

# THE EAR

Serving the Bos indicus Cattle Industry of America | July/August 2014 | \$4.00



**Commercial and Purebred Marketing**



# 11<sup>th</sup> Annual Santa Gertrudis Bull Sale & Commercial Female Sale and 37<sup>th</sup> Annual Tri-Star Santa Gertrudis Sale

Offering 75+ Bulls and 200 Select "Star 5" Commercial Females with an offering of Performance Proven Genetics from three of the most respected & consistent programs in the industry...featuring Briggs Ranches, Corporron Acres & Harris Riverbend Farms.



## Schedule of Events

Thursday, November 6th

4:00pm - Cattle viewing

Friday, November 7th

7:00am - Cowboy coffee

11:00am - 11th Annual Bull Sale

1:00pm - 11th Annual Commercial Female Sale

4:00pm - Tri-Star cattle viewing

6:00pm - Gathering & dinner

Saturday, November 8th

8:00am - Breakfast & cowboy coffee, cattle viewing

11:00am - 37th Annual Tri-Star Sale

*All sale events at Briggs Ranches  
Bloomington, Texas*

**DVAuction**  
Broadcasting Real-Time Auctions

**american  
marketing  
services**  
Marketing Superior Genetics

Mark Cowan, markc@amscattle.com, 903.495.4522  
Trey Kirkpatrick, treyk@amscattle.com, 979.324.5518  
Richard Hood, richardh@amscattle.com, 979.224.6150  
Brad wright, bradw@amscattle.com, 979.219.4599  
[www.amscattle.com](http://www.amscattle.com)

# Briggs Ranches



**Traylor Division**  
Bloomington, Texas

PO Box 1417 • Victoria, Texas 77902

Joe Jones, Manager: (o) 361.897.1337 • (c) 361.550.0994  
[briggsranches@hotmail.com](mailto:briggsranches@hotmail.com)

**San Roque Division**  
Catarina, Texas



**San Carlos Division**  
Rio Grande, Texas





**SAVE  
THE DATE**

# 10.11.14

*1st Annual*

## **Brinks Brangus™** at Westall Ranches *Production Sale*

**Selling 75+ Brangus bulls**  
**20 Registered Brangus females**  
**200+ commercial bred heifers and cows**

**Saturday, October 11, 2014**

9 am – Field day and cattle viewing at the ranch, Arabela, NM

5 pm – All Video sale at the Ruidoso Convention Center



**[www.brinksbrangus.com](http://www.brinksbrangus.com)**

**Westall Ranches**

Home of  
**Brinks Brangus™**



Breeding The Best, Better®

Ray and Karen Westall, Owners  
1818 Arabela Road • Arabela, NM 88351  
Ray Westall 575-361-2070  
Tate Pruett, Ranch Manager, 575-365-6356  
taterfire@hotmail.com  
Cheranie Viator, marketing  
(979) 777-9419 • info@brinksbrangus.com



## Columns

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

## Features

- 10 No Hoof - No Bull
- 15 EPDs: Are You Using Them or Abusing Them?
- 18 Paschal's Time at Texas A&M
- 22 Building the Brand

## Departments

- 26 Beefmaster Headlines
- 26 Brahman Headlines
- 30 Brangus Headlines
- 33 Simbrah Headlines

## Other

- 25 Industry News
- 37 Bos indicus Bulletin Board
- 39 Calendar
- 40 Advertiser's Index



6

When I was an undergraduate at Texas A&M University in the mid-1970s I took an undergraduate class in Beef Cattle Production (ANSC 406 as it was called then) taught by Mr. Frank C. Litterst. Mr. Litterst was the Beef Cattle Center Manager and taught the beef production class and also two Animal Science Practicum classes, one for Agriculture Education majors before they went to their teaching internships or "blocks" and the other for junior and senior Animal Science majors who needed basic animal handling skills to polish their resumes. Usually a student could pick up an hour or two of extra credit, usually make an A and learn something doing it. I volunteered and went to his office the next morning.



10

We've all heard the saying "no hoof - no horse". This saying is popular because a lame horse is of little use to its owner. The same applies to our bulls. Regardless of his bloodlines, exceptional musculature or superior EPDs, if he is lame, he isn't going to breed your cows to pass on those magnificent genes, so he's useless to you.



15

Sometime between the times that EPDs (Expected Progeny Differences) were developed and breeders actually started to understand them, they became more of a marketing ploy than the breeding tool they were intended to be. Those that had "good" EPDs in their herd touted their greatness and those that had "bad" EPDs touted their uselessness. Unfortunately, after over 40 years since the first national sire summary was published by a breed association; we still see ads, articles, promotions and propaganda debating the value of EPDs.



22

"Florida's history cannot be fully told without mentioning the contributions of the Seminole Tribe. After the arrival of the first Spanish Andalusia cattle in Florida in 1521, Florida's Native American Indians became our country's first cowboys," states Florida Department of Agriculture Commissioner, Adam Putnam. "The harsh land and marshes of South Florida are what has preserved the Seminoles through history," explained Willie Johns, Tribe Historian. Their history is one of tremendous struggle and suffering, but through it all they never lost their "Pride" in always conserving, protecting and treasuring the land, air and water.



< On the Cover:  
Brangus heifers on a summer evening.  
Photo by Crystal Devoll.



# Providing the Best in Braford Genetics



## ALLEMAN CATTLE COMPANY

Bryan & Roxanne Alleman - Owners  
2709 Abbeville Hwy • Rayne, LA 70578  
Office 377-334-9322  
Cell 337-278-2586  
allemancattle@cox.net

## BILL RAINER CATTLE CO.

PO Box 243 • Union Springs, AL 26089  
Alabama 334-738-2205  
New Summerfield, TX  
Texas 800-729-7790  
Texas Fax 903-683-9830

## ADVANCING THE BREED IV SALE OCTOBER 2, 2014 • LAKE CHARLES, LA

We will be selling 15 top performance bulls in the Advancing the Breed association bull sale in Lake Charles, Louisiana on October 2nd. Our consignments will include some half-brothers to Ribeye as well as sons of Legacy and our other performance herdsires.



### TR CM RIBEYE 326P

This polled Critical Mass son scanned a 17.7 square inch ribeye at 14 months of age. We bred him to a few cows this spring as a yearling and he is pictured in the pasture with cows at the end of the breeding season.

## THUNDERSTORM R CATTLE CO.



Rodney L. Roberson  
8336 FM 2782 • Nacogdoches, TX 75964  
936-569-4872  
rlr@thunderstormrcattle.com  
www.thunderstormrcattle.com



## GREENVIEW FARMS, INC.

Winton C. & Emily C. Harris Family  
Jonny & Toni Harris  
334 K-Ville Rd • Screven, GA 31560  
912-586-6585  
Cell 912-294-2470  
greenviewfarms@windstream.net



## HARVEY RANCH

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







**Serving the Bos indicus  
Cattle Industry of America**

The EAR Magazine  
c/o AMS Genetics  
PO Box 10  
Wheelock, TX 77882

Physical:  
10541 E OSR  
Hearne, TX 77859

Phone: 979/828-2722

Fax: 979/828-5532

[www.amsattle.com/the-ear-magazine/](http://www.amsattle.com/the-ear-magazine/)

**Brad Wright**

Billing  
979/219-4599  
[bradw@amsattle.com](mailto:bradw@amsattle.com)

**Mark Cowan**

Advertising Sales  
903/495-4522  
[markc@amsattle.com](mailto:markc@amsattle.com)

**Richard Hood**

Advertising Sales  
979/224-6150  
[richardh@amsattle.com](mailto:richardh@amsattle.com)

**Trey Kirkpatrick**

Advertising Sales  
979/324-5518  
[treyk@amsattle.com](mailto:treyk@amsattle.com)

**Crystal Devoll**

Graphic Designer/Layout Artist  
979/820-8358  
[cddevoll@gmail.com](mailto:cddevoll@gmail.com)

Member:



Published on the first day of each month. Correspondence on all phases of the cattle business is invited. Publisher reserves exclusive right to accept or reject advertising or editorial material submitted for publication in The EAR magazine. POSTMASTER: Send address changes to: The EAR c/o AMS Genetics, PO Box 10, Wheelock, Texas 77882, 979-219-4599, FAX 979-828-5532.

# Have You Heard.... the Truth

Marketing of Commercial and Purebred cattle in good times and bad requires a steady hand and a consistent commitment to your goal. In times such as these when demand is high for all classes of cattle, it is tempting to ease the throttle back a little, rest on our laurels and to coast for a bit, allowing demand to make up for any shortfalls we might have in our marketing efforts.

In reality, now is the time to hit the accelerator and explore new marketing avenues, increase the advertising and the promotion dollars and to expand your marketing presence. It is a time when increasing revenues can cover marketing expansion; provide opportunities to build revenue streams that will continue to return long term dollars to the operation and to gain an edge on the competition in terms of market presence.

Whether you are a commercial or seedstock producer, one important concept is market differentiation. What are you producing that is unique and why should your customer desire your product? Are your cattle the result of planned matings? Have you consistently stacked performance in your herd? Are you stressing age of puberty and fertility? Have you selected for REA and IMF carcass traits? Are you selling show steers or show heifers? Do you place extra emphasis on structural correctness and longevity? Many of us are excellent producers who take all these factors into consideration when selecting replacements in our own operation, however, when it comes to marketing we have a difficult time describing those same advantages in our own cattle to our potential customers.

Commercially, are you raising bred heifers to sell? Consider advertising them. Many agriculture papers provide a classified section that is relatively inexpensive to get the word out on your product. The advertising specialist you deal with can help you express the advantages your cattle offer. Do you have the capability of shooting a video with a camcorder? Post it on YouTube, send it to potential customers or call some of your friends that are marketing professionals and get them to help you with the video and distribution. All are ways to increase your potential audience and in many cases are less expensive than you my imagine, especially in terms of dollars spent and revenue returned.

Is your product weaned steers and heifers? Have you built a relationship with your local sale barn operator? If not do so, he is and excellent means of getting your cattle noticed. Can you put together a uniform load of cattle? Can you get with a neighbor and together put together a load lot, this may be an excellent way to increase your market reach and expose your cattle products to a wider audience and a greater number of potential bidders through participation in a video auction.

Seedstock providers, who sell both replacement females and bulls to the commercial and registered sectors, must also deal with issues of market differentiation followed closely by brand equity. Building brand equity does not happen overnight. It requires a combination of market differentiation and market awareness that comes from identifying what your product does well and increased advertising dollars to penetrate the market place and imprint those values and differences in the minds of your customers.

Over time, successfully differentiating your product and building brand equity results in greater demand for your products. The marketplace will actively seek the attributes you produce in your cattle and will immediately associate those attributes with your operation because of the dollars and efforts you have invested.

Now is the time to expand your market efforts and build a stronger base in order to continue to reap the long term benefits of stronger demand for your products.

We look forward to serving you.

*Mark Cowan*





# Nunley Brothers

One Ranch Raised Annual Bred Heifer Sale

## 500+ Head

**Friday, September 19, 2014 • 1:00pm**

★ Cattle viewing 2-6 pm Thursday &  
Sale Day

★ All are Santa Gertrudis x Hereford heifers  
Bred to Gardiner Black Angus bulls



### Sale Location:

Coyote Ranch

Sabinal, Texas

9 miles south of Sabinal on FM 187



Productions

BROADCAST LIVE ON  
**RURAL TV**  
DISH Network 232  
BROADCAST LIVE ON  
[superiorclicktobid.com](http://superiorclicktobid.com)

**american  
marketing  
services**

Marketing Superior Genetics

For Sale Information & Catalogs:

Mark Cowan, [markc@amscattle.com](mailto:markc@amscattle.com), 903/495-4522

Trey Kirkpatrick, [treyk@amscattle.com](mailto:treyk@amscattle.com), 979/324-5518

Richard Hood, [richardh@amscattle.com](mailto:richardh@amscattle.com), 979/224-6150

Brad Wright, [bradw@amscattle.com](mailto:bradw@amscattle.com), 979/219-4599

[www.amscattle.com](http://www.amscattle.com)

Jim Kollman 432/770-5535

Chloe Nunley 830/279-5472

Must be registered for a buyer's number.

Please call: 800/431-4452



## Nunley Brothers

Bob & Richard Nunley

Sabinal, Texas

[www.nunleybrothers.com](http://www.nunleybrothers.com)



# PERFORMANCE TESTING AND SELECTION

## THE SCIENCE OF BOS INDICUS

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



When I was an undergraduate at Texas A&M University in the mid-1970s I took an undergraduate class in Beef Cattle Production (ANSC 406 as it was called then) taught by Mr. Frank C. Litterst. Mr. Litterst was the Beef Cattle Center Manager and taught the beef production class and also two Animal Science Practicum classes, one for Agriculture Education majors before they went to their teaching internships or “blocks” and the other for junior and senior Animal Science majors who needed basic animal handling skills to polish their resumes. One day, not too far along into the semester, Mr. Litterst (all of his former students still call him Mr. Litterst which gives you an idea of the kind of respect he engendered as a teacher) asked if anyone wanted to work on special projects at the Beef Center. Usually a student could pick up an hour or two of extra credit, usually make an A and learn something doing it. I volunteered and went to his office the next morning. There were a few of us who had showed up, some went to work cattle, others to do some fencing but he asked me to stay and straighten out some cow records.







**Accurate data collection has played a majority role in EPDs for many years, but the addition of DNA collection for genetic markers and evaluation has now made genomic EPDs a reality.**



At that time the Texas A&M University Beef Center had one of the best Brahman herds in the state and it was fairly large (for a university, numbering over 100 head) as well as good sized herds of Angus and Hereford cows and smaller herds of Charolais and Santa Gertrudis. There were also a number of crossbred cows created from these herds to use in teaching and research. I don't recall the exact numbers but there were in the neighborhood of about 250 head scattered across the campus lands (most of which are now under concrete or asphalt or intramural playing fields) and on an old air base west of town. Most if not all these cattle were used in classes and research, not only in Animal Science but in grazing studies with Range Science and Agronomy as well as the College of Veterinary Medicine. I am sure that many of the agricultural colleges and universities in the US had similar herds for use but like those at A&M they probably gave way to growing populations of students and their need for classrooms, parking lots and playing fields.

Mr. Litterst had just come back to A&M a year or so before, being hired by then Department Head Dr. O. D. Butler to run the beef cattle program and to bring more application back into the classroom. Having gotten his class work underway he needed to straighten out the records of the various cowherds at the university. He opened up a closet and handed me several boxes of cards and some notebooks and several files of registration papers and asked me to begin sorting them out. I spent a lot of time in that office sorting files by breeds and then by cow ID number and putting calving records and weaning weights with cows and then sires, adjusting weaning weights for age and sex of calf and age of dam and calculating ratios for each weaning group for the past several years and then I calculated the Most Probable Producing Ability (MPPA) for weaning weight for each cow. The MPPA is an estimate of a cow's future performance for a trait (like her calves' weaning weight) based on her past performance. As we completed each group the results were passed on to Mr. Litterst who used the results in selection decisions. I am not sure how many years of calving and weaning data we updated but I know it was all done by hand using a No. 2 pencil and a TI-30 electronic calculator!

It was my first experience with performance records. Registration papers (except for perhaps Simmental) didn't have places to record performance information on their application to be placed on pedigrees. Red Angus was actually the first breed association to require a weaning weight to be submitted with their registration, back in the 1950s. When the Simmentals arrived in the mid 1960s they followed suit. Almost all the larger breed associations had a separate association program to record performance information and required sending in breeding, calving, weaning and yearling records several times a year for compilation and adjustment and then were returned to the breeder, sometimes with a few errors (some as a result of data entry, others as a result of not being able to read the handwriting). In the late 1970s and early 80s many breed associations began to place the performance information collected from breeders (often called "in-herd" reporting) on the registration papers along with the ratio for each trait. Later they calculated Estimated Breeding Values and added them as well. There were also state Beef Cattle Improvement Associations (BCIAs) that were collecting this information back in the late 1940s and 50s, and they adjust-

ed and compiled it and sent it back to the breeders as well. Most (if not all) of these associations (beef breed as well as state BCIAs) followed the guidelines set down by the Beef Improvement Federation (begun in 1969) which was a group of interested USDA, state Extension, breed association and individual breeders who were interested in standardizing beef performance testing

principles. BIF set up the Guidelines for Uniform Beef Improvement, now in its 10th edition, with topics grouped including breeding herd evaluation, live animal evaluation, biotechnology, national cattle evaluation and utilization. The Guidelines include a performance glossary as well as complete explanations of how to collect various records, what they mean and how to use the appropriate adjustments. By the time you read this they will have had their 2014 Annual Research Symposium and Convention in Lincoln, Nebraska.

In the late 1970s, BIF with the assistance of a number of what I call animal breeders but most would know as geneticists from Iowa, Cornell, Georgia, Nebraska and later Colorado, began putting together the models to compute Expected Progeny Differences using within herd data and linking them up through the genetic relationships (such as parent-offspring) of widely used (often by AI) sires. Prior to this, most of the EPD calculations were from "designed" or structured progeny tests where several bulls were AI'd to commercial cows and all the data was collected from calving to carcass, an expensive and time consuming process. By the early to mid-1980s almost all of the breed associations had moved to this type of EPD calculation and as you can imagine the access of all the new data (even though it was reviewed and edited for errors and estimates) certainly changed the ranking of bulls causing many to second guess, even to this day, the tremendous value of EPD! Years of research since have shown the EPD for any trait in any breed to be the best estimator of genetic merit for beef cattle. Unfortunately there are not EPDs (or genetic tests for that matter) on the most important traits. Those still have to be measured on the ranch.

Currently there are a number of traits within the different breeds for which EPDs are calculated, mostly growth traits because there were a lot of them and it was easy but also carcass traits and now a number of other traits as well. Kuehn and Thallman reported in 2013 that 24 breeds report EPDs, mostly in growth, maternal ability and carcass but also in size, weight, stayability, docility, etc, for a total of 26 traits (some of them are indexes of EPDs). A growing number of breeds are including genomic data and better genetic relationship data through genomics to improve the accuracy of young animal's EPD (more important for young bulls). It takes a lot of progeny to improve the accuracy of the EPD (an indication of how reliable the EPD truly is) and additional genetic information improves that a lot, especially in young bulls.

Having said all this, I want to emphasize the performance testing and selection based on genetic merit must go hand in hand with visual evaluation. No EPD and no genetic test or marker provides balance in all traits. Even for those breeds with an indexed EPD, the values used in those indexes may not, and most likely do not, apply to all production systems. Selection using adjusted records (of which EPDs are the best) should be tempered with the stockman's eye. ♦

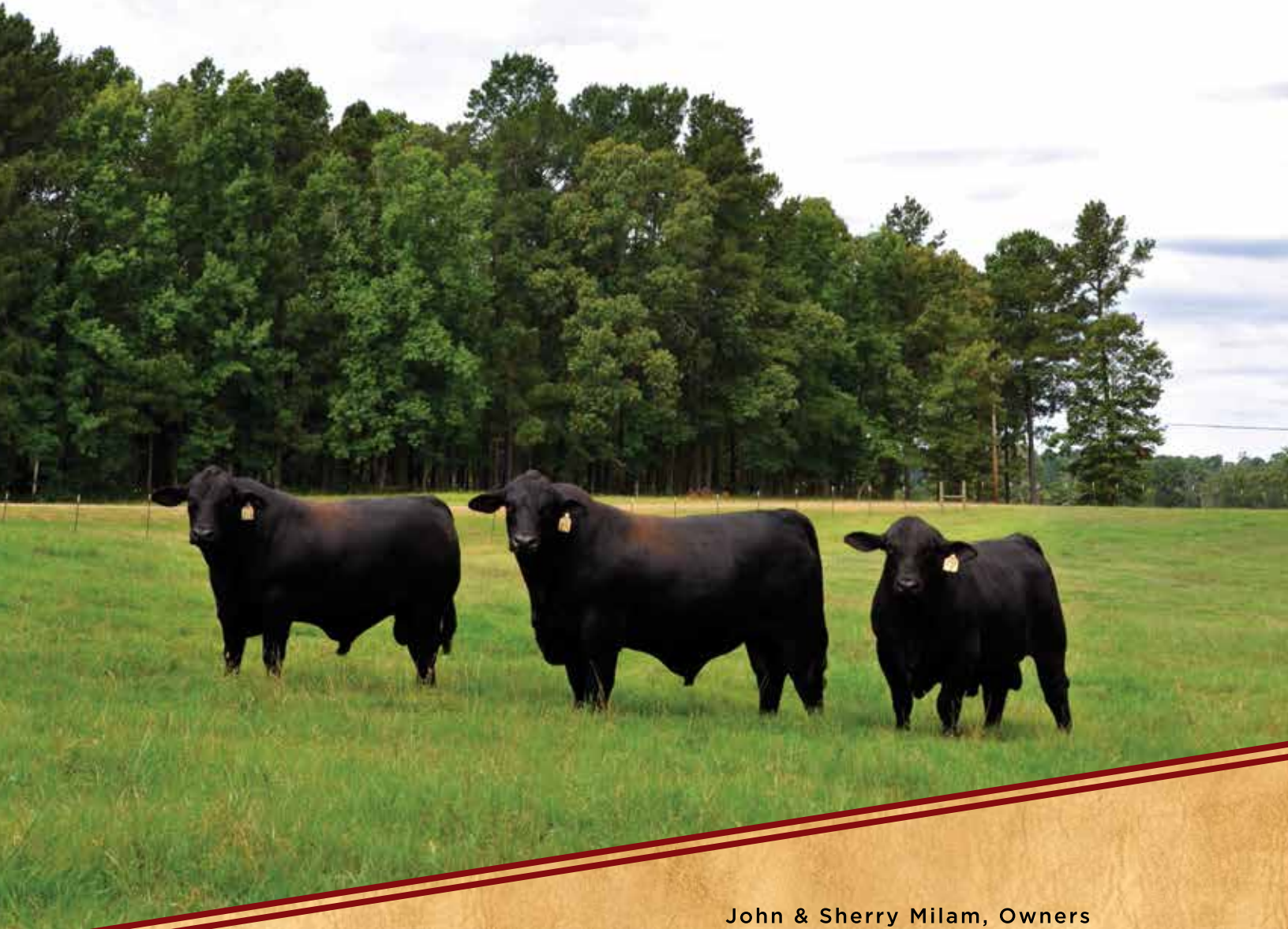


---

# Southeast Brangus Breeders Field Day

---

August 22-23 • El Dorado, AR



John & Sherry Milam, Owners

Grady Green, Registered Cattle Manager  
870.314.3673 • [grady@dragginmranch.com](mailto:grady@dragginmranch.com)

Danny Roberson, Commercial Cattle Manager  
870.310.8134

*Draggin' M Ranch*







*Eclectic Shopping*

*Showdown  
at Sunset*



*Great Dining*



**Enjoy a night on the historic streets of El Dorado, Arkansas.  
We've got quite an evening planned just for you.**

El Dorado has one of the most vibrant downtowns in the South, with unique shopping, fine dining and a lively nightlife. On the Saturday night of your visit, you can join in on the re-enactment of a 1902 gunfight and sway to a street concert with country star Logan Mize.

Join us for an unforgettable evening that we've arranged just for our friends in the Brangus Breeders associations.

**El Dorado** ARKANSAS  
**It's Showtime!**

For more information about El Dorado visit [www.GoElDorado.com](http://www.GoElDorado.com)





# No Hoof - No Bull

By Jackie Nix, Animal Nutritionist, Ridley Block Operations



We've all heard the saying "no hoof – no horse". This saying is popular because a lame horse is of little use to its owner. The same applies to our bulls. Regardless of his bloodlines, exceptional musculature or superior EPDs, if he is lame, he isn't going to breed your cows to pass on those magnificent genes, so he's useless to you.

Common causes of lameness in pastured cattle are cuts, punctures and foot rot. Cattle grazing endophyte-infected fescue pastures that have developed fescue toxicity experience a loss of blood circulation to the feet causing lameness as well.

## HOW DOES WET WEATHER INCREASE LAMENESS?

While parts of the west and southwest are experiencing severe drought, the east and upper mid-west are having another wet spring. All of that water is conducive to the development of lameness.

Cattle that continually stand in water and mud experience softened hooves-- just like your fingernails after a long bath. Softened hooves are less impervious to punctures and abrasions and thus injuries are more likely to occur. Open wounds provide an avenue to infection by the foot rot bacterium.

Wet weather also promotes rapid pasture growth and can inhibit haying and clipping activities. For cattle grazing infected fescue pastures, this can be detrimental. The ergot fungus responsible for fescue toxicity is more concentrated in seedheads than in other parts of the plant. When cattle are forced to consume more seedheads (either on pasture or in over-mature hay) they will intake more of the ergot toxins and are more likely to show symptoms of fescue toxicity.

## PREVENTION

Luckily, most lameness can be prevented, or at least made less severe, with good management. Below are some tips:

- Maintain good drainage in and around watering and feeding areas
- Do not utilize sharp gravel in areas where cattle have to walk
- Do not purchase animals from herds that show signs of lameness
- Treat animals at the first sign of lameness
- Cull cattle that display chronic lameness
- Keep fescue pastures clipped to reduce the number of seedheads and to maintain pasture nutritional quality
- Have fescue pastures tested to determine the extent of endophyte infection
- Allows you to make better choices regarding nutrition and management
- Dilute fescue pastures by inter-seeding with legumes
- Provide year-round, free choice access to a high quality mineral supplement that contains adequate zinc and copper

## THE ROLE OF MINERAL NUTRITION

Proper mineral nutrition, especially zinc and copper, can help to improve hoof health as well as counteract the negative effects of the ergot toxin responsible for fescue toxicity.

Zinc is a critical nutrient involved maintaining hoof tissues, including, but not limited to, production of keratin (the part that makes the hoof hard), improved wound healing and improved cellular integrity. Zinc-deficient cattle exhibit increased claw and hoof disorders as well as skin disorders and poor wound healing. Improved zinc nutrition has been shown to improve hoof health in deficient animals.

Copper is required for strong keratin bonds (hoof hardness) as well as antioxidant activity. Copper deficiency decreases the structural strength of hoof tissue. Copper deficiency also results in decreased immunity, infertility and decreased growth.

Research has shown that the fescue endophyte not only decreases the total amount of copper present in the plant, but also, negatively affects bioavailability of copper for the animal. This makes sense when you consider that typical symptoms for fescue toxicosis closely resemble those for copper deficiency. These symptoms include hoof problems; rough, discolored hair coats; winter coats that are slow to shed out; decreased conception rates; increased days open and depressed immunity. For all of these reasons, lowered copper status plays a large part in the fescue toxicosis syndrome. Proper supplement



tation with a high copper supplement can help alleviate some of the fescue toxicity symptoms.

#### SUPPLEMENTATIONS

Natural deficiencies and antagonists in soils make proper supplementation of zinc and copper extremely important for all cattle, but especially to those grazing fescue pastures. Cattle producers who have observed lameness in their cattle or wish to improve overall hoof health should consider use of one of the SWEETLIX® CopperHead® line of mineral supplement products.

All CopperHead® supplement products deliver enhanced levels of copper, as well as balanced levels of zinc and other essential minerals and vitamins. The CopperHead® line of mineral supplements contains organic forms of zinc, copper, manganese and cobalt for optimum bioavailability. SWEETLIX® CopperHead® supplements also have the added advantage of RainBloc® for improved resistance to moisture resulting in less waste. RainBloc®-protected minerals form a thin, pliable crust on top during a rain event. This crust is readily eaten by cattle and doesn't need to be broken apart.

#### SUMMARY

In summary, lameness increases during prolonged wet weather. There are many management practices that you can employ to reduce the incidences of lameness in bulls as well as the rest of the herd. Included among these is proper supplementation of zinc and copper. Many cattle show deficiency symptoms including: discolored hair coats, slow to shed out of winter coats, depressed immunity, decreased conception rates, increased days open, and hoof problems. If your cattle experience any of these symptoms, you should use of one of the SWEETLIX® CopperHead® line of mineral supplements to help enhance copper and zinc nutrition. Ask for CopperHead® by name at your local feed store, call 1-87SWEETLIX, visit [www.sweetlix.com](http://www.sweetlix.com) or "like" us on Facebook to learn more about these and other SWEETLIX® supplement products for cattle. ❖

## FOR SALE 600+ Cow Unit Ranch in East Texas

**40 inch+ rainfall**  
**Improved pastures**  
**On highway, near town**  
**Good fences & corrals with scales**  
**Remodeled home**  
**Large lake**  
**Very productive operation**  
**Cattle & equipment included**  
**PRICED AT A GREAT VALUE**

**Wendland & Associates, LLC**  
Kenneth Wendland, Broker  
830.986.8410 • Cell 830.928.2418  
[kwendland@ktc.com](mailto:kwendland@ktc.com)

## PROFITABLE - PREDICTABLE - PRODUCTIVE

### Rebuild your herd with PRODUCTIVE Santa Gertrudis females:

- 🏆 Adds value through lifetime productivity and longevity
- 🏆 Wean heavy, healthy calves in the most challenging environments
- 🏆 Adds high-performing, maternal heterosis to your herd without complicated breeding systems
- 🏆 A longer productive life for her results in more profit for you



**The new color of RED is BLACK on the bottom line**

**MAKE PROFITABLE SELECTION DECISIONS  
WITH CONFIDENCE**

**The only *Bos Indicus* influenced breed offering the  
reliability of DNA verified EPDs**

**SantaGertrudis.com**  
**361-592-9357**  
**[sgbi@SantaGertrudis.com](mailto:sgbi@SantaGertrudis.com)**

SG2014-02-2



# INCREASE YOUR **BEEF IQ** PRODUCTION

AT THE LARGEST BEEF EDUCATION  
EVENT IN THE COUNTRY!

**AUGUST 4-6, 2014**

OVER 20 SESSIONS  
covering basic practices,  
new technologies & hot topics

50+  
Hours of Training

120  
exhibitor trade show

7+  
CEU credits

20+  
BQA credits

LIVE ANIMAL  
DEMONSTRATIONS

**FOR MORE INFORMATION**

**CALL: 979-845-6931**

**EMAIL: [EXTANSC@AG.TAMU.EDU](mailto:EXTANSC@AG.TAMU.EDU)**

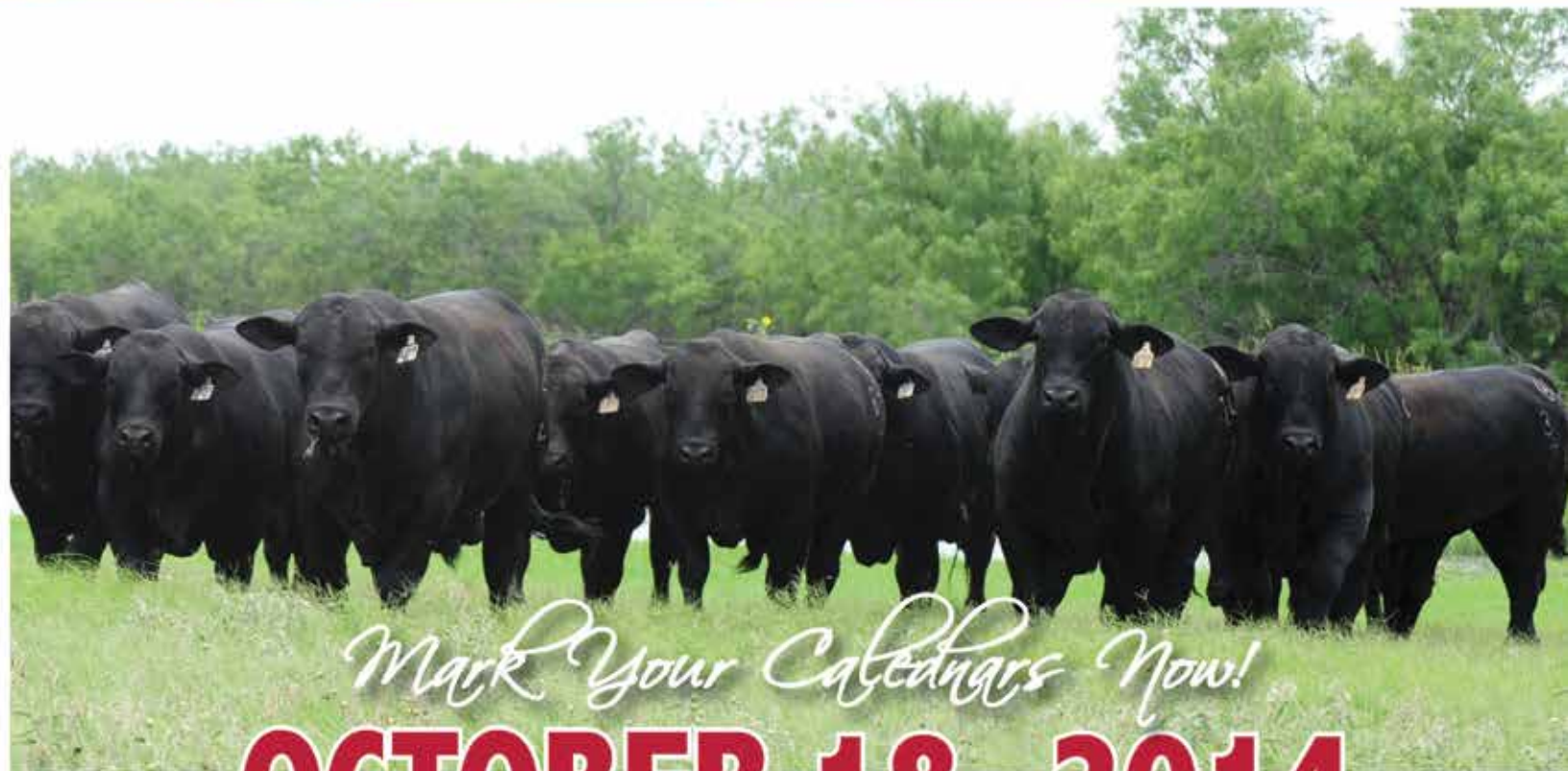
**VISIT US AT: [BEEF.TAMU.EDU](http://BEEF.TAMU.EDU)**

**REGISTRATION FEE: \$180 (\$220 AFTER JULY 30)**

*Come Enjoy*  
**our famous Aggie  
Prime Rib Dinner!**







*Mark Your Calendars Now!*

**OCTOBER 18, 2014**

**ANNUAL PRODUCTION SALE  
SELLING 100 BULLS, 75 REGISTERED BRANGUS FEMALES  
AND COMERCIAL FEMALES  
At the ranch, Poteet, Texas**



**Registered & Commercial Brangus**

Mike and Lisa Doguet, Owners

Mike Cell: 409-790-0345 Mike Office: 409-866-2297

Poteet/McCoy Locations - Eric Otto: (210) 834-0034

Beaumont Location - Ronny Kolander: (409) 790-5465

Genetics Consultant - Timmy Lucher: (210) 834-1247

Ranch Records - Mary Douglass: Off: (830) 569-5836 Cell: (210) 269-3220

[www.doguetranch.com](http://www.doguetranch.com)



Mark Cowan | [markc@amscattle.com](mailto:markc@amscattle.com) | 903-495-4522

Trey Kirkpatrick | [treyk@amscattle.com](mailto:treyk@amscattle.com) | 979-324-5518

Richard Hood | [richardh@amscattle.com](mailto:richardh@amscattle.com) | 979-224-6150

Brad Wright | [bradw@amscattle.com](mailto:bradw@amscattle.com) | 979-219-4599

[www.amscattle.com](http://www.amscattle.com)

**PROGENY OF THESE BULLS SELL!**



**DDD OUTCROSS 804T30**



**DDD MASTERPLAN 1019W10**



# EPDs:

## Are you *using* them or *abusing* them?

By Brad Wright



Sometime between the times that EPDs (Expected Progeny Differences) were developed and breeders actually started to understand them, they became more of a marketing ploy than the breeding tool they were intended to be. Those that had “good” EPDs in their herd touted their greatness and those that had “bad” EPDs touted their uselessness. Unfortunately, after over 40 years since the first national sire summary was published by a breed association; we still see ads, articles, promotions and propaganda debating the value of EPDs.

Let me start by saying that EPDs work! Look at the EPD trends in any breed association today for any trait, and you can see that the genetic population has moved depending on the selection pressure for a given trait. Progressive breeders in all breeds have USED EPDs to push the envelope of genetic advancement and to turn generations as quickly as possible. These pioneers have created the backbone of the seedstock industry by utilizing the technologies available to put the best product in the pasture and ultimately on the plate. However, many in this same group fail to educate commercial producers how to best use the available data and the consequences of single trait selection.

The most common argument I hear against the use of EPDs is that seedstock producers are getting cows too big and passing these genetics down the chain to commercial producers. That is not the EPDs fault. If you select for increased growth, and the EPDs work as expected, then you will breed bigger cows. But I also have several issues with this argument aside from the fact the EPDs didn't cause it. First, who are the cows too big for? Every environment is different, and we still live in a world that pays by the pound for the end product. If your environment can efficiently handle big cows, then by all means do it. This point is never more evident than now when calf prices are the highest in history.

Second, there is some misapplication of information in this argument. All of the cow size vs. efficiency studies are from the perspective of frame size, not weight. However, most breed associations only have EPDs for weaning weight and yearling weight with yearling weight being the closest indicator of mature cow size. But that yearling weight number doesn't tell the whole story. It is possible to have thick made, easy fleshing cows that weigh more

than others while at the same time being a smaller frame score. Only the breeders that take the time to collect additional data and pay close attention to the correlations between yearling weight and mature cow size are able to get the most performance from their cow herd while maintaining an efficient cow herd.

Third, this argument assumes that commercial producers are not paying attention to the genetics they are using in their herd. This is largely false since some of the best, biggest and most profitable operators in the world are commercial cattlemen that know every input and its purpose in their system. If a commercial producer is a terminal producer, i.e. he is not raising his own replacements, then that producer is wise to use the highest growth genetics he can get his hands on. Again stressing the point made earlier that this industry still pays by the pound. If a producer does retain heifers then he must know the EPD parameters that work in his environment and select genetics to fit his program. With the use of EPD data, that producer has the ability to set both minimum and maximum thresholds in his selection criteria to find the best genetics that compliment his herd.

I have also heard the arguments that EPDs only work for grain fed cattle and do not apply to a forage based system. Again there are multiple holes in the argument. First, EPDs are calculated in a manner that removes environmental influence. As the term progeny differences implies, the comparison of like animals in a like environment, or contemporary group, is the basis of the EPD calculations. So regardless of the management styles, the EPD should accurately reflect the genetic potential of that animal compared to others in the breed. Second, all programs are forage based programs and the implication that they are not does not hold much water. Even with calf prices where they are, no producer can afford to feed a straight grain diet to his cow herd. Cows are the most efficient converters of grass to protein and grass availability continues to be one to the largest limiting factors to the growth of the beef industry in the US.

As with any tool, if you do not know how to use it properly, it can do more harm than good. If every producer will pay close attention to what works best in their herd and develop parameters of EPDs to live by, they will produce a predictably consistent product. It is the seedstock producers' duty to continue to make genetic advancements and make these genetics available to the commercial sector and beyond. It is the commercial producers' duty to choose the genetics that best benefits their program and end goals. Do not select the highest EPD just because it is the highest, select the EPD that fits your program, but above all, make sure the EPDs are being used. Those that continue to come up with excuses and clichés to dismiss the value of EPDs are not on the leading edge of the industry and will only fall farther behind. ♦



# PRODUCTIVE, HEAT TOLERANT CATTLE



**BEAR 30/2  
SOLD AT TRI-STAR 2013**

**SELLING  
NOVEMBER 7 & 8, 2014  
AT BRIGGS RANCHES  
BLOOMINGTON, TEXAS**  
Santa Gertrudis x Hereford Bred Heifers  
Santa Gertrudis x Red Angus Bred Heifers  
Santa Gertrudis x Angus Bred Heifers  
A'd to Atlanta of Salacoa 488Z



**PERFORMANCE FEMALES**



**PROVEN PERFORMANCE, EXCEEDING EXCELLENCE**

**HARRIS RIVERBEND FARM**

David & Laurie Harris

PO Box 691 • Cleburne, TX 76033

Home: 817.641.4159 • Office: 817.641.4771 • Mobile: 817.996.5866





# Atlanta

## of Salacoa 488Z

**WAS BRED TO 500+ COWS IN HIS FIRST BREEDING SEASON OF FALL 2013.**

**Don't miss out on using him this Spring!**



**ATLANTA SPRING SPECIAL**  
**March 1st - June 30th**  
 ▶ Buy 20 get 5 FREE  
 ▶ Buy 40 get FREE SHIPPING

**R10210625**

CED	BW	WW	YW	Milk	TM	CEM	SC	REA	IMF	Fat
6.2	0.5	37	72	14	33	8.1	0.50	0.57	0.20	0.003

**Top 2% YW • Top 5% IMF • Top 10% REA, WW, TM & CEM**

**american  
marketing  
services**

*Marketing Superior Genetics*

**Semen Marketed Exclusively by:**

Mark Cowan, mark@amscattle.com, 903.495.4522  
 Trey Kirkpatrick, treyk@amscattle.com, 979.324.5518  
 Richard Hood, richardh@amscattle.com, 979.224.6150  
 Brad wright, bradw@amscattle.com, 979.219.4599

**www.amscattle.com**

**\$40/straw**  
*Commercial pricing by volume*



**TRUITT BRANGUS  
Farms**



**Brangus**

*Owned by:*  
 The **Oaks**  
 FARM S  
 B • R • A • N • G • U • S





# WITH THE RIGHT TOOLS, ANYTHING IS POSSIBLE



Many breeders recognize how the reproductive tools of In Vitro Fertilization and Reverse Sorted Semen make a powerful combination. IVF can work well on virgin heifers, pregnant females, and/or problem donors. Using Reverse Sorted Semen with IVF can allow you to produce pregnancies of the desired gender from almost any bull, which can make a huge impact on your operation's profitability.

IN VITRO FERTILIZATION • EMBRYO TRANSFER • SEXED SEMEN • RECIPIENT OPTIONS  
VIAGEN CLONING TECHNOLOGY • FRESH SHIP PROGRAM • LIVE CALF PROGRAM

## HEADQUARTERS

Sioux Center, Iowa 800.999.3586	Chillicothe, Missouri 800.372.3586
Centerville, Texas 866.924.4586	Boonsboro, Maryland 866.774.3162

## SATELLITE CENTERS

Arkansas • California • Illinois • Indiana • Iowa  
Kentucky • Minnesota • Nebraska • New York • Ohio  
Oklahoma • Oregon • South Dakota • Texas • Wisconsin

**TRANS**   
**genetics**

**multiply success**  
[www.transova.com](http://www.transova.com)



# Paschal's Time at Texas A&M

## *Shapes His Career Impacting the Livestock Industry*

By Olivia Norton '16

Above: Paschal discusses facility and pen design to high school FFA and Starr County 4-Hers at the RY Livestock Sales Facility in Rio Grande City.

Growing up in Corpus Christi surrounded by Santa Gertrudis cattle and Quarter Horses, livestock was never far from reach for Joe Paschal. It was no surprise that after completing high school, he set his sights on a future in the livestock industry.

Two years at Del Mar Junior College provided Paschal with his basic courses in math and science, allowing him to shift his focus to Texas A&M University for the remainder of his undergraduate career. In the fall of 1975, he transferred into A&M as an animal science production major and joined the Corp of Cadets.

"I wasn't a stellar student," Paschal recalled. "I was involved in the Saddle & Sirloin Club but because I transferred in as a junior and lived off campus, I missed my opportunity to participate on the judging teams, which I regret."

After graduation, with the careful guidance and encouragement of advisors and professors such as Dr. Harold Franke and Dr. Gene King, Paschal had a new goal in mind. He began graduate work under the supervision of Dr. John K. Riggs and Frank Litterst in the beef cattle production section.

"I began helping with animal science practicum classes and working at the Beef Center," Paschal said. "I can remember the old Beef Center was located where Reed Arena now stands."

In the summer of 1979, Paschal left his graduate work and Texas A&M to pursue a career with the International Charolais Association in Houston. This provided him the opportunity to travel around the United States and Central and South America. Attending shows, conferences and ranches pertaining to one of his passions could hardly be considered work.

In November of 1981, Texas A&M called once again as Dr. Jim Sanders encouraged Paschal to return to finish his master's degree with hopes of adding a doctorate to his list of credentials. After careful consideration, Paschal couldn't turn down the opportunity to once again join his Aggie family and in January of 1982 he returned, teaching and assisting Sanders with his animal breeding laboratory along with Franke's livestock marketing laboratory.

The careful encouragement and support of animal science faculty paved the way for Paschal, who completed a doctorate in animal breeding in 1986 and accepted a position as a livestock specialist with the Texas Agricultural

Extension Service in Fort Stockton.

"At the time I had to look it up on a map to see where I would be working. It was a great opportunity," Paschal recalled. "I worked with a close band of Extension specialists in range management, agricultural economics and wildlife management and nearly everything we did was done as a team focusing not just on production but the economics of production."

After working as a livestock specialist for two years, a move was on the horizon once again for Paschal as he transferred to Corpus Christi to become the new Extension livestock specialist stationed at the Texas A&M AgriLife Extension Center and continues to hold this position today. Paschal is responsible for the supervision of 37 counties in the Southern and Gulf Coast areas and notes a lot of driving, many late nights and often quite a few weekends.

Alongside the other specialists in the different subject matter fields, Paschal has developed a number of educational programs. "As an Extension specialist, I support county based educational programs and activities," Paschal said. "County Extension Agents visit with committees of beef cattle producers and come up with plans or ideas for field days or programs, and I work with them to make sure they are conducted and now, most importantly, evaluated and reported."

Today, Paschal's influence on livestock extension programs has ranged anywhere from long range educational programs such as comprehensive ranch management, meat goat and stocker cattle management to the Texas A&M Ranch to Rail-South programs. "Because my position is extremely broad, I may talk about the vaccination of certain cattle diseases and the discovery and validation of genetic markers for carcass merit in the same day."

"Recently I have been evaluating the economic impact of various beef cattle management practices such as restocking, basic calf management, reproductive management, etc., and publishing the results in the FARM Assistance Focus Publications," Paschal said.

Paschal has received numerous awards throughout his influential career, but he will be the first to tell you the two he holds with the highest regard is the Texas A&M AgriLife Extension Specialist Superior Service Award and





**Above: As an Extension livestock specialist, Dr. Joe Paschal develops educational programs and provides expertise at events around the United States and abroad. Paschal discusses bull breed selection at the Rock Ranch near Refugio.**

most recently, the State Specialist of the Year Award given by the Texas County Agents Agricultural Agents Association this year.

“My favorite part of my job has always been working with the County Extension Agents in their counties and with their clientele,” Paschal explained. “Some CEAs have a great deal of livestock background, some have very little, but they all have one thing in common, they are interested in helping their folks get answers and solve their problems.”

When he isn't counseling with Extension agents in his region, you will find him traveling throughout the United States and abroad judging cattle shows and giving educational talks along the way since his expertise is sought after, commonly in Central and South America.

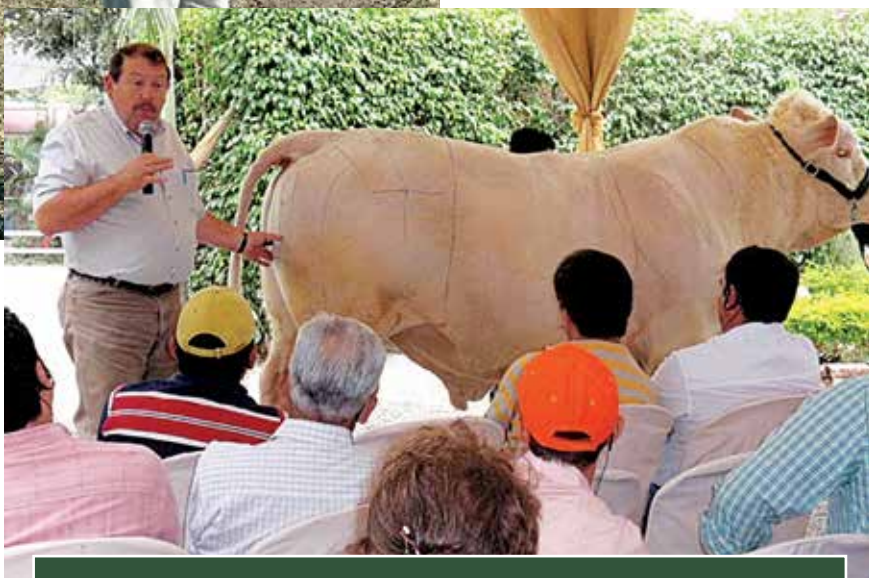
The work that draws Paschal to other countries is his work with “eared breeds” of cattle, characterized by Bos Indicus influence. “I think that these breeds were largely ignored by mainstream animal science until recently and that change is mainly because those breeders and animal science faculty at southern U.S. universities realized the importance of them in U.S. beef production,” Paschal said. “Without the genetics in these breeds, production in the hot and humid areas of this state and others make for pretty poor beef production environments.”

Outside of the livestock industry, Paschal and his wife, Vickey, have been married for 40 years and have two children. Their daughter, Helen Philips, DVM, is a Texas A&M animal science and vet school graduate who now owns Philips Veterinary Hospital in Brenham. She and her husband Chad have one child, Matthew. Their son, Robert, is a graduate of Texas A&M – Kingsville and is a pharmacy technician for Texas A&M.

“During my time off we ranch and graze a few steers and do some custom artificial insemination work for other ranchers in the area. We offer nature tours and like to do a little nature tourism ourselves,” Paschal said. “I have been working for the Texas A&M University System since 1977 and at the age of 59 I am still enjoying myself and my work.”

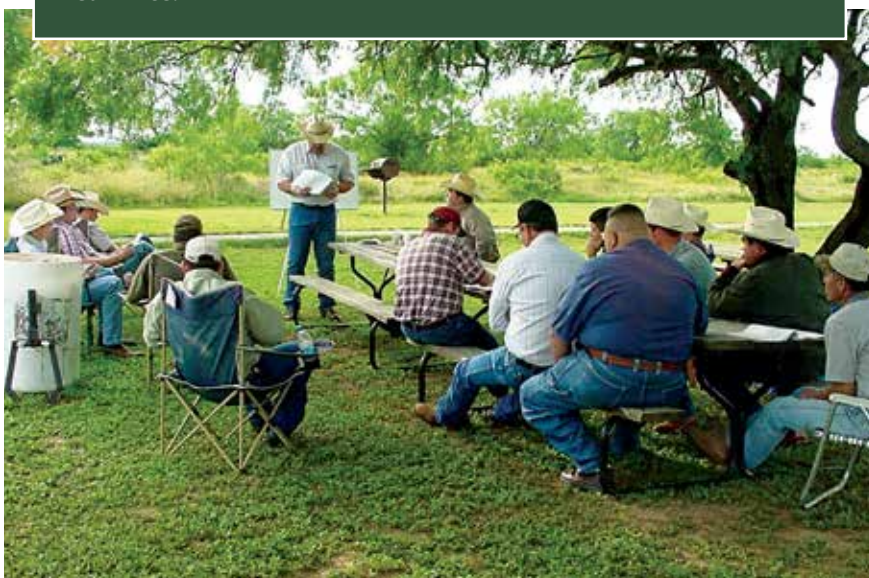
With a career that begins and currently resides in the Texas A&M System, it is easy to see where Paschal's loyalty will remain. With 36 years of influence in the livestock industry, Paschal's presence is one that will not fade with time. ♦

*Olivia Norton '16 is a sophomore Animal Science major from Texarkana, Texas.*



**Above: Paschal discusses physical structure and beef cuts at a cattlemen's symposia in Guayaquil, Ecuador.**

**Below: Paschal conducts a beef cattle training with Southern Region County Extension Agents at the La Copita Research Ranch near Alice.**





# 37<sup>th</sup> Annual Tri-Star Santa Gertrudis Sale

**Saturday, November 8, 2014 :: 11 am :: Briggs Ranches, Bloomington, Texas**

Proven Genetics from three of the most respected & consistent programs in the industry...

featuring Briggs Ranches, Corporon Acres & Harris Riverbend Farms.

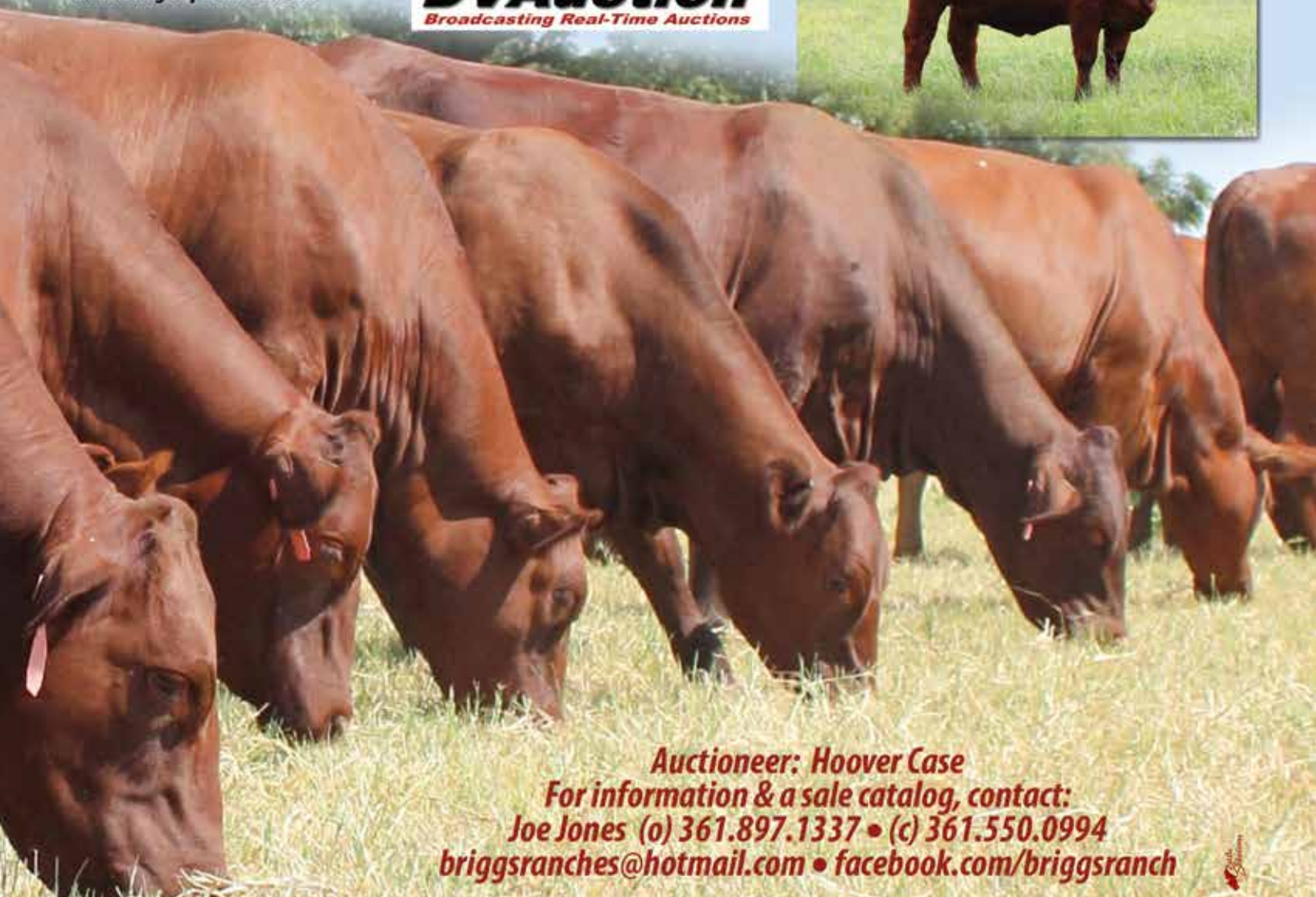
Offering pairs, breds & open females.



**american  
marketing  
services**  
Marketing Superior Genetics

Mark Cowan, [markc@amscattle.com](mailto:markc@amscattle.com), 903.495.4522  
Trey Kirkpatrick, [treyk@amscattle.com](mailto:treyk@amscattle.com), 979.324.5518  
Richard Hood, [richardh@amscattle.com](mailto:richardh@amscattle.com), 979.224.6150  
Brad Wright, [bradw@amscattle.com](mailto:bradw@amscattle.com), 979.219.4599  
[www.amscattle.com](http://www.amscattle.com)

**DVAuction**  
Broadcasting Real-Time Auctions



**Auctioneer: Hoover Case**

**For information & a sale catalog, contact:**

**Joe Jones (o) 361.897.1337 • (c) 361.550.0994**

**[briggsranches@hotmail.com](mailto:briggsranches@hotmail.com) • [facebook.com/briggsranch](https://www.facebook.com/briggsranch)**



# Don Thomas & Sons

## 24<sup>th</sup> Annual "Cadillac of Brangus" Sale

**Saturday, September 13, 2014 • 12 Noon**

at the farm near Madison, Missouri

**Selling 60 Registered Brangus Females • 20 Registered Bulls**  
Also selling 175 Commercial Brangus Females to Start Calving this Fall



Austins Ms M&M-157Y7 by Mighty Mouse



DTS Duramax 3A • Singletary of Brinks son



Ms Thomas Mousetrap 291A • Sells Bred



Ms Thomas 20B with 44 Magnum heifer calf



These commercial females sell!

**Join us for dinner at the farm  
on Friday night before the sale!**



18146 Hwy. 151 South,  
Madison, MO 65263

Don Thomas

Office (660) 263-4560, Cell (660) 651-1805

Keith Thomas, Manager

Cell (573) 473-6719

[www.ThomasBrangusRanch.com](http://www.ThomasBrangusRanch.com)

John McKnight, Sale Consultant  
(501) 268-8424 • Cell (501) 281-1040

**DVAuction**  
Broadcasting Real-Time Auctions

[www.DVAuction.com](http://www.DVAuction.com)

**american  
marketing  
services**  
Marketing Support Services

P.O. Box 10 • Wheelock, Texas 77882

[www.amscattle.com](http://www.amscattle.com)

Mark Cowan • (903) 495-4522, [markc@amscattle.com](mailto:markc@amscattle.com)

Richard Hood • (979) 224-6150, [richardh@amscattle.com](mailto:richardh@amscattle.com)

Trey Kirkpatrick • (979) 324-5518, [treyk@amscattle.com](mailto:treyk@amscattle.com)

Brad Wright • (979) 219-4599, [bradw@amscattle.com](mailto:bradw@amscattle.com)



# BUILDING A Brand

By Richard Hood and Mark Cowan

## SEMINOLE PRIDE™ — B E E F —



*Naturally Native™*





“Florida’s history cannot be fully told without mentioning the contributions of the Seminole Tribe. After the arrival of the first Spanish Andalusia cattle in Florida in 1521, Florida’s Native American Indians became our country’s first cowboys,” states Florida Department of Agriculture Commissioner, Adam Putnam. “The harsh land and marshes of South Florida are what has preserved the Seminoles through history,” explained Willie Johns, Tribe Historian. Their history is one of tremendous struggle and suffering, but through it all they never lost their “Pride” in always conserving, protecting and treasuring the land, air and water. Today, the Seminole Indian Tribe of Florida, Inc. is spread over 105,000 acres of land and 14,000 head of cattle located in Hollywood, Brighton and Big Cypress.



**Left: Florida Cattleman's Association President Wes Williamson welcomes and briefs media and guest on the Florida cattle industry.**



**Right: Alex Johns briefs media and guest on Seminole Pride Beef Program.**



While the land can seem inhospitable it is perfectly suited to cow calf production. “Most people don’t think of Florida as a ‘Ranching’ state. From Brighton, Florida, four of the ten largest cow calf producers in the US and eight of the top twenty reside within 150 miles. This includes the largest in the nation,” said Wes Williamson, Florida Cattleman’s Association President, Okeechobee, FL. Williamson went on to say, “There are 160 cow calf ranches reporting in the United States to operate over 2500 head. Twenty-five percent of those are within 150 miles of Brighton.”

According to Alex Johns, Seminole Tribe of Florida, Inc., Natural Resource Director, “Our heritage and history tells us we are cow people first.” The Seminole Tribe owns 14,000 head of cattle, and 67 tribal families own about half of the cattle individually. The other half of the cattle are owned cooperatively by the shareholders.

In addition to cattle ranching, The Seminole Tribe of Florida, Inc. is a diversified agricultural entity with interests in citrus, water, gaming, restaurants, seafood and wine. “We feel it is important to remain true to the principles of the Seminole Tribe of Florida, Inc. when building our Seminole Pride™ Brand,” says John Dembeck, Chief Operating Officer Seminole Brand Development. He adds, “In all our products, we look for family organizations, locally produced products and organizations that are respectful of our land, air, water and environment. We have remained true to those principles as we have partnered or acquired such brands as Noble™ juices, OWA™ water, Seminole Pride™ Seafood, Hard Rock Café, Livernano and Casalvento wines and Salacoa Valley Farms.”

The available nearby cattle resources combined with their experience in both the cattle industry and building brand recognition made the launch of Seminole Pride™ Beef a natural fit. “The heritage in cattle ranching in Florida does not just belong to us; it belongs to all the Florida ranchers, some 4300 strong”, said Alex



**Media, guest and speakers in attendance at the Seminole Pride Media Day.**

Johns. “This program has never been planned to only benefit the Seminole Tribe, but rather to benefit all Florida ranches that would like to participate and benefit from it.”

Seminole Pride™ Beef, 9 years in the planning, was launched in 2013. With the assistance of the Florida Department of Agriculture and

Consumer Services and their Fresh From Florida™ program, a classification of cattle was designated to be bred, born, grain-fed and harvested in Florida. Currently, the Seminole Tribe is aggressively bidding on and purchasing calves from Florida ranches with high genetic carcass potential that meet these qualifications of Fresh From Florida™. After purchase, the calves are delivered to their grow yard in Brighton. After a sufficient time of conditioning, they are transported to a Central Florida feedlot, Quincy Cattle Company, where they are finished for harvest. “Feeding and harvesting cattle in Florida is becoming reality,” according to Don Quincy, owner and operator of Quincy Cattle Company. “We fed and harvested 3,000 head in 2013 and are scheduled to have 8,000 head finished this year. People that say it can’t be done need to know that we just harvested 400 steers and heifers for the tribe that averaged over 80% choice or better. To be correct, all of the tribe’s cattle we have harvested to date have averaged over 80% choice or better.” Quincy went on to say.

Seminole Pride™ Beef made the determination to build the brand through the food service industry and distribution, rather than going straight to retail. “We know the success of this program depends on controlling the quality of what is on the plate. We are producing a high quality product that the consumer recognizes as our brand,” said John Dembeck- COO, Seminole Brand Development. After forming an exclusive distribution agreement with Cheney Brothers in Florida, Seminole Pride™ Beef is already being served in over 100 restaurants in Florida. “The demand is there. The consumer wants it. The ‘Buy local’ that is ‘Produced local’ mentality is there,” Alex Johns said, “We just want to take our time and tell the story of the brand and be sure we can meet that demand.



Currently, Seminole Pride™ Beef is harvesting 150 head per week to sell into the program. We definitely plan to expand as we build the pipelines from the Florida ranchers.”

The buy in from Florida ranchers has been tremendous. It is a win-win scenario. The tribe will be there to bid on a rancher calves in multiple marketing arenas. If purchased, the rancher not only gets the benefit of having competitive bidding on his calves, but also, the program will present close outs and carcass information back to the rancher on how his or her cattle performed.

To strengthen the integration and provide genetics that work for the Seminole Pride™ Beef participating ranches, the Seminole Tribe decided to move on a tremendous opportunity by purchasing the legendary Brangus herd, Salacoa Valley Farms in Fairmount, GA in the fall of 2013. David Vaughan, the prior owner of the Salacoa Valley Farms, spent over 30 years building one of the most recognized and genetically predictable Brangus herds of any beef breed in the World. “When we looked at breeds and herds of cattle that were genetically and environmentally superior for our program participants, we realized how blessed we were by having an opportunity to acquire such a suitable Brangus herd like Salacoa Valley,” explained Alex Johns. He went on to say, “Although we are relatively new to the registered cattle business, we are no strangers to the cattle industry. We realize the success of any breed and program is built upon the acceptance and demand of the germplasm represented in the bulls sold to the commercial cattleman. We are dedicated to producing those bulls for the commercial cattleman in volume, and this will remain our goal.”

The genetic predictability in the Salacoa Valley Farms’ bulls offered for sale every year creates synergies for Seminole Pride™ Beef and the commercial cattleman. “We have continued to stay focused on big-footed, structurally sound bulls with longevity in mind first.” Chris Heptinstall, General Manager, Salacoa Valley Farms said when discussing the SVF bull offering in the Fall and Spring

of every year at the farm in Fairmount, GA. He commented, “We select our A.I. sires and cleanup herd sires by their even genetic blend of growth, maternal and carcass. Phenotype is present and is a must, but we hope commercial cattleman can appreciate the profit through our bulls’ and females’ genetic superiority even more. We produce cattle that are above average in efficiencies and stayability, but also demonstrate a superior carcass product.” To speak to the ‘genetic superiority’ in the SVF herd, if one searches all active Brangus sires in the breed, 9 of the top 20 for REA carry a SVF prefix or were sold through a Salacoa Valley Sale. On top of that, Salacoa Valley had a bull register over 8 IMF score in the spring 2014 ultrasound tested yearling bulls.

The Seminole Pride™ Beef program’s plan to offer profitable opportunities for Florida commercial cattle producers along with providing consumers with a local, healthy, enjoyable eating experience, substantiates the Seminole Tribe’s belief and responsibility to be Godly stewards and citizens. Willie Johns, Seminole Tribe’s Historian, summarized Seminole Pride when asked, “While this is a very complicated system and program, we owe a lot of people before us to get this right! 500 years ago our forefathers became cattle people. Over many centuries and through all of their struggles and suffering, they gave the current and future generations a very bright future. I wake up every day and praise God and thank those before me that gave others the right to live in the great state of Florida, and most of all, I remember what history says, ‘WE ARE CATTLE PEOPLE’”. ♦



**Left: Chris Heptinstall briefs media and guest on the Salacoa Valley Farms genetic synergy for the Seminole Pride Beef Program.**

**Below: Larry Howard Seminole Tribe of Florida Board Representative Brighton Reservation.**



**To speak to the ‘genetic superiority’ in the SVF herd, if one searches all active Brangus sires in the breed, 9 of the top 20 for REA carry a SVF prefix or were sold through a Salacoa Valley Sale. On top of that, Salacoa Valley had a bull register over 8 IMF score in the spring 2014 ultrasound tested yearling bulls.**





# Industry News

## Commissioner Staples Announces Texas Beef Producers Approve Measure to Establish Beef Checkoff Program in Lone Star State

AUSTIN (7/2/2014) - The Texas Department of Agriculture (TDA) today announced Texas beef producers have voted to establish a state-level Beef Checkoff program, which was approved by a wide margin of 66.7 percent of voters. Overall, 33.3 percent of voters opposed the measure. TDA conducted this referendum upon petition by cattle industry organizations under the authorities designated by the Texas Legislature.

"Texas is the largest cattle producing state in the nation, and our beef is among the highest-quality in the world," said Agriculture Commissioner Todd Staples. "As Texas ranchers continue to grow and raise the bar to meet consumers' tastes and preferences, it is my hope these funds will be used in a manner to enhance our producers' profitability and sustainability of food production. The Lone Star State is a national leader in agriculture, and I'd like to keep it that way."

Passage of the referendum establishes a producer-funded program without the use of tax dollars. The Beef Checkoff program will research ways to continue improving Texas beef quality, as well as educate prospective consumers of Texas beef around the world. Texas beef producers will pay a refundable assessment of no more than \$1 per head of cattle they sell. Collection of the assessment will begin on Oct. 1, 2014 and continue until the Beef Promotion and Research Council of Texas (BPRCT) notifies cattle collection points to cease collection.

## Neches White Clover Released

OVERTON - Texas A&M AgriLife Research has released a new white clover, named Neches after the Texas river, that promises higher yields and much earlier flowering and seed production than any heretofore variety adapted to East Texas and the southeastern U.S.

The clover was developed by Dr. Gerald Smith, AgriLife Research plant breeder at the Texas A&M AgriLife Research and Extension Center, Overton.



"We're very excited about this clover because it combines a lot of traits that just fit for our area," Smith said.

Like other white clovers, Neches does well on the wet, loamy bottomland soils of East Texas, he said. However, other white clovers do not flower profusely — and therefore do not produce much seed — until at least early to midsummer. In East Texas, midsummers are usually hot and dry, and white clover stands are likely to die out before they can produce seed.

This means, Smith said, white clovers in bottomlands must be reseeded every year to reestablish the stand, which can be an expensive proposition.

With this limitation of existing white clovers in mind, Smith's goal was to develop a variety at least as highly productive and had as much disease and pest resistance as existing varieties, but that would flower and produce seed before the stand was lost in summer.

Early this June it was obvious Neches fits the bill perfectly, he said. In side-by-side demonstration fields of Neches and a ladino white clover, the difference in flowering was obvious. While Barblanca, the ladino clover, had one or two flowering seed heads per square foot, Neches had 20 to 30 seed heads per square foot.

Smith also selected for larger leaves, which means high forage yields, another

"I am proud of my fellow Texas cattlemen and women for standing up for our future," said Coleman Locke, BPRCT chairman and Brahman cattle producer from Hungerford. "As a life-long Texas cattleman from a long line of ranchers, I was confident our industry's consumer-focused heritage would result in this decision to invest in our future. Our future success depends on our ability to meet the needs of consumers and reach those individuals with the facts about the quality product we produce, which is exactly what this program will accomplish. I look forward to working with those who supported and opposed this election to earn their confidence in their investment."

Voting on the measure took place June 2–6, 2014. Beef producers, regardless of age, who owned cattle in Texas between June 6, 2013 and June 6, 2014 were eligible to vote in the election. The Beef Checkoff program will be used for the promotion, marketing, research and educational efforts of beef and beef products for prospective consumers of Texas beef around the world.

As required under the Texas Agriculture Code, TDA conducted the referendum following a petition from cattle industry organizations on behalf of their members. After cattle owners voted, a canvassing committee of representatives from TDA and the Texas Secretary of State counted the votes. TDA conducted an eligibility audit of voters, which confirmed the vote results.

obvious advantage he said.

Neches' advantages didn't come easily, a fact Smith tends to understate. They are the result of years of meticulous crossings and selection of the right plant parent lines that began in 2000.

"The parent lines of Neches are highly diverse, including plant introduction lines from Uruguay and Israel, an East Texas ecotype collection and two pest-resistant lines from USDA at Mississippi State University," Smith said.

During the years 2000 through 2004, Smith screened each of these five breeding populations at Overton for early and profuse flowering, large leaf size and high forage production potential, he said.

"Plants not selected were removed from the field planting," Smith said. "All field nurseries were isolated from other white clover plants and natural bee pollination was used for seed production."

In 2005, Smith grew 200 plants from each of the five advanced populations in a combined nursery and selected once again for the same traits, he said. Seed harvested from these final selections was used as breeder seed for Neches.

Barenbrug USA was granted an exclusive license to market Neches in 2011, and has been increasing the seed at sites in Oregon and California, Smith said.

According to its website, Barenbrug is a "world leading developer of proprietary turf and forage grass varieties and legume species. The company has been in turfgrass plant breeding, seed production and marketing since 1904."

"Neches should be available this fall anywhere Barenbrug seed is sold," Smith said.

*Industry News continued on page 33* ►►





## Junior Beefmaster Breeders Prepare for National Shows & Convention

SAN ANTONIO, TX (June 3, 2014) - The schedule has been set and young Beefmaster breeders are preparing for the 30th annual Junior Beefmaster Breeders Association (JBBA) National Convention and Junior Shows to be held in Shawnee, Oklahoma, July 28 through

August 3 at the Heart of Oklahoma Exposition Center. This year JBBA is celebrating 30 years of building leaders and still counting with junior Beefmaster breeder tradition.

The JBBA National Convention not only offers JBBA members a great opportunity to exhibit their cattle, but to participate in new activities and meet new people. A schedule filled with educational and fun activities has been tailored to entertain, educate and provide a great family atmosphere. The schedule of events is coordinated by the JBBA officers, directors and the Beefmaster Breeders United (BBU) JBBA Adult committee.

Many contests are available to juniors throughout the week. Juniors can show off their artistic skills in several contests including both photography and PowerPoint contests, which do not require attendance by the junior breeder, and a coloring contest. The 2014 JBBA Convention and National Shows will also include a livestock judging, showmanship and public speaking contests for the juniors that will be attending the event. JBBA members will also participate in a marketing and photography seminar, as well as learn about carcass ultrasound scanning from Chad Gordon of Ultrasound Technologies.

If juniors are looking to challenge their knowledge of the industry, the convention and national show will feature a quiz bowl competition where juniors must study several packets including the BIF guidelines, beef glossary, WHR manual and steer show study material.

JBBA President Cody Morgan is excited for this year's convention after such a successful convention and shows held last year in College Station, Texas.

"Family fun night is always a blast, and this year is very special. We will be going out to the Citizen Potawatomi Festival Grounds where we will be

bowling, eating, and playing many other games. Not to mention we will also be entertained by Native American tribal fancy dancers. Also, at these nationals we will be having a guest speaker come to speak to our members and guests about marketing and photographing cattle," Morgan says.

Allison Wagner Wells, JBBA Adult Committee Chairman, wants to remind the youth attending the national convention and shows that it is the exhibitor's responsibility to bring their animal(s) to the check-in area with registration papers, bred and owned papers (if applicable) and two copies of the health papers. Please also keep in mind when loading trailers that there are no outside shavings or straw allowed; shavings must be purchased from the Heart of Oklahoma Exposition Center for \$6.00 per bag. For family and friends attending, a meal ticket is required to attend a meal during the convention and meal tickets can be purchased at the main show office.

"This will prove to be a great competition and learning opportunity for JBBA members. We ask that all junior exhibitors be familiar with the rules for the 2014 National Convention and Shows. All BBU registered animals must be shown with their hair coats lying downward and flat against their entire body. Exhibitors must follow all other rules that are stated in the 2014 Junior National Packet and catalog," she adds.

All entries and pre-registrations must be received (not post marked) at the JBBA office no later than June 6, 2014 or you will pay the late animal entry and late convention registration fees. Late entry and substitutions for entries will be allowed until Thurs., July 31, 2013 at 9:00 a.m. A full schedule of events, in addition to the entry form, rules and regulations, contest rules and hotel accommodations are all available at [www.beefmasters.org/juniors](http://www.beefmasters.org/juniors).

For more information about Beefmaster Breeders United or its junior program, please contact the BBU staff members at 210-732-3132 or visit [www.beefmasters.org](http://www.beefmasters.org). Stay connected to BBU through Facebook, follow us on Instagram, view our videos on YouTube, follow us on Twitter and Pinterest, as well as receive our news updates through joining our mailing list.

## View JBBA National Shows on Cattle In Motion

Mark your calendars for August 1-2, 2014 to support the Junior Beefmaster Breeders Association. Tune into [www.cattleinmotion.com](http://www.cattleinmotion.com) Friday, August 1 and Saturday, August 2 to watch the 2014 JBBA National Shows. On Friday, August 1 JBBA members will compete in Showmanship, Advancer Heifer Show, Bred and Owned Heifer Show and the Bred and Owned Bull Show. On Saturday, August 2 participants will show in the 2014 JBBA National Heifer Show.

Show catalogs will be available (closer to show time) for you to follow along on the junior section of the BBU website. Events will start at 8:00 a.m. on both days. For more information or if you would like to advertise during the broadcasting of the shows please contact Allison Wells at [amw4412@aol.com](mailto:amw4412@aol.com).



## ABBA Spring Select Sale Reports a Huge Success

The Spring Select Sale featured fifty-eight lots of elite Registered Brahmans that grossed \$264,250.00 and averaged \$4,556 per head. This year's sale was held at Equine Sales of Louisiana in Opleousas on May 31, 2014.

The high selling lot of the day was a consignment by Bar W Ranch of Devine, Texas with Ms. Bar W Datapack 305/8 and was purchased by Bulls Eye Ranch of Burton, Texas for \$10,000.

Other category high sellers include:  
4 Bulls averaged \$5,425.00

High Selling Bull (Lot 1) - \$8,000.00 | Consigned by Lanny & Sheila Sullins of Kilgore, Texas.

4 Haltered heifers averaged \$5,675.00  
High Selling Haltered Heifers (Lots 22 & 37) - \$6,000.00 | Consigned by Satterfield Ranch and Three Sisters Ranch of Palestine, Texas and Three Sisters Ranch of Iota, Louisiana

27 Open (ready to breed) heifers averaged \$5,268.00  
High Selling Open Heifer (Lot 18) - \$10,000.00 | Consigned by Bar W Ranch of Devine, Texas

**Breed Headlines** continued on page 28 ►►



# OCTOBER 25, 2014 SELLING 80 BRANGUS BULLS & 30 REGISTERED BRANGUS FEMALES WAYNESBORO, TN



Mark Cowan | [markc@amscattle.com](mailto:markc@amscattle.com) | 903-495-4522  
Trey Kirkpatrick | [treyk@amscattle.com](mailto:treyk@amscattle.com) | 979-324-5518  
Richard Hood | [richardh@amscattle.com](mailto:richardh@amscattle.com) | 979-224-6150  
Brad Wright | [bradw@amscattle.com](mailto:bradw@amscattle.com) | 979-219-4599  
[www.amscattle.com](http://www.amscattle.com)



"Cattle You Can Count On"  
3762 Natural Bridge Road | Waynesboro, TN 38485  
E.D. Miller  
Doyle Miller | M: 615-351-2783,  
W: 615-472-1886, EXT. 106, [Doyle@millerbrangus.com](mailto:Doyle@millerbrangus.com)  
Bert Miller | M: 901-870-2300 | [Bert@millerbrangus.com](mailto:Bert@millerbrangus.com)  
Bart Pope, Ranch Manager | M: 931-722-0244 |  
[Bart@millerbrangus.com](mailto:Bart@millerbrangus.com)  
[www.millerbrangus.com](http://www.millerbrangus.com)



**Breed Headlines** continued from page 26.

1 Pregnant Recipient (Lot 55) brought \$5,000.00 | Consigned by Carriere Cattle Company of Church Point, Louisiana

2 Bred Cows averaged \$4,750.00

High Selling Bred Cow (Lot 57) - \$6,000.00 | Consigned by Joyce Custom Fitters of Wharton, Texas

3 Flushes averaged \$3,584.00

High Selling Flush (Lot 5) - \$6,000.00 | Consigned by Chaparral Ranch of Wellborn, Texas

1 Pick of ET Calves (Lot 54) brought \$3,500.00 | Consigned by S Bar Farms of Church Point, Louisiana

12 Open Heifers averaged \$3,058.00

High Selling Open Heifer (Lot 40) - \$4,300.00 | Consigned by FR Brahman of Duson, Louisiana

The Spring Select Sale had over 200 people in attendance with buyers from Alabama, Louisiana, Mississippi, Missouri, South Carolina, and Texas. In addition to the eighty-three registered buyers at the sale were eighty-seven registered online buyers; with D&S Cattle of Kaplan, Louisiana being the volume buyer of the sale.

ABBA thanks all of the following sponsors that helped make the 2014 Spring Select Sale a success: The American Brahman Review, Bar W Ranch, Big John Farms Partnership, Bob's Tree Preservation Company, Broken Triangle Cattle, Canik Farms, Carriere Cattle Company, Circle H Ranch, Circle T Cattle Company, Four B Cattle, FR Brahman, G & H Seed Company, Luquette Cattle, Miller Cattle Company, Sartwelle Brahman Ranch LTD, S Bar Farms, Schneider Brahman LLC, Smith Brahman, Three Sisters Ranch, Quad M Cattle Company LLC, and V-Cross Ranch.

A special thanks goes to Troy Thibodeaux, with Circle T Cattle for opening his ranch for cattle viewing for visitors and buyers of the Spring Select Sale.



## This Years AJBA All American Nat'l Jr. Show One of the Largest with Over 250 Youth Participants

HOUSTON, TEXAS – The American Junior Brahman Association (AJBA) hosted its 35th Annual "All American" National Junior Show at the Ike Hamilton Expo Center in West Monroe, Louisiana on June 23-28, 2014.

Junior exhibitors from across the nation gathered for the big event; Alabama, Arkansas, California, Florida, Louisiana, Mississippi, Oklahoma, and Texas were all represented at this year's show. Juniors exhibited over 550 owned, bred and owned Brahman cattle, as well as Golden Certified and Certified F-1 females.

Matt Karisch of Starkville, Mississippi kicked off the week's activities judging the 190 juniors in the Showmanship competition. Evan Acevedo of Mission, Texas was named the Grand Champion Showman with Briley Richard of Grand Cheniere, Louisiana receiving the reserve honors.

Chad Breeding of Miami, Texas evaluated the entries in the Bred and Owned Brahman Show, as well as the Golden Certified/Certified F-1 Female show. He selected the following winners in the respective divisions:

Grand Champion Red Bred and Owned Female was Miss Fontenot 232 exhibited by Alyson Fontenot of Ville Platte, Louisiana and Reserve Champion was RDH Ms. Ruthie's Whiskey 5/3 exhibited by Ronnie Dell Hull of Keota, Oklahoma.

Grand Champion Grey Bred and Owned Female was GB Miss Sadie 6 exhibited by Garrett Berry of Kerens, Texas with Reserve Champion honors going to Colten Janik of Yoakum, Texas with Miss SG 180/2.

Topping the Bred & Owned entries was Mr. CF 111, exhibited by Taylor Alexis Clement of Cameron, Louisiana being named the Grand Champion Bred & Owned Grey Bull and followed up by Mr. SCC Studley 75/3, exhibited by Keaton Schulte of Brenham, Texas for the Reserve Champion honors.

The Grand Champion Red Bred and Owned Bull was Mr. CB Hector 1/3 exhibited by Cooper Bendy of Chester, Texas and the Reserve Champion title went to DL Mr. Johnny Football 59/3 exhibited by Darcy Lavergne of Roanoke, Louisiana.

Lena Darby from Buna, Texas exhibited the Grand Champion F1 Female and Blaine Spencer exhibited the Reserve Grand Champion F1 Female at the very first AJBA All American F1 Female Show.

The Registered Brahman female and bull show closed out the main event with Brad Gonce of Buffalo, Texas judging both.

His selection for Grand Champion Grey Female was Muss RB 591/2 "Emma Prince" 591/2, exhibited by Evan Acevedo from Mission, Texas. Reserve Champion Grey Female was MISS RB 687/3 exhibited by Rhealee Spies from Burton, Texas.

Receiving the Grand Champion Red Female title was Miss Fontenot 337 exhibited by Brad Hensnor from Ville Platte, Louisiana and Reserve Grand Champion Red Female honors went to Moreno Miss Reba 112, exhibited by Bobbi Jean Frazier from Ocala, Florida.

Topping all other Grey Bull entries and being named Grand Champion Grey Bull was Mr. H Elijah Manso 281/2 exhibited by Marisa Navarro from Pearland, Texas. Payton Herzog of Robinson, Texas exhibited Mr. Louis Vuitton to Reserve Champion honors. Grand Champion Red Bull was Mr. Fontenot 339, exhibited by Blaine Spencer from Evergreen, Louisiana and Reserve Grand Champion Red Bull was Mr. CB Hector 1/3 exhibited by Cooper Bendy from Chester, Texas.

In addition to the cattle show junior attendees participated in a wide array of leadership contests consisting of public speaking, photography, poster, sales talk herdsman quiz; as well as the All Around Awards that recognize those members who excel in a number of contests and is one of the most prestigious awards an AJBA member can receive. The following juniors received these coveted awards:

**JUNIOR DIVISION ALL AROUND**  
Savannah Allen of Sulphur Spring, Texas

**INTERMEDIATE DIVISION ALL AROUND**  
Kaitlyn Kempen of San Antonio, Texas

**SENIOR DIVISION ALL AROUND**  
Mckenna Shulte of Brenham, Texas

**Breed Headlines** continued on page 30 ►►



# South Texas Cattle Marketing's

*"Cattleman's Opportunity" Replacement Female Sale*

**Saturday • August 30, 2014 • 1:00 p.m.**

**Nixon Livestock Commission • Nixon, Texas**

(3 miles east of Nixon on Hwy. 87)

**Featuring 1,250 Head of Quality Replacement Females**

## *Special Consignment from* **Kallion Farms**

**220 Registered Brahman Females**

***130 Registered Brahman Cows***

3-6 yrs. old and bred to 3 of the top  
Kallion Farms Registered Brahman bulls.

***90 Kallion Farms***

***Registered Gray Brahman Heifers***

40 of these registered heifers will sell bred to  
Ellis Farms Hereford Bulls which is a  
well known leader in feed performance and  
carcass marbling traits in the Hereford industry.

50 head of these Registered  
Gray Brahman Heifers will sell open.



***From Kallion Farms***



***Over 1,000 F-1's, Brahman, Brangus  
and Crossbred Females will Sell.***

Our unique group of cattlemen are dedicated to supplying the best  
in replacement females, backed by our reputation and guarantee.

*Sale Sponsored by*

*Lyssy & Eckel Feeds*



*Visit our website for more information,  
consignment detail and photos.*

*For more information contact:*

**SOUTH TEXAS CATTLE MARKETING**

**Lew Thompson, Marketing Director**

**(830) 334-8227 (O) • (830) 965-3058 (M)**

**www.southtexascattlemarketing.com • (830) 334-2123 Fax**

This sale will be broadcast live on the internet.

**DVAuction**  
**Broadcasting Real-Time Auctions**  
Real time bidding & proxy bidding available.



**Breed Headlines** continued from page 28.

To complete the week's activities was the Annual Awards Banquet where members are recognized for their achievements; which included Hannah Barrilleaux of St. Gabriel, Louisiana being named the 2014 – 2015 AJBA Queen and Savannah Allen of Sulphur Spring, Texas being named the 2014 – 2015 AJBA Princess. Additionally, the highlight of this year's banquet was the \$21,500 in scholarships presented to college bound

members.

For more information on the American Junior Brahman Association, or for a complete list of the winners and sponsors of the 2014 All American visit [brahman.org](http://brahman.org).

## LI Exposicion Ganadera Nacional Ylang Ylang, Boca Del Rio, Varacruz, Mexico

ABBA Recording Secretary, Armelinda Ibarra recently returned from trip to LI Exposicion Ganadera Nacional Ylang Ylang, Boca Del Rio, Veracruz, Mexico an event she and ABBA President, Dr. Ricky Hughes and an ABBA delegation attended representing the ABBA.

Seven Cebu breed shows took place including an extensive trade show, tours, welcome cocktail, and magnificent awards dinner along with many other activities that took place throughout the week. Over 800 head of cattle were exhibited in the newly built arena, "Javier Duarte Franco," which was centrally located and situated near the coast.

The Cattle were sorted by a three man judging panel, which included: Chris Shankey of the United States; Carlos Ojea of Argentina; and Lucyana Malossi Quiroz of Brazil.

A large U.S. delegation of ABBA members and U.S. producers also attended this event. U.S. delegation consisted of: Carolyn Falgout, Kelvin Moreno, Myra Hughes, Dinah Weil, Bill & Joyce Hudgins, Lana Jo For-gason, Will Detering, Michael Martin, Stuart Watkins, Wes & Candace Schneider, Carl & Vicki Lambert, Marty Graham, George Lacour, John Goode, Francisco Caballero, Primo & Daniela Castillo, Robert Davila, and Judd Cullers.

ABBA would like to thank the ABBA members who took the time to travel and attend this event. It is events, such as this, that we must continue to support in an effort to exchange ideas and methods for the global development of the Brahman breed.



## Brinks Brangus at Westall Ranches Purchases 101 Ranch Brangus Cows

In his continued effort to build upon the history of the legendary Brinks Brangus herd, Ray Westall, owner of Brinks Brangus at Westall Ranches, has announced the purchase of 250 registered Brangus females from 101 Ranch at Palo Pinto, TX.

According to Westall, "We are excited about this addition to our herd. 101 Ranch purchased many of the Camp Cooley Ranch core donors and many young performance standouts in their dispersals. These females will move to our ranch at Arabela, NM and help us to continue our progress in developing Brangus cattle that work for commercial and registered cattlemen across the U.S."

The historic Brinks Brangus herd was built upon performance fundamentals and has genetic influence worldwide. Today, many of the Brangus

breed's trait leaders for calving ease, growth, maternal and carcass traits are either Brinks sired or trace to Brinks sires.

On October 11, 2014, Brinks Brangus at Westall Ranches will host their first annual bull and female production sale. The all-video sale will be held in Ruidoso, NM preceded by cattle viewing and a field day at the ranch in Arabela, NM. Details will be forth coming in publications and on [www.brinksbrangus.com](http://www.brinksbrangus.com).



**Pictured L-R:** Ray Westall, owner, Brinks Brangus at Westall Ranches and Tate Pruett, ranch manager.

## 101 Ranch Brangus Cows Find New Home at Lake Majestik Farms

Royce and Nic Cornelison, owners of Lake Majestik Farms, announce their purchase of 50 registered Brangus lots from the historic 101 Ranch in Palo Pinto, Texas. Lake Majestik Farms is committed to providing the finest genetic offering of Brangus cattle. These purchases will ensure their ability to continue their commitment to the beef cattle industry.

"We are so excited to be able to offer calves and embryos from these great genetic leaders in the near future," Nic said. "These cows will produce superior genetics that breeders from around the world will want."

Obtained directly from the Camp Cooley Ranch dispersal sales by 101 Ranch, the cows are foundation bred Brinks cattle known to possess in-

comparable qualities for calving ease, growth, maternal and carcass traits. Check out Lake Majestik Farm's website at [www.lakemajestikfarms.com](http://www.lakemajestikfarms.com) to see what is next for the herd.



**Pictured:** Nic Cornelison, owner, Lake Majestik Farms.

**EVERY DAY IS SALE DAY AT FARRIS RANCHING COMPANY**

**"West Texas Tough" Brangus & Ultrablack Bulls**

Danny & M B Farris • Tuscola, TX • (325)669-5727 • [farrisranching@yahoo.com](mailto:farrisranching@yahoo.com)



# Get in the KNOW



\$4 Single issue or  
\$30 One Year Subscription  
(10 issues)

Subscribe to The EAR.  
The leading source for  
information on  
Bos indicus cattle.

With over 8,000 readers from Florida  
to California, The EAR magazine has  
a primary focus on disseminating  
information about "EARED" breeds of  
cattle and their attributes to the  
BEEF industry.

## 2014 SCHEDULE:

February • March • April • May  
June • July/August • September  
October • November  
December/January



First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Pay by Credit Card: Visa ☐ Master Card ☐ Discover ☐ 3 digit code # \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

To pay by Credit Card contact:

Brad Wright 979.219.4599 • Fax 979.828.0073 • bradw@amscattle.com

Pay by Check ☐ Make checks payable to: The EAR Publishing, LLC

Return to: The EAR Publishing, LLC at PO Box 10, Wheelock, TX 77882



## Salacoa Valley Farms Donates Brangus Heifer for Youth Raffle

Salacoa Valley Farms in Fairmount, Ga., donated a commercial Brangus heifer to the Suwannee County Cattlemen's Association (SCCA) for the 2014 Youth Heifer Show raffle. The Salacoa Valley Farms is a division of the Seminole Tribe of Florida who are active supporters of the youth in Florida.

The SCCA annually hosts this show during the Suwannee County Fair in Live Oak, Fla. In order to raise money to provide premiums and awards to the exhibitors, a quality heifer is raffled off during the show. Tickets were sold at \$1 each in the weeks leading up to the drawing. The winning ticket holder was Jerald Biggers, owner of Caribbean Cargo Company of Live Oak. Caribbean Cargo sells baler twine and net wrap as well as livestock supplies. Mr. and Mrs. Biggers then generously donated the heifer to the Suwannee High School FFA Chapter.

In the picture is (Front L-R) Mr. and Mrs. Jerald Biggers, Mallory Morgan, Annalise Bunting, Darrah Lane, Caleb Land, (Back L-R) Todd Harvey representing the Seminole Tribe of Florida, Glenn Horvath, Kin Weaver, Suwannee County School Superintendent Jerry Scarborough, FFA Advisor Travis Tuten, Wesley Thomas, and Jay Thomas.



## Demand for Brangus is Evident at Florida Cattlemen's Convention

Brangus cattle are widely accepted and demanded throughout the state of Florida and other parts of the Southeast primarily due to the breed's adaptability, heat tolerance and excellent maternal characteristics. Jason Bates, IBBA's Director of Field Services and Commercial Marketing, along with other IBBA members and Brangus producers, were at the Florida Cattlemen's Association (FCA) Annual Convention to visit with cattlemen about the outstanding opportunities the breed has to offer as the industry begins to rebuild its cowherds.

The FCA Convention is a top-notch event, attracting a huge audience including some of the most progressive breeders in the industry. It is always very well organized, and this year's program and featured speakers really hit home with the issues presently facing cattlemen. With more than 1,500 participants, the convention was a successful and educational event. Help at the trade show from IJBBA members Quinn Carter and Alyson Polstyn was greatly appreciated, and the membership would be proud of the upstanding individuals the IJBBA is bringing up.

Dr. Perkins and Jason Bates started off attending the Seminole Pride Beef media event hosted by the Seminole Tribe of Florida where attendees learned more about how the branded boxed beef program is utilizing Brangus cattle to supply a targeted market with a quality beef product.

While in Florida, Jason took the opportunity to get onto some ranches and visit with members and commercial cattlemen to see the strides and

advances producers have made using Brangus cattle.

Brangus genetics have such a strong impact on the producers in Florida, and it's important IBBA continues to support producers on both the commercial and purebred level all across the country.



## SOUTHEAST BRANGUS BREEDERS ASSOCIATION Showcase Sale

SATURDAY, SEPTEMBER 27, 2014 · 12:30 PM

COLUMBIA LIVESTOCK MARKET · LAKE CITY, FLORIDA

SELLING 90 BRANGUS FEMALE LOTS

SHOW HEIFER PROSPECTS, PAIRS, BREDS AND OPENS FROM THE BREED'S LEADING PRODUCERS



Sale Sponsored by the  
Southeast Brangus  
Breeders Association  
Join us for the SBBA  
Banquet, Friday evening  
September 26, 2014!

**Sale Manager:** Doug Williams  
(336) 998-8125 • (336) 745-5252, cell

**Sale Chairman:** Fred McCreary  
(251) 578-4750 • (251) 230-0276, cell

**Sale Auctioneer:** Andrew Conley

For a sale catalog or more information,  
please contact the sale manager.

*Sale held in conjunction with the 2014  
Southeast Regional Junior Brangus Show  
on Friday, September 26, 2014*

**Sale Headquarters:** Holiday Inn - Lake City  
213 SW Commerce Dr., Lake City, FL 32025  
(386) 754-1411 • [www.hilakecityfl.com](http://www.hilakecityfl.com)

**Over 8,000 cattlemen  
& cattlemen read  
The EAR each month, &  
the list is growing!**



## GENETRUST Partners Announce New Sale Date

The GENETRUST Partners would like to announce to the beef cattle industry and our loyal customers the decision to change the date of the annual GENETRUST at Cavender's Neches River Ranch Brangus, Ultrablack and Charolais Bull Sale plus Commercial Female Sale. The new sale date will be Saturday, November 15th, 2014. This decision was made in a continual effort to better serve our commercial bull and female customers and honor their request to have our outstanding genetics offered to them earlier in the year and before the weather challenges that often present themselves the first part of December. For more than 20 years

the third Saturday in November has traditionally been the date for the largest fall Brangus bull sale in Texas. We are excited to be able to present to the industry these premier genetics on November 15th, 2014 and are confident that this will be a positive move for our customers. Save this date and we look forward to hosting you on November 15th in Jacksonville, TX or if your fall plans make the GENETRUST @ Chimney Rock Sale in Concord AR, October 31 & November 1 a better choice, we look forward to seeing you there.

## Brangus to Air on American Rancher in August

Brangus will be featured on the American Rancher television series airing on RFD-TV August 25, 2014. This program will highlight characteristics that make the Brangus breed the breed of choice for so many cattle producers. Look forward to hearing about the development of the breed of cattle from its early inception in 1949 and the strides the cattle and breed

have made over the past 65 years.

To advertise in this program that reaches more than 41 million households, there are a few 30-second commercial promotional spots still available. Contact Jason Bates at 417-616-9000 or by email for more details.



## MAS IX Held in Wharton

The \$15,000 MAS IX Showdown was held June 18 and 19th in conjunction with the American Junior Simbrah Roundup, Wharton, Texas. Kolten Thigpen judged the showmanship and Judd Cullers served as the judge of the cattle.

The show, which is made possible by the MAS sponsors, awarded \$7,500 in showmanship prizes and money, while the show awarded another \$7,500, including buckles to all class winners. The showmanship payout in five divisions was 1st-buckle and \$300, 2nd-buckle and \$250, 3rd-\$200, 4th-\$150, 5th-\$100, 6th-\$75, 7th-\$50, 8th-10th-\$25.

The top two winners in each division of showmanship were Kaitlyn Davlin and Caleb Rodenbeck; Caryle Rodenbeck and Victor Moreno; Zachary Mills and Sophie Palmore; Hannah Wells and Mia Barba; Loralie Hill and Ethan Richardson.

Caleb Rodenbeck won the grand champion title in the percentage show with Smith Bella Vive, a daughter of Smith Matt N Black and Smith Bella Bella. He won \$600 and a banner. His heifer was sponsored by Smith Genetics. Kaitlyn Davlin took the reserve grand percentage honor and \$400 home. Her heifer was sponsored by La Muneca and was sired by LMC LF

Goliath and out of a Manhattan x BBS Jennie Walker bred dam.

In the purebred show, Hope Onstot, walked away with the grand champion title, banner and check for \$3,000. Her heifer, sponsored by La Muneca was sired by 6G/LMC Rajin Cajun and out of BBS Jennie Walker. The reserve grand champion title, banner and \$1,500 was won by Amelia Stavinoha with her La Muneca heifer, sired by LMC Rhino. Both heifers won the senior division titles on their way to the overall honors.

Adrianna de los Santos claimed the calf champion honor with her La Morra sponsored heifer that was sired by LMC Rocco. Josh Evans, saw his 6G Ranch heifer, sired by 6G LMC Pappdeaux win the reserve calf honor.

Aleah Williams and Kaleb Fontenot took the junior and reserve junior titles, respectively with Smith Genetics sponsored heifers. Williams exhibited a Smith Nu Approach daughter, while Fontenot's entry was sired by Smith Satisfies.

MAS sponsors for 2014 included La Morra Ranch, Reavis Farms, Monte Christo Ranch, La Muneca Cattle Co., La Negra Cattle Co., Smith Genetics, LPJ Ranch, RGV Cattle Co., 6G Ranch, 5W Cattle Co. and BET M Ranch.

*Industry News continued from page 25.*

## LDAF Animal Health Advisory - Vesicular Stomatitis

BATON ROUGE, LA (JUNE 26, 2014) - Due to an increasing number of confirmed Vesicular Stomatitis (VS) cases in Texas, Louisiana Department of Agriculture and Forestry animal health officials are imposing enhanced requirements on livestock entering Louisiana from a state that has diagnosed cases of VS.

**VS Requirements:** Any livestock (equine, bovine, porcine, caprine, or ovine) entering Louisiana from a county where VS has been diagnosed within the last thirty (30) days must be accompanied by a Certificate of Veterinary Inspection written within ten (10) days of entry containing the following statement: "All animals identified on this certificate have been examined and found free from signs of VS, have not been exposed to VS, and have not originated from a premises which is under quarantine for VS."

VS is a viral disease that primarily affects horses and cattle but can also affect swine, sheep, goats, deer, llamas and alpacas.

State animal health officials say symptoms of VS may start as excessive salivation and then progress to blisters and crusty sores in the mouth and on the lips, nostrils, coronary band, prepuce, vulva, and teats and the disease may be spread by direct contact with infected animals or by biting insects. The disease is rarely fatal.

Texas Animal Health Commission (TAHC) announced recently the nation's first case of VS for the year in horses. The disease was detected in five horses in southwest Texas. Since that time more Texas counties have identified cases of VS with a total of 10 confirmed cases in Kinney, Hidalgo, Nueces and San Patricio counties. The six affected premises in those counties are currently under quarantine by the TAHC.

The disease is reportable to the Louisiana State Veterinarian's Office at 225-925-3980 or to the USDA District Office at 601-936-8580.

*Industry News continued on page 34 ►►*



## AgriLife Research: Triticale Offers Grazing Benefits, Options

CHILLICOTHE - There are many advantages to triticale as a forage over wheat or oats in the Rolling Plains, according to Jason Baker, Texas A&M AgriLife Research senior research associate in Amarillo, who has been conducting trials since 2002.

Baker has worked with forage trials in both the Lockett and Chillicothe areas, first while he was stationed at the Texas A&M AgriLife Research and Extension Center in Vernon and continuing now with the AgriLife Research wheat breeding program at Amarillo.

Triticale is a cross between wheat and rye, Baker explained. It was first developed in the late 1800s, but the first commercial releases were not available until the 1960s. Triticale grows taller and remains green longer than wheat.

"We've been working several years here to make better varieties for the Rolling Plains," he said during a recent field day near Chillicothe. "We don't see triticale competing for the wheat acres. It's really a complement to dual-purpose wheat. We are trying to use the triticale more for grazing and not put as much pressure on our wheat, allowing us to use the wheat more for grain and triticale for forage."

"Anyone who grazes wheat or uses wheat for hay might want to at least have some triticale in their program," he said. "You can plant the triticale earlier and turn cattle in and save the wheat for grain later on. If you have a lot of growth, you can graze the wheat some, but use the triticale as your main focus for grazing."

Working with about 20 experimental lines and 100 commercially available triticale lines in breeding trials at Vernon, Baker said he also has compiled eight years of forage yields data comparing triticale, wheat, oats and barley.

The most recent three-year total average resulted in the triticale varieties yielding 2.09-2.11 tons per acre dry matter, compared to 1.69-1.93 tons per

acre for wheat, 1.61-1.79 tons per acre for oats, and 1.54-2.01 tons per acre on barley.

In 2014, the triticale – after three clippings – yielded considerably better under drought and late freeze conditions, he said.

The triticale yields were 1.92-2 tons per acre compared to wheat at 1.26-1.58 tons per acre, oats at 0.88-1.17 tons per acre and barley at 1.13-1.44 tons per acre.

"Triticale tops that test here in the Rolling Plains," he said at a recent field day near Chillicothe. "Our breeding plots have oats and wheat planted next to the triticale, and you can look at the difference – oats had a lot of freeze damage. The wheat is shorter and just produces less forage."

Baker said the two Texas A&M AgriLife varieties in the forage trial are TAMcale 6331 and TAMcale 5019, "but if you took any good commercial triticale variety, you will get the same results for grazing, hay or silage. They produce a much greater quantity."

"Many triticale varieties have disease and insect resistance that wheat and oats don't have, allowing us to plant a little earlier in the year," he said. "We can get cattle on sooner by taking advantage of some of the late summer rains that we might get and go ahead and get it in the ground and get a good stand."

In addition to the earlier stand in the fall, Baker said triticale offers two to three weeks longer grazing time in the spring.



## Commissioner Staples Applauds Chipotle for Accepting Invitation to Discuss How American Beef Industry Can Help Supply Restaurant Chain

AUSTIN, TX (6/26/2014) - Texas Agriculture Commissioner Todd Staples today praised Chipotle Mexican Grill CEO Steve Ells for agreeing to open a discussion about how the growing restaurant chain can look to Texas ranchers to help supply beef for its restaurants rather than choosing to import meat from Australia.

"I applaud Mr. Ells for reaching out and offering to provide additional information on how more Texas and U.S. ranchers can supply beef to Chipotle," Commissioner Staples said. "Chipotle has an important place in the U.S. food marketplace. They share the same basic interest as U.S. beef producers, and that's to maintain high standards while delivering quality food to their customers. My goal is to help forge the natural marriage between quality beef and consumer interest in buying American food."

In his letter to Commissioner Staples, Ells writes:

"I would be more than happy to provide more information about our sourcing

protocols to you and your team, as well as any ranchers interested in supplying beef to Chipotle, as we are always interested in working with additional suppliers who raise their animals according to our standards."

Last week, Commissioner Staples sent a letter to Ells questioning why Chipotle made the decision to import beef from more than 8,000 miles away in Australia, and in turn, increase the company's carbon emissions and costs. Commissioner Staples also expressed concern in the letter about Chipotle's lack of outreach to the Texas Department of Agriculture and the state's major cattle and beef organizations regarding supply opportunities for the restaurant chain. Texas is home to the largest cattle herd in the nation, and Texas ranchers are always looking for new opportunities to grow their businesses.

Commissioner Staples looks forward to fostering a dialogue with Chipotle's executive team and Texas beef industry leaders.

## For New Farmers, Ranchers, Farm Bill Offers Encouragement, Incentives

CRARY, ND - Ever since he was a child, Adam Leiphon wanted to one day work the land his family has farmed since 1934. Now 31, he has been preparing to take over the 2,500-acre family farm, working alongside his father and uncle since 2009 to learn the ropes of the trade.

"As long as I can remember, we've farmed," says Leiphon, a member of the Ramsey County Farmer's Union Board. "This is what we do."

He is among a declining number of young people nationwide farming or ranching, according to U.S. Department of Agriculture census data.

Part of the Agricultural Act of 2014, which was signed into law by President Barack Obama in February after months of debate in the House and Senate, aims to lower the average age of farmers — which currently sits at 57 in North Dakota — through new measures and initiatives.

The new programs and incentives outlined in the farm bill are designed with beginning farmers in mind to help them become more successful.

"Without the backing of a farm bill, it would be harder," Leiphon says.



### Targeted programs

The \$956 billion farm bill — which lays out the structure of agriculture spending and runs the government's food stamp, school lunch and breakfast operations and rural housing assistance — builds upon pre-existing programs and boasts new plans to improve the financial security for farmers, like Leiphon, who are just starting out.

About \$261 million in new funding over 10 years will allow for expanded access to crop insurance for beginning farmers. With the additional funding, the costs of crop insurance will decrease and additional assistance will be more easily accessible when new crop producers face natural disasters.

"Crop insurance is the most important aspect (of the farm bill)," Leiphon says.

He says he is still waiting to hear from the Ramsey County Farm Service Agency about when the sign-up process for 2014 crop insurance program will begin.

Another major component within the bill is the continued funding of the Beginning Farmer and Rancher Development Program. Nearly \$100 million distributed over 10 years will fund the development of training, mentoring and other programs intended to ensure the success of next-generation farmers. The bill expands eligibility within the program to include military veterans.

### Senators' priority

"We had to get a new generation of farmers going, because it's very expensive and there is a lot of capital costs to get started," says U.S. Sen. John Hoeven, R-N.D.

A member of the Senate Agriculture Committee, he has touted his involvement in the crafting and passage of the farm bill.

Through the bill, new farmers and ranchers will be identified as a priority to the USDA, making it easier for them to access its programs.

Additionally, older farmers are encouraged to help beginning farmers through the bill's reauthorization of the Conservation Reserve Program Transition Incentive Program, which gives two extra years of CRP payments to retiring farmers who transition their expiring CRP land to new farmers.

"We have such a rich tradition of family farming — it's part of who we are as a state," says U.S. Sen. Heidi Heitkamp, D-N.D., who also sits on the Senate Agriculture Committee. "When you look at the future of farming in our state, we can't have our farmers being older and older."

### Better info

As a way to highlight the various measures available to beginning farmers and ranchers through the new farm bill, the USDA launched a website last week to provide "a one-stop shop to give people a practical resource," where visitors can learn more about the variety of USDA initiatives designed to help them succeed.

Deputy Secretary of Agriculture Krysta Harden, who played a major role in building the website, says the website is a repackaging of what already existed on the department's website, noting the information was not organized very well previously.

"We tried to do it so that no matter your experience you could find what you need," she says. "It's for people who have been farming their entire lives and those just starting out."

Providing information such as how to access educational resources and how to manage risk, Leiphon, says using online resources such as the USDA website as well as local resources such as state agriculture extension offices have helped him operate his farm in the last six years.

"I like to do my research, because some of these programs can get complicated," he says.

Before the launch of the website, Harden said she and other USDA officials spent a lot of time gathering input.

"There were a lot of ways we could have organized it, but listening to new people entering agriculture, we tried to group things the way they would think about it in a business sense," she says.

With a range of options available to Leiphon and other farmers and ranchers like him, he said the knowledge and experience gained from growing up on the farm has helped him the most in preparing to become the sole operator of his farm.

"I have two pretty good individuals to learn from," says Leiphon, referring to his father and uncle. "I've been around (farming) and you feel a connection to it."

### How farm bill helps

The Agricultural Act of 2014 includes programs to help new farmers and ranchers get started. Here are some of the ways they might benefit from the farm bill:

More than \$260 million in funding will continue support for the Beginning Farmer and Rancher Development Program, which offers educational resources to farmers and ranchers.

Beginning farmers and ranchers will be prioritized over others across U.S. Department of Agriculture programs.

Expanded eligibility and increases in lending will make it easier for new farmers and ranchers to access capital.

The bill continues the Beginning Farmer and Rancher Individual Development Accounts program, designed to help new farmers and ranchers finance their agricultural pursuits.

On the web: To see the USDA's new website, go to [usda.gov/newfarmers](http://usda.gov/newfarmers).

— Trent Opstedahl, *Forum News Service*

*Industry News continued on page 36* ▶▶

**Because we want to  
hEAR from  
YOU, and so do your  
customers!**

**Call us to find out how.**

**Advertising Sales:**

Mark Cowan: 903/495-4522, [markc@amscattle.com](mailto:markc@amscattle.com)

Richard Hood: 979/224-6150, [richardh@amscattle.com](mailto:richardh@amscattle.com)

Trey Kirkpatrick: 979/324-5518, [treyk@amscattle.com](mailto:treyk@amscattle.com)

Brad Wright: 979/219-4599, [bradw@amscattle.com](mailto:bradw@amscattle.com)

Fax: 979/828-5532

[www.amscattle.com/the-ear-magazine/](http://www.amscattle.com/the-ear-magazine/)

**Over 8.000 cattlemen & cattlemen read  
The EAR each month, & the list is growing!**



## Texas Beef Producers Approve Beef Checkoff

The Texas Department of Agriculture (TDA) today announced Texas beef producers have voted to establish a state-level Beef Checkoff program, which was approved by a wide margin of 66.79 percent of voters. Overall, 33.21 percent of voters opposed the measure. TDA conducted this referendum upon petition by cattle industry organizations under the authorities designated by the Texas Legislature.

"Texas is the largest cattle producing state in the nation, and our beef is among the highest-quality in the world," said Agriculture Commissioner Todd Staples. "As Texas ranchers continue to grow and raise the bar to meet consumers' tastes and preferences, it is my hope these funds will be used in a manner to enhance our producers' profitability and sustainability of food production. The Lone Star State is a national leader in agriculture, and I'd like to keep it that way."

Passage of the referendum establishes a producer-funded program without the use of tax dollars. The Beef Checkoff program will research ways to continue improving Texas beef quality, as well as educate prospective consumers of Texas beef around the world. Texas beef producers will pay a refundable assessment of no more than \$1 per head of cattle they sell. Collection of the assessment will begin on Oct. 1, 2014 and continue until the Beef Promotion and Research Council of Texas (BPRCT) notifies cattle collection points to cease collection.

## EPA Administrator Comments on Clean Water Act's Impact on Ag

EPA Administrator Gina McCarthy admits the process the agency has taken to clarify "Waters of the U.S." in the Clean Water Act has caused misunderstandings in the ag community.

McCarthy told reporters in a press conference yesterday the Interpretive Rule put forth by the agency was meant to include not only all "normal" farming practices - as before - but also practices supported by the USDA's Natural Resources Conservation Service (NRCS) and to expand the list of practices.

She says it was NOT meant to put the NRCS in a position of regulating, adding, "It's been interpreted as a narrowing. So that's one of the issues we really need to talk about. I don't think anyone in the farming community or the agriculture community or ranchers will disagree with the intent - it's the

"I am proud of my fellow Texas cattlemen and women for standing up for our future," said Coleman Locke, BPRCT chairman and Brahman cattle producer from Hungerford. "As a life-long Texas cattleman from a long line of ranchers, I was confident our industry's consumer-focused heritage would result in this decision to invest in our future. Our future success depends on our ability to meet the needs of consumers and reach those individuals with the facts about the quality product we produce, which is exactly what this program will accomplish. I look forward to working with those who supported and opposed this election to earn their confidence in their investment."

Voting on the measure took place June 2-6, 2014. Beef producers, regardless of age, who owned cattle in Texas between June 6, 2013 and June 6, 2014 were eligible to vote in the election. The Beef Checkoff program will be used for the promotion, marketing, research and educational efforts of beef and beef products for prospective consumers of Texas beef around the world.

As required under the Texas Agriculture Code, TDA conducted the referendum following a petition from cattle industry organizations on behalf of their members. After cattle owners voted, a canvassing committee of representatives from TDA and the Texas Secretary of State counted the votes. TDA conducted an eligibility audit of voters, which confirmed the vote results.

- *Cattlenetwork.com*

form it took and the misunderstanding that that has generated."

McCarthy says the Supreme Court required that the EPA make a rule that provides scientific clarity to benefit both the EPA and the ag community.

She said, "Not that we don't like to hang around together but I think they would prefer the clarity so they know what they're doing without thinking that EPA is going to have to visit! I love them dearly but we don't want that kind of relationship."

McCarthy visits a farm in Missouri on Wednesday and will hold a discussion with local farmers to dispel what she says are numerous myths about the proposed rule.

- *Brownfield Ag News*

## USDA: Crop Conditions at Multi-Year Highs

USDA's national condition ratings for corn and soybeans continue to hold at multi-year highs, even after some flooding and heavy rainfall over the past week.

As of Sunday, 75% of corn is rated good to excellent, unchanged from last week, with 1% from good to excellent, and the best rating for this time of year since 1999. 15% of corn is silking, compared to 6% a year ago and the five year average of 18%.

72% of soybeans are in good to excellent condition, also unchanged and with 1% moving from good to excellent, and the highest rating for early July since

1994. 98% of soybeans have emerged, compared to 97% on average, while 24% are blooming, compared to 21% on average.

57% of the winter wheat crop is harvested, compared to 60% on average, and 31% is rated good to excellent, a 1% improvement. 47% of spring wheat has headed, compared to 41% a year ago and 47% on average, with the condition rating holding steady at 70% good to excellent.

56% of U.S. pastures and rangelands are in good to excellent shape, down 2%.

- *Brownfield Ag News*

## Agri-Pulse Launches Series on Changing Demographics and Rural Politics

On Monday, July 7, Agri-Pulse published the first article in its six-part series, "Packing a Political Punch in Rural America."

Throughout this in-depth series, Editor Sara Wyant will look at some of the important demographic, economic and political changes taking place in American agriculture and discuss why it may be time for rural America's political influencers to rethink their tactics and strategies, too.

"In recent months, our editorial team talked to a wide variety of farm leaders - both inside and outside of the Beltway - who say this most recent farm bill served as a 'wake-up call' regarding their political effectiveness," explains Wyant.

"Don't get me wrong. There's still plenty of power in farm country, but several of the dynamics are changing.

at their peril."

As part of the series, which is sponsored by DuPont, Agri-Pulse also will name emerging young farm and rural advocates and share their vision for the future of farm and rural influence.

See the first article, "Digging into the Demographics: Will fewer farmers still be able to deliver political punch?" on [www.agri-pulse.com](http://www.agri-pulse.com)

About Agri-Pulse: Agri-Pulse is a trusted farm and rural policy source in Washington, D.C., providing a balanced perspective on a wide variety of issues including the farm bill, nutrition, trade, food safety, environment, biotechnology, organic, conservation and crop insurance. For more news, go to [www.agri-pulse.com](http://www.agri-pulse.com).

For more news, go to [www.agri-pulse.com](http://www.agri-pulse.com).

- *Agri-Pulse*

As one of our sources noted: "Demography is not destiny, but one ignores it

*Industry News* continued on page 38 ►►



# BEEFMASTER

## BUCKNER POLLED BEEFMASTERS Polled is Beautiful

Polled Heifers, Cows and Bulls Available  
Thornton, Texas • (254)747-2199  
www.bucknerpolledbeefmasters.info



Laurie Lasater • Lorenzo Lasater  
Box 60327 • San Angelo, TX 76906  
325/949-3763 • www.isacattleco.com  
Annual Bull Sale First Saturday in October

# BRANGUS



Scotty & Sherry Henderson  
189 Henderson Ln  
Bossier City, LA 71112  
(318)208-0069  
2HHendersonRanch@gmail.com



5K COWBELLE RANCH  
Wyllis & Brenda Kemp  
550 Hall Road  
PONTOTOC, MS 38863  
HOME: (662) 489-5335  
CELL: (662) 488-1360  
FAX: (662) 494-0491  
WWW.5KCOWBELLERANCH.COM  
WYLLISKEMP@AOL.COM



3857 Field Rd  
Shuqualak, MS 39361  
CalyxStar@aol.com  
Cell: 662-435-4885  
Office: 662-793-4746  
www.CalyxStarRanch.com



Joe, Mike & James Cavender, Owners  
Kenneth Welch, Manager  
1200 CR 4716 • Troup, TX 75789  
Home: 903/842-3178  
Mobile: 903/571-8716  
Certified Free Herd #D80550202



Charles A. Crochet, Sr.  
Cell: 337-349-1639  
Office: 337-856-8226  
cacr@cox.net

**CROCHET CATTLE**



**Joe & Elise Dillard**  
4206 Leaflock Lane • Katy, TX 77450  
713/201-3305 Cell • 281/395-3342 Home  
dillardcattle@aol.com

Ranch: 2013 N. FM 609  
Muldoon, TX 78949 • 979/247-2899  
Gary Prouse, Consultant: 979/830-7819

Domestic & International Semen Available  
www.dillardcattle.com



**Diamond Ranch** Registered & Commercial Brangus

Mike & Lisa Doguet, owners

Beaumont Ranch (409) 866-2297  
McCoy & Poteet Ranches  
McCoy Office (830) 569-5836  
Eric Otto (210) 834-0034

Timmy Lucher, Genetics Manager • (210) 834-1247



**Don Thomas**  
18146 Hwy 151 • Madison, MO 65263  
660/263-4560 • 660/651-1805  
Keith Thomas • 573/473-6719  
www.thomasbrangus.com

Quality Brangus Since 1973



**Garrett BRANGUS**

Todd Garrett  
PO Box 101  
Midlothian, TX 76065  
972/435-2479  
togarrett@deloitte.com

Registered & Commercial Brangus



**Garry Clem Brangus**  
Garry & Phyllis Clem  
14888 Hwy 110N • Jacksonville, TX 75766  
903/726-3463 • Cell: 903/279-5486  
ggclem69@aol.com

35+ Years of History & Proven Genetics



**JLS INTERNATIONAL**  
P.O. Box 928  
Robertsdale, Alabama 36567  
(281) 947-5688

Jeff Smith • Alabama (251) 947-5688  
Myron Saathoff • Texas (210) 218-4804



**LAKE MAJESTIK FARMS**  
Quality Brangus Genetics

Nic Cornelison  
3424 Alabama Hwy 117  
Flat Rock, AL 35966  
256.632.1304 • 423.240.1255  
nic@lakemajestikfarms.com



**LINGG BRANGUS RANCH**  
Joe & Nancee Lingg  
13189 FM 17 • Grand Saline, TX 75140  
903.962.5534 • 903.962.6239 (office)  
903.521.6336 (cell)  
pjlingg@aol.com  
www.LINGGBRANGUS.com

Bulls, Bred Heifers & Show Heifers for Sale

**Your ad could be here!**  
Call us to find out how.  
Phone: 979/219-4599  
Fax: 979/828-5532  
www.amscattle.com/the-ear-magazine.com



**Johnny Vines**  
41190 U.S. Hwy. 231  
Steele, AL 35987  
(205) 594-5307  
(205) 594-5456 fax

ASHVILLE, AL

REGISTERED BRANGUS  
FOR SALE



**SANTA ROSA RANCH**  
Kent Smith, General Manager  
(979) 540-8338 | kent@srtrtexas.com  
Scott Broadus, Manager  
(936) 348-0953 | scott@srtrtexas.com  
Gerald Sullivan, Owner  
Kelley Sullivan, Owner  
Navasota and Crockett, Texas  
WWW.SRRTEXAS.COM



**SKYHAWK BRANGUS**  
"Better Brangus for the Future"

Russell L. Williamson  
13140 CR 285 • Tylet, TX 75707  
Office: 903.530.5957 • skyhawkbrangus@yahoo.com  
www.skyhawkbrangus.com



**TRUITT BRANGUS Farms**

Brian Truitt  
PO Box 2855 Auburn, AL 36831-2855  
(334) 319-3210  
Email: btruitt775@charter.net  
Home of Bragg of RRR 795W11



**BRINKS Brangus™ Cattle**  
Westall Ranches, LLC  
Breeding The Best. Better.®

RANCH LOCATION: 1818 Arabela Rd • Arabela, New Mexico 88351  
PO Box 955  
Capitan, NM 88316  
Cellular: 575-365-6356  
Email: taterfire@hotmail.com



**SANTA GERTRUDIS**



**BRIGGS RANCHES**

P.O. Box 1417 • Victoria, TX 77902 • 361/573-7141


Traylor Division  
Bloomington, TX  
361/897-1337

San Roque Division  
Catarina, TX  
830/999-3236

San Carlos Division  
Rio Grande City, TX



**Harris Riverbend Farm**  
The New Generation  
Santa Gertrudis  
David & Laurie Harris  
PO Box 691 • Cleburne, Texas 7603  
817/641-4159 home • 817/641-4771 office  
817/996-5866 mobile



**NUNLEY BROS. RANCHES**

Bob & Richard Nunley  
P.O. Box 308 • Sabinal, TX 78881  
info@nunleybrothers.com  
Watch for the Annual Star Five Production Sale



**Wendt Ranch** For today's Santa Gertrudis Breeding age bulls & heifers for sale year round.

**Dan Wendt**  
5473 FM 457  
Bay City, TX 77414  
979/245-5100  
dwendt@tskyconnect.net  
www.wendtranch.net



**Terry Loftis**  
Area Beef Representative

240 Willow Grove Church Road  
Seminary, MS 39479  
Home: 601-722-4790  
Cell: 601-408-6872

**Genex Cooperative, Inc.**  
A Subsidiary of Cooperative Resources International



**OvaGenix** 

Embryo Transfer • Estrus Synchronization Programs  
Complete Reproductive Services • In Vitro Fertilization

Toll Free: 866-4EMBRYO • P.O. Box 3038 • Bryan, TX 77805  
979/731-1043 • Fax: 979/731-1086 • info@ovagenix.com • www.ovagenix.com

**AMERICAN EMBRYO TRANSFER ASSOCIATION CERTIFIED**

**SIMBRAH**

**Lakin Oakley**  
Auctioneer

7081 Highway 82 West  
DeKalb, Texas 75559  
903/667-3251 Home  
903/277-9610 Mobile



**ROBERTSON LIVESTOCK**

Donnie Robertson  
Certified Ultrasound Technician  
Registered, Commercial & Feedlot  
4661 PR 4055 • Normangee, TX 77871  
Cell: 936.581.1844 • Email: crober86@aol.com


**Pine Ridge Ranch** 

Pine Ridge Ranch  
Pine Ridge Ranch  
ATHENS, TX  
Jane and Bill Travis  
www.simbrah.com  
E-mail: billtravis@bigplanet.com  
Cell: 214-850-6308

9876 PLANO RD.  
DALLAS, TX 75238  
Office 214-369-0990  
Home 214-348-1618  
Fax 214-369-9132

**LARRY SMITH LIVESTOCK**  
Goosenecks - Pots - Ground Loaders

Larry & Claudia Smith  
M: 817-832-3032  
H: 254-562-6294  
PO Box 1133 • Mexia, TX 76667  
"The Most Dependable  
& Experienced in the Southwest"



**TCR GENETICS**  
ARTIFICIAL INSEMINATION BREEDING SERVICE

Serving Purebred & Commercial Breeders of  
South Texas & Specializing in American Breeds.

**TECOLOTE CREEK RANCH GENETICS - DR. JOE PASCHAL**  
361/946-1103 Office • 361/242-9753 Residence  
www.tcr-genetics.com

**SERVICES**

**LIVESTOCK PHOTOGRAPHY BY**  
nancy

(979)229-9998  
nmcattle@aol.com



**Tommy Barnes**  
AUCTIONEER

334/462-4004  
tommybarnes8@gmail.com



**Champion Genetics**

- Semen Collection & Processing
- CSS Available Facility
- Storage • Shipping • Supplies
- AI • Embryo Collections
- AI Training School


At our facilities or on-farm collecting.  
18035 FM 17 Canton, TX 75103  
Toll Free 1.866.604.4044  
Fax 903.567.6587  
www.championgenetics.com

Bob Woodard 903.521.7904  
Brenda Barton 903.567.4044 (Office)  
Craig Barton 903.920.3223

**M&W CATTLE SERVICES**

Complete Embryo Collection/Transfer Services  
P.O. Box 250 • Wheelock, TX 77882

Dan R. Miller, DVM  
979/229-0542  
drmlr8@windstream.net

 Todd Whitesell  
979/229-8290  
twhitesell@windstream.net

**Kevin Milliner**  
Cattle Genetics Specialist  
29102 E County Road 1650  
Elmore City, OK 73433  
M 806-679-7161  
E kevin.milliner@zoetis.com

**zoetis**

**Doak Lambert**  
AUCTIONEER

120 Shadydale Lane • Coppell, TX 75019  
972-471-1233, office • 972-839-6485, cell  
www.doaklambert.com • email: doak@doaklambert.com



**THE EAR**

The new industry standard for Bos indicus.  
Advertising Sales:  
Mark Cowan: 903/495-4522, markc@amscattle.com  
Richard Hood: 979/224-6140, richardh@amscattle.com  
Trey Kirkpatrick: 979/324-5518, treyk@amscattle.com  
Brad Wright: 979/219-4599, bradw@amscattle.com

*Industry News* continued from page 36.

### Another Arrest Made in Seed Technology Theft Case

The sister of a Chinese national arrested last year has also been arrested and accused along with him of trying to steal the secrets of hybrid corn being raised in Iowa and Illinois.

According to the U.S. Attorney's office in southern Iowa, Mo Yun is charged with conspiracy to steal trade secrets. Her brother was arrested in December 2013. Her husband is the CEO of a Chinese conglomerate with a seed corn subsidiary.

Security staff from DuPont Pioneer alerted the FBI after they noticed suspicious activity in their fields.

The Chinese siblings are accused of trying to steal the trade secrets of several U.S.-based seed companies. An FBI agent on the case says the theft of intellectual property is the agency's second top priority - only behind preventing terrorism.

~ Brownfield Ag News

**THE EAR** Your ad could be here!

Call us to find out how.  
Phone: 979/219-4599  
Fax: 979/828-5532  
www.amscattle.com/the-ear-magazine/

The new industry standard for Bos indicus.  
Advertising Sales:  
Mark Cowan: 903/495-4522, markc@amscattle.com  
Richard Hood: 979/224-6150, richardh@amscattle.com  
Trey Kirkpatrick: 979/324-5518, treyk@amscattle.com  
Brad Wright: 979/219-4599, bradw@amscattle.com





# the **EAR** Calendar

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

## August

- 4-6 **TAMU Beef Cattle Short Course - College Station, TX**
- 22-23 **Southeast Brangus Breeders Field Day - El Dorado, AR**
- 23 Southeastern BBA Convention Sale - Tunica, MS
- 23 Rio Grande Valley Beefmaster Sale - Rio Grande City, TX
- 30 **Cattleman's Opportunity Replacement Female Sale - Nixon, TX**
- 31 Louisiana Sugar Classic Brahman Sale - TBA
- 18 Beef "On" Forage Beefmaster Bull Sale - Brenham, TX
- 24-26 Simbrah Synergy VII Sale - Giddings, TX
- 25 **44 Farms Fall Bull & Female Sale - Cameron, TX**
- 25 **Miller Brangus Sale - Waynesboro, TN**
- 25 Carr & Others Fall Sale - Memphis, TN

## September

- 6 Lasater Ranch Sale - Matheson, CO
- 13 **Thomas & Sons Cadillac of Brangus Sale - Madison, MO**
- 19 **Nunley Brothers "One Ranch Raised" Bred Commercial Heifer Sale - Sabinal, TX**
- 20 Heart of Texas Simbrah Association Fall Fest Sale - Hearne, TX
- 20 Arkansas BBA Razorback Classic - Conway, AR
- 27 **SEBBA Female Sale - Lake City, FL**
- 27 Live Oak BBA Fall Sale - Three Rivers, TX
- 5 President's Council Sale - Memphis, TN
- 7 **11th Annual Santa Gertrudis Bull & Commercial Female Sale - Bloomington, TX**
- 8 **37th Annual Tri-Star Santa Gertrudis Sale - Bloomington, TX**
- 8 The Cattleman's Kind Bull Sale at Blackwater Cattle Co. - Lake Park, GA
- 8 Heart of Texas Beefmaster Sale - Groesbeck, TX
- 8 Louisiana BBA Cowboy Classic Sale - Lake Charles, LA
- 14-15 **Salacoa Valley "Buy the Number" Bull & Female Sale - Fairmount, GA**
- 15 Branch Ranch Brangus Sale - Mansfield, LA
- 15 Stephen F. Austin State Univ. & Friends Beefmaster Sale - Nacogdoches, TX
- 22 Alabama Brangus Breeders Anns. Bull Sale - Uniontown, AL
- 22 Collier Farms Performance Bull Sale - Brenham, TX

## October

- 2 **Advancing the Breed IV - Lake Charles, LA**
- 4 Painted Springs Smith & Wesson Influenced Sale - Thompson Station, TN
- 4 Isa Cattle Co. Performance Tested bull Sale - San Angelo, TX
- 11 **Brinks Brangus Westall Ranches First Production Sale - Riodoso, NM**
- 11 CX Advantage Sale - Weimar, TX
- 11 South Texas BBA Buccaneer Classic Sale - Robstown, TX
- 11 Ozark & Heart of America Fall Female Sale - Tulsa, OK
- 17 Little Creek Farms & Friends Black Bull Sale - Okeechobee, FL
- 18 **Doguet Diamond D Ranch Sale - Poteet, TX**
- 18 Town Creek Farm Bull & Commercial Bred Heifer Sale - West Point, MS

## December

- 6 Lone Star BBA Sale - Sulphur Springs, TX
- 13 Tom Brothers Ranch Bull Sale - Campbellton, TX

**Your ad could be in here!**

**Call us to find out how.**

**Advertising Sales:**

Mark Cowan: 903/495-4522, markc@amscattle.com  
Richard Hood: 979/224-6150, richardh@amscattle.com  
Trey Kirkpatrick: 979/324-5518, treyk@amscattle.com  
Brad Wright: 979/219-4599, bradw@amscattle.com

Fax: 979/828-5532

[www.amscattle.com/the-ear-magazine/](http://www.amscattle.com/the-ear-magazine/)



# Advertiser's Index

2H Brangus.....	37	Skyhawk Brangus.....	37	Truitt Brangus Farms.....	16,37
37th Annual Tri-Star Sale.....	20	South Texas Cattle Marketing.....	29	Wendland & Associates, LLC.....	11
44 Farms.....	IBC	TAMU Beef Cattle Short Course.....	12	Wendt Ranch.....	38
5K Cowbelle Ranch.....	37	TCR Genetics.....	38	Westall Ranches, LLC.....	1,37
Alleman Cattle Company.....	3	The Oaks Farms Brangus.....	16	Zoetis.....	38
AMS Genetics, LLC.....	16	Thunderstorm R Cattle Company.....	3	<div> <div>Over 8,000 cattlemen &amp; cattlegirls read The EAR each month, &amp; the list is growing!</div> </div>	
Bill Rainer Cattle Co.....	3	Tommy Barnes Auctioneer.....	38		
Briggs Ranches.....	IFC, 37	TransOva Genetics.....	17		
Buckner Polled Beefmaster.....	37				
Calyx Star Ranch.....	37				
Cattle Solutions.....	40				
Cavender Ranches.....	37				
Champion Genetics.....	30				
Crochet Cattle.....	37				
Dillard Land & Cattle.....	37				
Doak Lambert Auctioneer.....	38				
Doguet's Diamond D Ranch.....	13,37				
Don Thomas & Sons.....	21,37				
Draggin' M Ranch.....	8,9				
Farris Ranching Company.....	30				
Garrett Brangus.....	37				
Garry Clem Brangus.....	37				
Genex Cooperative, Inc.....	38				
Greenview Farms, Inc.....	3				
Harris Riverbend Farm.....	15,37				
Harvey Ranch.....	3				
Isa Cattle Co., Inc.....	37				
JLS International.....	37				
Lake Majestik Farms.....	37				
Lakin Oakley Auctioneer.....	38				
Larry Smith Livestock.....	38				
Lingg Brangus Ranch.....	37				
Livestock Photography by Nancy.....	38				
M&W Cattle Services.....	38				
Miller Brangus.....	16,27				
Nunley Bros. Ranches.....	5,37				
OvaGenix.....	38				
Pine Ridge Ranch.....	38				
Quail Creek Brangus.....	37				
Robertson Livestock.....	38				
Salacoa Valley Farms.....	16,BC				
Santa Gertrudis Breeders International..	11				
Santa Rosa Ranch.....	37				
SEBBA Showcase Sale.....	32				
Seminole Tribe of Florida, Inc.....	16,BC				

IF YOU FIGHT FOR YOUR  
**limitations**  
YOU GET TO KEEP THEM.

**Cattle Solutions will help you...**  
**Identify your goals...make a plan...then surpass them.**

*He who answers before listening--that is his folly  
and his shame.  
- Proverbs 18:13*



**Kyle & Crystal Devoll**  
1060 PR 6012 • Giddings, TX 78942  
979.820.8362 • kjdevoll@gmail.com  
[www.cattlesolutions.com](http://www.cattlesolutions.com)





**FARMS®**

SINCE 1909



# THE FALL SALE

**350** ANGUS BULLS ★ **12** FEATURE FEMALES ★ **40** OPEN HEIFERS

**CAMERON, TEXAS • 12PM**  
**SATURDAY, OCT 25**

[44farms.com](http://44farms.com) • [44steaks.com](http://44steaks.com)



# Buy the Numbers

**FRIDAY NOVEMBER 14TH | 5:00PM**  
SELLING 125 FEMALES

**SATURDAY NOVEMBER 15TH | 10AM**  
SELLING 200 COMING 2-YEAR-OLD AND YEARLING BULLS

**FREE  
DELIVERY  
TO  
CENTRAL  
POINTS!**



**SEMINOLE TRIBE  
OF FLORIDA, INC., OWNER  
SALACOA VALLEY DIVISION**

**ALEX JOHNS**

Natural Resource Director

Office: 863-763-5020

Cell: 863-634-1546

ajohns2@seminoletribe.com

**CHRIS HEPTINSTALL**

Salacoa Valley Farms,

General Manager

706-337-2295

chris@salacoavalleybrangus.com

**TODD HARVEY**

Consultant

386-288-8059 | harvey.todd12@gmail.com

www.salacoavalleybrangus.com

www.aspenedgemarketing.com



Oaks High Choice 99A1 | Swift x Oaks Ms Hombre 99X9

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
4.1	1.8	42	66	8	29	7.0	0.9	0.62	0.00	0.009



Salacoa Lambert 392A3 | Lambert x Ms Brinks New Era 392P51

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
0.8	1.5	31	54	8	24	5.2	0.4	0.61	0.36	0.005



Salacoa Patton 535A9 | Patton x Ms Brinks Lambert 535U9

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
6.8	0.1	32	52	11	26	7.2	0.9	0.66	0.22	-0.008



Salacoa Stonewall 99A3 | Stonewall x SVF Ms 99P21

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
5.6	0.9	28	57	15	29	6.4	0.8	0.77	0.08	0.005



Ms Brinks Lambert 535U9 | Lambert x Ms Brinks New Era 535N60

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
6.6	-0.1	32	54	10	26	7	1	0.74	0.36	0.001



SVF Best Bet 99 T529 | Best Bet x Ms Brinks New Era 99M14

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
4.8	-1.8	21	59	18	29	2.3	1.1	0.61	0.28	0.011

**american  
marketing  
services**

Mark Cowan | marke@amscattle.com | 903-495-4522

Trey Kirkpatrick | treyk@amscattle.com | 979-324-5518

Richard Hood | richardh@amscattle.com | 979-224-6150

Brad Wright | bradw@amscattle.com | 979-219-4599

www.amscattle.com