The National Grocers Association said it expected it to cost at least $100 million as companies buy new signs, labels and labeling machines.

USDA Announces Export Promotion Allocations for FY 2013

USDA NEWS RELEASE - JULY 11, 2013 - Agriculture Secretary Tom Vilsack announced today that the U.S. Department of Agriculture’s Foreign Agricultural Service (FAS) awarded fiscal year 2013 funding to more than 70 U.S. agricultural organizations to help expand commercial export markets for their goods.

USDA remains focused on carrying out its mission, despite a time of significant budget uncertainty. Today’s announcement is one part of the Department’s efforts to strengthen the rural economy.

Under the Market Access Program (MAP), FAS will provide $172.7 million to 70 nonprofit organizations and cooperatives. MAP participants contribute an average 171-percent cost share, will conduct activities that help maintain or increase demand for U.S. agricultural commodities overseas.

Under the Foreign Market Development Program (FMD), FAS will allocate $25.4 million to 26 trade organizations that represent U.S. agricultural producers. The organizations, which contribute an average 183-percent cost share, will conduct activities that help maintain or increase demand for U.S. agricultural commodities overseas.

“Through MAP, FMD and other market development programs, USDA helps U.S. agricultural organizations, representing thousands of producers and businesses, open and expand international markets for U.S. agricultural exports,” said Vilsack. “Ultimately, these efforts are helping achieve President Obama’s National Export Initiative goal of doubling all U.S. exports by the end of 2014.”

USDA’s international market development programs have had a significant and positive impact on U.S. agricultural exports. An independent study released in 2010 found that for every $1 expended by government and industry on market development, U.S. food and agricultural exports increase by $35.

The past four years represent the strongest period for U.S. agricultural exports in the history of the United States. Farm exports in fiscal year 2012 reached $135.8 billion and supported 1 million jobs here at home.

Exports of U.S. farm goods in fiscal year 2013 are projected to total $139.5 billion, which would set a new record. Agricultural exports support more than one million jobs and drive economic opportunity in rural America.

USDA has made a concerted effort to deliver results for the American people, even as USDA implements sequestration - the across-the-board budget reductions mandated under terms of the Budget Control Act.

For example, more than $10 million was cut from this year’s allocations due to sequestration. USDA has also already undertaken historic efforts since 2009 to save more than $828 million in taxpayer funds through targeted, common-sense budget reductions.

These reductions have put USDA in a better position to carry out its mission, while implementing sequester budget reductions in a fair manner that causes as little disruption as possible.

A complete list of the agricultural organizations and funding levels can be found at: http://www.usda.gov/documents/FY13-MAP-Allocations-Chart.pdf

~AgWeek.com

The lawsuit, filed by groups that include cattle and pork associations in the U.S. and Canada, claims the rule violates the U.S. Constitution. The lawsuit also alleges the rule violates the 2008 farm bill because the requirement is much broader than the law intended.

- See more at: http://www.agweek.com/event/article/id/21211/group/Livestock/#sthash.erdGWAf5.dpuf

~AgriMarketing.com

Over 7000 cattlemen & cattlewomen read The EAR each month, & the list is growing!
Please note that events/sales in bold have ads placed in this issue. Check them out!

August
10 Mid-Coast Cattleman’s Opportunity Sale - Brenham, TX
17 Southern Alliance BMG Sale - Cullman, AL
24 Southeastern BBA Convention Sale - Tunica, MS

September
7 Lasater Ranch Sale - Matheson, CO
7 The Brahman Catalyst Sale at Moreno Ranches - Venus, FL
9-10 V8 Ranch Power of Production Internet Sale
14 23rd Annual “Cadillac of Brangus” Sale - Madison, MO
20 Nunley Brothers 12th Annual “One Ranch Raised” - Sabinal, TX
21 Arkansas BBA Fall Sale - Conway, AR
21 Heritage Cattle Co. Show Heifer Sale - Hungerford, TX
21-22 The Elite Simmental/Simbrah Sale - Yoakum, TX
21-22 District 6 Jr. Show & Sale - Richmond, IN
28 Live Oak BBA Fall Sale - Three Rivers, TX
28 Arkoma Santa Gertrudis Sale - Tulsa, OK
28 Western States BBA Bull & Female Sale - Dinuba, CA

October
5 Isa Cattle Co. Performance Tested Bull Sale - San Angelo, TX
5 J&T Farm First Production Sale - Savannah, TN
5 25th Anniversary Alabama Connection Sale - Hanceville, AL
12 Salacoa Valley Bull & Female Sale - Fairmount, GA
12 Ozark & Heart of America Fall Female Sale - Tulsa, OK
12 Heart of Texas Simmental/Simbrah Association Sale - Hearne, TX
12 South Texas BBA Buccaneer Classic - Robstown, TX
12 CX Advantage Brangus Sale - Weimar, TX
18 10th Annual Santa Gertrudis Bull & Commercial Heifer Sale - Bloomington, TX
19 Doguet’s Annual Production Sale - Poteet, TX
19 36th Annual Tri-Star Registered Santa Gertrudis “Elite Cow” Sale - Bloomington, TX
19 Central Texas BBA Beef “On” Forage Performance Bull Sale - Brenham TX
19 Town Creek Farm Brangus Sale - West Point, MS
26 44 Farms Sale - Cameron, TX
26 Miller Brangus Bull & Female Sale - Waynesboro, TN
26 Carr & Others Fall Sale - Floresville, TX
26 Oak Creek Farms Production Sale - Chappell Hill, TX
26-27 Synergy VI Show & Sale - Giddings, TX

November
1-2 GENETRUST at Chimney Rock - Concord, AR
2 President’s Council Sale - Fort Worth, TX
9 Mt. Laurel Classic Santa Gertrudis Sale - Calhoun, GA
9 Hill Country Brangus Breeders Sale - San Angelo, TX
9 Louisiana BBA Cowboy Classic Sale - Lake Charles, LA
9 Heart of Texas Beefmaster Sale - Groesbeck, TX
9-13 Branch Ranch Brangus Bull Internet Sale
15-16 2013 World Series of Brangus 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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Crystal Devoll
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Brad Wright
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FALL BULL & FEMALE SALE

CAMERON, TEXAS • SATURDAY OCTOBER 26
SELLING 225 ANGUS BULLS
Nunley Brothers
Twelfth Annual Production Sale
400+ Head
“One Ranch Raised” Bred Heifer Sale
Friday, September 20, 2013 • 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. 19th
2:00 - 6:00 p.m. – Cattle Viewing

Friday, Sept. 20th
Morning – Cattle Viewing
12:00 noon – Lunch
1:00 p.m. – Nunley Bros. Production Sale

For sale information & catalogs:
American Marketing Services
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