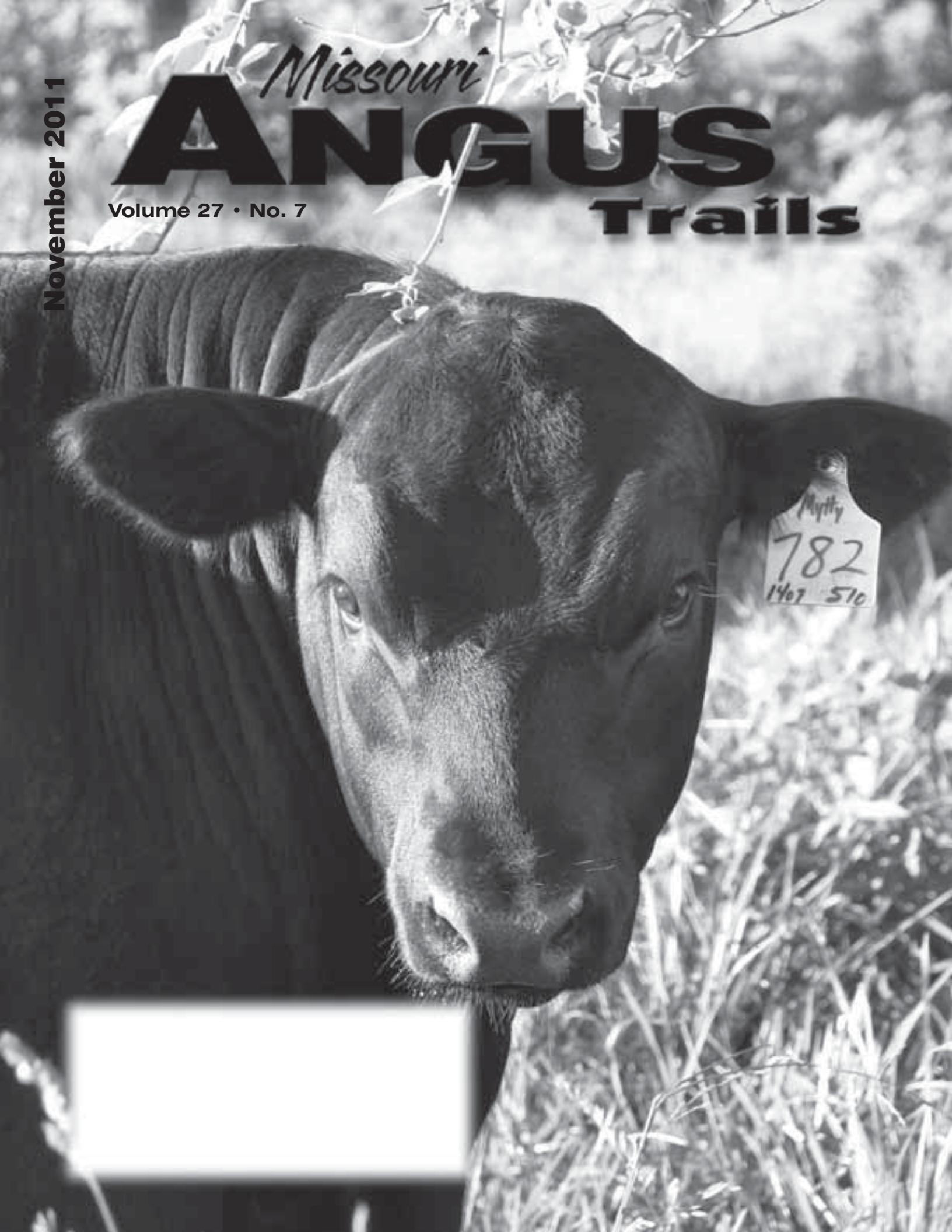


November 2011

# Missouri **ANGUS** Trails

Volume 27 • No. 7



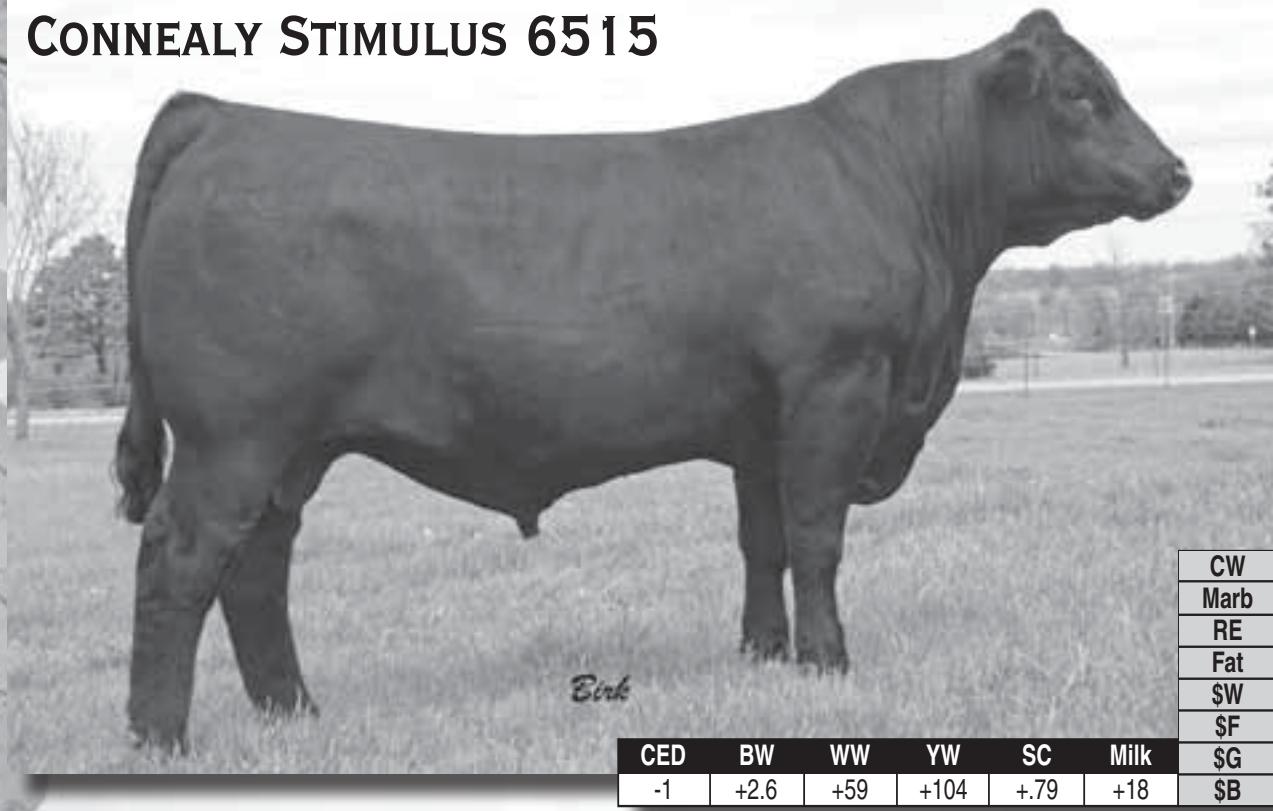
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# 2012 Missouri Angus Breeders' Futurity

February 25-26  
Columbia, Missouri

Show: Saturday 9:30 a.m.  
Sale: Sunday, 11:00 a.m.

55<sup>th</sup>  
*Anniversary*

*See you there!*

## Entry Deadline is December 20<sup>th</sup>

Please return the form below to schedule a screening appointment.

For additional information or to request a sale book contact:

**The Missouri Angus Association**  
**Josh Worthington, General Manager**

Office: 417-995-3000 • Mobile: 417-844-2601

E-mail: [worthington@missouriangus.org](mailto:worthington@missouriangus.org)

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## Missouri Angus Breeders' Futurity Consignment Screening Visit Form

If you are planning to consign cattle in the 55th Anniversary Sale of the Missouri Angus Breeders' Futurity, please complete the following form and return it to the Missouri Angus Association by November 15th and we will contact you to schedule a visit and inspect possible entries for the sale.

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

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

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Number of animals you are considering consigning: Bulls \_\_\_\_\_ Females \_\_\_\_\_

Directions to farm: \_\_\_\_\_



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 Austin Thummel  
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 Howell Wheaton

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Cover photo by Pat White, Aurora, MO

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P.O. Box 246 • Dadeville, MO 65635



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**NOVEMBER 2011**

Volume 27 Number 7

*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
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December 2011

January/February 2012

March 2012

April 2012

May 2012

June/July Directory Issue 2012

August 2012

September 2012

October 2012

November 2012

### DEADLINE

November 10<sup>th</sup>

January 1<sup>st</sup>

February 10<sup>th</sup>

March 10<sup>th</sup>

April 10<sup>th</sup>

May 1<sup>st</sup>

July 10<sup>th</sup>

August 10<sup>th</sup>

September 10<sup>th</sup>

October 10<sup>th</sup>

### 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.

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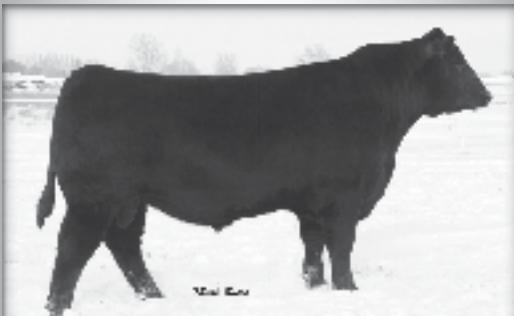
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EPDs effective 9/26/11



**SAV Bismarck 5682 [AMF-CAF-M1F-NHF]**

CED	BW	WW	YW	SC	CEM	MILK
+13	+.1	+57	+99	+.89	+12	+20
CW	Marb	RE	Fat	\$W	\$F	\$G
+13	+.13	.+61	-.018	+32.67	+35.49	+22.93



**TC Aberdeen 759 [AMF-CAF-M1F-NHF]**

CED	BW	WW	YW	SC	CEM	MILK
+10	+.8	+61	+106	+.38	+10	+23
CW	Marb	RE	Fat	\$W	\$F	\$G
+18	+.64	+.76	+.009	+31.80	+41.12	+38.75



**Connealy Right Answer 746 [AMF-CAF-M1F-NHF]**

CED	BW	WW	YW	SC	CEM	MILK
+15	-.7	+68	+116	+1.04	+11	+27
CW	Marb	RE	Fat	\$W	\$F	\$G
+35	+.51	+.22	+.029	+35.41	+48.86	+22.58



**Summitcrest Complete 1P55**

CED	BW	WW	YW	SC	CEM	MILK
+4	+2.5	+54	+99	+1.06	+11	+30
CW	Marb	RE	Fat	\$W	\$F	\$G
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Fall 2011

	CE EPD	BW EPD	
	Acc	Acc	

7AN278 Selective	16	.79	-2.3	.89
7AN282 Rito 6EM6	14	.71	-.7	.87
7AN229 Yield Grade	14	.86	.8	.95
7AN330 Regis	13	.36	-.9	.41
7AN288 Tailor Made	12	.59	-2.5	.82
7AN320 Prophet	11	.52	-.6	.66
7AN297 Insight	11	.59	-1.5	.77
7AN311 Limelight	11	.51	.2	.65
7AN255 5050	10	.89	1.0	.96

EPDs as of 8/29/11

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MISSOURI ANGUS TRAILS |

# Sydenstricker Genetics' SydGen Buena 9511 Named 2012 Angus Foundation Heifer

*Proceeds from the sale of SydGen Buena 9511 at the National Western Stock Show will benefit the Angus Foundation's education, youth and research endeavors.*

The Angus Foundation has announced that SydGen Buena 9511 will replace SydGen Forever Lady 9525 as the new 2012 Angus Foundation Heifer. SydGen Buena 9511 will be donated to the Angus Foundation by Eddie and Connie Sydenstricker, owners of Sydenstricker Genetics of Mexico, Mo., and she will be sold January 11, 2012, at the National Western Stock Show Bull Sale in Denver, Colo.

Due to unfortunate circumstances, the original 2012 Angus Foundation Heifer, SydGen Forever Lady 9525, had a stillborn calf in late August. Members of the Sydenstricker family and farm staff looked to their elite herd to replace her with another outstanding female in SydGen Buena 9511, which already has a heifer calf by side.

"Losing a calf is a part of farm life we are all familiar with as agricultural producers and Angus breeders," says Milford Jenkins, Angus Foundation president. "We're just as excited and looking forward to now offering SydGen Buena 9511 and her heifer calf as a powerful cow-calf pair next January in Denver!"

"Buena 9511 offers an exceptional phenotype, a solid, well-balanced EPD profile and the heritage of a fertile, high-performance cow line that continues to rise to the top generation after generation," says Ben Eggers, Sydenstricker Genetics manager. "Her weaning and yearling ratios of 115 and 111, coupled with her near-perfect udder and great mothering ability make her the kind of Angus cow you can build a herd around."

On Sept. 6, 2011, SydGen Buena 9511 had a heifer calf sired by the same bull, SydGen Dealer 9883, as the original 2012 Angus Foundation female. SydGen Dealer 9883 is a son of SydGen Sure BET and maternal brother to SydGen Trust 6228. He was the \$14,000, second high-selling fall bull in Sydenstricker's 2010 production sale to Big Dry Angus Ranch, Jordan, Mont.; Eggers Stock Farm, Jackson, Mo.; and the Mike Kasten Beef Alliance, Millersville, Mo. SydGen Buena 9511 and her heifer calf will be the first cow/calf pair ever auctioned together as the Angus Foundation heifer package in Denver.



## About SydGen Buena 9511

SydGen Buena 9511 ranks in the top 5 percent for weaning weight EPD and the top 10 percent for yearling weight EPD and \$B index in the breed. In addition to her own genetic merit, she has a strong paternal and maternal background. SydGen Buena 9511, like SydGen Forever Lady 9525, is the September 2009 daughter of SydGen Destination 5420, who was co-owned with Spring Cove Ranch of Bliss, Idaho, and surfaced as perhaps the most popular son of 928. His untimely death made his semen some of the most sought-after in the breed this past spring. SydGen Buena 9511's dam, SydGen Buena 5876, has mothered three calves with outstanding growth and carcass value, and she just had her fourth natural calf on Sept. 8, 2011, giving her an average calving interval of 364 days.

A strong maternal background continues in SydGen Buena 9511's grandam, great-grandam and great-great-grandam, which were all donors at Sydenstricker Genetics. Her great-great-grandam was the foundation Buena, VDAR Buena 422, which was purchased by Sydenstricker Genetics at private treaty from Van Dyke Angus Ranch, Manhattan, Mont., in 1993. She topped Sydenstricker's 1997 sale at \$16,000, to Circle A Ranch, Iberia, Mo., where she also served as a donor.

## Dedication to the breed

Eddie and Connie Sydenstricker have been avid supporters of the Angus Foundation, and Jenkins says their offering of a replacement female to serve as the 2012 Angus Foundation Heifer truly shows their dedication to the Angus breed and its youth, education and research efforts.

"Eddie and Connie's sole objective in donating the Angus Foundation heifer was to bring to the table the "cream of the crop" from their nationally recognized Angus seed stock program, and Buena 9511 fits the bill," Jenkins says. "The Sydenstrickers' unwavering philanthropic devotion to taking care of our Angus youth and your Angus Foundation is something to be admired."

Eddie Sydenstricker was the first president of the first state junior Angus association ever formed, and he's never forgotten his start—a start that's encouraged him to give back to the breed. "The Angus breed has been very good to Connie and me, and our daughters Kim and Lee Ann, and giving back through the Angus Foundation insures that strong tradition of outstanding youth and education programs," Sydenstricker says. "2012 will mark our 60th year breeding Angus cattle, so this donation is a fitting way to kick off our diamond anniversary."

The sale of the Angus Foundation Heifer Package, an annual fundraising tradition initiated in 1980, supports the Angus Foundation, the not-for-profit affiliate of the American Angus Association® that funds and supports programs involving education, youth and research in the Angus breed and agricultural industry.

For more information on the Angus Foundation Heifer Package, contact Angus Foundation President Milford Jenkins at 816-383-5100 or Sydenstricker Genetics at 573-581-1225.

The Angus Foundation was established in 1980 as a not-for-profit 501(c)(3) organization to support Angus education, youth and research. To learn more about the Angus Foundation and the programs it supports, call the American Angus Association® at 816-383-5100 or go to [www.angusfoundation.org](http://www.angusfoundation.org).

# *Thank You to the bidders and buyers at our Annual Female Production Sale!*

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# Modern Beef Production is "Green"

by Jude Capper, WSU Animal Scientist

Efficient cattlemen and women are a boon for the environment. "I am absolutely not anti-grass-fed beef. There is a place for every single kind of system: grass-fed, grain-fed, local, organic and so on," said Jude Capper, Washington State University animal scientist at the Certified Angus Beef LLC (CAB) Annual Conference last week. "What I am 'anti' is mis-marketing and the perceptions that are passed on to the consumer about what is and isn't environmentally friendly."

From farm publications and the *Wall Street Journal* to *Cosmopolitan* and mainstream women's magazines, there is a constant stream of information about water, land and resource use. Beef is often held under the microscope, Capper told the crowd of more than 500 who gathered at the event in Sunriver, Ore.

"In every part of the world we're going to face the issues of feeding more people on less land with fewer resources," she said, citing estimates that by 2050 worldwide population will increase by 50% and we'll need 70% more food to support that.

"On a global basis people are going to have greater incomes," Capper said. "As people have more money they want more meat, more milk, more eggs."

Today's conversations about sustainability are well founded, she said, but some of the proposed solutions are not.

Take "Meatless Mondays" for example.

"Even if we all went meatless every Monday, if we only ate lentils and tofu and magically didn't give off any methane ourselves, it's going to cut our national carbon footprint by less than half a percent," Capper said.

And then there are important considerations, like where would animal byproducts like leather, tallow and pharmaceuticals come from?

Instead, Capper suggested one proven method for reducing resource use: increase efficiency.

"If we can have our animals on the planet for fewer days before they're harvested, in total we use less energy, less land and less water per unit of beef," she said, pointing to examples over the years.

In 1977 it took five animals to produce the same pounds beef that it takes four animals to produce today.

"Beef yield over that time has gone up fairly consistently," she said, noting carcasses can't keep getting bigger because of consumer acceptance and processing challenges. "What we can do is improve productivity, improve growth rate."

The efficiency gains from 1977 to 2010 amount to a 19-percentage-point reduction in feed use, a 12-point decrease in water needed and a 33-point drop in land required per pound (lb.) of beef.

"That's not because ranchers and feedlot operators have implemented specific environmental technologies," Capper said. "It's because they've been doing what they do best, to improve productivity."

Yet that story hasn't caught on.

"The consumer often hears that grass-fed must be best," she said. Capper and her research team analyzed and compared the environmental impact of three beef production systems: conventional, natural and grass-fed.

Looking at conventional, with its growth-enhancing technologies like implants and ionophores, versus natural production, cattle in the latter system take more days to finish.

"Animals that grow faster and weigh more cut the environmental impact," she said. That's magnified when comparing conventional to grass-fed, as average days from birth to harvest increase by 226 and carcass weights drop by 185 lb.

"To convert to an entirely grass-fed system, we'd need to more than double the number of the cows in the U.S. today just to maintain beef supply," Capper said. Land use would increase by 131 million acres, equivalent to 75% of the area of Texas, and water use would skyrocket by 468 billion gallons.

Capper showed several highly publicized studies containing suspect assumptions about the modern beef industry.

"This is very dangerous because it's put out there as fact in an international science magazine," she said of one example. "Potentially, it turns consumers away from beef."

Ranchers, stockers and feeders need to keep getting better, and talking about it.

Reducing mortality and morbidity is one step.

"It's important to keep having healthier animals. They're going to gain better and grow faster," she said.

Reproduction is another.

"Only about 86% of cows have a live calf every year. If that was 90%, 95% or 99%, that would make a huge improvement in productivity," Capper said. "If we improve our land, better grasses, better feed, those animals are going to grow faster."

Good news is found in a recent study showing 94% of worldwide consumers either support or are neutral toward the use of technology in food production.

"Most consumers just want affordable, safe, nutritious food that tastes good," she said.

To view Capper's research visit <http://wsu.academia.edu/Jude-Capper/Papers>. For more information on the *Certified Angus Beef*® brand Annual Conference, go to [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).



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I N A U G U R A L

## Angus Production Sale

Sunday, November 20, 2011 • 1:00 PM  
*held at the ranch in Wyandotte, Oklahoma*



**SAV Madame Pride 0075**

**SIRE:** SAF 598 Bando 5175   **DAM:** SAV Madame Pride 8264

A direct daughter sells by SAV 004 Density 4356; she is a full sister to the top selling SAV 004 Density 4356 sows in the 2011 SAV Sale. SAV Sunrise 0060 at \$65,000 and the \$37,500 SAV Sunset 0257.



**SAV Sunset 0257**

*The \$37,500 full brother to SAV Madame Pride 0075 who sells!*



**DCC Dixie Erica 001**

**SIRE:** DCC Freestyle 921F   **DAM:** DCC Dixie Erica 814G

Selling an awesome bred heifer sired by WAR-Cowboy Up 3102 safe in calf to HF Kodak SR.



**GAR Scotch Cap 867**

**SIRE:** Scotch Cap   **DAM:** Blackcap GAR 51

*Selling a genetic replica of this great Pathfinder Dam!*



**Limestone Lucy 631**

**SIRE:** Schurtop NC 2500   **DAM:** Boris Lucy 178E

*A direct daughter of the \$410,000 178E sells in her entirety!*



**FB Blackcap 553 975**

**SIRE:** CRA Bixler 872 5205 608   **DAM:** GAR 1407 New Design 553

*She sells, a granddaughter of the \$250,000 GAR Precision 819 along with her fall calf by SQ Credence 675!*

*For your free reference sale booklet, contact anyone in the office of the Sale Managers: TOM BURKE, KURT SCHAFF, JEREMY HAAG, AMERICAN ANGUS HALL OF FAME, or the WORLD ANGUS HEADQUARTERS, Box 660, Smithville, MO 64079-0660. Phone: (816) 532-0811. Fax: (816) 532-0851. E-Mail: [angushall@earthlink.net](mailto:angushall@earthlink.net)*

# Missouri Angus News

Hope several of you were able to attend the American Royal in Kansas City to view the high quality cattle that were exhibited. Several of our members will be gathering at the 128<sup>th</sup> Annual Convention of Delegates in Louisville, KY this month and I would like to thank them for representing our state. I wish them safe travels and challenge them to bring back new ideas for our state organization.

Miss Paige Wallace will be retiring her reign as Miss American Angus this month and I want to thank her for representing Missouri so well this past year. We also want to thank Cody Smith for his efforts on the NJAA Board of Directors. Our state should be extremely proud of all our junior members!

Don't forget to submit your nominations for the 2012 Missouri Angus Futurity scheduled for February 25-26 so Josh Worthington

by Brent Murphy, President

can get to your farm to inspect your consignments. Everything is on track once again for a strong offering of cattle and a great sale. It's not too early to start working on those consignments! Hope everyone has their calendar marked for the last weekend in February to attend.

The Missouri Angus Advantage Plus Sale will be Friday evening, December 2<sup>nd</sup> in Marshall, MO. I look forward to seeing you there!

Hope everyone is able to spend Thanksgiving with family and friends and remember how lucky we are to have the many luxuries and numerous opportunities available in our country. Please take a moment to put the negatives aside and dwell on the positives in our life! 

## Obituaries

### Eugene H. Hinds, II

(April 4, 1959 - September 26, 2011)

PALMYRA, Mo. — Eugene H. Hinds, II, 52, of Palmyra, Missouri, passed away at 4:46 P M Monday, September 26, at his home.

Gene was born April 4, 1959 in Hannibal, Missouri to Dr. Eugene H. and June Eichman Hinds. He is survived by a son, Michael E. Hinds, of Palmyra, and his mother, Diane Boulware of Quincy, IL.; parents: Dr. Eugene H. and June Hinds of Palmyra; sister, Harriet ( Fred) Latimer of Palmyra; nieces, Dr. Laura Akerson of Palmyra; Libby ( Marvin) Evans of Palmyra; great nieces, Taylor Vance, Ashlyn and Ruby Akerson, nephew, Levi Vance, uncles and aunts, Harry and Betty Hinds of Palmyra; Margaret Marr of St. Louis, Mo.; Betty Singler of Naples, Fl.; and George ( Colleen) Eichman of Prescott, Az..

He was preceded in death by a cousin, Gary Hinds, and an uncle, Dr. Otto Eichman. Gene farmed with his parents and loved being on the farm and taking care of the cattle. He was a member of the American Angus Association. He was a 1977 graduate of Palmyra High School and attended the University of Missouri. He loved music, sports, black angus cattle, and the great outdoors.

Funeral services were held at Lewis Brothers Funeral Chapel in Palmyra. Rev. Dewayne Larenson officiated. Interment was at Greenwood Cemetery in Palmyra, Missouri. Visitation was held at Lewis Brothers Funeral Chapel. Memorial contributions may be made to Hinds Park, Palmyra, Mo. Casket Bearers were John Glascock, Steve Bross, Matt Gottman, Steve Riney, Mark Ragor, and Bruce Cooksey. Honorary Bearers were Jeff Henry, Ed Campfield, Paul Shear, Paul Miller, Rob Pyse, Robert Hagar, and Jeff Schneider. 

## American Angus Assn. Announces the Ten Missouri Breeders Who Registered the Most Angus

The 10 producers who registered the most Angus beef cattle in the state of Missouri recorded a total of 2995 Angus with the American Angus Association® during fiscal year 2011, which ended Sept. 30, according to Bryce Schumann, CEO of the American Angus Association.

The 10 top recorders in Missouri are: Sydenstricker Genetics Inc, Mexico, 661-head; Circle A Ranch, Iberia, 500; Alan W Mead, Barnett, 426; Fox Run Farms LLC, Mexico, 290; Terry Little & Son, Monticello, 216-head; Hopewell Farms Livestock LLC, Paris, 201; Marshall & Fenner Farms, Malta Bend, 190; KCS Angus Ranch LLC, Novinger, 180; Mr & Mrs Jack C Baker, Butler, 169-head; Gal-

axy Beef LLC, Graham, 162.

Angus breeders across the nation in 2011 registered 294,975 head of Angus cattle. "Our year-end statistics continue to demonstrate strong demand for Angus genetics and solidify our long-held position as a leader in the beef cattle industry," Schumann said. "These results underscore our members' commitment to providing genetic solutions to the beef cattle industry."

The American Angus Association, headquartered in Saint Joseph, Mo., is the largest beef registry association in the world in terms of both annual registrations and active members. For more information about the Angus breed go to [www.angus.org](http://www.angus.org). 

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION 1. Publication Title: Missouri Angus Trails. 2. Publication No. 1931-9886. 3. Filing Date: August 9, 2011. 4. Issue Frequency: Monthly with combined January/February and June/July issues. 5. No. of Issues Published Annually: 10. 6. Annual Subscription Price: \$20.00. 7. Completed Mailing Address of Known Office of Publication: P.O. Box 246, Dadeville, MO 65635. 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: Same as above. 9. Full Names and Complete Mailing addresses of Publisher, Editor and Managing Editor: Publisher – Josh Worthington, P.O. Box 246, Dadeville, MO 65635; Editor – same as above; Managing Editor – same as above. 10. Owner: Missouri Angus Association, P.O. Box 246, Dadeville, MO 65635. 11. Known Bondholders, Mortgages, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None. 12. N/A. 13. Publication Title: Missouri Angus Trails. 14. Issue Date for Circulation Data Below: August 1, 2011. 15. Extent and Nature of Circulation: Average No. Copies Each Issue During Preceding 12 Months/No. Copies of Single Issue Published Nearest to Filing Date 15a. Total Number of Copies (Net press run): 2340/1200. 15b. (1) Paid/Requested Outside-County Mail subscriptions Stated on Form 3541: 2170/1096. 15b. (2) Paid In-County Subscriptions Stated on Form 3541: 58/43. 15b. (3) Sales Through Dealers and Carriers, Street Vendors Counter Sales, and Other Non-USPS Paid Distribution: 0/0. 15b (4) Other Classes Mailed Through the USPS: 0/0. 15c. Total Paid and/or Requested Circulation: 2228/1139. 15d. (1) Free Distribution by Mail (Samples complimentary, and other free) Outside-County as Stated on Form 3541: 0/0. 15d. (2) Free Distribution by Mail (Samples complimentary, and other free) In-County as Stated on Form 3541: 0/0. 15d. (3) Free Distribution by Mail (Samples complimentary, and other free) Other Class Mailed Through the USPS: 0/0. 15d. (4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means): 90/45. 15e. Total Free or Nominal Rate Distribution: 90/45. 15f. Total Distribution: 2318/1184. 15g. Copies not Distributed: 22/16. 15h. Total: 2340/1200. 15i. Percent Paid: 96.12%/93.20%. 16. This Statement will be printed in the November issue of this publication. 17. I certify that all information furnished on this form is true and completed (signed) Josh Worthington, Publisher, Oct. 30, 2011.

# 2011 North American / Annual Meeting Schedule – TENTATIVE

LOUISVILLE, KENTUCKY

*All Rooms at Crowne Plaza are Tentative.*

## Saturday, November 12

8 - 10 a.m.	<b>Angus Cattle Check-in</b> KFEC
9 a.m. - 5 p.m.	<b>Angus Registration Desk Open</b> Crowne Plaza – Carroll Room
12 p.m.	<b>American Angus Association Board Meeting</b> Crowne Plaza – Crowne C
1 - 6 p.m.	<b>Holiday Room Open</b> Crowne Plaza – Elliott
3 p.m.	<b>American Angus Auxiliary Annual Meeting</b> Crowne Plaza – Crowne B
6 p.m.	<b>Angus Foundation Donor Recognition Event</b> Crowne Plaza – Crowne A

## Sunday, November 13

7 a.m. - 6 p.m.	<b>Angus Registration Desk Open</b> Crowne Plaza - Carroll Room
8 a.m. - 6 p.m.	<b>Holiday Room Open</b> Crowne Plaza – Elliott Room
8 a.m.	<b>Junior Heifer Show</b> KFEC Freedom Hall (Breed order TBA)
8 a.m.	<b>American Angus Auxiliary Breakfast</b> KFEC Room –Room TBA
10 a.m. – 12 p.m.	<b>Angus Education Center</b> KFEC South Wing C – Room 201
1 p.m.	<b>Opening Session</b> , followed by Board Candidates Forum KFEC South Wing C - Room 202, 203, 204
4:30 - 6 p.m.	<b>AIMS Workshop</b> Crowne Plaza – Perry
4:30 - 6 p.m.	<b>Miss American Angus Contestant Speeches</b> – open to public Crowne Plaza – Coronet A
5 - 6 p.m.	<b>Past Directors' Reception</b> Crowne Plaza – Taylor/ Whitley
5 - 6 p.m.	<b>BLI Alumni Reception</b> Crowne Plaza – Madison
6 - 8 p.m.	<b>Angus Reception</b> Crowne Plaza – Crowne B/C

## Monday, November 14

7 - 10 a.m.	<b>Angus Registration Desk Open</b> Crowne Plaza – Carroll Room
8 a.m. - 6 p.m.	<b>Holiday Room Open</b> Crowne Plaza – Elliott
8 a.m.	<b>Judge Open Angus Bulls</b> KFEC Freedom Hall
10 a.m. – 12 p.m.	<b>Angus Education Center</b> KFEC South Wing C – Room 201
1:30 p.m.	<b>128th Annual Meeting of Delegates</b> KFEC South Wing C, Rooms 201-204
6 - 7 p.m.	<b>Social</b> Crowne Plaza – Crowne Hall
7 p.m.	<b>Angus Awards Banquet</b> Featuring <i>Certified Angus Beef</i> ® Crowne Plaza – Crowne Ballroom

## Tuesday, November 15

8 a.m.	<b>Judge Open Angus Females &amp; Cow-Calf Pairs</b> KFEC Freedom Hall
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## Missouri Delegates

Delegate	Alternate
Eddie L. Sydenstricker, Mexico	Marty Couch, Macon
Ben Eggers, Mexico	Linda Eck, Sarcoxie
Josh Worthington, Dadeville	Jeff Gooden, Iberia
James D. Pipkin, Republic	Rick Washam, Pierce City
Howell Wheaton, Columbia	Paul W. Meier, Jackson
Jerry Lehmann, Columbia	Brent Murphy, Houstonia
Fred C. Weiker, Fayette	Clint Hunter, Fair Grove
Jack C. Baker, Butler	Alan W. Mead, Barnett
Norman Garton, Nevada	John R. Moffitt, Winigan
Charles Gerloff, Bland	Kenny Hinkle, Nevada
Curtis W. Long, Butler	Orville O. Birk, Jackson
Craig Wallace, Stotts City	Todd Ragsdale, Paris
Wayne D. Smith, Winigan	Ann Simpson, Richmond
William Brian Brockman, Brookfield	Terry Little, Monticello
Thomas Burke, Smithville	Kris Graupman, Palmyra
M. Karen Jones, Gainesville	Jim Brinkley, Milan
Steve Birk, Gordonville	Howard M. Taber, Osceola
Bobby Dale McBride, Centralia	G. Kent Dye II, Elsberry
Russell L. Coon, Bethel	Max Creason, Polo
Scott Crawford, Platte City	Deb Thummel, Sheridan

# Angus Board Approves Long-Range Strategic Plan

After more than a century of expansion, the Angus breed has become one of American agriculture's greatest success stories — a story of quality, demand and innovation.

Today, more than 60 percent of cattlemen identify their herd as Angus, and those Angus-sired calves continue to put more money back into the pockets of cow-calf producers than any other breed — approximately \$35 more per head than non-Angus contemporaries according to a recent 10-year study. And thanks to branded beef programs like *Certified Angus Beef®*, "Angus" has become a household name.

Indeed, the breed is thriving, but Association President Joe Hampton says Angus success won't be taken for granted.

"Our success, like most successful business models, has always depended on our ability to adapt, to innovate. That's what will carry us into the future," Hampton says. "The American Angus Association must remain open to new ideas and new opportunities for growth and relevance."

With an eye toward the future, the American Angus Association® Board of Directors approved a long-range strategic plan geared toward growing the relevance of the Angus breed.

The plan outlines strategies for the nation's largest beef breed association for the next 5-10 years — strategies aimed at benefiting all users of Angus genetics, from members to commercial cattlemen to consumers.

In fact, many of these Angus stakeholders ultimately shaped the Association's long-range initiative, Hampton notes.

"This is the first time in the history of this organization where so much effort has gone into collecting input from our members, their commercial customers and others with an interest in the Angus business," he says. "Through this input, the people who will ultimately benefit from our long-range plan are also those who helped to build it. Their vision for the future of this breed is interwoven into our outlined strategies, and that's key to the success of the plan — and the success of the Business Breed."

The initiative is months in the making. The Board first announced the long-range planning process in fall 2010 and began collecting comments from members, their customers and other industry representatives in January 2011. Surveys were included in the *Angus Journal* and online at [www.angus.org](http://www.angus.org), and additional input was gained through a series of listening sessions and individual comments collected by Board members.

"The input gained from the long-range planning process was as insightful as it was valuable," Association CEO Bryce Schumann says. "Thanks to this process and the dedication of our members who are so invested in the success of this breed, we now have an outline for our organization's goals and how to accomplish them."

The strategic intent of the plan focuses on an overarching effort to increase member success and profitability by:

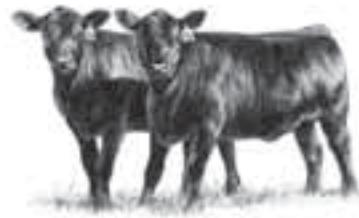
- growing registered Angus demand;
- increasing marketing and education efforts;
- fostering development and use of technology;
- leveraging entity resources and expertise; and
- growing the industry leadership role of the Association and its entities.

With this in mind, Hampton says long-range strategies focus on the Angus breed's core sectors: seedstock breeders, commercial cow-calf operators, feeders/stockers, consumers and youth.

Several key initiatives have emerged to advance marketing, education, and technology and research. They include the development of: 1) reproductive trait data and voluntary inventory-based reporting in order to form longevity and fertility measures; 2) an education and culinary center to advance beef knowledge and *Certified Angus Beef®* brand recognition among retail and foodservice partners as well as consumers; 3) an expanded Angus television presence that provides educational programming and marketing services for Angus breeders and their commercial customers while growing the Angus brand; and 4) the development of genomic resources to benefit commercial cattlemen and expand their use of Angus genetics.

"With time, these initial projects will undoubtedly accompany other beneficial initiatives identified and executed by Association staff and leaders," Schumann says. "We continue to welcome additional input from our members and others as time progresses. That communication is imperative to the future success of any organization, especially our member-driven Association and its entities."

Contact the American Angus Association at 816-383-5100 or visit [www.angus.org](http://www.angus.org) for the complete Long-Range Strategic Plan or for more information.



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by Susan Coon, President

Greetings from Northeast Missouri! This past week the temperatures have reminded us fall is indeed here and winter is not far away. Time certainly is passing quickly and Louisville is just around the corner. There are many auxiliary activities during this time that you are welcome to get involved with. If you are planning to attend please let me know and I will send you the auxiliary schedule. Additionally, Paige's duration as American Angus Queen is almost complete and she has done an outstanding job representing the Association. I know she has had many wonderful opportunities and new doors have opened for her this past year. Paige, we are proud of you!

I want to recognize our Royalty for the outstanding job they are

doing. They are halfway through their reign and representing Missouri Angus Association exceptionally well! If you know of anyone interested in running for Royalty next and want to learn more about their responsibilities and experiences as Missouri Angus Royalty, I am positive that Kathryn, Reba, and Chase would enjoy sharing this information with you.

At Missouri's annual meeting in February, the auxiliary selects a new secretary. If you are interested in becoming an auxiliary officer, please email me at [scoon@atsu.edu](mailto:scoon@atsu.edu) or let any of the officer team know you are interested. It is a great opportunity to serve our association and meet people. ☺



## DNA test for gain, grade available soon

*Value-based tool will help commercial producers better select, manage Angus cattle*

By Steve Suther, Industry Information Director

A new DNA test for marbling and post-weaning growth will soon help cattle producers better hit the high-quality beef target. The tool, set to debut in early 2012, will be made available under a development agreement between Angus Genetics Inc. (AGI) and Pfizer Animal Genetics, the companies announced.

Exclusive marketing rights are reserved for Certified Angus Beef LLC (CAB), in line with the company's continuing effort to increase the supply of cattle for the brand. AGI and CAB are subsidiaries of the American Angus Association.

The test is being designed for use on high-percentage, commercial Angus cattle sired by registered bulls, according to AGI President Bill Bowman. "It should provide a valuable tool to increase the precision of selection decisions at the ranch, as well as differentiating value for the feedlot," he said.

Test results will take the form of an index, which is being finalized this fall, said Mark McCully, CAB assistant vice president for supply.

"There have been lots of advancements in the purebred cattle industry utilizing DNA for selection," Bowman said. "But this will

be the first test at a price point that is economically feasible for commercial cattlemen. The American Angus Association, its subsidiaries and Pfizer Animal Genetics are excited to partner on bringing this technology to market for the users of Angus genetics."

Scott Bormann, business director, Pfizer Animal Genetics, says the development of this product is another example of the strategic partnership between the companies.

"We appreciate the American Angus Association and its affiliates continuing to foster innovation in the field of genetic evaluation," Bormann said. "The forward-thinking collaboration should result in a DNA test that helps continue to advance genomic use and application, the Angus breed, as well as meet consumer demand for high-quality beef."

McCully noted what are expected to be popular uses for the tool. "This is going to allow for more accurate replacement heifer selection and targeted management in feeding Angus cattle," he said. "With demand for high-quality beef at an all-time high, commercial cattlemen will soon gain a greater ability to identify those cattle most able to access premiums in that marketplace." ☺

## Fiscal Year 2011 Brings Profits to Angus Producers

Angus producers experienced economic growth in fiscal year (FY) 2011 despite a volatile agriculture industry.

"The Angus breed has the ability to efficiently produce high-quality beef and to consistently garner more value at sale time," says Bryce Schumann, American Angus Association® chief executive officer (CEO). "This makes Angus the breed of choice for cattlemen across the United States."

Bull sale averages increased nearly 26.6% above last year, and overall sale averages increased 20.8%.

Angus members registered 294,975 animals in FY 2011, which ended Sept. 30. Embryo transfers accounted for 10.3% of registrations, and more than 51% of calves were a result of artificial insemination (A.I.). Of total registrations, more than 96,000, or 32.7%, were stored electronically in 2011.

Certified Angus Beef LLC (CAB) achieved its fifth consecutive sales record in 2011, totaling 807 million pounds — an increase of almost 4% over 2010's previous record 777 million pounds. In fact, demand for the *Certified Angus Beef®* brand has risen 56% since 2002, according to Kansas State University research.

All CAB sectors, including food service and retail, saw increases. Two divisions set records, with international selling 90 million pounds for a 13% increase, and value-added products with a 12.5% increase to 18.5 million pounds.

Approximately 14.8 million head, 63% of U.S. finished cattle, were identified for evaluation. That was down slightly along with overall cattle supplies, but those certified for the Association-owned brand were slightly higher than last year's 3.5 million head. The overall increase in available supply for the record sales is partly due to

*continued on page 29*



# Excellent and getting better

*The Angus world wonders, how good can these cattle get?*

By Steve Suther

It's fun to hit the target. Osborn Farms, Savannah, Mo., repeated its 2010 achievement with even better numbers as the Certified Angus Beef LLC (CAB) 2011 Quality Focus Award winner for partner yards with less than 15,000-head capacity.

This is just a 600-head yard that enrolled 535 head with CAB last year, but the point is 90% of those were accepted for the *Certified Angus Beef®* (CAB®) brand, including 28% CAB Prime.

An hour spent talking shop with owner-manager John Osborn and his longtime consultant and cattle partner Pete Mitts is like an hour on the Blue Collar Comedy Tour. Many of the jokes are inside, obscure, personal insults or physiological, but you catch the drift and join in the grins.

In reference to the CAB acceptance, Osborn will deadpan, "Is that good?" Mitts completes the thought, "Because we know we can do better."

There's evidence to support that. If you followed the Angus-Source® Carcass Challenge last year, you might recall their champion pen of 42 heifers went 100% CAB and 55% Prime. The September 2010 harvest date fit the contest year for this June-through-May annual CAB award, too.

Still, the award wasn't automatic or easy. This is the fourth consecutive year that a Missourian won the category, and the top three contenders nationwide were in Missouri this time as well.

The other two were Circle A Feedlot, Huntsville, Mo., and Performance Blenders, Jackson, Mo., and depending on the week, each of them spent time in the top spot. The contest was not decided until the last few weeks of May.

All three feature cattle of known genetics.

Osborn and Mitts have proven that their already excellent cattle



Pete Mitts, Joel Osborn and John Osborn

will keep getting better. They all trace back to bulls from Green Garden Angus, Lorraine, Kan., genetics stacked in cow families backed by Mitts' no-nonsense records and the duo's program of low-stress management.

That's low stress on the cattle, they would point out. Stress for the cattlemen is sometimes unavoidable in these days of volatile markets.

They find time to get away from it all sometimes. Mitts and his wife Lois have a fishing boat, and sometimes they travel to the Missouri lake country or down to his western Oklahoma home county where son Miles now works at another CAB partner yard.

Osborn and his wife Toni got away from the farm Sept. 20-22 to accept the award at the CAB Annual Conference in Sunriver, Ore. That was after a tractor pulling season when he and son Joel like to see what their somewhat modified John Deere models can do for fun.

When it comes to performance and cattle, these guys are all business. They know their pool of 1,200 related cows. They either own or used to own most of them, and all current owners are friends, neighbors and associates. They know the market is crazy, but they also know carcass data feedback still runs the engine of herd improvement and keeps it on track.

As long as Osborn Farms can feed these predictable cattle, no current quality records will be safe. Fair warning.



Accepting the Quality Focus Award are Toni and John Osborn (center) of Osborn Farms from CAB's Mark McCullum (left) and John Stika (right).

Greetings from Northwest Missouri!

It has been a great harvest season with dry skies allowing a speedy harvest. Beans are all but out and corn to quickly follow suit.

October is a busy time. The American Royal will be over and done with by the time you read this and many will have their sights set on Louisville. No doubt Missouri will be well represented at both

shows. These shows are a great break from school for all of us kids and a time to get caught up and talk about great Angus cattle.

A reminder to keep an eye on any deadlines for the National Western Stock Show in January. If you have any questions feel free to contact me and I will be happy to help.

Stay Classy Missouri! 

## From your Advisor...

By Jeff & Deb Thummel, MJAA Advisors

Happy Monday morning to everyone! I hope everyone is excited to get back to school and have a great time! I know that Missouri Jr. Angus members are leaders in their schools as well as in their communities and our strong organization. I'll steal a motto and say, "Be the best that you can be!"

It's October 10<sup>th</sup> as I write this article and I don't believe that there has been any appreciable precipitation for at least a month. With that said, it is as dry in NW Missouri as it has been for a long while. Ponds are shrinking, wells are failing, soybeans came out of the field at 6% moisture (normally we're concerned about having them dry enough to not receive a dock at 13%), pastures are crisp and crunchy and none of the bites the cattle take are getting replaced. I know I'm preaching to the choir and that many of you have lived with these conditions for a considerable length of time, but up here, it's simply such a stark difference from what we've had in the recent years. The photos and stories

of crop field fires on Ag Web/Ag Talk of areas to our north and west are harsh and amazing as well. Stay safe and aware everyone.

It will be the somewhere around the 1st of November when you receive and read this article and our nation will be entering the month of Thanksgiving. I like being thankful, it's so peaceful and relaxing. I encourage our Missouri Juniors to be thankful people....thankful to your parents, your teachers, the ringmen, and the show/event staff of wherever you've been and are heading. Many people donate their time, talents and energy to allow you to do what you love to do. Your enjoyment and appreciation makes it all worthwhile! Most of all, give thanks to our Heavenly Father for giving us life.

Continue to read the Trails and scour it for ads and information pertaining to the upcoming Missouri Angus Futurity! Officers will be elected and groundwork will be laid for the 2012 NJAS in Louisville, KY, as well as more planning and details for our hosting of Nationals in 2013. Also, scholarship deadlines for you older Juniors are surely approaching.

Blessings to you all and may your corner of the world be a better place because you are in it! 

## Missouri Junior Angus Foundation Scholarship

The Missouri Junior Angus Foundation is pleased to support youth, education and research and will offer college scholarships to Missouri youth who are active in the Angus breed. These awards will consist of up to five scholarships – the first two were awarded in 1999 – and will be awarded to qualified applicants annually. The scholarships are grants for which no equivalent work is required.

**Scholarship application forms may be obtained by contacting the scholarship chairs, Hope Herd, 9880 N. State Hwy. 125, Fair Grove, MO 64648, Phone 417-234-4927, E-mail [herdsangus@hotmail.com](mailto:herdsangus@hotmail.com). The application is also available on line at the Missouri Angus website, [www.missouriangus.org](http://www.missouriangus.org). Applications should be returned to the scholarship chair at the address above, no later than December 1, 2011. The scholarship recipients will be announced at the Missouri Junior Angus Futurity in February, 2012.**

### QUALIFICATIONS

1. Applicants must have at one time been a member of the Missouri Junior Angus Association and the National Junior Angus Association, and must currently be a junior, regular or life member of the American Angus Association. If the applicant is no longer a Missouri Junior Angus Association member, they must have membership with the Missouri Angus Association.
2. The applicant must be a graduating high school senior or must be enrolled full-time in a junior college, four-year college/university or other accredited institution of higher education for the fall term in which the scholarship is to be awarded.
3. The applicant cannot have reached their 23<sup>rd</sup> birthday prior to the year of application.
4. The scholarship must be applied to undergraduate studies and is applicable to any field of study.
5. A complete copy of the applicant's school (high school, and if applicable, college) transcripts must accompany the completed application form.
6. The applicant must show proof of enrollment in an institution of higher education before the scholarship award check is issued. This must be done by September 30, 2012.
7. Missouri Junior Angus Foundation Scholarship winners will be eligible to re-apply during subsequent award years. However, the applicant must wait one year before re-applying.
8. The applicant must be available for a personal interview at a designated time and place during the Missouri Angus Futurity.



# MOVING FORWARD

## A new reality

by Bryce Schumann  
Chief Executive Officer, American Angus Association

The new reality of production agriculture is this: if we want to continue as a viable industry, each of us bears a personal responsibility to share our story with the public. We can't leave this important task up to just our state or national organizations anymore. Instead, all Angus producers must devote a part of their week to telling their story about the importance of farming and ranching to their friends and neighbors, teachers, lenders and other industry leaders.

That was one of the main messages that came out of the National Angus Conference and Tour, which was held in early September in Georgia.

Dr. Tom Field, executive director of producer education at the National Cattlemen's Beef Association, underscored the confusion that consumers often feel when it comes to understanding where their food comes from. Many consumers have become confused about where and how their food was raised and believe that food production is the bastion of large, anonymous corporate interests.

Not so, according to the checkoff-funded Cattlemen's Stewardship Review, which revealed the following:

- 97% of cow-calf/stocker operations are family owned.
- 54% have been in the same family for three generations or more.
- 94% of respondents vote (compared to 64% of the general population).
- 47% volunteer with youth organizations.
- 84% contribute to the church of their choice.

Just those five points reveal a great deal about the people involved in producing food. We are family focused. We are committed to sustainability and longevity. We are actively involved in public policy and civic affairs. We are engaged in developing the next generation. And, we believe in traditional American values.

### Direct to the public

Speaker Bruce Vincent, who is a logger from Montana, underscored the importance of individuals taking their message directly to the public. He said the logging industry did not fully comprehend the public pressures and scrutiny it would face in the 1980s, and that misunderstanding ultimately resulted in the demise of a once-vibrant industry. He said agriculture is now in the cross-hairs, facing the same pressures that logging did 25 years ago, and that its future depends on reaching out and telling a positive story to influence the public's perception of food production.

While I'm limited in this space to discuss in great detail all that Field and Vincent shared with us in Georgia, I want to encourage you to take a look at this website: [www.providerpals.com](http://www.providerpals.com). It's a new program developed by Vincent that helps individual producers like you

*continued on page 26*



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Kurt Schaff 816/520-6447
Jeremy Haag 816/516-1309

## THE AMERICAN ABERDEEN ANGUS NATIONAL SALE

The 2012 National Aberdeen Angus Sale will be held on April 29, 2012, in conjunction with the 60<sup>th</sup> annual celebration of the Western National Angus Futurity which will be held from April 28<sup>th</sup> through April 30<sup>th</sup> in Reno, Nevada. The National Aberdeen Angus Sale will be open to heifers, bred and open cows, cows and calves, bulls, pregnancies, and embryos. Everyone is invited to participate. For information, contact the American Angus Hall of Fame at 816-532-0811.

## NOVEMBER 2011

5-Nov	Decades of Excellence Volume IX Angus Sale, at Fancy Free Farms, Unionville, TN
5-Nov	Kramer Farms & Guests Angus Sale, Farina, IL
6-Nov	Eastfield Farm Angus Complete Dispersal, Shelbyville, TN
7-Nov	SandPoint Cattle Company Angus Production Sale, Lodgepole, NE
11-Nov	ZWT Ranch Angus Bull and Commercial Female Sale, Crossville, TN
12-Nov	Complete and Total Dispersal of the Southern Light Farms Angus Herd, Clarksville, TN, Sale at Cross Plains, TN
13-Nov	SF Farms Angus Sale, Princeton, KS
18-Nov	Evenson Angus Complete Cow Herd Dispersal, Hettinger, ND, sale at Lemmon, SD
19-Nov	RV Bar Annual Performance-Tested Bull and Female Sale, Jensen, UT
19-Nov	Vandemark Angus Mature Cow Herd Dispersal, East Carolina Ag and Education Center, Rocky Mount, NC
20-Nov	Finley Bros. Cattle Co. Annual Production Sale, Wyandotte, OK
20-Nov	Hedgewood Prairie Angus & Friends Production Sale, Enterprise, KS
20-Nov	Rundles Angus Farm – Warren Rundles 90th Birthday Angus Sale, El Paso, IL, Sale at Congerville, IL
26-Nov	Dameron Angus Production Sale, Lexington, IL
27-Nov	Meyerway Angus Cow Herd Dispersal, Rushville, IN
28-Nov	Stevenson's Diamond Dot Angus Sale, Hobson, Montana

## DECEMBER 2011

2-Dec	Davis Farms Mature Cow Herd Dispersal and Performance-Tested Angus Bull Sale, Doe Run, GA
3-Dec	Bramblett Angus Bull Sale and Commercial Female Sale, Elberton, GA
3-Dec	Hoosier Beef Congress Angus Sale, Indianapolis, IN
3-Dec	Ontario Angus Futurity, Orangeville, Ontario, CAN
9-Dec	The 2011 National Angus Finals Sale Hosted by Lake View Cattle Co., Las Vegas, NV
15-Dec	Beitelspacher Ranch Complete Angus Dispersal, Bowdle, SD, Sale at Aberdeen, SD
17-Dec	Griswold Cattle Co. Classic, Stillwater, OK

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.

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# Certified Angus Beef® brand records high marks

*Sales up nearly 4% in fifth straight year of gains*

by Jennifer Schertz, Certified Angus Beef LLC

WOOSTER, Ohio – Oct. 17, 2011 – Certified Angus Beef LLC, for the fifth consecutive year, reported record sales for its signature brand of beef, with nine out of 12 months in fiscal 2011 hitting new heights. Efforts by the brand's licensed partners led to sales totaling 807 million pounds, an increase of almost 4% over 2010's previous record 777 million pounds.

The *Certified Angus Beef*® brand's sustained growth, particularly during a period of significant economic downturns and rising costs across all segments of the industry, shows its value to consumers and producers, said company president John Stika.

"The brand's growth represents a wave of momentum that took more than 30 years to build," said Stika. The success, he added, is a function of both demand and supply of the high-quality Angus beef.

Increased demand is not only proven by sales success, but also documented by new research from Kansas State University that shows since 2002, demand for the *Certified Angus Beef*® brand has risen 56%, while demand for commodity Choice beef rose 20%.

## Gains across all sectors

Stika noted the brand's growth was balanced, with increases among steaks, end meats and ground beef. Sales were especially strong during the summer grilling season, and buoyed by licensed partners' promotions of premium middle meat steaks. June, July and August each surpassed the 70 million pound mark.

The rebounding economy meant more customers were dining out at the brand's nearly 8,000 licensed restaurants, leading to a 11% increase in foodservice division sales, totaling 250 million pounds. While new distribution was added in 2011, partners with more than

two years of sales saw increases over 8%, indicating sustained growth in the sector.

Demand among the brand's 5,900 licensed retailers remained strong, with the division posting sales of more than 395 million pounds – 49% of the total. Retail partners that featured the brand in circulars and implemented sales promotions found strong profit opportunities despite rising costs.

Licensed partners outside the United States also found growth opportunities with the brand, and netted record international sales of 90 million pounds – a 13% increase over last year. Canada and Mexico represented the strongest foreign markets.

Demand continued to grow for high-quality convenience and fully-cooked items. Sales of branded value-added products also set a sales record of 18.5 million pounds. Popular new offerings included cooked, frozen sliced steak for fajitas, and meatloaf sliders.

Positive trends were also apparent on the supply side. Quality-minded ranchers continued to respond to meet the market's needs, ramping up their efforts to reach the brand's target. The result: a dominance of Angus genetics in the U.S. herd, an acceptance rate that at 24% is the highest in 24 years, and more than 3.5 million head of cattle meeting the brand's high standards.

Nearly 16,000 businesses partner with the *Certified Angus Beef*® brand in the United States and 42 other countries, generating an estimated \$4 billion in consumer sales annually. Introduced in 1978, the *Certified Angus Beef*® brand is a cut above USDA Prime, Choice and Select thanks to 10 strict quality standards. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) or follow the brand on Facebook, Twitter or the blog at [www.GoRare.com](http://www.GoRare.com).

# AIMS Makes Record Keeping Easy

*The 2.5 version of AIMS has new features for Angus producers.*

Record keeping, while sometimes tedious, is essential for producers wanting to advance their herds. Farmers and ranchers can stay organized and up-to-date with their herd by using the 2.5 version of the Angus Information Management Software (AIMS).

Designed and written by the American Angus Association®, AIMS is a Microsoft Windows-based program that compiles and stores herd information in one location, facilitates Association cattle registration, and submits Angus performance records.

"AIMS 2.5 has many updates and enhancements, most notably the addition of several fields and a new way to update EPDs," says Scott Johnson, AIMS director. "We call the new concept web service, where a user can request and receive an EPD update without the traditional email method."

The web service feature allows breeders to request and download EPD updates through the software, rather than submitting email requests to the Association. Streamlining this process gives users more flexibility when updating EPDs.

In addition to the web service feature, several new fields are now available for producers to monitor, including residual average daily gain (RADG), docility and value indexes; Igenity Profile and Pfizer Rank fields; and defect status updates of arthrogryposis multiplex (AM), neuropathic hydrocephalus (NH), contractual arachnodactyly (CA), gene mutation for dwarfism (D2), among others.

The ability to easily access this type of information gives Angus producers the scientific data they need to make smart decisions for the future of their herd. All other information previously supported by AIMS is present in the 2.5 software, including a simulated breeding feature to assist in sire selection, submit registrations, electronic transfers and record breeding and performance data.

AIMS can also store health records, income and expense data, customer names, sales records, and also produce customized reports including camera-ready sale sheets.

In the future, the AIMS software will expand the data-exchange and semen-inventory features.

*Headlining our 3•11•12 Sale*

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Trait	CED	BW	WW	YW	CEM	Milk	CW	Marb	RE	Fat	\$W	\$F	\$G	\$B
EPD	+10	+1.3	+66	+131	+9	+28	+25	+376	.71	-.016	+27.23	+66.42	+41.87	+81.03
% Rank	15	40	1	1	25	10	35	10	3	15	50	1	2	1

BW 59 lbs

WW 632 lbs  
(no creep)

YW 1,403 lbs

Marb 4.11%

RE 14.8 sq. in.

SS Objective T510 OT26



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*Maternal Sister in Blood*

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# Hay and Cows and Chaff and Stuff

By Howell N. Wheaton

♦ ♦ ♦

Poultry producers are crying foul – about ethanol. Recent spokesmen for the poultry industry testified before U.S. House Agriculture Committee on Livestock, Dairy and Poultry and blamed subsidized ethanol for much higher feed costs. They said that at least a 20 percent increase in retail poultry prices will be needed for producers to break even.

♦ ♦ ♦

After all is said and done, more is said than done.

♦ ♦ ♦

There will be lots of purchased supplements fed this winter because the 2011 hay crop was below normal in both quality and quantity. As a general rule Missouri beef cows will need more energy supplementation than protein. Even poor quality hay will usually furnish enough protein to meet a dry and gestating cow's requirements.

By-products are now the least costly way to supplement and stretch hay supplies. These include soyhulls, corn gluten meal, distiller's grains and other similar feeds. Conventional energy sources such as corn and milo can and will be used, but a word of caution about them. At present, they are the most costly options. Another reason to use corn and ground milo with care is that high levels of starch decreases the digestibility of forages that are already low in feeding value. Dr. Jerry Lipsey in his UMC days found that when more than a few pounds (4 or 5) of corn were fed per day it lowered the feeding value of the accompanying forages. Soyhulls and corn gluten did not affect the digestibility of hay in that way.

But despite the fact that "ole Mrs. Cow" has more needs for additional energy, than protein, feed stores ads are already pushing protein supplements like never before. And many, if not most of these supplements, contain urea as part of their protein source. This is well known, but somehow it becomes a forgotten fact, that urea in its self contains no feeding value whatsoever. It is a nitrogen source that requires lots of energy for the rumen microbes to convert this nitrogen into usable protein. This is usually referred to as a non protein nitrogen (NPN) source. Most of the protein supplements sold today contain as much as 1/3 of their stated protein

level from NPN. These urea laced protein sources are better suited to feed-lot rations than to cattle whose entire diet is forage based. The lower the forage quality, then the poorer the fit for urea-containing protein sources. Plant proteins such as soybean oil meal (SBOM) cottonseed meal (CSM) and corn gluten meal (CGM) are much more efficient sources of protein for cattle whose diet is hay and pastures.

Soybean oil meal has long been a major source of excellent protein for all livestock and is the base to which other protein sources are most often compared. For example, CGM contains about 20 to 22 percent protein, so 2-1/2 lbs. of corn gluten is almost equal to one lb. of 47 percent SBOM as a protein source, plus it contains considerably more total digestible nutrients (TDN). This by-product feed is a very practical combination of a protein-energy feed that increases the quality of a roughage ration as well as to extend it. Soyhulls (SBH) while not as high in protein as CGM is also an excellent source to increase energy levels of lower quality forages.

♦ ♦ ♦

To be or not to be --- or to creep or not to creep feed? That has always been an interesting/complex question for most cow-calf producers over the years.

I have fall calved the majority of my cows for the past 40 years and have found that young 2 and 3 year old moms need a little help with their babies before green-up time in the spring.

However, my major creep feed for fall calves is good quality hay. I started this practice about 20 or 25 years ago and each year I am amazed at how much hay those little rascals consume and how well they do. My first choice for creep hay is a 2nd cutting grass-legume mixture. This can be orchardgrass or timothy that contains some alfalfa and/or red clover. It has been my observation that calves perform better on hay that contains a quality grass plus some legume, rather than a straight legume or a straight grass hay. The exception to this is our old friend lespedeza. Once in awhile in a so-called lespedeza year I am fortunate to have a small amount of mostly lespedeza hay. This is stored and reserved for creep feeding. Lespedeza hay or pasture is almost a fattening ration, almost like feeding a full feed of grain. Incidentally,

*continued on page 21*

The outlook for a mild winter is not in the immediate forecast. If this occurs coupled with the weird spring/summer/fall weather of 2011 there will be a major shortage of hay before green up time in 2012. First, a wet (in most of the state) spring delayed corn, soybean planting and pushed hay harvest back into late June and July. In fact, in this area it wasn't unusual to see first cutting fescue being made in late July and throughout August and into September. So due to the environment the first hay harvest was not only low in quality but for some reason the total yield was about 60 percent of normal. Then after a wet, cool spring came the high temperatures of July and August with little or no rainfall. So fall fescue growth, which many producers depend upon for a large share of their winter feed supply, has been about 20 percent of what is usually expected. For years, I have preached that producers should use fall fescue growth as a bonus and to have an alternate forage supply when a year like 2011 happens. Abundant fall growth depends upon 2 to 4 inches of rainfall between August 20 and the end of September. A check of weather records says this does not occur but about one year out of three or four.

So what can be done? Locking the barn door after the horse has been stolen will not feed the cows until next spring. The choices are not always pleasant but there are only a few things that can be done. The first step is to take inventory of the forage supply and calculate how much is needed to carry the herd through the winter. If it isn't enough, the choices are really only two: A. Reduce and /or cull the herd, or B. Make plans to buy feed and/or additional hay.

♦ ♦ ♦

Diets are for those who are thick and tired of it.

## Hay & Cows

continued from page 20

animal fat produced on lespedeza is white whereas all other legumes that contribute to animal fat is yellowish in color. In the old days in southern Indiana many farmers fattened cattle for the many small packers of the area on lespedeza pasture and a limited amount of grain.

When it is necessary to supplement my hay creep with grain, a mix of soyhulls and corn gluten meal has worked well for my calves. It is a high energy palatable feed of about 16 percent protein and is a safe feed with no bloat or going off feed problem.

An often overlooked fact is that marbling and muscling are antagonistic traits. When extra selection emphasis is placed on IMF and it is increased then muscle is decreased and the ratio of red meat in the carcass is decreased. I mean no disrespect to the Limousin breed and breeders, but those cattle are woefully lacking in marbling, but they are tremendous in their amount of muscle. In contrast, the Jersey breed is extremely well marbled, but does not have enough muscle in its hind end to sit down on. I sometimes wonder what we want our Angus cattle to resemble as we vacillate from one single trait selection to another, that leads from one extreme to another. I have written this monthly column for over 20 years and have strived to keep my personal feeling and beliefs to a minimum. But once in awhile and I hope you will forgive me for occasional relapses and I get on my soap box. I believe that the Angus breed is strongest when it sticks to the middle of the road, especially with the economic

traits that count the most. Those traits are reasonable calving ease, and not little bitty calves that start life at 50 and 60 pounds, but a strong lively calf big enough to face mother nature at its worst. That should be our number one goal. Secondly, this calf should have lots of natural growth potential between its birth and the feed lot. When grain prices are high the shorter the stay in the feed lot to reach its potential slaughter grade the more economical it becomes.

The Angus breed has always been noted for their carcass traits but pushing too far in the direction of more and more marbling at the expense of muscle expansion and less and less body fat and natural covering seems short sighted. Eventually there will be a mother cow of the same description that becomes a poor keeper when she faces tough environmental conditions. And I might as well say my say about cow size, weight and frame. Of course I don't believe that one cow size fits all. In the areas where it takes anywhere from 20 to 100 acres of grass to support one cow unit of course a smaller cow is desirable. But the bulk of the beef cows are not located in that environment. Most of the cow numbers are located in much better environmental conditions than those of the spartan conditions where a 900 pound cow with not a lot of milk in her system is considered just right. We don't need the norm Angus cow to be a 4 to 5 frame, 900 pound belt buckle ornament, with a low milk EPD, but unfortunately we seem to be headed in that direction.



See you in Lu'ville.

HNW



## Value-added Calves Made Easy

*AngusSource® continues to advance with improvements to the program.*

For the past six years, nearly 2,000 producers enrolled in AngusSource have had the opportunity to capture premiums — as high as \$35 — with value-added calves through age and source verification. Confidence in the program has grown, with the addition of Gateway, increasing enrollments 97.7% in June 2011.

AngusSource functions through the American Angus Association® as a USDA process-verified program (PVP) that documents source, group age and a minimum of 50% Angus genetics.

A second-tier program of AngusSource, Gateway offers a cost-effective option for producers wishing to verify only the source and age of their calves, without the Angus-sired requirement. The AngusSource Feedyard Umbrella offers additional PVP coverage to feedyards and farmer feeders.

AngusSource strives to provide an avenue for as many producers as possible to market their calves as age- and source-verified. To accomplish this in an ever-changing industry, AngusSource is continuing to advance with improvements to the program.

### Enrollment Forms

An updated enrollment form will increase the efficiency of information submitted and help producers capture the value of their Angus-sired feeder calves and replacement females. The form, AngusSource/Gateway Enrollment Form/Agreement (ENR 200/300), will allow producers to compile information including the number of females exposed, females who have calved and live calf numbers, in advance.

AngusSource staff will continue to verify cow, bull and calf

numbers as well as discuss management practices, calving methods and other information about the operation with the producer.

### Program Changes

The ENR 200/300 form will also include an affidavit stating the information provided is true and correct. This means producers only need to provide registration numbers instead of receipts for semen, and leased or purchased bred females.

AngusSource will continue to require breeding records, including registration numbers of all bulls used. This includes bulls already bred to purchased females, as well as owned and leased bulls.

The more records there are, the more calves AngusSource can potentially enroll. Producers should document events that are of risk to expelling calves from the program. Events may include exposure to an alternative bull or other cattle and artificial insemination to another breed.

For more information or to enroll in the AngusSource, Gateway or Feedyard Umbrella programs, call 816-383-5100 or visit [www.angus.org/angusource](http://www.angus.org/angusource).

*The American Angus Association is the nation's largest beef breed 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)*

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11/5	XL Angus Mature Cowherd Dispersal....	Springfield
11/5	Professional Beef Genetics.....	Montrose
11/6	Baker Angus Farm .....	Butler
11/19	Dalebanks Bull Sale .....	Eureka, KS
11/19	Sydenstricker Genetics.....	Mexico
11/20	Finley Brothers .....	Wyandotte, OK
11/26	Butch's Angus .....	Jackson
12/2	MAA Advantage +.....	Marshall

## 2012 Spring Sale Dates

2-19	Byergo Angus .....	Savannah
2/25,26	55th Missouri Angus Breeders' Futurity ...	Columbia
3-3	Mead Angus (N) .....	Versailles
3-4	Nodaway County Angus Association.....	Maryville
3-9	Weigand Grain & Livestock.....	Warrensburg
3-10	Heart of the Ozarks Angus Association .....	West Plains
3/10,11	Briarwood Private Treaty .....	Butler
3-11	Shepherd Hills.....	Lebanon
3-16	TL Bull Sale.....	Monticello
3-16	Marshall & Fenner Bull & Female Sale.....	Marshall

3-17	Brinkley Angus Ranch .....	Green City
3-17	Circle A Angus Ranch .....	Iberia
3-17	Mississippi Valley Angus Association .....	Palmyra
3-19	Hinkle's Prime Cut Angus .....	Nevada
3-24	Northeast Missouri Angus Association .....	Edina
3-24	Professional Beef Genetics .....	Montrose
3-25	C/S Cattle .....	Pomona
3-25	Frank Turner & Sons .....	Armstrong
3-28	Galaxy Beef Bull Sale.....	Maryville
4-2	Brockmere.....	Brookfield
4-7	Four State Angus Association .....	Springfield
4-7	Angus in the Green Hills .....	Green City
4-10	Sydenstricker Influence.....	New Cambria
4-14	Howard County Angus Association .....	Fayette
4-19	KCS Angus Ranch .....	Novinger
4-21	East Central Angus Association.....	Cuba
4-21	Owen Brothers Cattle Co .....	Bois D'Arc



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

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# Yum: That buttery, beef-fat flavor

If meat scientist Daryl Tatum goes out for a “knock-your-socks-off” beef dinner, it’s going to include high levels of marbling.

Given the Colorado State University professor’s expertise, he’d probably have done that anyway, but new research by his team points out the links between key sensory attributes and quality grades.

“Marbling has kind of gotten a bum rap from a lot of people saying it really doesn’t predict much,” Tatum says. “But across the full range, it has predictive capabilities. When you can measure it precisely, it does a really good job.”

The recent work, funded by The Beef Checkoff and commissioned by the industry’s Joint Product Enhancement Committee, looked at camera-based quality grade calls and their correlation to eating experience.

“What we found was a really strong relationship between marbling and sensory properties in particular,” Tatum says.

A trained panel evaluated steaks from carcasses that were camera graded into seven different marbling scores, ranging from traces to moderately abundant, or USDA Standard to Prime. Rather than assign positive or negative ratings, panelists were asked to quantify the presence of specific flavors such as “meaty, brothy” or other descriptors. They also gave ratings on tenderness, juiciness and the overall sensory experience.

“With a trained panel, you’re trying to use them as a research instrument,” Tatum explains.

Tenderness and “buttery, beef-fat” flavor accounted for 91% of the variation in overall sensory experience; in turn, 40% of tenderness variation and 71% of variation in that desirable flavor was due to marbling score.

Tatum says that buttery flavor was not much of a factor at the lower end of the marbling range. “But it increased stepwise all the up to Prime,” he says. “It really rose pretty quickly.” Ratings for tenderness and overall eating experience rode the same escalator.

In fact, this research found marbling’s contribution to those factors was much higher than shown by work from a few decades ago.

“The relationships are stronger, and we think a lot of that is because the camera is much more consistent in calling marbling,” Tatum says. “If you improve the precision of the measurement, the

prediction capabilities go up. Marbling is a very, very good predictor of eating quality.”

Cargill is using camera-called marbling scores in all of its beef plants. Glen Dolezal, assistant vice president of business development and field sales leader for the company, says their experiences have been positive.

“The cameras have been a big win, a big success story,” he says. “Our customers have been very pleased with the consistency they’re getting box to box, based on marbling levels and other traits.”

He says producers benefit from those reliable calls, too, as they are trying to make genetic and management changes based on carcass data.

“Subjective grading was way too variable and somewhat of a gamble on, ‘which grader did you draw?’ Since the cameras, that has leveled out quite well,” Dolezal says.

Tatum says the Colorado research shows “the beef trade has it figured out. Prime is its own category and the upper two-thirds of Choice is another category by itself.”

The probability of a positive eating experience within the Prime grade is 98% to 99%. With modest and moderate amounts of marbling, the threshold for many premium Choice brands, the chance of a good eating experience is 82% to 88%.

That’s in stark contrast to low Choice at 62% or Select at 29%.

“When you get to that premium Choice zone, there’s not much wrong with the beef in most people’s opinion,” Tatum says. “It’s more of an insurance policy than anything. You’re

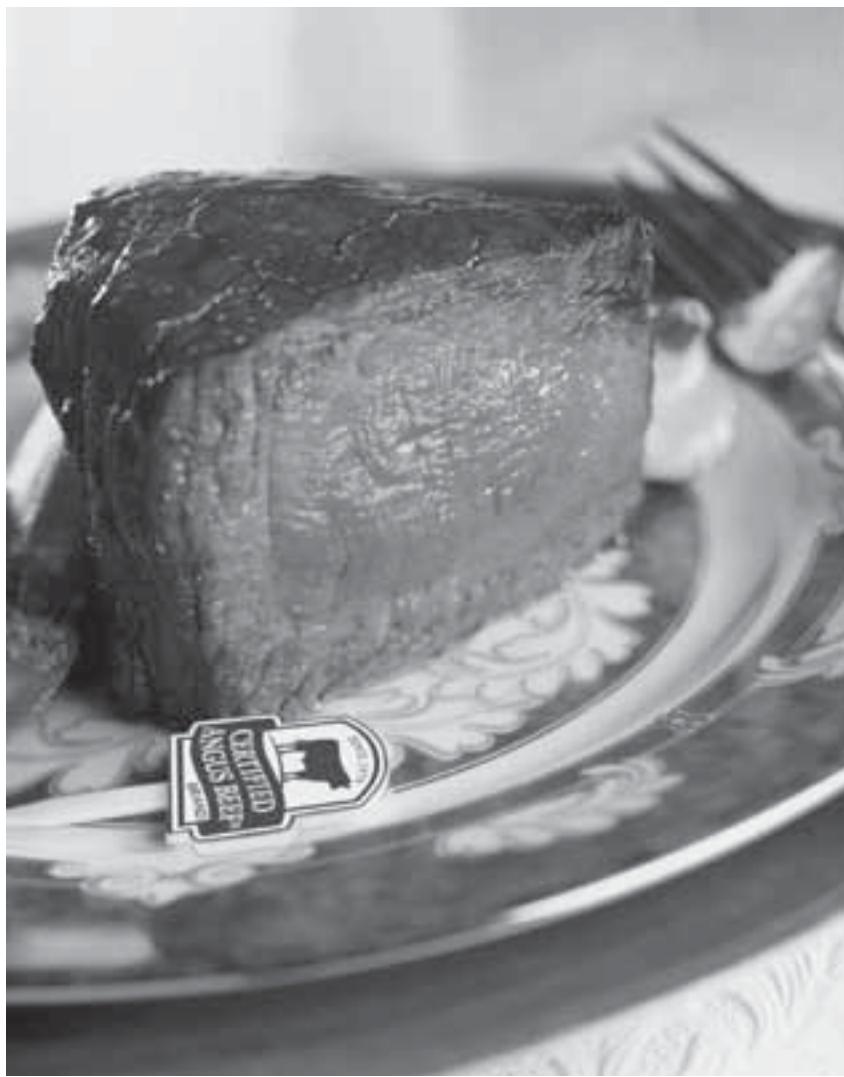
not going to get a junk piece of meat once you get up at those levels.”

The *Certified Angus Beef®* (CAB®) brand includes selections from premium Choice and Prime.

“If you compare the lower part of Choice with premium Choice, there’s a pretty substantial difference in performance,” Tatum says.

Research like this is valuable to the industry, because it shows beef is sorted based on solid information. For consumers, the application is even more direct.

“If you’re going out for that occasion where you’re wanting to treat yourself, it’s pretty important to have marbling in there,” he says. “It really performs on all levels when you do.”



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# Packer says cooperate, moderate technology

If national trends are the equivalent of a beef industry report card, then ranchers and feeders are making the grade.

But Glen Dolezal, of Cargill Meat Solutions, warns that they need to pay attention to stay at the top of the class.

"Beef quality has been up each of the last three years, but we do have some concerns," he said during a presentation at the Feeding Quality Forum. The company's assistant vice president of business development and field sales leader outlined both the bright spots and challenges at the meetings in Omaha, Neb., and Garden City, Kan., in late August.

"Beef demand is linked to the great taste of beef," Dolezal said. "We like to think of it as a three-legged stool made of tenderness, juiciness and flavor. If any one of them is broken, the eating experience doesn't work."

Trying to ensure that consistency, three out of every four carcasses in Cargill's plants are destined for branded programs, and the increased quality of the past few years has helped them fill those orders.

"We think a lot of that is related to changes in genetics," he said. "We're seeing a high percentage of black-hided cattle entering our facilities."

Dolezal talked about a Colorado State University study that evaluated eating experience at several different marbling levels. He noted that as the researchers selected carcasses with trace amounts of marbling or Standards, only 49% were "A-stamped," denoting "Angus-type" at the plant. Compared to 92% of all moderately abundant (Prime) that received the same classification.

Cattle feeders are also using more ethanol co-products to economically extend days on feed.

"We think all of this is positive to beef quality," he said.

What's not? The increased intensity of implants along with the use of strong beta-agonist feed additives.

"At Cargill, we won't buy cattle that knowingly have been fed zilpaterol [beta-2 agonist]," Dolezal said.

"Our point of view is that if we get too aggressive (with regard to growth) throughout the animal's lifetime it can have an impact on the consumer attributes of size, quality and tenderness," he said. "So we need to find a balance. The message there is that we ask you to be careful."

As cattlemen make genetic and management decisions, it's important to have good data to compare year-to-year.

"If you were trying to make genetic change or changing an implant program or feeding ration and you drew a grader that required more marbling to call it Choice, you'd think your cattle aren't very good," he said. "But on a different day you could draw a grader that required less, and you'd think you had really good cattle."

The USDA and packers worked together for many years calibrating and testing camera systems before implementing them to call marbling scores. Currently about 10 plants in the U.S. use the technology to determine quality grade.

"The cameras have been a big win, a big success story," Dolezal said. "Our customers have been very pleased with the consistency they're getting box to box, based on marbling levels and other traits."

Cattle producers should be happy, too.

"Data for grid payments and pre-harvest decisions are more accurate, consistent and repeatable," he said.

Dolezal said that each part of the beef industry needs to rally together to continue pleasing the consumer.



Glen Dolezal

"We're all in this together, and if we can ever get in the same spirit on the same page, working together, we're going to put out a greater product and more of it to compete with other proteins or even the vegan diet," he said. "We have to be on the same page to promote beef and grow demand for it for every segment to be profitable into the future."

The Feeding Quality Forums were co-sponsored by Pfizer Animal Health, Certified Angus Beef LLC (CAB), *Feedlot Magazine* and Purina Land O'Lakes. More information and proceedings are available at [www.CABpartners.com](http://www.CABpartners.com).

## Bryce Schumann

*continued from page 17*

link up with urban kids and educators.

"Provider Pals exists because of a number of current realities: In the United States and Canada today there is a large and growing resource linkage problem. Our largely urbanized culture (80% of us now live in urban areas) has lost track of where their stuff comes from," says Vincent. "This disconnection between consumption and production is problematic for all involved in addressing the difficult decisions we face in protecting the natural environment while providing the products society consumes. It is especially problematic for those who live in, work in, love and manage the environment."

Please take a few minutes in the next 30 days to look at this website -- and to consider your role in helping advance the interests of our industry.

# East Central Missouri Angus Association

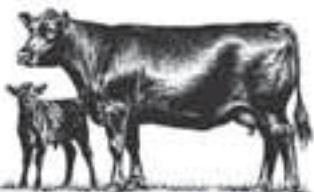


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## Critical Mass

By Steve Suther

It takes so many plants to make a stand, cows to make a herd and drops to make a rain. Before turning that herd out to pasture, you look for enough plant mass to support their grazing. If you're watching a couple of bred heifers for a month, you might as well be watching 20 or 30.

These examples relate to what I like to call "critical mass," or enough to make a difference. I don't use the term in a precise way, just kind of adapted from two fields.

In nuclear physics, that tipping point is the divide between sustaining a chain reaction and fizzling out. In sociodynamics, it's the threshold number of people in a group that can make something happen by their exchange of ideas.

There's always water vapor in the air, but you don't notice it unless it is either practically devoid and uncomfortably dry, or getting closer to moderately abundant and rain.

A few people may not be able to create a movement or a brand, and their efforts could fizzle out. But with just the right dynamics, they can spark an exchange of ideas that leads to something with sustained power.

Back to the farm or ranch, with a given stocking rate and climate, a certain amount of land supports a cowherd large enough to justify facilities, lead you to try new marketing alternative and care about profitability. If you try to do too much with poor planning or management, your enterprise can go "supercritical." Or that could refer to what folks are saying down at the feed store.

Once you arrive at a threshold or realized goal that brings the change you were hoping for, good things should keep happening as long as you can manage the dynamics.

The beef industry pursued a quest for critical mass in the area of adding value to underutilized cuts. When meat scientists pulled the *teres major* muscle out of the chuck and realized how good it was, that alone would not bring about the cascade of added value to end meats that we have today.

It took a producer-funded and sustained effort in locating other cuts worth fabricating from the chuck. That made it profitable for packers to change the way they process beef and pass some of that back to the ranch.

Maybe you picked up on the unusual terminology I used to discuss humidity, a comparison to marbling in beef. Above the Choice>Select border, you find just enough to deliver a pretty good steak, most of the time. As you try beef with lower marbling scores like "practically devoid," you notice something missing: flavor. At that level, beef demand can fizzle out.

When it reaches a critical mass in the mid- to upper Choice grade, the marbling and tenderness that comes with it sustains a consistently great eating experience for millions of consumers.

Quality grade in U.S. beef has been on the rise for the last few years, and studies show demand for it has been increasing, at the expense of Select and lower quality beef.

Cattle genetics have improved, getting near that critical point in many herds where a whole new world opens up. It isn't just about adding more land and cows or even pounds of beef. Herd managers have read the market signals and the bull catalogs and chosen bulls that add predictable marbling to their herds, which now produce 80%, 90%, even 100% Choice or better beef. Increasingly, they participate in ownership, data feedback and premiums.

And the market wants more, judging by the recent \$50-per-hundred-weight spread between Prime and Select beef.

When premium Choice was only 15% of the mix, and Prime 1.5%, they could be ignored. At double that ratio, the quality movement has reached a tipping point and long-term profitability could spread through the beef industry like a cascading chain reaction.

Next time in *Black Ink*® Miranda Reiman will look at the link between happiness and great beef. Questions? Call toll-free at 877-241-0717 or e-mail steve@certifiedangusbeef.com. 

## Statement from Agriculture Secretary Tom Vilsack on Congressional Passage of Korea, Colombia and Panama Trade Agreements and Trade Adjustment Assistance

WASHINGTON, Oct. 12, 2011—Agriculture Secretary Tom Vilsack made the following statement today on passage by the House of Representatives and the Senate of three trade agreements expected to support tens-of-thousands of American jobs and trade adjustment assistance for American workers:

"We are pleased that both Houses of Congress acted swiftly to support tens-of-thousands of American jobs today by ratifying trade agreements with South Korea, Colombia and Panama, as well as trade adjustment assistance to help train workers for the 21st century economy. For American agriculture, passage of these agreements means over \$2.3 billion in additional exports, supporting nearly 20,000 jobs here at home. Passage of the agreements also levels the playing field and se-

cures markets for America's farmers, ranchers, growers and producers. Immediately upon implementation of these agreements, the majority of American products exported to Korea, Colombia and Panama will become duty-free. Swift action by Congress also helped us to maintain an advantage on competitors striking their own trade deals with these nations.

"The trade agreements will also strengthen what has been a bright spot in the American economy. With record agricultural exports supporting more than a million jobs here at home, passage of these deals will contribute to a positive U.S. trade balance, create jobs, and provide new income opportunities for our nation's agricultural producers, small businesses, and rural communities." 

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## Fiscal Year 2011 Brings Profits to Angus Producers

*continued from page 14*

acceptance rate edging higher to 24%, its highest level since 1987.

AngusSource® — a USDA Process Verified Program (PVP) that documents source, group age and a minimum of 50% Angus genetics — enrolled 142,281 head in FY 2011, increasing the number enrolled by 1.4% and bringing total enrollments to more than 670,000 head since the program was initiated as a PVP in 2005.

Gateway, a second-tier verification program documenting source and group age, saw a 62.8% increase in enrollments, with 31,345 head enrolled in FY 2011.



Visit [www.angus.org](http://www.angus.org) for more information about the nation's largest beef breed organization.

# CORNER ON QUALITY



## Fall is busy at CAB, too

By Tracey Erickson, CAB Vice President, Marketing

For many, fall means weaning; for others, a new calving season. Some harvest crops and otherwise prepare for the winter ahead. For the *Certified Angus Beef®* brand (CAB®), this fall has been about some big events, all aimed at adding value to your cattle through product sales.

### Winner, winner CAB dinner

Each fall, the brand honors a few top quality Angus producers and feedlots in the U.S. in conjunction with its annual conference.

This year winners traveled to Sunriver, Ore., September 20-22 to accept their awards and interact with professionals from every sector of the beef business. They also enjoyed events like the first ever People's Choice Burger Bash, listening to nationally renowned speakers and dinner cooked by some of the top CAB chefs in the country.

Congratulations to the following ranches and feedlots:

- **Seedstock Commitment to Excellence:** Rancho Casino and Dal Porto Livestock, Brentwood and Denair, Calif.
- **Commercial Commitment to Excellence:** Taylor Ranch, Elk City, Okla.
- **Progressive Partner Award:** Gregory Feedlot, Tabor, Iowa
- **Large Feedlot Partner of the Year:** Keeling Cattle Feeders, Hereford, Texas
- **Small Feedlot Partner of the Year:** Will Feed Inc., Cozad, Neb.
- **Quality Focus Award <15,000 head:** Osborn Farms, Savannah, Mo.
- **Quality Focus Award >15,000 head:** Pratt Feeders, Pratt, Kan.

### Ranch, meat, sales education rolled into one

You don't hear of too many September graduations. But then again, there aren't that many MBA programs that consist of ranch visits, meats labs and sales sessions.

CAB launched its Master's of Brand Advantages program in late 2010, and the first class received their degrees at the annual conference in Sunriver, Ore., in September. The second class is in progress.

"Meat experience in sales is not as in-depth as it used to be," says Deanna Walenciak, CAB marketing director. "As our industry has changed, there are not as many people working their way up through the cut shop to sales."

The void makes people less prepared to face sales objections or confidently sell a premium product. CAB set out to change that through an intensive, hands-on course that includes ranch, feedlot and packing plant visits; a meats lab and a sales session.

Berry Bortz, who runs CB Farms near Preston, Kan., with his wife Carla, hosted a handful of the students this summer.

"We felt if they wanted to take the time to learn about our products, we owed it to the industry, and those people in particular, to tell them the truth," he says. "We do have a good story to tell."

Walenciak says, "If you know the beef industry inside and out, you'll be better at selling beef. If they feel educated on the industry, they will become more valuable as a consultant to their customers."

### Education & culinary center

A 7,000-square-foot facility in Wooster, Ohio was recently purchased by its adjacent neighbor, and renovation will soon transform it into the CAB Education and Culinary Center.

Brent Eichar, Senior Vice President of Operations, says the Center should open by January, allowing the brand to provide its 12,300 retail and foodservice partners better hands-on training.

It will include a large, state-of-the-art kitchen and meat processing area, where CAB chefs and beef experts can work side-by-side with licensed partners.

That will help them to "continue growing their success with our brand," says Eichar. "We'll be able to break down a side of beef to examine muscles and their relationship to tenderness and palatability, then test those cuts with different preparation methods."

The facilities will be designed to support programs like retail case merchandising, subprimal fabrication, creative menu planning and signature grind development, says Eichar. "It will ultimately allow us to provide interactive and innovative programs for the advancement of our partners, who continue to set the bar for premium beef."



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*Visitors Always Welcome!*

## The business of social media

By Miranda Reiman

In Kindergarten, the report cards at my school simply listed S (satisfactory) or N (needs improvement). The only time I ever got an N was for talking too much.

So it's no surprise that all these years later, I quickly jumped on board with such Internet social media as Facebook and Twitter.

Farmers and ranchers tend to be on either side of the fence when it comes to this new form of electronic communication. There are the hold-outs, the staunch supporters, the occasional users and the clueless.

Some may wonder why this business-focused column is even covering the subject, while others already know that just because it's called "social" media doesn't mean it's all about who's friends with who. A growing function of social media is to deliver information, tips and news, and cattle producers might stand to benefit even more from this trend than their urban counterparts.

How often do you get away from the ranch for educational events? Outside of your family, how many people do you see on a daily basis? How many hours do you spend in a tractor cab?

The answers to all of the questions are the reasons that social media might make good business sense for you.

Most state cattlemen organizations, breed associations and livestock media—along with companies selling cattle products—have a web presence beyond their official web pages. You can select which groups you get updates from and you can get the latest information at any hour. It doesn't fill up your e-mail inbox; rather, it's there on-demand, when you want it.

Waiting for the banker to show up and have a few spare minutes?

Log onto Facebook and you might see how the Beef Checkoff is using your dollars or you could find out about a new, easy-to-use record keeping system developed by the Extension Service or a software company.

If you have a Smartphone (one enabled with an Internet connection), you can get all this material in the palm of your hand. While you're in line at the local elevator, Twitter can point you to market commentary or updates on how that environmental regulation is progressing through Congress. You can get management tips, find out about events coming to your local area and listen to what consumers are saying about your ultimate end product: beef.

In reference to that latter group, social media can be used to engage people who don't know what your livelihood is all about. You can also learn a bit from them, like their preferences and how you can please the final consumer. That ultimately means more dollars in your pocket.

Sure, it's not all business. You might also see pictures of your local legislator participating in a cattle show or find out what your association's staff members are up to on your behalf. But that's the beauty of it. This is a way to connect without ever having to leave your place. It's a way to stay in touch with what's going on in the bigger picture of the beef industry—and it's free.

Whether you consider yourself "social" or think that aspect deserves an N, the convenience of social media can work for you like S+. It's sure worth a second look.

Next time in *Black Ink*, we'll look at the idea of critical mass. Meanwhile, if you have questions for us, call toll-free at 877-241-0717 or e-mail mreiman@certifiedangusbeef.com. 

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# SPECIAL PRICING ON LEADING GENETICS



**S A V BRILLIANCE** 8077 29AN1751  
S A V BISMARCK 5682 x S A V 8180 TRAVELER 004  
**Brilliant Visual and Performance Combination**

✓ Tremendous power, muscle shape and style in a low birth weight package

**\$25/22/20 FALL SPECIAL PRICING**

Trait	Performance							Maternal						
	CED	BW	WW	YW	RADG	YH	SC	CEM	MILK	Hd/Dts	MW	MH	HP	DOC
EPD	+11	-0.5	+51	+89	.09		+1.19	+12	+22	0				-5
ACC	.56	.84	.77	.39	.25		.40	.16	.20	0				.33
<b>Carcass</b>								<b>Groups/Progeny</b>						
<b>CW MARB REA FAT</b>				<b>Carcass</b>		<b>Ultrasound</b>		<b>\$EN -0.53</b>						
+29 +.24 +.59 +.035				0 0		9		<b>\$W +31.06</b>						
.22 .28 .28 .25				0 0		13		<b>\$G +19.40</b>						
								<b>\$B +50.54 TOP 25%</b>						

EPD's as of 10/14/2011



**CONNEALY STIMULUS** 8419 29AN1760  
H A POWER ALLIANCE 1025 x G A R GRID MAKER

**Stimulate Your Breeding Program**

✓ Flawless structure, tremendous rib shape & muscle expression in a smooth, attractive, masculine package with his first calf crop excelling in performance & phenotype

**\$20/18/16 FALL SPECIAL PRICING**

Trait	Performance							Maternal						
	CED	BW	WW	YW	RADG	YH	SC	CEM	MILK	Hd/Dts	MW	MH	HP	DOC
EPD	+0	+1.3	+55	+98	.16	+0.4	+1.40	+4	+19	0			I+8.1	+14
ACC	.46	.81	.72	.59	.32	.49	.62	.18	.24	0			.05	.18
<b>Carcass</b>								<b>Groups/Progeny</b>						
<b>CW MARB REA FAT</b>				<b>Carcass</b>		<b>Ultrasound</b>		<b>\$EN -0.63</b>						
+27 +.61 +.36 +.011				0 0		10		<b>\$W +28.58</b>						
.25 .36 .34 .32				0 0		67		<b>\$G +31.61</b>						
								<b>\$B +63.38 TOP 25%</b>						

EPD's as of 10/14/2011



**HOOVER DAM** 237AN2102  
SYDGEN C C & 7 x TC GRIDIRON 258 ORigen

**As Solid as His Name**

✓ Progeny are thick, attractive, moderate and correct with a highly sought after combination of calving ease, muscle and docility

**\$25/22/20 FALL SPECIAL PRICING**

Trait	Performance							Maternal						
	CED	BW	WW	YW	RADG	YH	SC	CEM	MILK	Hd/Dts	MW	MH	HP	DOC
EPD	+10	+0.0	+50	+97	.15	+0.2	+0.67	+9	+36	0	I+16	I-0.1	I+9.7	+36
ACC	.69	.91	.86	.72	.50	.54	.75	.18	.21	0	.05	.05	.05	.60
<b>Carcass</b>								<b>Groups/Progeny</b>						
<b>CW MARB REA FAT</b>				<b>Carcass</b>		<b>Ultrasound</b>		<b>\$EN -15.42</b>						
+20 +.56 +.97 +.012				0 0		65		<b>\$W +29.98</b>						
.33 .43 .40 .39				0 0		215		<b>\$G +38.29</b>						
								<b>\$B +66.60 TOP 25%</b>						

EPD's as of 10/14/2011

## ABS EARLY FALL SPECIAL 2011

Prices effective for orders placed and shipped by November 30, 2011 or until supplies run out

	Retail	30 unit	50 unit
<b>LEAD ON</b>	<b>\$20</b>	<b>\$18</b>	<b>\$15</b>
<b>OBJECTIVE</b>	<b>\$30</b>	<b>\$25</b>	<b>\$22</b>
<b>NEW STANDARD</b>	<b>\$22</b>	<b>\$20</b>	<b>\$18</b>
<b>IN FOCUS</b>	<b>\$40</b>	<b>\$35</b>	<b>\$30</b>
<b>EXTRA K205</b>	<b>\$20</b>	<b>\$17</b>	<b>\$15</b>
<b>RITO REVENUE</b>	<b>\$22</b>	<b>\$20</b>	<b>\$18</b>
<b>IMPRESSION</b>	<b>\$30</b>	<b>\$25</b>	<b>\$22</b>
<b>PROGRAM</b>	<b>\$20</b>	<b>\$18</b>	<b>\$16</b>
<b>FRONTMAN</b>	<b>\$25</b>	<b>\$20</b>	<b>\$18</b>
<b>FINAL PRODUCT</b>	<b>\$25</b>	<b>\$22</b>	<b>\$20</b>
<b>SPECIAL FOCUS</b>	<b>\$20</b>	<b>\$18</b>	<b>\$16</b>
<b>CURRENCY</b>	<b>\$20</b>	<b>\$18</b>	<b>\$16</b>
<b>BRILLIANCE</b>	<b>\$25</b>	<b>\$22</b>	<b>\$20</b>
<b>STIMULUS</b>	<b>\$20</b>	<b>\$18</b>	<b>\$16</b>
<b>HOOVER DAM</b>	<b>\$25</b>	<b>\$22</b>	<b>\$20</b>

Special starts September 15, 2011 and ends November 30, 2011. Prices listed are for Retail/30/50 unit volumes. Short supply bulls may be removed from the special early.

CONTACT YOUR LOCAL ABS REPRESENTATIVE OR CALL **1.800.ABS.STUD**



# Sale

**Friday • 6:00 p.m.**

**December 2, 2011**

Marshall Livestock • Marshall, MO



## **Selling 147 Head of High Quality Replacement Females**

**Bred Heifers • Fall Pairs • Spring Calving Cows**  
**Many Females are A.I. sired and A.I. bred.**

### **Kirk Farris, Boonville, MAA+Plus customer –**

"We bought a set of bred heifers at the sale last year and we are 100% pleased. The dispositions are excellent, we had no calving problems and the calves are weaning off at the top of the calf crop. We intend to keep all the heifer calves out of the females we bought in the sale for replacements. When people come buy cattle at this sale, they are going to be pleased and they are going to be back, I know we will be!"

### **Sale Consignors:**

**B & A Cattle**

**Fuemmeler Angus Farms**

**Gilmore Farms**

**Hoak Angus Farm**

**M & S Strodtman**

**Marshall & Fenner**

**Oak Ridge Angus**

**Triple C Cattle**

### **Selling:**

**123 – Spring Bred Heifers**

**11 – Fall Pairs**

**8 – Spring Calving Cows**

**5 – Open Yearling Heifers**

For additional information or to  
request a sale book contact:

**The Missouri Angus Association**

**Josh Worthington**

**Mobile: 417-844-2601 • Office: 417-995-3000**

**worthington@missouriangus.org**



*Predictable*  
**PERFORMANCE**

Fulton, Missouri

Outstanding herd sire candidates sell  
November 5th through the  
Professional Beef Genetics Bull Sale.

Please Call for a Catalog



**0542**

Complete x Objective

+77.11 \$B Top 1%



**0532**

Rito 6EM3 x Foundation

+34.90 \$W Top 2%



**0410**

In Focus x Objective

+8 CED and +104 YW



**0511**

C C & 7 x In Focus

+9 CED and +101 YW

Tag	Name	Sire Name	MQ3 Name	CED	BW	WW	YW	SC	Milk	Marb	REA	\$W	Rank	\$B	Rank
0542	FHCC Complete 0542	Summitcrest Complete 1P55	S S Objective T510 OT26	+7	+3.2	+64	+109	+.90	+29	+.77	* .84	30.89	Top 5%	77.11	Top 1%
0531	FHCC Affirmative 0531	FHCC Affirmative	Connealy Lead On	+9	+1.3	+56	+99	+1.05	+26	+.70	* .66	32.24	Top 10%	71.00	Top 2%
0555	FHCC Affirmative 0555	FHCC Affirmative	Morgans Direction 111 9901	+8	+1.7	+58	+102	+.64	+29	+.64	* .60	33.01	Top 5%	67.75	Top 4%
0517	FHCC CC Plus 0517	SydGen C C & 7	Mytty In Focus	+8	-0.1	+58	+103	+1.22	+37	+.73	* .35	34.62	Top 3%	68.14	Top 3%
0511	FHCC CC Plus 0511	SydGen C C & 7	Mytty In Focus	+9	-0.7	+58	+101	+1.74	+37	+.49	* .65	34.31	Top 3%	65.62	Top 10%
0538	FHCC CC Plus 0538	SydGen C C & 7	Woodhill Foresight	+8	+1.0	+49	+95	+.38	+35	+.45	* .59	28.93	Top 25%	61.42	Top 15%
0524	FHCC CC Plus 0524	SydGen C C & 7	Mytty In Focus	+7	-0.1	+53	+103	+.54	+39	+.41	* .40	30.69	Top 15%	60.79	Top 15%
0411	FHCC WA Syd CC&7 0411	SydGen C C & 7	S S Objective T510 OT26	+6	+1.7	+60	+98	+.50	+37	+.45	* .47	26.61		58.33	Top 25%
0547	FHCC CC Plus 0547	SydGen C C & 7	O C C Magnitude 805M	+4	+0.9	+48	+94	-35	+35	+.34	* .61	29.60	Top 20%	54.84	
0521	FHCC New Standard 0521	LCC New Standard	FHCC Hard Rock	+4	+2.7	+50	+100	-.04	+34	+.52	* .44	27.36		63.12	Top 15%
0544	FHCC New Standard 0544	LCC New Standard	Circle A 216 LTD 6517	+4	+2.7	+46	+96	+28	+26	+.43	* .50	23.21		61.04	Top 15%
0518	FHCC New Standard 0518	LCC New Standard	Woodhill Foresight	+10	+0.3	+51	+96	+1.05	+32	+.43	* .50	32.51	Top 10%	59.76	Top 20%
0545	FHCC Connection 0545	S A F Connection	FHCC Affirmative	+5	+3.0	+53	+101	+1.08	+27	+.50	* .34	26.38		60.43	Top 20%
0410	FHCC WA In Focus 0410	Mytty In Focus	S S Objective T510 OT26	+8	+1.8	+58	+104	+1.71	+28	+.68	* .12	29.88	Top 20%	60.04	Top 20%
0405	FHCC WA In Focus 0405	Mytty In Focus	S A F 598 Bando 5175	+7	+2.4	+53	+95	+1.13	+25	+.48	* .23	27.11		58.33	Top 25%
0404	FHCC WA In Focus 0404	Mytty In Focus	Bon View New Design 208	+9	+1.5	+41	+79	+1.24	+25	+.60	* .01	25.89		47.83	
0525	FHCC Power Design 0525	Perry Power Design 715	FHCC Formative	+14	-1.4	+52	+89	+.14	+26	+.52	* .41	34.39	Top 3%	58.77	Top 20%
0508	FHCC Lead On 0508	Connealy Lead On	Nichols Extra K205	+10	+0.4	+44	+88	+.52	+24	+.54	* .23	27.96		57.15	Top 25%
0409	FHCC WA Right Times 0409	WA Right Times Best	G A R Yield Grade	+2	+3.5	+62	+103	+.45	+24	+.38	* .21	28.17		56.40	
0408	FHCC WA Right Times 0408	WA Right Times Best	Bon View New Design 208	+14	-2.5	+43	+80	+.12	+24	+.41	* .22	30.47	Top 15%	43.76	
0537	FHCC Rito 6EM3 0537	Rito 6EM3 of 4L1 Embazon	S S Objective T510 OT26	+14	-0.6	+54	+105	-.53	+21	+.37	* .78	30.06	Top 20%	53.43	
0532	FHCC Rito 6EM3 0532	Rito 6EM3 of 4L1 Embazon	EXAR Foundation 1806	+12	-0.8	+54	+92	+.13	+23	+.30	* .42	34.90	Top 2%	45.41	
0530	FHCC Rito 6EM3 0530	Rito 6EM3 of 4L1 Embazon	Nichols Extra H6	+12	+0.3	+57	+99	+.60	+23	+.16	* .35	33.22	Top 5%	41.95	



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Brent & Keri Hazelrigg (703) 587-9959  
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John Frank (573) 642-8586

Steve & Carla Underwood (660) 653-4549  
Adam Kautsch, Herdsman (573) 338-0652  
ackautsch@gmail.com

# The Finest Products of the Breeding Art

Saturday, November 19—10:00 a.m. at the Farm



Lot 121

**SydGen CC & 7 0679**  
08/24/10 16807520  
A tremendous calving ease, herd sire prospect by the Docility leader SydGen CC & 7. He weighed 62 pounds at birth and currently records a CED of +11 and BW EPD of -1.4, plus a +37 Milk EPD. He scanned the second highest %IMF reading of 103 Fall Yearling bulls to go along with his 16.0 adj. REA.



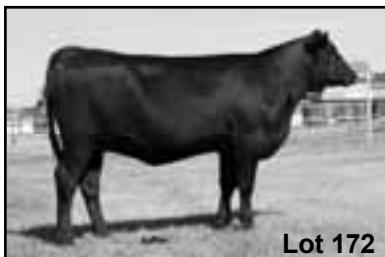
Lot 8

**SydGen 5420 Destination 1043**  
01/02/11 16904486  
This son of "Whiskey" is from a family of herd bull making dams, and offers superior performance and structure. His dam is a maternal sister to the dam of Trust, and a grand-daughter of the dam of SAF Focus of ER.



Lot 1

**SydGen Gina 4235**  
02/08/04 14679567  
The productive dam of SydGen Mandate & SydGen Memphis headlines the spring-calving cow division along with two ET sons by "Whiskey" SydGen 928 Destination 5420.



Lot 172

**SydGen Royal Queen 0698**  
09/01/10 16790204  
This beautiful daughter of SydGen Diamond combines a powerful pedigree and individual performance with outstanding EPDs that rank her in the top 3% of the breed for Milk, and top 10% for \$B.



Lot 351

**SydGen Heroine 1140**  
01/18/11 16904428  
This outstanding heifer calf is proof 'numbers' can still be stylish. Sired by the Missouri State Fair Champion bull, SydGen Turbo, her EPD profile ranks her in the top 2% for YW, and top 4% for WW, Milk & \$B.

## Selling 502 Head:

103 Fall Yearling Bulls	35 Spring Calving Cows
82 January Bull Calves	50 Fall Calving Pairs
(Wintering Program Available)	53 Bred Heifers
1 Spring Yearling Herd Bull	66 Fall Yearling Heifers
9 Show Steer Prospects	53 Spring Heifer Calves

## Highlights include:

- Twelve donors and six Pathfinder ® Dams, including the dams of Mandate and Sure BET.
- Three maternal sisters out of the \$85,000 valuation SydGen Forever Lady 4087 to sell—the first maternal sisters to CC&7 ever released.
- Three powerful flush brothers by Mandate & out of the same dam as SydGen Straight Up 8998, second top-selling bull calf in our 2009 sale.
- Three maternal sisters to SAF 598 Bando 5175, including the dam of the top adj. WW heifer in our 2011 calf crop.
- Dam and maternal brother to the \$20,000 top-selling female at the 2011 Missouri Angus Futurity.
- 59 of the fall bulls had adj. REA of 15 sq. in. or higher. A son of Trust set a new SydGen record with adj. REA scan of 19.1 sq. in.
- The 186 bulls in the sale had an average 205-day-weight of 703 pounds & the 103 fall yearling bulls had an average 365-day weight of 1280 pounds
- Selling the #1 \$B bred heifer at SydGen, sired by DAAR Infinity 313.
- Our largest progeny offering ever by the rare and valuable SydGen Contact and SydGen 928 Destination 5420.
- Selling 20 daughters and 12 sons of the popular SydGen CC&7, including maternal brothers to Trust and Liberty.
- First calves by Liberty, DOC and Contract.
- Docility EPDs printed on all animals.
- All breeding animals are tested free of AM, NH, CA, M1 or D2, or have no pedigree risk.

## 14th Annual SydGen Influence Commercial Heifer Sale 7:00 p.m. - Callaway Livestock Market, Kingdom City

Selling 128 Bred Heifers—all sired by or bred to SydGen Herd Sires & meeting Show Me Select type standards.

**Contributing Breeders:** C Bar Cattle Co., Auxvasse, MO; Chamness Farms, Anna, IL; Newbrough Genetics, Clark, MO; Springvale Ranch, Hot Springs, MT; W Bar Cattle Co., Auxvasse, MO

Contact the farm office for more information & to receive a sale book

Sale broadcast live on [www.DVAuction.com](http://www.DVAuction.com)

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