

August 2011

# Missouri **ANGUS** Trails

Volume 27 • No. 4



# PROVEN, PREDICTABLE GENETICS WITH ADDED VALUE



## MEAD OBJECTIVE J702

Extreme EPD's from a second generation Pathfinder Dam who records BR 5@96, WR 5@106, YR 4@016 and %IMF 4@107. He earned a Weaning Index of 111!

CED
+7
<b>BW</b>
+2.2
<b>WW</b>
+65
<b>YW</b>
+110
<b>Milk</b>
+28
<b>CW</b>
I +11
<b>Marb</b>
I +.51
<b>RE</b>
I +.35
<b>Fat</b>
I -.013
<b>\$W</b>
+33.45
<b>\$F</b>
+43.70
<b>\$G</b>
+34.06
<b>\$B</b>
+57.79



## MEAD FINAL ANSWER J799

Breed leading maternal sires in this pedigree from a two-year old dam blending Sitz Alliance 6595 and B/R New Design 036 and weaned this bull at 105

CED
+7
<b>BW</b>
+1.4
<b>WW</b>
+55
<b>YW</b>
+96
<b>Milk</b>
+23
<b>CW</b>
I +19
<b>Marb</b>
I +.41
<b>RE</b>
I +.10
<b>Fat</b>
I +.037
<b>\$W</b>
+31.76
<b>\$F</b>
+33.23
<b>\$G</b>
+20.20
<b>\$B</b>
+47.19



## MEAD PRIDE F008

Many top females will sell like this Wulffs EXT 6106 daughter who records BR 3@95, WR 3@012, YR 3@102, %IMF 3@100 and UREA 3@106. She will have a calf at side sired by Boyd New Day 8005.

A feature of the fall calving females will be this Bon View New Design 878 daughter who records WR 3@102 from a dam blending GDAR Traveler 044 and Leachman Right Time, she will sell with a calf at side by TC Total.



## MEAD BURGESS PRIDE G193

CED
+7
<b>BW</b>
+1.1
<b>WW</b>
+54
<b>YW</b>
+99
<b>Milk</b>
+31
<b>CW</b>
I +27
<b>Marb</b>
I +.09
<b>RE</b>
I +.14
<b>Fat</b>
I +.041
<b>\$W</b>
+31.31
<b>\$F</b>
+36.68
<b>\$G</b>
+5.64
<b>\$B</b>
+37.82

## MEAD FARMS 69<sup>th</sup> Anniversary Production Sale

11:00 A.M., Saturday, October 22, 2011

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- SELECT FEMALES  
SPRING PAIRS – FALL COW/CALF PAIRS
- MISSOURI'S #1 PATHFINDER HERD!
- BULLS IN VOLUME WITH GENERATIONS OF PROVEN AI Sires



## MEAD FINAL ANSWER J774

Stacked calving ease in this top performer from a two-year old dam sired by Mytty In Focus and weaned with a Weaning Index of 119!

CED
+8
<b>BW</b>
+1.1
<b>WW</b>
+63
<b>YW</b>
+108
<b>Milk</b>
+24
<b>CW</b>
I +20
<b>Marb</b>
I +.38
<b>RE</b>
I +.11
<b>Fat</b>
I +.018
<b>\$W</b>
+35.19
<b>\$F</b>
+42.41
<b>\$G</b>
+21.73
<b>\$B</b>
+51.52



## MEAD EFFICIENT J507

Calving ease with added performance in this high maternal individual from a dam combining SAV 8180 Traveler 004 and Connealy Dateline and recording WR 3@106 and YR 2@104



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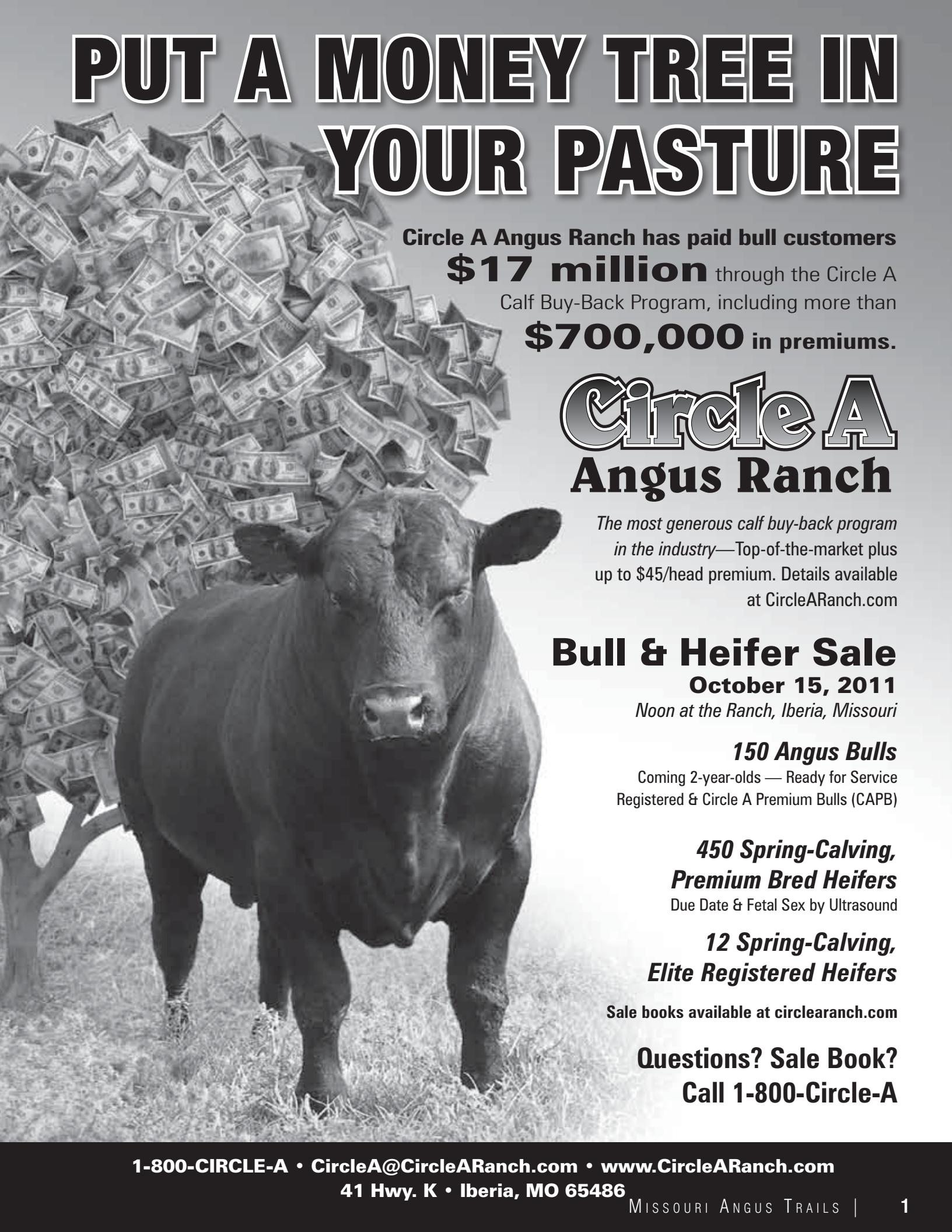
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**AUGUST 2011**

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## ADVERTISING RATES

SIZE	1-4 ISSUES	5-8 ISSUES	9 ISSUES
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1/4 Page	145.00	135.00	125.00
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## ADVERTISING DEADLINES

### TRAILS ISSUE

September 2011

October 2011

November 2011

December 2011

January/February 2012

March 2012

April 2012

May 2012

June/July Directory Issue 2012

August 2012

### DEADLINE

August 10

September 10

October 10

November 10

January 1

February 10

March 10

April 10

May 1

July 10

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

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

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# Featured Donors Sell October 15<sup>th</sup> at the

WEST PLAINS, MO • 12:30 P.M.



**GAR 1407 New Design 1942**



Crystal Devall

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We will also feature several fall pairs with calves  
by SS Incentive 9J17 and GAR Twinhearts.

Please call or e-mail for a complete list of cattle  
selling or if you have any questions.

**GAR 1407 New Design 1440**



Wendy Hall

Offering a powerful female by Objective, she is a granddaughter of 1440 with outstanding growth and calving ease. Bred to TC Total, also featuring two flush sisters of hers by B/R New Day 454.

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**Checkerhill Missy U13**

**Sire:** SAV Net Worth 4200 • **MGS:** Connelay Lead On  
D.O.B. 9/18/08

This powerhouse female has done a phenomenal job in the showring and out. She was the Grand Champion Female at the 2009 Arkansas State Fair, as well as the Senior Champion Female at 2011 National Western Stock Show!

**Kelly Smith & Family**

7601 County Rd. 8580  
West Plains, MO 65775



**Checkerhill Viola W07**

**Sire:** SAV Bismarck 5682 • **MGS:** Connealy Forecast  
D.O.B. 9/4/09

This heifer was campaigned last year in the Checkerhill program claiming many top honors highlighted by being Reserve Heifer Calf Champion at the 2010 National Junior Angus Show in Denver, CO!

**Kelly** (417) 293-4442

**Cody** (417) 293-4644

**Clayton** (417) 293-1630

*(Proud member Heart of the Ozarks Angus Association)*

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# Day Cattle Company

## Annual Production Sale

Saturday, September 10, 2011 • Noon

At the Farm in Marshfield, Missouri

44 Primrose 6268

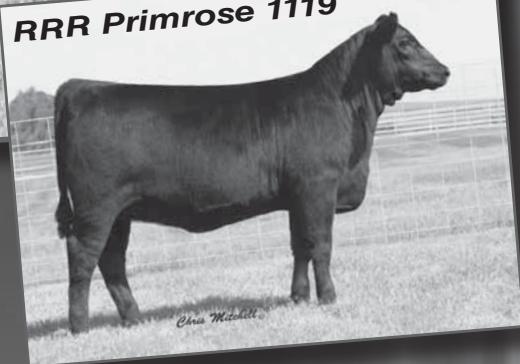


44 Primrose 6268 • This special sale feature will headline the Day Cattle Co. Annual Production Sale. A direct daughter of the \$270,000 Roth Primrose 1247 and sired by the breed's most proven marbling leader, Gardens Prime Star. She will add sheer power to any program. This elite donor is the dam of a \$12,000 heifer calf and is a full sister to an array of top sellers working in elite programs across the country. She sells with a heifer calf at her side by Werner Wild Fire, the past National Western Stock Show Grand Champion Sale Bull and Reserve ROV Grand Champion Bull.

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*Annual Female Production Sale!*

Saturday • September 17, 2011 • 11:30 a.m.

MISS 417W



Chris Mitchell

BW	RE
I+2.9	+.53
WW	FAT
I+45	I+.023
YW	\$W
I+80	+24.23
Milk	\$F
I+20	+21.29
CW	\$G
I+28	+28.39
MB	\$B
I+.47	+58.11

*Sire: BC Lookout 7024 • Dam: Finks Miss 2227 4202 036  
Sells with a January 2011 heifer calf by Chisum and bred to  
calve Spring 2012 to War Party.*

DONNA 076



Chris Mitchell

BW	RE
I+2.0	.15
WW	FAT
I+35	.009
YW	\$W
I+68	+22.71
Milk	\$F
I+21	+13.65
CW	\$G
I+20	+13.34
MB	\$B
I+.12	+37.04

*Sire: N Bar Emulation EXT • Dam: KMK Donna J337  
Due Spring 2012 to Iron Mountain.*

BLACKCAP 307O



Chris Mitchell

BW	RE
+2.5	.25
WW	FAT
+45	.039
YW	\$W
+81	+26.11
Milk	\$F
+25	+22.25
CW	\$G
+26	+28.55
MB	\$B
+.70	+57.45

*Sire: GAR Predestined • Dam: A Plus BlackCap 307I  
Has a February 2011 heifer calf by Consensus and due Spring  
2012 to War Party.*

LADY 08S



Chris Mitchell

BW	RE
+2.9	.35
WW	FAT
+57	.036
YW	\$W
+94	+31.41
Milk	\$F
+34	+30.44
CW	\$G
+45	+12.62
MB	\$B
+.26	+48.89

*Sire: Hyline Right Time 338 • Dam: Ideal 0478 of 6807 7412  
Due Spring 2012 to War Party. Also selling pregnancies sired by  
New Day 454 and Consensus.*

Also featuring a pregnancy from a full sister to the high-selling Angus bull at the 2011 Midland Bull Test, CCA Upward 050, an Upward son out of the famous Mytty Countess 906 and two maternal sisters sired by Traveler 004!



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# Average doesn't cut it on grids

By Miranda Reiman, Industry Information Assistant Director

It's a pretty well recognized fact: if you want grid premiums, your cattle have to be better than average.

Most people don't sell on a value-based system unless they have reasons to believe their herd genetics and management will result in high-quality beef. But even among ranchers who sell on a grid, the plant average factor—part of the formula used to derive grid pricing—is not as well understood.

"It affects producers in two ways," says Clem Ward, Oklahoma State University professor emeritus: "One, in terms of premiums and discounts, and two, in the form of base price."

Paul Dykstra, beef cattle specialist for Certified Angus Beef LLC (CAB), says the first point is pretty straightforward: "Plant average for percent Choice is the most common, and that percentage needs to be exceeded before most shipments of cattle realize net premiums."

A Nebraska packing plant might have a 70% Choice average, for example. Cattle that made 80% Choice would net a premium. If they made 50%, there'd be net discounts. Let's look at some details (see box).

"Mathematically, the way to handle that is to multiply the boxed beef Choice>Select [CH/SE] spread for the week by the plant-average percent Choice," Dykstra says. The spread minus that number is the premium applied to every Choice carcass on the grid.

If the carcass price base at that Nebraska plant is \$185 and the CH/SE is \$4, the Choice premium is \$4 – (70% x \$4), or \$1.20 added to the \$185. The Select price would be \$4 less than \$186.20, at \$182.20.

"Packers use a grid as a yardstick to value your cattle compared to everybody else's," says Ken Conway, president of GeneNet, a marketing alliance. "When they buy a set of cattle on the grid, many of the formulas use more than just a quality grade to adjust the base price."

A Choice yield grade (YG) 3 is usually the base.

"A lot of plants will have a 'clean up' cost, where they'll figure averages on yield grade, quality grade and carcass weight," Conway says.

Some packers have YG allowances, too, where discounts don't kick in until the plant average YG 4 level has been reached. If the plant average was 6%, your load would have no YG 4 discounts unless they exceeded that, and then only on the excess. Plants that make YG 4 allowances typically combine that with steep YG 4 discounts once they kick in.

Neither plant averages nor allowances generally apply to premium quality brands and grades, however, and that's an added incentive for quality.

"Typically each *Certified Angus Beef*® brand and Prime carcass would be awarded the full premium for those categories," Dykstra says.

Some producers might think this is a new scheme, but it's been going on since the inception of grids and really makes sense, the sources say.

"The plant management is only willing to pay a premium for those cattle that are above the average of the cattle they can go out and procure in a live market every week on their own," Dykstra explains.

Of course, they realize monetary incentive is the best way to get the type of cattle they need.

"They know their market for beef products and they need to have a certain percentage Choice to meet customer demands," Ward says. "If they're not getting that on the average, they're going to pay a premium

to get more Choice.

"That's definitely out there as a target or incentive for the producers," he says.

So how can cattlemen figure out what that benchmark is in their region?

"The Northern cattle are going to have a higher percent Choice as a rule," says Dykstra, who has tracked weekly grading trends for years. Nebraska, Iowa and Illinois have reached 65% to 75% Choice recently, while Kansas is in the 60% to 65% range. Texas and the "southern region" are closer to 50%, he says.

"As a seller, the further north you go, the higher the bar is set to get premiums," Dykstra notes.

Conway says that doesn't necessarily mean that the southern cattle are at an advantage, or that a northern feeder of high-quality cattle would be ahead to ship cattle to a southern plant.

"Once you figure trucking, regional pricing and other factors it often evens out," he says.

Grading trends have changed over the years, and they vary seasonally, so the best way for a producer to know what they're up against is to ask.

"Talk to whoever is offering the grid," Conway says. "I get the question all the time, 'What kind of cattle do I need to have just to break even on the grid?'"

Dykstra says the bottom line is that grid-sold cattle need to be above average to justify that marketing channel, and producers need to know what average is.

"This certainly points toward the importance of carcass data collection and a general awareness of what type of genetics, breeds, nutrition and management will allow you to achieve your carcass quality goals," he says. "If your cattle aren't better than average, then they need to be sold live or on the rail for a flat price." 

## EXAMPLE LOAD:

800 lb. Carcass Weight  
10 % Prime  
40% CAB®  
40% other Choice  
10% Select  
22% YG 2  
70% YG 3  
8% YG 4

## PLANT/GRID STATISTICS:

Start price \$185.00 (\$1,480 for 800-lb. carcass)  
Plant Avg. 65% Choice  
CE/SE Spread \$6.00  
Prime \$14.00  
CAB® \$3.00  
Choice \$187.10  
Select \$181.10  
YG 2 \$2.00  
YG 3 \$0.00  
YG 4 (\$7.00)

## THE MATH:

Prime = 10 x \$201.10 = \$2,011  
CAB® = 40 x \$190.10 = \$7604  
Other Choice = 40 x \$187.10 = \$7,484  
Select = 10 x \$181.10 = \$1,811

$$(2011 + 7604 + 7484 + 1811) / 100 = \$189.10$$

$$\begin{aligned} \text{YG 2} &= 22\% \times \$2.00 = \$0.44 \\ \text{YG 4} &= 8\% \times -\$7.00 = (\$0.56) \end{aligned}$$

$$\begin{aligned} \$189.10 \\ + \$0.44 \\ + (\$0.56) \end{aligned}$$

$$\begin{aligned} &= \$188.98 (\$1,511.84 \text{ for } 800\text{-lb. carcass}) \\ &\textbf{\$31.84 premium per head over market average} \end{aligned}$$



# Over 2,000 Head Sell in 2 Days

**FRIDAY, AUGUST 26, 2011**

Selling up to 1,500 Commercial Angus Heifers and feeder calves from Express Ranches and our customers, including several from the historic 6666 Ranches in Texas, via Superior Livestock Video Sale on RFDTV.

**SATURDAY, AUGUST 27, 2011**

The Big Event - More Than 500 Registered Angus Sell  
Pairs - Bred Heifers - Yearling ET Heifers  
Show Heifers - Donors - Embryos

## BIG EVENT SCHEDULE...

**FRIDAY, AUGUST 26, 2011**

Noon Lunch

1:00 p.m. Superior-Express Bred Heifer & Feeder Calf Video Sale on RFDTV

6:00 p.m. Presale Gala - Home of Bob Funk

7:00 p.m. Country Music Spectacular

**SATURDAY, AUGUST 27, 2011**

7:30 a.m. Coffee, Juice and Pastries

10:30 a.m. Big Event Sale

*Join Us for this 2-Day Event!*

Call the ranch office for a sale book.

2202 N. 11th Street | Yukon, Oklahoma 73099  
Bob Funk, Owner | Jarold Callahan, President  
800-664-3977 | 405-350-0044 | [www.expressranches.com](http://www.expressranches.com)



# Missouri Angus News

Summer is in full swing, the county fairs are about to come to a close and the state fair is quickly approaching. I hope everyone has had a good summer and the juniors have been successful at all their events.

Everyone has dealt with high temperatures and spotty rains, but it is summer in Missouri and we have learned to adapt to it.

It has been a busy summer for our association; everyone should have received their new 2011-12 Missouri Angus Directory in the

by Brent Murphy, President

mail, if not please give the office a call and they will get one to you. The third class of the Missouri Junior Angus Academy is completed, you can see highlights of that on page 19 in this issue. Also please take a moment to read about the new program with Pfizer on page 11 that can help our association. I look forward to seeing everyone at the state fair and hopefully we will have a cool week. If anyone has any concerns or questions, please give me a call. Good luck to all exhibitors at the remaining summer shows! ☘

## Obituary

### Marguerite Frances Brockman

1915 - 2011

BROOKFIELD, Mo. — Marguerite Frances Brockman, 95, Brookfield, passed away Monday, June 20, 2011 at Boone Hospital Center, Columbia.

Funeral services will be held at 11 a.m. Friday, June 24, at the Immaculate Conception Church, Brookfield, with Father Kenneth Reichert officiating. Burial will be in St. Michaels Cemetery, Brookfield. Visitation will begin at 3 p.m. Thursday, June 23, at the church with Rosary at 5:30 p.m. and family receiving friends from 6 to 8 p.m.

Memorials have been suggested to the Linn County 4-H Foundation or St. Michaels Cemetery Fund and may be sent to the funeral home, 216 Linn Street, Brookfield, MO 64628.

Marguerite Frances was born on August 24, 1915 in Linn County, Mo., the daughter of Albia F. and Rosalie Gelski Robinson.

On December 2, 1944 she married Raymond Glea Brockman at

Brookfield. He preceded her in death on February 3, 1980.

She was a member of the Immaculate Conception Church, Altar Society, and the Catholic Card Club, a past 4-H Project Leader, and past member of the Extension Club; ceramic and latch hook projects were her hobbies.

She is survived by her daughter, Margaret Raye Brockman Bray and husband, Ken, Cameron; her son, William A. Brockman and wife, Deborah, Brookfield; grandchildren: Kristen Bray Larson and husband, Ryan, Roeland Park, Kan.; Kellie Bray, Alexandria, Va.; Brad Bray and wife, Minnie, Cameron; William Brian Brockman, Brookfield; Amy Olinger and husband, Stuart, Lawson; six great-grandchildren; one brother, Leon Robinson and wife, Mary, Columbia; one sister, Joan Main and husband, Jerry, Bucklin; several nieces, nephews, and other relatives.

She is also preceded in death by her parents; sister, Genevive Peiffer; and two brothers, Eugene Robinson and James Howard Robinson. ☘

## New Members

Clifford & Peggy Bailey  
Bailey Black Angus Farm • Clinton, MO

William Braiden Turpin  
Turpin Farm • Galt, MO

Trevor & Torri Lienemann  
Lienemann Cattle Co • Princeton, NE

Robin Frank  
Frank Ranch • Hatfield, MO

Rodger & Joan Heintz  
Trusty Acres Farms • Conway, MO

Zane Walker  
Walker Angus Farm • Atlanta, MO

Don McQuitty  
Jar Licker Farms • Cameron, MO

Kent Brown  
Boot Hill Farms, LLC • Hamilton, MO

Kyle Tate  
Tate Farms • Mountain Grove, MO

Bailey Prichard – Princeton, MO

Evan Summers – Slater, MO

Callie Keaton  
5K Farms • Anderson, MO

Douglas R Cartee II  
4D Farms • Ste. Genevieve, MO

Taylor Miller – Lee's Summit, MO

Keith Pittrich • Shawnee, KS

Cody Tebbenkamp • Corder, MO

Grand River Land & Cattle  
St. Charles, MO



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**TERMS:** Promotion period is from July 1 through October 31, 2011. Funds are intended to go toward marketing, education or junior programs. Cannot be combined with any other promotion.

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[www.pfizeranimalgenetics.com](http://www.pfizeranimalgenetics.com) | 877-BEEF-DNA

**GE-EPDs Powered by HD 50K**

# FOCUSED on the FUNDAMENTALS

September 25 – 1:00 p.m. • Abele Cattle Co. Sale Facility • Nevada, Missouri

**D Bar L 008 Net Worth 1014**



<b>CED</b>	
+9	
<b>BW</b>	
+2.0	
<b>WW</b>	
+49	
<b>YW</b>	
+102	
<b>Milk</b>	
+24	
<b>Marb</b>	
+.43	
<b>RE</b>	
.27	
<b>\$W</b>	
+23.03	
<b>\$B</b>	
59.16	

**D Bar L Pioneer 1007**



<b>CED</b>	
+5	
<b>BW</b>	
+2.0	
<b>WW</b>	
+46	
<b>YW</b>	
+86	
<b>Milk</b>	
+26	
<b>Marb</b>	
+.42	
<b>RE</b>	
.41	
<b>\$W</b>	
+26.23	
<b>\$B</b>	
50.45	

## Selling 22 Lots of Registered Angus

- Three 18 month old Bulls by SAV Pioneer 7301 & Birks Net Worth 008.
- Ten Spring calving cow-calf pairs, with calves by SAV Iron Mountain, SAV Bismarck 5682, SAV North Dakota 7451, Birks Net Worth 008 & SydGen Retail Product 7014.
- Three Fall calving two year olds by BC 7022 Raven 7965 and Spur Successor 7050, bred to SAV Final Answer 0035.
- Two Fall calving cows by SAV Net Worth 4200 & GAR Retail Product.
- Four Fall 2010 heifers sired by SAV Bismarck 5682 and SydGen Retail Product 7014.

## Beyond good looks

By Steve Suther

Nothing better than looking at really nice cattle. Unless it's looking at them while referencing some really deep individual data.

Every cow is good at something, but in a few cases, the only thing they're good at is looking good. That's why we need records, unless money is of no importance.

Records should confirm those mature-weight guesses and, factoring in average weaning weights, point out the most and least efficient cows. Ear tag numbers should convey age at a glance, and the oldest cows have made us the most money. That's unless, again, we manage as if money is not important and let them stay regardless of whether they wean a calf each year.

Deeper data just goes into more detail on economically relevant traits. It's amazing what lies beneath the appearance and basics of weight and functionality.

Uniformity can make a big difference, often \$300 or more between calves at today's prices, and we can learn a lot by comparing weights per day of age. The less uniform a calf crop, the more we give up lot-size premiums at auction. If we sell direct, every buyer knows the value differences only widen after weaning and he must bid conservatively on uneven calves.

That puts a premium on cows with a record of steady to higher adjusted-weaning weight. It incentivizes tight breeding and calving seasons, too.

Maintaining excellent health is mostly management, but genetics may play a role as well. Those with records often debit a cow's

total points when her calves repeatedly turn up sick or dead after weaning.

Of course, sire influence is a huge part of herd genetics. Sorting cows by sire and calves by sire group can point out which combinations work best and which pull the average down. Ten years ago, studies showed at least a \$1,500 value spread between yearling bulls that looked about the same and weighed the same, just based on progeny differences at weaning.

That could be double today and taken another step, through finishing and into the packinghouse cooler, it could double again. But wait, as they say on infomercials—there's more: if we keep replacement heifers, those differences could double again.

The optimum bull, chosen by his on-target estimated progeny differences (EPDs), registry and appearance, is a foundation decision. The unknown alternative bull can miss most progeny criteria, creating a downtrend in cowherd performance and quality.

Carcass data is a natural component of complete herd records, not just a maybe-someday luxury. Yes, the Choice-Select spread varies, but we have to aim higher than that to the more stable targets of premium Choice and Prime.

The most consistent, high-quality beef cow herds in this country have sorted carcass data by sire group and individual cows. They allow for outside factors of weather and sickness, but do not keep sires or their daughters that produce below-average progeny carcasses. That's why their calves, already off the charts that show averages, just keep getting better. They eagerly raise the bar because numbers show the way to more profit.

Next time in *Black Ink*® Miranda Reiman will look at how we adjust when the road is rough. Questions? Call toll-free at 877-241-0717 or e-mail steve@certifiedangusbeef.com. 



**D Bar L Angus**

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- The year before 280 head graded 94% choice and prime.
- Our bulls on test last year converted 4.6 lbs dry matter to 1 lb of gain.
- We produce seedstock that will work in our environment with heat , humidity and fescue.
- Focusing on efficient, fertile animals.

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# Auxiliary News

by Susan Coon, President

I hope everyone is enjoying the summer shows and activities as they are quickly disappearing.

Congratulations to the two Missouri Angus Auxiliary Scholarship winners: Sadie Kinne and Austin Thummel. The coronation of the 2011-2012 Royalty took place at the Preview Show in Sedalia, MO. The Royalty are:

- Queen - Kathryn Coon
- Princess - Reba Colin
- Ambassador - Chase Thummel

This year at the State Fair the officer team is planning a meeting for Wednesday, August 10, 2011, at 4:00 p.m. at Gerken Dairy Center. Hope to see you there! 



The 2011-12 Missouri Angus Royalty were pictured at the 2011 Missouri Angus Preview Show in Sedalia, MO. Pictured from left are Reba Colin, Princess; Kathryn Coon, Queen; Chase Thummel, Ambassador.

## Angus Releases Heifer Pregnancy EPDs

Whether you have 20 or 2,000 cows, success in the U.S. cattle business lies in your herd's reproductive ability; however, those traits are among the most difficult to characterize from a genetic standpoint.

But after years of collecting breeding records, the American Angus Association® has introduced a genetic selection tool to help Angus breeders and their customers better identify animals with desirable reproductive ability.

The heifer pregnancy expected progeny difference (HP EPD) will measure the chance of a sire's daughters becoming pregnant during a normal breeding season.

"One of our research initiatives has been to characterize reproductive traits in the Angus breed. Now, after much time in the research phase, we've developed a database that allows us to provide EPDs for the reproductive complex," says Bill Bowman, American Angus Association chief operating officer (COO).

The HP EPD isn't a new concept. The Association began reporting heifer pregnancy research values in its biannual Sire Evaluation Report in 2007.

In June 2011, the Association Board of Directors approved moving the HP EPD from research to reality. Beginning July 8, the EPD will appear weekly alongside other maternal trait EPDs such as calving ease maternal (CEM), maternal milk (Milk), mature weight

(MW), mature height (MH) and cow energy value (\$EN).

"Angus breeders and their customers continue to recognize the value of selection tools available through the Association," says Sally Northcutt, Association director of genetic research. "The weekly heifer pregnancy evaluation will provide more real-time EPDs for improving the probability of successful heifer breedings in the herd."

Heifer pregnancy EPDs are developed using breeding records, pregnancy-check and calving data, as well as pedigree information. The unit of measure for the EPD is a percentage — a higher EPD is more favorable.

"In this case, when comparing two sires on heifer pregnancy EPDs, a higher-EPD sire would be expected to have daughters with a greater probability or chance of becoming pregnant than a sire with the lower EPD," Northcutt explains.

Although reproductive traits are challenging to measure and tend to be more lowly heritable in comparison to growth and carcass traits, Northcutt says the Association is spearheading an aggressive push to expand the breeding database, with first-calf heifers as the initial target for selection tools.

Visit [www.angus.org](http://www.angus.org) to learn more about heifer pregnancy or other EPDs. The American Angus Association releases National Cattle Evaluation (NCE) EPDs every Friday, providing the most rapidly available selection tools in the beef cattle industry. 

# Southwest Junior Angus Classic Results



## GRAND CHAMPION FEMALE

**Clearwater Lucy 310**

Jera Pipkin, Republic, MO



## GRAND CHAMPION BULL

**BF Raven 035**

Drew Boursheski, Pierce City, MO



## GRAND CHAMPION COW-CALF PAIR

**WCC Blackbird 8111**

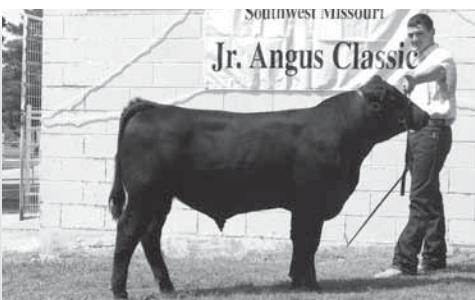
Samantha Schnake, Stotts City, MO



## RESERVE GRAND CHAMPION FEMALE

**Clearwater Princess 1870**

Jera Pipkin, Republic, MO



## RESERVE CHAMPION BULL

**Broken E Cupid Coal 1085**

Nathan Eagleburger, Buffalo, MO

## GRAND CHAMPION BRED AND OWNED FEMALE

**BF Traveler 041**

Sara Boursheski



## RESERVE GRAND CHAMPION BRED AND OWNED FEMALE

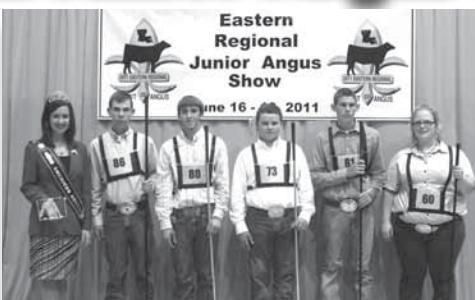
**HMM Erica 312**

Hannah Moyer

## SHOWMANSHIP WINNERS

Pictured from left: Junior 1st place Jera Pipkin, 2nd place Blane Schnake; Intermediate 1st place Chance Hardy, 2nd place Jason Thompson; Senior 1st place Forrest Paul Thompson, 2nd place Nathan Eagleburger.

# Eastern Regional Junior Angus Show • West Monroe, LA



## OWNED EARLY HEIFER CALF CHAMPION

**JWH Little Miss 409**

Jacob Heimsoth, Lathrop, MO

## INTERMEDIATE SHOWMANSHIP

**4th Place**

Jacob Heimsoth, Lathrop, MO

## SENIOR SHOWMANSHIP

**2nd Place**

Clayton Smith, West Plains, MO

# Sydenstricker Genetics to Donate 2012 Angus Foundation Heifer

*Proceeds from the sale of the heifer at the National Western Stock Show will benefit education, youth and research applicable to the Angus breed.*

Proceeds from the sale of the heifer at the National Western Stock Show will benefit education, youth and research applicable to the Angus breed.

The Angus Foundation announced that Eddie and Connie Sydenstricker, owners of Sydenstricker Genetics of Mexico, Mo., will donate the 2012 Angus Foundation Heifer, set to sell in January 2012 at the National Western Stock Show in Denver, Colo.

SydGen Forever Lady 9525 is the special heifer chosen from the 78 fall-bred replacement heifers at Sydenstricker Genetics. She is the September 2009 daughter of SydGen 928 Destination 5420, who was co-owned with Spring Cove Ranch of Bliss, Idaho, and surfaced as perhaps the most popular son of 928. The female herself recorded the No. 1 weaning weight EPD, the No. 2 yearling weight EPD and the No. 1 \$B index at the time of selection. She also posted the highest adjusted IMF scan of the entire heifer calf crop at 8.79 percent IMF to ratio 143.

Expected to calve in September 2011, this heifer is bred to SydGen Dealer 9883, a son of SydGen Sure BET and maternal brother to SydGen Trust 6228. He was the \$14,000, second high-selling fall bull in Sydenstricker's 2010 production sale to Big Dry Angus Ranch, Jordan, Mont.; Eggers Stock Farm, Jackson, Mo.; and the Mike Kasten Beef Alliance, Millersville, Mo.

"Eddie and Connie Sydenstricker have been long-time supporters of the Angus Foundation, and it's truly an honor for our organization to further merit their confidence, endorsement and support through their donation of this outstanding Angus female," says Milford Jenkins, Angus Foundation president. "Sydenstricker Genetics needs no introduction to Angus breeders, as its program has a well-proven and enviable track record of producing breed-leading seedstock genetics. This outstanding phenotypic and genotypic female was selected from the heart of the Sydenstricker's powerful fall 2009 replacement females!"

Eddie Sydenstricker was the first president of the first state junior Angus association ever formed, and he's never forgotten his start — a start that's encouraged him to give back to the breed.

"The Angus breed has been very good to Connie and me, and our daughters Kim and Lee Ann, and giving back through the Angus

Foundation ensures that strong tradition of outstanding youth and education programs," Sydenstricker says. "2012 will mark our 60th year breeding Angus cattle, so this donation is a fitting way to kick off our diamond anniversary."

Ben Eggers, manager of Sydenstricker Genetics, says this elite heifer reflects the production goals of the operation and offers a balanced package to auction in 2012.

"This female exemplifies our mission statement, combining soundness and fertility with growth, productivity and superior carcass traits," Eggers says. "To add to her value, she will be the very first Foundation Heifer to sell with a calf already at-side."

The sale of the Angus Foundation Heifer Package, an annual fundraising tradition initiated in 1980, supports the Angus Foundation, the not-for-profit affiliate of the American Angus Association



Angus Foundation Heifer: SydGen Forever Lady 9525

that funds and supports programs involving education, youth and research in the Angus breed and agricultural industry.

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

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

**Seagraves Angus & Friends**

# *Gateway of Opportunity Sale*

## **SEAGRAVES FOREVER 676**



*Swigart*

CED *I+5*; BW *I+2.1*; WW *I+50*; YW *I+87*; MILK *I+31*  
 CW *+17*; MARB *+.86*; REA *+.52*; FAT *-.050*  
 \$W *+\$1.37*; \$F *+\$27.72*; \$G *+\$45.42*; \$B *+\$69.89*

**Forever Lady 676** is a direct daughter of the cornerstone **Forever Lady** in the Seagraves program, **Forever Lady 2898** sired by the ABS sire, **Lead On**. The dam of **Forever Lady 676** is a maternal sister to the foundation Sydenstricker Genetics and Edwards Angus sire, **Focus**. **Forever Lady 676** sells due to the carcass sire, **Complete** along with daughters by **Marathon** and **In Focus**, a full sister and maternal sisters by **Protégé** and **Future Direction**.

## **4E ERICA LASSIE 024**



*Swigart*

CED *I+5*; BW *I+2.1*; WW *I+50*; YW *I+94*; MILK *I+31*  
 CW *I+19*; MARB *I+.33*; REA *I+.24*; FAT *I+.004*  
 \$W *+\$27.15*; \$F *+\$33.17*; \$G *+\$23.70*; \$B *+\$50.68*

**Erica Lassie 024** is a tremendous donor and brood cow prospect sired by the breed's DOC leader, **CC&7** and stems from a dam bred in the HD Dunn and Sons performance program, **Erica Lassie 1576**. The dam of **Erica Lassie 024** posts a WR 1@100 and a YR 1@100 while showing ultrasound ratios 1@100 for IMF and REA.

## **DALTONS BLACKLASS 5323**



*Ford* *Swigart*

CED *+6*; BW *+2.8*; WW *+52*; YW *+92*; MILK *+26*  
 CW *+3*; MARB *+.58*; REA *+.45*; FAT *-.037*  
 \$W *+\$27.03*; \$F *+\$30.38*; \$G *+\$39.95*; \$B *+\$53.41*

**Blacklass 5323** is a royally bred female from the heart of the Mirapaso embryo program. **Blacklass 5323** blends the proven growth of **Objective** with a dam combining **New Design 036** and **Traveler 6807** with a foundation daughter of the calving-ease sire, **Emulation 5522**. **Blacklass 5323** sells as a highlight to this first ever event and she sells with three embryos by the MB leader, **Grade Up**.

# *September 3, 2011*

**in Mulberry Grove, Illinois**

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—DALTONS ON THE SYCAMORE

—MIRAPASO ANGUS

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 (618) 339-0665

by Austin Thummel, President

I'm writing this just as we're preparing to leave for the NJAS. It looks as though Missouri will have 30 head of cattle and around 20 Jr's. participating in the showring and in contests during this week. By the time you read this all of it will be history... I sure hope it was a good week for all. Congratulations to the Missouri kids for giving it their best.

On the farm the crops are looking good, haying is coming along, spraying is nearly done, calves are growing well, AIing is complete and the bulls are turned out. Seems like a great time to leave for awhile and go to Pennsylvania! I also just wrote the speech I'll de-

liver to the delegates in hopes that they will cast their vote for me to serve them on the NJAA board of directors. I have had much respect and admiration for those that have worn the Green Jacket ahead of me and I aspire to inspire just as they have.

Closer to home, I encourage you all to be writing down all of your show winnings from the summer and to compile them for your Bronze and Silver awards. This will make it much easier as you apply for scholarships and such when you are ready for them. I wish you the best in all that you do. Keep working, keep smiling and encourage those around you. See you at the Missouri State Fair! 

## From your Advisor...

By Jeff & Pam Eagleburger, MJAA Advisors

Summer is going by so fast this year. Brittany came home from FFA Camp today and we're leaving for NJAS in the morning. When we return, Nathan will leave the next day for the Missouri Junior Angus Academy. After that, it will be time for the Ozark Empire Fair, LEAD and the Missouri State Fair...then back to school. Wow, time does fly when you're having fun!

By the time this edition goes to print, the 2011 National Junior

Angus Show will have come and gone. We hope you all had a safe trip and fabulous week. Congratulations Missouri Juniors on your successes with contests and in the show ring. We would also like to congratulate all of our scholarship recipients. Thank you for working hard to keep our state aisle clean.

We hope to see you all at the Missouri State Fair. We will have a meeting following the 4-H & FFA shows as usual. Please plan to attend.

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

## BIG, BAM boost beef demand

*Checkoff-funded program finds alternatives to thin steaks for larger carcasses.*

By Wyatt Bechtel

A dry, flavorless and thinly cut steak can be enough to sour anyone's taste for beef.

"There is no doubt that cattle are getting bigger, and that will continue," says Terry Houser, Kansas State University meat scientist. "I don't think we are going to produce smaller rib-eyed cattle anytime soon or start selecting cattle for that trait."

Still, demand for beef looks bright, thanks to new cutting methods developed to tackle the issue of increasing carcass size and its effect on the eating experience.

Some of these methods have been brought to market by the Beef Checkoff's Retail Marketing Team and its Beef Alternative Merchandising (BAM) program.

BAM came about through "listening to what consumers want," says Trevor Amen, channel marketing manager for the National Cattlemen's Beef Association (NCBA), contractor for the Beef Checkoff. "Through the years, the Retail Marketing Team's cutting tests and focus groups put the product in front of consumers to really see how they interact and what their purchase interest would be."

According to Kari Underly, author of "The Art of Beef Cutting," who worked with the team, consumers appreciate cooking tips and detailed recipes. They also prefer smaller cuts with less trim. "The right-size portion for many of them seems to be a 4-ounce (oz.) portion," she says.

That might seem discouraging, considering the impetus was how to deal with larger carcass size, but it actually opens more doors in beef marketing, Underly says.

In research, new cuts were taken from the ribeye, strip and top butt of typical 700- to 800-pound (lb.) carcasses as well as those pushing the limits at 1,000 to 1,100 lb.

"We wanted to make sure BAM would work well financially on both sizes," Underly explains. It did, and served to create a wider range of choices for consumers. "It's an add-on to what retailers were already featuring."

### A TOP CUT

The research dovetailed with efforts of the Beef Checkoff-funded Beef Innovations Group (BIG). Prior to the concept of alternative cutting techniques, retailers had trouble marketing quality cuts from the top butt; now the trouble is simply keeping enough of it in the meat case.

"The top sirloin butt has certainly been a victory for us," says Mark Gwin, Certified Angus Beef LLC (CAB) research and development manager.

Also a member of BIG, Gwin says retail and consumer buy-in has been strongest for the alternative offerings from this wholesale cut, among all the middle meats.

Three retail cuts were developed through BIG: baseball steaks, culotte steaks and the filet of sirloin. "Any trimmed pieces can be used as medallions or fajita meat," Gwin adds.

Top sirloins used to be cut exclusively into large steaks with no focus on the multiple muscle complexes within, creating tougher areas within the cut when cooked, he says.

The new cuts are thicker and pinpoint where the muscle grain changes.

"We are giving people the means to cut these muscles into thicker steaks to give them a more succulent experience," Gwin says.

### Revise the ribeye

"With the ribeye, we're removing that cap muscle, the spinalis dorsi," says Mark Polzer, CAB vice president of business development.

*continued on page 22*

# Missouri Juniors Complete Third Annual Angus Academy

Four Missouri Juniors were selected to participate in the third annual Missouri Junior Angus Academy July 18<sup>th</sup>-20<sup>th</sup>. The program was sponsored by the Missouri Angus Association and gave juniors an opportunity to interact with industry leaders and tour many businesses representing core segments in the beef industry.

Nathan Eagleburger, Buffalo; Jacob Heimsoth, Lathrop; Jason Thompson, Mount Vernon and Chase Thummel, Sheridan began the event at Certified Angus Beef Satellite Office in Manhattan, KS. Participants toured the office and discussed the CAB program with Gary Fike, Beef Cattle Specialist with the Supply Development Division. The juniors had the opportunity to gain some insight into the future of the CAB program and learn about some of the milestones that CAB has reached as well as some of the challenges that the brand faces. Gary Fike then joined the tour at Ray's Apple Market where the juniors toured the grocery store meat case display with Gary and gained some first hand experience about CAB products and how they are marketed. That afternoon the juniors toured Fink Beef Genetics at Randolph, KS and discussed with Galen and Lori Fink how the beef industry has evolved with the use of technology and how they have grown their operation. The participants also toured the sale facility at Finks and discovered the importance of customer service in the Fink program.

The next morning the group visited Kansas State University and toured the Animal Science and Meat Science departments and facilities where they took part in a blind taste test with steaks prepared by Bryce Gerlach who explained the various components of meat evaluation with a quick course on yield and quality grading. The tour also went through the meat processing and fabrication plant where students were producing sausage that day. While at KSU the Missouri Juniors also visited the School of Veterinary Medicine where they toured the animal hospital and observed surgeries being performed. They also received first hand testimony from one of the vet students there what each year of vet school involves and how the rotation is laid out at KSU.

Participants divided their time Tuesday afternoon between the Kansas Artificial Breeding Service Unit (KABSU) and Cow Camp Incorporated, Ramona, KS. At the KABSU facility the academy participants were given an overview of the custom collection services available and were given a demonstration on straw printing, filling and freezing from Sharon Tucker, Lab Manager. At Cow Camp Inc. the juniors met with Tracy, Kent and Nolan Brunner to learn about the scope of the feedlot operation and tour the facilities. Tracy discussed some of the practices of the feedlot as well as procurement strategies and custom services that they provide. Kent and Nolan led a guided tour through the feedlot that highlighted some of their most recent expansions which have allowed them to be a leader in the feeding industry.

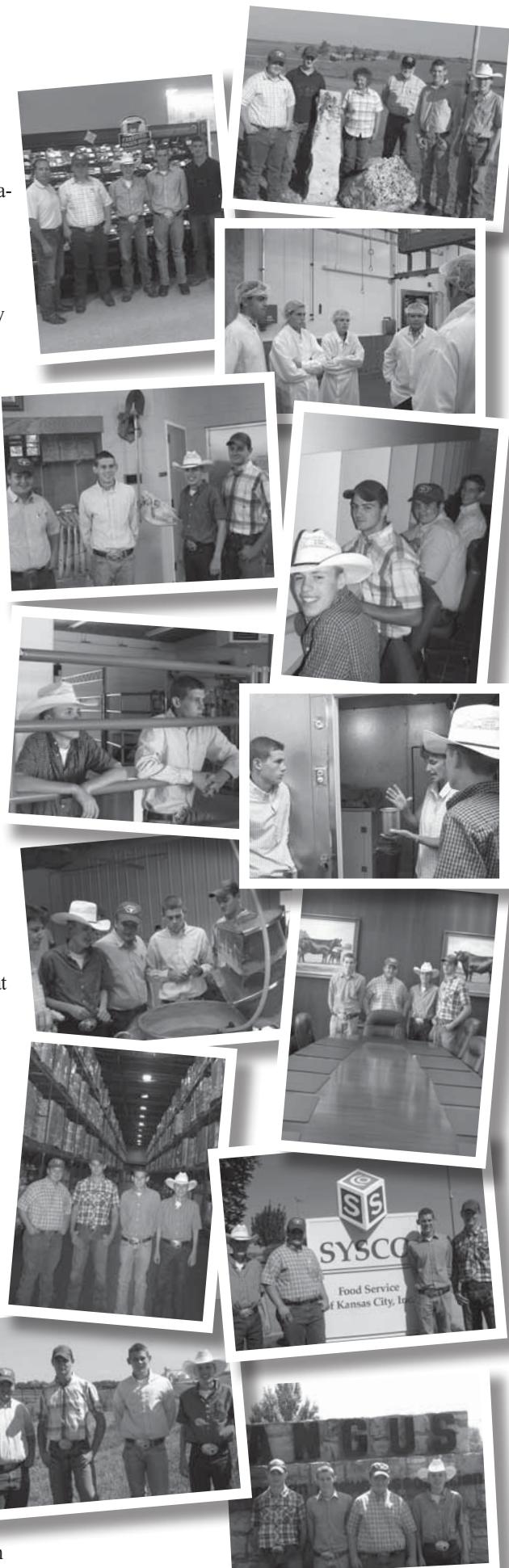
On Wednesday morning in the final leg of the academy the juniors visited the Sysco Food Service Distribution Center in Kansas City where they met with John Landry, Premium Protein Brand Manager to learn about the Sysco Company and tour the facility. The participants were given access to all segments of the warehouse and gained insight into the technology utilized in tracking inventory and deliveries. The juniors also learned how products were purchased including the large amounts of Certified Angus Beef products that Sysco distributes.

Wednesday afternoon the group visited the American Angus Association and toured the association's headquarters as well as Angus Productions Inc. Juniors were given a complete overview of the day to day operations of the association. The group then had lunch with several members of the AAA staff and learned what each entity is responsible for. In addition the juniors had an opportunity to communicate with the staff about their individual future plans and goals.

In a busy three days academy participants were given first hand experience in nearly every segment of the beef industry from seedstock suppliers to the feedlot, processing facilities and fabrication to distribution, CAB marketing to CAB licensed grocery stores and restaurants. From production to consumers, the four young men gained valuable insight into the magnitude and scope of their industry, better developing them as future beef leaders.

The event was a huge success and plans are already underway for next years academy which will again seek applicants between the ages of 16-21 who are looking for an opportunity to explore core segments of the beef industry.

Release Provided by Missouri Angus Association



# CORNER on QUALITY



## Meat heads in the making

By Deanna Walenciak, CAB Marketing Director

Imagine someone who knows as much about meat, steaks and product yields as you do about grazing, breeding, calving and weaning.

Just as the love for ranching is in your blood, their love for the meat industry and selling the product you raise is part of who they are. They live to sell steak. They are meat heads.

Yet, the days of journeyed meat schools, or working your way up through the family meat business are becoming things of the past. Those who sell meat to restaurants today also sell thousands of other items, so it's hard to be an expert in that coveted center-of-the-plate meat category.

That's why the *Certified Angus Beef®* (CAB®) Master of Brand Advantage (yes, that's MBA) intense training program focused on developing meat expertise and sales leadership.

This MBA program was designed with hands-on learning—right down to feeding the cows—and we welcomed 21 students who accepted the challenge to earn their masters in all things beef. The process started where all great beef starts: at the ranch. For many class members, it was their first time at a ranch or feedlot.

"You have a perception before you go to these things of how it's going to be," said Curtis Adams, U.S. Foodservice, Tampa, Fla., after spending a day on a Kansas commercial Angus ranch. "It totally blew away any thoughts and ideas of what I was expecting." Having heard all the talk in cities, he said, "I was amazed the actual land they are able to roam and the grass they feed on."

The experience helped prepare Thomas Chamot of Palmer Food Service, Rochester, N.Y., to answer customer questions. Seeing the "unbelievable amount of care, integrity and pride in what they do . . . it really gives me a lot more ammunition. My gun is fully loaded to answer questions," he said.

With the ranch foundation in place, the next stop was the feedlot. Class members spent an afternoon at Irsik & Doll Feedyard, Garden City, Kan., understanding high quality grains, the priority put on animal well-being and environmental stewardship.

Before and after the production segment of the MBA from CAB, students—up-and-coming meat sales professionals—were surveyed to collect their impressions of a commercial feedlot. The answers were strikingly different.

CAB staff briefed feedlot managers Mark Sebranek and Jerry Jackson on the advance results to help them focus their tour presenta-

tion last November. Among those preconceived notions:

- Large, crowded, dirty
- Massive herd divided into containment stalls
- Inhumane conditions and manure everywhere

After seeing things first-hand, being able to ask questions and meeting the feedlot team, the lights came on:

- Amazing how many cows were there and how clean it was. Just the finishing process for cattle.
- I now know there is a lot of care, concern and passion in the feedlots. It is not a buffet line and overcrowded living quarter.
- Cattle seemed comfortable and well cared for. Impressed at the care given to animals through the whole process.

The Kansas trip concluded with a tour of Cargill's Dodge City packing plant, and that set the stage for the second MBA session: carcass fabrication at The Ohio State University. Many "students" had been selling meat for years, but had never broken down a side a beef to understand sources.

"It is starting to make sense what we have been talking about and actually seeing where the cuts come from on the animal and to be able to explain it to our customers. I have a new credibility to explain that to customers," said Andrew Corsi, of Sysco Cleveland.

For the final week of MBA, it was time to apply knowledge in overcoming any possible sales objections from chefs or others to buying your product. Class content covered all the bases from meat science to cutting tests and product yields, ground beef, food safety and sales skills—all starting with the ranch experience and leading to meat heads who know their stuff.

Besides homework, graduates had to pass an intense final exam that had them presenting on the brand to CAB staff members. No worries after all the preparation.

"It's about confidence," said Scott Gasparini, of Buckhead Beef Company Atlanta. "I've seen it and done it and have the science and facts behind my words."

That goes all the way to real-world settings, of course. Adams, of U.S. Foodservice, said the MBA experience "helped me become the meat head that I always wanted to be. I can now talk to any chef and GM about beef and why CAB is the best program out there."

As these first MBA alumni apply the power of knowledge to sell more top-quality beef, applications are coming in for MBA II. Keep up the good work out on the ranch, where it all begins.



# MOVING FORWARD

## More than a plan

by Bryce Schumann

Chief Executive Officer, American Angus Association

*Without goals, and plans to reach them, you're like a ship that has set sail with no destination.* — Fitzhugh Dodson

In any business it's important to have a clear picture of success — to define it and how to achieve it. Naturally, we develop long-term goals and strategies for how to achieve them. While most businesses, including the American Angus Association, undergo periodic self-evaluations to set such plans, our most recent long-range planning efforts differ from anything we've ever done before.

Last fall, the American Angus Association and its Board of Directors announced a long-range planning initiative to identify and assess the needs of our members, their customers and others with a stake in the U.S. Angus business.

While it's not the first time we've undergone such an endeavor, it is the first initiative in recent memory in which a breed association has put such effort into first gathering input from those who have the biggest stake in its success — our members and their customers.

The Association set to work on the preliminary process beginning in January 2011, when staff members and Board directors began conducting a series of long-range planning sessions, or listening sessions. Panelists of Angus breeder members, commercial cattlemen and feeders each weighed in on how our breed can remain relevant into the future.

This valuable information was compiled in congruence with the more than 800 surveys submitted via mail and our website at [www.angus.org](http://www.angus.org), as well as individual input received by Board members.

Your input was as interesting and insightful as it was valuable to the process.

Staff and the Board of Directors spent the last several months conducting long-range sessions with representatives of all industry sectors — and prioritizing the areas that will protect, and expand, the leadership position that we've worked so hard to secure.

During our Board of Directors meeting earlier this summer, considerable discussion took place over the final drafting and dissemination of the plan.

In the coming months, you'll be hearing more about the final Long Range Strategic Plan, which will be available this fall.

Above all else, this has been a process that has allowed us to renew connections with not only those across the industry who are impacted by our decisions — but also with our members.

It was good hearing from so many of you, and rewarding to see how many people care so deeply about where this organization is headed. With your continued help, this great breed of cattle will be successfully stewarded for the next generation.

Thanks to all who participated in the long range planning process. Your input played a critical role, and will continue to be the foundation of everything we do.



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### AUGUST 2011

- 14-Aug Minnesota/Iowa/Wisconsin Angus Field Day and Sale, Queen's Highland Farm, LaCrescent, MN
- 20-Aug Angus Hill Farm Inaugural Production Sale, Randolph, New York
- 25-Aug Griswold Cattle Co. Angus and Simm-Angus Production Sale, Stillwater, OK
- 27-Aug Pennsylvania Angus Dispersal, State College, PA

### SEPTEMBER 2011

- 3-Sep Patton & Friends Angus Sale, at Patton Farms, Crawfordsville, IN
- 5-Sep Cattle for Christ Moving 'Em Out for Missions, Enterprise, AL
- 10-Sep Day Cattle Company Angus Sale, Marshfield, MO
- 10-Sep Terry Little TL Ranch Angus Female Sale, Monticello, MO
- 11-Sep Byergo Angus Sale, Savannah, MO
- 11-Sep Green Oaks Angus Sale, West Liberty, KY
- 11-Sep Wilson Cattle Company Angus Sale, Cloverdale, IN
- 16-Sep Galaxy Beef/4M and Guests Angus Sale, Graham, MO
- 17-Sep Sinclair Cattle Company Angus Female Offering, Warfordsburg, PA
- 18-Sep Trowbridge Angus and Guests Angus Production Sale, Ghent, NY
- 23-Sep (N) Eby Ranch and Guests Angus Sale, Emporia, KS
- 24-Sep Boyd Beef Cattle and Guests Breeder's Cup Angus Sale, Mayslick, KY
- 25-Sep Dunford Royal Cattle Company 10th Annual Angus Production Sale, Woodstock, Ontario, CN
- 25-Sep Complete and Total Dispersal of the Sterling Hunter Farm and Livestock Equipment and Angus Herd, Bath, MI

## REWARD:

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

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

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Mar. 10, 2012

## BIG, BAM boost beef demand

*continued from page 18*

"That lets you deal with a much smaller diameter product and you can cut it easier."

The reduction provides advantages on the plate. It will allow restaurants to market ribeyes at 8 to 10 oz. rather than 12 oz. and will bring the thickness back to a range of 1 to 1.5 inches, he says.

Previous industry trends were to maintain the entire ribeye with the cap muscle intact. But that made for an increasingly larger surface area, and half the thickness of the new cuts.

"We've cut ribeye steaks from the center eye muscle to increase the thickness of the steak. That provides a higher quality eating experience with more tenderness, juiciness and flavor," Polzer says.

In cooking, a thin steak has less water retention capability than the thick cut, Houser says.

"A thicker steak will retain juiciness better and it won't be overcooked as easily," he notes. "Obviously the product quality is going to be better than on a thin-cut item."

### SPLITTING THE STRIP

Strip steaks got an overhaul, too, but it was a simple solution.

"All we do is take the strip loin and literally cut it lengthwise in half," Polzer says. "What you end up with would be two filet-size pieces that then are cut into filet of strip loins."

Much like the reduced ribeye, the strip loin filet makes for smaller portion size while gaining thickness. Popular *Certified Angus Beef*<sup>®</sup> brand options include medallions from the chateau for two and the split strip.

Polzer says many of the filet cuts are already being created before they reach retail, so they can be given a more attractive cylinder

shape by tying or netting.

At first, consumers wondered how to cook the small-but-thick cuts, Underly says: "A lot of them tended to burn the outside, and the inside was not cooked properly either." NCBA and the Beef Checkoff found an answer by helping retailers teach consumers a skillet-to-oven process.

"You brown the filets on the outside and then stick the pan into the oven where they can finish nice and slow for the right doneness," she says. "We also created some grill methods such as for the petite roast."

### CONSUMER PREFERENCE

Despite a few years in a tough economy, beef purchasing has remained steady.

"We know Americans love to eat beef and they are finding ways to continue to eat beef," Amen says.

The new cuts do their part to help keep costs down. They can be marketed in smaller package sizes, so more consumers can buy beef.

Partly because the new cuts avoid some seam fat, several have been endorsed with the American Heart Association's heart-check mark. "That's basically communicating to consumers that eating beef can be healthy for you," Amen says.

While the BIG and BAM approaches are helping boost beef consumption by marketing new cuts, "demand response will drive how we further innovate the program," he adds. "We'll keep working to meet the needs of consumers by providing options and high-quality beef products."

More information on BAM is available at [www.beefretail.org/beefalternativemerchandising.aspx](http://www.beefretail.org/beefalternativemerchandising.aspx); for BIG details, visit [www.beefinnovationsgroup.com](http://www.beefinnovationsgroup.com); and the CAB consumer website is at [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

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# Missouri Angus



## GRAND CHAMPION FEMALE

Senior Champion  
**WCC Lass 9111**  
By BC Lookout 7024  
Sam Wallace, Stotts City, MO

## GRAND CHAMPION BULL

Senior Champion  
**WCC Arty W1**  
By SAV Masterpiece 5289  
Carrier Farms, Lockwood, MO  
Wilson Cattle Co, Cloverdale, IN



## RESERVE GRAND CHAMPION FEMALE

Junior Champion  
Grand Champion Jackpot Heifer  
**WCC Blackcap 009**  
By SAV Bismarck 5682  
Ashlyn Richardson, Lincoln, MO

## RESERVE GRAND CHAMPION BULL

Senior Calf Champion  
**WCC Vision 089**  
By BC Eagle Eye 110-7  
Brockmere Farms, Inc., Brookfield, MO  
Jacob Lutes, Brookfield, MO  
Paige Wallace, Stotts City, MO

*Angus enthusiasts led 107 entries at the 2011 Missouri Angus Association Preview Show, June 12 in Sedalia, Mo. Greg Burden, Stillwater, OK evaluated 23 bulls, 78 females, and 6 cow-calf pairs before naming the winners.*

# Preview Champions



## JUNIOR HEIFER CALF CHAMPION

**Prairie Hollow Gal S111**

Taylor Short, Mansfield, MO



## RESERVE JUNIOR HEIFER CALF CHAMPION

**Hunters Mercedes Benz 105**

Clint & Rachel Hunter, Fair Grove, MO



## SENIOR HEIFER CALF CHAMPION

**WR Lady 076**

Carter Ward, Plattsburg, MO



## RESERVE SENIOR HEIFER CALF CHAMPION

**JWH Little Miss 409**

Jacob Heimsoth, Lathrop, MO



## INTERMEDIATE CHAMPION HEIFER

**WCC Bess 064**

Paige Wallace, Stotts City, MO



## RESERVE INTERMEDIATE CHAMPION HEIFER

**CH J-wow 042**

Gregory Connell, Eugene, MO



## RESERVE JUNIOR CHAMPION HEIFER

**HS Grace 8159 100**

Dereck Washam, Pierce City, MO



## RESERVE SENIOR CHAMPION FEMALE

**HS Grace 8159 139**

Dereck Washam, Pierce City, MO



## RESERVE GRAND CHAMPION

**JACKPOT HEIFER**

**MCC Ideal Lady 0108**

Christina Higgins, Knob Noster, MO



## GRAND CHAMPION COW-CALF PAIR

**SR Lass 802**

Chase Thummel, Sheridan, MO



## RESERVE GRAND CHAMPION COW-CALF PAIR

**Hunters Mercedes 757**

Clint & Rachel Hunter, Fair Grove, MO

# Missouri Angus Preview Champions



**JUNIOR BULL CALF CHAMPION**  
**Black Hawk 12**

Austin Thummel, Sheridan, MO



**RESERVE JUNIOR BULL CALF CHAMPION**  
**SLL Lookout 129**

Lynn & Kathy Spangler, Billings, MO



**RESERVE SENIOR BULL CALF CHAMPION**  
**HCC Dominance 003**

Ryan Hollenberg, Mexico, MO



**INTERMEDIATE CHAMPION BULL**  
**Coon 870 X Factor 053**

Jacob Coon, Bethel, MO



**RESERVE INTERMEDIATE**  
*Champion Bull*  
**Coon 3P29 Little Brother 056**

Kathryn Coon, Bethel, MO



**JUNIOR CHAMPION BULL**  
**Dameron Brilliance 0115**

Shannon Yokley, Jefferson City, MO



**RESERVE JUNIOR CHAMPION BULL**  
**Clearwater Rescue 1030**

Jera Pipkin, Republic, MO



**RESERVE SENIOR CHAMPION BULL**  
**Baughers Unending Legacy 500**

Blake Baugher, Galt, MO

# Missouri Junior Angus Preview Heifer Show Champions



## GRAND CHAMPION BRED-AND-OWNED FEMALE

Intermediate Champion

**WCC Bess 064**

*Paige Wallace, Stotts City, MO*



## RESERVE GRAND CHAMPION BRED-AND-OWNED FEMALE

Senior Champion

**HS Grace 8159 139**

*Dereck Washam, Pierce City, MO*

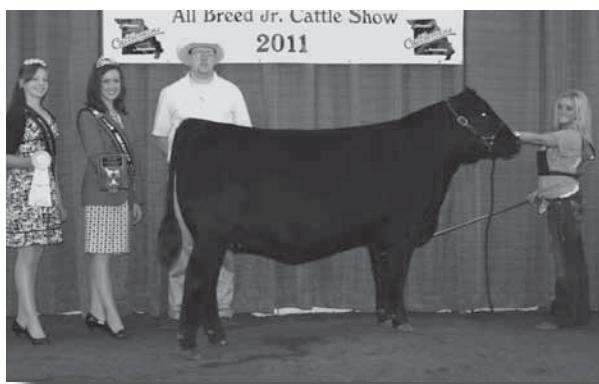


## GRAND CHAMPION OWNED FEMALE

Senior Champion

**WCC Lass 9111**

*Sam Wallace, Stotts City, MO*



## RESERVE GRAND CHAMPION OWNED FEMALE

Junior Champion

**WCC Blackcap 009**

*Ashlyn Richardson, Lincoln, MO*



## GRAND CHAMPION COW -CALF PAIR

**SR Lass 802**

*Chase Thummel, Sheridan, MO*



## RESERVE GRAND CHAMPION COW-CALF PAIR

**SR Lass 810**

*Austin Thummel, Sheridan, MO*

# Missouri Junior Angus Preview Heifer Show Champions



BRED-AND-OWNED  
HEIFER CALF CHAMPION  
**HRB Miss Bluebird 1029**

Hannah Bartholomew, Archie, MO



BRED-AND-OWNED  
RESERVE HEIFER CALF CHAMPION  
**Broken E Lassie 0250**

Brittany Eagleburger, Buffalo, MO



BRED-AND-OWNED  
RESERVE INTERMEDIATE CHAMPION HEIFER  
**CH J-wow 042**

Gregory Connell, Eugene, MO



BRED-AND-OWNED  
RESERVE JUNIOR CHAMPION HEIFER  
**HS Grace 8159 100**

Dereck Washam, Pierce City, MO



BRED-AND-OWNED  
RESERVE SENIOR CHAMPION HEIFER  
**Broken E Erica 965**

Nathan Eagleburger, Buffalo, MO



OWNED HEIFER CALF CHAMPION  
**Clearwater Princess 1870**

Jera Pipkin, Republic, MO



OWNED RESERVE  
HEIFER CALF CHAMPION  
**JWH Little Miss 409**

Jacob Heimsoth, Lathrop, MO



OWNED INTERMEDIATE  
CHAMPION HEIFER  
**Baugher's Destined Ruby 69**

Braiden Trupin, Galt, MO



OWNED RESERVE  
INTERMEDIATE CHAMPION HEIFER  
**HS Grace 8159 110**

Chance Hardy, Diamond, MO



OWNED RESERVE  
JUNIOR CHAMPION HEIFER  
**WCC Rosa 023**

Sam Wallace, Stotts City, MO



OWNED RESERVE SENIOR  
CHAMPION HEIFER  
**JWH Lulu 942**

Jacob Heimsoth, Lathrop, MO

*Photo  
Unavailable*

BRED-AND-OWNED  
JUNIOR CHAMPION HEIFER  
**WB PVF Lucy 0116**

Cameron Ward, Plattsburg, MO

# Missouri Junior Angus Preview Show Champions



**GRAND CHAMPION BULL  
SENIOR CHAMPION  
DAC Cupid 913**  
By MCC Cupid 414  
*Caleb Sayre, Stotts City, MO*



**RESERVE GRAND CHAMPION BULL  
BULL CALF CHAMPION  
HCC Dominance 003**  
By SAV Brilliance 8077  
*Ryan Hollenberg, Mexico, MO*



**RESERVE BULL CALF CHAMPION  
Broken E Cupid Coal 1085**  
*Nathan Eagleburger, Buffalo, MO*



**INTERMEDIATE CHAMPION BULL  
Coon 3P29 Little Brother 056**  
*Kathryn Coon, Bethel, MO*



**RESERVE INTERMEDIATE CHAMPION BULL  
Coon 870 X Factor 053**  
*Jacob Coon, Bethel, MO*



**JUNIOR CHAMPION BULL  
RCC Net Worth 006**  
*Kable Ragsdale, Paris, MO*



**RESERVE JUNIOR CHAMPION BULL  
Clearwater Rescue 1030**  
*Jera Pipkin, Republic, MO*



**RESERVE SENIOR CHAMPION BULL  
BARS Wild Fire 9201**  
*Taylor Borgstadt, Concordia, MO*



**GRAND CHAMPION STEER  
OGL CJS Mooch 049-669**  
*Cooper Sadowsky, Eagleville, MO*



**RESERVE CHAMPION STEER  
Broken G 5083**  
*Ashley Grimes, Archie, MO*



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Senior Champion: *Evan Summers*  
Junior Champion: *Jera Pipkin*



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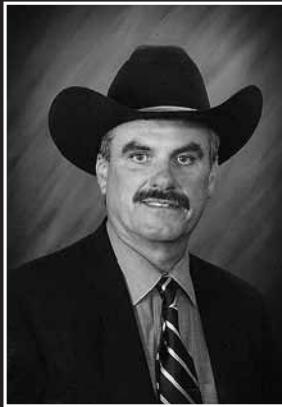
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8/26-27	Express Ranches .....	Yukon, OK
9/3	Seagraves Angus .....	Mulberry Grove, IL
9/10	Day Cattle Co .....	Marshfield
9/10	TL Ranch .....	Monticello
9/11	Byergo Angus.....	Savannah
9/16	Galaxy Beef .....	Savannah
9/17	KCS Angus Ranch .....	Novinger
9/24	Black & White Cow Sale.....	Fair Grove
9/25	Focused on the Fundamentals .....	Nevada, MO
10/7-15	Great Expectations Open House .....	Wentworth
10/8	Wallace Cattle Co .....	Stotts City
10/15	Circle A Fall Bull Sale .....	Iberia
10/15	Heart of the Ozarks.....	West Plains

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



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

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# First-born beef advantage

By Wyatt Bechtel, CAB Industry Information Intern

Early-born calves have a better chance than the later born of making a profit for their owners.

That's what a 2010 study of Iowa Tri-County Steer Carcass Futurity (TCSCF) data helped confirm. The analysis looked at birth date and age of Angus-Simmental rotational crossbred calves, compared to their feedlot performance and carcass traits.

Birth-to-harvest data on 1,369 spring-born calves from 2002 to 2007 on a central Missouri ranch were divided into four groups by date of birth.

Those born in the first 21 days qualified for the *Certified Angus Beef®* (CAB®) brand 28.6% of the time compared to only 11.24% for the calves born after 63 days in the sequence. Calves in the mid-early (22 to 42 days) sequence went 24.37% CAB while those born 43 to 63 days managed only 16.28% qualifiers.

"I didn't expect to see that large of a difference in quality," says Darrell Busby, TCSCF manager. Carcasses from the early-born calves earned approximately \$11 more than those from the two middle groups, while outperforming the late group by more than \$40 (see table).

Busby was also surprised at how the later-born calves did not catch up to their earlier-born herd mates in terms of weight gain. The oldest calves each year had higher weights entering and leaving the feedlot compared to their younger counterparts.

"In other words, you are going to have higher quality grades and more pounds in the earliest born calves," says Gary Fike, beef cattle specialist for CAB, who presented the findings at last year's American Society of Animal Science meeting in Denver. The abstract and slide presentation may be viewed at <http://www.cabpartners.com/news/research/index.php>

Another somewhat surprising note from the research indicated the earlier a calf was born, the better its disposition. Busby found logic in that, however: "The more time you interact with cattle, the more it allows them to adapt to you. That's probably why we saw

more docile disposition scores in the earlier-born calves."

The University of Nebraska pioneered this area of research with a study that looked at progeny of a Red Angus-Simmental herd at the Gudmundsen Sandhills Laboratory near Whitman, Neb., finished at the West Central Research and Extension Center near North Platte, Neb.

Nebraska animal scientist Rick Funston says the study, which aimed to underline the importance of a short calving period, showed 30% of calves born in the first 21 days of calving graded average Choice or higher. Fewer than 17% of later-born calves hit that mark.

Carcass weight was positively affected as calves were born earlier. There was a 45-pound (lb.) difference in final carcass weight between the earliest born calves and those born after 42 days.

It all added up to a \$77 advantage in carcass value for the oldest calves, but there are other advantages, too. "Probably the biggest impact is that those cows that calve earlier are going to have a longer period in which to rebreed," Funston notes, adding the resultant increase in cow longevity will decrease the need for replacement heifers as well.

The study also looked at the impact of heat synchronization on pasture mating, as one possible intervention method.. Cows injected with prostaglandin five days after bull turn-in had more calves born in the first 21 days of the calving season and weaned heavier, more valuable calves. Both studies show the benefits of a more uniform calf crop.

"Extension and universities have been telling us for a long time to tighten up your calving season from the basis of marketing your calves and making them as uniform as possible," Fike says.

When retaining ownership on feed, he recommends selling the latest born calves at weaning to help increase uniformity in the rest: "Let someone else manage those late calves as you reap the benefits of the older calves." 

## Quality grade by birth sequence within the spring calving season

USDA Quality Grade	Birth Sequence				Chi-Square P value
	E	ME	ML	L	
Prime	0.53%	0.78%	0.00%	0.00%	0.3915
CAB®	28.60%	24.37%	16.28%	11.24%	<.0001
All Choice	85.05%	83.63%	76.88%	77.89%	0.0087
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Standard	0.53%	0.78%	0.00%	1.05%	0.9695

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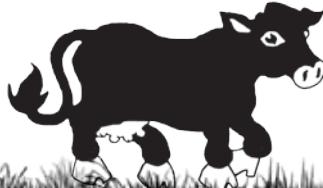
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# Beef education headlined Briarwood's Farm Day

Beef education headlined Briarwood's Farm Day. Medical doctors, business people, politicians and leadership from the University of Missouri all gathered at Briarwood Angus Farms, near Butler, Mo., earlier this month.

The purpose? To learn more about agriculture, specifically quality beef and what it takes to get it to their tables.

Dr. Curtis Long, and his wife Ann, invited acquaintances and area leaders to the field day on Saturday, June 4. It kicked off with a *Certified Angus Beef®* (CAB®) brand steak dinner.

"This brand is more than a great marketing program," said Sara Scott, executive account manager for the company, who presented at the event. "It's based on sound science. It's defined by 10 quality-based specifications."

Insufficient marbling is the No. 1 reason cattle don't qualify.

She walked attendees through the ways CAB works with every segment of the industry, from seedstock producers like Briarwood to end users who sell to consumers.

"We're interested in adding value for everybody along the supply chain," she said. The company doesn't own a single pound of product, so it protects the logo it does own by tracking every pound sold. "It's all based on pull-through demand. Consumers will pay more for our product, because they recognize the brand stands for taste, juiciness and tenderness."

Of course, meeting the CAB specifications is not an easy task.

"We had David Warfield, our farm manager, talk to them about what it takes to raise an animal and get them to qualify for Certi-

fied Angus Beef," Long said. "He covered everything from the time they're born and tattooed to weaning and then getting sent to the feedlot and eventually harvest."

They know what it takes, too, because they've been shooting for a high-quality target for decades.

"If you're a seedstock producer, you need to feed out some of your own cattle. You never know what you have until you do that for sure," he said. "For years we've used that information to make improvement, to help select which breeding stock we keep back."

Currently, cattle are being fed at Royal Beef near Scott City, Kan., where they're reaching 60% to 80% CAB acceptance.

"It's important to hit that target because it helps improve total consumption of beef and makes for a quality product. It also enhances the value of the Angus cattle we sell," Long said. "We've always been end-product oriented."

Perhaps that focus is what sparked the idea of a day at the farm.

"It's not every day that you get to promote your product to the chancellor of the university," he said, also noting that their senator and state representative both attended. "I think it's important to reach out to these people so they know what high-quality beef is and what it takes to produce it."

The 50 guests enjoyed a tour of the nearby native prairies on the farm as well.

For more information, consumers may visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com). Cattlemen can find production-related information at [www.CABpartners.com](http://www.CABpartners.com).



# Blase Angus

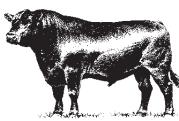
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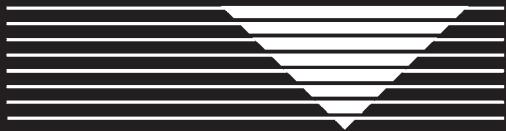
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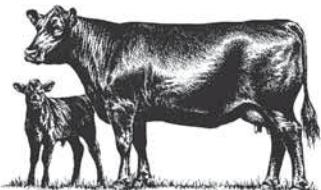
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# Missouri Angus Producers Attend BLI

*Three Angus producers represented the state of Missouri at Beef Leaders Institute.*

Missouri Angus producers had the opportunity to attend the American Angus Association's fourth annual Beef Leaders Institute (BLI), June 20-23, 2011.

Thomas Black, Warsaw; Brian Meier, Jackson; and Albert Meyers, Oakville, were among 18 Angus breeders from 12 states.

The four-day educational event is designed to give applicants, ages 25-45, more agriculture and beef awareness, a chance to meet with Association staff and industry representatives while networking with fellow Angus producers.

"BLI was a great opportunity for me to see different facets of the industry I didn't know much about," Black said.

After tours and presentations of the American Angus Association and its entities — Angus Genetics Inc. (AGI), the Angus Foundation, Certified Angus Beef LLC (CAB) and Angus Productions Inc. (API) — the group traveled through eastern Nebraska and western Iowa for several in-depth tours of the beef production process, from feedlots to retail distributors.

Tour stops included, Tyson, beef processing plant, Dakota City, Neb.; Whole Foods Market, grocery store, Omaha, Neb.; Cargill Meat Solutions, deli meat processing plant, Nebraska City, Neb.; Sysco, food distributor, Lincoln, Neb.; and Igenity/Gen-eSeek, genetics lab, Lincoln, Neb.

"The tours will allow me to better communicate with consumers and friends who have been around the cattle industry," Meier said.

2011 Beef Leaders Institute participants include Andrew Maupin, Larkspur, Colo.; Chris Throne, Lexington, Ga; Dan Hanrahan, Winterset, Iowa; Michael Honold, Coon Rapids, Iowa; Chad L.

Daugherty, Cerro Gordo, Ill.; Rob Fanning, Cordova, Ill.; Thomas Black, Warsaw, Mo.; Brian Meier, Jackson, Mo.; Albert Meyers, Oakville, Mo.; Justin Lund, Grass Range, Mont.; Cory Poser, Denton, Mont.; Dru Uden, Franklin, Neb.; Brien Dodson, Okemah, Okla.; Cody Edgar, Rockham, S.D.; Dustin Hurlbut, Clark, S.D.; Joseph McKellar, Mount Pleasant, Texas; Charles "Jason" Pratt, Atkins, Va.; Katy Kemp, Sun Prairie, Wis.



Left to right: Albert Meyers, Oakville; Thomas Black, Warsaw; and Brian Meier, Jackson.

For more information about the American Angus Association or the Beef Leaders Institute, visit [www.angus.org](http://www.angus.org) or call 816-383-5100. 

## Certified Angus Beef® brand posts record June

WOOSTER, Ohio — July 22, 2011 — Although beef prices have been relatively high this spring and summer, many consumers and chefs are continuing to look for high-quality cuts. The *Certified Angus Beef®* brand sold 70 million pounds in June, the highest volume month in the company's 33-year history, 4.3% above the previous June and some 10 million pounds better than June 2009. This milestone, with three months to go, moves the company one step closer to a sixth consecutive fiscal year of sales gains.

"The real reason for this record goes beyond sales to the dedication of our licensed partners," says John Stika, company president. "They have committed to putting product in front of consumers even with high-priced beef, which further drives home the importance of quality in the price/value relationship. With strong cattle prices at the same time, pull-through demand is creating success at all levels."

The share of Angus-influenced cattle qualifying for the brand in June was 24.8%, nearly 4 percentage points higher than summer 2009. Sales gains came from foodservice, which has experienced significant recovery the past 12 to 18 months despite higher cattle and beef prices. Retail continues to carry the bulk of brand sales, with seasonally strong summer demand in full swing. The international division is setting a hot pace in rate of growth with a 17% increase over 2010 for the fiscal year to date.

Founded in 1978 by Angus producers, this is the only brand owned by the American Angus Association® and its more than 30,000 rancher members. The *Certified Angus Beef®* brand has 10 strict quality standards that make it a cut above USDA Prime, Choice and Select. Only the best Angus beef achieves the brand's premium name. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com), or look for the brand on Facebook and Twitter. 

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# CORNER ON QUALITY



## Popping up, stepping out in the Big Apple

By Jennifer Kiko, CAB Communication and Media Manager

You know what happens when you lead a horse to water. He won't drink until he's thirsty and there's not much you can do about it. The same theory applies to consumers and the *Certified Angus Beef*® (CAB®) brand message.

We can explain marbling, but it takes first-hand experience to believe in those little white flecks. We can promise flavorful, juicy steaks, but words ring hollow when taste buds are required. And we can talk premium Angus beef and quality standards all day long; consumers won't listen unless they're hungry for what we have.

With that in mind, we took off for New York City on a five-week "experiment" with the James Beard Foundation. Together we hosted a popup store and restaurant in the city's trendy Chelsea Market. A popup business appears for a short time with specific goals. In this case: education with a little "wow factor" thrown in.

JBF LTD, as it was called, provided New Yorkers a limited opportunity to eat, shop and learn about the CAB brand. But we didn't just offer beef including CAB Prime tenderloins, T-bones, bone-in CAB Natural cowboy steaks and strip steaks. We also introduced consumers to a few of those "family ranchers" we're always talking about.

It was a combination of fabulous food and real people with real stories, and it made a meaningful impression on visitors.

A "Cowboys and Cleavers" program brought Texas ranchers Steve and Ginger Olson together with renowned New York butcher Marc Sarrazin of DeBragga & Spitler and CAB Chef Scott Popovic. They discussed the production process from ranch to plate.

DeBragga was the first distributor in New York to partner with the brand. "I love being able to put CAB product in front of chefs," Sarrazin shared. "My customers know it's a great product week in and week out. They have the opportunity to serve better than average steaks and that's the reason we work so hard selling it on a daily basis."

On "Cowboy Fridays," Angus seedstock producers came from

California, Montana, Oklahoma, New York and South Carolina to share their passion for raising cattle.

Noting that he'd heard beef called a "celebration food," Dalebanks Angus Ranch owner Matt Perrier told JBF LTD visitors: "Our family loves to entertain, and if our cattle can offer a tremendous eating experience that entertains thousands of hungry people, we've done our job."

The Perriers raise cows and kids in the Kansas Flint Hills. Matt explained to JBF LTD customers that he treats his land and cattle like life depends on them. "And truly," he admitted, "it does."

The popup store gave us a chance to talk about the brand in a setting created with customers in mind.

When they wondered, "Where is your beef served?" they heard and tasted meals from some of America's best chefs, including Craig Deihl of Cypress restaurant in Charleston, S.C.

Deihl told folks he loves sourcing from local farmers, fisherman and premium purveyors like CAB. "It's all about quality and consistency," he said. "Without maintaining high standards in these areas, I'd be running just another restaurant."

A guest exclaimed, "This is the best steak I've ever eaten!" and he meant it. His wife returned the following week to purchase more CAB cowboy steaks.

JBF LTD gave us a unique and unexpected forum to showcase the CAB brand for consumers, celebrity chefs and *Food Network* folks. We shared the vision with representatives from magazines like *Bon Appétit*, *Saveur*, *Nation's Restaurant News* and *O, The Oprah Magazine*.

For five weeks we celebrated a journey that begins in pastures across the country and ends on dinner tables around the world.

It popped into being and now it's gone. On to the next challenge!

In the meantime, thanks for doing what you do. We'll keep doing what we do. *Together, we'll get that horse to drink.*

## Angus Releases Genomic-enhanced Calving Ease EPD

The American Angus Association® and Angus Genetics Inc. (AGI) have again expanded their offering of genomic-enhanced expected progeny differences (EPDs).

Beginning today, the calving ease direct (CED) EPD joins AGI's suite of genomic-enhanced selection tools generated using the Association's extensive performance database and genomic results now provided by both the High Density 50K (HD 50K) platform from Pfizer Animal Genetics and the Igenity® Profile for Angus.

The calving ease direct EPD helps cattlemen predict the average difference in ease with which a sire's calves will be born when he is bred to first-calf heifers. Expressed as a difference in percentage of unassisted births, a higher value indicates greater calving ease in first-calf heifers.

"Now, the calving ease direct EPD utilizes DNA data submit-

ted by breeders to provide even more accurate selection capabilities," says Bill Bowman, AGI president and Association chief operating officer (COO).

AGI offers genomic-enhanced EPDs for calving ease, carcass, growth (including birth, weaning and yearling weight EPDs; as well as milk) and residual average daily gain (RADG) traits incorporating genomic data from both Pfizer Animal Genetics and Igenity. A genomic-enhanced EPD for docility incorporating Igenity results is also available. (Click here for a complete, regularly updated list of available genomic-enhanced EPDs.)

"These and all other National Cattle Evaluation EPDs are released every Friday and provide Angus producers of any herd size with the most up-to-date information for their selection decisions," says Sally Northcutt, Association director of genetic research.

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## Reputation beef

By Miranda Reiman

There's Midwestern nice and Southern charm. New York has its bright city lights and there's the West Coast sunshine.

Every region is known for something. When you dial down into the agriculture world, certain states or areas seem to have a stronghold. Wisconsin and dairy go hand in hand. Then you have Florida oranges, Kansas wheat, Georgia peaches—and who could think about the great expanses of states like Texas and Montana without also thinking of cattle?

Move outside the U.S. borders and you may not see as clearly what American cattle producers are connected with around the world. Luckily for the beef industry, but not just by chance, that image overwhelmingly has been built on quality.

For the most part, global consumers hear U.S. beef and they think marbling, corn-fed, unique flavor. In a word: tasty.

That's a prestigious reputation to own. But there's an old adage, "It takes years to build a reputation and seconds to destroy it."

If you're a Middle Eastern beef consumer, who has just paid a pretty penny (or whatever currency might be involved) for your American beef, that's undoubtedly true. After all, there are extra costs for freight, inspections, and repackaging already built into that beef. It costs more across the ocean and through the Strait of Hormuz than it does just raised down the local dirt road. So that foreign consumer has shelled out some big bucks for a special meal out or to entertain in style and it all comes down to those first few bites. Is it

moist? Tender? Tasty?

It better be, because it has to live up to that reputation.

The U.S. Meat Export Federation (USMEF)—a trade group that represents all domestic red meat production—says it promotes American beef as the high-quality player. These folks build demand on the fact that the U.S. can consistently provide the best to five-star hotel and restaurant establishments.

As cattlemen and women it's your job to protect that reputation—build on it, grow it.

A family in South Korea or tourists in Barbados are probably not the first things you're thinking about as you sit down to pencil out a new breeding or management strategy, but you have to remember that those very people are adding dollars to your bottom line.

Last year, USMEF estimated that exports added more than \$153 per head to each animal. No matter what prices are doing in this often-low-margin business, you can't afford to give that up.

The good news is those international consumers aren't really that different than a domestic beef eater. Sure, they might take a few more livers, tongues or short plates than any given U.S. market buys, but everybody wants the same thing: a good eating experience.

If you let that focus define your farm or ranch, you'll be in good shape for keeping that reputation on solid footing.

Next time in *Black Ink*, we'll look at numbers in a new light. Meanwhile, if you have questions for us, call toll-free at 877-241-0717 or e-mail mreiman@certifiedangusbeef.com. ☺

## Feeding Quality Forum moves up; registration opens

"Ahead of the feeding curve" is a good place to be with the volatile markets and ever-changing dynamics in the cattle feeding business. It's also the theme of this year's Feeding Quality Forum, slated for August 23 in Omaha, Neb., and August 25 in Garden City, Kan. Cattlemen and women, educators and allied industry are invited to learn more about topics that will impact their livelihoods at the sixth annual event.

Registration by August 5 is \$50 and includes a Certified Angus Beef® brand lunch. Space permitting, late registration will be \$75. Check-in and refreshments begin at 9:30 a.m., with a welcome at 10 a.m. The program wraps up at 4:15 p.m.

Popular market analyst Dan Basse, AgResource Company, will kick off the agenda by addressing the human food protein and livestock feedstuff outlook.

Other topics include:

- Today's Feedlot Profitability Factors by Shawn Walter, Professional Cattle Consultants
- Beef Quality Scorecard with Glen Dolezal, Cargill Meat Solutions
- Managing the New Workforce in the New Economy, Don

Tyler, Tyler & Associates

- Clearing the Air: Livestock, Air Quality and Climate Change, Dr. Frank Mitloehner, University of California-Davis

The lunch program will feature the second annual Feeding Quality Forum Industry Achievement Award winner, Max Deets. The longtime Kansas cattle feeder and past president of the National Cattlemen's Beef Association will make comments at both locations.

"Max has always been an early adopter of new ideas, a true innovator," Corah says. He helped set up some of the first feed-out programs and bull tests, and pioneered the win-win concept.

"He is a great believer in the differences in genetics, and the merit that attention to quality has for ranchers, feeders and ultimately the end consumer," he says.

The meetings are sponsored by Pfizer Animal Health, Land O' Lakes Purina Mills, Feedlot magazine and CAB.

To register, visit [www.cabpartners.com/events](http://www.cabpartners.com/events), or contact Marilyn Conley by phone 800-225-2333, ext. 298, or email [mconley@certifiedangusbeef.com](mailto:mconley@certifiedangusbeef.com). ☺

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**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!

Over A Half Century of Progressive Genetics

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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**



**Videography &  
Sales Representative**

**Kevin Johansen**

**573-289-1061**

## B&M Angus

**Mark & Cindy Womack**

13801 Colorado Ave.  
Elmer, MO 63538

**Home: 660-486-3395  
Cell: 660-342-4154**

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FINAL PRODUCT



HARLAND



SURE BET



EPIC



PROGRAM



SPECIALIST



SPECIAL FOCUS

# THANK YOU!

## For Another Outstanding Spring Season

Due to your support of our products and services, ABS remains #1 and going strong with a near record March and outstanding overall spring season in 2011.

ABS and our bull owner partners would again like to extend a **Thank You Special** offer to the customers who have contributed to this success. These **Thank You Special** prices are the most generous of the year and are effective from July 15th to August 26th, 2011.

**Choose any combination of the following sires with a maximum of 10 units per bull.**

		Retail	Special
29AN1640	IN FOCUS	\$40	\$26
29AN1574	OBJECTIVE	\$30	\$18
29AN1771	IRONSTONE	\$30	\$20
29AN1697	IMPRESSION	\$30	\$18
29AN1789	FINAL PRODUCT	\$25	\$18
29AN1751	BRILLIANCE	\$25	\$16
29AN1779	FRONTMAN	\$25	\$16
29AN1609	NEW STANDARD	\$22	\$14
29AN1757	PROGRAM	\$20	\$14
29AN1790	SPECIAL FOCUS	\$20	\$13
29BN0018	SPECIALIST	\$40	\$24
29BN0019	DISTINCTION	\$40	\$24
29AR0236	EPIC	\$22	\$15
29AR0232	JACKHAMMER	\$20	\$13
29CH0195	GRID MAKER	\$20	\$13
29HP0906	RIB EYE	\$25	\$15
29HP0914	THOR	\$25	\$16
29HH0835	HARLAND	\$20	\$13
29SM0371	MACHO	\$30	\$18
29SM0390	SURE BET	\$22	\$15
29SM0427	SHARPER IMAGE	\$20	\$14
29SM0404	GLS COMBINATION	\$20	\$13
29SM0407	DUAL FOCUS	\$20	\$13

Prices effective for orders placed and shipped by August 26, 2011 or until supplies run out. Short supply bulls may be removed from the special early. This special is intended to say Thank You to those who have contributed to our success and is open to existing ABS customers. New customers, actively involved in the cattle business may be eligible for the special with the approval of the local ABS Representative and District Sales Manager.

# Show-Me the BEEF!

Galaxy Beef LLC and Friends Female Production Sale

## September 16, 2011 • 4 PM

At the farm near Graham, MO

**Offering 80  
Lots including  
a full lineup of:**

Donors  
ET Heifers  
Fall Yearlings  
Bred Heifers  
Production Cows and  
Calves



**Riverbend Everelda  
3496**

Offering full interest in this proven  
donor from the Galaxy and KCS lineup.



**Coleman Donna 202**

Daughters by Sitz Upward and  
SAV Bismarck



**KMK Donna J311**

Offering an outstanding daughter by  
Limestone Great Divide



**GAR EXT 2928**

A daughter by GAR Predestined sells,  
good enough to replace 2928!

**Carlson  
Cattle  
Company**

John Carlson  
Fullerton, NE  
402.276.6468  
308.536.4247  
[john.carlson@sandypine.com](mailto:john.carlson@sandypine.com)

VIEW/BID LIVE ON THE INTERNET:  
**Live Auctions TV**  
<http://www.LiveAuctions.tv>  
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**GALAXY BEEF LLC**

Steve Miller and family  
21146 400th St. • Graham, MO 64455  
(660) 582-1334 • E-mail: [bigmilr@grm.net](mailto:bigmilr@grm.net)  
Ecclesiastes 3:12-13



# Predictable PERFORMANCE

Fulton, Missouri

## FHCC Specialist 7540



### Professional Grade Bulls

#### ✓ Calving Ease First

Calving ease is a must, with most bulls Show-Me-Select qualified.

#### ✓ Carcass and Growth Emphasis

Our spring 2011 sale group featured bulls over \$70 for \$B with an average over \$60 and ranking in the top 10% of the breed.

#### ✓ Large Selection & Value Priced

Our Professional Beef Genetics group tests 400-plus bulls annually, offering the best in two low pressure "open house" sales.

#### ✓ Top Notch Bio-Security

We are the first and oldest Johnes-certified herd in Missouri. In addition, every animal in our herd has tested free for persistent BVD.

EPDs as of May 1, 2011

CED	BW	WW	YW	SC	Milk	Marb	REA	\$W	\$B
+7	+0.7	+67	+108	.70	+25	.62	.50	37.11	66.17

Top 35% Top 25% Top 2% Top 5% Top 30% Top 25% Top 15% Top 10% Top 1% Top 3%

*Outstanding commercial bulls and purebred herd sire candidates sell the fourth Saturday in March and the first Saturday in November through the Professional Beef Genetics Bull Sale.*

## FHCC Georgia 264



### Foundation Females and Embryos

#### ✓ Maternal Emphasis

In addition to \$B, we have placed strong emphasis on maternal value, producing several industry leaders for \$W Index, including the breed's No. 1 cow in 2008.

#### ✓ Breed Leading Cow Families

We've built our herd on the maternal ability and predictability of many of the industry's top cow families, including maternal sisters to leading PATHFINDER sires New Design 878 and BCC Bushwacker.

#### ✓ Long Term Commitment

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

#### ✓ Customer Success

Our genetics have worked for customers in 28 states and six foreign countries extending across four continents.

EPDs as of May 1, 2011

CED	BW	WW	YW	SC	Milk	Marb	REA	\$W	\$B
+6	+1.7	+48	+88	.87	+21	.79	.40	24.86	69.24

Top 30% Top 35% Top 20% Top 20% Top 10% Top 40% Top 3% Top 10% Top 40% Top 1%

*Contact us about private treaty availability of foundation females and embryos.*



Doug & LaRée Frank

(608) 279-3172

djfrank@charter.net

Brent & Keri Hazelrigg

(703) 587-9959

fhcattleco@aol.com

John Frank

(573) 642-8586

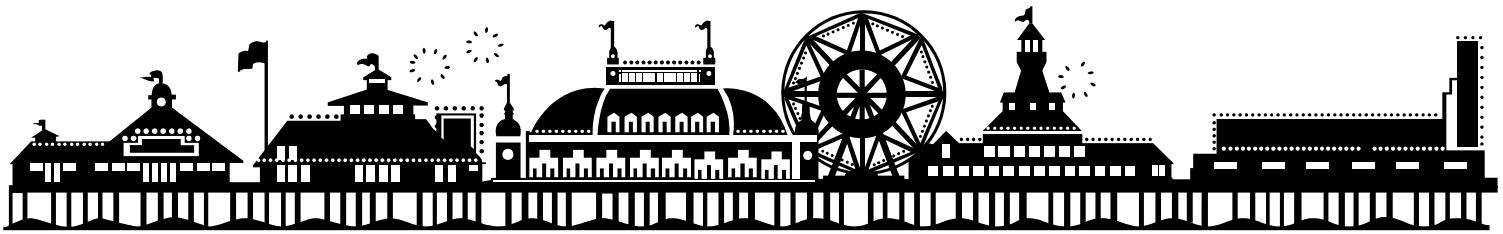
Steve & Carla Underwood

(660) 653-4549

Adam Kautsch, Herdsman

(573) 338-0652

ackautsch@gmail.com



## TWO TOP PROSPECTS IN THE SYDGEN HERD BULL BATTERY

Stop by our stalls at the Missouri State Fair to check out these young rising stars



CED Acc	BW Acc	WW Acc	YW Acc	RADG Acc	YH Acc	SC Acc	Doc Acc	CEM Acc	Milk Acc	\$W	\$B
+8 .24	+1.7 .35	+53 .25	+101 .24	.17 .19	.4 .35	+1.08 .32	+14 .29	.9 .10	+29 .13	+27.51	+52.91

### SydGen Memphis 0339

16628180 3/01/10

Owned with Kris & Traci Graupman,  
Palmyra, MO

A reserve division winner at the 2011 Missouri Angus Futurity, this top prospect sold for \$5000 to Graupman Angus.

Memphis is sired by a son of the Canadian outcross bull, King and is the 2010 natural calf of SydGen Gina 4235, the dam of breed leader SydGen Mandate. This outstanding young herd bull froze semen at 12 months of age before seeing pasture service in the Graupman herd.



CED Acc	BW Acc	WW Acc	YW Acc	RADG Acc	YH Acc	SC Acc	Doc Acc	HP Acc	CEM Acc	Milk Acc	\$W	\$B
I+8 .05	+2.4 .37	+52 .30	+104 .29	I+.17 .05	.8 .37	+1.12 .35	+27 .33	I+8.8 .05	I+9 .05	+27 .20	+25.34	+70.89

### SydGen Jaguar 9368

16345617 02/02/09

This top son of Contact was a natural service sire, here at SydGen, both last spring and fall and this spring.

Jaguar is a maternal brother to SydGen Turbo, the 2008 Missouri State Fair Grand Champion Bull and is a full brother to SydGen Storm, herd sire for Hoover Angus, Tingly, IA and SydGen Diamond 8499, herd sire for Oak Ridge Angus, Calistoga, CA.

**Mark your calendars for our 33rd Annual Production Sale, Saturday, November 19**

**Registered Angus Cattle**  
**Since 1952**

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



**PO Box 280 Mexico, MO 65265**

**www.sydgen.com**

**Visitors Always Welcome**

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Allen Robinson—(573) 473-9203

Sammy Breid  
Kyle Vukadin  
Tyler Allen  
Jennifer Russell  
Matt Rouse