

# THE EAR



Serving the Bos indicus Cattle Industry of America | April 2014 | \$4.00

**The Brahman - A Unique American Breed**



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B

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# NEW VISION

## OF SALACOA 209Y2



*nancy*

Lambert of Brinks 317R3 x Ms Brinks Bright Side 209L11  
R10004387 | DOB: 9/20/11 | Semen \$40/Straw

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
EPD	1.6	2.8	42	74	4	25	6.4	0.6	0.93	0.17	0.014

% Rank      Top 5    Top 5      Top 1    Top 15

Big enough but not too big. Just right in stature, New Vision, packs a wallop in his performance with an 82 pound birth weight and a 38.2 CM scrotal circumference. His dam is the power cow of our generation. Among all active dams in the Brangus breed, she is the number 1 ranking YW cow, number 6 ranking REA cow and number 8 ranking WW EPD cow. His sire, Lambert, is the long time reigning IMF sire of his generation and is the 4th ranked IMF trait leader. He is a full brother to Whitfield, Swift and Armor. He will consistently sire bone and all the muscle his EPDs promise. New Vision's 1/2 interest sold to Clover Ranch at the 2012 Salacoa Valley Bull Sale for \$19,000. His first calves are on the ground at SVF and Clover and they are dominant!

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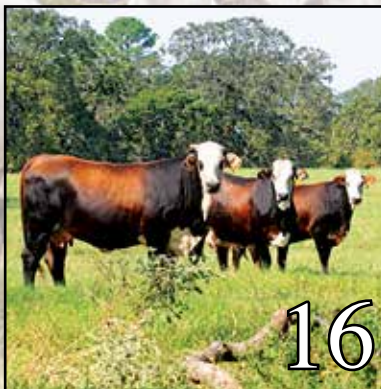
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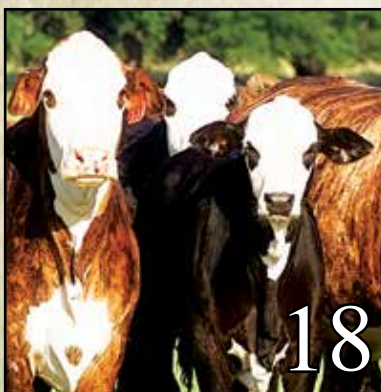
This month's edition of The Ear is focused on the American Brahman breed, which in my opinion, is the most unique of all the American breeds (I might take a little heat on that but I think you will understand). However, cattle breeds are not just made of cattle, they have to have breeders and usually some sort of breed association or registry to keep track of pedigrees and promote the breed. The American Brahman Breeders Association the oldest of the American breed registries (1924) and the members of the association are exceptional promoters of their breed nationally and internationally. It is a breed that was designed to produce in a pretty specific not too friendly to cattle environment (tropical).



I appreciate the opportunity to address you in this special Brahman Feature. The Brahman breed was created over 100 years ago out of necessity by cattlemen along the Gulf Coast to survive the harsh environment, insects and diseases. With the incorporation of the imported Indian cattle, producers saw increases in growth, production and adaptability. Due to these improvements there was a widespread acceptance of the breed and as a result a group of forward thinking cattlemen developed the breed and began the American Brahman Breeders Association in 1924 to maintain the records of the cattle



Generally, we refer to ourselves as "ranchers" since we often spend 15 to 20 hours per day doing some form of livestock handling activity, i.e. feeding, moving, shipping, 'working', etc. However, when you analyze the balance sheet of "ranchers" who own the majority of the land that they operate, they are first, a land investor, and second a rancher. Land value, in most cases, is by far the largest number on the asset portion of a ranch balance sheet. Also, if held over a period of time, the appreciation in land value generally exceeds the accumulated net profits realized from the livestock operations during the same period.



Many of you may have already heard of the new Food Safety Modernization Act (FSMA) proposed by FDA. In a nutshell, previous FDA rules were focused primarily on identifying food safety problems after they occurred and responding accordingly. FSMA seeks to help prevent food safety issues in both humans and animals through preventative controls throughout all levels of production, storage and distribution. Part of the fallout of FSMA is the topic of antibiotic use in meat animals. With debate still ongoing, one thing is clear, that reliance on antibiotic use in food animals is on a downward trend. With this in mind, it is going to be more important than ever to build strong immune systems in our calves through sound nutrition.



< On the Cover:  
Brahman steers on feed.



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# Have You Heard.... the Truth

## Bos indicus Genetics Showcased on the World's Largest Stage.



The Houston International Livestock Show and Rodeo has come and gone for another year. 2014's edition will go down as one of the best in recent memories for many exhibitors and attendees. Houston represents a showcase for the Bos indicus cattle industry to exhibit, market and promote their wares. It is a showcase like no other and the focus from the cattlemen in attendance is on Bos indicus genetics and Brahman influenced breeds.

Cattle are exhibited and ranches promoted on a scale befitting Houston, Texas, and the Reliant Center Complex. Grand Champions are crowned, breeding interests and semen is marketed and thanks to the efforts of the Houston Livestock Show and Rodeo and to the Breed Associations represented, attendees come from across the United States and many foreign countries, including South and Central America, South Africa and Australia, to shop for genetics, tour ranches and to gain firsthand knowledge of the cutting edge sires and germplasm available for their Bos indicus breeding programs.

The Houston International Stock Show, above all is a place for commerce. Not only was nearly every Bos indicus breed represented at public auction during the Stock Show, but more cattle are traded in the aisles of Houston, than at any Stock Show in the nation. The Brahman, Beefmaster, Braford, Brangus and Santa Gertrudis all had breed showcase sales in Houston that attracted new breed enthusiast and participants while achieving new heights in values and averages. The All Breeds Bull and Commercial Female sale consisted of 66 registered bulls which averaged \$4,582.00 and 382 commercial heifers that averaged \$3,051.00 for pairs, \$2,454.00 for bred, and \$2,199.00 for open heifers.

The demand for Bos indicus influenced seedstock at both the commercial and registered level has never been greater, as demonstrated in Houston, Texas, on the world's largest stage.

We look forward to serving you,

*Mark Cowan*

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THE EAR APRIL 2014 | 5



**2014 International**

# Grand Champion Female

**Houston Livestock Show & Rodeo**

**DDD Ms Chariti 88Z10**

In the words of 2014 International Judge Carlos Ojea, "This is the best Brangus female that I have ever seen."

Congratulations to Jake Johnston on his win with Chariti!



DDD Masterplan 1019W10 x DDD Ms Charity 88T18

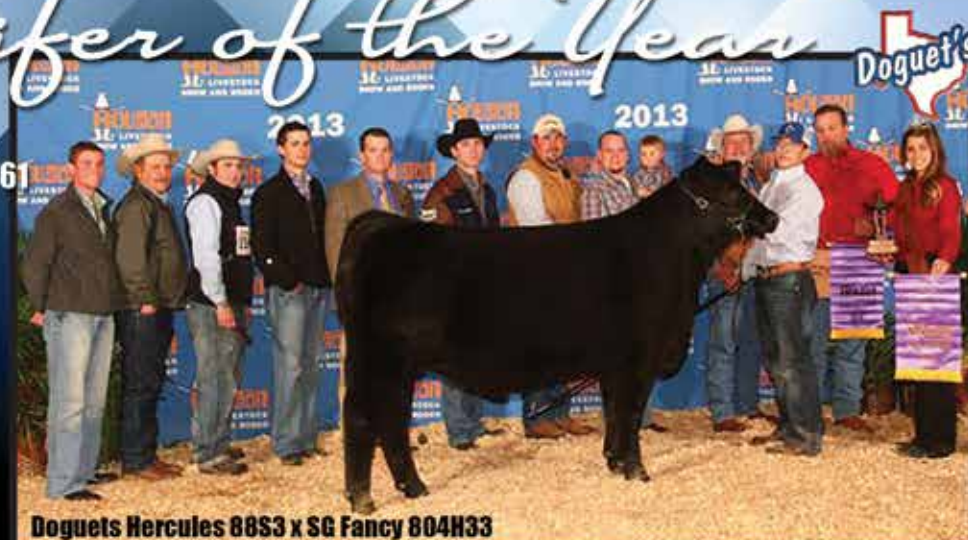
**2013-2014**

# Show Heifer of the Year

**Back to Back Winner!**

**DDD Ms Barbara 804Y61**

We are honored to have raised and exhibited the only TWO-TIME winner of Show Heifer of the Year! Barbara has made an incredible mark in the showing and we can't wait for the future that awaits her.



Doguets Hercules 88S3 x SG Fancy 804H33

**2014**

# Grand Champion Female

**San Antonio Livestock Exposition**

**CMR Ms Lanie 488Z**

Congratulations to Tanner Miller on his success with this Doguet bred female! \$10,000 scholarship winner at the San Antonio show. We wish you the best!



DDD Black Gold 804S25 x DDD Ms Victoria 488X

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CED 6.9 | BW 0.0 | WW 24 | YW 47 | Milk 16 | TM 28 | CEM 7.1 | SC 0.90 | REA 0.38 | IMF -0.04 | Fat -0.010

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# THE BRAHMAN

## A UNIQUE AMERICAN BREED

### THE SCIENCE OF BOS INDICUS

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



< Brahman carcasses  
that have met  
the requirements  
for grading and  
tenderness for the  
Nolan Ryan program

This month's edition of The Ear is focused on the American Brahman breed, which in my opinion, is the most unique of all the American breeds (I might take a little heat on that but I think you will understand). However, cattle breeds are not just made of cattle, they have to have breeders and usually some sort of breed association or registry to keep track of pedigrees and promote the breed. The American Brahman Breeders Association the oldest of the American breed registries (1924) and the members of the association are exceptional promoters of their breed nationally and internationally. It is a breed that was designed to produce in a pretty specific not too friendly to cattle environment (tropical).

Many folks have written about the origin of the Brahman breed and I won't duplicate their efforts. It is well known that the Brahman is a mixture or blend of breeds, mostly from India and Brazil but did you know that they also have a few genes from English breeds? I haunt old and rare bookstores looking for books on breeds of livestock, cattle in particular and ran across a little known book titled "Hybrids" written by David C. Rife and published by the Public Affairs Press, Washington, D.C. in 1965. In his book, Rife points out that the imported "Gir, Gujarat (or Kankrej) and Ongole" were crossed with each other and "to some extent Shorthorns and Herefords and selected for beef-type conformation" before the breed was officially developed. At the time of his book, the estimate of Hereford and Shorthorn infusion was estimated to be 1/8 of the total. I found it interesting because we all know that those were the principal types of cattle in Texas when the breed was created but it was the first estimate of how much. I expect that the percentage is much less now nearly 50 years later but it would be interesting to know what the level actually is, if only from a scientific standpoint.

The book itself was interesting because it discussed the importance of the extra level of performance that hybrids have when crossed, regardless of whether they were plant or animal, which we know as heterosis or hybrid vigor. The greater the genetic differences between animals (or plants) that are selected to become parents, the greater the level of hybrid vigor in the offspring. Although Rife was not the first to note it, he wrote that hybrid vigor was greatest for those traits that affect fitness (adaptability, reproduction and longevity) and less important for other traits. He also indicated that it was expressed to a greater



extent in less favorable environments (than a favorable one) and that the effects were cumulative in nature. More animals were born, they were heavier (or gave more milk or were stronger), and they lived longer.

He also dealt with the other side of hybridization and that was close- or in-breeding and its tendency to increase prepotency and stabilize genetic traits like coat color or size but at high levels would reduce fitness (adaptability and fertility).

We often discuss the use of Brahman cattle primarily in their role for cross-breeding beef cattle because the high level hybrid vigor of their crosses (direct and maternal) is advantageous to efficient and economical beef cattle production under most circumstances and environments. Although classified as *Bos indicus* (as opposed to *Bos taurus* for the rest of the world's beef cattle breeds) it is not a separate species. Remember all the various breeds of dogs, from the Great Dane to the Chihuahua, have the same number of chromosomes and can interbreed. This is true of *Bos indicus* and *Bos taurus*. The main difference between *Bos taurus* and *Bos indicus* is in the Y chromosome, there is a slight difference in where the two arms of the chromosome intersect. The *Bos taurus* Y chromosome is metacentric while that of the *Bos indicus* is acrocentric (varies in distance). This mismatch has been attributed to be the source of some perceived shortcomings but it has never been proven. Recently, the *Bos indicus* genome (Nelore) has been sequenced (Canavez, et. al., 2012) and 99.98% of the *Bos taurus* protein coding genes were found in the *Bos indicus* genome. Only four *Bos taurus* proteins were not found in the *Bos indicus* genome.

There is another piece of research I want to relate, one is a study by the University of Kentucky evaluating the differences in muscle fiber types between *Bos indicus* (Brahman) and *Bos taurus* cattle (Shuting, et. al. 2014). In the past, beef from Brahman genetics has been thought to become darker more quickly under stress. These researchers evaluated both types of beef from heart muscles and found no differences in color over time between them. In other words, the muscles of Brahman cattle are no more likely to be dark cutting than those of *Bos taurus* cattle.

In the past I have often written about a breed by discussing some of the old research conducted on it but this time I want to highlight current research being done in the breed. The ABBA Carcass Evaluation Program (which was initially conducted in 2000) was designed after the Texas A&M University Ranch to Rail Program, which we conducted from 1991 until 2005. Both programs were designed to allow cattle producers (Brahman breeders in the case of the ABBA program) an opportunity to feed some of their cattle and see how they performed in the feedyard and on the graded as carcasses. The ABBA program feeds their cattle at Grahman Feedyard in Gonzales, Texas and sells the finished steers to Kane Beef (formerly Sam Kane Beef Processor) in Corpus Christi, Texas.

When the cattle are harvested, they are electrically stimulated (as are all carcasses at Kane Beef) and I collect the carcass data 48 hours later. I also collect a one inch thick rib steak between the 12th and 13th rib interface for Warner Bratzler Shear Force (WBSF) determination. These steaks are vacuum packaged, aged for 14 days then cooked to a medium degree of doneness and cored and sheared. The cores are ½ inch in thickness, about one inch long and are parallel to the muscle fiber. When inserted lengthwise into the WBSF machine a dull blade (sort of like a butter knife) cuts the sample in half and registers the pounds of force required to cut the cook meat core. An average of 5 – 6 samples are used to determine the average WBSF. All the feedyard data and carcass data is collected and sent to the consignors, and to stimulate the interest of the breeders, the purebred steers are indexed using the following formula: Index value = 20%ADG Ratio+30%REA Ratio + 30% MS Ratio +20% WBSF. The index was developed by the ABBA performance committee to encourage improvement in muscling, marbling and tenderness.

This program has been ongoing since 2000 and the carcass data has been invaluable to helping Brahman become one of the first two breeds to have a Tenderness EPD (Simmental was the other) in addition to EPD for carcass weight, ribeye area, marbling score and percent retail yield. Other Eared breeds also have carcass EPD but having a carcass data collection program allowed ABBA to link this data to other animals throughout the breed to have the first genomic enhanced EPD for carcass traits within the Eared breeds. It was part serendipity, part forward thinking but now young animals (bulls especially), can be evaluated in part for carcass merit more accurately based on this program. If you are a Brahman breeder participating in this program I congratulate you. If you are interested in participating, give your association a call. ❖



Hump size is not genetically associated with tenderness according to research conducted as part of the ABBA program.



A inch thick rib section is removed from each carcass and is then aged for 14 days, cooked to a medium degree of doneness, and sheared to determine tenderness.



These steaks are unwrapped, thawed and ready for cooking, coring and shearing.



These are the cores taken from each cooked steak, parallel to the muscle fiber and devoid of fat pieces or connective tissue, ready for coring. Usually 5 or 6 are sheared to determine an average shear force.



Meat cores are placed on the Warner Bratzler Shear Force and then a dull blade is drawn through the core and the amount of force required is registered.



USDA Choice Yield Grade 2 Brahman ribeye.



Hey Bro, we've sure got  
a "dam" good *mother*.



MS CSONKA 9U8U3  
Csonka x Miss 4L Best Bet 9U8P5

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
6.0	0.6	28	54	19	32	7.7	1.4	0.43	0.17	-0.009



CLASSIC STAR 9U8A1  
OnStar x Ms Csonka 9U8U3

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
4.2	1.7	33	57	16	32	6.2	1.3	0.47	0.17	0.007



TEXAS STAR 9U8Y  
Rock Star x Ms Csonka 9U8U3

**DECEASED**

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
9	-0.9	19	36	15	25	7.8	0.95	0.36	0.07	0.005

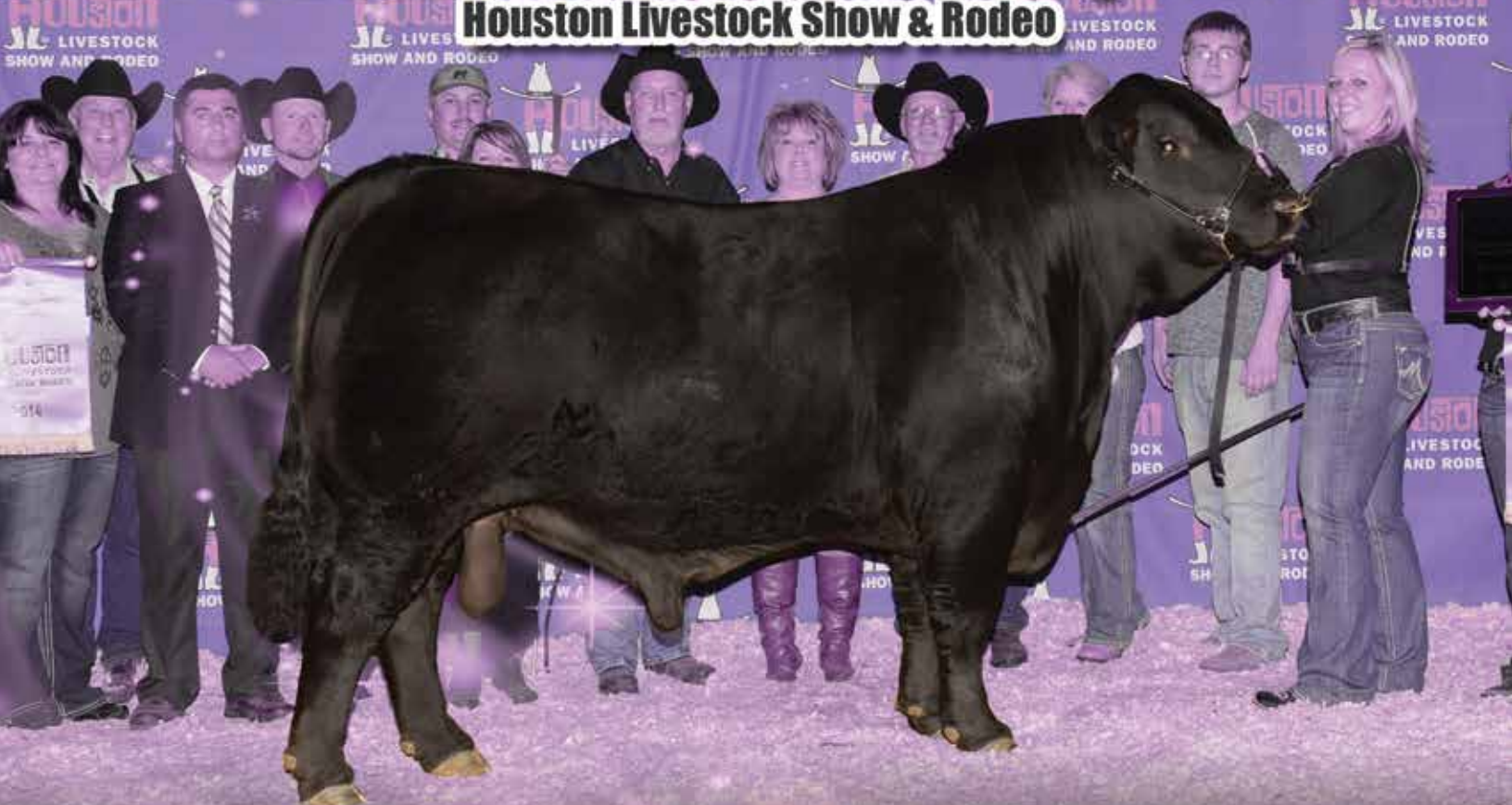
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Houston Livestock Show & Rodeo



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### *Dear Cattle Producers:*

I appreciate the opportunity to address you in this special Brahman Feature. The Brahman breed was created over 100 years ago out of necessity by cattlemen along the Gulf Coast to survive the harsh environment, insects and diseases. With the incorporation of the imported Indian cattle, producers saw increases in growth, production and adaptability. Due to these improvements there was a widespread acceptance of the breed and as a result a group of forward thinking cattlemen developed the breed and began the American Brahman Breeders Association in 1924 to maintain the records of the cattle. The breed continues to provide genetics to the US Beef Industry that thrive in the areas it was founded on and over time and tests it has been established that Brahman genetics produce more pounds due to maximum heterosis, are adaptable to harsh tropical environments, have extended productive lives and are more efficient at all segments of the industry. Due to these necessary economically relevant traits, Brahman genetics currently make up over 40% of the US cattle population.

Since its inception, the American Brahman Breeders Association has maintained the records of the cattle and provided opportunities to the breeders to improve them. As a result of these efforts, the breed has grown to have one of the largest global presences with cattle being shipped to over 60 countries. Domestically, the breed has played a major role with its emphasis on the superior Brahman F-1 female and her profitable steer mate. The Brahman breed has and will always be a necessity to the beef industry in the US and abroad.

One of the flagship programs of the ABBA that was originated in 1979 has stood the test of time and is now the premier commercial female program in the United States, the ABBA F-1 Certification Program. In this program, over 85,000 head have been certified which ultimately insures the user of these females that they are receiving maximum heterosis. As a result of cattle being certified through this program, buyers are willing to pay a premium for the assurance that they are buying verified genetics. Just this spring, we have seen a distinct financial advantage between the Golden Certified/Certified F-1 females, non-program cattle and other breed crosses. The differences equated to a \$328 difference between the ABBA Program cattle and those not certified and \$209 between the Golden Certified & Certified Cattle and all other breeds and breed crosses. This is significant where it counts! Through this program we have seen some expansion with the addition of the F-1 Plus Program that is a certification for female progeny out of a Certified or Golden Certified Dam and any breed registered beef sire. This program has been widely accepted along the Gulf Coast and in the Midwest due to the varying percentage of Brahman needed to fit the environment.

Very few producers would argue of the superiority of the F-1 or Brahman influenced female, but some might not initially think of the Brahman influenced steer as being equally profitable. Today's beef industry is being required to produce a lean, tasty and tender product that can be raised with less feed. The Brahman breed has long been known to hit these targets, but to insure that continued improvements were made, the ABBA initiated a Carcass Evaluation Program in 2000. This program was designed to provide an opportunity for breeders to collectively feed cattle and collect carcass data that can be used at the ranch level as well as incorporated into carcass EPD's. To date, the Brahman breed has tested progeny from over 300 sires. As a result of these efforts, the ABBA calculates EPD's for six traits and was one of the first to produce a tenderness estimate. In addition to this extensive carcass data collection initiative, the breed also incorporates both ultrasound and DNA information into their EPD's to further provide their customers with the most current information to make mating and buying decisions. Through the collection of carcass data the breed has seen a significant increase in tender cattle as well improvements in ribeye area, feed efficiency and marbling.

The US beef industry is experiencing the lowest cow inventories in over 60 years. It is apparent that there will be some growth and restocking especially as moisture is received and the land has an opportunity to reestablish. The early indicators show that producers will be restocking with quality cattle from verified genetics that are adaptable and likely crossbred to receive the maximum benefits of heterosis and will produce a heavier calf that will hit the industry targets. The Brahman breed has seen a continued increase in registrations and transfers over the past 13 years indicating that producers are purchasing these improved and proven genetics to benefit their operations. We expect this trend to continue as more of the cow herd is rebuilt. If you are in the rebuilding stage, looking to expand or improve the genetics of your herd I encourage you to consider incorporating Brahman genetics. If you would like more information on the Brahman breed or the many programs that we offer please contact our office or visit our updated website at [www.brahman.org](http://www.brahman.org).

Until we meet again!

Chris Shivers  
Executive Vice President





# WE'LL HAVE YOU **SEEING GREEN**



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### **APPRECIATE VALUE ADDED PROGRAMS**

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MB JUSTIFIED 99Z3 | \$40/STRAW

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4.3	2.7	46	82	16	39	7	1	0.83	0.03	0.009

Owned with Kim Dunn



MB RAYLAN 129Z19 | \$40/STRAW

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
5.8	1.9	54	89	17	44	9	0.9	0.93	0.19	0.011

Owned with Black X Ranch and Kim Dunn

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# Ranchland Investment Considerations - Investment Per Cow Unit

**\$ THE BOTTOM LINE \$**  
featuring Kenneth Wendland  
He received a M.S. from NMSU and Ph.D. from TAMU with research in Ranch Economics, and has 40+ years experience in land investments, finance and ranch operations across Texas and other states.

THIS ARTICLE IS THE FIRST IN A SERIES OF ARTICLES WHICH ARE INTENDED TO STIMULATE THOUGHT AND ANALYSIS OF VARIOUS ECONOMIC FACTORS THAT AFFECT THE FINANCIAL SUCCESS OF RANCH INVESTMENTS AND OPERATIONS.

Generally, we refer to ourselves as “ranchers” since we often spend 15 to 20 hours per day doing some form of livestock handling activity, i.e. feeding, moving, shipping, ‘working’, etc. However, when you analyze the balance sheet of “ranchers” who own the majority of the land that they operate, they are first, a land investor, and second a rancher. Land value, in most cases, is by far the largest number on the asset portion of a ranch balance sheet. Also, if held over a period of time, the appreciation in land value generally exceeds the accumulated net profits realized from the livestock operations during the same period.

Assuming that the land value is the major asset item of a given ranch operation, and if that ranch unit is best utilized as a cow-calf operation, then the “investment per cow unit” becomes an important value as this is the basic investment value tied to the source of income, i.e. the mother cow. Similarly, the investment per square foot of a commercial property is important since the source of income is generally expressed in rent per square foot.

In 2013, we observed an adjustment downward in grain prices resulting in somewhat lower ranch feed costs, and definitely lower feedlot costs of gains. With the reduced national cow herd and feeder calf supply, these lower feeding costs of gain are being inflated into prices paid for the limited supply of feeder cattle and even more price increase for weaned calves. With weaned calves often netting \$1,000+/head, the net income to the cow-calf operator is encouraging. Now, the increased net income per cow unit begins to create new considerations for the “investment per cow unit”. Some operators are beginning to consider changing or expanding their cow-calf operations and the “investment per cow unit” should be a major consideration.

During recent years, the ‘income approach’ to valuation of ranchland held for livestock purposes has often been put on the shelf. The net income generated to ranchland has often been very low and has seldom been a major driver in the ranchland markets in most areas of Texas and many other states. Investors and appraisers have generally minimized the discussions of the income approach to value as it often had minimal influence on the prices paid for ranchland. The market approach has generally been the predominant basis for value of these properties having the highest and best use as livestock production with limited other buyer driven amenities, such as hunting or other recreational uses.

The income approach to ranchland value analyzes the net return to land, which results in capitalization rates. For many years, this rate of return on investment has generally reflected a 1% to 3% return on

ranchland investment, depending on the area of the U. S. and type of ranching operation. With prolonged low interest rates, these relatively low rates of return to ranchland have become the norm and rates of return to farmland have also declined. Although operating costs have increased, the relative low interest rates and rising cattle prices have generally resulted in stable prices for ranchland having the highest and best use as livestock production.

Investment per cow unit varies considerably from one area to another and from one type of operation to another. For this discussion, consider that the mentioned ranchland has a highest and best use as a cow-calf operation and there is no other income or an expected change in use associated with the land. A future article will address some of these considerations.

For example: Improved pasture in central or east Texas valued @ \$2,500 per acre, and stocking rate of 4 acres per cow, the land (including required improvements) investment per cow unit = \$10,000. Remember that these improved pastures require inputs of fertilizer and weed control. Other variable costs per cow unit may be higher than in other areas. Compare to: Native pasture in north central Texas valued @ \$1,000 per acre, and stocking rate of 20 acres per cow, the investment per cow unit = \$20,000. The native grass operations will likely require no or minimum grass maintenance expense and total variable costs may be less than in compared areas.

Total costs associated with a ranching operation are both variable and fixed expense and need to be analyzed carefully when determining net income to land and net income per cow unit. Additional consideration must be given to enterprises, such as hunting, that realize a return to land investment. Adjustments should be given to the land investment per cow unit where other income is realized from land use or from resources tied to the land, or if land is being held for a future change in highest and best use which would result in appreciated value.

The investment per cow unit will vary considerably from state to state and types of operation. Most ranches in the Western States of the U. S. will have state or federal lease lands associated with the ranch unit. Investment per cow unit related to this type operation requires different consideration compared to all deeded land ranches.

It may be time to give serious consideration to expanding some cow-calf operations or to converting some acreage within a diverse agricultural operation into a cow-calf operation. There are numerous considerations when investing in ranchland for a cow-calf operation or changing land use. “Investment per cow” unit is the primary consideration with appropriate adjustments for other factors which affect the net return to the land investment and present and future value of a specific property. ❖






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# Preventing Disease via *Nutrition* is Going to be More Important than Ever

By Jackie Nix, Animal Nutritionist, Ridley Block Operations

Many of you may have already heard of the new Food Safety Modernization Act (FSMA) proposed by FDA. In a nutshell, previous FDA rules were focused primarily on identifying food safety problems after they occurred and responding accordingly. FSMA seeks to help prevent food safety issues in both humans and animals through preventative controls throughout all levels of production, storage and distribution. Part of the fallout of FSMA is the topic of antibiotic use in meat animals. With debate still ongoing, one thing is clear, that reliance on antibiotic use in food animals is on a downward trend. With this in mind, it is going to be more important than ever to build strong immune systems in our calves through sound nutrition.

While overall nutrition is important to maintaining health, there are several key trace minerals that are typically deficient in the diet that play critical roles in the development and maintenance of the immune system in calves. These key minerals are copper, zinc and selenium.

**Copper** is needed for proper development of antibodies and white blood cells in addition to antioxidant enzyme production. Copper deficient cattle are more susceptible to infections and do not respond as well to vaccinations. In addition, they tend to be less resistant to parasitic challenge. Studies have shown that cattle receiving proper copper nutrition tend to be less susceptible to infections and have less severe infections when disease does occur.

**Zinc** plays an important role in the maintenance of skin, gastro-intestinal linings, and the linings of the respiratory system. These are the body's first defense against bacterial, viral and parasitic invaders. Additionally, zinc is crucial in non-specific immunity from neutrophils and phagocytic cells and antioxidant activity. Zinc is also necessary for development of antibodies needed for specific immunity.

**Selenium** works in conjunction with Vitamin E in the removal of free radicals via antioxidant activity and is critical for phagocytic cell function in non-specific immunity. Research has shown that selenium deficient cells are less

able to kill pathogens. Selenium deficient animals are less able to respond to a specific invader and have lowered antibody titers.

Since much of a calf's body stores of trace minerals are obtained in-utero, especially during the last trimester, nutrition of the dam is crucial for the calf's immunity. The dam's nutritional status affects the calf in two ways. First, it affects the quality of the colostrum she is able to offer for passive immunity. Second, it provides necessary building blocks for when the calf's body develops its own immunity.

Adding insult to injury is the fact that stress has a direct negative effect on immune function. For example, it has been shown that phagocytes do not respond normally to infection in the presence of cortisol (the "stress" hormone). Prolonged stress has been shown to actually increase an animal's mineral requirements. The stress brought on by this harsh winter has taxed the levels dams have to give, thus making supplementation of the cow herd with high quality mineral sources critical this winter and spring. It's important to keep high quality supplements in front of the cows even after calving as the cows need to replenish body stores to prepare for breeding. Calves also need access to supplements since some minerals, such as copper, are not transferred in milk in appreciable quantities. High quality supplements will give them the building blocks they need for a strong immune system.

In summary, maximizing immune function via nutrition, especially trace mineral nutrition, is going to become increasingly important in beef production. CRYSTALYX® offers a wide variety of high quality supplements that will deliver essential minerals and vitamins to cattle in an ultra-convenient delivery system. For cows and calves coming out of a stressful winter, consider CRYSTALYX® Breed-Up® Supplements (some available with Bio-Mos®). They are designed for pre-calving through breeding, but also work well on stressed cattle. They are fortified at 200% of NRC recommended levels of copper and zinc, including highly available, organic forms of copper, zinc, manganese and cobalt. Visit [www.crystalyx.com](http://www.crystalyx.com) to learn more about these products. Also like us on Facebook to learn more about how CRYSTALYX® can work for you. ♦

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# Beefmaster Headlines



## Nicaraguan Genetic Agreement Signed with FAGANIC

SAN ANTONIO, TX - Beefmaster Breeders United (BBU) is proud to announce that an agreement with the Federacion De Asociaciones Ganaderos De Nicaragua (FAGANIC) to provide frozen Beefmaster genetics to the cattlemen of Nicaragua was signed on March 8, 2014. The formal agreement was signed and finalized at the Houston Livestock Show and Rodeo in coordination with an annual Beefmaster sale. At the agreement signing, BBU was represented by Executive Vice President Bill Pendergrass, Chief Financial Officer Collin Osbourn, International Committee Co-Chairman Lorenzo Lasater and President Steve Emmons. FAGANIC was represented by FAGANIC Secretary Alvaro Vargas, Federico Tablada and Giovanni Capriotti.

Nicaragua has seven million beef cows and represents a critical Central American market. The industry there is seeking to improve a number of traits for which Beefmasters are a perfect fit: hardiness in a tropical climate, improved carcass quality, increased weights and most significantly, reduced ages to

heifer fertility and steer slaughter weight.

FAGANIC is a very influential national association of state and regional cattle organizations, much like the National Cattlemen's Beef Association (NCBA) in the United States. They are providing the semen, as well as technical assistance with Artificial Insemination and management to Nicaraguan ranchers.

"The partnership with FAGANIC is an important step to introducing Beefmasters to the cattle industry of Nicaragua. We look forward to helping the ranchers there improve their beef quality and production traits," said Lasater.

BBU will also assist with marketing, education and participation of cattle events in Nicaragua to promote the Beefmaster breed.

## Signature Buck Knife Collection Selling to Support the 2014 BBU Convention

Signed by Chuck Buck, owner of Buck Knives, you have a unique opportunity to support the 2014 BBU Convention. Twenty-five genuine Buck Knives signed by Chuck Buck, owner of Buck Knives will be selling at Beefmaster Sales throughout the year. Our selection includes various models, including limited editions. The Special - a classic large hunting knife, which has been a super seller going back some 47 years. Hoyt and Al Buck used to build them by hand in their two-man shop. Today, this larger hunting knife with a large clip blade for detail work, piercing and cutting in tight places for added control, is as popular as ever. Length: 10 1/2, Handle: Cocobola Dymondwood with a brass butt/guard, MADE IN USA

If you are interested in a model being offered at a participating Beefmaster Sale, be there to bid or contact the sale manager. This signed Classic Hunting Series Special sells at the SEBBA Dixie National Sale Call: Mike Green at 979/229-6563

A big thank you to the following knife buyers for supporting the 2014 BBU Convention in Memphis, Tenn. We appreciate your generosity in supporting the 2014 convention.

Sale: Texoma Beefmaster Sale: Knife Buyer: Hargis Ranch, David Hargis of Waurika, Oklahoma

Sale: International Beefmaster Gala Sale: Knife Buyer: McManus Beefmasters, Sheldon & Margaret McManus of Lake Charles, Louisiana



Sale: South Texas BBA Houston Futurity & Classic Sale: Knife Buyer: Skinner's Rafter S, Dalton & Kathy Skinner of Katy, Texas

Sale: Houston Magic XIV Sale: Knife Buyer: Swinging B Ranch, Mackie & Norma Jean Bounds of Axtell, Texas

There are still twenty-one knives left to sell and we look forward to adding your name to our knife buyer list.

## BBU Announces New Executive Vice President and Restructure

SAN ANTONIO, TX - Beefmaster Breeders United (BBU) welcomes Bill Pendergrass to the team as the new Executive Vice President. With an interest and genuine care for cattlemen and the beef industry, Pendergrass expresses that his life's work is advocating for ranchers, helping the purebred sector embrace the future and actively establishing the importance of the Beefmaster breed for the benefit of its breeders and the beef industry in general.

BBU is also proud to announce that the position of Executive Vice President has been restructured to reflect the new objective of teamwork. With Pendergrass taking on the roll of Executive Vice President he will focus on commercial marketing, field services, the Junior Beefmaster Breeders Association and representing the Beefmaster breed at industry events. Collin Osbourn, formerly the Chief Operating Officer, will now serve as the Chief Financial Officer and his responsibilities will include overseeing the financial and office operations that occur within BBU. In simple terms, the Executive

Vice President position's responsibilities were spread between Pendergrass and Osbourn to create a more efficient and well oiled Beefmaster machine. Pendergrass and Osbourn, along with the rest of the BBU staff, will work closely as a team to ensure that Beefmasters remain "The Best of Both Worlds".

"This restructure has created a team that is going to be better for the membership and will push the association to the next level," said BBU President Steve Emmons. "Staff, BBU members, directors and officers are all es-



**Breed Headlines** continued on page 22 ►►





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sential to this team. Each person is important to the success of the breed and we need to pull together to move forward. Team Beefmaster is an unstoppable force and Beefmasters will become the American breed of choice.”

Bill Pendergrass has 23 years of experience in the cattle industry and throughout these 23 years he has worked in both the Association and private sector. Pendergrass’ career experiences include positions as Field Representative with the American International Charolais Association, Genetics Marketing at Camp Cooley Ranch, Executive Vice President of the Tennessee Cattlemen’s Association, Southeast Manager of Future Beef Operations and most recently serving as the General Manager of Rio Ranches in Hempstead, Texas. Pendergrass comes to Beefmaster with a diverse background that literally spans the production chain from the ranch to the retailer, with valuable time also spent at both breed and state cattlemen’s associations.

## Beefmasters Represented at USLGE Conference

Beefmaster Breeders United (BBU) International Committee Co-Chairman Doyle Sanders of Industry, Texas represented the Beefmaster breed at the 2014 United States Livestock Genetics Export, Inc., (USLGE) conference. The conference was held February 19-21 in Kansas City, Mo.

For several years, USLGE has provided the funding for BBU’s international committee on a cost sharing basis. We dedicate manpower and staff costs and under the USDA they provide our funding. BBU does not fund anything to the International Committee and BBU members sponsor the efforts to provide the annual dues to USLGE then we request funding for programs in foreign countries. The annual dues are about \$5,000 and the International Committee receives about \$40,000 per year for travel and reverse missions to promoting the Beefmaster breed internationally.

The purpose of this trip was to present the 2015 USLGE Budget Request for discussion among the beef breed members and compare programs for 2014 and 2015. Due to delay of the Farm Bill, the 2014 funding will be delayed until late March 2014. BBU was able to clarify how to handle expenses for the Houston Livestock Show planned out of the 2014 funding request. Additional assistance was also clarified for Colombia and Thailand.

BBU funding requests far exceed other beef breeds such as Charolais, Simmental, Brangus, and Brahman. Actual awards are in line with these other breeds. Sanders agreed to make realistic adjustments for submission on March 15, 2014. At the same time, Mike Phillips agreed that the World Wide Market Study conducted by BBU’s International Committee has been noted for the effort to focus and modify the previous request formats. Significant new BBU funding for Central Europe was noted with proper justification. The 2015 budget should reflect this justifiable increase and the 2014 award may consider adjustments to allow entry into that region earlier.

Sanders was invited to make a presentation to the USLGE members that followed a marketing report on Turkey that showed professional reports on US FAS progress there since 2009. The Turkey market for live animals focused on just a few head of cattle exported there in 2009 up to over 115,000 head in 2011 and then a decline to date due to competition out of Western Europe. Most of this was dairy cattle – some of which had been intended for beef consumption. To increase market acceptance in Turkey of US cattle, the consultant suggested that they recognize that Holsteins are not suitable for acceptance as a beef animal and beef should be properly presented to the market. They also focused on sending semen and embryos for to help achieve this goal. The report indicated that there are over 14 million head of cattle in Turkey and the country has set a goal of doubling their markets by 2023.

Mike Phillips had suggested that the BBU presentation by Sanders include an introduction to Beefmasters and the beneficial traits our cattle offer to foreign markets. This went over very well with all attending including horse and swine people. The head of the Simmental association said she had no real concept about Beefmasters and can now see why our cattle are increasing in interest in many parts of the world. One horse person from Pennsylvania

A native of Blountville, Tenn., Pendergrass received a Bachelor of Science degree in Animal Science from Middle Tennessee State University. Pendergrass and his wife Cathy will be moving to San Antonio, Texas and have two grown children who reside in Woodbury, Tenn., a son attending Sam Houston State University and a son attending Texas A&M University. Pendergrass began his duties as Executive Vice President on March 3, 2014.

“I can’t think of a breed that offers more to the beef industry than Beefmaster. The proven performance and profit advantages Beefmaster genetics provide are even more valuable today as we rebuild our nation’s cowherd,” said BBU Executive Vice President Bill Pendergrass. “I look forward to working closely with Beefmaster breeders as we improve the bottom line of commercial cattlemen everywhere.”

indicated that he intended to look for some Beefmaster bulls in his region to develop a beef herd on one of his family dairy farms that recently closed milk production. Sanders spoke to the International Brangus representative about what the BBU upgrade program could do for their members.

Mike Phillips introduced Sanders to Dr. Martin Sieber representing US Livestock Export Association who will be escorting a group of five officials representing Poland, Romania, Bulgaria, Lithuania, and Latvia that are scheduled to visit US dairy, swine, and agricultural research stations early in March. The trip will include three days in Houston for the Livestock Show and Rodeo. The US Embassy in Warsaw has recommended that their trip include a visit to Sexing Technologies in Navasota, Texas and to Sanders DBL D BAR ranch in Industry, Texas on March 13, 2104 for a presentation on Beefmaster cattle and display of bulls, cow/calves, and heifer development. This is the only beef venue included in their visit. Sanders has arranged for an Italian rancher near Rome, Italy to discuss his reasons for selecting Beefmasters for his cross breeding with his native purebred Marremano cattle.

The Livestock Export Association met the day before and provided information to the USLGE members regarding USDA exporting changes and the need to coordinate with USDA on overseas shipments. There is also growing concern about potential bans on shipping live animals due to public notice of incidents of cattle being shipped to Russia/Kazakhstan that have had high death and injury rates.

Various state agricultural agencies expressed interest in Beefmaster cattle following Sanders presentation. These included Wyoming, New Mexico, Montana, Missouri, Wisconsin, and Tennessee. Jon Garza from Texas Dept Agriculture offered his assistance to BBU in our international efforts and recognized his cooperation with Billy Welkener in moving cattle into Mexico.

There was much discussion among the beef breeds about returning as a group to Australia in 2015 under USLGE banners for their international conference. BBU has funding included for 2015 for this show for two people to attend.

**Breed** *Headlines* continued on page 24 ►►



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## Beefmasters Earn Top Honors at All Breeds Sale for Second Year

SAN ANTONIO, TX - The 23rd Annual San Antonio Livestock Show and Rodeo All Breeds Bull and Commercial Female Sale proved to be a successful event for three Beefmaster Breeders United (BBU) members. The Beefmaster breeders were recognized prior to the sale held on Wed., Feb. 12, 2014 after being selected as top-placing cattle during the show held on Tues., Feb. 11, 2014. This sale features purebred bulls and commercial heifers consigned by premier Texas and New Mexico ranches.

Rancho Dos Vidas Ltd., Moore, Texas was recognized before the annual sale as the Overall Grand Champion Pen of Females after also winning first place Beefmaster pen of females. Don Mullins is the owner of Rancho Dos Vidas Ltd., and Lane Roberson is the ranch manager. Mullins is one of the first ranchers to utilize the Beefmaster breed, dating back to the 1960s. This pen consisted of a super set of moderate framed, easy fleshing BBU certified Beefmaster Advancer females.

"This is our third year to compete in the San Antonio All Breeds Sale. We started breeding our BBU registered females to Red Angus bulls five years

ago in an effort to clean up their underlines, get moderate sized calves and to become more functional as commercial Advancer cattle," said Roberson.

Beefmaster Advancer cattle are animals of fifty percent or more registered Beefmaster breeding and fifty percent or less of other registered, DNA genotyped non-Beefmaster beef cattle breeding.

"This is the second year in a row for Rancho Dos Vidas to win Grand Champion Pen of Females with their Beefmaster Advancer females," said BBU Chief Operations Officer Collin Osbourn. "This pen of Beefmaster females crossed with Red Angus bulls, and all of the Beefmaster animals here today, represented what the Beefmaster breed has to offer commercial cattlemen."

Two more Beefmaster honors went to well known Texas ranches and prominent members of BBU. The first place Beefmaster/E6 Certified Bred Females award was presented to HT Chapman Cattle Company, Rockport, Texas. The High Grading Beefmaster Bull award was presented to Collier Farms, Brenham, Texas.

## International Committee Hosts European Guests

On March 13, 2014 Beefmaster Breeders United (BBU) hosted guests from Poland, Lithuania, Latvia, Bulgaria, Romania, Germany and Italy at DBL D Bar Ranch in Industry, Texas. The international guests are visiting the United States to learn about American agriculture and Beefmaster cattle.

BBU International Committee co-chair and owner of DBL D Bar Ranch Doyle Sanders is a not a stranger to hosting international guests and this week his ranch was opened to several European visitors. An Italian cattle producer Giulio DeDonatis and his family who own and operate La Tenuta dell'Argento hotel resort located in Civitavecchia, Italy were one of the international guests hosted by the BBU international committee. DeDonatis is interested in establishing the Beefmaster breed on his ranch which is utilized to provide meat for the hotel resort's restaurant and butcher shop.

"I like the whole breed concept of Beefmasters and I am looking for the total package," said DeDonatis.

The other international guests are visiting the United States in coordination with the Livestock Exporters Association of the USA. Dr. Martin Sieber, Ph.D., a native German and a representative for the association is the guide for the international guests while they are in the United States. The Europeans will visit with USDA Animal and Plant Health Inspection Service (APHIS), the Houston Livestock Show and Rodeo, as well as agricultural businesses throughout the Midwest.

During their visit to DBL D Bar Ranch, the European visitors received a presentation on the Beefmaster breed and "the six essentials" that make Beefmasters ideal for the European diverse climates ranging from the coast of Italy to the mountains of Poland. The international guests explored the ranch on the beautiful March day and interacted with the Beefmaster animals. BBU International Committee members and BBU staff members were present to answer questions regarding the Beefmaster breed, cattle, American agriculture and United States culture.

In accordance with American culture, the visit was concluded with a meal that consisted of Beefmaster steaks that pleased the international guests with its wonderful flavor and enormous size.

"We talked a lot on our way back from the ranch about the visit. The BBU materials and "goodie bag" with all the useful information did not go unnoticed. This was a great stop on our tour and we loved the Texas hospitality," said Sieber.

The BBU International Committee will continue conversations with the European visitors on exporting Beefmaster genetics and to make the Beefmaster a presence in their home country's agricultural industry. This visit is just one of the many efforts that BBU is establishing for increasing international demand for Beefmaster cattle.

# Braford *Headlines*

## National Braford Show

The 2014 National Braford Champions were selected during the National Braford Show at the Houston Livestock Show and Rodeo early last month. Dean Fuchs of Katy, Texas was charged with sorting the stock and chose WB LG MIRASOL 237P owned by Ari Montemayor of Laredo, Texas as the 2014 National Champion Braford Female, and RCM 9182 ROCKIN ROSIE 3808 owned by Mathew Carter of Athens, Texas as Reserve National Champion Braford Female. National Champion Braford Bull went to RCM 2149 JAG 1703 of Rock Crest Ranch, Athens, Texas. Reserve National Champion Braford Bull was TR CM BRAVO by Thunderstorm R Cattle Company,

Nacogdoches, Texas. The United Braford Breeders (UBB) also holds an F-1 Female Show at Houston

as part of the Breeding Up Program. MISS CC 11/2 owned by Karlee Nunez of Creole, Louisiana was selected Grand Champion F-1 Female, and MISS T.H. LISH owned by Rolling Oak Ranch also of Creole, Louisiana was Reserve Grand Champion F-1 Female. Congratulations to all of our exhibitors.





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OF SALACOA 209Y2



Lambert of Brinks 317R3 x Ms Brinks Bright Side 209L11

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
1.6	2.8	42	74	4	25	6.4	0.6	0.93	0.17	0.014

## ATLANTA

OF SALACOA 488Z



Owned with: *nancy*

Miller Brangus, Wyliss Kemp, The Oaks Farms, Truitt Brangus Farms

Lambert of Brinks 317R3 x Ms SVF Cadence 488X11

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
6.2	0.5	37	72	14	33	8.1	0.5	0.57	0.2	0.003

## EISENHOWER

OF SALACOA 23Y69



Patton of Brinks 30T22 x SVF Ms 23M28

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
4	1.9	33	53	8	25	7.9	0.9	0.46	0.11	-0.014

## STONEWALL

OF RRR 222W6



Csonka of Brinks 30R4 x Ms Brinks Lombardi 222S20

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
8.8	-0.8	26	55	15	28	7.5	1.1	0.66	-0.07	0.008

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## UBB Annual General Membership Meeting

Members filled the room for the Annual General Membership Meeting of the UBB on Friday, March 7th in Houston. 2013 UBB President Shannon Harrington called the meeting to order by welcoming everyone and thanking the membership for their continued involvement with the Association and the Braford Breed. UBB Executive Director, Grace Parker addressed the crowd and spoke on a few of the past events from 2013 the UBB has been involved with, and the bright future ahead for the Association. Dan Dorn, Supply Development Manager for Decatur County Feedyard of Oberlin, Kansas then gave the keynote address. Dorn charged the group with ways to improve herd management and also utilizing the efficiency of Braford Cattle in the feed yard. Parker then announced the 2014 Officers and Directors of the Board: President, Larry Stanberry; Vice President, Danny Boudreaux; Secretary, Jim Smith; Treasurer, Robert Mills. Directors: Jim Harvey, John Adams, Will Moncrief, Shannon Harrington, Chris Herpin, Darrell Denison, Paul Harris, and Bill Rainer. These officers and directors look forward to serving their membership and reaching out in 2014.

### Awards Presentation:

Several Awards are presented during the General Membership Meeting recognizing members for outstanding achievements. Our National Junior Braford Association directors were awarded for their continued volunteer leadership; Darrell Denison of Alvin, TX and Gwen Broussard of Abbeville, LA. New this year, the UBB presented a Distinguished Member Award that will be awarded now and in the future to an outstanding member who has served the Association and breed. This year, the award was presented to Carl Hunter of Coppell, TX for his 31 years of service to the UBB. The Breed Improve-

ment Committee recognized Dr. Jim Harvey of Harvey Ranch Okeechobee, FL with the Payne Midyette Performance Breeder Award for his dedication to full herd data reporting.

### 2013 President's List, those registering 50 or more in 2013

- Alleman Cattle Company, Rayne, LA
- Rock Crest Ranch, Athens, TX
- Chandler Rocking L Ranch, Kennard, TX
- Thunderstorm R Cattle Company, Nacogdoches, TX

### 2013 Gold Group, those registering more than 100 in 2013

- Bill Rainer, New Summerfield, TX and Union Springs, AL
- Greenview Farms, Screven, GA

### The President's Award, the most registries in 2013 – 232 head

- Adams Ranch, Fort Pierce, FL

### 2013 Braford Show Female of the Year

RCM 9182 PEACH FLOWER 3795

Bred by Rock Crest Ranch, Athens, TX

Exhibited by Pepper Townsend, Connell, WA

### 2013 Braford Show Bull of the Year

RCM 2149 JAG 1703

Bred and Exhibited by Rock Crest Ranch, Athens, TX

## International Braford Sale

The crowd snapped up the 16 lots offered at the International Braford Sale on March 7th. High selling lot at \$5,000 was Lot 2 RCM 9182 KARREN 3804 consigned by Rock Crest Ranch of Athens, Texas and bought by Will Boudreaux of Cameron, Louisiana. The Sale Committee would like to thank all of the consignors and Sale buyers for their support of the International Braford Sale.

### International Braford Sale Buyers

- Alleman Cattle Company

- Boudreaux and Son
- Harvey Ranch
- James Noel Jr.
- Jason Theriot
- Land Cattle Company
- Red Feather Ranch
- Thunderstorm R Cattle Company
- Will Boudreaux

# Brahman *Headlines*



## ABBA Golden Certified & Certified F1 Females Demand a Premium

HOUSTON, TX - Demand for Golden Certified and Certified Brahman F-1 females was documented once again this spring at female sales throughout the southeast. Results from 2014 spring sales show that Golden Certified Brahman F-1 females earned a premium of \$320 per head compared to all other females sold of all breeds. Certified Brahman F-1 females averaged a premium of \$209 per head compared to non-certified commercial females.

This data shows that buyers are willing to pay a premium for ABBA program F-1 females for their documented parentage, which provides assurance of longevity, maternal ability, adaptability, and efficiency.

Robbie Hamilton of H&M Cattle Company in Wharton, Texas has been in the cattle industry for more than 40 years and a member of the ABBA F-1 Certification Program since its inception in 1979. "Golden Certified F-1's bring a premium and because of their superior hybrid vigor, there is always

a demand for them," he says. "It's great money and through the years I have been able to gain a following for my Golden Certified F-1s."

The results from the ABBA Golden Certified F-1 Females continuously give breeder and buyers confidence in their cattle. Hamilton says. "I'm a believer in the program as are many others. I think the future is ideal for the production of F-1 females as there will always be a demand that cannot be filled!" As premiums and demands continue to rise, the Golden Certified and Certified F-1 Program proves itself superior in the beef industry.

For more than 30 years, the American Brahman Breeders Association's F-1 Certification Program has verified more than 85,000 females as carrying the Brahman influence. For more information about Brahman cattle, the American Brahman Breeders Association, or any of the ABBA programs, visit [www.brahman.org](http://www.brahman.org).



## ABBA F1 Field Day to be Held on May 10th in Joplin, Missouri

HOUSTON, TX - The American Brahman Breeders Association will be hosting an educational program focusing on the ABBA F-1 Certification Program. This program will take place on May 10, 2014 from 10:00 a.m. to 2 p.m. at the Joplin Regional Stock Yards, the nation's largest cow/calf auction.

This field day will consist of presentations by academia, industry representatives and producer panels discussing their experiences with the F-1 female and steer at all segments of the industry. Discussions will include pre-wean-

ing growth, fertility, maternal excellence, feedlot gains, and the economic advantages F-1 cattle can offer to any program.

The ABBA cordially invites all cattle producers and anyone interested in learning more on producing and/or using the F-1 female. Lunch will be provided to all attendees by the ABBA. To learn more about the ABBA F-1 Field Day or the ABBA F-1 Program, visit [brahman.org](http://brahman.org) or contact Chris Shivers directly at [cshivers@brahman.org](mailto:cshivers@brahman.org) or 713-349-0854.

# Brangus Headlines



## San Antonio All Breeds Sale Proves Strong Demand for Brangus

SAN ANTONIO, TX - The 23rd Annual San Antonio All Breed Bull and Commercial Female Sale set a new record in terms of dollars generated. Hosted February 11-12, 2014, in conjunction with the San Antonio Livestock Show & Rodeo, the event saw 550 head of cattle where 72 bulls and 478 females sold for a gross of \$1,688,800.

The 72 bulls representing 10 breeds brought a gross of \$370,900 for an average of \$5,151 while the 478 head of females sold for a total of \$1,317,900 for an average of \$2,757.

In the annual bull sale, 12 Brangus averaged \$7,571, topping averages for Angus, Brahman, Charolais, Gelbvieh/Balancer, Horned Hereford, Polled Hereford, Lim-Flex and Simbrah. Topping the 60 bull offerings was a Brangus bull consigned by JLS International of Devine, Texas, which sold to Williams Ranch of Floresville, Texas, for \$20,000. The second high selling bull was a Charolais bull consigned by Sturgess Double S Cattle, LaRue, Texas, which sold to Rocking T Cattle Co, Raymondville, Texas for \$9,750.

Of the Brangus females, 35 open heifers averaged \$2,464, 40 bred heifers averaged \$3,050, and 59 pairs averaged \$2,877. Five pair from Jasik Hay Farm, Pleasanton, Texas, sold to Eric Larson, San Antonio, Texas, for \$3,400; five pair also from Jasik Hay Farm sold to Ken Seeker, Brenham, Texas, for \$3,400. Five breds from Schoenig Land & Cattle, Honey Grove, Texas, sold to Eric Larson, for \$4,200. Five opens from Bell Cattle Co., Gainesville, Texas, sold to Carl W Homeyer, Haskell, Texas, for \$3,000; and five opens from Indian Hills Ranch, Cranfill Gap, Texas, sold to Kevin Pawelek, LaVerne, Texas, for \$3,000.

Volume buyers of the sale included Eric Larson, Larson 5L Cattle Co., San Antonio, Texas; Corazon Cattle Company, Alameda, N.M.; Leo Hermes, Yoakum, Texas; Ken Seeker, Brenham, Texas; and Billy Polasek, Shiner, Texas.

The sale was managed by Southern Livestock Publishing, Inc., in San Antonio, Texas, and Anthony Mihalski from San Antonio, Texas, who also served as the sale's auctioneer.

**Breed Headlines** continued on page 28 »



High Grading Brangus Bull - Raised by JLS International of Devine, Texas. Sold to Williams Ranch of Floresville, Texas, for \$20,000.



Reserve Grand Champion Pen of Females - Raised by Jasik Hay Farm of Pleasanton, Texas.



Fist Place Brangus Bred Heifers - Consigned by MK Ranch of Era, Texas.



First Place Brangus Open Heifers - Consigned by Bell Cattle Co. of Gainesville, Texas. Purchased by Carl W Homeyer.

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## IBBA Sums Up Successful Convention

HOUSTON, TX - The International Brangus Breeders Association (IBBA) welcomed members and show exhibitors to its annual convention in Houston March 4-8, 2014, in conjunction with the Houston Livestock Show and Rodeo.

To kick off the events, a welcome reception was hosted in the show barn Tuesday evening to engage with members in attendance. The next morning, several committees met to discuss developing plans for advancement, and Dr. Milt Thomas, Colorado State University, gave an educational presentation about genomic indicators. IBBA staff members also provided informative presentations to the group. Jason Bates, Director of Field Services and Commercial Marketing, provided his thoughts about how to market and promote Brangus to the commercial sector and positively positioning Brangus in the beef cattle industry. Emilio Silvas, IBBA Product Manager, discussed Total Herd Reporting (THR), Genetic Performance Solutions (GPS), Expected Progeny Differences (EPDs), and gave an update of other relevant topics to the membership.

Later that afternoon during the Board of Directors meeting, a new slate of officers were elected to the Executive Committee. New officers for 2014-2015 are President Traci Middleton, First Vice President Mike Vorel, Second Vice President Danny Farris, and Secretary/Treasurer Brandon Belt.

On Thursday following the membership breakfast, IBBA's Executive Vice President Dr. Tommy Perkins addressed the membership and presented his vision and his goals for his role in unifying the association and advancing the breed. Following in the IBBA business meeting, the outgoing president, Ron Flake, gave his year in review and the outgoing directors were recognized. The new elected directors introduced and seated at the table along with the other board members. Cody Gariss of Lamar, Mo., was elected to a second term, and the new directors include Mike Kammerer of Montgomery, Texas; Eddy Roberts of O'Brien, Fla.; and Bill Davis of Concord, Ark.

The Sixth Annual Global Roundup hosted Thursday afternoon brought together domestic producers, international guests, and industry professionals. Dr. Tommy Shields, McNeese University, gave a presentation on live animal evaluation, and Leslie Frenzel, Texas A&M University, gave a demonstration on consumer product evaluation. Delegates from Mexico were also present to promote and extend invitations to the 2014 World Brangus Congress. The Ideal Video Productions Customer Appreciation Sale immediately followed.

The IBBA recognized five award recipients at the banquet Friday evening March 7 to showcase the achievements and contributions these breeders have made to the Brangus breed and the beef cattle industry. Congratulations to all the award recipients. IBBA Breeder of the Year: Mike Coggins and Steve Densmore; Pioneer Award: Jerry Morrow and David Vaughan; Commercial Producer of the Year: Russell Trefny.



IBBA Breeder of the Year - Mike Coggins of Blackwater Cattle Company, Lake Park, Georgia.



IBBA Breeder of the Year - Steve Densmore, manager of Circle X Cattle Company, Bryan, Texas



IBBA Pioneer Award - Jerry Morrow, past Executive Vice President for IBBA.



IBBA Pioneer Award - David Vaughan, founder of Salacoa Valley Farms, Fairmount, Georgia.



IBBA Commercial Producer of the Year - Russell Trefny of Trefny Ranch, Weimar, Texas.

## Brangus Sales Top Houston

HOUSTON, TX - The Ideal Video Customer Appreciation Sale of Black and Red Brangus cattle at the annual International Brangus Breeder's Convention in Houston, Texas achieved new heights for the breed. It topped all breed sales in Houston for the second year in a row and reflected the strong global demand for Brangus germplasm. Held following IBBA's Global Roundup, it provided an excellent social setting for Brangus breeders to renew acquaintances, visit with old friends and to power up their breeding programs through purchases of elite cattle and genetics.

The sale established a torrid pace from the beginning as the first three lots in the ring fetched \$178,000 between them. At \$70,000, two lots took home high selling female honors. Lot 5, Ms Brinks Brightside 415R23, consigned by Draggin M Ranch, El Dorado, Arkansas sold for the bid price to Bushley

Creek Cattle Co and Cross N Brangus, Olla, La. This powerful female is averaging over 18 embryos per flush and is the dam of the \$73,000 Dynasty bull, last fall's high selling herd sire prospect.

Also selling for \$70,000 was Lot 7, Oaks Ms Csonka 541T7, consigned by The Oaks Farm, Newnan, Ga.. This Csonka daughter writes impeccable EPDs and averages over \$20,000 on her progeny at public auction. She was purchased by Bushley Creek Cattle Co. and Telpara Hills, Queensland, Australia.

Lot 10, RBM Ms Jethro 924U2 was the third high selling female at \$38,000. This proven donor is a full sister to OnStar, Eligdo and Rock Star and is the dam of Righteous. She was consigned by Red Bird Meadows Ranch, Mont-



gomery, Tx. and purchased by Triple JR Cattle, Friendswood, TX.

Lot 28, the pick of the Doguet show heifer prospects was the next high seller at \$26,500. It was consigned by Doguet's Diamond D Ranch, Poteet, Tx., who sold the 2014 International Champion Female, the Grand Champion junior female in San Antonio and led the two times Show heifer of the year, DDD Ms Barbara 804Y61. The pick sold to Vinson Ranches, Ovalo, Tx.

The fifth high selling female, and top selling open heifer was Lot 24, Ms Brinks Bella 535A8, she is the first daughter of Brinks Arabela to sell at auction and was consigned by Westall Ranches, Home of Brinks Brangus, Arabela, NM. She was purchased by Lake Majestik Farms, Flat Rock, Al for \$22,000.

Selling for \$19,000 was lot 27a, CB Ms Landau 541A26, consigned by Cavender Ranches, Jacksonville, TX. She is sired by the curve bending Landau and posts 7 EPD traits in the breed's top 30% or better, and is a maternal sister to Hombre. She was purchased by Clover Ranch, Marietta, Georgia. Lot 3 sold for \$18,000. This powerful donor, Ms CRC Csonka 263U, is a maternal sister to Landau and records top 1% of the breed YW EPD. She was consigned by Truitt Brangus Farm, Auburn, Al and purchased by Draggin M Ranch Eldorado, Ar.

Lot 14, Suhns Miss BT 331S43, was the high selling flush lot at \$16,000.

She is the dam of the \$66,000 Foundation herd sire and a full sister to Next Step. The flush was consigned by Suhns Cattle Co, Eureka, Ks and purchased by Draggin M.

The high selling bull was Lot 11, CX Tanque 23/T. 20% semen interest and full possession sold for \$15,000 to Southern Cattle Co, Marianna, Fla. He is the sire of champions in multiple countries and was consigned by Trio Cattle and Genetics, Dallas Texas and Texas Connection, Wharton, Tx.

The IJBBA donation heifer, Ms Salacoa Stonewall 99A5, donated by Salacoa Valley Farms, Fairmount, Ga generated \$41,000 and sold to a consortium of Brangus breeders.

The sale was managed by American Marketing Service, Wheelock, TX.

10 Donor Females grossed \$270,700 to average \$27,070  
6 Embryo Flushes grossed \$64,000 to average \$10,668  
2 Pairs grossed \$16,000 to average \$8,000  
2 Bred Heifers grossed \$22,200 to average \$11,100  
7 Open Heifer grossed \$106,000 to average \$15,143  
1 Bull grossed \$15,000 to average \$15,000

**28 Total Lots grossed \$493,900 to average \$17,640**

## Santa Gertrudis Headlines



### 2014 National Show Champions Names

Judge Jason Heath sorted through a high quality set of Santa Gertrudis animals during the 51st Annual Santa Gertrudis National Show held in Ft. Worth, Texas, on January 19th. Heath evaluated 41 classes before naming Tara's Belle III the National Champion Female and 5-E's Integrity the National Champion Bull. Tara's Belle III, an Early Two-Year Old Heifer, had been named Champion Senior Female earlier in the day. Tara's Belle III is owned by Tara Ranch, Curtis and Tamara Hudnall, Liberty, Texas. 5-E's Integrity came out of the Aged Bull Class and had been named Champion Senior Bull prior to receiving the nod for Grand Champion. 5-E's Integrity is owned by Greg and Hilda Edenfield of Altha, Florida. SJ Island Cora took

the top STAR 5 honors. The 2011 STAR 5 female was exhibited by Regan Ruddock of Rockport, Texas. The Reserve Champion Female was Circle A Ambition owned by Circle A Farms of Williamsport, Tennessee and the Reserve Champion Bull was Tara's Top Drive 911-2 owned by Tara Ranch of Liberty, Texas. SJ Island Sarita, owned by Regan Ruddock, Rockport, Texas was the Reserve Champion STAR 5. The 51st Annual National Santa Gertrudis show was dedicated to long time breeders and show supporters Wylie and B.J. Taliaferro, Double TT Ranch, Rosser, Texas.

### SGBI Hall of Fame Inductees Recognized

Four members of Santa Gertrudis Breeders International were inducted into the breed's Hall of Fame, March 29, 2014 during the association's annual membership meeting held in Branson, Missouri. Recognized for their contributions to the breed were Dennis Alsup, Joe Jones, Howard Tinney, and Wylie Taliaferro. L&L Farm Manager Dennis Alsup was a leader in breeding and promoting polled Santa Gertrudis genetics. Former SGBI Classifier and long-time Briggs Ranch Manager Joe Jones was recognized for years of

leadership to the association and a breeding program based on the production of sound profitable cattle. Alabama native and master marketer Howard Tinney utilized the show ring to promote the breed and developed marketing avenues that provided SGBI members with a national showcase. Long time SGBI member Wylie Taliaferro was recognized for the role he played in being one of the founding fathers of the breed's outstanding youth development program.



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# Industry News

## 44 Farms Bull Sale

FEBRUARY 22, 2014 - Buyers gathered in Cameron, Texas, from across the country to purchase 44 Farms genetics. The offering included 227 head of registered Angus bulls and 36 head of breed-leading Angus females.

The high selling lot was Lot 44, an A A R Ten X 7880 S A son. Envision Associates of Cameron, Texas, won the bid at \$37,000. Two lots tied for second high-selling lot at \$13,000. Lot 6, a son of Rito 9Q13 of Rita 5F56 GHM, was purchased by Double Eagle Ranch of Spring, Texas. Winston 8 Ranch of Lufkin, Texas, purchased Lot 8, another son of A A R Ten X 7008 S A.

The top selling female was also the top selling open heifer and a daughter of EF Authentic 0829. Lot 2 was purchased by Hardwood Farms

of Houston, Texas, this phenomenal female fetched \$65,000. Lot 1, a daughter of 44 Conveyance 0X52, was the top selling bred heifer and the second high selling female of the day at \$50,000. She was purchased by Bridges Black Angus Ranch of Sugarland, Texas.

133 Older bulls grossed \$783,250 to average \$5,889  
94 Yearling bulls grossed \$604,500 to average \$6,430  
227 Total registered bulls grossed \$1,387,750 to average \$6,113

31 Open heifers grossed \$126,850 to average \$4,091  
5 Special lots grossed \$178,500 to average \$35,700  
36 Total registered females grossed \$305,350 to average \$8,481

**263 Reported sale lots grossed \$1,693,100 to average \$6,437**

## The 2014 BIF Research Symposium and Convention is Set for June 18-21, 2014 in Lincoln, Nebraska

For nearly 50 years the Beef Improvement Federation has hosted our annual research symposium and convention. The convention serves to facilitate discussion and provide education on current issues facing the beef industry.

This past spring, over 500 cattlemen, academics and industry representatives gathered in Oklahoma City, Okla., for the 2013 Beef Improvement Federation Convention.

For the latest information about our 2014 BIF Symposium and Con-

vention go to <http://www.beefimprovement.org/library/general-information>. For more information on registering, contact the UNL Event and Conference Planning Office at [eventplanning@unl.edu](mailto:eventplanning@unl.edu). For questions on the conference, contact Matt Spangler at [mspangler2@unl.edu](mailto:mspangler2@unl.edu) or call 402-472-6489.

US MARC would also like to host pre-conference tours on Tuesday (all day) and Wed. morning. Tours can be arranged by contacting Janel Nierman ([Janel.Nierman@ARS.USDA.GOV](mailto:Janel.Nierman@ARS.USDA.GOV); 402.762.4110 ).

## Bill Would Keep Farmers' Private Information Private

A bipartisan group of lawmakers in the U.S. House of Representatives is determined to make sure the Environmental Protection Agency (EPA) does not disclose private information of U.S. farmers and ranchers as it did in early 2013. Congressman Rick Crawford (R-Ark.), joined by Representatives Jim Costa (D-Calif.), Lee Terry (R-Neb.) and Mike McIntyre (D-N.C.), introduced the Farmer Identity Protection Act that would prohibit EPA from releasing agricultural producers' private information into the public domain.

In 2012, EPA proposed a rule under the Clean Water Act that would have resulted in the agency gathering private information of livestock producers and making it publicly available and searchable through its website. USDA, the Department of Homeland Security, lawmakers in both the U.S. House of Representatives and U.S. Senate, and agricultural organizations raised concern that the proposal was not only an overreach of EPA's authority but also would make it easier for activist organizations to target farming and ranching operations and could potentially threaten the safety and security of the nation's food supply.

While EPA ultimately withdrew the proposal, the agency still collected private information of more than 80,000 livestock operations in 30 states through state environmental agencies and released it through Freedom of Information Act requests. Information, including name, address, phone number and even GPS coordinates of agricultural operations, was disclosed to Earth Justice, the Pew Charitable Trust and the Natural Resources Defense Council. Congressman Crawford recently called this an egregious breach of privacy.

"This legislation would prevent that from happening, making sure that sensitive information, private, personal information is not disclosed,"

Rep. Crawford said. "We need to be diligent from a national security perspective that we're protecting the food supply, the food chain and also protecting producers."

Agricultural organizations including American Farm Bureau Federation, National Pork Producers Council, Dairyalea Cooperative, Inc., National Turkey Federation, National Cattlemen's Beef Association, St. Albans Cooperative Creamer, Inc., National Chicken Council, and Upstate Niagara Cooperative, Inc., sent a letter to Congress supporting the Farmer Identity Protection Act.

Environmental groups, however, disagree with Rep. Crawford's efforts to keep this information private. According to a Jan. 24, 2014, article appearing in Roll Call, Tarah Heinzen, an attorney with the Environmental Integrity Project, was quoted saying, "While industry describes this case as a fight to protect 'personal information' from the prying eyes of environmentalists, the fact is that these highly polluting animal factories are corporate operations that are destroying waterways and communities wherever they operate."

Despite opposition from environmental organizations, Rep. Crawford says he is confident the bipartisan legislation will have enough support to move through the House, but says the Senate might be more challenging. He encouraged farmers and ranchers to reach out to their lawmakers and urge them to support the bill. The legislation was introduced on March 6 and was referred to the committees on Energy and Commerce, Transportation, Agriculture, and Science, Space and Technology.

-Mary Soukup, Drovers Cattle Network

## Attorney General Warns Oklahomans of Misleading Solicitations by National Animal Welfare Group

Attorney General Scott Pruitt on Wednesday issued a warning to Oklahomans regarding solicitations and advertisements by national animal welfare organizations. Attorney General Pruitt is concerned such groups are giving Oklahomans the impression their donations are assisting Oklahoma animal shelters, when in fact the donations of Oklahomans may go toward unrelated efforts like lobbying in other states or at the federal level.

Pruitt said he is looking into concerns over fundraising advertisements

in the wake of the May 2013 tornadoes. Those advertisements gave Oklahomans the impression their donations would go to help animals displaced by the storm as well as support local shelters impacted by the storm. The concern is the donations of Oklahomans made to national animal welfare organizations in the wake of the tornadoes may have gone instead to lobbying activities. The attorney general's office has consulted with central Oklahoma animal shelters most impacted by the 2013 tornadoes who indicated their organizations have not received assistance from the national groups.



"Oklahomans are caring people and gave generously to assist our friends and neighbors devastated by the deadly May 2013 tornadoes," Pruitt said. "In the wake of the storm, there are concerns some national animal welfare organizations may have misled Oklahomans by giving the impression their donations would help displaced animals and animal shelters in Oklahoma. Our review has found the Oklahoma shelters have not received assistance from national groups. Our concern is that Oklahomans' donations may instead have gone toward lobbying activities in other states or at the national level. We all want the best for displaced animals and appreciate the work animal welfare organizations do to provide care for dogs, cats and other animals. But it's important to ensure Oklahomans are not being deceived, and that the donations they made to help Oklahoma-based animal shelters are doing just that."

The attorney general's office is reviewing information from national animal welfare organizations to help resolve and clarify these concerns.

To ensure their donations go to help local animal welfare organizations, Pruitt encouraged Oklahomans to give directly to state-based causes and organizations.

"The best way to ensure your donation is assisting the charity or organization you intended is to give directly to that organization," Pruitt said. "If anyone suspects they have been the victim of false or misleading fundraising efforts by national animal welfare groups, they should contact

the attorney general's office. As the state's top consumer advocate, I will continue to review these concerns to ensure no one is taking advantage of the generosity of Oklahomans."

The Attorney General's Public Protection Unit provides the following tips to avoid charity fraud:

- Do not give credit card numbers over the telephone or via e-mail;
- Write checks payable only to the charity;
- Never be pressured into giving;
- Find out if a charity is registered in Oklahoma by contacting the Secretary of State at (405) 521-4211 or visit [www.sos.ok.gov](http://www.sos.ok.gov);
- Be leery of "free gifts" or "prizes" in return for donations;
- Ask for information in writing;
- Be leery of charities with names similar to well-known organizations;
- Beware of appeals that are long on emotion, but short on facts;
- Never be afraid to ask questions or request information.

~ *Oklahoma Farm Report*

## Liability Risk is Beginning to Flow Down the Beef Production Chain

The whole topic of liability is a frustrating one for cow-calf producers. After all, a cow-calf producer has no way of controlling what happens to the product once it leaves the ranch. However, in today's litigious world, someone is going to be sued if a problem develops.

Retailers, packers, and feeders tend to be much larger enterprises; thus, they're much more appealing targets from a trial lawyer's viewpoint. That doesn't mean, however, that cow-calf producers are immune from such legal action.

Lawyers at the retailer and packer levels understandably work hard to protect their clients. Increasingly, they are asking for affidavits or some other form of guarantee that the products or cattle they procure haven't been fed animal byproducts and that withdrawal guidelines, etc., have been followed.

Meanwhile, the hotel, restaurant and institutional (HRI) sector has created additional value by making specific claims regarding those product. That value, however, has potential risk associated with it, as one misstep can create big problems. That means the HRI trade and retailers are demanding assurances from packers in order to limit any liability exposure.

Not surprisingly, as the packers have been forced to accept that liability, their lawyers are demanding assurances from their suppliers. Now, the feedlots and auction markets are going to be demanding those assurances from their suppliers as well.

It can be argued that this is a good thing, and it's certainly understandable. Thus, everyone will be very cognizant of meeting standards while animals are under their control; they'll also demand that guidelines have been followed prior to their taking control of the animal. Of course, it also means that liability will be pushed back to the cow-calf sector as well.

The challenge becomes making sure these assurances can be made, while not impeding the rate and flow of commerce. I don't envy the logistics and paperwork of a sale barn, for instance, that sells a load of cows and must have 25 different owners sign an affidavit and store it on file.

Eventually, it will be understood that any time an animal changes hands, assurances will have to be made; it will simply be seen as a necessary cost of doing business – like brand inspections and health papers. In the short term, it will pose challenges, especially for the sale barns across the country.

Perhaps, to make it easier, the industry needs to standardize and create such forms. Currently, we have different buyers with different forms,

even though they are essentially the same. Perhaps some entrepreneur will come up with a phone app that will enable producers to fill out and sign these forms electronically and store them on a cloud somewhere so they can be easily accessed.

This week, USDA's Animal and Plant Health Inspection Service announced its plans for moving forward with its traceability initiative. There's been a lot of concern in the country about traceability, but the marketplace is beginning to demand it to a degree that the argument is shifting.

Without question, there is a cost associated with this degree of record keeping. But the debate is no longer about whether or not it is going to be required, as the consumer has spoken. The question is how do we create a system that minimizes the costs and does not impede the flow of commerce?

With mandatory country-of-origin labeling, the great debate was whether it should be voluntary or mandatory. In regard to traceability, we have debated how the data should be stored, who will have access, and the degree to which the government should be involved. The marketplace is answering those questions by instituting a mandatory/voluntary program.

Of course, you have a right not to sign the affidavits. However, if you exercise that right, you also have to understand that those buyers will exercise their right to not buy your cattle.

~ *Troy Marshall in My View from the Country*

*Industry News continued on page 32 ►►*



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## Beef Marketers Partner with Walmart in Central America

Nearly 30 Walmart stores in Central America recently participated in a six-week U.S. Meat Export Federation (USMEF) promotion of U.S. beef cuts, resulting in a 70% sales growth.

The collaboration was focused in four countries in the region: Costa Rica, Guatemala, El Salvador and Nicaragua. It involved training Walmart personnel in recognizing U.S. beef breeds, grading, marbling, cold chain management, proper meat handling, and tips on cooking or grilling cuts.

The 10 cuts featured in the promotion were: short ribs, rib eye center cut, Delmonico, New York strip loin, outside skirt, culotte, inside skirt, T-bone, flap meat and sirloin.

"Grilling is an important summer family activity, and we developed this program to help Walmart staff teach their customers how to grill or prepare these new cuts in the kitchen," said Gerardo Rodriguez, USMEF trade development director for Mexico and Central America. "The response from the Walmart staff has been spectacular."

In addition to promoting the products at the meat case, the stores also set up cooking demonstrations in or outside the store where a different cut was prepared hourly. The stores installed meat coolers and checkout stands at the outside demonstration sites so that motivated customers

could easily purchase the products.

The results – a 70% increase in sales among a targeted higher-income audience – drew a favorable reaction from Walmart executives, USMEF said. Additional collaborations are expected.

"The promotions with USMEF brought new clients to our stores," said Rodrigo Cordero, Central America trade manager, meat division, for Walmart. "If we can help the consumer while increasing our sales by mixing sampling and education, the program is a success."

"This program helped educate shoppers so they will know how to use the cuts of beef after the promotion is over," Cordero added.

The demonstrations, which seated anywhere from 25 to 35 consumers at a time, covered everything from charcoal placement, fire safety and grill cleaning to the proper cooking temperature for rare, medium and well-done meat as well as preparation of meat for cooking. According to USMEF, beef exports to Central and South America through the first half of 2013 are up 12% in volume and 11% in value to 19,327 metric tons valued at \$70.9 million.

– *BeefProducer.com*

## Testing and Vaccination Closing in on Bovine TB and Johne's

Bovine tuberculosis and Johne's disease are both caused by mycobacteria and progress is being made toward better testing for and control of both.

The pathogen responsible for Johne's disease is *M. avium*, subspecies *paratuberculosis*, and the cause of bovine TB is *M. bovis*.

Scientists at the Agricultural Research Service National Animal Disease Center in Ames, Iowa, are developing and improving diagnostic tests, vaccines and other technology to detect and prevent spread of these diseases.

Great progress has been made to eradicate bovine TB in US cattle, and infection rates are low. However, *M. bovis* still persists in wildlife, which can transmit it to cattle.

In addition, more reliable tests are needed to detect TB-positive cattle from Mexico before they are imported into the United States.

"While the diagnostic tuberculin skin test for cattle is helpful in slowing the spread of bovine TB, it is not sensitive enough and requires a 72-hour waiting period for results," says NADC veterinary medical officer Mitch Palmer.

Also, the common skin test may not be able to detect all TB-positive animals in a large herd, he says. When an animal is infected with TB, the entire herd typically is euthanized.

So Palmer and his colleagues are working to develop a better test which will allow producers to identify and remove infected cattle and keep TB-free animals. They are investigating antigens, which are components of foreign bacteria or viruses within the body that cause the immune system to produce a response.

It appears their work is already paying off. A new serum TB diagnostic test was recently developed by IDEXX Laboratories, Inc., in Westbrook, Maine, based on NADC scientists' findings that an antigen called MPB83 is useful in bovine TB antibody-based tests.

This was a team effort, says NADC veterinary medical officer Ray Waters. IDEXX used samples from ARS experimental infection trials and ARS helped the company validate and optimize the test. ARS also assisted with worldwide field analyses with colleagues in the United Kingdom, New Zealand and Ireland to verify the test's sensitivity and specificity.

The new test is more convenient and could potentially be used in combination with other tests to identify undetected TB-infected animals, Waters says.

Another type of test, based on polymerase chain reaction analysis of

DNA, has been developed by NADC microbiologist Tyler Thacker. The PCR test detects *M. bovis* in fresh tissues.

Many of the current bovine PCR assays used to detect bovine TB were shown to detect mycobacteria that were not *M. bovis*. The new PCR test distinguishes between *M. bovis* and environmental mycobacteria that can cause a false-positive reading, Thacker says. It also speeds up the process by confirming *M. bovis* in fresh tissue.

"What's most important is the specificity of the new PCR assay," Thacker adds. "The fact that it's faster than a traditional PCR assay is an added benefit."

In studies of the new assay, the specificity for detecting *M. bovis* was 100%, and it was detected 67% of the time in samples from infected animals.

### Reduce TB in deer?

A century-old vaccine, *Bacillus Calmette-Guerin*, is being tested in deer and may provide a missing piece of the puzzle in eradicating bovine TB.

Palmer says ARS researchers are trying to determine whether it will protect deer, whether there are any undesirable side effects, and whether it is safe to use in deer that often become food for hunters.

In some countries, BCG is still used to vaccinate humans where TB persists, but it is not used in the US. The main reason is because people who are vaccinated with BCG might test positive when given a TB skin test, even if they don't have the disease.

In experiments with captive deer, they were fed a BCG oral bait vaccine at a standard dose and 10 times the standard dose. Deer fed standard doses showed no traces of the vaccine after one to 12 months. However, the vaccine was found in deer that received higher doses.

"Importantly, the vaccine was never found in cuts of deer meat or tissues commonly used for food by humans, regardless of whether it was given orally or by subcutaneous vaccination, in any of our safety experiments," Palmer says. "It seems to be safe in deer."

### Detect Johne's

For scientists in NADC's Infectious Bacterial Diseases Research Unit, Johne's disease is a priority. The disease can cause diarrhea, reduced feed intake, weight loss, and sometimes death in infected animals. Yearly estimates in losses to the U.S. dairy industry alone exceed \$220 million. It is much less common in beef cattle, but a 1997 USDA study suggests 10% of beef cattle herds could have Johne's disease present.

In the past, testing was inconclusive because any antibody used to detect the pathogen which causes Johne's disease also reacted to other

Industry News continued on page 34 ►►



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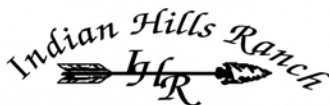
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environmental mycobacteria, including the pathogen responsible for bovine TB.

Microbiologist John Bannantine has discovered an antibody that's 100% specific in detecting the Johne's organism. A patent has been awarded for the new antibody and scientists are working to develop diagnostic tests that will confirm the presence of the Johne's disease bacterium.

#### Vaccination versus test

Although vaccines reduce the severity of Johne's disease, it is important they do not cross-react with tests for other cattle diseases.

"Producers were concerned that if they vaccinated against Johne's, they would not be able to tell whether their herd had bovine TB or Johne's disease," says microbiologist Judy Stabel.

To test for cross-reactivity of Johne's vaccines and TB tests, calves were vaccinated with a commercial vaccine against Johne's disease. Then blood samples were taken for more than a year. Novel serologic TB tests, which will soon be commercially available, were used to measure animals' responses.

"No reactivity was found using the TB tests with vaccinated calves,

which is good," Stabel says. "This means that these tests will not wrongly identify cattle with Johne's disease as being positive for bovine TB."

Scientists found similar results using skin tests in other experiments.

—BeefProducer.com

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- 5 Louisiana BBA & Arkansas BBA Rose Capital Classic Sale - Shreveport, LA
- 6 **Triple Crown Ranch "Opens the Gates" Sale - Angleton, TX**
- 6 BBU National E6 Sale - Columbus, TX
- 11 Magic City Sale - Miami, FL
- 11 **Doguet's Elite Brangus Show Heifer Sale - Poteet, TX**
- 12 **Doguet's "Texas Best" Brangus Female Sale - Poteet, TX**
- 12 Red Doc Farms Red Hot Bull Sale - Bosque, NM
- 12 Collier Farms Advantage Sale - Giddings, TX
- 12 Ozark & Heart of America Spring Sale - Springfield, MO
- 15-17 MAS IX Online Sale
- 19 East Texas/Louisiana BMG Sale - Crockett, TX
- 19 Southeastern BBA Unity Sale - Calhoun, GA
- 19 VIVA La Brahman Fiesta Sale - Venus, FL
- 26 Tinney Farms Herd Reduction Sale - Cullman, AL
- 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 Florida Brahman Association Heifer Sale - St. Cloud, FL
- 26 "Divas In Red" Red Brangus Sale - College Station, TX

## 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
- 24-25 The Elite Simbrah Sale - Yoakum, TX

31 The Event Red Brangus Sale - Brenham, TX

## June

- 7 Southern Alliance BMG Sale - Cullman, AL
- 28 Cottage Farm & Clark Jones Southern Tradition XIV Sale - Savannah, TN



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Whatever you do, work at it with all your heart, as working for the Lord, not for men, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ that you are serving.  
- Colossians 3:23-24

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