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Fertility is the most important trait in cattle and is actually more of an indicator of how well an animal fits or is adapted to its environment than nearly any other trait that comes to mind. Fertility can be defined as the natural capability to produce offspring and it differs from reproduction. Reproduction is the biological process (sexual in cattle) that produces offspring. In reality we ought to be talking about fecundity which is the animal's ability to reproduce. Nonetheless what we really want to be able to measure and select to improve (if needed) is the number of calves born per cow exposed.

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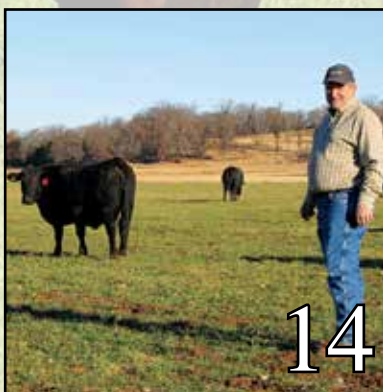
Artificial insemination (AI) is another management tool that can increase productivity and profitability of a commercial beef cattle operation. For AI to be effective, however, several best management practices must be in place such as a sound nutrition program, a reliable record keeping system, an effective herd health program, good working facilities, defined breeding periods, cow palpation and annual breeding soundness exams (BSE) of bulls. Once these practices have been implemented and have become standard operating procedures, then it is time to consider artificial insemination.

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It is not a secret that artificial insemination (AI) is one of the most effective tools available to cattle producers to improve productivity and profitability. Artificial insemination has been commercially available for more than 70 years; however, still less than 10 percent of the nation's beef cows are bred using AI, with the majority of these breedings taking place in the seed-stock and club calf sectors. To have a point of comparison to other livestock industries, about 66 percent of the nation's dairy cows are bred AI, and the use of AI by commercial swine producers is currently 70-75 percent.



< On the Cover:
Fertile Santa Gertrudis cows in the Rio Grande Valley. Taken by Dr. Joe Paschal.

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Have You Heard.... the Truth

Times are good in the beef industry. In fact, it's a really good time to be in the beef industry. Every economist with a microphone is telling the story of increased demand and decreased supply. Most of the country has had good rains and provided every corn farmer doesn't switch to soybeans, input costs continue to decline as well. While all of that is great for our pocket-books today, the current windfall can lead to future problems with those that are not diligent with their management practices.



In times like these, there is such a cattle shortage that almost all premium spreads are narrowing. Just this week Select Boxed Beef topped \$200 per hundredweight for the first time ever, and the choice/select spread is down to almost \$5. As premiums narrow, it is easy to lax on some of our management practices that have been so valuable in the past, but remember most of these management decisions also add pounds, which adds to the bottom line now more than ever.

Reproduction is the focus of this month's issue and is still the number one factor affecting the bottom line of the cow/calf producer. Hopefully many of you have used drought and other stressors to rid yourself of underperforming and inefficient cattle, but don't stop there. During this re-build, make sure to purchase cows and heifers that are aligned with your breeding/calving seasons. Then work to maintain tight breeding seasons. The extra work up front on a tight breeding season will reap rewards for the rest of the year. A tight breeding season offers you the ability to maximize profits with a more uniform calf crop, more pounds at the point of sale, and decreased labor during calving season.

The most underutilized technology in the US beef industry that can greatly improve reproductive efficiencies is AI. We have two very good articles in this month's issue about the implementation of AI in real scenarios. I hope each of you can find some tips that can be applied to your own operations to help implement an AI program and ultimately add to the bottom line.

This is my first issue writing to you as the Managing Editor of The EAR. I hope with greater responsibilities toward the management of this great publication, we can continue to grow to meet the needs of our advertisers and readers. Feel free to contact me with ideas and suggestions that will help The EAR continue to be your favorite magazine.

Look us up at the upcoming stock shows and spring sales. Good luck to all in what is forecasted to be a very prosperous New Year.

We look forward to serving you.

Brad Wright

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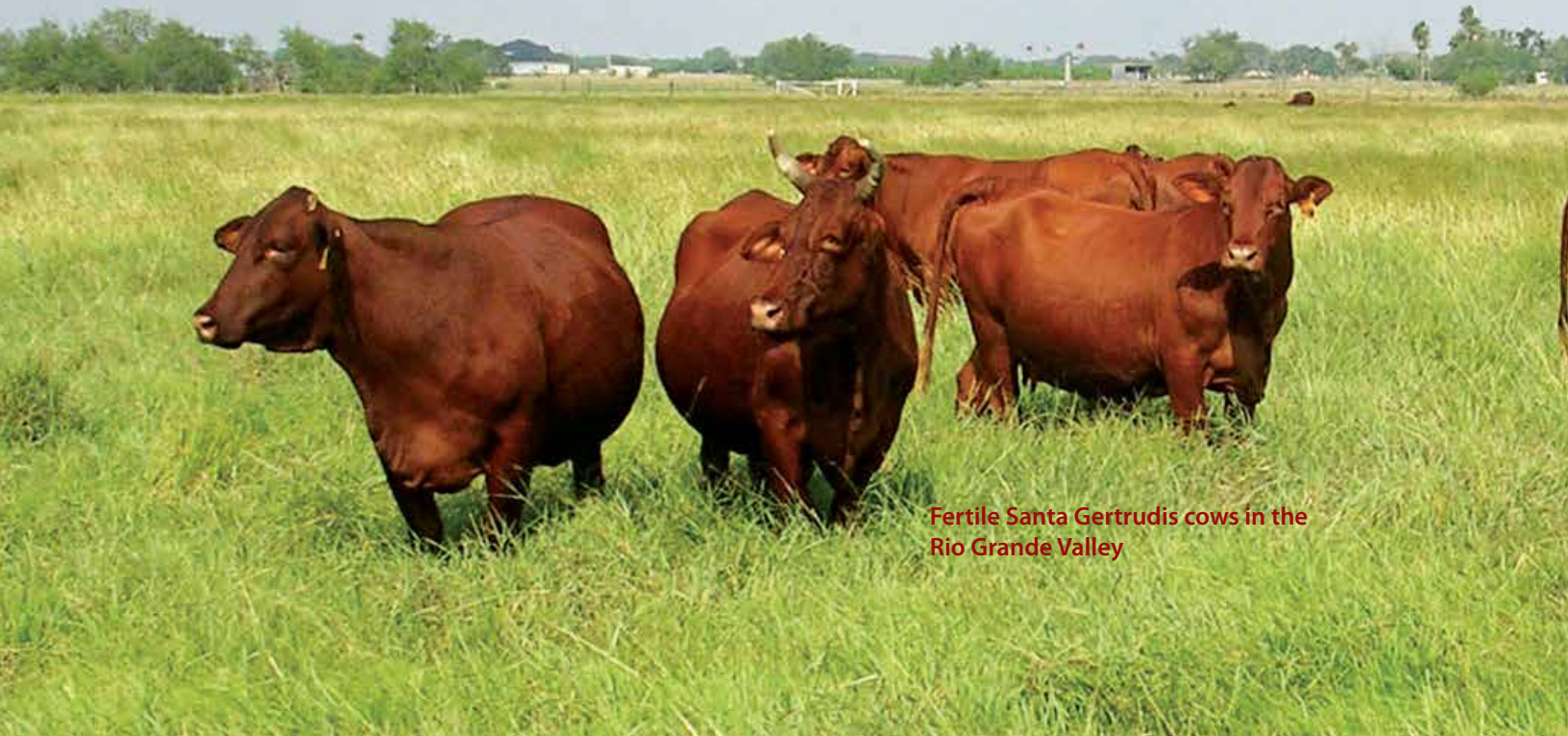
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FERTILITY IN BOS INDICUS CATTLE

THE SCIENCE OF BOS INDICUS

featuring Dr. Joe Paschal
Professor & Livestock Specialist
Texas A&M AgriLife Extension Service
Corpus Christi, Texas



Fertile Santa Gertrudis cows in the
Rio Grande Valley

Fertility is the most important trait in cattle and is actually more of an indicator of how well an animal fits or is adapted to its environment than nearly any other trait that comes to mind. Fertility can be defined as the natural capability to produce offspring and it differs from reproduction. Reproduction is the biological process (sexual in cattle) that produces offspring. In reality we ought to be talking about fecundity which is the animal's ability to reproduce. Nonetheless what we really want to be able to measure and select to improve (if needed) is the number of calves born per cow exposed.

Fertility in cattle has long been held to be a lowly heritable trait, with most improvement coming from changes in the environment (usually nutritionally based) such as breeding heifers at a weight close to or at their pubertal weight or cows in better body condition score. Selection in females is not totally disregarded, cows that fail to breed can be removed from the herd and heifers can be saved from those cows that breed (and calve) early in the season and have regular annual calving intervals (the period of time between calvings). It is hard to measure when a heifer achieves puberty but doing a reproductive tract score can tell you if she is close. There are many other measures of fertility that can be taken and recorded but their effects are small and it takes time and patience to make significant progress. But it can be done.

Bulls have been selected for fertility (or at least checked to see if they can get a cow pregnant – there is nothing about desire or interest) through the use of the annual breeding soundness exam (BSE), which also shares an acronym with bovine spongiform encephalopathy. One of the measurements taken in a bull's BSE is scrotal circumference. In young bulls it is an indicator trait for rate of maturity. Young bulls that have larger scrotal circumferences tend to grow and mature faster than those that do not and as a result their daughters do too. Not only are you selecting to improve bull fertility but also seeking

to decrease the age at puberty (slightly) of the bull's daughters that you keep. Since the bull will not have all daughters (highly unlikely with natural service but not sexed semen) and not all of them will be average or above for the traits you are interested in, the progress in one generation will be slow. But over time there can be a positive effect. Selection is best on young bulls, 24 months or younger; bulls with larger scrotal circumferences at older ages just have more production and storage area.

It has been said that there probably is an upper limit to reproduction and that cattle in general have probably reached it. What this means is that even with the best management and selection a high 90-something percent pregnancy rate may not be economically feasible. It could be done but it might not be worth the incremental cost of the last few percentages. There is no doubt that most of the improvement has come from the management side, better nutrition, better herd health, less stress, all contribute to an improved reproductive rate.

Generally the greatest improvement in fertility, utilizing genetics in cattle (in both sexes), has been through crossbreeding. It has been well documented over the years (and written about here) that crossing two relatively unrelated breeds of cattle can improve reproduction by 5-10% and by even more distantly related breeds by 15-20%! That is quite an improvement over usual selection practices but the trick is to be able to sustain it year after year, cross after cross. If you stay with one cross you either have to raise your own replacements (and maintain two purebred herds) or find a reliable source of quality replacements. Doing one or the other slows progress and increases cost. One of the benefits of the Eared breeds is that they continue to exhibit heterosis, even after years of selection for various production traits. And there is always a good source of quality replacements!

All of the Eared breeds of cattle have some *Bos indicus* (in the US, the Brahman breed is the principal *Bos indicus* breed) breeding in them and the amount can vary in some breeds to fit the market or environment in which the cattle are raised and sold. Brahman cattle are a mix of 3-4 breeds of cattle that originated in India, arrived in the Gulf Coast and were relatively unselected for any traits (except maybe draft or milk) compared to their British and European cousins that had been selected for generations. As a result, Brahman cattle tend to have much later sexual puberty than British or European cattle; mainly this is because they tend



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Brahman and Brahman cross cows are noted 'easy calvers' and Dr. Randel attributes this to higher levels of the relaxin found in serum profiles prior to calving.

to have a slower growth rate and a larger mature size. But there are Brahman cattle that can reach puberty at an earlier age. Brahman cattle also have a longer gestation length. This is important since the fetus is growing at a pretty rapid rate in the last few months of pregnancy and particularly in the last weeks. Birth weight and calving ease could be affected. At one time, there was significant interest in reducing gestation length by a few days (and thereby birth weight) by selecting for animals with shorter gestations. I am concerned that breeders would reduce gestation length too much. The fetus is pretty much in control of parturition and changing the growth pattern might affect that control.

According to Dr. Ron Randle, a reproductive physiologist at the Texas A&M AgriLife Research Center in Overton, Texas, that has done about as much research in Brahman reproduction as anyone in the US, the Brahman and Brahman cross cow's unique reproductive traits is controlled by their endocrine system. Reproduction in Brahman cattle tends to decrease as day length decreases. The best ovulation and conception rates occur in the longer days. Brahman cattle are also very long lived. You might ask how that affects reproduction; well a higher percentage of older mature cows will wean a larger number of heavier calves. Brahman cattle tend to have a shorter duration of and a less intense "standing estrus" that occurs later to estrogen stimulus. Brahman cattle have a lower level of luteinizing hormone (LH), the hormone responsible for ovulation in cattle. Research from Dr. Randel's research indicates that the Brahman cow takes longer to show behavioral estrus but she also ovulates earlier after showing estrus. Brahman cows also have smaller corpus luteum (CL) and they produce less progesterone. Brahman and Brahman cross cows are noted 'easy calvers' and Dr. Randel attributes this to higher levels of the relaxin found in serum profiles prior to calving. Dr. Randel did not find any difference in fertility of the Brahman cow compared to her British and European cousins once she had returned to estrus after calving. These endocrinal and hormonal differences were most likely the result of adaptation to their original environment.

Using Eared breeds or crossbreeding with them is one of the best ways to improve reproduction in a commercial herd in the southern US. Using these breeds in a breeding program not only improves reproduction, mainly through heterosis but also the genetics for improved reproduction through breed and individual selection, but adaptability, maternal ability, growth, longevity, etc. are also improved. ♦



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AI Can Be Economical for Cow-Calf Producers

By Robert Fears
Land and Livestock Post

Artificial insemination (AI) is another management tool that can increase productivity and profitability of a commercial beef cattle operation. For AI to be effective, however, several best management practices must be in place such as a sound nutrition program, a reliable record keeping system, an effective herd health program, good working facilities, defined breeding periods, cow palpation and annual breeding soundness exams (BSE) of bulls. Once these practices have been implemented and have become standard operating procedures, then it is time to consider artificial insemination.

“Even though AI has been commercially available for more than 65 years, it is still dramatically underused in today’s beef herds,” said Kyle Stutts previously with The Samuel Roberts Noble Foundation and presently at Sam Houston State University. “Less than five percent of the nation’s beef cows are bred using AI, with the majority of this breeding taking place in the seed stock and club calf sectors.”

ADVANTAGES OF AI

“AI is not just for purebred breeders,” continued Stutts. “It has applications at the commercial level, as well. The advantages of using AI are numerous and well documented. Some of them include:

- the ability to use sires of superior genetic merit;
- rapid improvement in genetic traits important to an operation;
- the ability to mate specific sires to individual cows;
- elimination of separate breeding pastures;
- reduction of disease transmission from cow to cow;
- increased genetic merit of retained replacement heifers; and
- when combined with estrous synchronization, a shorter calving season resulting in a more consistent, uniform calf crop.

For the commercial cattleman, AI could mean increased weaning weights, improved post-weaning performance, enhanced carcass value and more productive replacement heifers.”

If an objective is to improve cow herd genetics, AI should be seriously considered. Semen from superior sires can be purchased at a much lower cost than buying and maintaining an outstanding bull. By studying expected progeny differences (EPDs) of the bulls, semen can be selected that will produce desired traits in your herd within a short period. AI provides the opportunity of using semen from a different bull each year or from several bulls within the same year providing flexibility in breeding program management.

Combined use of estrous synchronization (ES) and AI results in cows being in the same stage of reproduction at the same time. This simplifies nutrition and herd health programs because all animals can be treated and fed as

one unit. Labor is used more efficiently and costs are reduced by working the entire herd together.

Heavier weaning weights usually result from shorter breeding and calving seasons which provide more pounds of beef to sell. A more uniform calf crop is produced and there is an ability to raise more fertile replacement heifers. With AI, these heifers can have quality genetics.

One of the most important advantages of AI is that transmittal of sexual diseases is reduced. When a clean cow is artificially inseminated with semen from a reputable supplier, disease related abortions will not occur and healthy calves will be born.

EXPRESSED REASONS NOT TO AI

Dr. Les Anderson, Beef Extension Specialist at University of Kentucky listed reasons expressed by commercial beef cattle producers for not using AI. They are:

- Beef production systems are extensive
- Limited by facilities
- Not important enough
- Intimidated?

Arguments against AI added to the list by Stutts include:

- Lack of time
- Additional labor requirement
- Cost of implementing the program

If penning your cattle is a difficult task and you always miss one or two hiding in the brush, then AI is probably not for you. The ability to easily move cattle into safe working pens are important for an artificial insemination program.

A chute suitable for holding an animal for palpation is described by Bruce Carpenter and L.R. Sprott in Texas AgriLife Extension Service Bulletin B-1077. The same type of chute is ideal for AI. Carpenter and Sprott wrote that a good chute allows the animal to stand in a normal position. It should have a front wall or gate and a bar just above the cow’s hocks in the rear. This bar keeps the cow from kicking and protects the inseminator. Include an entrance gate in the chute at the rear of the animal to allow the technician to enter and exit easily. Provide a gate to swing across the crowding chute and fasten it in front of other animals coming behind the inseminator. You may use squeeze chutes, but the cow’s head does not need to be caught for the procedure.

The question of whether AI is important enough to use on a commercial operation needs to be addressed by each individual cattle producer. Factors to consider are ranch management systems, environment, objectives, and animal dispositions. If artificial insemination fits the ranch operation and has the potential of increasing productivity and profits, then it should be

seriously considered.

Some of us, who have not artificially inseminated cattle, are intimidated by the practice. The best way to rid ourselves of this fear is to sit down with a professional inseminator and learn about the process and requirements. At the beginning of an AI program, it is wise to hire a professional to manage the breeding protocol. After there is confidence in the program and a desire to do the work yourself, an AI training school available from several semen suppliers can be utilized.

"In the past, the greatest demand on time and labor came from proper estrus or heat detection," stated Stutts. "Research in reproductive physiology has improved and refined estrous synchronization systems to the point that time is not required for heat detection. Several estrous synchronization programs allow producers to successfully inseminate cows at a predetermined, fixed time, resulting in pregnancy rates similar to those achieved with estrus detection."

BREEDING PROTOCOLS

"Before cost requirements of AI are examined, breeding protocols need to be understood," said Dr. Charles Looney of OvaGenix. "Our protocol begins on Day 0 with a CIDR® (Controlled Intravaginal Drug Release Device) inserted into the cow's vagina. A CIDR is a device impregnated with progesterone which prevents cows from coming into heat. At the time of CIDR insertion, we inject each animal with a hormone preparation that resets follicular growth. This is done to better control ovulation timing, an important component in timed breeding protocols."

"After seven days, the CIDR is removed and the cows are given an injection of Lutalyse® (dinoprost tromethamine) Sterile Solution," Looney continued. "Lutalyse is prostaglandin which starts the cow's reproduction cycle. The day after the CIDR is removed, another hormone injection is given to cause heat and promote ovulation. Thirty hours after the last hormone injection, the cows are bred by artificial insemination. With this protocol we have approximately 60 percent pregnancy rates. Approximately 10 days after artificial insemination, bulls are put with the cows to breed the remaining 40 percent."

Dr. John Anderson, formerly at Mississippi State University and now with Farm Bureau, discussed two additional breeding protocols. "The CoSynch protocol involves giving cows a gonadotropin hormone (GnRH) injection on day 0, a prostaglandin (PGA) injection on day 7, and then a second GnRH injection on day 9," said Anderson. "In the MGA-PGF protocol, heifers are fed a diet containing MGA for 14 days. On day 15, MGA is removed from the diet. A PGF injection is given on day 33 and the heifers are bred based upon heat detection."

Economic studies have shown AI to have a positive impact on commercial cattle operation profits. John Anderson estimated in 2008 that profits could increase by approximately \$5,000 through the use of AI on commercial herds. This estimate represented the value of additional weaning weights, higher calving percentages and savings in bull ownership/maintenance minus the additional expenses as a result of AI.

In 2009 Cody Ringer, et.al. showed that AI offers the potential to significantly impact profitability of a cow-calf operation in South Texas. Without AI, net cash farm income (NCFI) averaged \$17,320 per year for the operation or approximately \$86.60 per cow per year. With AI, NCFI averaged \$21,780 or about \$108.95 per cow per year. A net increase in NCFI of about \$22.35 per cow per year was obtained by using AI.

Producers need to use their own cost and revenue estimates to determine if estrus synchronization and artificial insemination will add profit to their operation. There is a good chance that they will, particularly with the current cattle prices. ♦



Artificial inseminations (AI) can be profitable for producers. AI could mean increased weaning weights, improved post-weaning performance, enhanced carcass value and more productive replacement heifers



Artificial insemination provides the opportunity to breed better cows to better bulls for less money.



Good cattle working facilities are required for artificial insemination (AI). A chute suitable for holding an animal for palpation and AI is described by Bruce Carpenter and L.R. Sprott in Texas A&M AgriLife Extension Service Bulletin B-1077.



The artificial insemination (AI) injection tube is guided into the vagina by a hand inserted into the cow's anus. Used correctly, AI can boost cow-calf producer's profits.

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DMR DYNASTY 415Z50: Clover Ranch, Seminole Tribe of Florida and Lake Majestik teamed up to buy 1/2 interest of this young sire for \$73,000.



CRC Guardian 9U8U5 sold for \$60,000 - 2/3 interest and full possession to Robert Yates Ranch and Pete Peterson.



Pete Peterson with Robert Yates Ranch (right) purchased CRC Guardian 9U8U5 pictured with Joe Cavender (left)



Volume Bull and Commercial Female Buyer:
Ron Jones of Dallas, TX



Volume Bull and Commercial Female Buyer:
Ceferino Machado - Miami, FL



Volume Bull Buyer at Chimney Rock and Cavender's Neches River: Trent McKnight



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CHIMNEY ROCK CATTLE COMPANY AVERAGES:

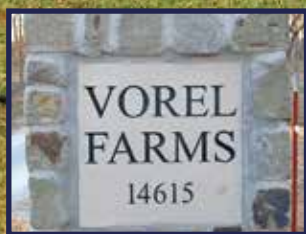
67 Registered Brangus Females **\$7,519**
61 Coming 2 Yr Old Brangus Bulls **\$6,848**
70 Yearling Brangus Bulls **\$3,867**
7 Coming 2 Yr Old UltraBlack Bulls **\$5,785**
5 Yearling UltraBlack Bulls **\$3,750**
168 Spring Calving Bred Commercial Heifers **\$1,939**

CAVENDER'S NECHES RIVER RANCH AVERAGES:

56 Coming 2 Brangus & Ultrablack Bulls **\$5,536**
108 Yearling Brangus & Ultrablack Bulls **\$5,160**
27 Coming 2 Charolais Bulls **\$3,926**
58 Commercial Fall Pairs **\$3,210**
322 Commercial Spring Calving Bred Heifers **\$2,188**
20 Commercial Fall Open Heifers **\$1,588**

Vorel Farms

“The most money I make all year is when I am out checking heats and AI-ing my cows!”



Vorel Farms
Luther, OK
Mike and Robin Vorel

Mike out with his AI bred cows.

It is not a secret that artificial insemination (AI) is one of the most effective tools available to cattle producers to improve productivity and profitability. Artificial insemination has been commercially available for more than 70 years; however, still less than 10 percent of the nation's beef cows are bred using AI, with the majority of these breedings taking place in the seedstock and club calf sectors. To have a point of comparison to other livestock industries, about 66 percent of the nation's dairy cows are bred AI, and the use of AI by commercial swine producers is currently 70-75 percent.

Why in the last 70 years has AI been underutilized in the U.S. beef industry?

The three most given answers to that question by many ranchers, whether completely true or not has been.

1. Lack of facilities
2. Lack of labor
3. Lack of time

With the price per pound of cattle at an all time high, and the prices of seedstock cattle setting records across the country, it may be time to consider looking at the benefits of implementing AI for those who have ruled it out in the past.

Vorel Farms, owners Mike and Robin Vorel, located in Luther, Oklahoma are an example of success as an American ranching family implementing artificial insemination as their primary breeding method in a progressive registered Brangus herd. While moderate in size and with moderate means, they are reaping the reward from AI in both time and money.

Located in Central Oklahoma, near Oklahoma City, Mike and Robin Vorel own and operate an 80 head registered Brangus seedstock herd. Mike has been in the cattle business most of his life. The family farm that the Vorel's call home today has been in Mike's family for over 100 years. Starting with commercial cattle Mike and Robin used Brangus bulls. They were impressed with how the calves grew out consistently and appreciated their market acceptance at the point of sale. They were most impressed with how the replacement females sired by the Brangus bulls were efficient and environmentally adaptive to the region where they ranch. After many years of developing a tremendous commercial herd, they decided to start breeding registered Brangus.

Vorel Farms is in their 15th year breeding and ranching registered Brangus. When they started, they realized immediately that it would be very costly to purchase the total number of females they would need to grow to capacity. With that said, Mike purchased and still purchases what he feels are superior animals from sales across the country. He spends hours studying pedigrees and dam summaries of sale cattle. He is not biased toward certain programs and lines of cattle in the Brangus breed. He has cow families that originated from both small and large cattle ranches in the U.S. Mike speaks of his start up plan, "Starting we knew our most expensive investments were cows and land. We wanted to have a plan that maximized the value of both. With that, we took an aggressive approach toward developing the most suitable, efficient grasses for our land. We believe in genetics, but we also believe one first has

to be a grass farmer to run a successful cattle operation". With a blend of perennial and annual forage the Vorel's do not supplement feed the herd with anything but hay and the most proven mineral for their environment. "People say you cannot AI unless you feed your cows. We do not find that true at all. We plan our breeding around our grass seasons", explained Mike.

Genetic planning toward desired traits, and consistent production, while also considering the marketability of known pedigrees was the goal for Mike in the beginning as well as today. To grow the herd size and have consistent, predictable cattle to fit their environment, Mike knew that he needed to implement an extensive AI program. He enrolled and went to artificial insemination school at REI in Stillwater, OK. After learning the basics of AI, he found an experienced technician to work with him and teach him onsite. "I believe everyone getting started needs to find someone to work with to teach them and fine tune their craft before going it alone", Mike said. "I am still asking questions and learning from others that are AI-ing cows. You can never quit learning." **Today the Vorel Farms herd is almost 100% conceived artificially.** Ninety-five percent of all calves are born in a 30-45 day calving season. Over 90 percent of the cows in the herd are 5 generation top and bottom pedigree AI sired. When asked what does he do with the cows that do not take to AI? Mike laughingly replied, "We get rid of them. At first there were a few; now it is rare a cow will not take to the AI."

Today, the Vorel's cattle sell at the top in averages in both registered bull and female sales across the country. They produced and sold VF-Oaks Online 918Y3 who is making waves in the Brangus breed as an up and coming herd sire. When speaking with Mike about what he thinks is most important to him as a purebred seedstock breeder, one would think he might say "topping sales", rather he says, "percentage of bull calves weaned being sold as commercial bulls is the most important. In the seedstock business we believe we need to sell 90 percent of our bull calves weaned as commercial bulls to make it work", Mike explained. "They have to be performance tested, predictable, and sound bulls. The only way that can be accomplished in an 80 head herd is through AI to mate a proven cow to a proven bull we know will work."

The time and dollars saved using AI is very important to Mike as well. Mike says, "The 30-45 days AI-ing cows may appear to some to be costly and time-consuming, but in reality it is just the opposite. The time saved calving, weaning, developing and marketing is substantial compared to the time getting the cows bred. Also, to take in account that last year we did not have to pull one calf saved a lot for time and money. **The most money I make all year is when I am out checking heats and AI-ing my cows!**"

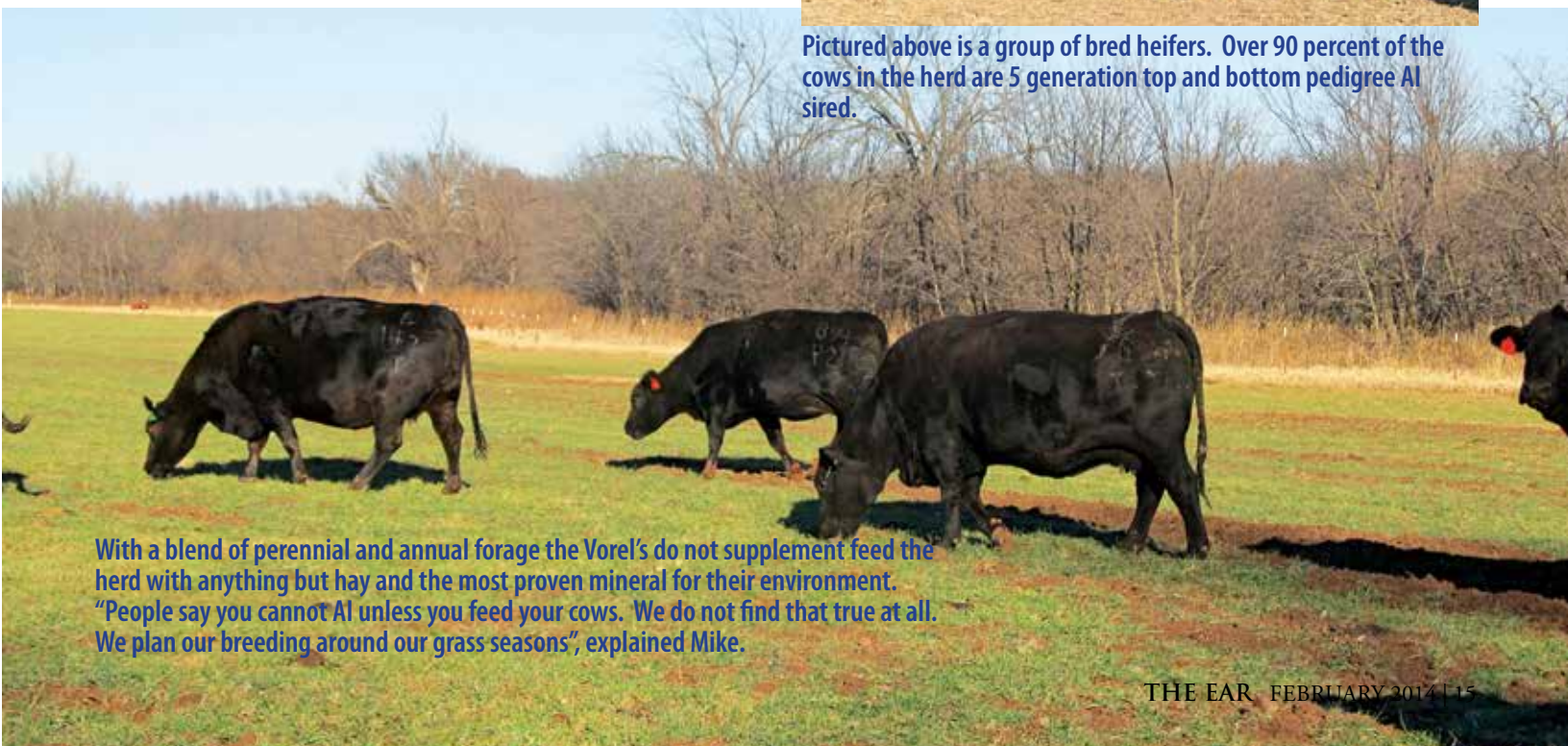
When asked about how he gets such high conception rates Mike listed out what he feels are the 11 most important things to incorporate into a successful AI program.

1. Culling (if a cow does not breed AI, sell her.)
2. Nutrition and planning your breeding season around optimal fleshing times of the year. (Cattle on upswing)
3. GREAT MINERAL PROGRAM FOR REGION AND TRACE MINERAL DEFICIENCIES
4. Quality Semen (know where your semen comes from). How was it put up and how was it handled?
5. When breeding, keep cattle in familiar and low stress environments.
6. Select for early puberty (scrotal circumference in sires used).
7. Breed heifers 30 days ahead of cows.
8. Start observing and documenting heats on heifers 30 days prior to breeding heat.
9. When grass is good breed cows on first heat post partum.
10. Temperament (Easy to work cattle breed better).
11. ALWAYS SAY A PRAYER.

Mike feels it is important to serve and help his fellow Brangus breeders. He was elected to the IBBA (International Brangus Breeders Association) Board of Directors in 2013. When asked what was the right direction for Brangus cattle and the association Mike said, "I think we need to stay focused on the needs of the commercial cattleman. I believe that breeds that will lead the genetic path for the commercial industry will be those that have high percentages of annual AI and ET registered calves. Small and large producers that say they do not have the facilities, time, or labor are simply missing out on the REAL RETURN on investment. If you don't believe me, the door is always open and the coffee pot hot. Visitors are always welcome to come see our small one man complete AI operation." ♦



Pictured above is a group of bred heifers. Over 90 percent of the cows in the herd are 5 generation top and bottom pedigree AI sired.



With a blend of perennial and annual forage the Vorel's do not supplement feed the herd with anything but hay and the most proven mineral for their environment. "People say you cannot AI unless you feed your cows. We do not find that true at all. We plan our breeding around our grass seasons", explained Mike.

Beefmaster Headlines



Beefmaster Breeders United Hires Cummins to Staff

SAN ANTONIO, TX (January 13, 2014) - Beefmaster Breeders United (BBU) is proud to announce that Ryan Cummins of Katy, Texas will be serving as the Marketing and Member Service Coordinator for the Beefmaster membership. Cummins will provide assistance to Beefmaster breeders and commercial beef producers throughout the United States. Cummins will provide consultation and farm visit services to members, while also increasing the Beefmaster breed's exposure in the commercial marketplace. His responsibilities will include providing classification services, managing commercial marketing programs and supporting BBU educational programs that create visibility and demand for Beefmaster cattle.

Cummins is no stranger to the beef industry. Cummins has an extensive agricultural and livestock background, specifically with cattle and the Beefmaster breed. Cummins grew up raising and showing Beefmaster cattle through the Junior Beefmaster Breeders Association (JBBA) and continues to raise and manage a small herd of purebred Beefmasters and commercial cattle.

A native of Brenham, Texas, Cummins attended Clarendon Junior College receiving an Associates Degree in Science and competed on their award win-

ning livestock judging team. Two years later, Mr. Cummins graduated from Oklahoma State University (OSU) with a Bachelors Degree in Animal Science. He was also a member of the OSU livestock judging team from 2002-2003. Following his educational roles at OSU, Mr. Cummins attended Sam Houston State University where he earned a Masters Degree in Agriculture. Prior to becoming a BBU staff member, Cummins taught agricultural education at multiple Texas high schools.



"We are fortunate to have such a qualified person become a member of the BBU team. Ryan has an immense knowledge of cattle and the Beefmaster breed," said BBU Chief Operating Officer Collin Osbourn. "Mr. Cummins will be representing the Beefmaster breed throughout the country and I am confident that his skill set and knowledge will be an asset to this great breed."

The Status of the Beefmaster Breed in Thailand

By: M. Doyle Sanders, BBU International Committee Co-Chairman

I recently visited Thailand in January 2014 and I observed several positive results for Beefmaster and Beefmaster cross cattle performing in the country of Thailand, which is located in Southern Asia.

The new Thai beef breed introduced by Beefmaster Breeders United (BBU) is increasing in popularity on a business basis. A group of breeders of commercial and purebred Brahman cattle that market their efforts under the twelve breeders brand have had two commercial auctions with groups of Brahman, Charolais, Kamphaeng Sean (KPS), and Beefmaster crossed commercial cattle. Beefmaster crossed calves are bringing a substantial price premium on weight and have higher age weight gains at sale.

There are some ill founded opinions in force such as holding Beefmaster semen to cross with Brahman crossed with Charolais rather than direct crosses with Brahman. This is impacting quicker acceptance for breeders and consumers. However, current breeding results with Beefmasters debunk this theory. Beefmaster crossed with KPS may show higher gains, but the Brahman and Charolais calves are showing comparable gains with Beefmasters on the crosses.

On January 12, 2014, at the PC Ranch Show near Udon Thani, the age class

winners for C-1 crosses favored KPS dams but a Brahman cross won its 14-16 month class. Beefmaster bulls used on these class winners included Angelo on a KPS and a Brahman with D'Vinci, Fusion, Special Edition, and L-3100 all on KPS dams. KPS is a hybrid breed based on Brahman, Charolais and native Thai cattle.

These heifers surprised everyone in Thailand by "early cycling" at 12-14 months of age. Typical practice is not to breed them until at least 20-24 months. They were shocked to hear about annual calving starting by two years of age with typical domestic and North American breeders.

The United States Department of Agriculture (USDA) and the Thailand Department of Livestock Development (DLD) have completed a late 2013 health protocol for importing live animals. The BBU International Committee is working with various Thai breeders to consider US exports of purebred bulls and heifers. This will include high performance animals for weight and milk followed by show competition quality livestock. A first group of bulls and about 50-100 heifers may be shipped the Spring of 2014.

Various Thai breeders are planning to attend the Houston Livestock Show and Rodeo Beefmaster sales in March 2014. This will be at their full travel expense without any funding from BBU or the U.S. Livestock Genetics Export, Inc.

BBU, FAGANIC Nicaragua Beefmaster Project

About three years ago, in coordination with the Beefmaster Breeders United (BBU) International Committee, BBU donated 1,200 straws of semen to Nicaragua with the help of FAGANIC (Federation of Livestock Associations of Nicaragua), which is similar to the National Cattlemen's Beef Association in the United States.

On Friday, December 13 there was a press conference held to discuss the results from the partnership. According to Lorenzo Lasater, BBU International

Committee Co-Chairman, the results have been excellent with the first-cross Beefmasters who are showing a lot more growth and muscling. Most of the herds in Nicaragua are "dual purpose", which means that the Nicaraguan farmers and ranchers use their cattle for milk and to raise calves.

"The traits we are promoting are more growth, better carcass traits, reasonable milk (better than Brahman when crossed with Holstein or Brown Suisse) and excellent brood cows," said Lasater.

New Fee Schedule for a New Year

With a new year comes changes to the fees associated with registering and transferring your Beefmaster cattle. Please be aware that starting January 1, 2014 there are new registration and transfer fees, as listed below.

Transfer of Ownership	
Transfer of Ownership from a Member Seller	\$25.00
Transfer of Ownership from a Non-Member Seller	\$50.00
Transfer of Embryo Recipient	\$22.00
Transfer of Base Female	\$5.00
Embryo Bill of Sale	\$5.00
AI Certificate - Purchase	\$5.00 per cert

Certificates	
Rush Fee (per certificate)	\$5.00
Duplicate & Corrected Certificate	\$10.00
Purebred Certificate (0-9Mo.)	\$20.00
Purebred Certificate (10-14Mo.)	\$25.00
Purebred Certificate (15-18Mo.)	\$35.00
Purebred Certificate (19Mo. of Age and Older)	\$55.00
Second Cross Certificate	\$15.00
First Cross Certificate	\$15.00
Certification of AI Calf (Out of herd AI)	\$5.00
Additional Fee for Embryo Calf Registration	\$5.00
IVF Embryo Fee	\$5.00
Affidavit For Lost Certificate	\$10.00

Remember to Renew Your BBU Membership

With the new year also comes BBU membership renewals. Please make sure you renew your membership ASAP to receive the best price. Multiple year renewals are now available for Active/Associate membership dues. If you have any questions regarding multiple year renewals, please contact the BBU office by calling 210-732-3132. Lifetime membership is available for a one-time cost of \$2000, or:

Active/Associate Member Dues :

- \$100 - if paid by January 31, 2014

- \$110 - if paid by February 28, 2014
- \$120 - if paid by March 31, 2014
- \$200 - reinstatement (after March 31)

Junior Member Dues:

- \$60 - if paid by January 31, 2014
- \$70 - if paid by February 28, 2014
- \$80 - if paid by March 31, 2014
- \$120 - reinstatement (after March 31)

Update Your Inventory, Enroll in Inventory Based Reporting

Attention BBU members not enrolled in WHR, you should have received your current dam inventory (dams 15 months and older) in the mail over the past week. We ask that everyone who receives this dam inventory to simply remove dams no longer in service with an appropriate disposal code found at the bottom of each inventory page. Once the inventory is updated please return the form (s) to the BBU office via mail, fax or email. If you do not know the disposal date or code please just indicate that the animal was sold or is dead. BBU would like to have an accurate count of the number of active dams we have in our entire database. There is no charge for updating your inventory and we thank you for helping BBU establish a current inventory of active cows in the BBU database.

In the packet there is also an Inventory Based Reporting (IBR) enrollment form. If you are interested in joining the IBR program please sign and date this form at the bottom of the page and return it along with your updated IBR dam inventory. All updated inventories are due February 1, 2014. If you enroll in the IBR program each female listed on the updated inventory will be assessed an \$8/ea annual fee which includes a free registration for her calf that year.

Additionally, the annual fee includes performance submissions for the calf and a reduced transfer fee on that calf (\$15) up to 30 months of age. Inventories returned after February 1 will be assessed a \$13/ea annual fee per female listed. Any additional calves born to a dam (twins or ET calves) will incur the same \$8/ea fee and have the same reduced transfer fee.

If you do not want to enroll in the IBR program and do not have updates to your inventory, please do not return the inventory to the BBU office. You are welcome to keep it for your records.

If you have any questions or would like to visit about the IBR program please contact the BBU office at 210-732-3132.

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CED	BW	WW	YW	M	TM
5.5	1.3	21	37	14	25
CEM	SC	REA	IMF	FAT	
8	0.7	0.3	-0.03	-0.009	



D BAR D ANITA KAY

SELLING IN HOUSTON:

THE WORLD RENOWNED SHOW HEIFER TURNED DONOR! THE ONLY FEMALE TO EVER WIN HOUSTON THREE TIMES!

CED	BW	WW	YW	M	TM
8	-1.3	20	35	6	16
CEM	SC	REA	IMF	FAT	
7	0.6	0.47	-0.11	0.005	



DDD MS STERLING 38R2

SELLING IN HOUSTON:

A PROVEN DONOR THAT HAS CONSISTENTLY RAISED SALE TOPPING SONS AT DOGUET'S, AND AN OUTSTANDING HEIFER THAT JOJ WILL BE SHOWING AT HOUSTON.

CED	BW	WW	YW	M	TM
8.4	-0.7	22	48	5	16
CEM	SC	REA	IMF	FAT	
6.4	-0.1	0.54	-0.04	-0.007	

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MS BRINKS UNITAS 803U21

CED BW WW YW M TM CEM SC REA IMF FAT
5.9 -0.2 36 57 14 32 7.1 0.7 0.52 0.08 0

We are selling a flush on the last big donor cow to come out of Camp Cooley Ranch. Last year at the Ideal Video Productions Customer Appreciation Sale, we sold a daughter to 101 Ranch for \$9,000! She has been averaging 14 embryos per flush. She ranks in the top 25% of the breed for 7 traits including WW, YW, M, TM, SC, REA and IMF! It's time to share the genetics on this outstanding young donor.

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Mike & Gloria Weathers
Columbus, TX
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The Oaks Farms
B • R • A • N • G • U • S
Joe and Catherine Kassler
Newnan, GA
404-402-8096

Cross F Cattle
Joe & Melanie Fuller
Hearne, TX
979-255-7747

Industry News

Stem Cell Burger

LONDON - After much hoopla, scientists from the Univ. of Maastricht in the Netherlands unveiled a hamburger grown from bovine stem cells. Taste testers sampled the burger during a press conference that was streamed via the Internet from Riverside Studios in West London.

The lab-grown burger is the creation of Prof. Mark Post, a physiologist from Maastricht. Prof. Post and his team created the burger from stem cells taken from cow muscle. The cells grew with the aid of nutrients and eventually developed into strips of muscle. Roughly 20,000 strips are needed to make one 5 oz. patty. Commercial production of Cultured Beef could begin within 10 to 20 years.

The taste testers were Josh Schonwald, a Chicago-based food writer, and Hanni Rutzler, an Austrian food researcher. The burger was seasoned with salt, egg powder, breadcrumbs, beet juice and saffron, according to news reports. The testers liked the texture, but found the patty lacking in flavor.

Prof. Post said he believes "Cultured Beef" could help solve a looming

food crisis and combat climate change.

"What we are trying today is important because I hope it will show Cultured Beef has the answers to major problems that the world faces," Prof. Post said.

Google co-founder, Sergey Brin provided \$300,000 to fund the project.

"There are basically three things that can happen going forward," Brin said. "One is that we all become vegetarian. I don't think that's really likely. The second is we ignore the issues and that leads to continued environmental harm, and the third option is we do something new.

"Sometimes when technology comes along, it has the capability to transform how we view our world. I like to look at technology opportunities. When technology seems like it is on the cusp of viability and if it succeeds there, it can be really transformative for the world," he added.

- Meat & Poultry

Industry News continued on page 26 ➤



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SUHN'S MISS BT 331S43

Selling in the IVP Customer Appreciation Sale

MARCH 6TH, 2014 • HOUSTON, TX



A SON OF 331S43: SUHN's Foundation 331Z28 – high selling bull for ½ interest and possession in the '13 GENETRUST at SCC Bull Sale for \$66,000 to Double W Ranch, David & Nada Wood.



FULL BROTHER TO 331S43: Suhn's Next Step 331R7 one of the most highly respected female sires in the breed.



A SON OF 331S43: Millhouse of Majestik – full brother to Foundation purchased by Lake Majestik through the '13 GENETRUST at SCC Bull Sale.



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T3 MS YOSEMITE 361A2 | R10237667
MB Yosemite 17Y8 x Ms Cains Oscar 361U

CEM	BW	WW	YW	MILK	TM	CEM
4.2	1.8	23	45	11	23	6.2

Trey Cuevas
300 Doc Johnson Road
Purvis, MS 39475
trey@T3Brangus.com
601-434-3045 | www.T3Brangus.com

T3 MS YOSEMITE 5A | R10237668
MB Yosemite 17Y8 x BR Ms Lavender 5/R

CEM	BW	WW	YW	MILK	TM	CEM
7	0.7	25	42	17	30	7.7

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This super Csonka daughter and donor sells open and ready to flush at IVPCAS-Elite Brangus Female Sale Thursday, March 6 at the Grand Ballroom, Crowne Plaza Hotel, Houston, Texas

We feel T7 could be the best Brangus female in the breed! That is no small statement, however the proof is in her progeny and her phenotype. She has a great set of feet and legs, tremendous length and depth with a lot of spring of rib. Two of her ET calves offered at public auction demanded an average of over \$20,000. The opportunity to flush this great female sold for \$15,000. Her E.P.D.'s rank her in the top 20% for WW, and the top 10% for YW and TM, top 2% SC, top 15% REA, and top 4% IMF! Her 24 calves have average ratios of 104 WW, 108 YW, 103 REA, and 103 IMF.



Joe and Catherine Kassler, Owners
4810 Smokey Road
Newnan, Georgia 30263
H:770/251-6522 • Fax:770/502-1510
theoaksfarm.com
Vince Roberts, Manager Cell: 678/378-4697

The Oaks Ms Csonka 541T7

BW WW YW MM TM SC REA IMF

(Csonka of Brinks 30R4 X Ms Brinks GD Fortune 541P103)
R10118262

Houston Bound



Braford Headlines



Houston Livestock Show and Rodeo Events

The United Braford Breeders will hold a host of events during the Houston Livestock Show and Rodeo in early March. A general membership meeting where awards for show animals of the year as well as special recognitions will be given to members, International Braford Sale and Reception for guests, International Room delegation, and of course the National Braford

Show and F-1 Female Show. These events will take place on March 6th through the 9th. For more information visit our website: Brafords.org.

Brahman Headlines



F1 Show Introduced at the 2014 AJBA All American

This year's AJBA "All American" will be incorporating a Golden Certified/Certified F-1 Show into its activities. AJBA is excited to offer this additional opportunity to expand participation to junior members as well as showcase one of the most successful programs of the ABBA. The 2014 AJBA "All American" is to be held at the Ike Hamilton Expo Center in West Monroe,

Louisiana on June 23-28.

The F-1 Show is open to AJBA members with ABBA Golden Certified & Certified F-1 Females and is schedule to take place on Thursday, June 26.

Continued on page 22 ►►

Continued from page 21.

F-1 Show Guidelines

- ONLY ABBA Golden Certified & Certified F-1 Females with certificates in the exhibitors name will be shown.
- F-1 Certificates must be in the show format including the exhibitors name on the face of the certificate, date of delivery and birthdate of animal.
- All F-1 show participants MUST be an AJBA member
- Show will be scheduled on the Thursday of the All American and will follow the Bred & Owned show
- The F-1 female show participants will meet the same entry and arrival deadlines and follow the same schedule as Brahman exhibitors
- ALL breed crosses will be shown together and grouped by birthdates. Eligible animal ages will range from January 1, 2012-December 31, 2013.

- Uniform classes will be broken once entries are received
- Judge will be the same as the Bred & Owned Show Judge
- F-1 Participants will be able to participate in all contests, including Showmanship. However can not compete in the All Around
- F-1 Show will be held for two years and then re-evaluated by the Youth Activities Committee on its continuance

For more information on the All American and the F1 Show contact Meghan Reiners at meghan@brahman.org or at 713-349-0854

Brangus Headlines



IBBA Announces 2014 Elected Directors

SAN ANTONIO, TX - Members of the International Brangus Breeders Association (IBBA) recently elected four new members to serve a three-year term on the IBBA Board of Directors. The directors will be officially inducted at the IBBA annual business meeting March 6, 2014, in Houston, Texas. The new elected directors are as follows:

- Area 2 - Bill Davis
- Area 3 - Cody Gariss
- Area 7 - Mike Kammerer
- Area 11 - Eddy Roberts

World Series Brangus Sale a Home Run

PALO PINTO, TX - 103 buyers from 13 states gathered at 101 Ranch near Palo Pinto, Texas, for the World Series Brangus Sale November 15 and 16. 219 lots of high quality Brangus, Ultrablack and Angus cattle met with ready acceptance as buyers paid premiums for quality cattle. 101 Ranch, along with Indian Hills Ranch, Cranfills Gap, TX, Westall Ranches, home of Brinks Brangus, Arabela, NM, and 2H Brangus, Bossier City, LA were hosts for the 2 day sales event and extended their hospitality along with top females and bulls for the sale.

In the female sale, the day's high selling lot was Lot 6, a pick of the herd flush guaranteeing 10 embryos from any of the powerful donor cows amassed by Westall Ranches/Brinks Brangus, Arabela, NM. \$21,000 was the bid price paid by The Oaks Farm, Newnan, GA and Clover Ranch, Marietta, GA for the right.

The second high selling female, at \$12,000, was Lot 16, MS 101 Onstar 415Y2, whose dam is a full sister to the \$73,000 Draggin' M Dynasty herd sire prospect. This powerful young female was purchased by Bill Austin, Menard, TX.

\$11,500 was the bid price for Lot 120, Mr 101 The Closer 30A2. This Whitfield son out of the dam of Csonka, projected EPDs in the breed's top 3% REA, 4% WW, 5% YW and top 30% IMF. He sold to Lake Majestik, Flat Rock, AL.

Westall Ranches, Arabela, New Mexico paid \$10,750 for the third high seller in the female sale. He chose Lot 40, Ms 101 Singletary 99Z3, a light birth weight heavy yearling weight female safe to trait leader, 33P6, and whose dam is a maternal sister to the dam of Ranger.

Two females commanded the bid price of \$10,000. Lot 83, Ms 101 Whitfield 30A15, an open heifer and a full sister to The Closer, sold to a partnership of Lake Majestik and Clover Ranch. Lot 30, Ms Brinks Lambert 487T28, sold to Westall Ranches/Brinks Brangus.

In the bull sale, the top selling lot was Lot 121, Brinks Billy the kid 468Z1.

This phenotypically pleasing Hombre son boasted a negative BW EPD and good growth. He sold for \$35,000 to a group of buyers including Douget's Diamond D, Poteet, TX, Michael Chaney, Windom, TX, 8G Brangus, Breckinridge, TX, 2 Hearts Brangus, Seguin, TX, Wyman Creek Cattle, Oroville, CA, 101 Ranch Palo Pinto, TX, Clem Brangus, Jacksonville, TX, and The Oaks Farm, Newnan, GA.

The second high selling bull, at 17,000 went to McCreary Farms, Evergreen, AL. They paid the bid price to own ½ interest and full possession of Lot 122, IH Rudder 504Y2. He is the Grand Champion Bull at the recent National Show of Merit, in Shreveport, LA. This big performing Chief son was consigned by Indian Hills Ranch, Cranfills Gap, TX.

Three bulls sold for \$6,750. Lot 127 IH Bandit 541Z sold to M A Tyler Cattle Co, Tilden, TX. Lot 129, Mr 101 Omar 30Y18 sold to Lagow Ranch, Anahuac, TX and lot 130, Mr 101 Omar 30Y20 sold to Santa Rosa Brangus, Navasota, TX.

Brangus Females

6 Flushes grossed \$46,750 to average \$7,794
2 Pregnant Recipients grossed \$10,250 to average \$5,125
1.5 Herd Sire Prospects grossed \$16,250 to average \$10,833
14 Fall Calving Females grossed \$76,250 to average \$5,446
9 Spring Bred Cows grossed \$45,450 to average \$5,050
43 Spring Bred Heifers grossed \$161,900 to average \$3,765
31 Open Heifers grossed \$112,500 to average \$3,629
106.5 Female Sale Lots grossed \$469,350 to average \$4,407

Bulls

83 Coming Two Year Old Brangus Bulls grossed \$360,498 to average \$4,343
17 Yearling Brangus Bulls grossed \$54,700 to average \$3,218
7 Coming Two Year Old Ultrablack Bulls grossed \$22,550 to average \$3,221
6 Coming Two Year Old Angus Bulls grossed \$18,250 to average \$3,042
113 Total Bulls grossed \$456,000 to average \$4,035

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INTERNATIONAL BRAFORD SALE

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Brafords: Today's Breed

GENETRUST at Cavender's Neches River Ranch

JACKSONVILLE, TX - A strong north wind and the imminent threat of snow and ice did not hamper the crowd or dampen the mood in Jacksonville, TX December 7th as Joe and Nancy Cavender hosted a packed house of bull and commercial female buyers where GENETRUST genetics were in high demand at the 9th annual fall sale at the Neches River Ranch. With 159 registered buyers and cattle selling from Maryland to California as well as Mexico, the demand for high end genetics was phenomenal.

Leading off, what many considered as the strongest set of yearlings the GENETRUST partners have put forward to date, was lot 96, SF LTD 361Z18. Hailing from quite possibly the best Blackhawk daughter in production, this LTD son from Schmidt Farms showed true calving ease potential with far more power, shape, substance and performance than the Brangus breed has seen in a calving ease package in quite some time. An impressive individual performer with ratios of 120 at weaning and 107 at yearling combined with an IMF ratio of 126 and a REA ratio of 111 as well as EPD rankings in the top 10% for CED and REA, 15% WW and SC, 20% for YW and 25% for BW, he attracted interest from multiple regions and continents. When the dust settled, ½ interest and full possession in the breed leader landed in control of two guys that know a thing or two about finding and proving great herd sires, Joe Cavender and Kenneth Welch of Cavender Ranches, Bullard Texas, for \$29,000. Lot 104, SF OnStar 430Z9, also bred by Schmidt Farms followed up the high seller two lots later stirring quite an interest himself. This moderate framed, deep ribbed, easy moving prospect, sired by OnStar and backed by a picture perfect Next Step daughter had maternal greatness written all over him, while still ranking in the top 20% for WW, YW and TM. A cowman's dream, Colonel Lambert dropped the hammer on ½ interest and full possession in this herd sire at \$25,000 to Ray Johnston of Johnston Farms, Letohatchee, Alabama. Good genetics should be predictable and that was certainly the case in Lot 154, CB Hombre 803Z25, offered by Cavender Ranches. A full brother to Passport, the high seller in the 2012 sale at Neches River, this genetic gem added to the proof and consistency of his heritage with positive performance ratios, breed leading growth and IMF EPDs, and a functional and attractive phenotype as ½ interest and full possession in him was selected by Mike Weathers of Genesis Ranch, Columbus, TX, for \$20,000.

At the end of the day Brangus and Ultrablack bulls still proved to be more popular than the space heaters sitting throughout the sale facility as 56 coming 2's averaged \$5536 and 108 yearlings averaged \$5160 for a total of 164 Brangus and Ultrablack bulls averaging \$5288. Volume

Buyers included Trent McKnight of Throckmorton, TX and Ceferino Machado of Miami, FL, with a host of bulls headed to registered and commercial breeders in Florida and Louisiana.

In only the second year of offering Charolais genetics, the extremely consistent demand on these bulls mirrored the quality that was seen throughout. Two flush mates from Cavender Ranches, lots 177 and 176, sired by the breed leader Firewater and out of a Gridmaker donor dam who has seen much success throughout the breed, topped the sale at \$4750 and \$4500 heading to Keith Lewis and Mark Crews, respectively, both of Florida. Overall, 27 stout coming 2 year old Charolais bulls averaged \$3926.

Not to be out done, the sale concluded with 400 tremendous commercial females that were met with white hot response. Reflective of the demand for beef cattle throughout the market, the stands were full and active as the top set of 7 two year old Brangus pairs consigned by Cavender's Neches River commanded a whopping \$4200/pair to Ron Jones of Dallas, TX. Buyers readily absorbed the entire selection of top end females as 58 fall pairs averaged \$3210, 322 spring calving bred heifers averaged \$2188, and 20 fall open heifers averaged \$1588. Ron Jones of Dallas, TX and Ceferino Machado of Miami, FL were the volume buyers of commercial females adding to their respective herds.

Vernon and Vicki Suhm will host the next offering of GENETRUST genetics in Eureka, KS on March 25, 2014 where 180 outstanding Brangus and Ultrablack bulls will be available for appraisal. Additionally, GENETRUST will be back in Jacksonville, TX on April 26, 2014 when 120 registered Brangus females and 400 commercial Brangus females will be offered. For more information on breed leading Brangus seedstock visit www.genetrustbrangus.com.

Registered Bull Averages

56 Coming 2 Brangus & Ultrablack Bulls \$5536
108 Yearling Brangus & Ultrablack Bulls \$5160
Total 164 Brangus & Ultrablack Bulls \$5288

27 Coming 2 Charolais Bulls \$3926

Commercial Females

58 Fall Pairs \$3210
322 Spring Calving Bred Heifers \$2188
20 Fall Open Heifers \$1588

Brangus Association Hires Bates on Staff

SAN ANTONIO, TX - Jason Bates recently joined the staff at the International Brangus Breeders Association (IBBA) headquartered in San Antonio, Texas. As the Director of Field Services and Commercial Marketing, Bates will assist in member relations, bridging the gap between the association and its members while increasing the Brangus breed's exposure in the commercial marketplace.

"I'm really excited to be working with the Brangus association because they're doing everything right as far as collecting performance data, adopting the latest technologies, and positioning themselves to excel in the commercial cattle industry," Bates said. "In today's market and cow numbers where they are, I believe Brangus is producing the right product to help rebuild the nation's cowherd."

A native of Java Center, N.Y., Bates was very active in the show circuit showing numerous breeds of cattle, and his par-

ents bred Thoroughbred horses and were involved in the horse racing industry. Bates received his education from Northeastern Oklahoma A&M College in Miami, Okla., and Cornell University in Ithaca, N.Y., where he studied Agriculture Education and Animal Science. He also received his certificate in Auctioneering from the Worldwide College of Auctioneering in Mason City, Iowa.

Bates started out his career working for several custom fitting outfits all over the country and managed a show barn facility in southwestern Missouri. He was also a sale manager and has extensive knowledge and experience marketing cattle, and he understands both ends of the marketing



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**Cattle
Solutions**

Continued from page 24.

spectrum. Bates also has prior experience with a breed association.

"Jason brings a wealth of practical experience to his position, and I am anxious to see his videography, photography and marketing talents be showcased in future IBBA marketing and communication programs,"

said Dr. Tommy Perkins, IBBA's Executive Vice President. "He has worked in all facets of the purebred industry and understands the importance of data collection using technologies such as ultrasound, feed efficiency and genomics. He is also committed to implementing the genetic gains required by the commercial industry."

Sixth Annual Global Brangus Roundup

Everyone is invited to join us at the Sixth Annual Global Brangus Roundup Thursday, March 6, 2014, in the Ballroom at the Crowne Plaza. This event will feature presentations from U.S. experts on Brangus body composition and Brangus consumer products, as well as a trade show with many of our Brangus breeders who will feature their best herd sires and donor cows on video. Don't miss this fun and informative event!

If you would like to participate and have a booth at this event, download the participant form and return it to Lindsey Matli before February 7. Please adhere to all material deadlines noted on the form. Download a schedule of events, and visit the IBBA website for additional information.

Register Today for the 2014 IBBA Convention!

Registration is now open for the International Brangus Breeders Association (IBBA) Annual Convention and Global Brangus Roundup in Houston, Texas. The 2014 Convention will be hosted March 4-7, at the Crowne Plaza Hotel located at 8686 Kirby Drive. This year's convention promises new and exciting updates with the introduction of new leadership and staff members as well as educational information for convention attendees.

REGISTRATION: Download a printable form or submit the form online. Convention registration is due before February 14, and late registrations are accepted until March 3.

Scan the QR Code with your smart phone to access the registration form.

ROOM BLOCK: Open until January 31 Call 1-877-270-1393 to make reservations at the Crowne Plaza under the IBBA room block, and use code IBB. Please note the new code (it was misprinted in the last eNewsletter).



Santa Gertrudis Headlines



SGBI Collaborating with AETA

SGBI is collaborating with the American Embryo Transfer Association on a market development project in the Eastern European Country of Kazakhstan. Currently the AETA is seeking 40 to 60 Santa Gertrudis embryos for cattlemen in the Almaty region of Kazakhstan. Embryos must be the products of purebred registered Santa Gertrudis, Grade #1 and Stage Code 4 or 5, direct transfer embryos collected and frozen by an AETA certified practitioner, the sire must be CSS qualified with appropriate documentation, and

the donor dam must meet Russian Federation testing criteria. SGBI members interested in obtaining addition information regarding this marketing outreach opportunity are asked to contact John Ford, Executive Director, Santa Gertrudis Breeders International, 361-592-9357.

Industry News

Texas A&M Livestock Judging Team Wins National Championship

LOUISVILLE - The Texas A&M University Livestock Judging Team claimed the 2013 national championship at the National Collegiate Livestock Judging Contest on Nov. 18, marking its 12th national livestock judging title.

The contest took place at the North American International Livestock Exposition in Louisville. It is the oldest and most prestigious livestock judging contest in the nation, according to event organizers.

Collegiate judging teams travel throughout the U.S. each year participating in contests, in preparation for this culminating national event and hoping to take away the grand title.



Front right, Justin James, MaKayla Spaman, Keaton Dodd, Everleigh Hayes and Corey Sanchez. Back left, Caleb Boardman, coach, Cassidy Hayes, coach, Holly Behrens, Brett Moriarty, Konni Kelso, and Brant Poe, coach.

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**Saturday,
March 22, 2014**
11:00 a.m.
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- Hefley BHR Ranch, Roy & Barbara Hefley
- NAF Cattle Division, Dexter & Jan Joyner
- Rancho Salida Del Sol, John & Pamela Liford
- Strait Ranches, Y.N. Strait Family
- Townsend Cattle Co., Ivan & Debbie Townsend
- Twin Creek Ranch, Wes & Lou Hall
- Wendt Ranches, Dan & Jane Wendt

Schedule of Events

Friday, March 21

3:00 p.m. View cattle
6:00 p.m. Dinner

Saturday, March 22

8:00 a.m. Donuts & coffee
11:00 a.m. **SALE**
Lunch served after sale

*Sale facility is located approximately
1 mile north of Hallettsville on
U.S. Hwy 77, turn on FM 200 and
proceed about 1 mile to the
facility at the intersection of FM 957.*

For sale catalog, photos and up-to-date information, visit our website:

www.bluebonnetclassicsale.com

For inquiries contact Sale Chairman:

Debbie Townsend • (979) 541-4989 or email: townsend30@yahoo.com

This year, 151 individuals from 31 universities participated in the competition. During the judging contest, teams of five students from each university evaluated five classes of beef cattle, four classes of swine and three classes of sheep. Students were also required to present oral reasons – explaining why they placed animals in a particular order – for eight of the classes they placed.

Texas A&M won the contest with 4,662 of 5,000 possible points, outscoring second place Texas Tech University by 18 points. Kansas State University, Oklahoma State University and Iowa State University finished third through fifth, respectively. As a team, Texas A&M won first place in the cattle and sheep categories, second in swine and third in reasons.

“The 2013 team is excited and honored to bring another national championship home to Aggieland and carry on the tradition,” said Brant Poe, lecturer in the department of animal science and team coordinator. “These young men and women understand that they were representing something more than just themselves, they performed their best for their team and the university.”

Team members are Holly Behrens, Port Lavaca; MaKayla Spaman, Oakdale, Calif.; Kit Clostio, Sweene; Zach Davis, Willis; Keaton Dodd, Blanco; Katie Eslick, Winters, Calif.; Justin James, Prosper; Kati Keys, Riverton, Wyo.; Brett Moriarty, Spokane, Wash. and Corey Sanchez, Bangs, all senior animal science majors. Rounding out the team is Everleigh Hayes, senior agricultural leadership and development major from Port Lavaca; and Konni Kelso, senior agribusiness major from Seguin.

The team is coached by Poe and his assistants, animal science graduate students Caleb Boardman and Cassidy Hayes.

Of the 12 students on the team, eight made the “traveling squad” to Louisville and five were chosen to judge in the contest. Competing on the winning team were Dodd, Hayes, James, Sanchez and Spaman. In individual rankings, Hayes won fourth high overall, third high in cattle and reasons, and eighth high in swine; James won sixth high overall and first in sheep; Dodd scored seventh high overall; and Sanchez finished seventh high in cattle.

“Teamwork is such a vital component of the judging experience. I firmly believe that the team’s success hinged on their ability to push each other to improve daily,” Poe said. “In addition, the judging team traveled to the nation’s most elite livestock operations, honing their evaluation skills viewing quality livestock while hearing management and breeding philosophies of owners and managers. Gaining an appreciation of animal agriculture operations in various parts of the country and insight into successful operations are invaluable experiences.”

Make Sure You’re Using Antibiotics in a Legal Manner

If you’re putting a fluoroquinolone antibiotic into cattle for anything other than respiratory disease, you’re breaking the law. This class of antibiotics includes enrofloxacin (Baytril 100®) and danofloxacin (Advocin™). Illegal uses would include treatment of diarrhea (scours) or ear infections.

These drugs were approved with a prohibition of extralabel (EL) use because of their importance in human medicine, and the intent to limit their uses to only those diseases where microbial safety has been demonstrated. The fluoroquinolone antibiotics are only labeled to treat and control respiratory disease in cattle (only enrofloxacin for control, which means metaphylaxis, or mass medication on arrival), for which this use has been proven safe and effective. Any other use in cattle is illegal.

There is another recent rule regarding EL use in food animals. The antibiotic ceftiofur is in the third-generation cephalosporin class. You know this drug by the trade names Naxcel®, Excenel® and Excede®, all of which contain ceftiofur in different formulations. This antibiotic has been proven safe and effective for multiple label indications.

Recently, FDA’s Center for Veterinary Medicine prohibited certain EL uses of this antibiotic because of the importance of this class of antibiotics in human medicine. Ceftiofur may be used for diseases other than specified on the label under the supervision of a veterinarian, but in no cases may the label directions for administration be altered (dose, route, duration, frequency).

Therefore, injecting Excede subcutaneously in the neck is illegal; it is labeled only for injection in the middle third or at the base of the ear. If Excede is injected anywhere else, the withdrawal time is so long that there’s a chance the carcass could be pulled and tanked — with the client receiving zero for a \$1,500 steer.

There’s been lively debate about the scientific justification for the EL prohibitions for both of these drug classes. Regardless of your thoughts on this issue, these are the regulations, and the ability to limit uses of these antibiotics through label specifications and EL prohibitions

“I am proud of this team, of course, for being crowned national champions, but also for taking full advantage of the opportunities judging offers, and growing in agriculture knowledge as well as life skills.”

As the championship team, Texas A&M was presented two highly-coveted valuable works of art. The first is a bronze bull known as “The Spoor Trophy.” Over the past 108 years, approximately 3,000 teams and more than 20,000 contests have competed for the famous bronze bull. The other award is the silver epergne, a perpetual challenge trophy. This trophy was first presented in 1950, and is valued in the six-figure range, according to national livestock exposition officials.

The Livestock Judging Team at Texas A&M has built a program rich in history and success, beginning with the first team in 1904, and has claimed the bronze bull 11 additional times in 1913, 1919, 1959, 1965, 1967, 1987, 1999, 2002, 2003, 2004 and 2006.

“The judging teams in the department of animal science are a vital component and contribute immensely to the overall success of our teaching program. The teams bring tremendous visibility to our department and to Texas A&M through national championships,” said Dr. Russell Cross, head of animal science. “We are proud of this team for joining the elite group of former students who have won before them and for being such wonderful ambassadors for the university.”

Moriarty was named to the 2013 All-American Livestock Judging Team. The All-American team recognizes the top 10 livestock judging team members from across the nation who have made a personal commitment to livestock judging and who have excelled in academics, university and industry activities, and community service. A total of 42 students were nominated this year.

In addition to livestock judging, Moriarty has been a member of the College of Agriculture and Life Sciences Student Council, the Saddle & Sirloin Club and the Aggie REPS organization within the department of animal science. He has worked as a research assistant in cattle nutrition and as a sales intern for a livestock health technology marketer. He helps coach the 4-H and FFA livestock judging team in Burleson, and volunteers at the Agricultural Career Exposition at Texas A&M. After graduation, Moriarty said he plans to further his education by pursuing a master’s of business administration and hopes to become a successful entrepreneur within the agricultural field.

“Brett is very deserving of this award,” Poe said. “By juggling his commitment to the judging team with excelling in his coursework and participating in many other activities, Brett demonstrates strong leadership skills that make him a valuable member of this team and are indicative of the success he will find in graduate school and his career.”

bitions is the reason our industry still has some of our antibiotics. Just as important, it’s the reason we may get new ones in the future.

Through my observations of food animal veterinarians and producers over the years, there are some characteristics I’ve noted among those striving to do things right. These people understand that:

- Their success, and that of their colleagues and neighbors, depends on the success of the industry as a whole.
- This success is understood to encompass a long-term horizon, including future generations.
- This success is completely dependent on the willingness of a consumer to purchase the end product, which is based not only on price, but also on perceptions related to animal welfare and product safety.

Anyone who suggests picking and choosing the regulations to observe doesn’t understand these relationships. If you see an industry demonstrate it will pick and choose which regulations it follows, are you comfortable doing business with that industry? What about an industry that tolerates some of its members ignoring some of the rules?

Our willingness as an industry to adhere to regulations will determine if label directions, EL use regulations and veterinary oversight will continue to serve as sufficient assurances to allow approval of new tools for animal health and to keep the ones we have. Our responsibility includes both being involved in the regulatory process through our veterinary and producer organizations, and being very vocal about not tolerating lack of adherence to the regulations once they are in place.

If you’re told that some of these regulations don’t need to be followed, you’re getting bad advice. If you take that advice, you’re breaking the law.

—Mike Apley, DVM, Ph.D., is a professor in clinical sciences at Kansas State University in Manhattan.

Packers Wrestle with How to Add More Value to Cattle

What a difference a year makes when it comes to corn prices. By now, you have a good idea of just how large last year's record U.S. corn crop is, and how prices will look this year. At press time in late November, cash prices were 42% lower than the same week in 2012. Whether it was in Omaha, NE, or Dodge City, KS, prices were in the \$4.14 to \$4.30/bu. range.

Prices seemed unlikely to drop below \$4 unless the crop is bigger than expected, and exports and ethanol usage decline. But even at the November prices and with live cattle prices around \$130/cwt., cattle feeders were enjoying solid feeding profits after 18 months of massive equity erosion. One can only hope that cattle feeders don't bid away their future profits by paying more and more for replacement cattle.

It's going to be difficult, however, for feeders to keep a lid on replacement costs. The shrinking U.S. cattle herd has left the feeding sector with at least 35% overcapacity. Some feedlot operators have responded by closing yards or turning them into backgrounding operations. But it seems inevitable that more will close in 2014 and 2015.

Rebuilding of the U.S. beef herd hasn't yet begun; when it does, it will take even more heifers out of the feeding and slaughter mix. Thus, cattle feeders and fed-beef processors both face the prospect that cattle numbers won't start increasing until 2016.

The Southern Plains will face the tightest cattle supply for two main reasons. Drought-ravaged Texas, Oklahoma and New Mexico cow-calf herds in 2011 and 2012. These three states alone lost 1.62 million beef cows in these two years. Even if cow numbers stabilized there last year, it might be at least another year before pasture conditions sufficiently improve to encourage cow-calf producers to start rebuilding their herds.

There also are other reasons why herd expansion might be extremely modest, both in the Southern Plains and nationally. The average age of ranchers is edging higher, and so is their aversion to risk. Several of my

rancher friends are in their 70s, and although they're among the biggest and best operators in the business, they are opting to reduce their cow numbers.

Another reason is that, as in 2013, feeder cattle prices might be so attractive that intentions to hold back more heifers will once again give way to selling that animal for a record-high price. Who can resist putting money in the bank instead of having to carry that heifer for 18 months or more before she has a calf?

Cattle numbers will also be the tightest in the Southern Plains due to the huge reduction in Mexican feeder cattle coming north. Northern Mexico was ravaged by drought in 2011 and 2012, two years that saw the second- and third-largest-ever annual numbers (1.447 million and 1.421 million head of cattle, respectively) come north.

Not surprisingly, imports from Mexico by mid-November 2013 had fallen 38%, or by just over 476,000 head. If this percentage decline held through the last six weeks of 2013, Mexican feeder imports for the year will be down 553,000 head compared to 2012.

The decline in the supply of homegrown and Mexican calves claimed its first packinghouse victim last February, when Cargill idled its Plainview, TX, fed-beef plant. The plant was capable of processing just over 1 million cattle annually, so its closure briefly redressed the imbalance between supply and processing capacity on the Southern Plains.

However, an imbalance remains, and plants in the region will likely have to run reduced hours in 2014. And they will have to find even more ways to get more value from each carcass to make up for the economic cost of underutilization. That's exactly what feedlot operations will have to do as well.

-Steve Kay is editor and publisher of Cattle Buyers Weekly (www.cattlebuyersweekly.com).

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*Over 7000 cattlemen & cattlegirls read The EAR each month,
& the list is growing!*

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BEEFMASTER

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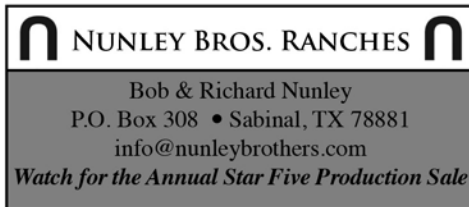
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Arguments Begin in BPI Defamation Lawsuit

ELK POINT, SD – Lawyers for ABC News asked a judge to dismiss a \$1.2 billion product defamation lawsuit filed by Beef Products Inc. (BPI), according to news reports.

BPI sued ABC News alleging the network's coverage of lean finely textured beef (LFTB) misled consumers to believe the product is unsafe. The broadcaster's lawyers are arguing that ABC News never said LFTB was unsafe, and that while the term "pink slime" is unflattering, it does not convey false facts about LFTB. Lawyers for ABC News stood by the reports citing First Amendment protections.

BPI attorneys said the broadcaster defamed the company's LFTB product more than 100 times over four weeks in news reports and social media posts. Attorneys for the processor argued the negative coverage cost the company \$400 million in profit and at least 700 workers lost their jobs. ABC News, which is owned by The Walt Disney Co., denied the claims.

Judge Cheryle Gering, who is presiding over oral arguments, did not give a date for her decision.

—Meat & Poultry Staff

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THE EAR Calendar

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

February

- 8 South Texas BBA Rose Classic Sale - San Antonio, TX
- 11-12 San Antonio All Breed Sale - San Antonio, TX
- 22 44 Farms Prime Cut Bull Sale - Cameron, TX**
- 22 23rd Annual Roswell Brangus Sale - Roswell, NM

March

- 4 International Simmental/Simbrah Sale - Houston, TX
- 4-5 HLSR 47th Annual All Breeds Sale - Houston, TX
- 5 International Brahman Sale - Houston, TX
- 4-6 Heritage on Ice Embryo & Semen Online Sale
- 6 IVP Customer Appreciation Sale - Houston, TX**
- 6-11 RB Cattle Houston Highlights Sale - Online
- 7 International Braford Sale - Houston, TX**
- 7 Houston Magic XIV Sale - Houston, TX
- 7 South Texas BBA Houston Futurity & Classic Sale - Houston, TX
- 7 Mid Coast Santa Gertrudis International Super Sale - Houston, TX
- 8 International Beefmaster Gala Sale - Houston, TX
- 8 South Texas "Come Build a Herd" Pioneer Sale - Mercedes, TX
- 15 Quail Creek Brangus "Cut Above" Sale - Cullman, AL**
- 15 Texoma Beefmaster Sale - McAlester, OK
- 22 Salacoa Valley Farms Customer Appreciation Sale - Fairmount, GA**
- 22 Santa Gertrudis Bluebonnet Classic - Hallettsville, TX**
- 22 27th Annual National F1 & TBA Sponsored Brahman Heifer Sale - Caldwell, TX
- 22 Southeastern BBA Dixie National Sale - Tunica, MS
- 25 GENETRUST at Suhn Cattle Co - Eureka, KS
- 29 TBBA "Miss America" Sale - Salado, TX
- 29 16th Annual LBA Brahman F1 Sale - Carencro, LA

April

- 5 Louisiana BBA & Arkansas BBA Rose Capital Classic Sale - Shreveport, LA
- 9 Beefmaster Influenced Feeder Calf Sale - Springfield, MO
- 11 Doguet's Elite Brangus Show Heifer Sale - Poteet, TX**

12 Doguet's "Texas Best" Brangus Female Sale - Poteet, TX

- 12 Collier Farms Advantage Sale - Giddings, TX
- 12 Ozark & Heart of America Spring Sale - Springfield, MO
- 19 East Texas/Louisiana BMG Sale - Crockett, TX
- 19 Southeastern BBA Unity Sale - Calhoun, GA
- 19 VIVA La Brahman Fiesta Sale - Venus, FL
- 26 GENETRUST at Cavender's Neches River Ranch - Jacksonville, TX
- 26 Heritage Cattle "Money Makers" Production Sale - Hungerford, TX
- 26 Springtime in Texas Sale - Brenham, TX
- 26 Tinney Farms Herd Reduction Sale - Hanceville, AL

May

- 3 Live Oak BBA Spring Sale - Sulphur Springs, TX
- 3 L2 Ranch Production Sale - Beeville, TX
- 3 JLS International "Winning Tradition XI" Sale - Devine, TX
- 10 Central States BBA Heart of Oklahoma Sale - Locust Grove, OK
- 17 Miller Brangus Spring Production Sale - Waynesboro, TN
- 17 Emmons Ranch Production Sale - Fairfield, TX
- 24 Lone Star BBA Spring Sale - Sulphur Springs, TX

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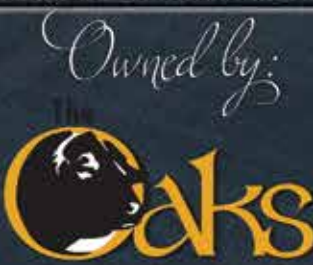
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