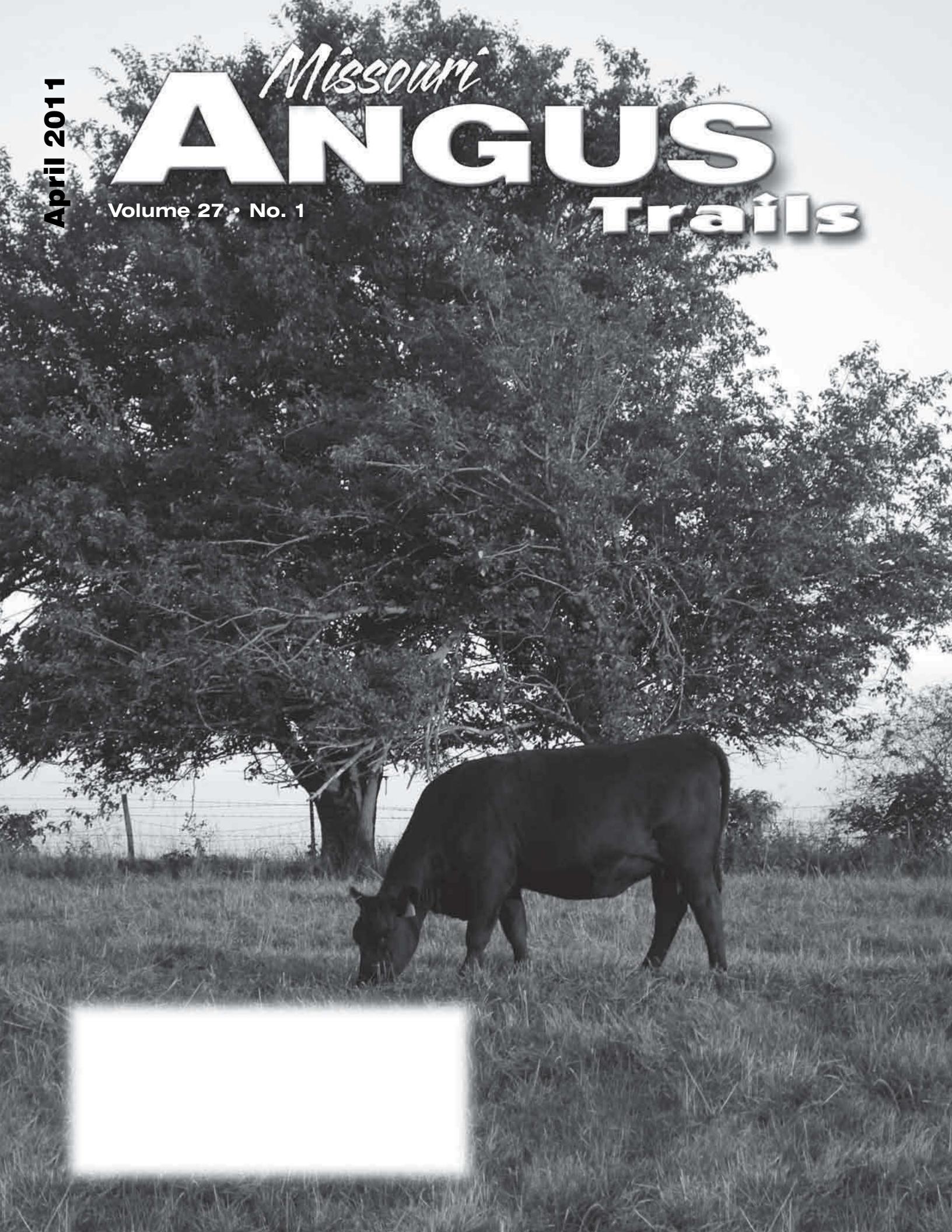


April 2011

Missouri **ANGUS** Trails

Volume 27 • No. 1



SPECIAL THANKS

TO ALL WHO ATTENDED OUR SPRING BULL SALE,
ESPECIALLY ALL THE BIDDERS AND BUYERS,
YOUR CONFIDENCE IN OUR PROGRAM IS GREATLY APPRECIATED.

SALE HIGHLIGHTS

LOT 1

MEAD FINAL ANSWER J042
\$4,100

CIRCLE M FARMS, MEXICO, MO

LOT 6

MEAD IN FOCUS J228
\$4,000

DRISKILL FARMS, CLINTON, MO

LOT 15

MEAD IN FOCUS J177
\$4,000

ROGER STEUBER, VIENNA, MO

LOT 58

MEAD MULBERRY J074
\$4,200

JOHN BUCK, VERSAILLES, MO

MEAD FINAL ANSWER J042



THANKS TO EDDIE MONGLER, CIRCLE M FARMS FOR HIS PURCHASE OF THIS GREAT SON OF FINAL ANSWER

MEAD MULBERRY J074



THANKS TO JOHN BUCK FOR HIS PURCHASE OF THIS TOP-SELLING SIRE BY MULBERRY.

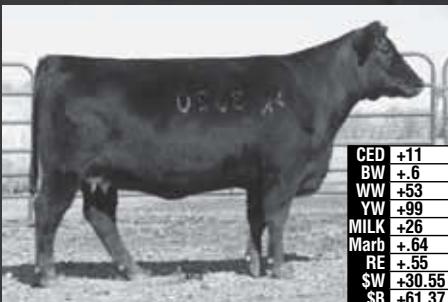


REGISTERED ANGUS Since 1942
MEAD ANGUS FARM
BUILT AROUND THE NEEDS OF COMMERCIAL CATTLEMEN

21658 Quarry Lane • Barnett, Missouri 65011

Office: (573) 302-7011 • Fax: (573) 348-8325 • Email: meadangus@yahoo.com • www.skally.net/mead
Alan Mead, Owner (573) 216-0210 • Bub Raithel, Manager (573) 253-1664

Complete Dispersal Sale



CED	+11
BW	+.6
WW	+53
YW	+99
MILK	+26
Marb	+.64
RE	+.55
\$W	+30.55
\$B	+61.37

S Bar K Jezebel 3J20

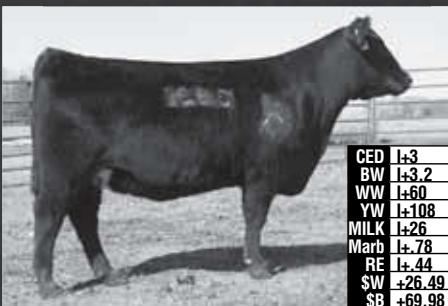
Three-year-old Objective daughter from a dam who blends USPB and 1407, top 1% \$B, 2% YW and 3% RE.



CED	+12
BW	-.7
WW	+43
YW	+80
MILK	+25
Marb	+.79
RE	+.44
\$W	+29.09
\$B	+59.03

S Bar K Delilah 3S13

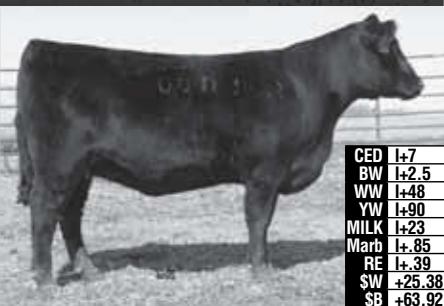
Top 1% Marb and 2% CED and \$B in this four-year-old Solution x Integrity, sells with a Feb. heifer calf by Ironstone.



CED	I+3
BW	I+3.2
WW	I+60
YW	I+108
MILK	I+26
Marb	I+78
RE	I+44
\$W	+26.49
\$B	+69.98

Fox Run Blackcap 339

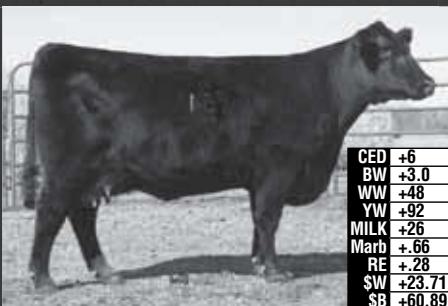
Two-year-old by TC Total from the \$35,000 Blackcap 5082 working in the Express program, will sell with a New Day 454 calf.



CED	I+7
BW	I+2.5
WW	I+48
YW	I+90
MILK	I+23
Marb	I+85
RE	I+39
\$W	+25.38
\$B	+63.92

FB Blackcap U1180

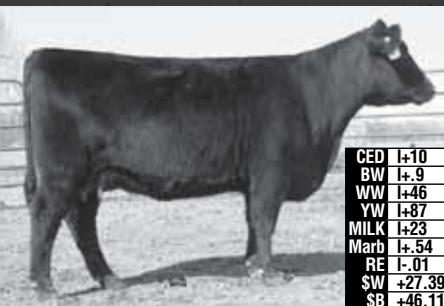
Two-year-old Predestined daughter out of the \$80,000 LCR D/D 616 214 who is a daughter of 2104. Sells with a March calf by Objective 3J23.



CED	+6
BW	+3.0
WW	+48
YW	+92
MILK	+26
Marb	+.66
RE	+.28
\$W	+23.71
\$B	+60.89

Elkhorn Forever Lady 784

Four-year-old Predestined out of a maternal sister to Boyd Beef Maker from the \$110,000 Boyd Forever Lady 7120, back to 57D. Sells with a February bull calf by Ironstone.



CED	I+10
BW	I+9
WW	I+46
YW	I+87
MILK	I+23
Marb	I+.54
RE	I-.01
\$W	+27.39
\$B	+46.11

BPAR Joanie E104

Three-year-old by Mytty In Focus from the powerful SFI Joanie L42 donor, top 5% CED and 15% Marb and \$W. Sells with a January heifer calf by Ironstone.



CED	+4
BW	+3.6
WW	+56
YW	+99
MILK	+28
Marb	+.83
RE	+.57
\$W	+28.03
\$B	+69.77

S Bar K Predestiness P110

January Predestined x Solution, top 1% \$B, 3% Marb and 10% WW and YW.



CED	+6
BW	+2.2
WW	+51
YW	+93
MILK	+28
Marb	+.109
RE	+.45
\$W	+29.35
\$B	+69.12

S Bar K Predestined P121

Top 1% \$B, 2% Marb, 10% Milk, CW and RE and 15% YW and \$W. This spring yearling by Predestined is from a dam by 616 and is stout.

View the auction live and bid on-line.

DVA auction
Broadcasting Real-Time Auctions
Local Times Broadcast • Spring Training Available

Saturday • 12 PM
April 30, 2011

Springfield Livestock Marketing Center,
Springfield, MO

More Than 100 Head Sell!

- 52 Spring Pairs, most with AI sired calves at side
- 12 Fall Bred Cows, all bred AI once
- 12 Spring Yearlings, open ready to breed
- 17 Bulls, yearlings to two-year-olds

This herd has been built with the most elite genetics in the Angus breed.

Service Sires Include:

- R/M Ironstone 4047
Summitcrest Complete IP55
B/R New Day 454
B/R Future Direction 4268

S Bar K Average EPDs

CED	BW	WW	YW	Milk	CW	Marb	RE	\$W	\$B
+8	+1.9	+47	+90	+25	+21	.66	.35	+26.90	+59.53

Breed Average EPDs

CED	BW	WW	YW	Milk	CW	Marb	RE	\$W	\$B
+4	+2.3	+40	+73	+20	+11	+20	.09	+23.37	+38.39

For sale or lease 327 acres m/l. 23 paddocks, 12 freeze proof waters, 6 stock ponds, alfalfa, orchard, clover and fescue grasses. Shop, equipment/hay/calving barn, corral, sorting pens and indoor cattle working area.

For additional information or to request a sale book contact:

Josh Worthington, Missouri Angus Association,
417-844-2601,
[worthington@missouriangus.org](mailto>worthington@missouriangus.org)

S Bar K Ranch LLC
Steve Smith • 417-547-7999
Mountain Grove, MO
Registered Angus Seedstock Producers

Contributing Writers

Meghan Blythe

Susan Coon

Jeff & Pam Eagleburger

Brent Murphy

Kristen Odom

Austin Thummel

Howell Wheaton

Editor, Publisher & Ad Coordinator

Josh Worthington

Cover Photo by Tara Groesbeck, Aldrich, MO

MISSOURI ANGUS ASSOCIATION

P.O. Box 246 • Dadeville, MO 65635



Josh Worthington

General Manager

Office: 417-995-3000

Mobile: 417-844-2601

Fax: 417-995-3003

E-mail: worthington@missouriangus.org

Website: www.missouriangus.org

Susan Vanhooser

Administrative Assistant

APRIL 2011

Volume 27 Number 1

The official publication of the Missouri Angus Association

Index:

10	Missouri Angus News	18	Missouri Junior Angus News
–	President's Article	–	President's Article
–	New Members	–	Advisor's News
–	Directory Ads for Sale	–	Missouri State Fair
			Carcass Awards
11	National Junior Angus Show 2013	19	Missouri Junior Angus Academy
12	Corner on Quality	20	Hay and Cows and Chaff
–	Think Young Think Ahead		and Stuff
14	Missouri Angus Auxiliary	22-27	Missouri Angus Breeders'
–	President's Article		Futurity
–	Royalty Information	32	Update Keeps Beef Success
16	Four Ways to Marry Implants		Going
	and Quality	36	Stacking the Odds with AI
		38	Index of Advertisers



ADVERTISING RATES

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

ADVERTISING DEADLINES

TRAILS ISSUE

May 2011

June/July Directory Issue 2011

August 2011

September 2011

October 2011

November 2011

December 2011

January/February 2012

March 2012

April 2012

DEADLINE

April 10

May 1

July 10

August 10

September 10

October 10

November 10

January 1

February 10

March 10

MAIL DATE IS APPROXIMATELY THE 1ST 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.



94th Consignment

Spring Production Sale

Saturday, April 23rd, 12:30 PM

OZARK REGIONAL STOCKYARDS, WEST PLAINS, MO

Selling 60 Lots:

Spring Pairs, Fall Splits, Bred Heifers and Open Heifers



Checkerhill Molly R14

Featuring this 2007 AR State Fair Reserve Grand Champion Female by Connealy Lead On. She will sell with a September heifer calf by Garret's Nationwide and is rebred to Connealy Final Product.



GAR EXT 2114

This three year old by Mytty In Focus is a powerful individual and will sell with a spring calf by CSC OT26 Objective 810.



SydGen Beauty 421

Offering a granddaughter of this \$120,000 breed icon by SAV 8180 Traveler 004. The four year old will sell with a March bull calf at side by R&J Ace.



GAR Precision 706

Selling a granddaughter of the immortal GAR Precision 706 by the \$202,000 BR Midland. She is a four year old female and will sell with a March bull calf by Sitz New Design 458N.



CSC 4004 In Focus 8727

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
Heart of the Ozarks Angus Association • President, Kent Kelley: 417-255-0871 • Visit our website at www.heartoftheozarksangus.com

Blackacre BaCC Cattle Co.



**BULL AND FEMALE SALE
APRIL 2, 2011 • 12:30 P.M.
SPRINGFIELD, MO**

**WATCH FOR OUR
CONSIGNMENTS AT
THESE SALES**



**SPRING FEMALE SALE
APRIL 23, 2011 • 12:30 P.M.
WEST PLAINS, MO**



**UTILIZING SOME OF THE
ANGUS BREED'S TOP AI Sires:**

MYTTY IN FOCUS
GAR PREDESTINED
SAV IRON MOUNTAIN
SS OBJECTIVE T510 0T26
TC TOTAL 410
HA IMAGE MAKER 0415
SYDGEN CC&7
SYDGEN MANDATE 6079

**FOR SALE
AT PRIVATE
TREATY:**

- SERVICE AGE BULLS
- SELECT GROUP OF FEMALES

*E-mail: t.black@blackacrecattleco.com
baccmo@gmail.com
Website: www.blackacrecattleco.com*

*Thomas & Jennifer Black
25584 Quail Run Dr
Warsaw, MO 65355*

*Office: 660-438-2425
Cell: 660-620-0744*



It's a Family Affair to the
94th Spring Sale
April, 23rd · West Plains

- ★ ★ A good Lead On daughter bred to Kesslers Frontman R001 due 9-25-2011 with a nice 10-21-2010 heifer calf by Mohnen Brushpopper 295 that is by side. She also has a daughter that is a bred heifer sired by a good son of TC Rito 416 carrying the valuable service of Kesslers Frontman R001 and is due to calve 10-16-2011.
- ★ ★ Big stout "War Alliance" daughter that sells with a bull calf at side sired by the good son of "Performer" that is resident herd sire in the Howard Rinker herd Marionville. She was AI 2-18-2011 to Kesslers Frontman R001. she has a daughter that is a bred heifer sired by KCF Bennett Energizer and is due to calve 12-11-2011 to the natural service of our herd sire Innovation J&G 906 CED +12 BW-.7 WW+62 YR +112 and a \$B+66.58. AAA# 16601224
- ★ ★ Two maternal sisters, dam a 2V1 daughter, the 10-08-2009 is a daughter of the good TC Rito 416 son and is carrying the AI service of HA Image Maker 0415 and is due 12-14-2011. The other sister is an attractive 9-28-2010 daughter of TC Power Stroke 4118 and will sell open. She is sure to please and has lots of growth and eye appeal.
- ★ ★ A fancy 10-15-2010 "Joanie" sired by TC Rito 416 and dam by "War Alliance" that could be very competitive in the show ring this summer.



Jones & Gilliam Angus LP

Roy, Karen and Jackie Jones
HC 3, Box 380 • Gainesville, MO 65655
Phone: (417) 679-3393

Calving ease. Carcass. Cows.

It starts with a live calf

Calving Ease

That's where Select Sires starts - with high-quality semen from the best genetics with a strong emphasis on calving-ease and low birth weight. We're proud that we are the leader in heifer AI and are home to some of the greatest calving-ease sires in history. We want your calving season to be one that you'll remember with a smile on your face.



Carcass

In the beef business today, selling for more value is vital. Select Sires leads the AI industry with bulls that are leaders for end-product value. We back up these bulls with ample data - we want you, our customer, to know that our bulls deliver as promised. With the longest-running young sire sampling program in the business, our goal is to generate progeny data early in a bull's life - so that you have more confidence in not only the bull, but in our program.

Cows

The cow has to do four things well-she needs to calve, milk, raise a calf and breed back. She needs to be able to do these things over a period of years and she needs to be one that you like - she is the one you live with. Longevity, structure, capacity, udder quality, disposition - all qualities that you want in your cows - and you want them to look good while doing their job. Select Sires is dedicated to providing genetics on the best cowmaker bulls in the industry - bulls whose daughters make them famous.



Calving ease. Carcass. Cows.

KABA>Select Sires

Kevin Phillips, S Central MO, 417-343-6157
Holland Smithson, SW MO, 417-861-3868
Cliff Strieker, SE MO, 502-905-2513
Dan Busch, NE MO, 573-289-2058
Matt Drake , NW MO, 816-738-1825

1-800-489-1868 • www.selectsiresbeef.com



GAR Predestined

7AN222 • 13395344 •

Sire: 036 • MGS: EXT

The Best Beef Bull in the Business — Predestined offers proven excellence for a long list of traits. He moderates frame, adds superior carcass merit and sires cattle that cattlemen like. Predestined has sired more sale-topping sons and daughters than any Angus bull in recent history.



AAA EPDs as of 2/18/11										Production				Maternal				Carcass				C	U	\$Value			
	CED	BW	WW	YW	RADG	YH	SC	DOC	CEM	Milk	Dt/Hd	\$EN	CW	Marb	RE	Fat	Grp/Pg	Grp/Pg	\$W	\$F	\$G	\$B					
EPD	+4	+4.1	+52	+98	+.02	-.1	.29	+14	+8	+30	3314	+5.28	+29	+1.22	.58	.045	110	6075	+38.87	+36.45	+38.82	+71.88					
Acc	.88	.98	.97	.96	.78	.97	.96	.94	.88	.91	766		.86	.88	.87	.87	402	17260									
% Rank		25	20			25			5				5	1	3				1	15	3	1					

Coleman Regis 904

7AN330 • 16364794

Sire: Final Answer • MGS: Onward

If there's one bull folks are talking about . . . it's Regis. He's no accident — the maternal legacy of the Donna cow family is stacked in his pedigree and he sports a tremendous birth to yearling spread. Thick-ended, 3-dimensional and built on model feet and legs, Regis is bred for extra cow power and carcass excellence.



AAA EPDs as of 2/18/11										Production				Maternal				Carcass				C	U	\$Value			
	CED	BW	WW	YW	RADG	YH	SC	DOC	CEM	Milk	Dt/Hd	\$EN	CW	Marb	RE	Fat	Grp/Pg	Grp/Pg	\$W	\$F	\$G	\$B					
EPD	+14	-.7	+57	+102	.07	N/A	.85	+5	+11	+26	0	-8.29	+29	.33	.50	.018		+32.11	+38.58	+23.58	+57.26						
Acc	.30	.39	.29	.27	.29	N/A	.34	.19	.18	.21	0		.26	.33	.30	.26											
% Rank	1	10	10	10			20		10	20			5	10					10	15		15					



TC Total 410

7AN258 • 14844711 •

Sire: New Design 208 • MGS: Precision E161

Total sires a great combination of high performance, outstanding females and high value. One of our best for customer satisfaction, Total blends great disposition, super udders, fantastic phenotype and high \$W and high \$B. When you add it all up, you end up with Total!



AAA EPDs as of 2/18/11										Production				Maternal				Carcass				C	U	\$Value			
	CED	BW	WW	YW	RADG	YH	SC	DOC	CEM	Milk	Dt/Hd	\$EN	CW	Marb	RE	Fat	Grp/Pg	Grp/Pg	\$W	\$F	\$G	\$B					
EPD	+1	+3.6	+70	+128	.21	.6	.47	+23	+7	+29	973	-12.21	+28	.79	.64	-.019	15	2224	+33.65	+61.24	+41.43	+80.34					
Acc	.85	.97	.95	.94	.72	.94	.93	.88	.78	.84	342		.62	.67	.67	.65	34	5385									
% Rank		1	1	15	20		4		10				10	5	2	10			4	1	1	1					

Calving ease. Carcass. Cows.

Phone: (614) 873-4683 www.selectsiresbeef.com





Watch for our consignments
to the following sales:



Howard County Angus Association
April 9, 2011

Selling two Fall Pairs, two Spring Pairs,
one Spring Bred Heifer and five Open Heifers

East Central Angus Association
April 16, 2011

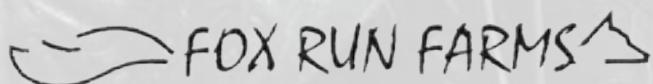
Consigning one Fall Pair, one Spring Pair
and two Fall Bred Heifers

Heart of the Ozarks
Angus Association Female Sale
April 23, 2011

Selling three Fall Pairs, one Spring Pair
and two Fall Bred Heifers

Also please make plans to join us ...

September 17, 2011
6th Annual Female
Production Sale



Mexico, Missouri • 573-682-6660

www.foxrunangus.com

RJ Baudendistel

Owner

573-682-6660

Danny Lynn

General Manager

573-721-6660

Kris Lynn

Cattle Manager

573-721-6663

Jason Nunn • Melisa Lynn



5th Annual Bull Sale!

**Thursday • April 21, 2011
6 p.m. • at the Ranch, near Kirksville, MO**

Selling: 60 Yearling to 22-month-olds • 2 2-year-olds • 1 4-year-old
Sired by: Moneymaker, Final Answer, Marathon, Predestined, TC Franklin and Round Up
• *Also selling 50 commercial cow-calf pairs* •



KCS Marathon 9118 • 8/13/09

Sire: BC Marathon 7022
Dam: FV Miss Shoshone 0500
BW I+3.3; WW I+52; YW I+91; Milk I+19



KCS Final Answer 913 • 8/06/09

Sire: SAV Final Answer 0035
Dam: KCS Everelda Entense 7723
BW -1.5; WW +57; YW+99; Milk +25



KCS Moneymaker 9216 • 12/5/09

Sire: Stevenson Moneymaker R185
Dam: Rita 5M15 of 2V9 Predestined
BW I+3.0; WW I+56; YW I+106; Milk I+21



K.C. Stock, Owner

**12639 State Hwy 11 • Novinger, MO 63559
Office: 660-857-4338 • Fax: 660-857-4339**

e-mail: kcsangus@nemr.net

**Michael Montoya, General Manager 660-342-5343
www.kcsangusranch.com**

Missouri Angus News

As I write my first article for the Trails we have all had plenty of moisture (mud) for a while but that's what March in Missouri is supposed to be like. The Futurity is put away now and was a successful event. Congratulations to all involved. Thanks to all the Juniors who helped with the Futurity and congratulations to all of our showmanship winners.

Like I said at the banquet, we have to find unity and everyone get

by Brent Murphy, President

on the same page as we go forward with the Missouri Angus Association. We have some pretty big tasks in front of us and I don't think we can get them accomplished without everyone working together.

I look forward to serving as the President of your association this coming year. If there are ever any questions or concerns I would love to hear from you. Good luck to all with spring sales and hope everyone has a Happy Easter. Stay Safe! ☺

Farmers Prevail in Court Decision on EPA Livestock Rules

WASHINGTON, D.C., March 16, 2011 – In a major court victory for the American Farm Bureau Federation and other farm organizations, a unanimous federal court of appeals has ruled that the Environmental Protection Agency (EPA) cannot require livestock farmers to apply for Clean Water Act permits unless their farms actually discharge manure into U.S. waters. The ruling was welcomed by the American Farm Bureau Federation, National Pork Producers Council and several other agriculture groups that filed suit against EPA in the U.S. Court of Appeals for the Fifth Circuit.

"For the second time, a U.S. Court of Appeals has ruled that EPA's authority is limited by the Clean Water Act to jurisdiction over only actual discharges to navigable waters, not potential discharges," said AFBF President Bob Stallman. "We are pleased that the federal courts have again reined in EPA's unlawful regulation of livestock operations under the Clean Water Act. The court has affirmed that EPA, like other federal agencies, can only regulate where it has been

authorized by Congress to do so."

In the ruling, issued March 15, the Fifth Circuit concluded: "The CWA provides a comprehensive liability scheme and the EPA's attempt to supplement this scheme is in excess of its statutory authority."

According to the ruling, non-discharging CAFOs (concentrated animal feeding operations) do not need permit coverage. In addition, CAFOs cannot face separate liability for "failure to apply" for permit coverage, as EPA's rule provided. Instead, where a CAFO does not seek permit coverage, the Clean Water Act imposes liability only for discharges that occur from the unpermitted CAFO.

AFBF legal analysts are continuing to review the ruling to determine how it will affect livestock farmers and ranchers, including those currently engaged in lawsuits with EPA. It's uncertain at this time what EPA's next steps will be now that major provisions of its CAFO regulations issued in 2003 have been vacated by the court. ☺

Great Opportunity!

The 2011 Missouri Angus Directory Ads are now for sale.

- ◆ Market your program to new customers
- ◆ Have an ad at every show and sale in Mo.
- ◆ Your contact information will be readily available for your customers.
- ◆ A great opportunity to advertise year round.
- ◆ We will be sending out more Directories than ever before.

**Deadline:
May 1, 2011**

Directory will be mailed in June.

**Full Page \$525
Half Page \$275
Quarter Page \$150**

Publication Dimensions
are 8½ x 11

Contact the Association at

**Office: 417-995-3000 • Mobile: 417-844-2601
E-mail: Worthington@missouriangus.org**

IT'S OUR TURN!

2013 National Junior Angus Show

Missouri is special...

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

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

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

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

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

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

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

(Suggested ages -18 years and older)

Name: _____

Address: _____

Phone & Email: _____

Thanks!

Complete and mail or email this form to the following address by April 30th please.

One form for each individual – adults and juniors.

Ernie & Tammy Wallace – 7385 Lawrence 2140 – Stotts City, MO 65756 or
wallace@mo-net.com (Phone: 417-285-4356)

Steve & Sandy Trosper (Phone: 816-583-4437)

CORNER on QUALITY



Think young, think ahead

By Meghan Blythe, CAB Data Analysis Assistant

Today young adults are conditioned to take advantage of opportunities – we look for ways to grow and profit while minimizing risk and loss. That's what college degrees and internships are all about, paving the way to success. It's also a synopsis of the *Certified Angus Beef®* (CAB®) brand's mission statement: "*Increase demand for registered Angus cattle through a specification-based, branded-beef program to identify consistent, high quality beef with superior taste.*"

Many begin college and some even graduate with no clear goal in mind. Those who do have plans to farm or ranch, or enter a sector of agribusiness, understand their success depends on their ability to make a profit. We must find a way to make a living in the job we most desire, or else change careers. Within agriculture, and more specifically as a beef producer, three major concerns come to mind: economic risk, consumer education and cooperation among beef industry segments. Each has a big impact on our ability to make a profit and therefore stay in business.

Certified Angus Beef LLC (CAB) shares these concerns, addressing them through profit analysis research, educational marketing and collaboration.

First, with high land and cattle values, the start-up cost of ranching places a huge burden on young producers. Strategic plans must be in place from the start, to take advantage of all premiums that can offset this risk. CAB's ongoing profitability research formed the basis for a guide to help producers plan for success. The "Best Practices Manuals" from CAB help on both ends with tips to capture market premiums and maximize economic efficiency. That's plural, because there are both cow-calf and stocker versions.

With the goal of developing a supply of cattle that are more likely to earn the CAB brand, these manuals outline improvements in management, health and nutrition. The guidelines are backed by scientific research and sound logic, all packed into a small enough package to fit in every pickup glovebox. These tools are no substitute for that college degree or the ability to think, of course, but they certainly make a handy reference, especially for those just starting out. Why does CAB care about all this? Helping orient new and existing producers toward profitably hitting the brand's target is the only way CAB can ensure more and more producers join in the effort so that everybody wins.

As to that second concern, there's a growing knowledge gap between consumers and producers. Add in society's increasing curiosity and, for some, anxiety about how their food is produced, and we have a profound need for building bridges. CAB has spanned the gap with educational marketing techniques that provide assurance of quality from pasture to plate. The focus is on sharing the rancher's passion with consumers, retailers, restaurant owners and the media. The tools are press releases, online stories, in-store displays and even guided tours of ranches. Advocating quality is a key to CAB's brand assurance as well as to the sustainability of the ranching lifestyle.

Educational marketing puts a face on the people who make up CAB. The program shows the families who raise the cattle with their goals and expectations fitting smoothly into specifications for the CAB brand product. Consumers can rest assured that we care for the animals we raise, that and we do it all with the goal of high quality, nutritious and safe beef—and that we do these things to make a living in the job we most desire.

Lastly, the rise of a beef "industry" has done much to sustain a future for ranching. But in combination with our independent heritage, too often it also created a segmented, narrow-minded view. We're all part of this industry with some unique responsibilities, from ranchers to backgrounders, from sale barn owners to feedlot cowboys, packers to restaurant and grocery store owners. But if we look at our role as the most important, we ignore our place in the whole, and the opportunities to cooperate and reap the profit advantages of working within this industry.

Without cohesion throughout the industry, our voice and influence will be diluted. CAB exerts positive impact on each segment, linking us all together, tied to the goal of satisfying the consumer's demand for high-quality beef. Through collaboration, we can increase consumer understanding and trust of our industry, and those are good ways to support long-term demand.

Long gone are the days when farming and ranching were easy, fall-back career options. Today's graduates are choosing to raise Angus-based cattle because they see the opportunities, confident in the information and support provided by CAB and the American Angus Association. That completes a circle, because the success of the CAB brand depends on the success of the individual Angus breeder. ■





Sam and Jan Powell

P.O. Box 704
Malden, MO 63863
(573) 276-3992
E-Mail: bustedp@riddlehill.net

With Guest Consignors: JM Angus and Rolling Ridge Angus

Circle A Pill 4482



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

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

Bpar Missy 0566 9159



CED	BW	WW	YW	MILK	MARB	RE	SW	\$B
1+6	+1.9	+39	+65	+17	.67	+.16	+25.64	+52.49

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

Production Sale May 14, 2011

**At the Ranch • Malden, MO
Selling 60 lots**

We will be offering:

- Fall Splits – many with heifer calves
- Spring Pairs – bred back and selling as 3 in 1 units
- Fall Bred Heifers
- Open Show and Donor Prospects
- Powerful Herd Bulls

Bpar Lassy 7051 9229



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

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

SydGen BPAR Forever Lady 1119



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

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

Auxiliary News

by Susan Coon, President

Greetings from Northeast Missouri! It was great to see many of you at the Missouri Angus Futurity a few weeks ago. I want to thank those of you who supported the Auxiliary silent auction, both in donating and purchasing. Your support is appreciated and it allows us to provide scholarships to the youth. This year we were fortunate to raise \$1680 dollars from the auction!

There are a couple changes that will happen next year at the futurity. The members voted to hold our annual meeting Sunday morning instead of Saturday afternoon. This will allow moms to listen and be more involved in the juniors meeting and hopefully increase auxiliary membership. Also, next year on Friday night, the auxiliary is planning to hold workshops for the juniors who are interested in participating in the Regional and/or National Junior Angus contests.

The workshops will be held at Stoney Creek Inn. As we work out the details, information will be shared with you. Also, if you want to assist the auxiliary in any way, please contact me.

The deadline for the Missouri Angus Royalty (Queen, Princess, and Ambassador) scholarships is May 1, 2011. The applications can be found on the Missouri Angus website and if you have other question please let Joy Collard or myself know and we will do the best we can to answer your questions.

I hear that our friends in Southern Missouri are already enjoying the early appearance of spring; green grass. In Northeast Missouri there is only a hint of green grass. Hope calving season is going well for everyone. Yesterday, I took a stroll through our herd. I admit, I love to watch the Angus babies grow! ☺



Missouri Angus Auxiliary 2011 Queen, Princess & Ambassador

REPRESENT THE MISSOURI ANGUS INDUSTRY AT VARIOUS STATE AND NATIONAL EVENTS!

ELIGIBILITY:

Princess ages 12-15; Queen ages 16-21; Ambassador ages 16-21

Applications available online at: <http://www.missouriangus.org/auxiliary.htm>

Application Deadline: May 1, 2011

Interviews Held: June 10, 2011 – Sedalia, MO

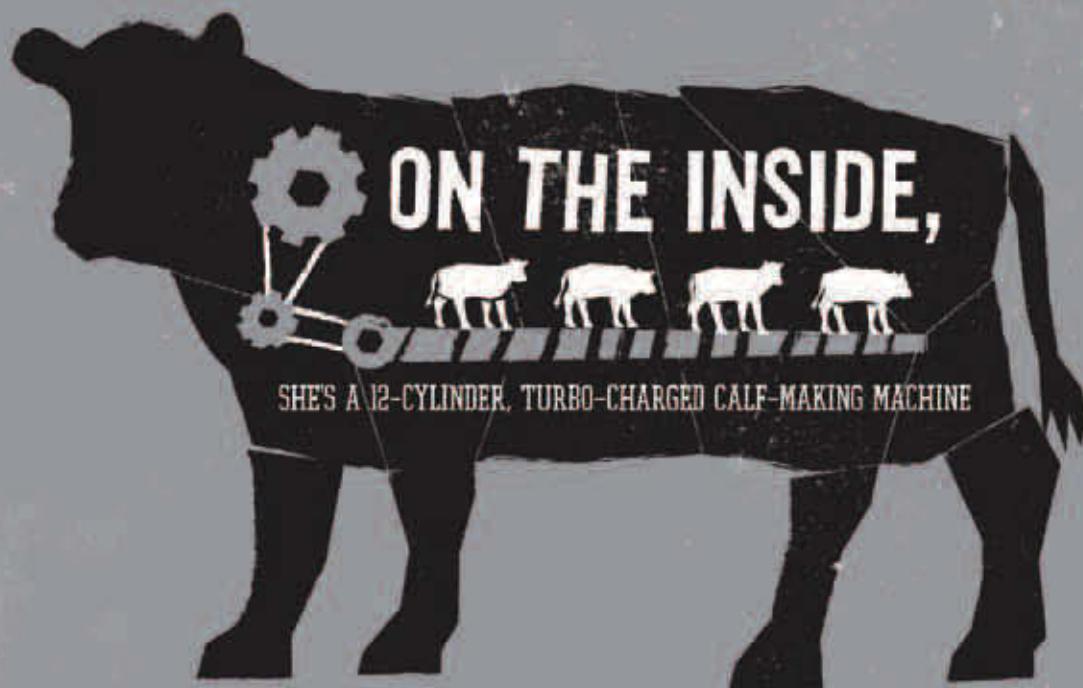
Mail Applications and Direct Questions to:

Joy Collard

10400 County Rd. 230 • Oronogo, MO 65855

417 392-1291

ON THE OUTSIDE, SHE LOOKS LIKE JUST ANOTHER HEIFER.



IGENITY® is changing the way you see your herd. It gives you the inside information you need to make more confident and informed decisions. From a single DNA sample, it creates a comprehensive profile of key economically important traits; traits like marbling and stayability that can help improve genetic selection and advance breeding programs. Simply put, it's an easy-to-understand genetic profile that gives you an earlier, more accurate look at your herd's potential.

Start moving your operation forward at IGENITY.com or call 1-877-IGENITY.

 **igenity**



©IGENITY and the IGENITY logo are registered trademarks of Merial.
©2011 Merial Limited, Duluth, GA. All rights reserved. LAGEIG1010 (08/10)



Four Ways to Marry Implants and Quality Goals

By Miranda Reiman, Certified Angus Beef Industry Information assistant director

In a perfect world, cattle growth promotants would improve increase marbling, too. Short of that, feeders can strike a balance between grade and gain, implant and marbling levels. Here are four of the top ways:

1) Delay implanting until full feed

"It's almost become standard operating procedure around here," says Robbi Pritchard, of South Dakota State University (SDSU). His team divided 650-pound (lb.) steers into non-implanted, estradiol-trenbolone acetate (TBA) implant at the start or TBA implant at 850 lb.

"If you impede marbling on the front end, you may permanently affect quality grade," Pritchard says of the work.

Implanting increased hot carcass weight under both strategies, but the delay resulted in a 15% increase in cattle reaching the premium Choice or higher.

SDSU now waits until final diet before implanting calves, and that increases average gains by 20%.

"If they're eating enough to gain 4.5 lb. per day, that boost is .9 lb.," Pritchard says. "When they're only gaining 1.5 lb. per day, in their first week, it's only a 0.15-lb. improvement. That's when it pulls grade out of them: when the implant is going full-tilt and the calories aren't there."

Agri Beef Co. adopted the strategy at its four feedlots from Washington to Kansas to improve grade.

Scott Lindsay, Agri Beef livestock division president, says the increase in quality came without a significant impact on performance, but he was surprised by other benefits.

"We cut our number of bullers way back and cattle appeared to come on feed a lot better," he says. "The cattle just didn't seem to get as stressed, and we didn't have to use as many meds."

Trial and error says to do it when cattle are on full feed. "If we said we wanted to do it on day 20 and we were in between rations, it didn't seem to work as well," Lindsay says.

2) Less aggressive, better result

"Over-implanted cattle gain remarkably less than their lean gain potential," Pritchard says. "If you want a set of cattle that aren't going to grade, that's the set to own."

Colorado State University (CSU) research agrees. Meat scientist Daryl Tatum's meta-analysis of 25 steer implant studies compared varying dosages to non-implanted cattle. Aggressive strategies netted only 1 lb. more gain than moderate doses, while dropping marbling score a total of 35 points.

"It appears moderate implants best balance growth and carcass quality grade," he says.

A recent Kansas State University analysis by Chris Reinhardt backs that up.

"There is a fairly linear depression in marbling score with increasing dose of implant," he says. Going from low-dose to moderate implant yields a performance boost, but jumping from a moderately-high to the most aggressive level doesn't deliver as much punch compared to loss in quality grade.

3) Repetition matters, but fewer not always best

Top factor in both performance and marbling score? "Total dosage of hormone used," Reinhardt says.

Splitting a high-dose implant may beat giving it all at once, especially if that's on arrival. "That would fly in the face of the theory that one implant is better than two for marbling score," he admits.

For support, an SDSU trial compared cattle given a six-pellet implant on Day 1 to those given a two-pellet implant every 40 days.

"You'll end up with the same performance and you don't do as much damage to quality grade by spreading it out," Pritchard says. Although that's probably an extreme example, splitting an implant is doable.

A 2005 Certified Angus Beef LLC (CAB) analysis looked at the effect number of implants had on brand acceptance rates. Going from none to one dropped *Certified Angus Beef®* (CAB®) qualifiers from 37% to 19.1%, but those with two implants actually had a higher rate at 21.2%. Cattle implanted three times, however, were the lowest graders at 16.7% CAB.

"Most feedlot will give two implants, and that's fine if the one on the front end is a lower dose like a Revelor-IS® or Component-TE-IS®," says Gary Fike beef cattle specialist with CAB.

4) Fit it to nutrition, type

"Going for quality grade, the most important thing is to never have an implant dosage that exceeds what the caloric intake can support at any stage of production," Pritchard says.

That's why many feeders say their better cattle aren't hurt as much by a higher potency implant.

"If those cattle are eating well and charging the feedbunk every day, and you're giving them calories well in excess of maintenance, that leaves plenty of calories to help them grow and deposit marbling," Fike says.

The most aggressive strategy should be reserved for small-frame, slow-growing cattle, he adds.

"As you increase aggressiveness of implant, you'll increase frame size," Pritchard says. "An overweight is a horrific penalty, so you'll want to decrease potency if you're looking at that limit."

These rules of thumb come down to balance. "We don't use a high dose implant," Lindsay says. "We know we have to be competitive, but the end product to the consumer is very important to us."

That's as it should be, Tatum says. "Great taste remains the primary reason consumers often make beef their food of choice," he says. "The goal is to take advantage of the benefits of growth enhancement without detriment to beef demand." ■



East Central Missouri Angus Association

Spring Sale



“Your Gateway to Angus Excellence!”

**Saturday • Noon
April 16, 2011**

Interstate Regional Stockyards • Cuba, Missouri

Selling 69 Lots

13 Bulls • 11 Fall Calving Cow/Calf Pairs and Bred Cows
18 Spring Cow/Calf Pairs • 16 Bred Heifers • 11 Open Heifers

**5% Junior
Discount on
any one
female**

Consignors:

A & W Angus Farm, Catawissa
Coyote Valley Farm & Vineyard, Paducah, KY
Fox Run Angus Farm, Mexico
Gutermuth Angus Farm, St. Charles
Hinson Angus Farm, Owensville
Bradley Henson Angus, Bourbon
Jordan Angus Farm, Salem
Koenigsfeld Angus, Bonnotts Mill
Krupski Farms, Cuba
McBride Angus, Centralia
McDowell Angus Farms, Vandalia
Plank Angus Farm, Cuba
Rolling Fields Cattle Company, Potosi

Rolling Hills Acres, St. Thomas
Royal Flush Angus Farm, California
Schaefer Beef Farm, St. Peters
Shawnee Winds Angus Farm, Jefferson City
Shetley Angus Farm, Sullivan
Shockley Angus Farm, Bland
Siedhoff Angus, New Haven
Snelson Angus Farm, Cook Station
Triple L Ranch, Sullivan
Twenty Oaks Farm, Union
Weiker Angus Ranch, Fayette
Wood River Cattle Co., Houston

**For more information or for your free sale book contact:
Tim Gutermuth (314) 393-2885 • gute05@tds.net.**

Missouri Junior Angus News

by Austin Thummel, President

Greetings from northwest Missouri!

It is a pleasure to write my first article for the Trails as your new Missouri Jr. Angus President. As I write these articles, I will do my best to keep you informed about what is going on in the MJAA.

To begin, I'll list the balance of the officer team. 1st Vice President, Hannah Bartholomew; 2nd Vice President, Sadie Kinne; Treasurer, Shannon Yokley; Secretary, Ashlyn Richardson; Assistant Secretary, Kathryn Coon. The officer slate was elected at the MJAA meeting held at the Missouri Angus Futurity in February. We are excited to serve and are here to answer any questions. Our contact information will soon appear on the Missouri Angus Association website. Until that time, you can reach me at 660 254 1996 or at rancher@grm.net.

Plans are being made for the 2011 NJAS in Harrisburg, PA. It

looks like we'll have a nice group of exhibitors and cattle making their way east in July. Please be in contact with Deb & Jeff Thummel if you'd like to be on a contest team, and with Becky & Scott Heimsoth and Pam & Jeff Eagleburger if you have any other NJAS questions.

I also encourage you to consider being part of the Missouri Angus Auxiliary Royalty and to participate in the Missouri Jr. Angus Academy. Information for all of these programs and others is available in this issue of the Trails and on the Missouri Angus website, if you have other questions please do not hesitate to call me and I will help you get in touch with the right people.

Again, it's a privilege to be the MJAA president, and I appreciate it very much. Don't hesitate to let me know if there's something that I can help you with. ☺

From your Advisor...

By Jeff & Pam Eagleburger, MJAA Advisors

Well, I survived my second Missouri Angus Breeders' Futurity as a MJAA Advisor. It was exhausting and I didn't make it out of the kitchen much, but it was great to see many of you. Becky, you did a great job putting everything together!

Thanks to all of you that helped out in the concession stand, the kitchen and cleaning up to get ready for the sale. The Missouri Junior Angus Association fundraiser was a great success! We couldn't have done it without everyone's help; including those who donated and/or purchased food from the juniors. Your continued support is much appreciated.

Congratulations to our new slate of MJAA officers, scholarship winners, showmanship winners and all of those that received awards/recognition at the MAA banquet. These require a lot of hard work and we are so proud of all of you. Thank you also to the retiring officer team.

We appreciate that Shannon Yokley and Kathryn Coon have volunteered to work together on the MJAA scrapbook this year. The scrapbook will be entered in the contest at the NJAS. If you have any pictures to contribute, please get in contact with Shannon or Kathryn. (feel free to ask an advisor if you need help contacting them)

In case you haven't heard...Missouri will host the 2013 National Junior Angus Show, in Kansas City, MO. A huge thank you to Steve & Sandy Trosper and Ernie & Tammy Wallace for volunteering to co-chair this event on!

Be sure to stay on top of deadlines for scholarship applications, contests, ownership and shows. May 1st is a big due date, with applications such as the NJAA Gold Award, Leadership Award, Angus Foundation Scholarships and CAB/NJAA Scholarships due. See the National Junior Angus Association website for more information and application forms.

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

Missouri State Fair Angus Carcass Show Award Eligibility Updated for 2011

FFA and 4-H members interested in exhibiting an Angus steer in the 2011 Missouri State Fair must pre-register to be eligible for multiple cash prizes. Briarwood Angus Farms (BWF) is implementing the new pre-registration aspect and requiring junior exhibitors to enter in all three Angus Steer classes – Angus Steer, Angus on the foot Carcass Steer and the Carcass Contest, to earn portions of the prized money donated by BWF. The MSF premium guide will include the following paragraph; (*Changes to the award rules are noted in bold print*)

"Briarwood Angus Farms, (Curtis and Ann long) Butler, Missouri and the Missouri Angus Association will award \$1000.00 to the Grand Champion on-the-rail overall carcass winner if the steer is a registered, purebred Angus and exhibited by a 4-H or FFA youth. \$200.00 will be awarded if the Grand Champion on-foot winner is a registered purebred Angus steer and exhibited by a 4-H or FFA

exhibitor. \$300.00 awarded to the Champion FFA Angus Market Steer; \$200.00 awarded to the Reserve Champion FFA Market Steer. \$300.00 awarded to the Champion 4-H Market Steer; \$200.00 awarded to the Reserve Champion 4-H Market Steer. **\$50 goes to every 4-H and FFA junior member with a purebred Angus that enters in all three classes: Angus Steer, Angus on the foot Carcass Steer and the Carcass Contest. Member must pre-register to be eligible for prize money by meeting MFS entry deadline and submitting a copy of registration papers and your completed entry form to Dr. Curtis Long, care of Briarwood Farms, Rt 4 Box 620, Butler, Missouri 64730 by July 1, 2011.** These awards will be presented at the Missouri Angus Association's annual banquet and the exhibitors must be present for the awards to be given. Contact: Curtis and Ann Long, Rt 4 Box 620, Butler, Missouri 64730 (660) 679-3459." ☺



Apply Now!

Missouri Junior Angus Academy

"Developing Leaders for Tomorrow, Today"

July 18-20, 2011

Tour and Interact with Industry Leaders at

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

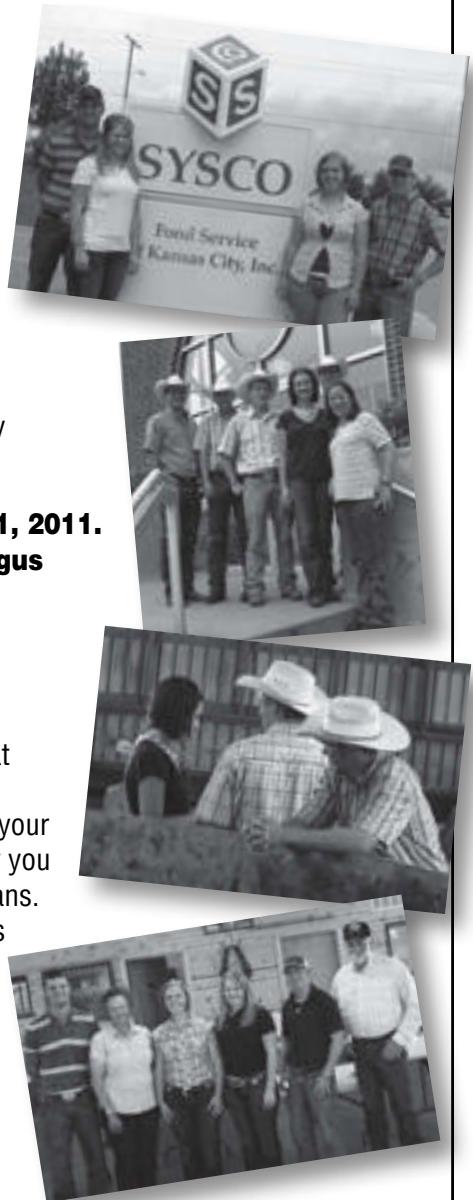
The Academy is designed to provide Missouri Juniors an opportunity to gain insight into the full scope of the beef industry by touring and meeting with professionals from the seedstock business to the retail industry and many segments in between. This will be a great opportunity for junior Angus breeders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

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

To apply for the 2011 Academy:

- Fill out the Missouri Junior Angus Academy application found on the Missouri Angus website at www.missouriangus.org or call the office at 417-995-3000 to request an application.
- Applicants should also include an essay (less than 750 words) stating your current involvement in the Angus business and beef industry and how you feel the Academy experience will be of benefit to you in your future plans.
- All applications will be ranked by a committee and the top 4 applicants will be selected to participate in the Academy.
- Applications are due in the Missouri Angus Association Office by May 1, 2011. Acceptance letters will be mailed by May 16, 2011.
- Selected Academy participants will be expected to participate in all activities scheduled for July 18-20, 2011.

Travel and lodging expenses will be covered for all participants.



The Missouri Junior Angus Academy is sponsored by the

Missouri Angus Association

PO Box 246 • Dadeville, MO 65635

417-995-3000 • worthington@missouriangus.org



Hay and Cows and Chaff and Stuff

By Howell N. Wheaton

search for larger Angus genetics. Lo and behold, they were found in the North and Northwest. Generally, they were taller, larger and, of course, heavier than the belt-buckle wonders of the Midwest. So, as in the gold rush days of yore, the rush was on in a northwesterly direction.

Many Missouri breeders and those from neighboring states began to make annual treks westward to sales in Montana, Idaho and the Dakotas (remember the Erdmanns) as well as Canada, in search of bigger, taller cattle. While those cattle were bigger than what we had, many times after one generation, the increase was best described as a "little bit". The Bergmann's rule was working. While the western cattle did have an influence on the gradual increase in cattle size, in reality, bigger Angus cattle genetics were found throughout the country. They were always there on the outer edge of the bell shaped curve, but were seldom in that period selected as breeding stock. I am sure that some of you are also thinking of some mishaps like marble bone disease, previously believed to be a Holstein exclusive, suddenly appearing in a few Angus bloodlines.

However, the genetics for large size have always been lurking in the Angus pedigrees because the early cattle were big animals. The immortal Earl Marshall, so instrumental in the Angus breed, was a very big bull and so were his progeny.

The breed did not become compressed into near dwarfs and dwarfs themselves until the late 1930's, 40's and 50's.

Angus breeders did a masterful job of transforming the breed from becoming an almost non-factor into the world leader that it is today. The taller, heavier trend continued until well in the 1990's when some 10 frame cattle began to appear in the show ring. Common sense soon prevailed and Angus cattle settled into extremely functional 1,200 to 1,400 hundred pound cows and many bulls in the 2,200 to 2,600 pound range.

In the past few years cattlemen in the range country partially in the northern and higher altitude portions became concerned about the maintenance requirements of these larger cattle (now larger than what they had 40 years ago) in their sparse grazing areas. So the yo-yo has started again, this time, downward instead of upward.

Four to five frame cattle, with lighter mature weights, might be the right size for range cattle in colder climates and higher altitudes but Bergmann's rule has not been cancelled. Those much smaller framed cattle now rapidly gaining popularity to the west will result in 3-1/2 to 4-1/2 frame critters here in the fescue belt.

Angus is a great breed of cattle and with variations will fit into almost all environments, but it would be an unmitigated disaster to try and fit only one type and size of Angus into all environments and climates. I believe that most breeders agree to that philosophy, so why are some breeders concerned?

Their choices of different bloodlines are limited compared to 40 years ago. Check today's sale catalogues and the AI directories from the major studs. They feature basically the same few bloodlines of look alike, size alike, and pedigree alike cattle. True out-cross Angus bloodlines are few and far between.

What the Angus breed needs to insure its future is a wider gene pool and not a smaller one. If this breed is not careful, what happened in the late 60's with the Simmys and Charolais could happen again.

♦ ♦ ♦

The 2011 Missouri futurity was a great success, prices were good and, as usual, it was an excellent opportunity to visit with other breeders. Exchanging ideas and looking at other breeder's cattle is a great way to prevent barn blindness.

The cattle looked very good, were presented and fitted to perfection, so congratulations to the boys and girls back in the barn. There is no doubt that cattle size, especially the bulls, has decreased over the past several years and some of them could use a little more muscle as well, at least to my taste. But remember, marbling and muscle do not always go together, so it could be that the present push for more marbling has something to do with less muscle in present day Angus as compared to a few years ago.

♦ ♦ ♦

As I watch this yo-yo of up and down cattle size, it reminded me of Bergmann's rule that I first heard of in a long ago biology class. In 1847, Christian Bergmann, a German biologist, proposed the principle (now proven) that warm blooded species living in colder and/or higher altitudes tend to be larger than individuals of that same species living in warmer climates and/or lower altitudes. Forty years ago, plus or minus a few, the continental cattle, Charolais, Simmentals, etc., began to take over or "make over" the traditional Angus and/or Hereford commercial beef cow herds of this country. These new boys on the block offered increased size and more pounds to sell. I often think that pure-bred breeders forgot that our commercial customers sell almost their entire product across the scales.

That period marked the start of the

Stronger than expected beef exports plus fewer cattle has held cattle prices at their present level despite record setting grain prices. Most livestock marketing "predictors" agree that grain prices will be the key to higher or lower cattle markets. In NCAA basketball tournament jargon of teams "on the bubble" of being in or out of the tournament so are present cattle prices. If grain prices advance much higher it will put downward pressure on livestock markets because recent margins for most feed lot operators are at breakeven levels at best.

The ethanol industry, with its subsidies firmly in place, also expects 2011 to be a banner year. It is interesting to note that imports of ethanol dropped drastically between 2009 and 2010, from 193 million gallons to somewhat less than 10 million gallons. That is a big drop and at the same time exports of "corn juice" increased four fold from 2009 levels.

continued on page 21

Hay and Cows and Chaff and Stuff

continued from page 20



Support bacteria. They're the only culture some people have.



Early indications suggest that there will be more U. S. corn and soybean acres planted in 2011 than in 2010. The USDA believes that corn acreage will increase about 4 percent reaching a harvested acreage of almost 85 million acres and that this increase will not come from past soybean acres. The upshot of this is that there will be fewer acres of hay and pasture land. Corn and soybeans are not the only "culprits" in reducing pasture acreage but suburbia – despite higher gasoline prices is still marching unchecked from city to county "gobbling up" farm land in 1 to 5 acre bites.

All of this means that beef cow herd expansion is still several years ahead of us. About the only place where cow numbers are increasing is outside of the major crop producing area. There has been some increase in heifer retention in the range states and in the fringe areas of corn and soybean production in the eastern United States.



He, who laughs last, thinks the slowest.



HNW ■

**Complete
Dispersal**
of the
Bowers Angus Farm Herd

1 PM • Sunday, May 15, 2011

INTERSTATE LIVESTOCK MARKET
CUBA, MISSOURI

With Special Guests

Selling:

Cow/Calf Pairs • Open Heifers • Service Age Bulls

BOWERS ANGUS FARM

Irvin & Imogene Bowers

331 Melody Lane • Cuba, MO 65434

(573) 885-7834 Home

(314) 799-5527

For your free reference catalog, contact anyone in the office of the Sale Managers:
TOM BURKE/KURT SCHAFF/JEREMY HAAG/RANCE LONG, AMERICAN ANGUS HALL OF FAME,
P.O. Box 660, Smithville, MO 64089. (816) 532-0811. E-mail: angushall@earthlink.net.



World Angus Headquarters
PO Box 660, Smithville, MO 64089
816/532-0811 • FAX: 816/532-0851
Email: angushall@earthlink.net
www.angushall.com

Tom Burke
816/853-2697
Kurt Schaff
816/520-6447
Jeremy Haag
816/516-1309
Rance Long
918/510-3464

APRIL 2011

- 1-Apr (N) Miller's Prairie View Angus Production Sale, Gridley, IL
2-Apr Angus in the Green Hills 7th Annual Joint Production Sale, Milan, MO
2-Apr Angus Opportunity 22nd Anniversary Sale, at Buckner & Jeffries Angus Farm, Canmer, KY
2-Apr Grassy Valley Performance-Tested Angus Bull & Female Sale, Greeneville, TN
4-Apr (N) Brockmere Farms 17th Annual Angus Bull & Female Sale, Brookfield, MO, sale at New Cambria, MO
5-Apr (N) Joe Hammell's Freeburg Ridge Angus Performance-Tested Bull Sale, Caledonia, MN
9-Apr Buford Ranches 3rd Annual Spring Angus Female and Bull Sale, Welch, OK
10-Apr Champion Hill Angus Production Sale, Bidwell, OH
10-Apr Midwest Roundup Sale, Stephenson County Fairgrounds, Freeport, IL
11-Apr Eastfield Farm & Friends Annual Angus Sale, Shelbyville, TN
15-Apr Britt Angus Production Sale, Hartwell, GA
16-Apr KiamichiLink Ranch 2nd Angus Bull Sale, Finley, Oklahoma
16-Apr Larkota Angus/4H Influence Sale, Kimball, SD
16-Apr Linthicum Bull & Commercial Female Sale, Welch, OK
16-Apr (N) Wisconsin Angus Breeders Futurity Sale, Grant County Fairgrounds, Lancaster, WI
17-Apr Gamble Angus "Sure Bet Volume II" Sale, Clinton, TN
17-Apr Northern Indiana Angus Breeders Sale, Logansport, IN
18-Apr Derflinger Ranch 8th Annual Performance-Tested Angus Bull Sale, Faith, SD
22-Apr McKean Brothers Performance-Tested Angus Bull & Female Sale, Mercer, PA
23-Apr Tanner Farms Angus Production Sale, Shuqualak, MS
30-Apr KiamichiLink Ranch First Angus Female Sale, Finley, OK

MAY 2011

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

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

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

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

Cattle for sale? If you have a herd of cattle for sale, whether it is a complete herd or a group of cattle, call us TODAY.

We will be glad to come to your farm or ranch at NO OBLIGATION to advise you on the best way to merchandise them.

America's #1 Sale Management Firm as acclaimed by Angus Breeders from coast-to-coast and border-to-border.

Futurity Champions



Grand Champion Bull
Division Four Champion
Fox Run Marathon 9276
By BC Marathon 7022
Fox Run Farms LLC, Mexico, MO



Grand Champion Female
Division Six Champion
A Cross Tilda A0020
By SAV Bismarck 6582
Fox Run Farms LLC, Mexico, MO



Reserve Grand Champion Bull
Division Five Champion
Meyer Merle 904W
By BC Lookout 7024
Meyer Cattle Co, Curryville, MO



Reserve Grand Champion Female
Division One Champion
Morris Pio Lass 1038
By RR New Look 6521
Morris Land & Cattle, Walnut Grove, MO

Angus exhibitors led 76 lots at the 2011 Missouri Angus Breeders' Futurity Show and Sale, February 26 in Columbia, MO. John McCurry, Burton, KS evaluated the 22 bulls and 54 females that were consigned. Fox Run Farms LLC, Mexico, MO captured grand champion bull honor with Fox Run Marathon 9276, a September 2009 son of BC Marathon 7022 who first won division 4. Meyer Merle 904W was the reserve grand champion bull for Meyer Cattle Co, Curryville, MO. The April 2009 son of BC Lookout 7024 first won division 5. Fox Run Farms LLC also led the grand champion female. A Cross Tilda A0020 is a January 2010 daughter of SAV Bismarck 6582 and first won division 6. Morris Land & Cattle, Walnut Grove, MO consigned the reserve grand champion female. Morris Pio Lass 1038 is a September 2010 daughter of RR New Look 6521 and first won division 1.

Bull Division Champions



DIVISION ONE CHAMPION
Clearwater Gameday 420
Clearwater Farm, Springfield, MO



DIVISION ONE RESERVE CHAMPION
SydGen 435U King 0339
Sydenstricker Genetics Mexico, MO



DIVISION TWO CHAMPION
GHF Worthman 0018
Gerloff-Huebler Farms, Bland, MO



DIVISION TWO RESERVE CHAMPION
DAC Apollo 101
Austin Sayre, Stotts City, MO



DIVISION THREE CHAMPION
Gerloff Worthman 0002
Gerloff Farms, Bland, MO



DIVISION THREE RESERVE CHAMPION
Fox Run War Time 9359
Fox Run Farms LLC, Mexico, MO



DIVISION FOUR RESERVE CHAMPION
Meyer Radar 917W
Meyer Cattle Co, Curryville, MO



DIVISION FIVE RESERVE CHAMPION
Gerloff Net Worth 9043
Gerloff Farms, Bland, MO



JUNIOR SHOWMANSHIP WINNERS
Jera Pipkin, Republic, MO Champion
Paige Wallace, Miss American Angus
Sydney Thummel, Sheridan, MO
Reserve Champion

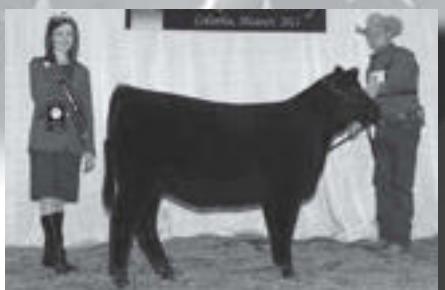


INTERMEDIATE SHOWMANSHIP WINNERS
Jason Thompson Mt Vernon, MO Champion
Paige Wallace, Miss American Angus
Jacob Heimsoth, Lathrop, MO
Reserve Champion



SENIOR SHOWMANSHIP WINNERS
Kinsey Harpster, Kidder, MO 1st Alternate
Derek Washam, Pierce City, MO Champion
Paige Wallace, Miss American Angus
Austin Thummel, Sheridan, MO Reserve Champion
Ashlyn Richardson, Lincoln, MO 2nd Alternate

Female Division Champions



DIVISION ONE RESERVE CHAMPION

H S Lady Preference 634 190
Dereck Washam, Pierce City, MO



DIVISION TWO CHAMPION

Birks Forever Lady 180
Birk Beef Cattle, Gordonville, MO



DIVISION TWO RESERVE CHAMPION

Corks Elga Erica 7141 0037
Cork Cattle Co, Wentworth, MO



DIVISION THREE CHAMPION

SCC Eriskay 070 MCC
Murphy Cattle Co., Houstonia, MO



DIVISION THREE RESERVE CHAMPION

Meyer Empress 1005
Meyer Cattle Co, Curryville, MO



DIVISION FOUR CHAMPION

Hunters Blackcap 010
Hunter Angus, Fair Grove, MO



DIVISION FOUR RESERVE CHAMPION

D Bar L 861 Barbaramere 1017
D Bar L Angus, El Dorado Springs, MO



DIVISION FIVE CHAMPION

GHF Lucy Rose 0025
Gerloff-Huebler Farms, Bland, MO



DIVISION FIVE RESERVE CHAMPION

Mead Pride J216
Alan Mead, Barnett, MO



DIVISION SIX RESERVE CHAMPION

Clearwater Queen 130
Clearwater Farm, Springfield, MO



DIVISION SEVEN CHAMPION

Clearwater Blackbird 2659
Clearwater Farm, Springfield, MO



DIVISION SEVEN RESERVE CHAMPION

Birks Forever Lady 349
Birk Beef Cattle, Gordonville, MO

Female Division Champions



DIVISION EIGHT CHAMPION

SF Barbara 9215

Fox Run Farms LLC, Mexico, MO



DIVISION EIGHT RESERVE CHAMPION

ESF Lady Luck J514

Eggers Stock Farm, Jackson, MO



DIVISION NINE CHAMPION

Waf Missie 909

Hillard Cattle Co, Holliday, MO



DIVISION NINE RESERVE CHAMPION

RCC Pamela Ever 906

Ragsdale Cattle Co, Paris, MO



DIVISION TEN CHAMPION

SydGen Anita 8611

Sydenstricker Genetics, Mexico, MO

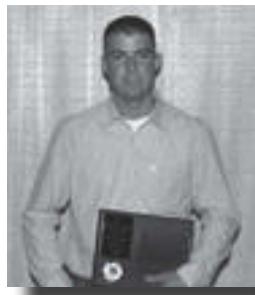


GET-OF-SIRE CHAMPION

By Connealy Worthman 75B

Gerloff Farms, Bland, MO

Missouri Angus Futurity Honors



Brock Meyer of Curryville was honored with the Herdsman of the Year Award



Breeder of the Year was awarded to Wallace Cattle Co., Stotts City. Pictured from left: Ernie, Paige, Sam and Tammy Wallace



Randy Browning (center) of Appleton City was honored as the Commercial Producer of the Year. He was nominated by Kenny & Janyce Hinkle of Hinkle's Prime Cut Angus. The award was presented by Rick Washam (right).

Missouri Angus Futurity Honors



Leon and Glenda Kleeman of Miller received the Missouri Angus Pioneer Award



Dr. Curtis Long was honored with a Youth appreciation Award, presented by Rick Washam



Dr. Curtis Long and David Warfield (left) of Briarwood Farms presented checks to these junior members for exhibiting in the carcass show at the State Fair: Elizabeth Otte, Reba Colin, Joseph Lolli, Eric Allen, Zachary Kempf and Hannah Bartholomew



Bronze and Silver Awards were presented by Cody Smith (left) to these Junior members: Sydney Thummel, Hannah Bartholomew, Kathryn Coon and Jacob Coon



Hope Herd (far right) presented Nathan Eagleburger, Paige Wallace, Austin Thummel and Hannah Bartholomew with Foundation Scholarships



These juniors served as the Missouri Angus Royalty for 2010-11: Princess, Brittany Eagleburger, Miss American Angus, Paige Wallace and Ambassador, Austin Thummel



Paige Wallace received the outstanding junior member award



Show Female of the Year honors went to Paige Wallace and Show Bull of the Year honors went to Cody Smith.



Retiring Missouri Angus Association President Rick Washam is pictured here with his family Cody, Dereck and Mary Jo



Missouri Angus Association Board of Directors Front row: Josh Worthington, Brent Murphy, Deb Thummel, Todd Ragsdale and Rick Washam. Back row: Brian Meier, Brian Brockman, Robert Smith, Kenny Hinkle, Jeff Gooden, Russell Coon, Steve Houston and Linda Eck



Missouri Angus Auxiliary Officers Susan Coon, Tammy Bartholomew, Connie Sayre and Darla Eggers
Not Pictured: Joy Collard



Missouri Junior Angus Association Officers Austin Thummel, Hannah Bartholomew, Sadie Kinne, Ashlyn Richardson, Shannon Yokley and Kathryn Coon

2011 Missouri Angus Futurity Sale Report

LOT	PRICE	BUYER / RANCH	SELLER	LOT	PRICE	BUYER / RANCH	SELLER
1	\$4,000.00	Rob Kates	Morris Land & Cattle	49	\$2,000.00	Hunter Angus	Ward Brothers Livestock
2	\$2,200.00	Shelby Drake.....	Galaxy Beef	50	\$2,400.00	Terry Pohlman	Checkerhill Angus
3	\$4,100.00	Victoria Gerken	Hillside Angus	51	\$4,500.00	Mark Satterfield	Eggers Stock Farm
4	\$2,500.00	Faith Elizabeth Guice.....	Murphy Cattle Co	52	\$3,000.00	Casey Bowe	Cork Cattle Co
5	\$2,400.00	Matt Bronk	Morris Land & Cattle	53	\$3,400.00	Chris Schoolfield	Fox Run Farms
7	\$1,500.00	Roger Steuber.....	Morris Land & Cattle	55	\$2,250.00	Charles Ahrens	Spicknall Farms Angus
8	\$2,000.00	Kyle Conley.....	Cork Cattle Co	58	\$2,750.00	Prairie View Farms ..	Spicknall Farms Angus
10	\$1,750.00	James Kilmer	Byergo Angus	59	\$3,000.00	Seven T Farms	McBride Angus Farm
11	\$3,800.00	Walnut Grove Angus	Birk Beef Cattle	60&A	\$4,200.00	Seven T Farms	Garton Angus Ranch
12	\$1,850.00	Phillip Sensenich.....	Drew Byergo	61&A	\$4,000.00	Seven T Farms	Garton Angus Ranch
13	\$2,600.00	Kendra Pryor.....	Meyer Cattle Co	62	\$6,000.00	Rocklin Farm	Hillard Cattle Co
14	\$6,500.00	David Ketsenburg	Meyer Cattle Co	63&A	\$3,600.00	Seven T Farms	Ragsdale Cattle Co
16	\$2,400.00	Statler Angus Farm	Quail Meadow Farm	64	\$20,000.00	Doug Borkowski	Sydenstricker Genetics
18	\$2,700.00	McLand Angus	Quail Meadow Farm	64A	\$3,600.00	Ronald Smith	Sydenstricker Genetics
19	\$2,600.00	Terry Pohlman.....	Brent Boyce Farms	65	\$2,200.00	Eddie Sydenstricker	Hillside Angus
20	\$5,700.00	Jackie Woodworth	Murphy Cattle Co	66	\$5,000.00	Chris Cadle	Galaxy Beef
21	\$3,800.00	Mattie Devore	D Bar L Angus	67	\$5,000.00	Kris Graupman	Sydenstricker Genetics
22	\$2,000.00	Clay Birk	D Bar L Angus	69	\$2,200.00	Gary Holaday	Pitts Angus Farms
23	\$3,000.00	Statler Angus Farm	Spicknall Farms Angus	70	\$2,500.00	Chris Schoolfield	Caleb Sayre
24	\$2,000.00	Brianna Winistoerfer.....	Hunter Angus	71	\$3,300.00	Kent Embry	Clearwater Farm
25	\$4,200.00	Chris Schoolfield.....	Hunter Angus	72	\$2,000.00	Bill Colson	Ragsdale Cattle Co
26	\$3,000.00	Wayne James	Bryson Byergo	73	\$2,200.00	Nathan Weber	Owen Bros Cattle
29	\$4,000.00	Kevin Ross	Brockmere Farms	74	\$5,000.00	Kevin Huebner	Gerloff - Huebler Farms
30	\$3,100.00	Taylor Miller	Birk Beef Cattle	76	\$3,500.00	Larry Robuck	Austin Sayre
32	\$3,000.00	Raymond Jackson.....	Gerloff - Huebler Farms	77	\$3,300.00	Nathan Weber	Gerloff Farms
34	\$2,500.00	Trowbridge Angus.....	Mead Angus Farm	78	\$3,400.00	Charles Ahrens	Birk Beef Cattle
36	\$3,500.00	Raymond Drake	Gerloff - Huebler Farms	79	\$3,300.00	David Wand	Fox Run Farms
37	\$1,750.00	Roger Steuber.....	Owen Bros Cattle	80	\$3,200.00	Neal Scharre	Circle M Farms
38	\$2,000.00	McClure Farms LLC	Mead Angus Farm	82	\$4,100.00	David Wand	Brockmere Farms
39	\$4,000.00	Cody Ross	Clearwater Farm	83	\$6,000.00	Kurt Harvey	Meyer Cattle Co
40	\$3,000.00	Olivia Schwaller.....	Birk Beef Cattle	84	\$3,500.00	David Kuipers	Royal Flush Angus
41	\$5,900.00	Brice Shamberger	Fox Run Farms	85	\$3,700.00	Sheldon Burks	Fox Run Farms
43	\$5,000.00	Rob Kates	Birk Beef Cattle	87	\$3,700.00	Elbert Angus Farms	Ragsdale Cattle Co
44	\$3,400.00	John Schneider	Checkerhill Angus	88	\$2,700.00	Matthew Castle	Rolling Fields Cattle Co
45	\$5,000.00	Cody Ross	Clearwater Farm	89	\$3,000.00	John Dillon	Jacob Lutes
46	\$3,100.00	Triple C Cattle Co.....	Hunter Angus	90	\$7,200.00	Mike McClelland	Meyer Cattle Co
47	\$3,500.00	Mark Satterfield	Eggers Stock Farm	91	\$3,000.00	James Kilmer	Spicknall Farms Angus
48	\$3,000.00	Casey Bowe	Pitts Angus Farms	92	\$6,000.00	Dale Bronk	Gerloff Farms

To contract a Business Card Ad,
Contact the Missouri Angus Association
417-995-3000



Col. Glenn Head

AUCTIONEER RING SERVICE

Rural Route 1 Box 167
Novelty, MO 63460

h 660-739-4577
c 314-412-7490
ghead@marktwain.net

Birk

Livestock Photography • Ring Service

DON BIRK

1302 S. Kirkpatrick, El Dorado Springs, MO 64744
417-876-4613

Thank You for Your Business



AMERICAN LIVESTOCK INSURANCE COMPANY

*Insure with your
friend in the
Angus business:*



Steve Miller Insurance Agency Inc.

21146 400 St. • Graham, MO 64455
Phone 660-582-1334 • Fax 660-939-4428
E-mail bigmilr@grm.net

2011 Spring Sale Dates

4-2	Four State Angus Association	Springfield
4-2	Angus in the Green Hills.....	Green City
4-4	Brockmere	Brookfield
4-9	Howard County Angus Association	Fayette
4-12	Sydenstricker Influence	New Cambria
4-16	East Central Angus Association	Cuba
4-16	Owen Brothers Cattle Co	Bois D'Arc
4-21	KCS Angus Ranch	Novinger
4-23	Heart of the Ozarks Angus Association Female Sale	West Plains
4-24	C&C Performance Angus	Cameron
4-30	S Bar K Ranch Dispersal	Springfield
5-14	Busted P.....	Malden



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



SCOTT CRAWFORD

Auctioneer - Ring Service

P.O. Box 353
Platte City, MO 64079

Home: 816-858-5586 • Mobile: 816-804-1410
Thanks for your Support

PUREBRED
Livestock Services

CLINT HUNTER
AUCTIONEER
1726 St. Rd. 44 • Elkland, MO 65644 • (417) 860-1624

JDH Enterprises

Ringman • Sale Consultant



Jordan Hunter

2315 E. 558th Rd.
Fair Grove, MO 65648

417.224.6296

JAMES M. BIRDWELL Jr.
AUCTIONEER

Box 521 • Fletcher, OK 73541

Home: 580-549-6636
Fax: 580-549-4636
Mobile: 580-695-2352



Thanks Missouri Angus Breeders!
I enjoy working for you.



JOHN SMART

5350 State Rd. PP
New Bloomfield, MO 65063

573-676-5420 Home
573-864-6977 Cell

Email: jsmart@ktis.net

Call me to help at your Angus sale.
As: **AUCTIONEER, RINGMAN & ORDER BUYING.**

Auctioneer • Ring Service • Order Buyer



MARTY COUCH

1406 E. Briggs Drive
Macon, MO 63552
Mobile 660-349-9320

For all your Auction Needs

Reference
on
Request

Buying All Classes
of Livestock
Licensed & Bonded



Auctioneer

EDDIE BURKS

Rick Rd. • Park City, KY 42160
Home: (270) 678-4154 • Cell: (270) 991-6398
Email: enburks@scrtc.com



Your Missouri Angus
Auctioneer

JERRY LEHMANN

Box 825
Lake Ozark, MO 65049

Mobile
573-999-4759

Home
573-474-7230

JORDAN ANGUS

3285 E. Highway 32 • Salem, MO 65560
(573) 729-7552 or (636) 394-6933

**SELLING TWO FALL CALVING, HIGH
PERFORMANCE HEIFERS BRED TO
SYDGEN MANDATE 6079**



**EAST CENTRAL MISSOURI
ANGUS ASSOCIATION
SPRING SALE
NOON, APRIL 16, 2011**

INTERSTATE REGIONAL STOCKYARDS • CUBA, MISSOURI

Gutermuth Angus Farm

Presents

GAF Rita 9021

(reg. # 16462307)

CED	BW	WW	YW	MILK	MARB	RE	SW	SB
+3	+3.3	+49	+97	+30	+1.63	+1.42	+22.53	+65.56

A 2/1/09 Net Worth daughter out of a 1407 daughter from the Rita cow family. Sells with a 12/19/10 heifer calf as side sired by Bismarck.

Elkhorn Rita 987

(reg. # 16542829)

CED	BW	WW	YW	MILK	MARB	RE	SW	SB
I+8	I+2.3	I+54	I+100	I+26	I+.52	I+.22	+26.89	+56.96

A 9/23/09 bred heifer sired by Pendleton. Her Predestined dam is out of the Rita cow family. Sells bred to Bextor due 9/5/11.

Selling at

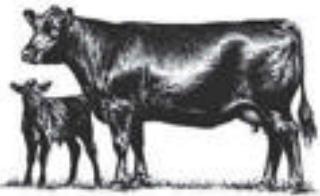
**EAST CENTRAL MISSOURI ANGUS ASSOCIATION SPRING SALE
April 16, 2011 • Noon • Cuba, MO**

Ken, Betty, and Tim Gutermuth • St. Charles, MO
Tim: (314) 393-2884 • gute05@tds.net

“Your Gateway to Angus Excellence!”

Marshall & Fenner Farms

Rt. 2, Box 88
Malta Bend, MO 65339
Ph. & Fax (660) 538-4605



Oliver Marshall
Sam Fenner
Brian Marshall
Tom Fenner
Todd Marshall

Coach's Corral

POWER PLUS ANGUS GENETICS

Visitors Always Welcome

Look for our genetics at:

Four State Angus Sale • April 2 • Springfield

Edsel & Becky Matthews
3721 E. State Hwy. KK
Fair Grove, MO 65648

Phone: 417-833-2331
Cell: 417-838-4088

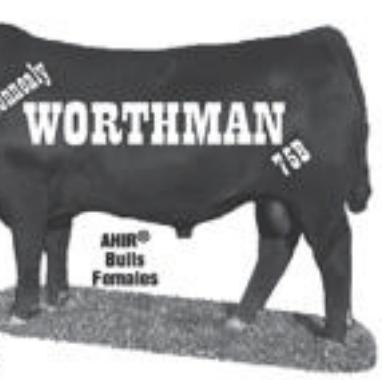
E-mail: bematthews5@gmail.com

3154 Hwy A
Bland, MO 65014
(573) 437-3751 or 2507
Charlie Cell (573) 680-9117
Kim Cell (573) 291-1091
khuebler@wildblue.net
www.gerloffcattle.com

Bulls and Females at Private Treaty

GERLOFF FARMS
Dedicated to the Livestock Industry Since 1930

Semen Available



To contract a Business Card Ad,
Contact the Missouri Angus Association
417-995-3000
or worthing@missouriangus.org



Accelerated Genetics

Innovation Breeds Excellence®

Keenan Switzer

District Sales Manager

21367 Highway U • Bucklin, MO 64631
660-695-4490 Home • 660-734-0510 Cellular

Blase Angus

With Kable Angus, the Leading Tenderness Herd in MO
"The Angus Calving Ease Capital of MO for Tender Beef"

Herd Sire	BW	WW	YW	Tenderness
Connealy Thunder (AI)	-0.4	47	96	*****
RCC Valentine	+1.9	61	104	*****
SydGen Successor	+1.4	39	86	****
Molitor Hank	0.0	40	90	***

EPDs as of date of purchase of bull/semen

9100 E. St. Charles Road, Columbia, MO 65202
573-474-4515



East Central Missouri Angus Association

Join us for our

SPRING SALE

April 16 • Cuba, MO

Robert Jordan, Treasurer • 126 Vlasis Drive • Ballwin, MO 63011



573-395-4281

REGISTERED ANGUS SELLING:

BULLS
OPEN HEIFERS • BRED HEIFERS
COMMERCIAL BRED HEIFERS

Owners: Don Schaefer & Pam Walther
Jefferson City, MO 65101
573-619-6141 • 573-395-4281
shawneewindsangus@embarqmail.com

Certified Herd #1931
Johnes Certificate: MPC0055



Update keeps beef success going

By Kristen Odom, Industry Information Intern

You could read your way to more profitable, high-quality beef production. A new 40-page edition from the *Certified Angus Beef®* (CAB®) brand shows how and why to increase the supply of cattle that qualify.

In February, CAB began distributing a second edition of its full-color, in-depth special report called "Supplying the Brand," first released four years ago. Distributed to registered and commercial Angus producers, feedlots, allied industry partners and educators, it explains the finer points on the production side of the brand, says Mark McCully, CAB assistant vice president.

Demand was brisk for the 2006 first edition printing, when 50,000 copies filled requests in single envelopes and boxes of hundreds. In the following six months there were more than 200,000 downloads of pages from the web. The award-winning report simply explains how the CAB Program works with market forces to put more dollars in producer pockets.

It still starts with high quality. "Marbling remains the most significant performance and carcass trait, even as prices shift," McCully says. "That's why we must learn how to keep managing cattle to make the most of their marbling potential."

The updated magazine explains how the long-term focus on marbling is paying off at every link from ranch to plate. The CAB brand has become a destination product for consumers: they seek out restaurants and retail stores where they can buy that brand. In a similar way, some ranches and feedlots have become repeat destinations for cattle buyers looking to find the kind that perform and grade.

Consumer preference lays out the challenge to keep producing high-quality beef, because that's what they want. As noted in "Supplying the Brand," when asked to visually identify the desirable amount of marbling in a steak, nearly 70% favored premium Choice or higher – the same levels required for CAB brand acceptance.

Producers have responded to keep a good thing going. Rather than reverting to the late quarter-century downward spiral in demand when it came to pleasing consumers, they improved quality. It had

to do with feeding conditions, cowherd culling and better tools to apply better Angus genetics, but production of high-quality beef started trending upward in 2007, McCully says.

And when it comes to profitable quality, CAB is holding the bullseye as "the brand that pays," just using market forces. The report explains nobody enrolls or pays dues or feeds a certain ration to qualify for the program, but everyone raising Angus-influence cattle can

shoot for the target as market signals warrant. CAB does not get involved in buying, selling or owning cattle or beef – it simply builds demand. Since 1996, packers have paid producers more than \$300 million in premiums for cattle that have met brand requirements.

"From the growing success of the brand to the trickle-down economics that maintain a nice flow of consumer cash back to the ranch, this updated report is based on more than theory," McCully explains. "It includes commentary from producers successfully and profitably targeting the high-quality end product."

The full-color magazine details those challenges and opportunities. To request printed copies, visit www.CABpartners.com, call Marilyn Conley, 800-225-2333 ext. 298, or email mconley@certifiedangusbeef.com. ■



Mark McCully



Adding, capturing calf value

By Steve Suther, Industry Information Director

Cattlemen may hear about the shrinking beef industry and wonder about their role in the future. They can take heart in the expanding high-quality end of the business, however.

Licensed partners of the *Certified Angus Beef®* (CAB®) brand worldwide sell more than 2 million pounds of branded product per day, and supply has increased 92% in the past five years. That's according to Mark McCully, CAB assistant vice president, supply.

Addressing producer-members of the Pittsylvania County Cattlemen's in Chatham, Va., earlier this month, McCully said demand for CAB products grew along with supply, and that represents opportunity for producers.

Overall higher cattle prices and premiums for the best cattle are

two results of strong demand, but producers can take steps to move a greater share of their calves into that premium category, he said.

Genetic selection tools available on registered Angus cattle, specifically EPDs (expected progeny differences) can help any herd make progress. "EPDs are used to compare animals within a breed but you should also pay attention to the average values of the breed," McCully said. "For example, using a bull in the top half of the breed for Marbling EPD, or those above +0.40, is more in line with a genetic focus on the CAB brand."

Current average EPDs for Angus cattle are posted at <http://angus.org/Nce/BreedAverageEPDs.aspx>

Given the genetic potential, cattlemen can see it realized through

continued on page 36

Edgewood Angus Farm

Ricky Hopkins
44 County Rd. 277
Auxvasse, MO 65231
573-581-9032

Foundation cows, Candolier and Wye bred.

Wintergreen Angus Farm

Herd Sires:
WAF Vision 868 • CSC Objective 840

A.I. Sires:
Connealy Forward
Nichols Extra K205 • SydGen CC & 7

341 Co. Rd. 307
Fayette, MO 65248

Lloyd & Olie Cash
660-248-9898



KO ANGUS



Family herd established in 1902

Ken & Karen McCutcheon

14329 Hwy D
Versailles, MO 65084
573-378-4606
ken@komccutcheon.com

Weiker Angus Ranch

Large selection service age bulls
and a few select females for sale.

1339 Hwy 124
Fayette, MO 65248

Fred
660-248-3765

Earl
660-248-3640

McBride Angus

Bobby Dale & Barbara
9292 Audrain Rd. 140 • Centralia, MO 65240
573-682-2874

**Bulls, Bred and Open Heifers
For Sale
Performance Tested**

~Visitors Always Welcome~

Rich Murnahan
Shawn Murnahan

3211 Old State Rd.
Mayview, MO 64071

Signs By L&J

660-584-2017



Email: Risha6469@aol.com
“We Design & Make
Signs For Your Needs”

**Visit the Missouri Angus Association
Website at**

www.missouriangus.org



INNES ANGUS

Family Herd Established 1902

FARM LOCATED:

1168 State Rd. DD, Fayette, MO 65248

**Linda 573-445-8229
Jim 660-882-2865**



**CATTLE
Visions**

Clark, MO
866-356-4565
www.cattlevisions.com

"Home of the Hottest Sires!"

- Semen
- Supplies
- AI Schools
- AI Certificates
- Synchronization



Sires Represented:
Bextor • Predestined • Net Worth
• Total • Pendleton • Wave

S Bar K Ranch LLC

Mountain Grove, MO
Registered Angus Seedstock Producers

Complete Dispersal Sale
April 30, 2011 • Springfield, MO

Steve Smith • 417-547-7999

Garton Angus Ranch

Norman & Vicki Garton
15660 E. Pawhuska Rd.
Nevada, MO 64772
(417) 667-5696
ngar2@yahoo.com

George & Crystal Garton
17763 E. BB Hwy
Sheldon, MO 64784
(417) 944-2809

Performance-Tested Bulls for Sale
AHIR since 1973



Douglas Simms
Representative
Primerica
3608 S. Campbell Avenue
Springfield, MO 65807-5202

417 536 5792 Cell
309 657 0031 Residence
417 882 4001 Business
417 882 4520 Fax
DSIMMS@PRIMERICA.COM



DOUG SIMMS
Sales Consultant

FRIENDLY FORD, INC.
3241 S. Glenstone
Springfield, MO 65804

Cell. (309) 657-0031
Cell. (417) 536-5792
(417) 883-4330
Toll Free (877) 937-3637
cars@friendlyford.net

McBee Angus Farm

Production tested since 1973.

AHIR Member

Bulls and Heifers For Sale

Stephen, Joy, Jodie • 660-645-2619
Jason & Sandy • 660-645-2890
Robert • 660-645-2613

409 Wooden Ave.
Braymer, Missouri 64624

Our program is designed to control genetic improvement - not risk it.

AHIR Records since 1969.
In the Angus business since 1959.
Breeding Cattle with the Progressive Commercial Cattleman in Mind.



36327 Monarch Trail • Guilford, MO • 64457 • (660) 652-3670
MACIL LAUGHLIN FAMILY



Bob, Lynn and Alec Fodge • Bobby and Patty Fodge
24247 Monroe Road 836 • Paris, MO 65275

660-327-5277 • Hopewell@parismo.net • www.hopewellfarmsangus.com

Registered Angus Bulls, Bred Heifers, and Bred Cows For Sale.

Call For Appointment.

Know Bull Tip: A better bull makes better calves.

The Missouri Unit of Basin Angus Ranch



B&M Angus

Mark & Cindy Womack

13801 Colorado Ave.
Elmer, MO 63538
660-486-3395



**Thanks to everyone who helped make
our spring bull sale a success.
Special thanks to all of our bidders and buyers.**

Jim & Sherry Brinkley

53921 Highway 6, Milan, MO 63556 • 660-265-3877 • brinkleyangus@alltel.net

Hoffman Angus Farm

**Quality Angus Cattle
Since 1918**

Vic & Emily

28384 Benton Way
Kirksville, MO 63501

Home: 660.665.3936
Vic's Cell: 660.341.4157
Emily's Cell: 660.216.9558

E-mail: hoffmanangus@yahoo.com

★ HERD SIRES ★

TC Supreme 5279
TSA 6807 Direct Object 805

★ AI HERD SIRES ★

Bon View New Design 878
Dr. J Analyst M250
Mytty In Focus



Visitors Always Welcome!

CED
I+2
BW
I+2.2
WW
I+46
YW
I+80
SC
I-.01
Milk
I+21
Marb
I+.20
RE
I+.06
\$W
+26.66
\$B
+36.59

Introducing SAV KING OF SPAIN 8476



FV 20K King 308M
x N Bar Emulation EXT
x MA Rising Star

We will also have
progeny available out
of TC Advantage 622
this fall as well.

Campbell Stock Farm

Bill and Linda • 62786 Omaha Rd. • Green City, MO 63545 • **660-874-4404**

Over A Half Century of Progressive Genetics

BROOKDALE FARMS

REGISTERED ANGUS CATTLE

Family Owned & Operated • Kristy Bluhm Fisher

**Angus Seedstock ~ Private Treaty
Producing Angus Cattle with Performance**

East Hwy. 50 ★ Route O ★ Right 1/2 Mile
30489 Overstreet Road ★ Sedalia, MO 65301

660-826-4741

DVAuction
Broadcasting Real-Time Auctions



Kevin Johansen
573-289-1061

Windy Hill Angus Ranch

31821 Kite Road
Brookfield, MO 64628
660-258-2707 or

660-734-0673

Dennis & Lynda Sprague, Owners

Breeding Stock For Sale



Brockmere Farms Inc.

Marguerite, Bill & Brian Brockman
30592 Hwy 11, Brookfield, MO 64628
660-258-3895 or 660-258-2901 • Brian **660-258-3011**

HERD BULLS

SAV New Year • SAV Warranty 8218 • SAV Priority 7283
Sale Date First Monday in April • Visitors Always Welcome



Stacking the Odds with AI

By Miranda Reiman, Certified Angus Beef Industry Information assistant director

Cattlemen know genetic change is a slow process, especially when compared to other species.

That should be enough motivation to think about stacking genetics, says Aaron Arnett, Select Sires vice president. Bull selection is only half the equation.

"Even the best set of sires mated to a group of mongrelized cows will not produce calves that hit the high-quality targets with any consistency," he says.

Missouri's Show-Me Select® program provides a test case. After all, its main focus is on using timed artificial insemination (TAI) to produce predictable females. After more than a decade, that has translated into an elite reputation as the go-to source of top-notch replacement heifers.

When the right sires are chosen, the results are just as outstanding in the feedyard and on the rail.

The Show-Me steer mates are setting quality records, one recent load making the news with 86.8% *Certified Angus Beef®* (CAB®) and CAB Prime acceptance.

"We're helping producers put together these puzzle pieces," says David Patterson, University of Missouri animal scientist who spearheaded the original program. "Timed AI is only the first step, because a wrong sire choice means they're just breeding cows, not adding measurable value."

In the university's straightbred commercial Angus herd, they're tracking that monetary incentive. When pasture-bred calves are breaking even, progeny of high-accuracy AI sires are making \$60-per-head profit.

Patterson says that's a result of pairing those value-added females with high-accuracy sires known for calving ease, marbling and carcass weight.

"Everybody knows inputs have increased remarkably, relative to selling commodity calves," he says. "We have to figure out how to get more out of each calf crop we're producing."

Straightbreeding may be the easiest way to do that, but those practicing it need a specific target, Patterson says. Otherwise they may be giving up the heterosis benefits of crossbreeding without the tradeoff in high-quality beef premiums.

"Nothing is better for consistent, highly predictable outcomes than a cowherd with pedigrees stacked for a desired trait or combination of traits," Arnett says. "When proven AI sires are mated in such a herd, the results will be impressive, worth retaining ownership and selling those calves on the grid."

That's more difficult to accomplish with crossbreeding, which Arnett still advocates in most cases.

Patterson points out one potential downfall, however, even with high-accuracy Angus calving-ease genetics on Continental-cross heifers: "Birth weight in the calves from those heifers becomes a complete wild card — for better or worse, heterosis begins at conception."

If producers are looking to set an end-product goal, Patterson has one in mind.

"The Certified Angus Beef program sold 775 million pounds of product this year and will need a billion pounds by the year 2020. That's 3.5 million cattle; that's an opportunity for those who can meet the demand," he says. ■

Adding, capturing calf value

continued from page 32

comprehensive herd health and nutrition programs and low-stress management, he added. "Then, find ways to get carcass data by working with organized state programs, your bull supplier or a CAB licensed feeding partner. Keep detailed records and use that data in sire selection and cowherd culling."

To illustrate value differences, McCully shared three scenarios with 750-pound (lb.) feedlot calves. Groups one and two were both age-and-source verified, gained 3.5 lb. per day (ADG) with feed-to-gain (F:G) conversion of 6.1. After a theoretical 1% death loss, both groups finished at 1,325 lb.

The key difference was in carcass grading: Group 1 had 5% Prime, 40% CAB and 90% Choice or better along with 30% Yield Grade (YG) 1 or 2 and 15% YG 4. Group 2 was leaner with 40% YG 1 or 2 and just 5% YG 4, but no Prime, only 10% CAB and 50% Choice with 5% Standard.

Then there was Group 3, the calves without age-and-source verification, ADG at 2.9 lb., F:G at 7.0, apparently in poorer health with 4% death loss and finishing at 1,250 lb. They managed the same carcass results as Group 2, but came in \$195 per head lower value than Group 1 under current market conditions.

McCully concluded by emphasizing the importance of market-

ing options to capture the value in "value-added" calves.

- Retain full or partial ownership of calves through the feedlot
- Direct marketing to feedlots with bonus options for carcass premiums
- Commingled sales of high-quality calves with other like-minded producers
- Calves backed by a resume that documents their profit potential
- Age-and-source verification with AngusSource®, which generally returns at least \$25 per head. ■





Richard, Marica & Gabe

734 County Rd. 614 • Jackson, MO 63755
573-243-5714

RUSSELL'S CATTLE SOLUTIONS, L.L.C.

Carcass Ultrasound & Semen Sales

Russell L. Coon

1318 Shelby 169 • Bethel, MO 63434
(660) 284-6518 home • (660) 341-2705 mobile
(660) 284-6518 fax
rscoon@marktwain.net



Mid-America Angus Association

For information contact:

Laureen Fanning, Secretary-Treasurer
13208 S. Outer Belt Rd. • Lone Jack, MO 64070
816-697-2511

Become a Fan of the Missouri Angus Association on Facebook

Check our page for:

- **Association Updates**
- **Angus Events**
- **Deadline Reminders**
- **Junior Opportunities**

Log onto facebook and search for Missouri Angus Association to find our page.



PERRY ANGUS

5854 Shelby 154 Bethel, MO 63434
Bob Jim
660-284-6476 660-284-6564

EPD and AHIR Records
Calving Ease Bulls

Sires: Perry Power Design 715
New Day • New Standard
Perry Alliance 517 • Perry Lead On 434

www.perrypurebreds.com

NEESE ANGUS FARM

Proven, Predictable, Profitable

**The Power Of Proven A.I. Sires
and
Cow Families with Staying Power**

~ For Over 45 Years ~

We offer the opportunity to purchase real-world, working bulls and females, at down-to-earth prices, that will return to you both profits and pride of ownership.

Rutledge, MO
H. 660-883-5556 C. 641-344-4565

*Butch's
Angus*

2013 E. County Road 330 • Jackson, MO 63755

Butch & Eileen Meier **Brian & Paula Meier**
573-243-8574 **573-204-7916**
email: butchang@showme.net

*Annual production sale held the
Saturday after Thanksgiving
"Breeding Tomorrow's Cattle Today"*

Burge Angus Farms

POMONA, MO

*Where Cows are spoiled,
Calves are loved,
And bulls know what to do.*

Patti Burge 1-816-590-4898



Index of Advertisers

FARM	PAGE	FARM	PAGE
ABS	39	Heart of the Ozarks Angus Association	3
Accelerated Genetics	31, 40	Hoffman Angus Farm.	35
American Angus Hall of Fame	21	Hopewell Farms.	34
American Livestock Insurance.	28	Hunter, Clint	29
B&M Angus	35	Hunter, Jordan	29
Birdwell, James	29	Igenity	15
Birk, Don	28	Innes Angus.	33
Blackacre Cattle Co	4	Jones & Gilliam	5
Blasé Angus.	31	Jordan Angus.	30
Bowers Angus Farm.	21	KCS Angus Ranch	9
Brinkley Angus Ranch	35	KO Angus	33
Brockmere Farms	35	Laughlin Angus	34
Brookdale Farms	35	Lehmann, Jerry	29
Burge Angus Farms	37	Marshall & Fenner	31
Burks, Eddie.	29	Matthew's Angus.	31
Busted P Angus Ranch.	13	McBee Angus Farm	34
Butch's Angus	37	McBride Angus	33
Campbell Stock Farm.	35	Mead Angus	Inside Front Cover
Cattle Visions.	34	Mid-America Angus Association.	37
Couch, Marty.	29	Neese Angus Farm.	37
Crawford, Scott.	29	Perry Angus.	37
DV Auction	35	Primerica	34
East Central Angus Association	17, 31	Russell's Cattle Solutions	37
Edgewood Angus Farm	33	S Bar K Ranch	1, 34
Eggers Stock Farm.	37	Select Sires.	6, 7
Fox Run Farms.	8	Shawnee Winds Angus	31
Frank-Hazelrigg Cattle Co	Inside Back Cover	Signs by L&J.	33
Friendly Ford	34	Smart, John	29
Garton Angus Ranch	34	Sydenstricker Genetics	Back Cover
Gerloff Farms.	31	Weiker Angus Ranch	33
Gutermuth Angus	30	Windy Hill Angus Ranch.	35
Head, Glenn	28	Wintergreen Angus Farm.	33

INDUSTRY-LEADING PRODUCTS & SERVICES



GENETICS

The best genetics in the industry



SERVICE

Highly skilled Representatives
to meet your needs

RESULTS

The products and services
that produce results



Breeding Cattle Systems

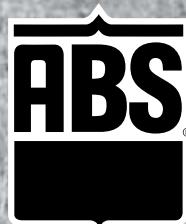
- Uniquely proven genetics with Circle A Sire Alliance
- Replacement Heifer Services

Feeder Cattle Services

- Age & Source Verification (ASV)
- Marketing Assistance

ABS is home to the products, services and people that can help you achieve your goals. Contact your local ABS Representative today or call 1-800-ABS-STUD to find out more about our industry-leading products and services.

©2011 ABS Global, Inc.
1525 River Road
DeForest, WI 53532
Ph: 1800-ABS-STUD
Fax: 608-846-6449
www.absglobal.com



Accelerated Genetics
Angus Breed Leaders

- Moderate Birth Weights
- Tremendous Growth
- Top 1% for \$B and \$F

014AN00317 Poss

Total

Impact
745

TC Total x Lead On
Reg#15885405



Expected Progeny Differences and \$Values (Info as of 02/21/2011)															DTRS/HERDS			CARCASS			C-PG	U-PG	\$VALUES			
PRODUCTION						MATERNAL						DTRS/HERDS			CWT	MARB	RE	FAT	C-GRP	U-GRP	\$W	\$F	\$G	\$QG	\$YG	\$B
CED	BW	WW	YW	RADG	YH	SC	DOC	CEM	MILK	MW	MH	HPG	\$EN	CWT	MARB	RE	FAT	C-GRP	U-GRP	\$W	\$F	\$G	\$QG	\$YG	\$B	
EPD	+6	+2.0	+73	+134	+24	.7	.55	+21	+10	+24			-17.04		+19	.95	.63	-.023		28	+28.71	+66.75	+45.51	+33.74	+11.77	+81.58
Acc.	.69	.69	.57	.49	.40	.62	.49	.20	.19	.21					.33	.42	.39	.40		8						

014AN00308 SCR

Right
Cross
70024

Crossover x Special Addition
Reg#15836708



Expected Progeny Differences and \$Values (Info as of 02/21/2011)															DTRS/HERDS			CARCASS			C-PG	U-PG	\$VALUES			
PRODUCTION						MATERNAL						DTRS/HERDS			CWT	MARB	RE	FAT	C-GRP	U-GRP	\$W	\$F	\$G	\$QG	\$YG	\$B
CED	BW	WW	YW	RADG	YH	SC	DOC	CEM	MILK	MW	MH	HPG	\$EN	CWT	MARB	RE	FAT	C-GRP	U-GRP	\$W	\$F	\$G	\$QG	\$YG	\$B	
EPD	+4	+2.0	+66	+122	+19	.3	-.12	+7	+8	+21			-10.00		+30	.58	.57	-.030		30	+27.74	+56.27	+36.70	+26.64	+10.06	+74.71
Acc.	.44	.71	.59	.51	.34	.20	.53	.20	.17	.20					.31	.41	.36	.39		7						

To place a semen order or for more information contact your nearest Accelerated Genetics representative:

Rick Mix, District Sales Mgr.	620.224.9423
Harold Miller, Regional Beef Specialist	970.481.3921
Terry Brown, Leslie	870.204.2425
Russell Coon, Bethel	660.341.2705
Don Ely, Hartville	417.830.7530
Keenan Switzer, Bucklin	660.734.0510
Larry Thompson, Russellville	573.694.7030

1.800.451.9275
info@accelgen.com
www.accelgen.com

Accelerated Genetics®

Predictable PERFORMANCE



FHCC Completion



Sire: Summitcrest Complete Dam: FHCC Evergreen 277

3/14/11 EPDs

CED	BW	WW	YW	Milk	Marb	REA	\$W	\$B
+6	+2.2	+49	+93	+26	.70	.96	28.18	74.00

Top 35% Top 25% Top 20% Top 15% Top 1% Top 30% Top 1%

- ✓ Low birth weight Summitcrest Complete son
- ✓ Moderate, powerful "Old School" phenotype
- ✓ Heavy muscled with 1.4 sq. in. REA per cwt.
- ✓ Balanced EPD package that hits the sweet spot in most key areas
- ✓ EPDs enhanced by outstanding Igenity & Pfizer genomic profiles
- ✓ Semen available through Orlgen and ABS Global

FHCC Affirmative



Sire: S S Objective T510 OT26 Dam: FHCC Georgia 264

3/14/11 EPDs

CED	BW	WW	YW	Milk	Marb	REA	\$W	\$B
+9	+21.5	+56	+104	+25	.67	.54	28.69	71.15

Top 15% Top 15% Top 10% Top 25% Top 10% Top 4% Top 25% Top 1%

- ✓ Moderate framed Objective son with added thickness
- ✓ Scrotal circumference (+.56) and Docility (+13) improver
- ✓ Tremendous genomic profile
- ✓ Sires deep ribbed, easy fleshing daughters with super udder quality
- ✓ \$9 per unit special pricing through April 30th
- ✓ Semen available through ABS Global

Genomic Profile

Pfizer PF50	
CED	top 11%
ADG	top 16%
YW	top 5%
CW	top 11%
Marb	top 8%
RE	top 7%
Fat	top 5%

John Frank
3263 Pierson Blvd.
Fulton, MO 65251
(573) 642-8586
johnfrank@aol.com
Adam Kautsch, Herdsman
(573) 338-0652

Doug & LaRee Frank
6860 Valiant Drive
Windsor, WI 53998
(608) 846-8850
(608) 279-3172 cell
dfrank@charter.net

Brent & Keri Hazelrigg
(573) 234-8595
(703) 587-9959 cell
fhcattleco@aol.com

Steve & Carla Underwood
(660) 653-4549

Put FHCC bull power to work for you!

Ten Reasons To Consider FHCC Genetics

PREDICTABLE PERFORMANCE

1. Calving Ease First

Calving ease is a must in our program. The average BW EPD of our cow herd is +1.4, with most matings targeted for +2.0 or less.

2. Maternal Performance

FHCC produced the Angus breed's No. 1 female for maternal performance as measured by \$W Index based on both the Spring and Fall 2008 National Cattle Evaluations. Overall, we are proud to have owned three of the breed's top 25 cows for \$W Index. Our females are raised to perform on Missouri fescue with a 60-day spring and 45-day fall breeding season.

3. Carcass and Growth Emphasis

Growth and carcass merit ultimately pay the bills in today's beef industry. On average, our cow herd ranks in the top 15% of the Angus breed for both Yearling Weight and Marbling EPD.

4. Focus on Efficiency

We have been utilizing the breed's top proven bulls for efficiency through the ABS Angus Sire Alliance program since its inception. Many of our pedigrees stack multiple generations of proven efficiency and tenderness genetics.

LEADING GENETICS IN VOLUME

5. Breed Leading Cow Families

We've built our herd on the maternal ability and predictability of many of the industry's top cow families. The breed's dominant cow for \$W in addition to maternal sisters to IDEAL 7451, NEW DESIGN 878 and BCC BUSHWACKER are a few examples.

6. Large Selection

Our E.T. program generates over 200 embryos annually, giving us the ability to increase the influence of highly proven families and offer you a large selection of half and three-quarter brothers.

TOP NOTCH BIO-SECURITY

7. Johnes Certified

Our herd is the first and oldest Johnes-certified beef herd in Missouri, offering you additional security and value when adding females or sires to your program.

8. BVD Free

Our BVD testing program began in 2001 with all animals testing free for persistent BVD.

PROVEN TRACK RECORD

9. Long Term Commitment

Registered Angus breeders since 1938, we understand this business and are in it for the long term.

10. Customer Success

Our genetics have worked for customers in 28 states and five foreign countries.

6th Annual SydGen Influence Sale

Selling: 55 Performance Tested Registered Angus Bulls

All sale cattle tested free of AM, NH & CA, or free by pedigree

Selling:

- 25 bulls direct from the SydGen program, and 30 more from a top set of breeders, all with the SydGen Influence.
- Bulls qualified for Show Me Select Heifers.
- Bulls strong in \$Weaning and \$Beef.
- Bulls with YW EPDs over +100 lbs.
- A grandson of Corona who gained 4.78 lbs./day to post an adj. yearling weight of 1425 lbs., then scanned an adj. REA of 18.0 sq. inches.
- Selling two sons of the breed's Number 1 \$B sire, D A A R Infinity 313.
- Selling 9 sons of the OBI test station record-setter Spur Success 2801.
- Selling two sons of SydGen Contact 2063, who sired last year's second highest selling bull in this sale and the \$65,000 SydGen Contract 9410 at Midland Bull Test. Both bulls have ratios over 120 with Marbling EPDs over +.70.
- Also selling sons of SAF Focus 9095, SydGen Stand Firm 5050, SydGen Big Bend 7270, SydGen Next Step 7667, SydGen Dominion 6039, SAF Focus of ER, SydGen Trust 6228, and SydGen Trust 8266.

Consignors:

Angela Althoff, Mendon, IL
B & M Angus, Elmer, MO
Coon Angus Ranch, Bethel, MO
Graupman Angus, Palmyra, MO
Hudson Angus Farm, Jefferson City, MO
K-Sha-K Farms, Milan, IL
Neil Angus, Brookfield, MO
Spicknall Farms Angus, LaBelle, MO
Trust Breeders, Lees Summit, MO

Call Farm Office for a Sale Book



CED	BW	WW	YW	Milk	SC
+6	+2.4	+74	+135	+28	.36
CW	Marb	RE	Fat	\$W	\$B
+58	+.42	.23	.017	+30.11	+59.74

SYDGEN TURBO 6684 15553710

4 sons sell, and 7 sons of his maternal brothers SydGen Bodda Bing 5507 and SydGen Diamond 8499

The 2008 Missouri State Fair Grand Champion Bull, and one of the highest YW EPD sires on the sire summary. TURBO adds growth and power to his calves, along with slick haircoats, excellent scrotal development and a +22 DOC EPD, ranking him in the top 5% of the Breed.



CONNEALY FORWARD 15491633

CED +11 \$W +31.35 \$B +62.47

3 sons sell



SYDGEN MANDATE 6079 15337433

CED +12 \$W +34.56 \$B +69.98

3 sons sell



CED	BW	WW	YW	Milk	SC
+10	-.7	+53	+108	+36	.29
CW	Marb	RE	Fat	\$W	\$B
+24	+.80	+.57	.037	+35.50	+68.83

SPUR SUCCESS 2801 14327307

9 sons sell by this OBI Test Station standout

EPDs as of 2/17/11



SYDGEN FOCUS 2088 14099897

CED +8 \$W +36.40 \$B +49.77

2 sons sell & 3 sons by his flush brother, SydGen Focus 2061

Registered Angus Cattle
Since 1952

Visitors Always Welcome

Sydenstricker Genetics

PO Box 280
Mexico, MO 65265

www.sydgen.com

Eddie Sydenstricker
(573) 581-5900, office
(573) 581-5991, fax
EddieL@sydenstrickerimp.com

Farm Office—(573) 581-1225
Ben Eggers—(573) 473-9202
eggers@socket.net

Sammy Breid
Kyle Vukadin
Tyler Allen
Jennifer Russell

The Bottom Line

Sydenstricker Genetics has one of the most highly proven herd sire batteries in the world. Through wide-spread AI use of many of their sires, and many SydGen bulls serving naturally in herds across the country, these EPDs are as accurate as you will find anywhere.

Much of the carcass data on our sires has come out of the Mike Kasten Beef Alliance, Millersville, MO. Mike has produced and fed steer progeny sired by our bulls since 1988, and consistently produces pens of cattle with dry matter feed conversion in the 4.9 to 5.4 range, 98-100% Choice and 70 to 90% CAB and Prime.