

May 2011

Missouri  
**ANGUS**  
Trails

Volume 27 • No. 2



# MEAD FARMS

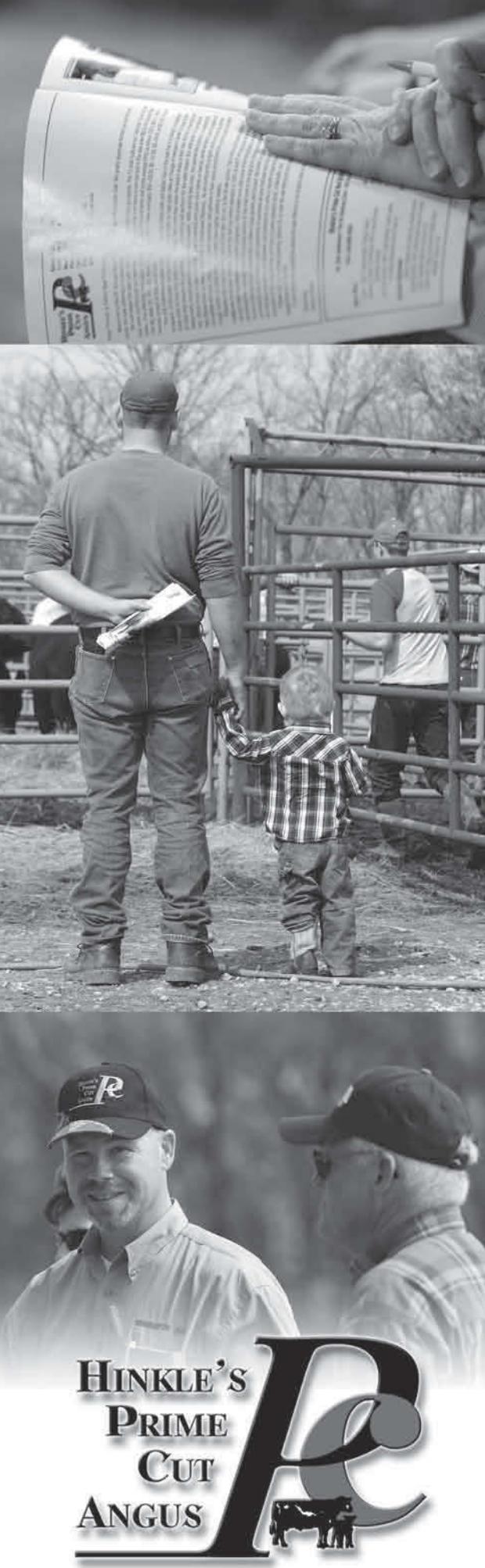


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MARCH 3, 2012

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# Thanks. Gratitude. Humility. Appreciation. Generosity. Purpose.

Reflections after an annual sale stir lots of emotions.

A simple **thanks** never seems enough. Our **gratitude** for the support of our friends and fellow beef producers is overwhelming. **Humility** is a virtue that can never be replaced. Our **appreciation** for your support and **generosity** continues to give us **purpose**. **Thanks** for your **business!**



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**MAY 2011**

Volume 27 Number 2

*The official publication of the Missouri Angus Association*

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## ADVERTISING RATES

SIZE	1-4 ISSUES	5-8 ISSUES	9 ISSUES
1 Page	\$400.00	\$370.00	\$340.00
2/3 Page	325.00	300.00	275.00
1/2 Page	255.00	235.00	215.00
1/3 Page	190.00	175.00	160.00
1/4 Page	145.00	135.00	125.00
1/6 Page	110.00	105.00	100.00
1/8 Page	80.00	75.00	70.00

## ADVERTISING DEADLINES

### TRAILS ISSUE

June/July Directory Issue 2011

August 2011

September 2011

October 2011

November 2011

December 2011

January/February 2012

March 2012

April 2012

May 2012

### DEADLINE

May 1

July 10

August 10

September 10

October 10

November 10

January 1

February 10

March 10

April 10

### MAIL DATE IS APPROXIMATELY THE 1<sup>ST</sup> OF EACH MONTH.

Due to the short time frame between the ad deadline and the print deadline, there will be no exceptions to advertising deadlines. Thank you for your cooperation in helping us get the Trails out on time.

MISSOURI ANGUS TRAILS (ISSN 1931-9886) is published monthly except for January and February which are combined issues and June and July which are combined issues and is published by the Missouri Angus Trails, P.O. Box 246, Dadeville, MO 65635. Periodicals postage paid at Springfield, MO 65801. Subscription price is included as a part of the minimum membership dues of \$35.00 per year in the Missouri Angus Association. POSTMASTER: Send address changes to the Missouri Angus Trails, P.O. Box 246, Dadeville, MO 65635.

# Favorites at Connealy's



## Connealy Mentor 7374

7AN302 • 15832714 •

Sire: Retail Product • MGS: Jauer 353 Traveler  
589 27

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AAA EPDs as of 4/1/11	Production								Maternal				Carcass				C	U	\$Value			
	CED	BW	WW	YW	RADG	YH	SC	DOC	CEM	Milk	Dt/Hd	SEN	CW	Marb	RE	Fat	Grp/Pg	Grp/Pg	\$W	\$F	\$G	\$B
EPD	5	1.8	62	112	.08	.1	1.51	11	5	26	0	-11.19	20	.27	.68	.022	0	26	29.86	47.06	24.75	55.62
Acc	.44	.81	.72	.63	.41	.63	.69	.24	.19	.23	0	.33	.44	.44	.39	0	109					
% Rank					4	3		3		20			25		1				15	4		20



## Connealy Answer 71

7AN299 • 15832579 •

Sire: Final Answer • MGS: 112

Answer is a great calving-ease option who is gaining plenty of momentum. Jerry Connealy indicates, 'His daughters are moderate framed, have a deep flank, and nice udders. They have a soft, "cowy" look, their dispositions are good, and they have been excellent mothers.' He can be your Answer for great cows!

22 Yearling sons average \$6,523!

AAA EPDs as of 4/1/11	Production								Maternal				Carcass				C	U	\$Value			
	CED	BW	WW	YW	RADG	YH	SC	DOC	CEM	Milk	Dt/Hd	SEN	CW	Marb	RE	Fat	Grp/Pg	Grp/Pg	\$W	\$F	\$G	\$B
EPD	8	0.4	58	102	.09	.1	.50	6	8	21	0	-3.41	23	.36	.39	.027	5	21	31.05	38.18	23.27	53.76
Acc	.60	.85	.78	.66	.44	.62	.67	.39	.19	.21	0	.53	.59	.56	.54	22	107					
% Rank	25	20	10	10									20	15					10	15		25

Sons of Select Sires bulls sold in the very successful Connealy Bull Sale this spring where 495 bulls averaged \$6507, including Mentor, Answer 71, 5050, Predestined, Vern, Big Eye and 6EM6. New Additions acquired from Connealy Angus include Connealy Confidence 8281, Connealy Capitalist 8821 and Connealy Combination 8127.

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## **With Guest Consignors: JM Angus and Rolling Ridge Angus**

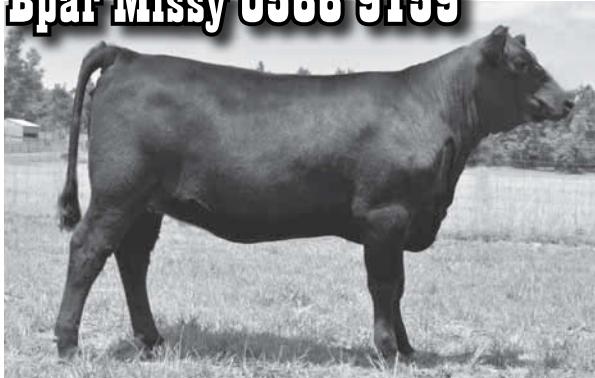
### **Circle A Pill 4482**



CED	BW	WW	YW	MILK	MARB	RE	SW	\$B
+4	+3.5	+45	+79	+16	.17	+.48	+22.50	+44.58

An outstanding donor by the Angus Sire Alliance winner GDAR SVF Traveler 234D. Her donor dam was the \$76,000 top-selling female of the first Denim and Diamonds Sale and is a direct daughter of the Pathfinder Dam, Pleasant Pill of Conanga. 4482 is due in April to Nichols Extra K205.

### **Bpar Missy 0566 9159**



CED	BW	WW	YW	MILK	MARB	RE	SW	\$B
+1.6	+1.9	+39	+65	+17	.67	+.16	+25.64	+52.49

Excellent carcass genetics in this young fall bred heifer by Rockn D Ambush 1531. Her dam is the popular donor Finks Miss 0566 7116 036 who is an own daughter of B/R New Design 036. 9159 places in the top 15% for Marb and top 25% for \$B, she is due in Oct. to Woodhill Mainline.

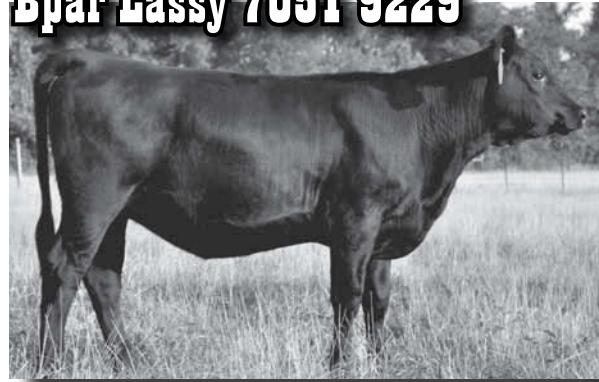
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### **Bpar Lassy 7051 9229**



CED	BW	WW	YW	MILK	MARB	RE	SW	\$B
+6	+3.2	+58	+106	+27	-	-	+26.00	-

This high growth daughter of SS Objective T510 OT26 places in the top 3% for YW and top 5% for WW. Her dam blends the great maternal sire Exar Foundation 1806 who is a maternal brother to N Bar Emulation EXT with the \$75,000 SVF Gdar 216 LTD. 9229 descends from the Circle A Lass cow family and is due in Oct. to SAV Bismarck 5682.

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CED	BW	WW	YW	MILK	MARB	RE	SW	\$B
+5	+3.5	+47	+87	+29	+.70	+.28	+24.01	+65.85

Featuring this maternal sister to the \$68,000 SAF Focus of ER, the \$100,000 SydGen Refocus and the \$62,000 all-time record selling female in a SydGen Sale, SAF Forever Lady 0020. She blends SAF 598 Bando 5175 with the powerful donor GDAR Forever Lady 246. A daughter was a \$4,200 feature of a past Busted P Sale while another daughter was selected by Circle A Ranch.

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# Enhancing connections

*CAB board chairman finds new ways to reach out*

By Lyndee Patterson

There's no rigid job description for Chairman, Certified Angus Beef LLC (CAB) Board of Directors. But the elected, voluntary position entails a lot of responsibility, and those who excel at the job tend to redefine it with passion and energy.

Steve Olson, Hereford, Texas, excels as chairman, says John Stika, CAB president. "He is a staunch spokesman for the brand, and not just to fellow cattlemen. Steve's been a very visible example of what this brand stands for."

Elected first to the American Angus Association Board in 2006, Olson ran for and was elected to the CAB board the next year, currently serving his second year as chairman. He's more than capable of acting as a liaison between the board and CAB executives, reviewing financial activities and everything else one might expect. But there's more than the expected.

"CAB helped change the whole beef industry, and it is an honor to be a part of that continuing process," Olson says. He works to evolve and enhance board roles to benefit the world's leading beef brand and all the segments of the beef industry that it connects.

"We've learned how to utilize the board members beyond formal 'budgetarians,'" Stika says. "Steve's been a great asset in helping us promote our story."

It's no passive role. "We're trying to change the whole atmosphere with the board," Olson says. "We want to make it more of an open discussion between the board and staff so we can be more aware of all the activities and discuss possibilities to promote the brand."

He hopes to see positive change not only within the board, but within the entire beef industry.

"One neat revelation I've had from my time on the board has been seeing how all the segments of the beef industry are intertwined," Olson says. Because of that connection he encourages everybody from cow-calf producers to retailers to embrace their partnership and work together: "We are not each other's enemy."

He's also working to connect producers to consumers.

Last year he represented CAB and ranchers in general at the South Beach Food and Wine festival in Miami. There, surrounded by urban consumers and chefs, he helped put a face on beef production.

More recently, Olson and wife Ginger hosted a ranch tour for Johnson and Wales Culinary School chefs at Olson Cattle Company. The guests saw the entire operation and all of its processes.

"They had lots of questions and lots of misconceptions, brought on by animal activists," Olson says. "We tried to resolve these by showing them the handling, care and treatment practices we use to create a wholesome product."

One of the highlights for Olson was knowing that the information provided would be passed on to students.

"The people we had here are educators. What better place to start than with those who are teaching other people?" he asks.

While Olson may teach, he is also eager to learn.

"Steve is truly a student of the industry," Stika says. "He doesn't bring a lot of preconceived notions, but instead asks where the brand needs to go and works to find the best way to get there."

With the ability to teach and the willingness to learn, Stika says Olson is a great resource to help reduce the disconnect between producers and consumers. Events like the Johnson and Wales chefs' tour demonstrate how much work needs to be done.

It is up to ranchers to be aware of the gap and to make an effort to inform consumers, Olson says.

"I live on a ranch—I don't live in a big city—and I don't always think about their lack of any concept of what we do and where we come from," he says.

In the past, consumers trusted farmers and ranchers. "Now that's not always the case," Olson says. "We need to educate people and tell them about ourselves and to promote not just our products, but our livelihood." 

## Angus Expands its Genomic-enhanced Growth EPDs

*Genomic-enhanced EPDs include growth, carcass, feed efficiency and docility traits.*

The American Angus Association® and Angus Genetics Inc. (AGI®) continue to expand their offering of genomic-enhanced expected progeny differences (EPDs), the cattle industry's latest and most accurate genetic selection tools.

Beginning today, the High Density 50K (HD 50K) platform from Pfizer Animal Genetics will be incorporated into genomic-enhanced EPDs for growth traits including birth, weaning and yearling weight EPDs; as well as milk EPDs.

The selection tools are generated using the Association's extensive growth database and genomic results now provided by both HD 50K from Pfizer Animal Genetics and the Igenity® Profile for Angus.

Through the American Angus Association, AGI now offers genomic-enhanced EPDs for carcass, growth and residual average daily gain (RADG) traits incorporating genomic data from both Pfizer Animal Genetics and Igenity. A genomic-enhanced EPD for docility

incorporating Igenity results is also available.

"We continue to work toward utilizing genomic data in additional EPDs to benefit our members and their commercial customers," says Bill Bowman, AGI president and Association chief operating officer (COO). "We're currently working toward incorporating genomic data into calving ease EPDs for Angus cattlemen and anticipate releasing this technology later this year."

Sally Northcutt, Association director of genetic research, says genomic-enhanced EPDs allow Angus farmers and ranchers to make even more accurate, more rapid genetic improvements.

"These and all other National Cattle Evaluation EPDs are released every Friday and provide Angus producers with the most up-to-date information for their selection decisions," Northcutt says. "These tools can provide an advantage for any operation, regardless of herd size."

Visit <http://www.angus.org/> for more information. 

**We would like to express our sincere thanks to everyone who attended our 5th Annual Production Sale. We had a great day and appreciate very much all of our friends and customers taking the time to be with us.**



**A SPECIAL THANKS TO ALL OF OUR BUYERS, WE WISH YOU THE BEST OF LUCK WITH YOUR NEW PURCHASES AND WE APPRECIATE YOUR CONFIDENCE IN OUR PROGRAM.**

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## Angus Demand Continues Climb

*Bull sale values up 26% compared to the same period a year ago.*

Few things remain predictable in the twists and turns of today's cattle market.

But while cattlemen anticipate the next stage in the cattle cycle, one area remains stable — rising demand for registered Angus genetics.

In fact, the latest sale data from the American Angus Association® show a substantial increase in demand for Angus bulls. Fiscal numbers show the 31,921 registered Angus bulls sold from Oct. 1, 2010, to March 31, 2011, grossed more than \$121 million for an average of \$3,803 per head. That's a \$779-per-head increase — or 26% boost — compared to the same time period a year ago.a

"This is a significant testament to increasing demand for registered Angus genetics," says Bryce Schumann, American Angus Association chief executive officer (CEO). "The nation's cattlemen and women continue to see the benefits of quality Angus genetics in their cattle herd."

Schumann suggests much of the demand has been spurred by a recovering U.S. economy, a low cattle inventory and strong market trends affecting feeder and fed cattle prices.

"These trends have played out this spring to show steady demand for Angus bulls and a healthy demand for Angus females," he says. "And it isn't localized. Our analysis shows bull prices are up in all regional manager territories across the country."

Increased demand continues from a report issued in December

that showed a significant boost in bull sale averages, at \$3,258. The latest year-to-date figures released by the Association exceed that average by \$545 per head.

"For a cattle breed, the only thing better than a successful sale season in the fall, is another the subsequent spring," Schumann says. "We look forward to this trend continuing well into the future."

*The American Angus Association is the nation's largest beef organization, serving nearly 30,000 members across the United States and Canada. It provides programs and services to farmers, ranchers and others who rely on the power of Angus to produce quality genetics for the beef industry and quality beef for consumers.*

*For more information about Angus cattle and the American Angus Association's programs and services, visit [www.angus.org](http://www.angus.org).*





# CAB seeks clarity in GIPSA rules

By Steve Suther, Industry Information Director

Certified Angus Beef LLC (CAB) President John Stika sent a letter to USDA Secretary Tom Vilsack in late March to explain the branded beef company's stand against current wording in rule changes proposed by the Grain Inspection Packers & Stockyards Administration (GIPSA).

The USDA agency last summer unveiled its proposed rule changes that govern livestock marketing. A divide soon appeared within the beef industry over lengthening the comment period, and whether the proposed changes themselves needed changes. "Fairness" debates began from coffee shops to editorials and letters to USDA expressing either support or concern over vague language.

At a USDA/Justice Dept. workshop on competition in Fort Collins, Colo., last August 27, in an open letter to Angus producers and in subsequent comments to GIPSA, Stika expressed concern over unintended consequences and called for further study because there had been very little.

By the end of the extended November deadline and after two private economic analyses quantifying costs and concerns, more than 60,000 comments had come in to GIPSA. Vilsack then announced USDA would conduct its own economic impact study.

"The issue seemed to fade a little, but in fact it has not gone away," Stika said. "We owe it to Angus producers and all of our licensed partners across the beef industry to maintain an active role in helping USDA craft the best possible clarifications to the proposed GIPSA rules."

The letter stated, "Pleasing the consumer is the single most effective and sustainable solution to maintaining an economically viable beef industry... Unless heavily edited, we believe the proposed rule will cause cattlemen and brand partners great economic hardships as their investment in premium genetics meet a constricted market."

While not opposing the effort to better define terms, the letter noted, "it appears the kind of clarity being proposed negates the intent and opens the doors to a long series of lawsuits ... litigation

will lead to a reduction in the availability of value-based marketing arrangements." Value separation would be minimized but "easier to defend," the letter said.

Certified Angus Beef Board Chairman Steve Olson said, "This brand has worked for years to get ranchers premiums on their high-quality cattle through value-based marketing. Because the proposed rules may threaten these premiums, we must voice our opinion."

The American Angus Association supports these efforts, noted Association Board Chairman Joe Hampton. "By working with Secretary Vilsak, we hope Certified Angus Beef can help insure that any changes to the existing GIPSA regulations allow for the continued expansion of quality-focused, value-based marketing options," he said.

That's what allows financial rewards for those who meet the growing consumer demand for products such as those bearing the *Certified Angus Beef* brand, said Association board member Leo McDonnell.

GIPSA has made it clear that its rules are not intended to "limit or eliminate the ability of companies to provide premiums to reward producers for providing certain quantity or quality of livestock," McDonnell said. "We will continue to stay engaged to ensure GIPSA stays true to these proposed intentions and to be clear that nothing in these rules will jeopardize a premium-based market."

"Angus producers have much at stake because we have worked hard to add value to our cattle," Hampton said. "We're happy to provide input to help ensure the GIPSA rules will result in a vibrant, healthy market that rewards quality and enhances opportunity and choices."

Stika concluded, "We have a long history with USDA and much common ground in seeking a better future for producers who aim to satisfy consumer demand. We look forward to reviewing the pending USDA economic impact study, and every opportunity to discuss solutions to our concerns."



# Steak prices show strength of CAB brand vs Choice

By Steve Suther, Industry Information Director

As cash cattle prices shot up to record highs in March and the futures markets showed incredible strength, consumers were asked to pay record prices for beef. Shaking off worries about the economy, they responded positively.

Ground beef and cuts from the chuck and round led the increase, but middle-meat steaks moved higher, too. Faced with record high prices for the most expensive cuts, more consumers opted to ensure the eating experience by turning to the *Certified Angus Beef* (CAB®) brand.

"As middle meat prices rose, the CAB/Choice spreads widened,"

said industry analyst Julian Leopold, of Leopold Foods. He has written the monthly "CAB Market Watch" column for licensees since January 2010, making note of relative prices for USDA Choice and CAB cuts.

Comparing year to year, CAB ribeyes rose 3.2%, from \$5.58 per pound (/lb.) in March 2010 to \$5.76 this March, while the Choice rib eye managed only a 2-cent increase. That amounted to a 40% increase in the CAB/Choice ribeye spread to \$.56/lb., Leopold noted.

He saw a similar pattern in the price relationships for CAB vs. Choice shortloins and tenderloins. "The 16.1% increase in CAB ten-

*continued on page 9*



# CORNER on QUALITY



## Informed ideas uphold reputation

By David MacVane, CAB Director of Business Development

It takes years to build your reputation and days to kill it.

That could apply to your name as an Angus seedstock producer. You've built breeding and customer service programs, but if you deviate from the goals and integrity your customers have grown to respect, you're done. Usually, when I use that phrase it's with retailers all across the country and it rings true for them, too.

Whether you call it tough times or a recession, this economic situation has caused grocers to reevaluate what their customers want and need and at what price.

When those decision makers—vice presidents of meat operations, executive boards, and CEOs—are looking at their beef program, you can bet we want the *Certified Angus Beef®* (CAB®) brand to be part of that conversation.

Our main point of discussion is always value—not price, but value. You get what you pay for and consumers will easily recognize this if they switch to a carrying lower quality beef. We don't just point that out, we offer solutions.

We come in and provide data analysis. We'll help them understand which cuts are earning them the most money and what ad features are working. Information is the first step.

Then we'll present new ideas. As an industry we've got to recognize when and where it's about more than the tenderloin and the strip. For years we maximized that 27% of the carcass; then we had to start looking at the rest of it. Even though today the foodservice side is trying to reestablish sales on those middle meats, the retail side is finding opportunities in end meats.

That's because we've got CAB cuts from the hindquarter and

forequarter that perform in taste, tenderness and flavor. A shopper doesn't need to see a \$6.99 Porterhouse in the ad, if you offer a \$2.99 ball tip that's higher quality, that will still offer a great eating experience.

Luckily, packers are working on this, too. They're developing packaging to extend the shelf life on non-traditional retail cuts, like flank steaks, tri-tips, briskets and boneless short ribs. Those items are very popular in different regions, but retailers are often scared to pick them up because of the shrink loss on them.

By the way, "shrink" in retail beef has a much different meaning than in the cattle business. In retail it's the amount of beef that does not sell before its expiration date, thus increasing waste and ultimate cost.

When we encourage grocers to try out these cuts, we want them to be knowledgeable and well-equipped to market them. We offer training seminars and demonstrations of the new products. We have web links, cutting sheets and a briefcase full of materials so we can be the source of any information they need.

It really goes back to maintaining value to the consumer, because if we trade down in quality during tough times, that's a net loss for everybody. When somebody has a bad beef eating experience, no matter how cheap it was, there's a no-win for the retailer and his reputation. Customers will notice and shop elsewhere. It's a no-win for CAB, the packers, the ranchers—basically the entire beef industry's reputation suffers—and consumers will just purchase another protein.

At CAB, we're going to do everything we can to make sure that doesn't happen. ☺

## Steak prices show strength

*continued from page 10*

der prices, at \$8.95 vs. \$7.71 in March 2010, beat the 15.2% increase in Choice tenders," Leopold said. "More importantly, the 52-cent CAB/Choice spread for tenderloins was even wider at 33.3%."

The Iowa-based consultant made news in 2009 with an analysis of the relative wholesale prices for 15 CAB vs. Choice beef cuts, showing demand for CAB outstripped that for Choice for a five-year period that included the recession (<http://www.cabpartners.com/news/research/CAB-Brand-Wholesale-Demand-Analysis.pdf>).

What do the spring 2011 prices mean? "Even in this higher-price environment—with record high cutout prices, abundant grading and weekly increases in beef production—it looks like we're seeing improved high-end beef demand," Leopold said. "Can this continue with high-priced gasoline, several global economic uncertainties and widespread unrest in the Middle East? Only time will tell." ☺

### March Average Prices

	Ribeye	Shortloin	Strip	Top Butt	Tender
<b>CAB©</b>					
2008	\$5.45	\$4.34	\$5.26	\$2.44	\$8.43
2009	\$4.99	\$4.12	\$4.81	\$2.83	\$6.16
2010	\$5.58	\$4.90	\$5.13	\$2.83	\$7.71
2011	\$5.76	\$5.23	\$5.46	\$2.98	\$8.95
'11/'10	3.2%	6.7%	6.4%	5.3%	16.1%
<b>USDA Choice</b>					
2008	\$5.14	\$4.22	\$4.80	\$2.29	\$7.88
2009	\$4.58	\$3.77	\$4.30	\$2.65	\$5.79
2010	\$5.18	\$4.65	\$4.77	\$2.73	\$7.32
2011	\$5.20	\$4.89	\$5.08	\$2.78	\$8.43
'11/'10	0.4%	5.2%	6.5%	1.8%	15.2%
<b>CAB© minus USDA Choice</b>					
2008	\$0.31	\$0.11	\$0.46	\$0.15	\$0.55
2009	\$0.41	\$0.35	\$0.51	\$0.18	\$0.37
2010	\$0.40	\$0.25	\$0.37	\$0.10	\$0.39
2011	\$0.56	\$0.33	\$0.37	\$0.19	\$0.52
'11/'10	40.0%	32.0%	0.0%	90.0%	33.3%

# Missouri Angus News

Hello Everyone! The grass is starting to grow and things are looking up with warmer weather. We experienced record highs on bull sales this spring, but as seedstock producers we have to keep our bull selection process strict. It's easy to think they are all worth a lot, but quality really counts!

It's hard to believe but the preview show is quickly approaching. I encourage everyone to attend and enjoy a weekend together in Sedalia with Angus friends. Additional details can be found in this issue of

by Brent Murphy, President

the Trails.

The Missouri Angus Association committees have been selected for the year. I encourage everyone to get involved. A committee is only as good as its members. The minutes from our April board meeting are also printed in this issue of the Trails. Please look them over and let me or your regional board member know if you have any questions or ideas for our organization.

Good luck to everyone on a good prosperous spring and be safe! ☘

## Obituary

### John Edward Rotert

1933 - 2011

John Edward Rotert, 77, son of Clem and Freda (Cook) Rotert was born on August 8, 1933 in Montrose, Missouri. He departed this life peacefully Sunday, March 27, 2011 at his home in Germantown, Missouri.

John grew up in Montrose graduating from Montrose High School in 1951 and then attending farm school for the blind in Oak Grove. On August 18, 1956 John married Elizabeth "Bettie" Gengler and together they spent three years studying cattle breeding at the University of Missouri in Columbia. They bought a small farm near Montrose and started in the cattle business with just four Angus cows.

It is said that it is not the size of the man that makes him great; it's what he stands for that makes him huge. John was a small framed man who always stood for honesty, truth and kindness. John's blindness was never a hardship for him. He could see more with his ears and heart than most ever see with their eyes. John's honesty was one of the many things he was admired for. When he gave you his word he kept it, you could feel the truthfulness in his handshakes.

As a cattleman he was one of the best. He always strived to improve the quality of the industry. Traveling a lot in previous years

and literally feeling his way through the stock of others searching for better genetics led him to many friendships along the way. John had truly reached his life-time dreams and goals as a cattleman. His innovative way of marketing cattle was the first of its kind years ago and is now common place in the cattle industry. His superior beef cattle genetics in quality as well as quantity has improved the profits for thousands of producers and hundreds of thousands of cattle. In 2010 John and Bettie were awarded the Beef Improvement Federation Pioneer Award for being most effective in the beef industry.

John loved the cattle business, but his heart was with his high school sweetheart and wife Bettie. They spent their life side by side, through thick and thin you never saw one without the other. John and Bettie were true companions in every meaning of the word. John spent more time in the last months being concerned with Bettie's health rather than his own. God now welcomes a faithful servant home, with a job well done.

John is preceded in death by his parents and grandparents. He is survived by his wife Bettie of the home; three sons, George and wife Anne, John and companion Diane, Paul and companion Anglyn; six grandchildren: Angela, Brandon, Cayla, Nathan, Jacob and Ben; one step grandson Nathan Wood; three siblings, Father Norman Rotert, Phillip Rotert and wife Jeanne, Theresa and husband Gordon Kempf; many nieces, nephews and a multitude of friends. ☘

### Remember To Send Your Dues In

#### Missouri Angus Association Membership

Please complete the following and return to the Missouri Angus Association:

NAME: \_\_\_\_\_

FARM NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ P.O. Box, or Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PHONE # HOME: \_\_\_\_\_ PHONE # BUSINESS: \_\_\_\_\_

FAX #: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

COUNTY: \_\_\_\_\_ AAA MEMBER CODE: \_\_\_\_\_

PLEASE CHECK ONE:  REGULAR MEMBER  ASSOCIATE MEMBER

Must reside or be currently engaged in  
the production of Angus in the state of Missouri

All other members

DIRECTIONS TO FARM:  New directions: \_\_\_\_\_

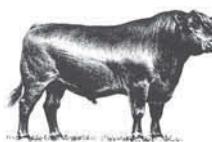
**Annual Dues \$35.00**

Payable to:

**MISSOURI  
ANGUS ASSOCIATION**

P.O. Box 246 • Dadeville, MO 65635

\$20 of your \$35 membership fee goes toward your  
subscription to the Missouri Angus Trails magazine.



# Missouri Angus Association Board Meeting Minutes

April 11, 2011

The Missouri Angus Association held its regular board meeting Monday, April 11, 2011 at the Missouri Cattlemen's building in Columbia, Mo. at 1:00 p.m.

The meeting was called to order by President Brent Murphy.

Members present were Robert Smith, Linda Eck, Brent Murphy, Alan Mead, Deborah Thummel, Mary Anne Mauss, Steve Houston, Brian Meier, Brian Brockman, Russell Coon, and Kent Dye. General Manager Josh Worthington and American Angus Association representative Wes Tiemann.

Members absent were Rick Washam, Todd Ragsdale, Jeff Gooden, and Kenny Hinkle.

The minutes from the 2/25/2011 meeting were presented by Alan Mead. Deb Thummel made a motion to correct the minutes to read that Mary Anne Mauss was absent at the 2/25/2011 meeting. Kent Dye seconded the motion. Motion carried. Brian Brockman made a motion to approve the minutes. Kent Dye seconded the motion. Motion carried.

Treasurer report was given by Mary Anne Mauss. Brian Brockman made a motion for approval. Steve Houston seconded the motion. Motion carried.

Josh Worthington reported on the 2011 Missouri Angus Futurity. Josh stated that the Futurity was a big success. Cattle numbers were down, but the gross income was up and the average was up considerably. He stated that all the cattle sold and almost all settlement had been made. Also, it was noted that there were an increase in buyer numbers distributed at the sale.

Brian Brockman made a motion to have the Missouri Angus Association General Manager be the sale manager of the 2012 Missouri Angus Futurity and to have the same auctioneer (Eddie Burks). Deb Thummel seconded the motion. Motion carried.

A lengthy discussion about having performance data on futurity sale bulls was discussed by the board. Brian Brockman made a motion to have birth weight, weaning weight, yearling weight, height, and ultrasound data with ratio's listed in the catalog. In addition, all of this information must go first through the American Angus Association AHIR program. Russell Coon seconded the motion. Motion carried.

Josh Worthington gave an update on the preview show. Josh stated that the Judge has been contacted, but not yet confirmed.

Josh gave a report on the 2013 National Junior show. He stated there has been good support and that a number of people have committed to volunteer.

Josh gave a report on the Angus Advantage plus sale. He stated that the commission needed to stay the same of 5 ½% to make this event possible. Josh is going to discuss with the sale

barn owner in Marshall, MO. to see if he is interested in hosting the event again this year. Josh stated that all heifers must be bred to a registered Angus bull with a CED +7 or higher. A lengthy discussion of expanding the Angus Advantage program was done and no action was taken.

Brent Murphy presented a list of committee members to the board. Deb Thummel made a motion to accept the list of committee members and Linda Eck seconded the motion. Motion carried.

The board discussed the possibility of having a parliamentarian and follow parliamentary procedure. Josh was going to investigate what the American Angus Association does and bring a report back at the August meeting.

Wes Tiemann gave a report on the 2011 Missouri Angus Boot Camp. Wes stated that no dates have been set and there is a possibility it may not happen at all.

The board discussed the possibility of having meals at the board meeting. Brian Brockman made a motion to allow \$200 for the cost of meals at the board meeting. Deb Thummel seconded the motion. Motion carried.

Robert Smith made a motion that the next board meeting would be Sunday August 21, 2011 at 12:00 noon at the Missouri Cattlemen's building in Columbia, MO. Brian Brockman seconded the motion. Motion carried.

Deb Thummel made a motion to have the fall meeting Sunday November 20, 2011 at 12:00 noon at the Missouri Cattlemen's building in Columbia, MO. Brian Brockman seconded the motion. Motion carried.

Deb Thummel made a motion to have the futurity board meeting Friday February 24, 2012 at 7:00 p.m. at the Stoney Creek Inn in Columbia, Mo. Brian Brockman seconded the motion. Motion carried.

Wes Tiemann gave the American Angus Association report. Wes stated all was good and that the registered Angus bull sale average was \$3,800 nationally in the last month.

Josh gave the general manager report. Josh stated that currently there are 602 members. He stated the web site is doing well with a lot of activity. He stated that you can now view the Missouri Angus Trails on line.

Steve Houston made a motion to go into closed session. Brian Meier seconded the motion. Motion carried.

A motion was made to return to open session and seconded. Motion carried.

Robert Smith made a motion to adjourn. Deb Thummel seconded the motion. Motion carried.



Greetings from Northeast Missouri! Spring is quickly passing and I hope everyone is enjoying the spring beauty. Calving season is complete for us. We have now moved on to making mating selections for next year's crop. The kids are looking at show prospects and trying to decide which animals will be lucky enough to spend the summer in the show barn.

Last week was the Missouri State FFA Convention and congratulations to the many Junior Angus Members who received awards.

There were 3 Missouri Junior Angus members who received beef proficiency awards with their Angus cattle: Kathryn Coon, Jacob Heimsoth, Clayton Smith, Austin Thummel, and Shannon Yokley. It is a blessing to see the many kids continue to develop their leadership skills and prepare themselves for the future.

Juniors, it is time to think about contest and items you will participate in. Deadlines are just around the corner! If there is anything the auxiliary members can do to assist you, please let me know. 

## Obituary

### Joe Neese, Jr.

1923 - 2011

Joe Neese, Jr. was born in the two story brick house built by his great grandfather, on the fourth of July, 1923, in the Pleasant Retreat neighborhood above Tobin Creek, eight miles south of Memphis, MO. He was the only child of Joseph Presley and Beatrice Irene (Mendenhall) Neese. He left his temporary earthly body for his permanent heavenly home on March 31, 2011.

Joe attended Fort Donaldson Grade School and Memphis High School, graduating in the class of '41. He was a charter member of Memphis' first FFA chapter and pursued his life-long dream and heart's desire of being a farmer. By his senior year this shy country boy worked up the courage to ask a Memphis "city girl", who had caught his eye, to the FFA Barnwarming Dance. His dreams of owning his own farm and marrying his one dream girl were put on hold when duty called in World War II.

Joe served in the Army's 32nd Infantry (Red Arrow) Division in the Pacific theatre from 1944-46. He saw action in New Guinea, the Philippines, and in the occupation of Japan. He was part of a reconnaissance unit and attained the rank of Platoon Sergeant. He was awarded the Bronze Star for heroic achievement in battle. At the end of the war he returned to Scotland County on February 14, 1946, to the love of his life, Jacquelyn Padgett, and the farm awaiting him. Jacquelyn and Joe were married in Memphis, MO on June 2, 1946, and they honeymooned in Rutledge on the farm that Joe and his Dad had purchased. They raised crops, cattle, hogs, and sheep, as well as two children, Robert David and Mary Susan.

Joe chose to follow Jesus Christ as his Savior and Lord as a boy and attended Antioch and Edinburgh churches. For over 60 years, Joe was a faithful member of the Rutledge Christian, and later the Rutledge New Testament church, where he served in many capacities, including a deacon and elder. More importantly, his faith defined who he was in every aspect of his life, how he lived and treated the land, his livestock, and others. The strength and integrity of his father, the twinkle in her eye and tender heart of his mother, their plain-spokenness and work ethic were ever-present constants in his life.

Joe served on the Rutledge School Board, the F.H.A. board, and as a board member and President of the Northeast Missouri Angus Association. He was a life member of the American Angus Association and also served on the state board of the Missouri

Angus Association.

In November, 1963, when children Bob and Susan were in 4-H, two registered Angus heifers were purchased at auction from Floyd C. Hocker as projects, under the gavel of Col. Roy Johnston, who that day had ringside assistance from Verly Jones, Ed Stout, and Mark Dempsey. From this beginning, Joe also caught the "registered Angus seedstock fever", and in 1965, began purchasing registered bred heifers and cows, through dispersals and production sales, to replace his commercial herd. Swerving away from the higher priced short, square, fat, and blocky cattle with the most in vogue bloodlines, many of the lower priced females he bought were more angular, longer necked, longer bodied, with occasional patches of white on the udder, that didn't stand a chance in a 60's show ring. One example would be a \$180 bred heifer purchased from Rex Harl in 1965. She was the foundation of the Blackbird family that is currently one of the top cow families in the Neese herd today and her descendants have also done very well in a number of other prominent Angus herds. Joe actively devoted over 40 years to development of this herd of registered Angus cattle, which was his pride and joy. He always sought to improve his farm and his herd and loved to visit with others about Angus cattle. His happiest times were those spent working hard, caring for cattle, putting up hay, time spent in the timber cutting fire wood, attending cattle sales, and spending time sharing stories and making memories with friends and family. "Retirement" was for others and never in his thoughts or vocabulary. He continued to be actively involved and worked on the farm past his 85th birthday.

Joe was preceded in death by his parents, by his daughter, Susan in 1996, and by his wife, Jacquelyn in 2002.

Joe is survived by one son, Robert David, and his wife, Angela, of Rutledge; three grandchildren, Jessica and husband Jack Goodwin of Topeka, KS, Vanessa of St. Louis, MO, and Michael of Los Angeles, CA.; three great grandchildren, Brennon, Savannah, and Addisyn Goodwin of Topeka.

Joe's life was celebrated by family and friends on April 4, 2011. Eulogies and remembrances were offered by his grandson Michael, great-granddaughter Savannah, son Bob, nephew Nathan Briggs, cousin Darrell Monroe, and good friends Charles Hammock, Garth Lloyd, Jim Brown, Richard Wood, Joe Doubet, and Janis Gifford-Day.

Vocalist was daughter-in-law Angela Neese. Military honors were provided at graveside by the Missouri Army Honor Guard. 

# Missouri State Fair Exhibitor Information Now Available Online

(SEDALIA, Mo.) - The Missouri State Fair Online Premium Guide is now available, announcing competitions that will take place during the annual agriculture event to be held Aug. 11 to 21 in Sedalia.

State Fair Director Mark Wolfe said that show schedules and pertinent information including official rules are available at the online resource, [www.mostatefair.com/premium-guide/Premium-Guide.php](http://www.mostatefair.com/premium-guide/Premium-Guide.php). Entry forms for competitions will likewise be available through the online guide on May 2 starting at 9 a.m.

Last year exhibitors showcased more than 30,000 entries. Wolfe is optimistic that the Fair will experience similar numbers again this year, especially with the addition of some first-time events.

"New competitions, which should broaden the interest among exhibitors and Fair guests, will include a market heifer show, Brahmousin show, and an open light draft horse and draft pony show," Wolfe said. "The return of a barbecue contest should also bring out amateur grillers for a fun experience."

Wolfe is pleased to offer once again a free admission wristband to youth exhibitors ages 12 and younger, and a \$4 daily exhibitor admission ticket to older entrants. The wristband and the discounted ticket can be requested on the exhibitor entry forms and are available through Aug. 10.

The exhibitor wristband and discounted ticket will not be offered at the admission gates during the Fair. For more information on daily admission specials, exhibitors are encouraged to visit [www.mostatefair.com/Special-Promotions.php](http://www.mostatefair.com/Special-Promotions.php).

Camping during the 11 day Fair is often another piece of the exhibitor experience that needs to be confirmed early. These forms will also be available through the Online Premium Guide on May 2 starting at 9 a.m.

The price for a reserved livestock campground site ranges from \$16 to \$25 per day. These campgrounds open on Sunday, Aug. 7, and are only available to livestock exhibitors, concessionaires and persons with disabilities.

Public campgrounds open Thursday, Aug. 4 by 9 a.m. with a fee of \$20 a day per vehicle or tent; no reservations are accepted for these sites. The 60-acre campground provides more than 1,100 electrical (no 110-volt receptacles), water and sewer hook-ups and over 200 50/30/20 amp outlets. Features also include three sewage waste dump stations, restrooms and shower facilities.

More information on exhibiting, camping and special events like the Show-Me Salutes – Military Appreciation Day, Governor's Ham Breakfast and First Lady's Pie Contest can be found at [www.mostatefair.com](http://www.mostatefair.com), or by calling the Fair office at 1-800-422-FAIR (3247). Those wanting to receive electronic news can also sign up online for the free Fair Fan service.



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Jeremy Haag  
816/516-1309  
Rance Long  
918/510-3464

## MAY 2011

- 1-May Quintin Smith Family and Guests Angus Sale, Lebanon, TN  
7-May North Carolina 28th Annual Spring Fever Sale & Heifer Futurity, Chinqua-Penn Plantation, Upper Piedmont Research Station, Reidsville, NC  
7-May Ogeechee Farms with Special Guests CAM Ranch and Double B Farms Angus Sale, Wadley, GA  
7-May Trowbridge Angus & Friends Bull Sale, Canandaigua, NY  
8-May Rooker Angus & Guests Sale, Uniontown, PA  
9-May (N) Wendel Livestock 6th Annual Angus Production Sale, Lamoure, ND  
14-May 76th Annual New York Angus Association Sale, at Trowbridge Angus, Ghent, NY  
15-May Complete and Total Dispersal of the Bowers Angus Farm Herd, Cuba, MO  
21-May Country Lane Farms / S & R Angus Joint Production Sale, Schofield, WI  
28-May Good Neighbor Farms Complete and Total Dispersal Sale 200 Head and Equipment, Moultrie, GA

## JUNE 2011

- 4-Jun Clifton Farms Complete and Total Dispersal Sale, Berryville, VA  
4-Jun Sodak Angus Female Sale, Reva, SD  
11-Jun Pennsylvania's Finest Female Sale Volume XI, Livestock Evaluation Center, Furnace, PA  
18-Jun 64th Annual All-American Angus Breeder's Futurity Junior Show, held at the Kentucky Fair & Exhibition Center, Louisville, KY  
19-Jun 64th Annual All-American Angus Breeders' Futurity Open Show, Embryo Auction and the Dr. Price Harrison Memorial Show, held at the Kentucky Fair & Exhibition Center, Louisville, KY

## REWARD:

We are searching for these two catalogs for the American Angus Hall of Fame Archives:

The Airyland Angus Dispersal catalog, held on March 17, 1947 at the Central Montana Stockyards in Lewistown, MT, and the Tarkio Angus Dispersal near Laramie, Wyoming. If you have either one of these catalogs, call 816-532-0811 and ask for Jeri.

We are looking for Breeder's Gazettes, all issues from 1881 through 1913, and all Angus Topics from 1958 through 1978, as well as various Angus Topics from 1979 to present. We are also searching for Eastern Breeder Magazines, or any old sale catalogs you'd like to have a safe and happy home for. Contact the American Angus Hall of Fame.

Wanted: Angus Journals, Angus Topics, and all Angus sale catalogs, and any other Angus memorabilia you may be wishing to share. We will buy or trade. Contact the American Angus Hall of Fame.

The American Angus Hall of Fame is the world's oldest and most established Angus Sale Management Firm.

Cattle for sale? If you have a herd of cattle for sale, whether it is a complete herd or a group of cattle, call us TODAY. We will be glad to come to your farm or ranch at NO OBLIGATION to advise you on the best way to merchandise them. America's #1 Sale Management Firm as acclaimed by Angus Breeders from coast-to-coast and border-to-border.

# BRIARWOOD ANGUS says THANKS!

*Two of the  
Top Selling Fall Bulls  
totaled over \$9000!  
Both are sons of  
B/R New Frontier 095*

**Volume Buyer Takes 9 lots!**  
Clark McGinnis, Pleasanton, MO

**Thank you for making our 2011 Open House Private Treaty Sale a huge success! Several customers purchased multiple bulls from the fall selection. First time buyers, Larry & Becky Harp of Green Forest, Ark., took home three and won the commercial heifer! And Glen McElwain, Butler, MO, purchased the top two bulls.**

**Bidding was just as active on an outstanding set of yearling bulls that averaged \$2700 with the top selling lot going for \$4800. And 30 lots of females quickly found homes. Robert Laughlin of Foster, Mo, took home the leading lot at \$2050.**

**If you have any questions about your Briarwood investment, don't hesitate to call. Remember, we're in this for the "Long Haul."**

**Best Regards,  
Dr. Curtis W. Long  
David Warfield**

**BRIARWOOD ANGUS FARMS  
Rt. 4 Box 620 Butler, MO 64730  
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David Warfield, mgr. 660-679-3395  
[bfarms@netection.net](mailto:bfarms@netection.net)  
[www.briarwoodangusfarms.com](http://www.briarwoodangusfarms.com)**

**High Selling Bull** went to long-time Angus breeder and repeat buyer Gleonda Farms, **Leon & Glenda Kleeman, Miller, MO** The Spur Success 2801 son had a 74 lb. BW, 1518 lb. YW and 19.1 REA with a 4.85% IMF. The Kleemans applied their 2010 MCA's Foundation and PAC auction voucher, made possible by Briarwood's donation last December.

**Second High Bull** - was a spring yearling son of a previous BWF sale topper, SCAR Super Briarwood 7145 and out of a B/R New Design 036 daughter. He had a 1492 lb YW with 18.4 REA and 4.47% IMF. Purchased by Springhaven Farm **Ken & Correlia Anderson, Belton, MO**

**High Selling female** -was a Perry Power Design 715 daughter with a 3-day-old calf out of Brarwood Super 7093. **Laughlin Farm, Foster, MO**



**Congratulations to  
Bull Buyer Larry Harp  
Green Forest, ARK  
2011 Commercial Heifer Winner!**



## A Tribute to John Rotert

All Angus breeders have lost a legend. And all of us fortunate enough to have known him feel like we have lost a little of ourselves. John Rotert died in late March. He was an amazing person. He was an Angus breeder, a farmer from the top of his head to the tip of his toes, an early leader in performance testing, later an innovator in marketing, honored by the prestigious Beef Improvement Federation for being the most effective in the beef industry and the list goes on. John was a family man who, with wife Bettie, raised three sons, and was a leader in his community. There was something about John, that one always felt more cheerful and optimistic after visiting with him. Jeannette and I were blessed to have known Bettie and John for 45 years. As one was leaving, after a visit, his cheerful voice would say "See you next trip".

John farmed, raised feeder pigs, Angus cattle and guided a host of young folks, as well as some older ones, in ways to achieve more. He always had a vision.

For the few of you who did not know him, John was blind since his early teens. I will use that word only once since in all of those 45 years that I knew him he never reacted in a way that he lacked one less sense than most of the rest of us – and he left a legacy that few of the rest of us will achieve. All of us are better for having known him.

♦ ♦ ♦

After nearly a four year hiatus, since it first was announced, several alfalfa varieties resistant to glyphosate (roundup) are back on the open market. It is marketed as Roundup

# Hay and Cows and Chaff and Stuff

By Howell N. Wheaton

Ready (RR) alfalfa. The major advantage of RR alfalfa is weed control at seeding time and during the first growing season. It will be expensive although the sellers say that it will be priced competitively with other varieties. There will also be a \$125.00 per bag technology fee added to the price per lb. cost. Another factor that will make it expensive is that as much as 10 percent of the seeds in each bag will not be tolerant of roundup so seeding rates will need to be

increased by that amount compared to conventional seeding rates. In Missouri, most agronomists suggest a seeding rate of 15 to 18 lbs. per acre when alfalfa is seeded without a companion grass. Research in Wisconsin found that there was a small yield (one fourth to three-fourths ton) per acre advantage for the RR varieties during the seeding year, but none thereafter during the remaining life of the stand. In these experiments all of the alfalfas were spring seeded. In Missouri, alfalfa is often fall seeded, especially in the southern half of the state. While I know of no research to the fact I would doubt that there would be very little, if any, yield advantage for fall seeded RR varieties during the subsequent first harvest season.

I have long believed that alfalfa has a place in many Missouri beef-cow operations. However, I doubt that RR would economically fit into a forage program on most beef-cow operations. The only place for AA varieties is where pure stands of alfalfa are needed/wanted for dairy or commercial production. For most of us who do not market hay, an alfalfa-grass mixture is much more practical.

There is not enough evidence to determine how these RR varieties will perform over the 2nd, 3rd and beyond years of the stands productive life. The advantage of the RR group is weed control, especially during the establishment year.

The disadvantage of these varieties is that a companion grass cannot be grown with them. University of Missouri research has shown that a companion grass such as orchardgrass or brome acts to control weeds and extends the life of the stand for several years beyond that of pure alfalfa stands. The primarily reason for the extended stand life is the grass reduces the amount and severity of winter-kill, the major cause for thinning alfalfa stands. The grass forms a mulch that

protects the alfalfa plants during the winter. This helps prevent alfalfa plants from heaving as well as reducing winter kill of plants weakened by disease.

RR alfalfa is another option, for forage growers, but it is not for everyone.

♦ ♦ ♦

Inside every older person is a young one asking "what in the heck happened?"

♦ ♦ ♦

Cattle dying from blackleg is not uncommon despite the fact that this soil borne disease can usually be prevented by proper vaccination. Well, almost all of the time since no vaccination is an absolute. In addition, cattle grazing areas that are swampy and frequently flooded have a greater risk for problems such as blackleg to occur. Such was the case in our neighboring state of Illinois where recently several farmers suffered losses in their herds from blackleg. I am not posing as a vet – what I am reporting about blackleg is taken from several sources, including textbooks, veterinarians, manufacturers of vaccines, and the experience of one older cattle producer - that's me. I do qualify for that category.

The spores that cause blackleg are soil borne and have been with us since buffalo roamed through the country. Blackleg is a common name for a *Clostridium chauvoei* infection, of the soft tissue of a critter, occurring primarily in the muscles of the leg. It has been called anthrax, black quarter and quarter ill, but no matter what it is called it is almost always fatal. I was taught that very young calves had a natural immunity that lasted until they were 6 or 7 months of age, when they became susceptible, until they reached 2 to 3 years old. After that time they once again had developed considerable immunity. So for many years I did not give blackleg vaccines until weaning time. Well, several years ago I had to un-learn that bit of book learning. I found, what was the day before, a healthy 60-day old calf running and carrying on, now dead as a hammer. Though I had never seen an actual case of blackleg before, I was almost certain that was the cause of death because of the swelling under the skin on the calf's shoulders and neck that

*continued on page 18*

We are over half way done calving in the northwest part of Missouri. Looks like another great crop of Angus calves on the ground, but that's just my opinion!

Green grass and sunshine have many up here starting to feel the itch to get started planting corn. In my last article I did not have much room to tell you much about myself. For those of you who do not know me or have even heard of me, I am a 6th generation farmer on an operation that consists of cattle and row crop production. We have a 70 cow Angus herd along with running several hundred head of commercial Angus cows. On the crop side we raise both corn and beans with the corn being our main feed source and

beans as a cash crop. I am active in my church while also being a leader in my FFA Chapter and 4-H club. I am looking forward to serving all your needs as your new Missouri Junior Angus Association President. If having any questions, please feel free to call me at (660)254-1996.

Do not forget to ask the advisors on how to help to get ready for hosting the National Junior Angus Show in 2013. It is a great time had by all and there is a ton of work to do. Those of you that are between the ages of 16 and 21, look at filling out the Missouri Angus Academy Application. It is a learning experience that not very many in the industry get. 

## From your Advisor...

By Jeff & Pam Eagleburger, MJAA Advisors

Spring is finally here! Hope everyone had a Happy Easter and is enjoying warmer weather. One of the wonderful things about working from home this time of year is that, while sitting at my desk, I can look out to see the blooming Bradford pear trees down our driveway, the green grass popping up and the baby calves romping. It's such an exciting and very busy time.

Coming up, in June, I hope to see you all at the MCA All-Breeds Junior Show and Missouri Angus Preview Show. We will hold a MJAA member meeting following the Angus show, on Saturday. Please plan to attend, as we will be doing lots of planning for the 2011 National Junior Angus Show, in Harrisburg, PA.

Well, this will be the last "From your Advisor..." article before the National Junior Angus Show(NJAS), so we better cover some important June deadlines:

- **June 1** – Ownership & Entry Deadline for NJAS; Entry deadline for NJAA Creative Writing, NJAA/AJ Photography &

NJAA Graphic Design Contests; Entry & Recipe deadline for All-American Certified Angus Beef Cook-Off

- **June 10** – Deadline for NJAA Public Speaking Contest speech outlines and Career Development Contest
- **June 15** – Early registration deadline for LEAD (held in St. Louis, MO this year)

Please contact an advisor if you would like to participate on a contest team. Due to the limited number of teams each state is allowed to enter, we need to coordinate this effort together.

Don't forget that Shannon Yokley and Kathryn Coon are working together on the MJAA scrapbook this year, to enter in the contest at NJAS. If you have any pictures to contribute, please get in contact with Shannon or Kathryn. (they can't do this without your help)

It's a busy time of year, so be sure to stay on top of those deadlines for contests, ownership and show entries. See the National Junior Angus Association website and your green NJAA book for more information and forms.

Feel free to contact any of the advisors if you have questions. (Each advisor's contact information is available on the State Jr Ass'n page of [www.NJAA.info](http://www.NJAA.info)) 

## LEAD Conference to Take Place in St. Louis

*Early registration for the annual youth leadership conference ends June 15.*

Youth from across the country will travel to Saint Louis, Mo., for the National Junior Angus Association's (NJAA's) annual Leaders Engaged in Angus Development (LEAD) Conference, Aug. 4-7.

Themed "Meat Me in St. Louie," the leadership event is sponsored by the Angus Foundation and is designed for members, ages 14-21.

"LEAD is one of our most popular events during the year, and for a good reason," says Robin Ruff, American Angus Association® director of junior activities. "It's a chance for Angus juniors to network while developing leadership potential and an awareness of issues facing the beef industry."

Angus juniors will attend leadership workshops presented by the NJAA Board as well as a keynote address from professional speaker and best-selling author Justin Lookadoo of McKinney, Texas. Kevin Ochsner, an agricultural speaker and host of "Cattlemen to Cattlemen," and team-building facilitator Crystal Warnock will also speak to attendees.

An extensive tour will include area Angus operations and the Purina Research Farm as well as area attractions such as the Gateway

Arch, where juniors will have the opportunity to ride to the top of the St. Louis skyline.

Attendees will also visit Cardinal's Stadium, home to Major League Baseball's Saint Louis Cardinals. There, attendees will tour the dugout and dine in the Champions Club. A stop at the City Museum features a unique funhouse housed in the 600,000-square-foot (ft.) architectural marvel.

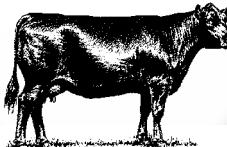
Conference space is limited, and early registration is encouraged by the June 15 deadline. The early registration fee for NJAA members is \$200.

After June 15, registration will be \$225 and accepted based upon space availability. Registration for adults, state advisors and chaperones is \$250; no early registration deadline applies.

Registration is available online at [www.angus.org/njaa](http://www.angus.org/njaa). For more information, contact the junior activities department at 816-383-5100.

LEAD is funded in part by the Angus Foundation and is a program of the NJAA, which provides programs for nearly 7,000 members across the nation.

*continued on page 18*



# Apply Now!

## Missouri Junior Angus Academy

*"Developing Leaders for Tomorrow, Today"*

### July 18-20, 2011

**Tour and Interact with Industry Leaders at**

- Feedlots
- Packing Companies
- Distribution and Retail Centers
- Breeders in the Midwest

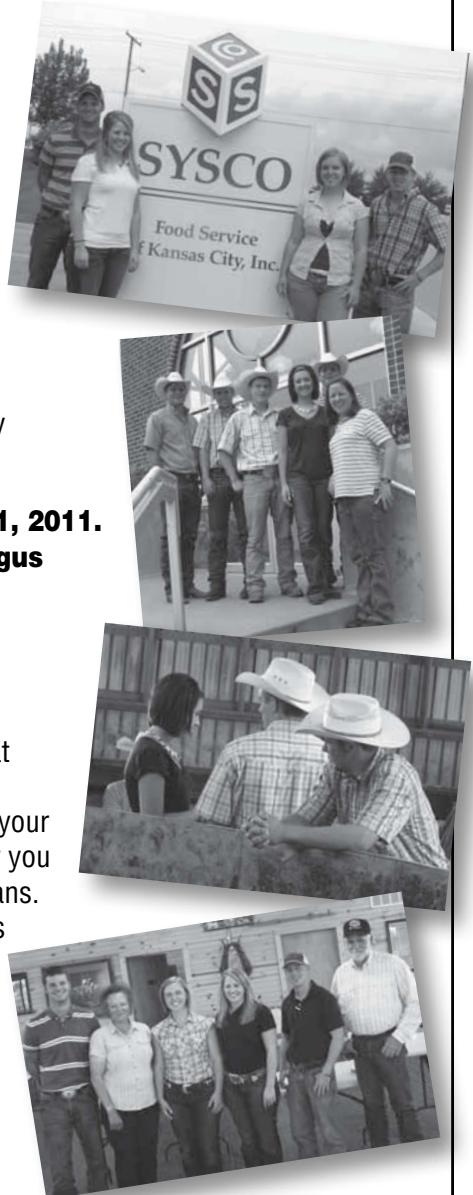
The Academy is designed to provide Missouri Juniors an opportunity to gain insight into the full scope of the beef industry by touring and meeting with professionals from the seedstock business to the retail industry and many segments in between. This will be a great opportunity for junior Angus breeders to expand their experience and knowledge within the beef industry by developing a better understanding of the beef business from gate to plate.

- ★ **Applicants must be between the ages of 16-21 as of January 1, 2011.**
- ★ **Applicants must be members of either the Missouri Junior Angus Association or the Missouri Angus Association.**

**To apply for the 2011 Academy:**

- Fill out the Missouri Junior Angus Academy application found on the Missouri Angus website at [www.missouriangus.org](http://www.missouriangus.org) or call the office at 417-995-3000 to request an application.
- Applicants should also include an essay (less than 750 words) stating your current involvement in the Angus business and beef industry and how you feel the Academy experience will be of benefit to you in your future plans.
- All applications will be ranked by a committee and the top 4 applicants will be selected to participate in the Academy.
- Applications are due in the Missouri Angus Association Office by May 5, 2011. Acceptance letters will be mailed by May 16, 2011.
- Selected Academy participants will be expected to participate in all activities scheduled for July 18-20, 2011.

**Travel and lodging expenses will be covered for all participants.**



*The Missouri Junior Angus Academy is sponsored by the*

**Missouri Angus Association**

PO Box 246 • Dadeville, MO 65635

417-995-3000 • [worthington@missouriangus.org](mailto:worthington@missouriangus.org)

## **Hay and Cows and Chaff and Stuff**

*continued from page 15*

had a rippling effect when touched. I did take it to the diagnostic lab at the University and they confirmed my diagnosis. Since that time I try to vaccinate calves the first time at a very young age, again at weaning time and a follow up shot when we take yearling weight. Since then, no more deaths have occurred from blackleg. A second vaccination given around one year of age boasts the animal's immunity.



Artificial insemination (AI) continues to play a larger and larger role in Angus genetics. In 1985, thirty-five percent of Angus calves registered was the result of AI. In 2010 that percentage had increased to 55 percent. The increased technology associated with timed AI has certainly played a part in this increase.



Bovine tuberculosis (TB) outbreaks continue to occur now and then throughout the country. In late March, 2011, TB was discovered in a southeastern Indiana beef herd. Indiana animal health officials believe that the herd became infected from the local deer population. In recent years Michigan has also reported several dairy herds with incidences of T.B. However, in these cattle it is believed that the dis-

ease originated from cattle purchased in California. Let us hope that Missouri remains free of this disease.



As an early user of EBV's (estimated breeding values), the precursor of the present day EPD's I still believe that they are one of the most important breeding tools that Angus breeders have at their disposal.

Now that there are so many EPD's available they can be confusing and sometimes contradictory. But each one can be useful depending upon the breeder's goals. Of course breeders in different markets and especially different environments can and do have different objectives, so EPD'S can be used differently by individual breeders.

'So select the ones that fit your needs and disregard the ones that do not. Remember the old saying – "what is good for the goose is not always good for the gander".

In the flurry of all these EPD's it is easy to forget that for the vast majority of breeders, both purebred and commercial, the most important economic traits are having a live calf at birth and for that critter to have built-in growth genetics to take that little calf not only to a heavy weaning weight, but to a heavier yearling weight and beyond.

God Bless! It's almost haying time.

HNW 

## **LEAD Conference**

*continued from page 16*

# **2011 Leaders Engaged in Angus Development Conference**

AUGUST 4-7 • ST. LOUIS, MO

*"Meet Me in St. Louis"*

### **Thursday, August 4**

2:00 p.m. – 3:00 p.m.	Registration
3:00 p.m. – 5:00 p.m.	Ice Breakers – at the Chesterfield Club
5:00 p.m.	Welcome & Introductions by Danielle Foster
5:15 p.m.	Retiring Thoughts – Jaclyn Upperman
5:30 p.m.	Dinner
6:15 p.m.	"It's Your Bid" - Kevin Ochsner
7:00 p.m.	Retiring Thoughts – Danielle Foster
7:15 p.m.	Justin Lookadoo
8:30 p.m.	Team Building Activity
9:00 p.m.	NJAA Board Skit
11:00 p.m.	In Room Curfew

### **Friday, August 5**

7:00 a.m. – 7:30 a.m.	Breakfast
7:45 a.m.	Retiring Thoughts – Jennifer Ann Smith
8:00 a.m.	Purina Research Farm
1:00 p.m.	Depart for Mexico, Mo. Sydenstricker Genetics
8:00 p.m.	Retiring Thoughts – Clinton Laflin
8:30 p.m.	Depart for St. Louis
11:00 p.m.	In Room Curfew

### **Saturday, August 6**

7:00 a.m. – 7:30 a.m.	Breakfast
7:45 a.m.	Retiring Thoughts – Cody Smith
8:30 a.m.	Arrive at Arch
9:40 – 11:00 a.m.	Trips to the top
11:45 a.m.	Depart for Busch Stadium
12:00 noon	Lunch at Champions Club
1:00 p.m.	Tours of Busch Stadium
3:00 p.m.	Depart for City Museum
3:30 p.m.	City Museum
6:30 p.m.	Depart for Doubletree
7:30 p.m.	Dinner
8:15 p.m.	Team building Facilitator - Crystal Warnock
9:15 – 11:30 p.m.	Dance/Games
12:00 midnight	In Room Curfew

### **Sunday, August 7**

7:00 a.m.	Breakfast
7:30 a.m.	Devotional
7:45 a.m.	Retiring Thoughts – Britney Creamer
8:00 a.m. – 11 a.m.	Workshops
11:00 a.m.	Wrap Up and Depart 

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5-14      Busted P..... Malden

## 2011 Fall Sale Dates

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9/10      TL Ranch ..... Monticello  
9/11      Byergo Angus..... Savannah  
9/16      Galaxy Beef ..... Savannah  
9/18      Fox Run Farms LLC ..... Mexico  
9/19      KCS Angus Ranch ..... Novinger  
9/24      Black & White Cow Sale..... Fair Grove  
10/2      Clearwater ..... Springfield  
10/7-15    Great Expectations Open House..... Wentworth  
10/8      Wallace Cattle Co ..... Stotts City  
10/15     Circle A Fall Bull Sale ..... Iberia



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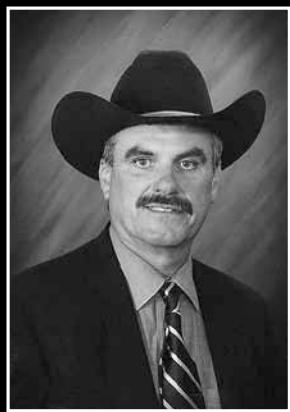
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10/16	Weiher Angus Ranch .....	Fayette
10/22	East Central Angus Assoc .....	Cuba
10/22	Mead Angus Farm .....	Versailles
10/23	Gerloff Bull Fest .....	Bland
11/5	Professional Beef Genetics.....	Montrose
11/6	Baker Angus Farm .....	Butler
11/19	Sydenstricker Genetics.....	Mexico
11/26	Butch's Angus .....	Jackson
12/2	MAA Advantage +.....	Marshall



For additional information on any of the sales or events contact the host or Josh Worthington at 417-844-2601.

# MCA All-Breeds Junior Show

June 10-12, 2011 • Missouri State Fairgrounds • Sedalia, MO



## Exhibitor Entry Form

Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ County: \_\_\_\_\_

Exhibitor Birthday: \_\_\_\_\_ MCA Membership Number (if applicable): \_\_\_\_\_

T-Shirt Size (Circle One): S    M    L    XL    XXL

Entry Fees: \$15 per head (Must be postmarked on or before May 15, 2011)

\$30 per head (after May 15, 2011)

Each exhibitor will receive a t-shirt and BBQ meal ticket.

Please complete a separate entry form for each exhibitor.

*Sex
H = Heifer
S = Steer
B = Bull
C/C = Cow Calf Pair

Breed	Sex*	DOB	Animal Name	Registration Number

\*\*Angus Exhibitors: Please include the Sire and Dam registration numbers for any animal that does not currently have registration papers.

\*\*\*Cow/Calf Exhibitors: An entry in a cow/calf division counts as 1 entry (\$15). Fall calves exhibited separately from the cow in a heifer or bull division will be an additional fee of \$5, for a total of \$20 to exhibit as a Cow/Calf pair AND show the calf in its own division. If you choose to do so, please list the calf on a separate line and designate the "Sex" column with "CC-H" or "CC-B" for the sex of the calf. There will be no individual classes for heifers or steers born after January 1, 2011.

Entries (\$15 early; \$30 late):		\$
Additional BBQ Tickets (\$5):		\$
Dorm Fees (\$6/person/night):		\$
MJCA Membership**** (\$10):		\$
Total Enclosed:		\$

*Incomplete entries, illegible entries, no payment, and/or returned checks all constitute a voided entry!*

**\*\*\*\*Exhibitors must be a member of the Missouri Junior Cattlemen's Association (MJCA).**

Payment Type:

- Check – Make Payable to: Missouri Cattlemen's Association [# ]  
 Cash (Please be mindful of precautions when mailing cash)

Please return entry form and payment to:

Missouri Cattlemen's Association • 2306 Bluff Creek Drive • Columbia, MO 65201  
(573) 499-9162 • Fax: (573) 499-9167



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the lives of all he touched.  
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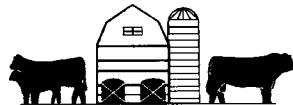
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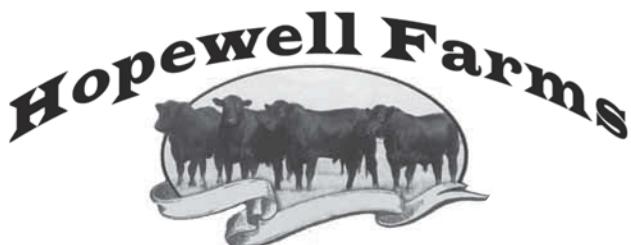
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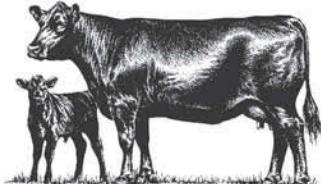


**Thank You**  
to all the bidders and buyers  
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# IT'S OUR TURN!

## 2013 National Junior Angus Show

*Missouri is special...*

—a beautiful State, dedicated Angus breeders, and great Associations such as Missouri Angus, Missouri Auxiliary and Missouri Juniors. It's our turn to show off just what makes Missouri tick and exhibit teamwork which is immeasurable!

**We are extremely excited to invite each and every one of you to find your spot of expertise and join Team Missouri Angus as we host the 2013 National Junior Angus Show.**

Please look over the following and let us know how you might help with hosting the 2013 NJAS.

Rank your interests from 1-13 (1-most/13-least):

- |  |   |
|--|---|
| <input type="checkbox"/> Fundraising       | <input type="checkbox"/> Opening Ceremony                             |
| <input type="checkbox"/> Hospitality       | <input type="checkbox"/> Grounds                                      |
| <input type="checkbox"/> Decorating        | <input type="checkbox"/> Education                                    |
| <input type="checkbox"/> Food/Meals        | <input type="checkbox"/> Promotion                                    |
| <input type="checkbox"/> Awards/Gifts      | <input type="checkbox"/> Trade Show                                   |
| <input type="checkbox"/> Welcoming         | <input type="checkbox"/> Junior/Adult Socials                         |
| <input type="checkbox"/> Queen's Reception | <input type="checkbox"/> Y or N Are you willing to chair a committee? |

**Do you have some show theme ideas?** If so, please fill us in as we start the important process of naming our show:

---

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**Missouri Juniors**—Are you interested in serving as Junior Co-Chair of the 2013 NJAS? If so, please let us know!

(Suggested ages -18 years and older)

Name: \_\_\_\_\_

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

Phone & Email: \_\_\_\_\_

Thanks!

*Complete and mail or email this form to the following address as soon as possible.*

**One form for each individual – adults and juniors.**

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This prolific semen producer is co-owned with JMJ Ranch, Hollis, OK, and is available to you at \$20 per unit, with volume discounts available. Sexed heifer semen suitable for AI use and for ET use is also now available. Call 573-581-1225 for more details and pricing.

We had a great day at the Missouri Angus Futurity! Thanks to Borkowski Angus Farm, Elliot, IA for his purchase of our top-selling cow at \$20,000 at the 2011 Missouri Angus Futurity. This great daughter of Connealy Forward will go direct into their donor program. Her heifer calf at side by SydGen Sure Bet, went for \$3,600 to Ron Smith, Columbia, MO. Our bull entry, a maternal brother to SydGen Mandate by Basin King 435U, sold for \$5,000 to Kris Graupman, Palmyra, MO.

**Sixth Annual SydGen Influence Spring Sale**  
Thanks to all the bidders, buyers and breeders who consigned to our Sixth Annual Spring Influence Sale on April 12. 47 registered Angus bulls averaged \$3,347, and the top-selling bull was a son of Connealy Forward out of a daughter of SydGen Contact at \$9,750 to Chateau Angus Farm, Carson, IA.



## SydGen Trust 6228

Reg. No. 15354674

CED	BW	WW	YW	SC	CEM	MILK
+11	.6	+63	+101	.72	+11	+28

More information on each of these and other top ORIgen sires can be found in the 2011 ORIgen Sire Directory, at [www.origenbeef.org](http://www.origenbeef.org), and at [www.sydgen.com](http://www.sydgen.com). Or, call us at 573-581-1225.

EPDs on the ORIgen website are sortable and updated weekly.

Semen can be ordered direct from us at 573-581-1225, with volume discounts available on most sires, and free shipping on orders over \$500. All sires referenced on this page can be accessed through the ORIgen network, including most independent semen distributors, and all sires with an ABS logo in their photo are available through representatives of ABS Global. All AI certs are \$40.

... all these sires for multi-trait improvement . . .



## SydGen Turbo 6684

CED	WW	YW	\$W	\$B
+6	+74	+135	+29.97	+59.18

Reg. No. 15553710

The 2008 Missouri State Fair Grand Champion Bull, and now one of the top growth sires in the breed. He'll add pounds and scrotal to your program, and keep the hair coats slick. \$20 per unit.



## SydGen Mandate 6079

CED	WW	YW	\$W	\$B
+12	+69	+132	+33.41	+69.67

Reg. No. 15337433

He's earned a powerful EPD profile through use in herds across the country. A great combination of calving-ease, growth and fertility. Co-owned with TK Angus, Gordon, NE. \$20 per unit.



## SydGen CC&7

CED	WW	YW	\$W	\$B
+8	+55	+109	+30.80	+62.77

Reg. No. 15330743

The popular Number 1 Docility EPD sire who also offers tremendous growth and muscling. CC&7 will be in short supply this spring. Co-owned with Hoover Angus, Tingley, IA. \$100 per unit.

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