

SEPTEMBER 2019

THE **PROFIT** *PICTURE*

CAPTURING VALUE | DELIVERING PERFORMANCE | CREATING EFFICIENCY





DOBSON RANCH
AGA NO 1
 PRESENTS

Building Your Future with Foundation Female Sale

SATURDAY **NOV**
9
2019

H2 FACILITY
 PERKINS, OKLAHOMA

FRIDAY, NOVEMBER 8

Sale Cattle Viewing – 12 p.m.

SATURDAY, NOVEMBER 9

Dinner 5:30 p.m. – Sale 7 p.m. – Post-Sale Social 8:30 p.m.

Oklahoma vs. California Salsa Challenge and Live Music by Quin Peterson and The Dirt Road Detours

SALE BOOK REQUESTS

LOUANN FRASER

530-228-3567

fraserranches@outlook.com

LIVE BROADCAST



**BALANCER,
 GELBVIEW & ANGUS**

Jim Dobson
 405-880-6173

John Dobson
 405-880-6661

Jared Bain
 580-716-4211

Louann Fraser
 530-228-3567

DOBSON RANCH

KAW CITY, OKLAHOMA

**BULLS AVAILABLE
 PRIVATE TREATY**

29th Annual Judd Ranch Gelbvieh, Balancer® & Red Angus Cow Power Female Sale

Saturday, October 12 • 12:00 noon • Pomona, Kansas

One hour SW of Kansas City • Free Trucking in U.S. on Purchases of \$20,000+

172 Homozygous Polled Females Sell (37 Homo Black/Homo Polled)



There are cows; then there are females like this beautiful Judd Ranch first calf heifer with her powerhouse bull calf. The difference: fertility, maternal ability, performance, eye appeal, teat and udder structure. The list goes on and on, including Judd Ranch being honored 20 of the past 22 years (1998-2019) as the breeds #1 Dam of Merit/Dam of Distinction breeder and owner. Plus cows that produced 302 bulls that sold in our March bull sale, with an 81 lb. average birth weight/876 lb. average weaning weight.

Please join us on Saturday, Oct. 12, at the Ranch when 190-plus Judd Ranch (spring & fall/bred & open) females will be sold at auction. A vast majority of the offering will be **homozygous polled** and every female is Judd Ranch bred and raised.

Call Cattlemen's Connection Toll-Free 1-800-743-0026 for your sale catalog.
Catalog online at www.juddranch.com

Put a Judd Ranch Female to work in your herd and see the difference

"The Complete Package" • Calving Ease • Growth • Carcass • Fertility



Judd Ranch Inc.

Dave & Cindy Judd
Nick, Ginger Judd & Family
Brent, Ashley Judd & Family
423 Hwy. K-68 • Pomona, KS 66076
785/ 566-8371 or 785/566-3770

Visit our web site: www.juddranch.com

VIEW/BID LIVE ON THE INTERNET:

LiveAuctions.TV

To register and follow the auction in real time on the internet,
log on to the website, <http://www.liveauctions.tv>
For more information or support call 817-725-8599

CONTENTS

FEATURES

Opportunities to Capture Value this Fall	6
<i>Take a deep dive into feeder calf market economics and explore programs designed for commercial cattle producers to reap added value in today's cattle market. By Rebecca Mettler</i>	
Over the Fence with Paul and Jennifer Jensen, Jensen Ranch, Lewistown, Montana	14
<i>The Jensens really appreciate the genetic punch for productivity and performance that they get from crossbreeding with Balancer® bulls. By Tom Strahm</i>	
Global Uncertainty and Growing Supplies	32
<i>By Tanner Aherin, CattleFax Analyst</i>	
Advancing Herd Genetics One Decision at a Time	40
<i>Follow along as we provide three tips to propel herd genetics forward. By AGA Staff</i>	
Gelbvieh Goes West	48
<i>See how Gelbvieh and Balancer® cattle not only survive but thrive in the unpredictable Arizona environment. By Malerie Strahm</i>	

NEWS

IGS Feeder Profit Calculator™ Highlights Profit, Reduces Risk	22
Join The Gelbvieh Association in Big Sky Country	26
American Gelbvieh Association Relocates Headquarters Office to Lincoln, Nebraska	26
AGA Past President Honored at Beef Improvement Federation Annual Meeting	60

The Profit Picture is the commercially-focused publication published in February and September by the American Gelbvieh Association focused on issues relevant to the commercial cow-calf producer.

REQUEST YOUR FREE SUBSCRIPTION

Sign up to receive your free subscription to The Profit Picture by subscribing online or completing this form and mailing to American Gelbvieh Association, attn: Profit Picture, 1001 S. 70th St., Suite 215, Lincoln, NE 68510. Comments and feedback welcome to lynnv@gelbvieh.org or 303-465-2333.

Name

Address:

City, State, Zip:

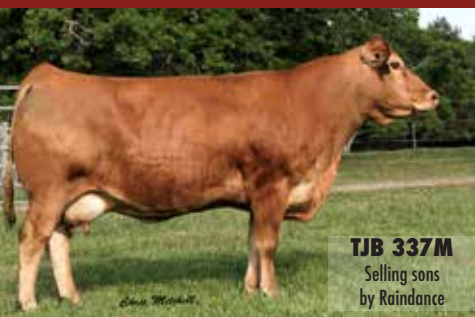
Subscribe online at www.gelbvieh.org/news/publications/profit-picture/

BULLS *Designed* TO DELIVER MATERNAL *Magic*

*Maternal
Magic*



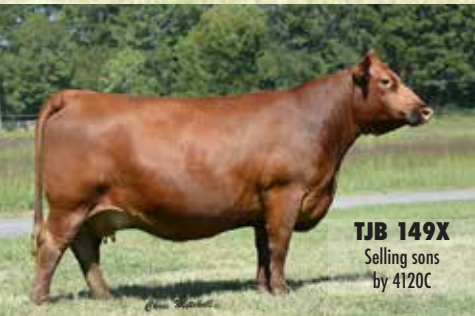
SELLING 50 BULLS AND A FEW SELECT FEMALES



TJB 337M
Selling sons
by Raindance



TJB 921U
Selling sons by
Probity & Roundhouse



TJB 149X
Selling sons
by 4120C



TJB GELBVIEH
& Balancer

8TH ANNUAL *Bull Sale* **11.02.19**

Visit tjbgelbvieh.com for more information

TODD, ALISA, KELSIE & KATELYN BICKETT

455 Brotherton Lane Chickamauga, GA 30707 • (706) 375-6586
(423) 667-3799 • Russ Princ, Herdsman • (423) 802-8347

Like us on Facebook 

CONTENTS

EDITORIAL

What's Your Profit Picture? 12

By John Carrel, AGA President

Getting the Job Done with Gelbvieh and Balancer® 20

By Megan Slater, AGA Interim Executive Director

Don't Underestimate the Value of a Crossbred Cow 24

By Tonya Amen, Ph.D., AGA Breed Improvement Consultant

A Identifying Profitability with Economic Selection Indices 28

By Will Fiske

The Smart Choice 38

By Grace Vehige, American Gelbvieh Junior Association President

Does Gelbvieh Have a Legit Place in the Industry? 42

By Jared Wareham

IN EVERY ISSUE

Contact Us 4

Events of Interest 78, 80

Ad Index 82

BREEDERS CORNER SECTIONS

Southern Breeders 61

Southeast Breeders 63

Service Center 69

Upper Midwest Breeders 72-73

Northeast Breeders 73

Midwest Breeders 74-75

Western Breeders 76

CONTACTS



1001 S. 70th St., Suite 215
Lincoln, NE 68510

Main phone: 303-465-2333

Fax: 303-465-2339

www.gelbvieh.org

info@gelbvieh.org

Facebook: American Gelbvieh Association

Instagram: [americangelbvieh](https://www.instagram.com/americangelbvieh)

ASSOCIATION STAFF

Megan Slater
Interim Executive Director
megans@gelbvieh.org

Tom Strahm
Commercial Marketing Director
tom@gelbvieh.org
785-547-7999

Taylor Buckley
Data Service Coordinator
taylorb@gelbvieh.org

Will Fiske
Breed Growth Specialist
will@gelbvieh.org

Sarah Dannehl
Registry Services
registry@gelbvieh.org

Lynn Valentine
Gelbvieh Media Productions
Coordinator/Graphic Design
lynnv@gelbvieh.org

Rebecca Mettler
Editorial Content Coordinator
rebeccam@gelbvieh.org

Jake Renner
Member and Youth Activities Coordinator
jake@gelbvieh.org

Malerie Strahm
Multimedia Coordinator
malerie@gelbvieh.org

EXECUTIVE COMMITTEE

John Carrel, President (2016)
Columbus, MT • 406-322-5991
lauriecarrel@live.com

Dan McCarty, Vice President (2017)
Rifle, CO • 970-481-5217
mccartycattle@hotmail.com

Klint Sickler, Secretary (2016)
Gladstone, ND • 701-483-5250
klintsickler@hotmail.com

Walter Teeter, Treasurer (2016)
Mt. Ulla, NC • 704-236-7980
waltert@republicrefrigeration.com

DIRECTORS

Dustin Aherin (2017)
Phillipsburg, KS • 785-302-1252
dgahein@vet.k-state.edu

Todd Bickett, DVM (2018)
Chickamauga, GA • 423-667-3799
todd@bickettgenetics.com

Leland Clark (2016)
Barnard, KS • 785-792-6244
prcc@twinvalley.net

Doug Hughes (2016)
Max Meadows, VA • 276-620-4271
lwht@wiredog.com

Jeff Loveless (2017)
Spanish Fork, UT • 801-623-8308
olranch@aol.com

Derek Martin (2017)
Bucklin, KS • 620-397-6752
dmartin@kinsleyfeeders.com

Lori Maude (2018)
Hermosa, SD • 303-809-3789
lori.maude@gmail.com

Andrea Murray (2018)
Kingfisher, OK • 405-368-9601
murrayfarm@pldi.net

Lowell Rogers DVM (2017)
Seminary, MS • 601-270-4152
lrdmsmiley@gmail.com

Randy Sienknecht (2018)
Gladbrook, IA • 319-290-3763
rmsink1209@msn.com

Jeff Swanson (2018)
Oxford, NE • 308-290-3763
swansoncattleco@yahoo.com



RIGHT INGREDIENTS RIGHT BLOCK

Break from molasses tubs. Use SweetPro blocks to provide a better source of energy and protein from DDGS and condensed distillers solubles, plus a complete vitamin and organic trace mineral package. Made with rumen-friendly ingredients, highly palatable and rich in soluble protein, soluble fiber and fat rather than molasses to maximize digestive capabilities.



BOOST FERTILITY | RAISE HERD HEALTH | IMPROVE FEED UTILIZATION
FORMULATED WITH OUR PROPRIETARY DIGESTIVE-AID, PROBIOTEIN®,
WHICH CONTAINS MULTIPLE PREBIOTIC FIBERS INCLUDING MOS.

SweetPro®
PREMIUM SUPPLEMENTS

Contact us today to improve your cattle's
performance with SweetPro blocks!

SweetPro.com | 888.229.0475

FEATURE

Opportunities to Capture Value this Fall

By Rebecca Mettler

Part I: Dive Deep into the Feeder Calf Market

Plateau. It's a term not commonly verbalized when describing the highs and lows of a cattle market cycle. However, that's precisely how Derrell Peel, Ph.D., extension livestock marketing specialist at Oklahoma State University, sees the current cattle market.

"What's different this cycle is that since the middle of the year in 2019 we have reached a plateau rather than a peak. Cattle numbers have leveled out; we are not seeing much expansion plus or minus unchanged from last year."

The peak in the cattle cycle looks like a plateau because there hasn't been a drastic downturn in the market price to incite a liquidation event like past cycles. Conversely, there aren't any additional incentives for producers to expand, either. Overall, Peel believes that the market is currently in a relatively stable place, all other things considered.

Undoubtedly, there are many questions surrounding trade uncertainties on several fronts. Then there's the recent closure of Tyson's Holcomb, Kansas, beef-processing plant, which is not expected to have a long-lasting influence on fall feeder calf prices. Instead, the biggest source of uncertainty comes from another angle.

"The biggest challenge in 2019 is certainly going to be the feed markets," Peel said.

Much of the country encountered a cold, wet spring and getting corn planted was a problem. There is significant uncertainty surrounding the number of corn acres planted along with questions regarding corn yield on acreage that was fortunate enough to get planted, according to Peel.

The added moisture this spring and summer helped pasture forage conditions but presented an extreme challenge for hay production. In many areas of the country, producers weren't able to get enough good quality hay harvested.

"Going into fall and winter there will be concerns about both where we are with concentrate feeds, specifically corn, and potential concerns in some regions about hay supply."

Uncertainty in the feeding sector could result in opportunities for cow-calf producers. They could be in a position to capture more value by adding cheap gain through the backgrounding phase, but that's dependent on forage resources, etc. Peel warns producers to see how the feeder calf market evolves in early fall because several pending situations might affect how the fall calf run pans out. Either way, producers need to do the math to make sure that backgrounding calves versus selling weaned calves pencils in a profit.

"The whole job of the market, the economics of the cattle industry is to figure out who can put weight on cattle the cheapest, and we adjust accordingly. And, because they are ruminants, we have a lot of latitude to be flexible about the feed resources that we use to feed those cattle."

Peel explains that the second half of 2019 has seen lower cattle prices than last year. He anticipates seeing more seasonal pressure with feeder calf markets down 3 to 5% in October and November compared to the previous year.

Seasonal pressure invokes an ever more present need for producers to step up their calf marketing game and make the best of a market inundated with spring-born calves.

Peel says that the first thing for producers to look at doing is a preconditioning program. This type of program has been around a long time and is proven to add value in most situations if done correctly. Basically, a preconditioning program is getting credit for doing the things that producers should already be doing, i.e., castration, two rounds of vaccines, dehorned, dewormed, and weaned a specified amount of time. Lastly, don't miss the critical step of utilizing a marketing venue, or sale, to capture that value.

"Look for a place, or a special sale, that is targeted toward those programs because they have a critical mass of buyers," Peel said. "There are two parts to this scenario: Do what you need to do production-wise to add value and then find those markets that are attuned to those programs."

For producers who want to take management and marketing to the next level, follow along to part two of this article where we dive deep into more advanced value-added programs.

Part II: From Source and Age and Beyond

The Source and Age Verification (SAV) program has been in practice in the beef industry since 2004 and continues to play an essential role in adding value for U.S. beef producers.

At its base, SAV programs attract a premium, but other programs have evolved to distinguish feeder calves further. SAV has become a jumping-off point to other value-added programs. Non-Hormone Treated Cattle (NHTC), Verified Natural Beef (VNB), and Global Animal Partnership (GAP) certification are some of the more popular bundling programs that tie to SAV.

In 2018, a source and age program provided a \$3/cwt premium based on 600-pound steer calves. NHTC garnered an average of \$6/cwt premium, verified natural calves received \$7/cwt in added value, and the GAP verified premium averaged \$14/cwt. Now let's look at the premiums in terms of net return. For a 250 head group of 600 pound steers, source and age netted \$14 per head, NHTC netted \$28 per head, and GAP certified cattle received \$70 per head net return after all expenses, according to statistics compiled by IMI Global, a company that specializes in verification programs for the livestock industry.

Doug Stanton serves as the vice president of business development at IMI Global. Each year, Stanton travels throughout the country to the bulk of the major video sales hosted by Superior Livestock Auction and Western Video Market. While he doesn't have the final numbers for the 2019 sales, he believes that 2019 premiums will be above 2018 for the value-added categories stated above.

Breed-Identified Programs

In addition, commercial producers who primarily utilize a specific breed of sire in their operations often have the opportunity to participate in breed-identified programs. Breed-identified programs provide the opportunity for producers to be recognized for the genetics leaving their operation.

The American Gelbvieh Association offers Balancer® Edge, a source and age verification program for feeder cattle sired by Gelbvieh and Balancer bulls. The Balancer® Edge program requires a minimum of 75 percent of the sires used on an operation to be registered Gelbvieh and Balancer bulls, and these bulls must be a minimum of

25 percent Gelbvieh genetics. The verification process for this program requires producers to submit first and last calf born date, head count support, and registration papers of the sires to verify Gelbvieh genetics.

Balancer® Edge meets the SAV base requirement for cattle to be eligible for marketing into the China Export Verification program, NHTC program for the EU, Verified Natural Beef, and others. In addition, Balancer® Edge documentation is eligible for establishing age of animals at the processor and is also now an accepted method of determining maturity of animals for grading purposes – ensuring they fall into the A maturity category if they are under 30 months of age at harvest.

“Balancer® Edge provides the opportunity for producers utilizing Gelbvieh and Balancer genetics to participate in a breed-identified program and have their production practices verified to be able to add value and gain additional marketing opportunities for their cattle,” said Tom Strahm, AGA commercial marketing director. “In addition, IMI Global's recent partnership with the IGS Feeder Profit Calculator™ allows producers to quantify the genetic merit of the animal's they are selling.”



BALANCER® EDGE
Source & Age Verification Program for Feeder Cattle Sired by Gelbvieh & Balancer Bulls

FEATURE

Getting Started

“We encourage our ranch customers to engage in as many programs as the cattle are eligible for,” Stanton said.

Bottom line, feedyards want flexibility. If they can procure cattle that are approved for multiple value-added programs, like NHTC, VNB and GAP, it gives them flexibility when they are marketing those cattle up to a year later.

“The packer is the same way. With multiple claims on the same animal there can be better carcass utilization and different cuts can go to different markets,” Stanton said.

Specific requirements must be met for cattle to qualify for the value-added programs. As step up from NHTC to Verified Natural to GAP more rules are applied at each program. However, Stanton believes that the premiums in today’s market are definitely worth the investment necessary.

Often, producers are worried about the additional paperwork and auditing process required to be involved in some of the top-tier value-added programs. However, Stanton finds that in most cases, the management changes and paperwork aren’t an issue.

“In some cases, there are management tweaks, but once they’ve been through an audit, they realize that they didn’t need to change that much,” Stanton said.

If producers are going to take the time to manage their feeder calves as directed by the program and purchase the program tags and incur the audit expense, they need to be ready to market their cattle correctly.

Not all auction facilities are approved locations to market program cattle, so producers need to do their research before marketing time. As a general rule, major video sales are the best place to maximize premiums because of the number of buyers present at these types of sales.

Continued on page 10



KICKING HORSE RANCH
JR
“Gelbvieh Since 1973”
50 years of continual whole herd AI
Over 35 years of Performance Testing

PERFORMANCE CATTLE FOR THE REAL WORLD
DEDICATED TO GELBVIEW FOR 45 YEARS

Annual Production Sale – March 19, 2020
Western Livestock Auction • Great Falls, MT

For your next herdsire or female purchase, look to Kicking Horse Ranch

Kicking Horse Ranch Jim & Kathy Bjorkman 406-937-4815	1285 Nine Mile Road www.kickinghorseranch.com krankin@northerntel.net	Olimont, Montana 59466 Jeanette Rankin 406-937-3728
--	--	--



THORSTENSON'S 39TH ANNUAL Lazy TV Ranch PRODUCTION SALE

SATURDAY, MARCH 7, 2020
AT THE RANCH - SELBY, SD

SELLING 200 BULLS

INCLUDING SONS OF THESE LEADING HERD SIRES



LAZY TV BIG BUD D155
PC75 • AMGV135777
BW: 0.1 | WW: 75 | YW: 117



LAZY TV PRIME C491
BA38 • AMGV1325243
BW: 1.4 | WW: 70 | YW: 115



DBRG TWISTER 451B
PB94 • AMGV1288031
BW: 0.7 | WW: 86 | YW: 129



WFL MERLIN 018A
Red Angus • AMAR1628086
BW: -4.0 | WW: 81 | YW: 129



MUSGRAVE 316 STUNNER
Angus • AAA18467508
BW: 0 | WW: 72 | YW: 123

Home of the two most heavily used sires in
the Gelbvieh breed in 2017 & 2018

LAZY TV WATCHMAN • LAZY TV SAM U451

- One of the Largest Selections of Balancer Bulls in the Nation
- Rigid culling for Disposition, Udder Quality and Structure
- Feed-Efficiency & Performance Tested
- Free Nation Wide Delivery and Volume Discounts
- Reds & Blacks Available with large sire groups to pick from
- Our herd ranked second in the nation for number of Dams of Merit the past three years



12980 Cedar Rd, Selby, SD 57472

BALANCERBULLS.COM

605-649-6262 • RANCH
605-848-0421 • VAUGHN
605-850-9390 • GINA
605-230-0591 • BRIAN
VWTHOR@SBTC.NET



Lazy TV Ranch

FEATURE

Continued from page 8

Market Climate for Value-Added Programs

Moving forward, the climate for value-added programs has continued to stay positive. A new agreement with the European Union (EU) was recently signed. Once enacted, the new trade agreement is expected to open up the EU to more U.S. beef, which in turn is expected to bolster the demand for NHTC cattle.



In addition, a trade agreement with China favoring U.S. exports would positively impact the beef market. SAV cattle meet the base requirement for cattle to be eligible for marketing into the China Export Verification program, and thus, a new trade deal with China would benefit participating producers.

GAP is a program that was implemented by Whole Foods in 2011. When Amazon acquired Whole Foods in August 2017, the GAP premiums were flat, but GAP numbers have seen positive growth since then. Whole Foods is finding ways to market the higher-end GAP beef and are showing growth in volume, according to Stanton.

“In our communications with three or four packers providing GAP products to Whole Foods, we’ve heard that they are getting more orders and in the future, they will get larger.”

While the work may be more intense to sell verified value-added program cattle, premiums received by progressive commercial producers across the country prove that program cattle have a place in the industry. ♦♦

BULL BARN GENETICS FOR ALL YOUR AI NEEDS:



- GELBVIEH
- ANGUS
- RED ANGUS
- SIMMENTAL
- CLUB CALF
- SALERS
- SHORTHORN
- DAIRY
- CHAROLAIS
- HEREFORD
- SHEATHS
- GLOVES
- CITO THAW UNITS
- TANKS
- A.I. KITS
- ARM SERVICE

Eldon & Kathy Starr
210 Starr Dr • Stapleton, NE 69163
bullbarn@bullbarn.com • 800-535-6173
www.bullbarn.com

SEGA GELBVIEH

INVITES YOU TO ATTEND OUR UPCOMING PRODUCTION SALES

SEGA GELBVIEH & FRIENDS FALL FEMALE SALE • DECEMBER 7, 2019

SPRING BULL SALE • MARCH 7, 2020



Steve & Gail Fiolkoski
16509 WCR 86 • Pierce, CO 80650
Gail's Cell: 970/590-4862 • Steve's Cell: 970/381-0600
Email: gafiolk@aol.com • www.segagelbvieh.com
Like us on Facebook @segagelbvieh

**"You can't expect to hit the JACKPOT...
if you don't put a few nickels in the machine."**



DLW TPG **JACKPOT** 7551B ET

**AMGV1306681 • Purebred 88% Gelbvieh Bull • BD: 9/2/2014
Homozygous Black • Homozygous Polled**

CED	BW	WW	YW	MK	TM	CEM	YG	CW	REA	MB	FPI
7	2.5	74	120	30	67	0	-0.36	34	1.04	0.37	80.42
90%	85%	15%	4%	10%	1%	>95%	90%	3%	4%	2%	4%

JBOB Carolina Fortune 2564J ET
GLAG ADKINS JACKPOT 906W
GLAG Adkins Miss Dixie 672S

DLW Mr Kingston 106P
DLW MS MATRON 802U
DLW Miss RT 338 703S ET

JBOB Carolina CPR 1451G
JBOB Miss 92C
OZZ EXT Governor 3N
OZZ Ideal Sara 72P
KCF Bennett Kingpin K403
DLW 1070M
Hyline Right Time 338
DLW Ms Hero 8862H

Jackpot was the high-selling bull of the
2016 Warner Beef Genetics Sale
His progeny have excellent growth, improved
carcass characteristics, and have calved very
easily on young and mature cows.
Many breeders reported progeny topping
their production sales.

Co-owned with Warner Beef Genetics

60 UNITS FOR \$2,500 OR 25 UNITS FOR \$1,250.
Give us a call today to order your Jackpot semen!

A Sincere Thank You!

To all who attended and purchased Cranview Gelbvieh genetics in our Annual Progress and Performance Sale! We thank you for your trust in our program and wish you great success!

ROBERT AND BILL ARNOLD • ESMOND, ND
PH: 701.720.8823 OR 701.624.2051 • RLAGELBVIEH@AOL.COM

WWW.CRANVIEWGELBVIEH.COM



VIEW FROM THE BOARD



What's Your Profit Picture?

By John Carrel

Consolidation seems to be everywhere. Meatpackers are consolidating, as are feed companies, drug companies, feedlots, and equipment dealers, etc.; consolidation is met around every corner. Is it economies of scale, or something else driving this trend? I am not sure, but I do know it affects the bottom line of all producers. Is this a good trend or an unfortunate trend? Only time will tell.

For several years a large commercial operation that runs adjacent to me on several ranches kept expanding every year. Then one year, I noticed they dropped several leases, sold a ranch, and cut way back on their cow numbers. After a branding, I asked the ranch manager why. To this, he replied, "I was doing a lot of running around, but I didn't know where I was running to." This took a minute to sink in, but after considering it, it made a lot of sense.

He is an operator I admired, so I pried for a little more information. Not only did it affect the number of bulls he needed each year, but I was most interested in his business model.

The manager explained that economies of scale worked to a certain point and only if the ranches were close enough together. He also said profitability was the same in their case at 400 cows versus 600 cows scattered all over the country. Yes, total revenue was higher with 600 cows, but so were losses and expenses.

"I do a much better job of breeding and overall management when my cows are in four groups of 100 rather than the big bunches we used to deal with. My conception rates are higher, I have overall better health, increased calving percentages, heavier weaning weights, and overall higher quality cattle," he explained.

At this point, he had me really intrigued. I told him that I saw where he was coming from, but that it flies in the face of what we are experiencing in the rest of the industry. He said, "Other than the feedlots they don't have to deal with live animals." Feed companies know

how much feed they have to sell, drug companies know how much vaccine they have to sell, and equipment dealers know exactly what their inventory is. They might have to mark down a slow seller to get it off the books, but they don't run the risk of finding 10 dead cows one morning because they ate too much tall larkspur. In the past, he would just have to absorb a loss like this because he didn't have time to deal with it or prevent it until it was too late. Now he has time to ride pastures to watch for tall larkspur and move his cows before they get into trouble. Or, he finds a crippled bull in time to get him replaced with a new one that can get the cows bred in a timely fashion.

Efficiency encompasses work on such a wide variety of factors; it will keep you awake at night—I completely understand. But overall, the American beef producer is fairing well given the controllable and uncontrollable factors we face.

He said one of his most significant leaps forward was when he changed over to artificially inseminating only on his replacement heifers, as they were confined. Mind you, this is big rough country he ran in and getting the cows AIed was a struggle for his crew and logistically challenging. He would have liked to continue to AI his cows, but it just wasn't feasible. Instead, he took the capital necessary to AI the cows and put it into higher quality bulls and better nutrition for his cowherd. Conception went up, the cows bred earlier, stayability increased, calf weights went up, and his crew wasn't on the verge of quitting after every breeding season. He laughed and referring to our breed's magazine said, "This is my profit picture."

Obviously, everyone's scenario is different depending on the location and outside factors of every operation.

However, there is something to be learned from my neighbor. As seedstock producers, we must never forget the commercial producer is truly the backbone of our industry. If they struggle, it doesn't take long to affect our bottom lines. It does bother me to see how many of their input costs are beyond their control. Although my neighbor is a very hard worker, he has fine-tuned much of their operation in the controllable segment and is now most worried about the expenses he can't control.

I was happy to hear that a big part of his profit picture was the satisfaction he had in the Gelbvieh and Balancer® bulls he was using on his Angus cowherd. He had sold his calves at the top of the market, and usually to the same buyer, for eight years running. He said this is a factor that impacts his bottom line in which he does have some control over. And, producing a product that earns a repeat buyer for the majority of a decade is no small feat.

I'll ask you the same question: "Have you found your profit picture?" I guess that part of your profit picture equation includes a push to become as efficient as possible. Efficiency encompasses work on such a wide variety of factors; it will keep you awake at night—I completely understand. But overall, the American beef producer is fairing well given the controllable and uncontrollable factors we face.

According to Cargill's research for its new Beef Up sustainability project, U.S. farmers and ranchers produce 18 percent of the world's beef with only 8 percent of the world's cattle. This is a statistic to hang your hat on. So, when the grasshoppers are covering your swather head and the north pasture is getting hailed out, keep your chin up and know all of our hard work is paying off. ♦♦



Start today with cow status in the palm of your hand.



- Detect estrus to improve conception rates in A.I. cows and heifers
- Monitor health and eating to catch early onset of sickness or stress
- Free up more time in your day

SenseHub™ Beef from Allflex is a new remote monitoring system that tracks and reports cow status to your operation's network of smart phones and office computers. See how it works at SenseHubBeef.com

(608) 237-3170 • www.allflex.global/us/

OVER THE FENCE



*with Paul and Jennifer Jensen,
Jensen Ranch, Lewistown, Montana*

By Tom Strahm



Paul and Jennifer Jensen are both third generation ranchers who run a commercial cow-calf operation near Lewistown, Montana. They both grew up on ranches in this area, and joke that “ranching is in our genes (or our jeans)!” Jensen Ranch runs approximately 380 spring calving commercial cows, many of which are Angus/Gelbvieh cross females. They use a mix of Balancer® and Angus bulls; over 50% of the herd sires are Balancer. They really appreciate the genetic punch for productivity and performance that they get from crossbreeding with Balancers.

Paul grew up just over the hill, about 7 miles due west, from where they currently live. He took over his parents’ ranching operation when they retired in 1992. Their cowherd had been Angus and Hereford cross, and then when Paul started running the ranch, he was buying all straight Angus bulls.

Jen grew up on a ranch about 20 miles south of Lewistown, in the foothills of the Snowy Mountains, “right in the heart of God’s Country.” Her parents, Elton and Jill Owens, started buying Gelbvieh and Balancer bulls in the late 1980s. They were impressed with the productivity, and the weaning weights of some females that Elton’s sister had purchased for a 4-H project. Elton and Jill originally bought purebred Gelbvieh bulls to use on their Angus/Hereford cross cows. The Owens gradually transitioned to buying Balancer bulls for their herd because they were retaining their own replacement females.



OVER THE FENCE

Paul and Jen were married in 2010, and soon started leasing Elton and Jill's operation, including the land and cattle.



Jennifer, Paul, and Bailey

"It didn't take me long to figure out that the Balancer cows were weaning a considerably larger calf than my Angus cows," Paul said. "I was struggling to wean a 625 pound calf, while Elton's were raising calves that were easily meeting, or even exceeding 700 pounds...and we were calving at the same time!"

For several years, Paul and Jen were living at his ranch, and with lots of help from Elton and Jill, were running both places as one operation to better utilize their resources. They would calve out the cows at the Jensen place, and haul the pairs over to summer pasture at the Owens' ranch. Summer would find them putting up hay on both ranches. They would ship all the calves in the fall, and keep the cows at the Owens' until about the first of January. Then they would trail the cows all over to the Jensen ranch. The two ranches were only about 7 miles apart, and this system worked well when the weather was good. However, when the roads were bad during the winter and spring, it was a 20-mile trip to get from one place to the other.

"We realized we were spending a huge amount of time and money transporting cows, and ourselves, back and forth between places," Jen said.

Paul and Jen were recently able to take advantage of an opportunity to solve the logistical issues. Paul explains, "This past winter we sold my home place and bought a ranch across the fence from Jen's folks place. Now the entire operation is in one big parcel!"

Elton and Jill continue to live on the ranch, and now Paul and Jen live nearby. Jen says, "Once in while we get some help from a returning college kid, as we have four kids between the two of us." Joseph, 23, is living in Bozeman while pursuing a master's degree; Haiden, 20, lives and works

in Bozeman; Zack, 19, attends college in Miles City; and Bailey, 19, will be starting college in Bozeman this fall.

Even though there is a lot of work and improvements to be done on their new ranch, the Jensens are excited about the opportunities that they have to become more efficient with their time and resources. They are equally excited and enthused to continue incorporating Balancer genetics in their cowherd in order to continue to take advantage of the benefits of increased production that they have experienced over the years by implementing crossbreeding.

Every year the Jensens keep back 70 to 80 of their home-raised heifer calves as replacements. They are very pleased and impressed with the productivity of these Balancer-influenced females.

"We have beautiful heifer calves to put back in our herd. They have nice udders, good dispositions, and great milking ability. They mature into good, thick and deep cows that have fertility and longevity," Jen said. "We have 12 to 13-year-old cows who are still producing calves that wean at average or even slightly above. Cows that raise heavy feeder calves for many years is what puts money in our pockets!"

Paul continues, "We've seen an 80-100 pound increase in weaning weights and we've been able to maintain that performance. Our heifers start calving around the first of February, and the cows begin around March 10. We typically ship in mid-October. Since moving toward the Balancer cross, we ship 710-740 pound steer calves off the cows." Paul believes they would not be able to achieve those weights without crossbreeding.

When selecting bulls to purchase, Paul and Jennifer look for high quality bulls with balanced traits and EPDs. They are looking for moderate birth weight and good calving ease, but strong growth and performance. Disposition is very important to them, and overall, they appreciate the docility of the Balancers. Phenotype and confirmation are important considerations. Paul says, "I hope to be looking at these bulls for 5 years, and I want to be happy when I see them."

With their new acquisition, the Jensens have fences to build and other improvements to make to increase the overall productivity of their land. They plan to keep buying the best Gelbvieh/Balancer bulls they can for their cowherd.

Most importantly Paul and Jen agree, "We want to continue the ranching legacy that our families have passed onto us. We are hopeful that at least one of our kids will take over the operation someday!" ♦♦

GELBVIEH GENETICS for this *GENERATION* and the *NEXT*

Gelbvieh and Balancer[®]
Red and Black Bulls
for sale private treaty
year round.



When Maternal Matters...



Matt & Andrea Murray
20055 N 2730 Rd. • Kingfisher, OK
405-368-9601 (Andrea's Cell) • murrayfarm@pldi.net

VISITORS ALWAYS WELCOME!

FAST FACTS

Who we are:

The American Gelbvieh Association (AGA) is a beef cattle breed association dedicated to recording, promoting, and improving Gelbvieh-influenced cattle. The AGA was started in 1971 and now consists of approximately 1,000 members with a registry database that contains over 1 million animals including approximately 40,000 currently active Gelbvieh, Balancer®, and Gelbvieh-influenced cows.

The Strengths of Gelbvieh:

The Gelbvieh breed is well known throughout the industry for their maternal strengths and superior growth. With these attributes, Gelbvieh and Balancer cattle fit well into a crossbreeding system and provide genetics that work for the commercial cattle business.

The high costs associated with the development or purchase of replacement females make sustained production in a herd essential. Gelbvieh females are proven to stay in the herd longer.

What is a Balancer®?

Balancer cattle are registered hybrid seedstock that have documented pedigrees and expected progeny differences (EPDs). The American Gelbvieh Association was the first beef cattle breed to recognize and include a hybrid animal as registered stock.

Balancer animals are 25 to 75 percent Gelbvieh with the balance of Angus or Red Angus. Balancer cattle combine the Gelbvieh growth, muscle, leanness, fertility, longevity and low yield grading ability with the carcass qualities of Angus.

Balancer cattle offer a simple and powerful way to maintain hybrid vigor and a profitable blend of British and Continental genetics without a complicated crossbreeding system. These cattle fit well into all aspects of the beef industry including commercial cow-calf operations and on the rail.

Looking to Buy Bulls this Fall?

If you're a producer looking to purchase new genetics for your herd this fall, use Gelbvieh.org as your go-to resource for Gelbvieh and Balancer sale information. The upcoming events calendar can be found under the Marketing tab on the website homepage. Also, don't forget to check out the sale catalog page on the AGA website at www.gelbvieh.org/exchange/sale-catalogs to view upcoming sale catalogs posted by AGA members. A listing of the upcoming sales and AGA events can be found on page 78 of this edition.

Watch "The American Rancher"

Mark your calendar for Monday, October 7, at 8:00 p.m. CDT to watch the premiere of the AGA's new episode of "The American Rancher" on RFD-TV (Dish channel 231 and DirecTV channel 345).

We Focus on Programs for Commercial Producers

Feeder Finder

Feeder Finder is a free email service offered by AGA to promote and assist in marketing load lots of Gelbvieh and Balancer-influenced feeder cattle. Producers who have cattle to sell are encouraged to fill out the online form, or contact AGA staff to submit information about their cattle.

An email blast is sent to feedyards and potential buyers to notify them about when and where these cattle are available for sale. Interested buyers can sign up to receive the Feeder Finder emails on the AGA website.

Producers are invited to use this service whether the cattle sell by video auction, traditional livestock barn, or private treaty.

Smart Select Service

Smart Select Service is an online commercial cowherd database and herd management system offered by AGA. This program is available to any producers and any breed of cattle for \$1 per head annual enrollment. Cows can be enrolled at any time, and all that is required is individual identification, estimated birthdate and possible parentage.

Dam production reports, progeny performance reports, and herd summaries are some of the reports generated. Smart Select can help identify strengths and weaknesses in the cowherd, enabling producers to make better-informed breeding and management decisions.

For more information about these or other programs offered by the AGA, please visit www.gelbvieh.org or contact the AGA office at 303-465-2333.

AGA's Commercial Marketing Staff

The AGA has outstanding marketing staff that understands both the beef business and the Gelbvieh breed. They are available to help commercial cattlemen find Gelbvieh or Balancer genetics to fit your program or assist in marketing Gelbvieh-influenced breeding animals or feeder cattle. To contact AGA's commercial marketing staff simply call the AGA office at 303-465-2333.

HOJER RANCH

28th Annual GELBVIEH & BALANCER Production Sale



OFFERING TO INCLUDE REGISTERED BULLS, HEIFERS,
REDS AND BLACKS OUT OF THESE GREAT SIRES!

MARCH 2, 2020 at 1:00 PM

WHAT TO EXPECT FROM GENETICS FROM HOJER RANCH:

Maternal Excellence | Breed Leading Traits | Docile Disposition | More Pounds, More Profit
Performance Tested | Ultrasound Data | Breeding Soundness Tested | Herd Health Program

PERFORMANCE GENETICS FOR YOUR TOMORROW

 Find us on
Facebook

www.HojerRanch.com
hojer@hojerranch.com

Alan & Pam | Blake & Jenn
43968 208th Street, Lake Preston, SD 57249
Ranch: 605-860-1326
Blake cell: 605-860-0139

DVAuction
Broadcasting Real-Time Auctions

UNABLE TO ATTEND?
WATCH AND BID ON DVACTION

FROM THE CORNER OFFICE



Getting the Job Done with Gelbvieh and Balancer®

By Megan Slater

By this time of year, summer is winding down and many producers are starting to see

the fruits of their labor through weaning calves and preg checking females. Everyone hopes to see their calves top the scales and at the same time they would like each of their females that were turned out to grass now pregnant with a calf. This time of year can bring the production cycle all together for producers because it is a time for them to see the rewards of their mating decisions. After 16 months of waiting, from breeding season to a weaned calf, producers are

offered an idea of how well the genetics they have chosen are working in their operation.

Weaning is one of the biggest events that takes place on a ranch and is the time to see the result of hard work all throughout the year. The ultimate goal of nearly

Today's industry demands animals that grade Choice or higher, while posting a Yield grade 1 or 2 carcass. A combination of marbling and lean meat yield is often not an easy target to hit, using Gelbvieh and Balancer can help you get there.

every cattle operation is to have every cow wean off a heavy calf. Several factors can play into a cow producing a live calf that ultimately reaches average or above weaning weights. Aside from nutrition, two influential factors affecting performance of both the calf and the female are genetics and crossbreeding. Gelbvieh

and Balancer have a reputation for growth and heavy weaning weights. This combined with the excellent mothering ability that Gelbvieh is well known for makes them the ultimate female to have in the herd. Additionally, this can be further increased when they are put into a crossbreeding scenario and the effects of heterosis are seen.

Not only can crossbreeding increase growth and performance of the calves, which is known as individual heterosis, but it also has a positive impact on females all throughout their life through maternal heterosis. Crossbred females reach puberty at a younger age, exhibit an increased calving rate, contribute to an increase in calf survival through weaning, and provide an improvement in longevity. Combined, these advantages lead a female to produce more pounds of calf in her lifetime. Now add maternal heterosis to the Gelbvieh breed's knack for maternal efficiency—that's a winning combination.



She Sells!
Saturday,
Nov. 9, 2019

HFGC Vickie Vail 173F21 ET
JDPD Astro 407S X HFGC Miss Vickie 173X23

This fancy bred heifer was A.I. ed to JRI Pistol Pete 214A44 then pasture exposed to BAG Mr Cinch F181 for an early March calf. We will also be offering four embryos to this mating. She and embryos sell in the HAGA Show-Me Plus Sale, Nov. 9, 2019.

HART FARM
GELBVIEH

Contact Bob Hart for information • Cell (816) 225-8530 • Email: bhart@hartfarm.net

SMALL HERD POWERFUL GENETICS

FROM THE CORNER OFFICE

Weaning time is really the time to evaluate the females within the herd. Are females producing a heavy enough calf and are they getting bred in time to do it again next year? In addition, does she have what it takes to stay in the herd long enough to earn her keep? On the average operation a female starts to pay for herself after six years of age, so having females that stay productive in the herd and are producing good enough calves is essential. Gelbvieh and Balancer females excel in stayability. A study performed by Colorado State University proves that Gelbvieh females stay in the herd longer (see figure 1).

Gelbvieh Females Stay in Herd Longer				
Age of Dam	% Stayability Population	Breed Association ¹		
		AGA	ASA	RAAA
3 year	% Success	82%	71%	77%
	Total	74,885	365,907	180,584
4 year	% Success	74%	62%	67%
	Total	74,536	367,886	180,125
5 year	% Success	68%	52%	58%
	Total	65,182	365,047	168,177
6 year	% Success	62%	43%	50%
	Total	54,459	262,663	153,203

¹AGA = American Gelbvieh Association; ASA = American Simmental Association; RAAA = Red Angus Association of America

Source: Brigham, B.W., Speidel, S.E., Enns, R.M., Garrick, D.J. Stayability to Alternate Ages.

Figure 1

In addition to what Gelbvieh and Balancer can add on the ranch, the benefits of using Gelbvieh and Balancer genetics can also be seen in the feedlot and on the rail. These cattle are adding the pounds, making the grade, and delivering the value. The efficiency and growth that is seen on the ranch can also be seen in the feedyard with cattle that gain efficiently and convert feed well. In addition, several producers have seen their Gelbvieh and Balancer-influenced cattle grade 85 percent Choice or better with 90 percent Yield Grades 1, 2, and 3s. Today's industry demands animals that grade Choice or higher while posting a Yield grade 1 or 2 carcass. A combination of marbling and lean meat yield is often not an easy target to hit, but using Gelbvieh and Balancer can help you get there.

From their maternal superiority on the ranch to the growth and performance on the rail, Gelbvieh and Balancer cattle are meeting modern industry demands all throughout the beef supply chain. Gelbvieh and Balancer cattle are also backed by an Association well versed in commercial beef industry experience. The American Gelbvieh Association is committed to the success of the commercial producer and offers tools and services such as the Balancer® Edge age and source verification program and Smart Select Service. For questions about these and other programs or for assistance, contact the AGA office at 303-465-2333. ♦♦

Total Industry Commitment

Carcass Data

- Fed cattle at Decatur County/Lincoln County Feedyards Benchmarked against 165,000 head for economic relevant traits.

Feed Efficiency

- 18 years of carcass and feed efficiency data gathered.
- RFI data gathered on sale bulls through GrowSafe systems.

Genetic Data

- Ultrasound data collected on bulls and heifers.
- Every bull sells with Genomic Enhanced EPDs.

Look for SKF bulls at the
Seedstock Plus Fall

Bull Sale
Oct 19, 2019,
Carthage, MO

Sandy Knoll Farm

Brian & Leon Dunn
St. John, KS 67576
620-786-4039 (Brian Cell)
620-649-6516



NEWS

IGS Feeder Profit Calculator™ Highlights Profit, Reduces Risk

International Genetic Solutions offers free, third-party validation on feeder calves.

When profit-focused genetics combine with superior calf management, the producer has done the hard work. Still, that leaves little guarantee on sale day. The IGS Feeder Profit Calculator™ seeks to minimize such risk.

Using the IGS Feeder Profit Calculator, cattlemen are able to provide sire information, regardless of breed, as well as preconditioning, weaning and health data in exchange for a Total Relative Value that compares the profit potential of their calves to the industry at large. That value, indicated on a formal certificate, can be used for producer benchmarking and buyer insight.

Superior Livestock Representative Clint Berry says such technology is in line with what he sees for buyer demand.

“We sell cattle in all capacities, all formats, but the one thing we see continued pressure on is cattle that offer flexibility to the buyer, that gives the buyer a chance to have some value-added options,” Berry says. “If he can recapture from that purchase price, he can recapture a profit on his side. Whether those are export verification programs or cattle that simply grow and grade better in the feedyard on his side of the business.”

“Producers get paid to have better cattle. It’s common to see spreads of \$20-\$40 at market from additional information and value-added programs,” Berry says. At present, he adds, there’s no ceiling.

“As we move forward, the genetic key in that is becoming more and more prominent for producers who are wanting to sell at the top of the market,” he says. “Being able to verify those genetics and have a record of those genetics is the key difference.”

As a third-party validation tool, the IGS Feeder Profit Calculator™ satisfies that need. Buyers who pay a premium on a set of calves will look to recoup those and add additional profit down the road at harvest.

“In our format, they might buy a calf in July, that ships to them in October, that doesn’t die until April of the next year. There’s a lot of time frame between the day that he made the decision to do the bid price, and the day that he recaptures his monetary value,” Berry notes.

By leveraging what is there on the front end, success is more likely to follow.

“Having flexibility and having a security blanket, you might call it, for a buyer to know this set of cattle is better than the average goes a long way when you want to demand a premium for your cattle on the market,” he says.

The IGS Feeder Profit Calculator is offered to all cattle producers at no cost, and is available for mobile use through the App Store.

Commercial producers wanting to learn more can visit with the marketing staff at the American Gelbvieh Association at 303-465-2333 for Gelbvieh and Balancer inquiries. Additional information can also be found at internationalgeneticsolutions.com. ♦♦

Montana Breeders

QUALITY LIVESTOCK THAT WORK FOR YOU

Performance + Safety =
Profit from Pasture to Plate

Bar JR Gelbvieh
Hill Quarter Horses

Gelbvieh

Carcass Quality • Calving Ease • Tenderness • Docility

Quarter Horses

Want to Please • Strong Bone • Intelligent • Athletic

1496 Goose Creek Rd. • Raynesford, MT 59469
Ranch Phone: 406.738.4220 • BarJRGelbvieh@3rivers.net
BarJRGelbvieh.com

KICKING HORSE RANCH

“Gelbvieh since 1973”

Kathleen Rankin

406-937-4815

1285 Nine Mile Rd. • Oilmont, MT 59466

krankin@nortel.net

www.kickinghorseranch.com

Performance cattle for the real world.

Our Annual Production Sale, March 19, 2020

Summer Feeder Calf Sale Recap

By Tom Strahm and Will Fiske

The 2019 summer run of feeder calf video auctions has been a success for the American Gelbvieh Association (AGA). The AGA traveling staff made it to the five Superior Livestock Auction sales: Corn Belt Classic in Council Bluffs, Iowa; The Big Sky Roundup in Billings, Montana; Week in the Rockies in Loveland, Colorado; Video Royale in Winnemucca, Nevada; and The Big Horn Classic in Sheridan, Wyoming. Staff also attended the Western Video Market sales in Reno, Nevada, and Cheyenne, Wyoming, and the Cattle Country Video sale in Gering, Nebraska.

Balancer®-influenced calves sold at every sale and sold either at or above the average market price. Balancer recognition is quickly gaining more and more popularity; crossbred calves are in demand!

At these events the AGA staff sets up a booth in the trade show to display promotional material and also take advantage of the opportunities to network and meet the producers raising the Balancer-influenced calves, the representatives selling calves, and also the people who feed these calves.

Commercial producers from around the area where the sale is being held come watch their cattle sell, enjoy a nice steak dinner, and other various social events.

These sales are also a great opportunity to for seedstock producers to promote their operation and support customers who are selling on these videos.

All the Gelbvieh and Balancer-influenced calves that were sold on these video sales were promoted on the AGA's FREE Feeder Finder service. Feeder Finder is an email marketing tool used to promote load lots of Gelbvieh and Balancer-influenced feeder cattle feedyards all across the country. To sign up to review these emails or promote your load lot of Gelbvieh and Balancer-influence calves, please contact the AGA office at 303-465-2333 or email info@gelbvieh.org. ♦♦

South Dakota & Minnesota Breeders



HOJER RANCH
"Performance Genetics for Your Tomorrow"
 ALAN & PAM HOJER
 BLAKE & JENNIFER
 43968 208th Street
 Lake Preston, SD 57249
 (605) 847-4155 - Ranch • (605) 860-0139 - Cell
hojer@hojerranch.com
www.hojerranch.com



**SWENSON
GELBVIEH**
 Dean Swenson
 17513 Hwy 10
 Little Falls, MN 56345
swen@centurylink.net
 (h) 320.632.5848 • (c) 320.630-5536
**Polled • Purebred
Red • Black**



VOLEK RANCH
 Highmore, South Dakota
 Keith, Janice,
 Dustin & Britney
 605.852.2131
kvolek@venturecomm.net
www.volekranch.com

EDITORIAL



Don't Underestimate the Value of a Crossbred Cow

By Tonya Amen, Ph.D.,
AGA Breed Improvement
Consultant

The American Gelbvieh Association's (AGA) registry of Balancer® cattle shows that as a whole, the Gelbvieh breed values the use of crossbreeding. However, commercial customers should understand the benefits of utilizing Gelbvieh and/or Balancer bulls in a crossbreeding program, including potential benefits of keeping replacements when those bulls are used on English-based cows. Making use of the two pillars of crossbreeding, breed complementarity and heterosis (hybrid vigor), can have a huge impact of profitability for commercial users of Gelbvieh and Balancer genetics.

First, let's consider that there are three genetic factors that affect efficiency and profitability of beef operations:

1. The characteristics of the animals produced- having marketing goals and producing a calf crop that most optimally meets those goals.
2. Hybrid vigor (both direct and maternal).
3. The characteristics of the sires and dams- there are ways it makes sense to design a breeding program. Choose females that are well suited to the environment in which they will be expected to produce and select sire breeds to complement them.

Employing crossbreeding can be used to influence all three of these factors. First, let's recall the two primary benefits of crossbreeding: breed complementarity and hybrid vigor.

I believe breed complementarity is pretty straightforward, but hybrid vigor is often misunderstood and its value underestimated. Here are some key items of importance with regard to hybrid vigor:

- It is most impactful for survival and reproductive traits.
- Its benefit tends to be greater for breeds that are more genetically different from each other. For example, there is more expected hybrid vigor in

British-Continental crosses than between crosses of only British or only Continental breeds. The largest impact of hybrid vigor is expected in *Bos indicus*-*Bos taurus* crosses.

- It tends to be proportional to the degree of heterozygosity.

The use of crossbred females is especially important because some of the largest impacts are on traits related to female productivity (maternal ability and reproduction). Crossbred females are expected to have a younger age at puberty, a quicker return to estrus postpartum, more longevity in the herd as well as being superior for most other measures of fertility. This is called **direct hybrid vigor**.

In addition, calves born to crossbred dams benefit from the fact that their dam is crossbred, which gives them both added survivability and growth. This is referred to as **maternal hybrid vigor** and is in addition to any hybrid vigor that calf expresses directly.

As an example, in the early '80s the Meat Animal Research Center (Cundiff et al., 1982) designed a system to illustrate the value of crossbreeding. First, they compared weaning rates and weights of crossbred vs straightbred calves when both were raised by straightbred dams (this would show the value of direct hybrid vigor). Then they compared weaning rates and weights of crossbred calves when they were raised by either crossbred or straightbred cows (this would show the value of having a crossbred dam, which equates to maternal hybrid vigor). Results are shown below:

Crossbred calves weaned at 3 percent higher rate, and weighed 4.6 percent more when straightbred dams raised them, and as a result, the system producing crossbred calves benefited with 8.5 percent more pounds of calf weaned per cow exposed.

When compared to the system using straightbred cows, the system using crossbred cows had 14.8 percent more pounds of calf weaned per cow exposed.

Finally, when the straightbred system was compared to the system using crossbred dams to produce crossbred calves 23.3 percent more pounds of calf weaned per cow exposed

was achieved. I should note, that the crosses were for Angus, Hereford and Shorthorn. So, even greater benefit could be expected between Gelbvieh and British crosses.

Trait	Direct Hybrid Vigor	Maternal Hybrid Vigor	Total Hybrid Vigor
Weaning %	3.0%	6.4%	9.4
Weaning Weight	4.6%	4.3%	8.9%
Lbs weaned/cow exposed	8.5%	14.8%	23.3%

When comparing straight breeding systems using purebred females to crossbreeding systems using crossbred females: Over half of the advantage of crossbreeding systems can be attributed to the use of crossbred cows. I hope this information helps you understand the value of not only utilizing Gelbvieh and Balancer bulls, but that the value of retaining crossbred females should not be underestimated. ♦♦

TERMINOLOGY:

Breed Complementarity • The strengths of one breed being used to complement another.

Hybrid Vigor • (aka heterosis) the higher performance of crossbred animals as compared to the purebred average.

Direct Hybrid Vigor • the boost in performance in the calf due to the calf itself being crossbred.

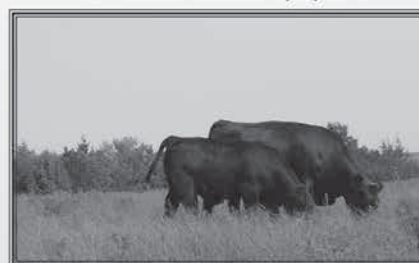
Maternal Hybrid Vigor • the improvement in calf performance because it has a crossbred dam.

Taubenheim Gelbvieh Meeting the Needs of All Aspects of the Beef Industry



Feedlot

164 head - 99% Quality Grade Choice or Higher
91% Yield Grade 1, 2, or 3



Cow Calf

#2 Active Cow Herd in the Gelbvieh Breed



Seedstock

NWSS 2017 Champion Pen of 5 Balancer Bulls

30th Annual Production Sale
February 3, 2020



Taubenheim Gelbvieh
Quality Beef Genetics Since 1980



Dale & Jeannette

308.826.4771 - dtaubenheim@aol.com

Mike, Renee, Justin, & Tanner

308.233.4704 - j_tauby5@hotmail.com

23685 Sartoria Road-Amherst, NE 68812
www.taubenheimgelbvieh.com

NEWS

Join the Gelbvieh Association in Big Sky Country!

Save the date and make plans to attend the 49th Annual American Gelbvieh Association National Convention in Billings, Montana, December 4-6, 2019. This year's event will be held at the DoubleTree by Hilton Hotel Billings.

The AGA encourages all of its members and Gelbvieh and Balancer® customers to attend convention where they have the opportunity to learn more about the happenings of the AGA and be involved in shaping the future of the association at various convention events. These events include committee meetings, which all members are invited to attend, and of course the annual meeting where the election of the AGA Board of Directors as well as other important association decisions are made.

At convention, members and commercial customers have the opportunity to enhance their knowledge of important topics in the beef industry by listening to industry-leading speakers during the Cattlemen's Profit

Roundup. Convention rounds out with the awards banquet to celebrate the recipients of the commercial producer of the year and breeder of the year awards as well as honors individuals who have made a lasting impact on the Gelbvieh breed through the AGA Hall of Fame induction ceremony.

Billings, dubbed Montana's Trailhead, is the unique city where civilization meets the Western frontier. Marked by history, surrounded by beauty, and filled with several dining and entertainment options, Billings will be a great location to host the 49th Annual AGA National Convention.

Make plans to join the AGA in Billings, December 4-6, 2019, as we continue to plan for a successful future for all Gelbvieh and Balancer® stakeholders. Registration is now open on Gelbvieh.org. ♦♦

American Gelbvieh Association Relocates Headquarters Office to Lincoln, Nebraska

The American Gelbvieh Association (AGA) relocated its headquarters office to Lincoln, Nebraska this summer.

After careful consideration and much planning by the AGA Board of Directors in 2018, the AGA began final preparations for the move earlier this year. This new location places the office in a more centralized location in relation to the U.S. beef industry, including a bulk of the Gelbvieh and Balancer® cowherd and customer base. A more direct tie to the Midwest will also give the AGA better access to help foster and grow relationships with our beef industry partners such as commercial customers, feedyards, packers, and other agriculture companies.

"A move to the Midwest greatly benefits the AGA's future. The AGA will be closer to an increased number of our members and stakeholders, which will help to enhance customer relations," says Megan Slater, AGA interim executive director. "In addition, Lincoln is a much more affordable city than the Denver metro area.

This move not only financially benefits the Association, but also provides current employees with a lower cost of living and will help attract and retain new staff talent."

All correspondence should now be sent to the AGA's new Lincoln address: **1001 S 70th Street, Ste 215, Lincoln, NE 68510**. The AGA's phone number, 303-465-2333, will remain. The AGA will be open Monday-Friday from 7:30 a.m. to 4 p.m. Central time.

An open house will be held at the new headquarters later this fall. Details of the open house will soon be available at Gelbvieh.org. ♦♦

Seedstock Plus Fall Bull Sale Dates!



Fall Bull Sale

October 19, 2019

Joplin Regional

Stockyards

Carthage, MO

Selling 150 - 18 month old

Angus, Gelbvieh &

Balancer bulls!

ALL BLACK!



RED REWARD

'Fall Edition'

Bull & Female Sale

November 2, 2019

Wheeler Livestock Auction

Osceola, MO

*Selling 40 **RED** bulls -*

Gelbvieh, Balancer

& Red Angus

*& 100 **RED** females*

Working Together for Industry Excellence

S+

Seedstock Plus

REQUEST YOUR CATALOGS

TODAY * 877-486-1160

john@seedstockplus.com

- **Guaranteed Sight-Unseen Purchases!**
Let us help you find the bull to fit your program and needs!
- **Free Trucking on every bull! No fine print!**
- **The best disposition & soundness sort!**
- **Extensive Data & Genomic EPDs!**
- **All Bulls Are Semen & Trich Tested!**
- **100 RFI tested bulls sell in these sales!**
- **Videos of sale bulls on website the week before the sale! www.seedstockplus.com.**

STAFF EDITORIAL



Identifying Profitability with Economic Selection Indexes

By Will Fiske

Fall often leaves producers reminiscing of summer cattle prices and forecasting future matings. Both points offer a valuable reference point when deciding the direction of your operation.



The amount of information available for producers to use when building better cattle can be complex and often cumbersome. Even after the marketing objective is determined, there is an overwhelming amount of data that can be used to

determine which sire will maximize the calf crop's profitability. Given the example, marketing objective of selling calves on a terminal basis, there are a vast number of expected progeny differences (EPDs) related to growth, efficiency, grade, performance, etc. Beef producers realize that several traits play a vital role in the profitability of cattle, but often struggle to identify which recipe of EPDs will have the best impact on their bottom line. Economic selection indexes are developed

with the commercial producer in mind. Economic selection indexes provide an efficient selection strategy by quantifying how an animal's genotype relates to profit.

What are selection indexes?

Economic selection indexes refer to the predicted profitability of an animal's progeny performance at a specific stage of production. The numerical value is expressed as the difference of genetic potential in actual dollars. Economic selection indexes are calculated by combining genetic information from the weekly cattle evaluation with economic assumptions. The basic equation for economic selection indices includes - the sum of a group of EPDs that are relevant to a breeding objective, multiplied by their respective economic weighting.

How to use economic selection indexes?

Economic selection indexes are designed with an intended area of application. American Gelbvieh Association (AGA) economic selection indexes are constructed as 'generalized indexes.' Generalized index models hold corresponding input cost and product pricing contributing to the economic weighting of each trait constant across the population. This allows for the direct comparison (ranking) of animals on a breed-wide basis. From a broader perspective, each AGA

Tennessee, Arkansas & Oklahoma Breeders

HAMPTON CATTLE COMPANY

"Superior Gelbvieh and Balancer Cattle"

Chris & Jordan Hampton
Charles & Sue Hampton

839 Davistown Rd. • Celina, TN 38551



931-243-3213 H • 931-510-3213 C
hampton@twlakes.net

Registered Bulls & Replacement Females



Oklahoma's Largest Gelbvieh Breeder

Chris Markes

580-554-2307

Chris@MarkesFamilyFarms.com

Excellent bulls available.

We sell 80 bulls a year all over the country.

Come see why!

Transportation available.

MARTIN CATTLE COMPANY

DAVID & RITA MARTIN

256 BOYCE ROAD

JUDSONIA, AR 72081

C: 501.278.7614

WWW.MARTINCATTLECO.COM

Private Treaty Sales Available Year Round

STAFF EDITORIAL

index classifies into one of two intended usage categories: terminal or maternal. In order for one to use the appropriate index for his/her operation, they need to align their breeding system (terminal vs maternal) and marketing objective with the index. Using a terminal index for selecting sires of replacement females is not recommended. This practice will likely result in females with larger mature weights, lower body condition scores, and reduced reproductive efficiencies.

How do genomics impact selection indices?

The primary impact of genomics on selection indices is through the increased accuracy of the EPD predictions that contributes to the selection index. The improved predictive power of the EPD therefore enhances index reliability.

The AGA provides three indexes to aid cattlemen in profitable decision making across their economically relevant breeding objectives. Each index is unique to the AGA since it's comprised of EPDs specific to the AGA. Although other breeds provide terminal and maternal indices, the index itself is not comparable across breeds.

\$COW, FPI™ (Feeder Profit Index), and Efficiency Profit Index (EPI) are expressed as dollar value per animal. The computation of economic indexes is often complex, however the interpretation is quite simple. Across all AGA indexes the higher values are more favorable.

FPI™ (Feeder Profit Index): An economic selection index designed to aid producers in selecting sires whose progeny will perform in the feedlot and are sold on grade and yield. Well-ranking sires for FPI have higher marbling scores and more carcass weight than their contemporaries.

\$Cow: An economic index that represents the genetic value in dollars of profit of an animal when retained as a replacement female relative to other animals in the herd. A higher number represents more profitable genetics for maternal productivity. \$Cow serves producers that are selecting bulls that will sire daughters with stayability and reproductive efficiency. \$Cow also includes traits influencing profitable production systems such as: milk, calving ease, moderate mature weight and pre-weaning growth. A female's genetics influence the performance of her calves in the feedlot and at slaughter, so traits such as feed efficiency and carcass value are also included in \$Cow. (Maternal Index)

Efficiency Profit Index (EPI): An economic selection index developed to aid producers in selecting for more feed efficient cattle that still have acceptable amounts of gain. EPI provides slight negative pressure on intake, while keeping gain at a constant value. By selecting on this index, producers will be able to find animals that gain the same amount as their contemporaries while eating less.

In bull evaluation, economic selection indices are designed to be tools that help cattlemen rank and sort potential sires based on their expected impact on an operations profitability. Producers that capture the most profit per rate of genetic gain select on the economic indexes that aligns with their market endpoint. With consistent use of economic selection indices over time, cattle producers can expect to encourage production efficiencies, increase net profits, and ensure the future of their cattle operation. ♦♦

Iowa Breeders

GS Ridge Top Ranch
Neola, Iowa

Gelbvieh-Angus-Balancer

Black & Polled Private Treaty Sales

Breed-leading Performance from
Quality Genetics

Kevin Gunderson:
402-510-8103

Al Schulz:
402-676-5292

Promote your Operation

Advertise with a State Round-up ad
in the the two issues of
the Profit Picture
and the Herd Reference issue of
Gelbvieh World

Martens Gelbvieh

Gary Martens

2126 500th St • Walnut, IA 51577
712.764.5007 (H) • 712.249.5744 (C)
martensgl@yahoo.com

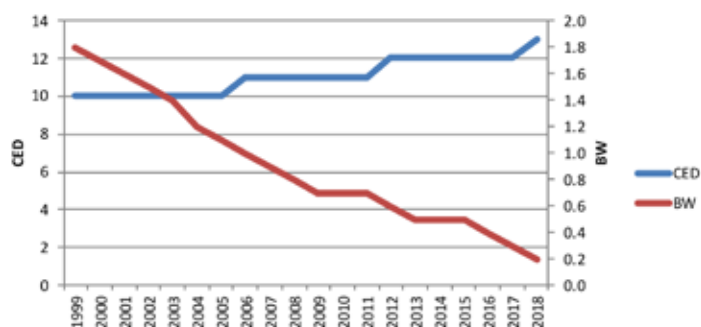
.....
Annual Bull and Female sale in
March with the
Southwest Iowa Gelbvieh Group

TRENDS

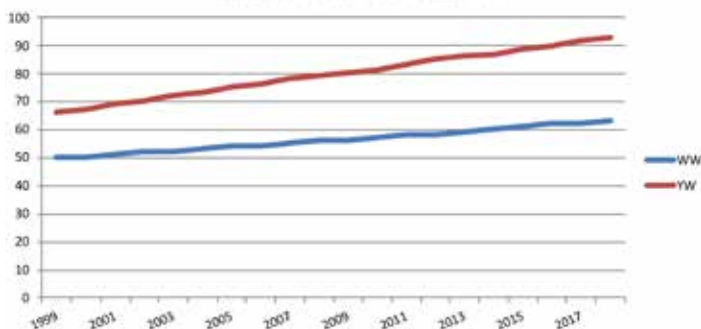
Where are Gelbvieh and Balancer® Genetic Trends Going?

The graphs below illustrate the genetic trends for the Gelbvieh and Balancer® breed. It's amazing to see the genetic progress that has been made by an AGA membership dedicated to improving Gelbvieh and Balancer cattle. Lowering birth weight, increasing calving ease, and increasing marbling are just three examples of traits that have been improved by years of work. Figures within the graphs charted here are representative of both the Gelbvieh and Balancer population combined. ♦♦

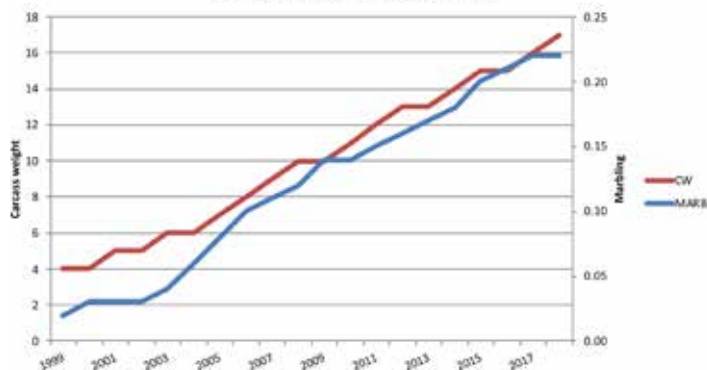
Genetic Trend: BW and CED



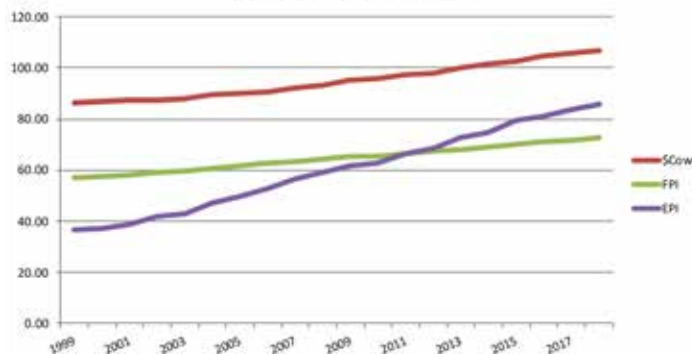
Genetic Trend: WW and YW



Genetic Trend: CW and Marb



Genetic Trend: Indexes



Join Us

★ ★ ★ ★ ★

Cattlemen's Profit Roundup



★ ★ ★ ★ ★

THURSDAY, DECEMBER 5



Free to Attend

DOUBLETREE BY HILTON BILLINGS
BILLINGS, MONTANA

Provided Lunch 12:30 p.m. ★ Symposium 1:30 p.m.

All cattlemen and women are invited to attend this FREE educational symposium and provided lunch. Listen to industry leading speakers discuss adding value to a cowherd in today's modern beef industry as well as a CattleFax market outlook. Visit www.gelbvieh.org for more information.

EDITORIAL

Global Uncertainty and Growing Supplies

By Tanner Aherin, CattleFax Analyst

Trade uncertainties, African Swine Fever, and higher corn prices have created extreme volatility in the cattle markets this year. As of August 1, the U.S. Congress has yet to ratify the United States-Mexico-Canada Agreement (USMCA), which is similar to the former North American Free Trade Agreement (NAFTA). The trade dispute between China and the U.S. has turned into a war, with no resolution expected in the short-term. Negotiations continue with Japan, but a bi-lateral agreement is likely months away from finalizing, so the tariff disadvantage will remain in place for the U.S.

There's no doubt the U.S. beef cowherd has slowed its rate of expansion. Since the 2014 lows, inventories have grown 2.7 million head to 31.8 million at the beginning of 2019 – driven by profitability and improved grazing and forage conditions. CattleFax expects beef cow numbers to reach a January 1 peak near 32 million head within the next few years.

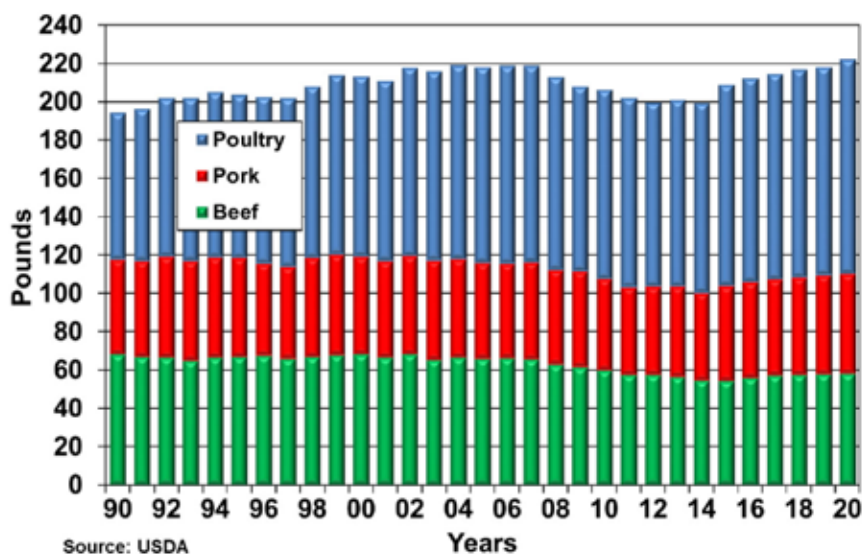
The growing cowherd has increased the number of cattle in the pipeline, and as a result, fed steer and heifer slaughter is expected to be up 300,000 head versus last year. An additional 300,000 head is possible in 2020, totaling approximately 26.8 million, which would make it the largest fed slaughter since 2010. Combine the increase in slaughter with carcass weights that have been on a steady uptrend throughout history, and record commercial beef production is projected in 2019 at 27.2 billion pounds, followed by 1 to 2 percent growth the next few years. Beef exports and imports will likely be steady compared to 2018, and the U.S. will be a net exporter for the second consecutive year. This equates to domestic per-capita supplies growing 0.8 percent to 57.6 pounds per person in 2019 and could increase another 0.5-pound next year.

In general, beef demand has performed well during the expansion phase of the cattle cycle. Wholesale and retail prices continue to grind higher despite more supply. The main driver has been the positive state of the U.S. economy, which is on the longest growth

cycle since the 1990s. With the stock market trading near all-time highs, a low unemployment rate, and other constructive signals, consumers remain confident in the economy. Since the recession low, U.S. wholesale beef demand has increased 18 percentage points, basis 2019 forecasts. However, experts continue to speculate about a potential recession in the next 12 to 24 months. Should this occur, beef demand would certainly falter.

Beef is not the only protein with record production forecast this year and next. Pork production is expected to grow 4 percent in 2019 followed by a modest increase in 2020 – resulting in the sixth straight year of record-large production. Broiler supply is projected to be nearly 2 percent larger

U.S. Per Capita Red Meat & Poultry Consumption



continued on page 34

Program Genetics with Influential Herdsires & Donors

Post Rock Cattle Co. Cowman's Kind 2020
February 29, 2020



CED	BW	WW	YW	MK	TM	CEM	YG	CW	REA	MB	FPI	EPI
13	0.7	66	96	14	46	7	-0.23	17	0.41	0.11	69.19	95.71

VLK Yong Gun C503

Homozygous Black Homozygous Polled 38% Balancer

Young Gun was the 2017 Reserve Balancer National Champion in Denver and he is proving to be an equally impressive breeding bull as well. His 1st two calf crops data of 99 BW, 100 WW indicates he's a low he's a low birth, growth bull and our eye tells us they have his eye appeal, rib shape, muscle and structural correctness to go with his impressive data. Watch for more bulls selling sired by Young Gun C503 in our 2020 sale.



CED	BW	WW	YW	MK	TM	CEM	YG	CW	REA	MB	FPI	EPI
12	0.9	82	130	18	59	8	-0.16	23	0.57	0.50	89.64	124.89

Post Rock Distinguished 164F8

Homozygous Black Homozygous Polled 50% Balancer

Distinguished 164F8, a son of Distinguished C136 sold to Mathews Farms in our 2019 Sale. In a data driven world his sire, Distinguished C136 has few equals. We purchased Distinguished C136, an Angus sired Discovery son out of the performance strong Thorstentson herd in South Dakota as the high selling, high ratioing bull in the 2016 sale. His sire groups in our Cowman's Kind Sale have been the highest sought after sire group the past 2 years. We are selling another C136 sire group in 2020 that looks to be the best to date.



CED	BW	WW	YW	MK	TM	CEM	YG	CW	REA	MB	FPI	EPI
13	1.1	87	131	5	49	9	-0.08	28	0.45	0.62	93.70	137.54

EGL Game Changer D136

Homozygous Black Homozygous Polled Balancer

We are really excited about the first Game Changer progeny. He was purchased in 2017 as one of the most sought after and high selling bulls in the breed. He has developed into a most impressive sire that combines actual data, EPD strength, pedigree strength and unmatched phenotype into a game changing package. His first sons sold in 2019 and were among our high selling sire groups. The 2020 sire group will be equally as impressive.



CED	BW	WW	YW	MK	TM	CEM	YG	CW	REA	MB	FPI	EPI
9	1.7	68	109	29	63	5	-0.14	30	0.27	0.11	70.39	139.95

Post Rock Wilma 294Z8 ET

Homozygous Black Homozygous Polled 75% Balancer Donor

Post Rock Wilma 294Z8 sold in our 2018 Cowman's Kind Sale to Mathews Farms in Tennessee. What an amazing physical specimen and awesome production and breeding tool she has become, producing back to back Supreme Champion Bred-and-Owned females at Junior Nationals and producing high selling bulls in our production sale. Look for progeny selling in 2020 Cowman's Kind sired by Pay Weight 1682, Young Gun C503, Game Changer D136 and Sandhills 0065.



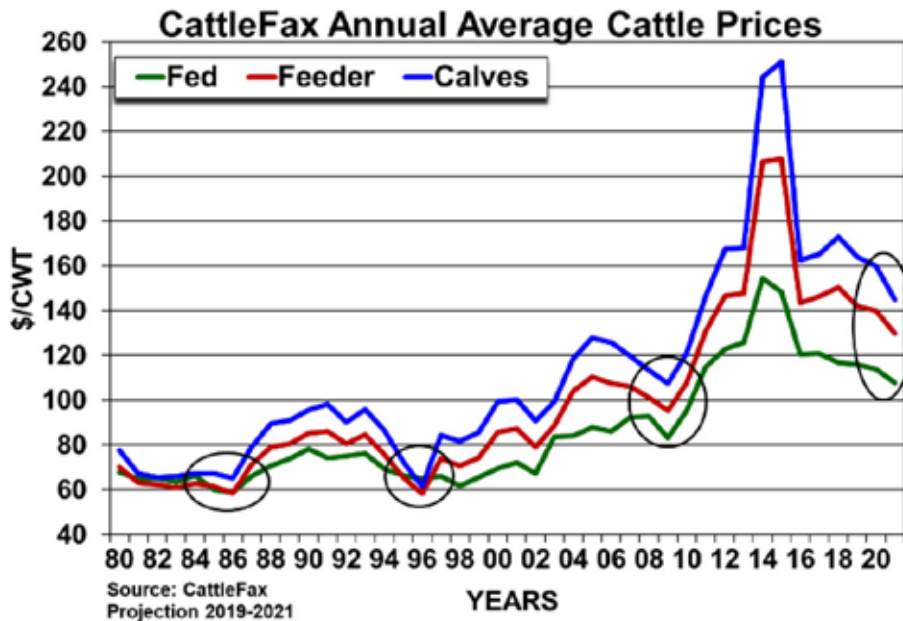
3041 E Hwy 284, Barnard, KS
Bill Clark 785-792-6244
Leland Clark 785-392-0888
Fax: 785-792-6250 email: prcc@twinvalley.net
"Where calving ease, performance and eye appeal come together"

thought for the month
In school you are taught a lesson and then given a test.
In life you are given a test from which you learn a lesson.

EDITORIAL

continued from page 32

in 2019 and another 4 percent will be produced in 2020. Expanding harvest capacity is fueling record competing protein production. The hog industry has increased processing capacity by 10 percent since 2015, and new chicken plants will increase capacity by 6 to 7 percent by mid-to-late 2020 compared to 2018.



African Swine Fever will move a portion of the growing supply off the domestic market to fill the global protein gap. Pork and poultry exports will benefit the most due to the price comparison versus beef. Currently, U.S. pork faces a large tariff implemented by China, and U.S. poultry is banned. A trade agreement would be a major positive for both industries. However, exports are still expected to pick up the pace in the fourth quarter and gain momentum into next year. Although, increasing exports will not be enough to offset all the growth in production as record U.S. per-capita pork and poultry supplies are forecast for 2020 – a price limiting factor for beef.

As a result of larger cattle numbers and protein supplies, the overall trend is lower for cattle markets. Also, harvest capacity has not been able to keep pace

during the expansion phase – giving the packing segment more bargaining power over cattle feeders. Historically large margins will incentivize packers to move cattle through the system. As the industry moves through the current cattle cycle, the feeder-fed and calf-feeder price spreads are expected to narrow as leverage shifts amongst the different segments. In addition, calf and feeder cattle markets have already, and will likely continue, to feel more pressure from extreme volatility in the corn complex created by so many unknowns.

Don't let greed and emotion drive decisions in a down trending market. Capitalize on opportunities when they present themselves. Producers need to closely follow the seasonal patterns when buying and selling cattle. Risk management strategies via forward contracting, using futures or options, or utilizing value-added programs will be critical to protect margins. ♦♦

Visit CattleFax.com to become a member and receive the latest market news and analysis.

SAFETY ZONETM

C A L F C A T C H E R S

A Cowman's Best Friend at Calving Time!



Designed for Processing Safety...

- Enables quick and safe calf catching!
- Convenient, step-in access of producer!
- Holder secures calf for easy processing!
- User-friendly inside release of calf to cow!
- Move calves easier with cow following!
- Less cow stress, mother can see and smell calf!
- Reduces danger while working new calves!
- Quick Mount/Dismount on both ATV & UTVs!

Now
available
with
digital
scale!



Robert Burry, PA - "I am 63 and work alone so I wouldn't be calving without it. You can do a much better job of processing the calf when you don't have to worry about mama! I would recommend it to anyone."

Lucian Jordan, NC - "This is the best thing since sliced bread. No more fighting the cow, no rush getting the tag in or band on. This is the safest low stress tool on the farm."

Cole Kilpatrick, IA - "It has made handling calves much easier and safer. Our cows, for the most part, are docile, but knowing we have the added safety of the Safety Zone Calf Catcher has truly allowed us to operate more efficiently. Hands down the best customer service I have had in years."

ONE PERSON can now SAFELY and EASILY process calves without concern of the protective mother cow!

Watch action video at
SafetyZoneCalfCatchers.com
For local dealers or to order, call 877-505-0914!
DEALER INQUIRY INVITED

FEATURE

Making the Match Between the Cow and Forage Resources

By Laura Handke

Today, producers have more tools at their fingertips than ever before. With technologies like sexed-semen, embryo transfer and decades of expected progeny difference data, herd improvement and genetic merit gains have never been more in-reach for all producers.

But what does that selection look like and where are we headed as an industry in terms of phenotype?

David Lalman, Oklahoma State University, weighs in, sharing that we are seeing the result of these technology advancements; in calving ease, growth rate, carcass size, and carcass quality. As these traits are progressing, he says it is important to keep an eye on the match between the cow and forage resources on the ranch.

“Today, we have the capability to modify herd genetics that will improve the match between cow characteristics and forage resources and, at the same time, select for post-weaning traits that are known to improve feedlot profitability and carcass quality.”

For example, simply selecting for increased weaning weight, yearling weight or carcass weight is a sure way to increase cow size over time if there are no constraints placed on cow size. Larger cows consume more forage and require more land area per animal unit.

A dominant trend in the Gelbvieh breed, as U.S. Meat Animal Research Center data shows Gelbvieh females have the most moderate mature cow size of the four major Continental breeds and was the only breed in the USMARC study to reduce cow size.

Records Make Prolific Herds

Accurate and up-to-date records are the cornerstone of building a prolific herd; you can't make progress if you don't know your starting point. “Some would have the capability to weigh and condition score their cows at weaning time. Perhaps consider consistently weighing one age group, or one pasture that is close to facilities with a scale. If those are not possible, track your cull cow weights over time,” Lalman says. “If we hope to increase income in a commercial cow-calf herd, one reasonable way to do that is by producing a bigger calf with a smaller cow.”

Another simple tool to check on the “match” is to monitor cow body condition at the end of the grazing season, over time. In a spring-calving operation, consistently thin cows at weaning time (end of summer/early fall) is an indication that your cows may have too much genetic potential for milk and/or may be too big. Be careful to avoid increasing inputs to fix this. Kansas State University economic research shows that spending more money to make bigger calves or avoid reproductive failure is a breakeven proposition at best.

“Rather than modifying the environment (spending more money) to keep the cows that we like, it makes a lot more sense to modify the cows to fit the environment,” Lalman says.

Do you know what your weaning weight trend looks like over the last 10 years? There will be ups and downs in weaning weight averages, but over many years, you should be able to determine if weights have gradually increased, or if they are essentially flat over the past several years.

If the weaning weight trend is flat in the face of herd sire selection with increased genetic merit for weaning weight, this is an indication that it may be time to shift the focus to reducing cost.

Working with Superior Livestock and Kansas State University, Lalman recently reported that weaning weights are flat over time in commercial cowherds in some areas of the country.

“If weaning weights aren't increasing, producers need to focus on other avenues to profitability. If you can't market more beef, the next logical production focus should be lowering inputs,” and this area, Lalman says, is where a moderate framed cow can prove her potential.



David Lalman,
Oklahoma State University

Lalman suggests a “job description” that describes his version of the “perfect cow”:

1. Wean a calf every 365 days
2. Do number 1 above for 10 consecutive years
3. Problem free. No extracurricular handling or treatment for medical problems or disease
4. Requires minimal protein or energy supplementation
5. Utilize all of your country; able to travel and forage where the grass, weeds, and brush haven't been grazed
6. Gets fat in the good years and maintain reasonable body condition in tough years
7. Produces a calf with the capacity to gain on grass, convert in the 5's in the feed yard, gain 4 pounds a day and never need treated, produce calves with large, high-quality carcasses: a product that has the potential to build your ranch reputation

For Gelbvieh producers, many of the criteria can be checked off at a glance, thanks to the research and breed improvement focus the Association and seedstock producers have provided.

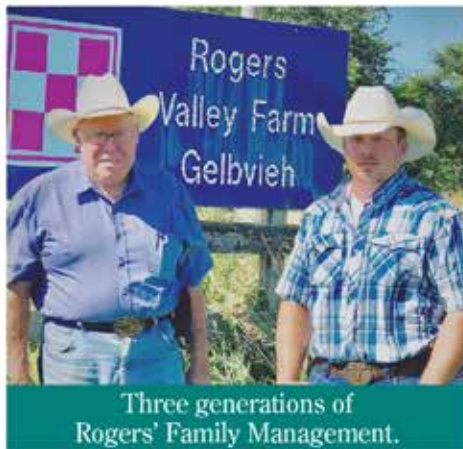
Today, Gelbvieh-sired females have the lowest five-year-old cow weight, allowing for puberty to be reached at an

earlier age, creating opportunity for an earlier first breeding and earlier calving in the season; the formula for producing more pounds of beef. Additionally, the stayability EPD gives producers the confidence to invest in the time and cost of retaining or purchasing replacement heifers, knowing that those females will stay in the herd longer.

Lalman suggests considering another key trend over time: pounds of calf weaned per cow exposed to breeding the previous year.

“This metric combines fertility and growth. Consider that, given cow size and body condition are in check and the environment is not being extensively “artificially modified”, then if this ratio is increasing over time there is a high likelihood that your profitability is also improving.”

“The industry as a whole hasn't made a lot of progress in fertility over time,” he says, “However, the stayability EPD has been around in Gelbvieh cattle now for 17 years. Like other traits that have been advanced as the industry adopted effective selection tools, fertility and longevity is progressing in the Gelbvieh breed.” ♦♦



Developing Bulls and Heifers for Maximum Profit Potential.

The Rogers operate a full-service development facility to help producers reach their maximum profit potential on their bulls and heifers. From day-to-day feeding and



health care to presale preparation, we have you covered. Our services offered include:

- Complete nutrition program for 3 to 3.25 pound daily gain for bulls
- Daily health care
- Start and Final weights (with weights in between)
- Tattoo and Identification Service
- Genomic and/or DNA testing
- Carcass Ultrasound Data Collection
- Clipping and other Marketing Services
- Breeding Soundness Exams



Gelbvieh & Balancer® Bulls Available Private Treaty at the Farm.
Call 660-375-7266

RVFG ROGERS
Valley Farm
Gelbvieh

Ronnie Rogers
212 Long Street, Mendon, MO 64660
Cell (660) 375-7266

Email rogers_valley_farm_feedlot@hotmail.com

► Visit us on the web at www.RogersVFG.com

JUNIOR EDITORIAL



The Smart Choice

By Grace Vehige, American Gelbvieh Junior Association President

Just like the agricultural industry is the backbone of America, the commercial industry is the backbone of Gelbvieh and Balancer cattle. We've all heard our slogan: Smart. Reliable. Profitable. It was coined to be representative of what Gelbvieh and Balancer cattle have to offer producers trying to be competitive in the market.

I think that when you step back and analyze the market, it's no doubt that Gelbvieh and Balancer cattle will be major players in the commercial industry. The questions at hand are simple: how do we convey to the industry that this is the case? How do we advocate that Gelbvieh and Balancer cattle are made to serve the industry? If you ask me, it's as simple as stating facts.

There are three common topics that are associated with Gelbvieh and Balancer cattle:

1. Maternal Influence
2. Heterosis Utilization
3. Meeting Modern Industry Demands with Genetics

These topics are commonly displayed in our AGA communications outlets. They are the foundation of our outreach. Each topic provides insight to benefits of Gelbvieh and Balancer traits and influence, and they make perfect examples of how we can best communicate our strengths to the rest of the industry.

When I think of Gelbvieh cattle, I think of maternal influence. Maternal influence encompasses stayability, efficiency and calving ease. With sustainability a popular trend in the beef industry, stayability plays an important role. Females that stay in the herd longer are more profitable in the end. The longevity of Gelbvieh and Balancer females is impressive, which decreases herd turnover rate and helps reduce cost of purchasing or developing replacement females. Other important categories of maternal influence are efficiency and calving ease. U.S. Meat Animal Research Center data

shows Gelbvieh females have the most moderate mature cow size of the four major Continental breeds. The reduced mature cow-size opens the door for a variety of benefits. It allows for puberty to be reached at an earlier age and for calving to take place earlier in the season, leading the cow to produce a heavier calf at a younger age. What's truly amazing is that calving ease is not threatened. In fact, the Gelbvieh breed has continuously worked to lower birth weights.

Gelbvieh and Balancer genetics are the smart choice because of increased productivity, added growth, and maternal influence, all of which make us stand out in comparison to our British counterparts.

Heterosis utilization is the second major topic associated with Gelbvieh and Balancer cattle. Crossbreeding has been going on for many years now, and its application has only continued to increase. Studies show that a crossbred female is 30 percent more productive over her lifetime than a purebred. Introducing hybrid vigor to a herd has benefits for cow, calf and producer. Females exhibit maternal heterosis, which allows for continued advancement in performance over time. Individual heterosis allows for improvement in performance for the crossbred animal. The producer benefits because a higher percentage of their cowherd will breed back on the first cycle, which can help save money in the long run. Introducing heterosis in your herd is a no brainer. It will bring better cow productivity, increased performance of calves, and a greater profit.

When it comes to the commercial industry, cattle must be able to perform well at a faster rate. Meeting modern industry demands with genetics boils down

to three things: adding pounds, making the grade, and delivering value. At the end of the day, these are all basic steps for any producer, but if an operation is feedlot focused, they become even more prominent. It's no surprise that producers favor cattle with predictable performance, especially when it comes to feedlots because it's important to rely on what's being fed and what's being processed. At the end of the day, Gelbvieh and Balancer cattle are known for their maternal strengths and growth abilities. Our breed can produce more pounds of calf at weaning and still increase a greater herd longevity. Bulls continue to increase fertility and help produce heavier carcass weights.

Gelbvieh and Balancer cattle offer benefits for everyone in the commercial business. Thinking back to our slogan of "Smart. Reliable. Profitable.," it all makes sense. Gelbvieh and Balancer genetics are the smart choice because of increased productivity, added growth and maternal influence, all of which make us stand out in comparison to our British counterparts. Gelbvieh and Balancer genetics are reliable because performance can be better monitored and overall more uniform. Both occurrences allow for greater profitability. Gelbvieh and Balancer cattle are great investments in an operation that is competitive in the beef industry, and this includes commercial cow/calf operations and carcasses on the rail. The studies and facts are at our fingertips. Now it's our turn to advocate for the deliverables, which are no doubt displayed in Gelbvieh and Balancer herds across the country. Gelbvieh and Balancer cattle are unarguably made to serve the industry. ♦♦

BOW K RANCH

Since 1983

REGISTERED GELBVIEH CATTLE

Our foundation is designed and built on 36 years of A.I. breeding.

REDS • BLACKS • PUREBRED • BALANCER

FEMALES AVAILABLE PRIVATE TREATY

At Bow K Ranch we emphasize moderate-size, quality udders, calving ease, and are focusing on optimal tenderness and marbling.



Offspring & semen available on our calving ease purebred herdsire JOB Danell Napoleon 01E, AMGV1381787, sired by Bolton Pay Day 45C. Napoleon is homo black, homo polled. In the top 15% & above in CED, BW, CEM, MB & Milk. Tenderness score of 6.

Your source for P.A.P. tested, calving ease and low birth weight EPD bulls!

Selling February 28, 2020 in the "Pot of Gold"

Gelbvieh & Balancer® Bull Sale

100 YEARLING BULLS SELL!

David & Dawn Bowman • Andrew & Sarah Bowman
55784 Holly Rd. • Olathe, CO 81425
• (970) 323-6833 •

WWW.BOWKRANCH.COM

GENETICS

Advancing Herd Genetics One Decision at a Time

By AGA Staff

1. Thought-out Bull Selection

The majority of the genetic improvement in a commercial herd is the direct result of sire selection. In fact, 87.5 percent of the contributions to an animal's pedigree come from the last three sires. Such a blunt figure makes it very clear that genetic selection decisions are very important. The first steps in bull selection: utilize expected progeny differences (EPDs), EPD accuracy, percentile rank, and genomic-enhanced EPDs (GE-EPDs).

Unlike raw performance data, EPDs can be used to compare animals across different years in the same herd, and even across animals in various years in different herds. EPDs also include not only the animal's own performance but that of all closely linked relatives, including parents and siblings. The additional information used to compute EPDs makes them a great genetic selection tool to help minimize risk.

Accuracy is another valuable tool that bull buyers can use to help reduce risk in selecting animals for their bull battery. Accuracy is often published below its corresponding EPD and is defined as the strength of the relationship between an EPD and a sire's true genetic value. In other words, accuracy is an indicator of the reliability of an EPD.

Percentile ranks compare an animal's EPDs to similar

animals, such as all Gelbvieh or Balancer non-parents for yearling bulls. These rankings can be incredibly useful for a potential buyer to see how a sale animal ranks against other animals they might be considering. Rankings range from 1-100, with 1 being more desirable.

Seedstock producers utilize genomic testing to add reliability to selection tools for their customers. The addition of genomic data to an EPD calculation is comparable to adding another source of information, like progeny or pedigree records. Specifically on young animals with very little information, genomic data has the potential to greatly increase the accuracy of an EPD prediction. Confidence in an animal's EPDs earlier in life means that buyers can more reliably predict the performance outcomes of using unproven animals in their breeding herd. Increasing accuracy on animals used for breeding stock is a great way to speed the rate of genetic progress in any herd.


2. Implement a Crossbreeding Program

Now more than ever, producers are trying to maximize outputs and herd performance all while reducing costs. One tool that has been utilized in the beef industry for several years, and one that has evident value in beef production is crossbreeding.

Crossbreeding provides increased performance with minimal, if any additional costs to the producer. Through the

HARRIMAN SANTA FE

All SimAngus avg
30% CE, 30% API, 40% TI
All Balancer avg
33% CE, 40% YW 12% MB 20% FPI




Mr BHSF Prophet B006

Sires Include:
B006, Ditka, Y6 & 03Z
Top Ten, TJ Main Event 503B,
TJ Main Event 246D, Makers Mark,

**"Top of the Breed", SimAngus & Balancer
Forage Bull sale, Windsor, Mo
34 Balancer Bulls & 44 SimAngus 18 months
Saturday, November 2, 2019 1:00 pm**

Balanced EPDs and they look the part!
Over 95% of all bulls are Homo Polled
& 90% Homo Black.

Home of B006
Only Gelbvieh-Balancer Sire
greater than 1.02 MB and
103 FPI



Ditka C85

Harriman Santa Fe
Bob's cell: (660) 492-2504
website: www.bhsf.us
bharriman39@hotmail.com

practice of crossbreeding, heterosis (or hybrid vigor) is achieved. When valuing heterosis, you essentially gain a dual advantage: individual heterosis and maternal heterosis.

Individual heterosis results in an increase of calf survival to weaning, along with increased growth. Through crossbreeding, calves have been seen to have a 3.9 percent increase in weaning weight and a 2.6 percent increase in average daily gain, all which translates to increased profits.

Maternal heterosis provides improved fertility, increased calf survivability, greater cow longevity, and more pounds of calf produced.

A crossbred cow has been shown to have a 16.2 percent increase in longevity and has proven to stay in the herd longer than a straight-bred cow. She also has a 30 percent improvement in lifetime productivity and annual income improvement from heterosis of 23 percent.

Utilizing crossbreeding systems also allows for the opportunity to capitalize on breed complementarity. This is the assessment of strengths and weaknesses of each breed type and applying those that complement each other. Breed complementarity is one of the best ways to describe the benefits of Balancer® cattle.

Balancer animals are 25 to 75 percent Gelbvieh with the balance of Angus or Red Angus. They combine the Gelbvieh growth, muscle, leanness, fertility, longevity and low yield grading ability with the carcass qualities of Angus to make an animal that meets today's modern industry demands.

Balancer hybrids offer a simple and powerful way to maintain hybrid vigor and the proper combination of British

and Continental genetics in your cowherd in a straightforward and easy crossbreeding system.

Gelbvieh are also an ideal fit for a crossbreeding program because of their superior maternal characteristics such as longevity and fertility. Gelbvieh females are known for reaching puberty at an earlier age and remaining in the herd longer.

3. Manage Herd Data

Smart Select Service, a data management system from the AGA, is built primarily for the commercial producer to identify strengths and weaknesses in their cows to make breeding decisions for genetic improvement.

Smart Select Service helps commercial herds become more efficient and successful. Efficiency is becoming more important and crucial to the success of any cattle operation. Inefficiencies are identified by taking measurements and then utilizing the data, and Smart Select Service identifies that. Managing data can sound intimidating at times, but that is where the AGA comes in to help. The program does the data management, and the AGA staff is there to discuss the data and understand it.

Users of Smart Select Service can track the data of their cowherd to assist them in making selection decisions with the goal of retaining the best females possible. At just \$1 annual fee per head with no breed restrictions, it's a cost-effective way to better understand and track the performance of individual animals and on a herd basis. ♦♦

INTRODUCING FELIX JMR 825F



SEMEN AVAILABLE

AMGV1416644 • PB88

**PERFORMANCE WHERE
YOU NEED IT**

TENDERNESS 10

**TOP 10% OF BREED FOR
CED, HP & CW**

**TOP 15% OF BREED FOR WW,
TOP 20% FOR YW**

**Use him on heifers with
his superior calving ease
and on cows with the WW
performance he offers. Top it
off with high ranking carcass
weight and heifer pregnancy.**

**Semen also available on these
Bar JR herd sires:
JMR 704E, JMR 705E, JMR 820F,
JMR 501C, JMR 606D & KHR 09W**



Raynesford, MT
406.738.4220
406.690.9638
406.465.5142

BarJRGelbvieh.com

GUEST EDITORIAL

Does Gelbvieh Have a Legit Place in the Industry?

By Jared Wareham, Top Dollar Angus

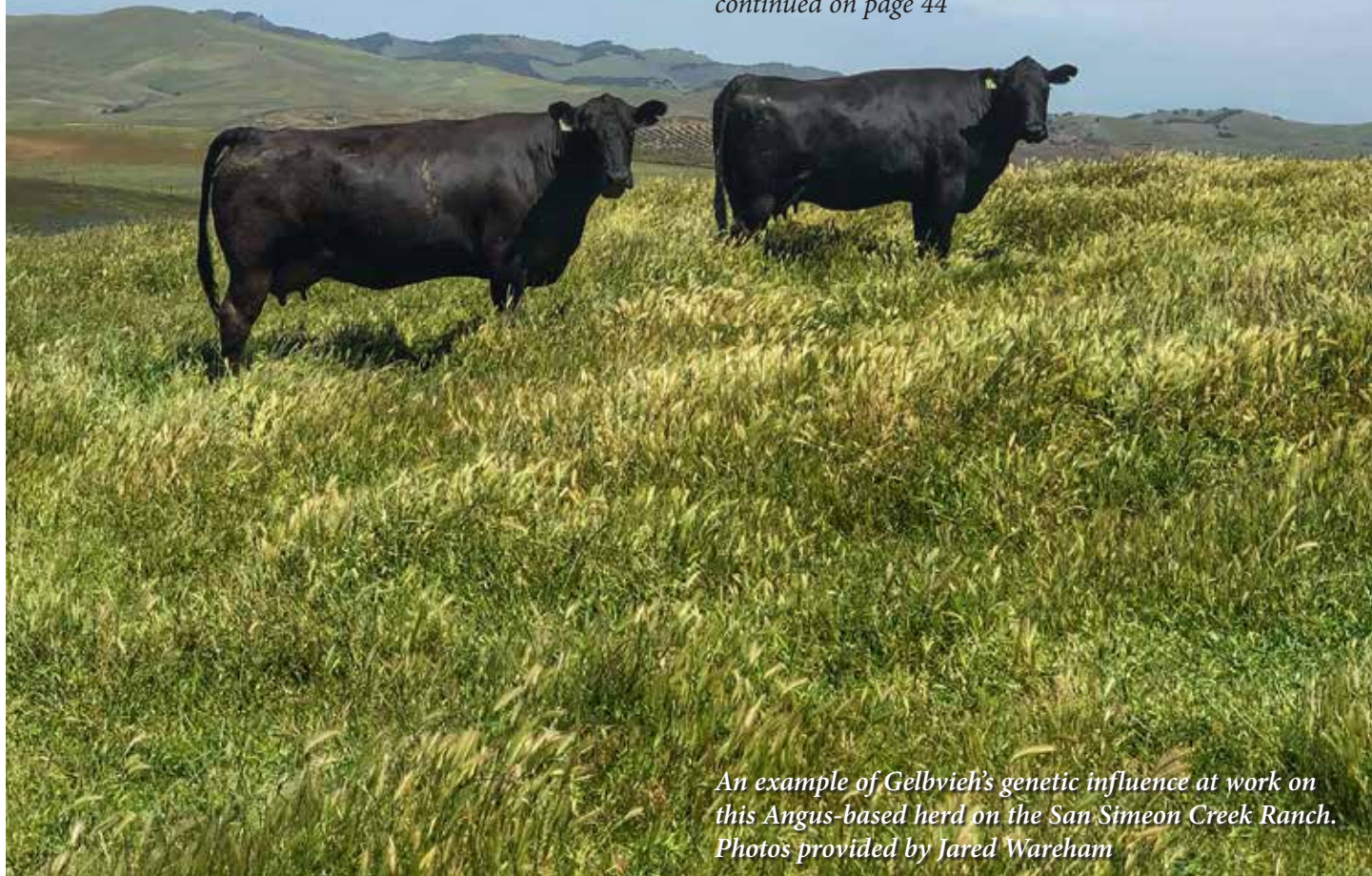
What is the Gelbvieh and Balancer® breed's place or role in the beef industry? What will it look like over the next several decades?

There is no doubt that Gelbvieh genetics deliver a powerful maternal punch, a fact that is widely recognized throughout the industry. This breed easily made friends early on with cattlemen and women for their ability to thrive in a multitude of environments, raise extra pounds, and get bred back. That's the fastest way to any rancher's heart.

However, despite all of its maternal strengths, the breed has seen some limited opportunities to make more fans nationwide due to some challenges with end product value, specifically marbling. Trust me, this isn't a Gelbvieh bashing article that focuses solely on deficiencies. On the

contrary, it should serve to illustrate that there is a clear place in this industry for Gelbvieh genetics due to their strengths and adaptability to modern ranching systems and the more regimented infrastructures that exist today. Not to mention, the significant advantages offered in growth and yield. Cattle that excel for gain, cost of gain, ribeye and carcass weight the way Gelbvieh and Balancer genetics can, naturally possess traits that serve as the building blocks for good feeders.

For those of you that aren't aware of Top Dollar Angus and our team's growing role in the industry, this may present a great opportunity to touch briefly on what we do since we share customers. Our team works with seedstock producers all over the country to provide pass through service to their customers, while acting as facilitators for cattle buyers and feeders. Our mission is to use the verification platform to provide added value
continued on page 44



An example of Gelbvieh's genetic influence at work on this Angus-based herd on the San Simeon Creek Ranch. Photos provided by Jared Wareham



BULL & FEMALE PRODUCTION SALE

Saturday, **November 9, 2019**
at the Ranch, Biscoe, NC

CCRO 3310A



Embryo Package Selling!

CCRO TUXEDO 6028D ET



*Full Brother Selling!
First Progeny Offered!!*

CCRO 3328A ET



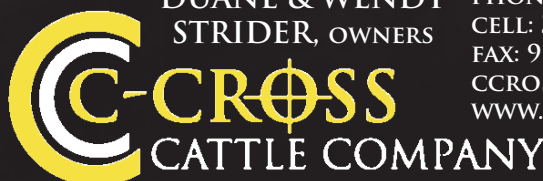
Progeny Selling from this Elite Donor!



Elite Bred Heifers Sell!



*High Quality
Gelbvieh, Angus
& Balancer® Cattle*



DUANE & WENDY
STRIDER, OWNERS

PHONE: 336-381-3640
CELL: 336-964-6277
FAX: 910-428-4568
CCROSSCATTLE@YAHOO.COM
WWW.CCROSSCATTLE.COM

THE LARGEST SELECTION OF GELBVIEH & BALANCER® GENETICS IN THE SOUTHEASTERN U.S.

GUEST EDITORIAL

continued from page 42

to the ranch and risk mitigation to the feeder through comprehensive third-party insights into genetic potential as it relates to feeding margins and end product.

The Top Dollar program requires a minimum 50% Angus or Red Angus genetic base, which leaves the opportunity open to work with other higher value breeds. Gelbvieh is one of those breeds. We currently have customers that utilize Gelbvieh and Balancer-influenced genetics in their ranch's strategy for promoting maternal efficiency with added growth and yield. They then balance the genetic combination by using Angus or Red Angus to add the end product components necessary for greater fed cattle profitability. And, do so with tremendous success!

The use of Black and Red Angus genetics is the most logical match. They offer the greatest amount of market driven pull through demand, as well as, general acceptance industry-wide. Their ability to consistently excel for economically relevant traits and marketing channel access, like CAB, make their presence in any group of feeders requisite.

This is precisely why the Balancer program has been so successful over the past few decades. Those cattle embody the best of each breed. The San Simeon Creek Ranch cattle that sell as Top Dollar Verified illustrate this to a "T".

There is value captured at each segment due to the highly disciplined use of multiple breeds.

Crossbreeding has a well defined purpose and benefit in each agriculture production system, plant and animal. Conversely, we have learned that it is not a tool to be wielded haphazardly and can erode product value substantially if mismanaged. You can't crossbreed just because you heard it was the "thing" to do or someone made a #crossbreed post. Have a purpose and a strategy. Make cattle that work for you and the next guy that'll own them.

The Gelbvieh breed finds itself in a truly unique position due to its innate genetic qualities that are so strongly tied to ranch profits. That should keep the breed well leveraged as a viable option in most precision crossbreeding systems into the future. Our shared customers are a shining example. ♦♦



23rd Annual Heart of America Gelbvieh Association
SHOW-ME PLUS GELBVIEH & BALANCER® SALE

**OVER 90 FEMALES SELL
INCLUDES A HERD DISPERSAL**

Saturday, November 9, 2019 • 1 PM

Springfield Livestock Marketing Center • Springfield, MO



Bred Females



Cow/Calf Pairs & 3 in 1s



Top-end Bulls



Open Heifers

**Selling prime lots of registered
Gelbvieh & Balancer® females & bulls**

- Cow/Calf Pairs • 3 in 1 Packages • Bred Cows
- Bred and Open Heifers • Herdsire Prospects

**All females and bulls selected on the farm by
sale consultant from the top-end of each herd.**

**Selling over 35 registered females in
complete spring herd dispersal.**

*Selling Twin Peaks Gelbvieh's complete spring herd with calves.
Most are black.*

***Last year's sale attracted
buyers from 7 states!***

**To request a sale catalog:
Visit MissouriGelbvieh.com**

***Call Sale Consultant for information on lots
JR Adcock • Bittersweet West • 785-547-6781***

This sale will be broadcast live on the Internet.

DVAuction
Broadcasting Real-Time Auctions

*Videos on select lots available 2 weeks before sale at
www.DVAuction.com*

HAGA Sale Committee Co-Chairs:

**Austin Rash • 660-888-2536
austinrashgelbvieh@gmail.com**

**Bob Hart • 816-225-8530
bhart@hartfarm.net**

NEWS

Study Shows Premium in Cattle from BQA Certified Producers

While producers have traditionally participated in Beef Quality Assurance (BQA) because it's the right thing to do, there is sound research that indicates BQA certified producers can benefit financially as well.

According to a recent study by the Beef Checkoff-funded BQA program and conducted by Colorado State University (CSU), results show a significant premium for calves and feeder cattle sold through video auction markets.

The research study "Effect of Mentioning BQA in Lot Descriptions of Beef Calves and Feeder Cattle Sold Through Video-based Auctions on Sale Price," led jointly by CSU's Departments of Animal Sciences and Agricultural and Resource Economics, was conducted to determine if the sale price of beef calves and feeder cattle marketed through video auction companies was influenced by the mention of BQA in the lot description. Partnering with Western Video Market, CSU reviewed data from 8,815 video lot records of steers (steers, steer calves or weaned steers) and heifers (heifers, heifer calves or weaned heifers) sold in nine western states from 2010 – 2017.

The result was a premium of \$16.80/head for cattle that had BQA listed in the lot description. This value was determined by applying the \$2.71/cwt premium found in CSU's statistical analysis to the average weight

of cattle in the study data. When the BQA premium was constant on a per head basis, it implied higher weight-based premiums for lighter cattle (for example \$3.73/cwt at 450 lbs/head) and lower premiums for heavier cattle (\$2.24/cwt at 750 lbs/head).

"This study was a first of its kind opportunity to utilize advanced data analysis methods to discover if there was a true monetary value to participate in BQA," said Chase DeCoite, director of Beef Quality Assurance. "Study results clearly show that participation in BQA and BQA certification can provide real value to beef producers. It means that the initiatives within the industry are rewarding cattlemen and women who take action to improve their operations and our industry."

Additional study findings show that over the past 10 years, consistent frequency of BQA mentions have been included in the lot descriptions of cattle selling via video auctions. In some states, like Montana, the frequency of mentions has been fairly sizable and upwards of 10 percent or more of all lots of calves/yearlings offered for sale. Even without documentation of a premium in the past, the results imply that over time many producers have proactively chosen to highlight and emphasize their participation in BQA when marketing their cattle.

"The value of a seller being BQA Certified can really only be captured when information is shared between seller and buyer, which is consistently done via the sale of cattle by video auction companies," said Jason Ahola, Ph.D. and professor of animal sciences at CSU. "By sharing the BQA status of the owner or manager of a set of cattle, the buyer can access information that is generally otherwise difficult to find in traditional marketing channels. This was a big reason for us to conduct the study, as it became clear that data on sellers' BQA status were available on a large number of cattle sold through video auctions as well as other traits associated with the cattle. This information affected the ultimate selling price of the cattle."



Continued on page 48

Kansas Gelbvieh Association's

"Pick of the Herds" Sale



**Farmers and Ranchers Livestock Market
Salina, Kansas
Saturday, November 30, 2019**

**The Premier Gelbvieh and Balancer
Open Heifer Event of the Fall**

Selling Gelbvieh and Balancer Open Heifers, Bred Heifers and Cow/Calf Pairs consigned by many of the Gelbvieh Breed's Premier Breeders.

Register and bid live online at www.cattleusa.com

Schedule of Events

Friday, November 29

12:00 p.m. Cattle available for viewing

7:00 p.m. KGA Social

8:00 p.m. KGA Annual Meeting

Saturday, November 30

8:00 a.m. Cattle Available for Viewing

1:00 p.m. Pick of the Herd Sale



Kansas Gelbvieh Association

President: Dustin Aherin 785-302-1252

Sec/Treas: Risa Overmiller 785-389-3522

www.kansasgelbvieh.org

Sale Management by

MMS

Mitchell Marketing Services

20180 NE Roy Golden Rd - Blountstown, FL 32424

Chris Mitchell

334-695-1371

mchrismitchell@aol.com

www.mms.bz

NEWS

Continued from page 46

The results of the BQA value study emphasize the importance of transferring information from sellers to buyers as well as the importance of collecting BQA certification information during the auction process. Daniel Mooney, Ph.D. and assistant professor of agricultural and resource economics at CSU said a lot of information is transmitted from buyers to sellers in video auctions which made it ideal for the analysis.

“In addition to the BQA mention, our study controlled for other factors – such as lot characteristics, cattle attributes, and value-added practices like age/ source verification and natural certification – that also influenced beef calf and feeder cattle sale prices. Importantly, the BQA premium existed even after accounting for these influential variables,” Mooney said.

“Our cow-calf and stocker consignors represent family operations from throughout the western United States who make their living in the cattle business. Profit margins in these sectors can be very marginal.

Finding ways to enhance the marketability of cattle by adhering to best practices is a low-cost means of improving the quality and consistency of the cattle they market,” said Holly Foster, video operations manager of Western Video Market. “By sharing our historical data with researchers at CSU, we felt it would help our sales representatives and consignors as they try to understand the different attributes that cattle buyers are looking for to meet end user requirements.”

For more information on the study or to complete online BQA training, go to www.bqa.org/certification. For more information on the BQA program, contact Chase DeCoite at cdecoite@beef.org ♦♦

Source: National Cattlemen's Beef Association

SHOE STRING RANCH

Selling bulls and females by Private Treaty.
Visit the Market Place on the Gelbvieh
Registry to view offering.

- 100% of herd DNA tested
- All cows AI'd to industry leading bulls
- 18-20 month old bulls for sale

SHOE STRING RANCH

Mark & Patsy Bright
Sarcovie, MO • 417.548.2010
417 437 1551 (Patsy Cell)
shoestringranchmo1@gmail.com



TUNE IN TO **THE AMERICAN RANCHER**

TO SEE HOW THE **RIGHT GENETICS** CAN MAKE YOUR **OPERATION PROFITABLE!**



Monday, October 7, at 8:00 p.m. CDT on RFD-TV
(Dish channel 231 and DirecTV channel 345).



SHOWCASE YOUR PROGRAM IN FUTURE EPISODES

303.465.2333

MALERIE@GELBVIEH.ORG



FEATURE

Gelbvieh Goes West

How Gelbvieh and Balancer® not only survive but thrive in one of the nation's hottest regions.

By Malerie Strahm

From the ponderosa pine-covered mountains in the north to the cactus-filled Sonoran desert in the south, Arizona is a state where Gelbvieh and Balancer® cattle succeed. Tough, unforgiving and vast land is what these ranchers face every day. Fortunately the strengths of the Gelbvieh cow, like fertility and longevity, make her an ideal fit for the Arizona desert. Rain isn't always plentiful, so it takes an efficient, hardy cow to make an Arizona ranch work.

"All of our ranching operation is in southern Arizona and the climate is tough, it's all arid and semi-arid for sure. And some years we get rain, some years we don't. A lot of years we might go for ten or twelve months and not have a rain," said Kyle Best of Tucson, Arizona.

With the environmental restrictions, it takes a cow that can grow and perform well under pressure. Arizona ranchers are finding Gelbvieh genetics to fit their programs and their climate.

"The Gelbvieh influence on our cows I think has been a good one, they are good milkers even under tough conditions. They do pretty well and the calves do much better. They're uniform which is nice. You don't have tall ones and short ones; they seem to make a real uniform bunch of calves. We really like them," said Kit Metzger of Winslow, Arizona.

"We like the crossbred cow immensely, she has got the hybrid vigor and she's got a little more longevity than a straight-bred. It's very important to us to try to keep our cows in the herd as long as we can," said Gary Wilson of Seligman, Arizona.

When it comes to building a herd, selecting the right bull is just as important as selecting the right females. Southwest ranchers appreciate Gelbvieh and Gelbvieh-influenced bulls for their ability to not only handle the environment, but also to improve calving-ease within the herd. Because these ranchers have to have more land per cow, it can be hard to check every female during calving season.

"The number one thing that we have to have in this country is calving-ease. If we get too big of a calf, we can't ride

hard enough and far enough to make sure we get all our cows looked at," said Wilson. "The next thing we look for in our bulls is good feet and legs. We don't want them overly fat. It seems like whenever you get an over-fat bull, usually he's short on age and has a lot of extra weight and they seem to go to pieces a lot faster than moderate-fleshed bulls."

In addition to claiming superior bulls and females, Gelbvieh and Balancer-influenced cattle are also working well in the feedyard. A rancher's reputation in the feeder cattle market can significantly impact a buyer's decision. The Balancer-influenced feeder calves these ranchers are raising have been attracting repeat buyers and performing in the feedyard. Their post-weaning gain and quality have made these calves sought-after and they're boosting the reputation of these Arizona ranchers.

"You've got to introduce some new genetics to keep that hybrid vigor in there and if you don't you'll start losing the weight of your calves. I've seen it happen many times being in the market business like I have. Even in the cows we'll see out here on the ranch are being able to utilize that dry grass and not having to eat as much to get the job done. Then their calves are able to gain really well on grass or go to wheat pasture or the feedlot. They're using less feed to produce the pounds. I think it's going to be more important as time goes on and the world population gets larger we're going to have to have more efficient cattle to get the job done," said Dan Major of Prescott, Arizona.

There's no doubt that marketing these cattle in the Southwest can be successful and source and age verification programs can help producers feel even more comfortable about selling their cattle.

"Everything that makes sense in the cattle business, we grab ahold of it. All of these programs that have come along in the last few years, we have been able to get certified and made it work. There's a lot of things that are happening now in the cattle business that it's a new world all the time so yeah, we'll be part of it," said Wilson.

"We have a natural program plus an age verification and other credentials that go along with these cows like GAP and NHTC so these calves, whether we retain ownership or sell them, they've got all of the paperwork behind them and we feel very comfortable with what we're producing," said Major. ♦♦

3rd Annual

BOYS FROM THE SOUTH BULL SALE

GELBVIEH • BALANCER® • ANGUS BULLS

SATURDAY, NOVEMBER 30, 2019 • 1:00 PM CT

JAMES E. WARD AG CENTER, LEBANON, TN

GREEN HILLS GELBVIEH • BUTLER CREEK FARM

Offering Includes: COMING 2-YEAR OLDS • 13-16 MONTH OLDS



**GHGF MAN O' WAR F825
AMGV1442637
RED • HOMO POLLED • BA75**



**GHGF F03 • AMGV1442640
HOMO BLACK • HOMO POLLED • PB**



**GHGF F28 • AMGV1442657
RED • HOMO POLLED • BA50**



BCFG RED OAK 908W

**SELLING THESE LOTS AND
MANY MORE, ALONG WITH
GELBVIEH INFLUENCED
COMMERCIAL FEMALES!**

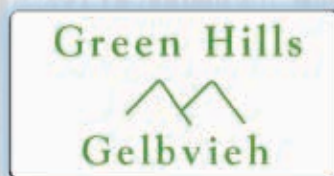


BCFG HILLYBILLY HERO 71Z



**Butler Creek Farm
Milton, TN**

Michael, Barbi & Ethan
615.286.2799 (H)
615.351.1071 (C)
Zach & Autumn
615.286.1017 (H)
615.308.8628 (C)



Quality Black and Red Gelbvieh Cattle

Walter & Lee Teeter
1380 French Belk Rd.
Mt. Ulla, NC 28125
(704) 664-5784
Lee's Cell (704) 267-4638
Walter's Cell (704) 236-7980
Justin's Cell (704) 267-4074

STAFF EDITORIAL

AGA Registry—Not Just for AGA Members

By Sarah Dannehl

Contrary to popular assumption, the American Gelbvieh Association (AGA) Online Registry Service isn't just a tool for AGA members with registered Gelbvieh and Balancer® animals. There are also aspects of the registry that commercial producers can benefit from utilizing without needing an AGA account login. It offers ways to learn more about Gelbvieh and Balancer cattle and the people who raise them. Here are a few ways that commercial producers can utilize this resource. The AGA Online Registry Service can be found on Gelbvieh.org by going to Registry Login under the Registry tab.

Search Tools

The search tools on the home page of the registry are a great way to search for active members, animal information, and EPD criteria.

Ranch Search: look for contact information for a specific breeder or to find a breeder in a specific area by entering a herd prefix, member ID, name, city, or state.

Search Animal: Search an animal by sex (bull, female or both), registration number, tattoo, name or EID.

EPD Search: Customize a search for animals with a desired set of EPDs. The function can be used to find animals with genetics to meet the goals of your breeding program. All of the AGA EPDs and indexes are search options. Enter a minimum and maximum EPD value for one or multiple EPDs. Accuracy levels can also be added to the search. The button selection in the right hand column of the EPD search tells the system by which EPD to sort the resulting list. The search can also sort search results by sex, so if it's a bull that's needed, the results generated will depict that criteria.

Breeder Map: Although AGA registry users can search by state in the simple search tools for members, the breeder map is another great tool offered to members and non-

members for locating Gelbvieh and Balancer genetics. The Breeder Map can be found on the top gray bar of the AGA Online Registry Service home page. This will bring up a map and a list that displays all members who have provided mapping coordinates for their address and is a great tool to help customers locate breeders. Clicking “map” next to the members name will take you to their location with the option to view their profile.



Breeder Map

continued on page 54

SoKY Select Gelbvieh Sale

SATURDAY, OCTOBER 12, 2019 • 1:00 PM CT

United Producers • Bowling Green, KY

Selling 50 Gelbvieh & Balancer® Females
Selling 6 Gelbvieh & Balancer® Bulls



Young cow/calf pairs like this one sell!



Herd sire prospects ready for turnout!



Embryo packages out of
Ms Fortune 63X by Viper and Big Harvest!



Elite bred heifers like this one sell!

CONSIGNORS:

ClayJohn Farms
Daryl Tilford
Dunnivant Farms
George Gribbins
Green Hills Gelbvieh
Kentucky Hill Top Gelbvieh

Miller Gelbvieh
Parris Cattle Farms
Rumfelt B Gelbvieh
S & S Gelbvieh
The Day Farms



Like us on Facebook at Slaughter Sale Management

Sale managed by
Slaughter Sale Management

For catalog or information contact:

David Slaughter

Phone: (270) 556-4259

E-mail: hmslgthr@aol.com

STAFF EDITORIAL

continued from page 52

Informational Documents

On the left-hand side of the registry home page, members and non-members have the ability to download and view documents regarding current Gelbvieh and Balancer information.

Search Tools

Ranch Search

Herd Prefix: Member ID:

or

Name: (use an asterisk (*) as a wildcard)

City:

Search Location:

EPD Search

	Min	Max	Acc	Sort
CE Direct	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Birth Weight	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Weaning Weight	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Yearling Weight	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Milk	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Maternal	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
CE Maternal	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Heifer Pregnancy	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pregnant @ 30	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Stayability	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Docility	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
DMS	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Yield Grade	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Carcass Weight	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Ribeye Area	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Marbling	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Fat Thickness	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
ADG	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
RPI	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
\$Cov	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
FPI	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
EPI	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

☐ Bulls ☐ Females ☒ Both

Animal Search

Reg # Tattoo

Search: (use an asterisk (*) as a wildcard)

- 2) Achieve accuracy on WW EPD greater than 0.65.
- 3) Hold an AMGV prefix.
- 4) Be owned by (or in partnership with) an active AGA member (junior, regular or lifetime).

Genetic Indicator Sires: Same requirements as Progeny Tested sires except these sires are only required to achieve accuracy WW EPD accuracies between 0.46 and 0.65 to qualify as a Genetic Indicator Sire.

Adjustment Formula: This is a great tool to use to view the adjustment formulas used within the registry to gain more knowledge regarding important traits such as birth weight adjusted, average daily gain, frame score, etc.

Calendar Calculator: Quickly calculate future dates for calving, heat cycle, conception, weaning, yearling, and ultrasound window when a specific date is entered into the date field.

There are many benefits that the AGA Online Registry can offer Gelbvieh and Balancer commercial producers. Before you purchase your next Gelbvieh or Balancer animal, or if you simply want to learn more about Gelbvieh and Balancer genetics, remember to check out the AGA Online Registry Service! Also, please don't hesitate to call the AGA office at 303-465-2333 for more information. ♦♦

Genetic Trends: Outlines EPD trends throughout the past 20 years.

Percentile Ranks: This chart breaks down the EPD as it ranks on a percentage basis in relation to the breed. Example: a weaning weight (WW) EPD of 75 for a Gelbvieh non-parent animal ranks them in the top 5% of the breed.

Trait Leaders: This lists the top 40 sires in each EPD parameter.

Progeny Tested Sires: To qualify for this list, sires must adhere to these criteria:

- 1) Achieve Active Sire status. This means they have produced a calf born between January 1, 2016 and the current date.

HOW DO *YOUR* CATTLE PERFORM ON THE RAIL?

PARTICIPATE IN THE 2020
AMERICAN GELBVIEH FOUNDATION
STEER CHALLENGE AND SCALE & RAIL CONTEST
TAKE ADVANTAGE OF GELBVIEH AND BALANCER® PERFORMANCE



STEER DELIVERY DECEMBER 2019

DARR FEEDLOT
LOCATED NEAR COZAD, NE

VISIT GELBVIEH.ORG FOR MORE INFORMATION
FOR QUESTIONS
EMAIL INFO@GELBVIEH.ORG
OR CALL 303.465.2333

EDITORIAL

The Implications of this Year's Rains on Next Year's Calf Crop

Karla H. Wilke, UNL Cow/Calf Systems and Stocker Management

A snowy/rainy spring gave way to above average rainfall for the summer in much of the mid-section of the country. While most of us know better than to complain about rain, the moisture has sure presented challenges for this year's hay crop.

Abundant moisture resulted in rapid growth and maturity in forages. The continued rain delayed cutting the forage, adding to the maturity of the crop, and unfortunately, a lot of hay has been rained on between cutting and baling. This combination is most certainly going to result in poor quality hay, even if tonnage is adequate.

Even forages that are intended for late summer, fall, or winter grazing are likely to be lower in protein and energy than usual due to the rapid and abundant growth which resulted in a lot of stem and seed head production and not as much leaf material.

While it is always a good practice to test the nutrient content of forages and hays, this is going to be a very important year to test it and to feed or graze accordingly based on the nutrient content of the forage and the nutrient requirements of the cattle at various stages of production.

For example, research has shown that a greater percentage of cows will conceive when they are on

an increasing plane of nutrition rather than on a decreasing plane of nutrition. Therefore, May calving cows and heifers may need supplemental protein and energy during the breeding season even though grass is abundant this summer.

Early spring calving cows typically graze deferred forages in the winter and receive hay and supplement from calving time until green grass is available, again. If the winter forage is lower in quality than most years, this could result in lower body condition of the cows coming into calving. Once calving ensues, the energy needs of the now lactating cow doubles, making this a difficult time for the cow to gain weight if necessary. Cows calving in a body condition score below 5 (1-9 scale) are less likely to rebreed and also have reduced immunoglobulins to pass onto the newborn in the colostrum. Therefore, maintaining a body condition score of no less than 5 on mature cows and no less than 6 on heifers during the winter is important and should be closely monitored this winter, due to forage maturity and quality.

Sending forage and hay samples to a commercial laboratory is an economical way to know what hay to feed at each production segment as well as how much supplement to feed to ensure requirements are met without overfeeding costly supplement. ♦♦

Source: University of Nebraska-Lincoln



Markes Family Farms

REGISTERED PUREBRED GELBVIEH *FALL* PRIVATE TREATY OFFERING

★ 50 PUREBRED BULLS ★

Quantity	Age	Birth Date	Price
26	18 months	Feb./March 2018	\$1800
24	12 months	Sept./Oct. 2018	\$1800

A great selection of Registered Purebred Gelbvieh Bulls
We price our cattle to sell quickly!

THE MORE YOU HEAR ABOUT GELBVIEH...THE BETTER!!!



Our herd is the product of *41 years* of careful Gelbvieh breeding and we invite you to come take a look.
We price our cattle to sell quickly and we look forward to your phone call.

CALL TODAY FOR THE BEST SELECTION!

TRUCKING AVAILABLE • WE SHIP CATTLE ALL OVER THE COUNTRY!

Whenever you think of Gelbvieh Cattle, think of

Markes Family Farms

Thank you for your continued interest and business!



EDITORIAL

The Future of Business Intelligence in the Beef Industry

By Dustin Aherin, AGA Board Member

Business intelligence (BI) refers to the act of gathering, managing, analyzing, and refining business-related data into actionable information. Typically, BI incorporates a technology infrastructure for easy data collection with statistical methods and graphical representation to condense a mass of data into a readily interpretable form. Most all major companies utilize BI for both tactical and strategic decision-making through either an in-house team or outside consultants. The beef industry's application of such methodology varies across entities and industry segments with the ability to apply technology often arising as the limiting factor.

Useful BI requires matching data collection with interpretation. Farming has undergone a precision agriculture movement through the complement of GPS and on-machine data collection. However, many in farming argue that precision agriculture hasn't reached its BI potential because methods for managing and interpreting the data haven't kept pace with the ability to collect data. Thus far, the beef industry has kept relatively in-step with data evaluation, largely because the time and resources required for data collection has limited its availability. Considering expected progeny differences (EPDs) as a form of BI (although more could be done to associate EPDs with true business and financial outcomes regarding optimization of inputs and outputs), the seedstock industry has excelled in refining heaps of individual and contemporary group data into actionable, meaningful numbers. Currently, collecting beef industry data is the expensive and demanding piece.

Advancements in technology and its integration into the Internet of Things (IoT), devices and monitoring systems connected through networks, will allow beef industry BI application to grow by leaps and bounds in the next five to ten years. Using the aforementioned BI definition, individual feed intake measurement may represent the beef industry's most effective implementation of BI through IoT to date. However, the first versions of several beef industry specific BI type technologies are currently being explored by early adopters.

Smart ear tags and other wearable devices for cattle, similar to the popular trend in smart watches, lead the way in beef industry IoT. While applied in the dairy industry for several years, the larger spaces and less-intensive management associated with beef cattle require enhanced connectivity and durability for such tags.

The initial versions currently in use or under development are capable of monitoring body temperature, activity, rumination, and GPS location. Algorithms applied to the collected data can be used to determine health status, detect estrus, and assess grazing patterns among other things.

A simpler version of smart ear tags are radio frequency identification (RFID) tags. Discussions around the application of different RFID technologies have escalated in recent years with the re-established momentum behind cattle traceability. In April, the USDA announced its timeline to completely replace metal "Brite" tags with RFID tags as official cattle ID by January 1, 2023.

RFID tags not only allow for animal disease traceability, but the attachment of performance, management, and health information to each animal can create a digital history that follows that animal end-to-end through the production system. Successfully utilizing such end-to-end information requires cooperation across industry segments and a capable data management system. Several companies have set out to create powerful data management systems for specific industry segments, and a couple have created well-respected products. Still, the creator of a data management system that excels across each industry segment and can seamlessly incorporate an animal's history as it transitions through the production system will reap the greatest reward.

Once proper data systems are in place, analytics take the stage to generate actionable information. Several private entities, as well as consultants and universities, are already applying predictive analytics to cattle history and type to help project gain, health, grade, and ultimately closeout return at the cattle feeding level. Data quality and quantity, along with statistical skill and methods, determine the accuracy of such methods.

With the potential to apply improved data collection and data management systems in the near future, the beef industry has the opportunity for more efficient and informed decision-making by associating production strategies and management practices with both performance and business outcomes. Successfully combining modern technology with data analysis will allow beef producers to augment the "Performance Intelligence" of today's EPDs with the business intelligence required for the beef industry's long-term success. ♦♦

Editor's Note: This article first appeared in the July 2019 edition of Gelbvieh World.

At Gustins Diamond D Gelbvieh *THE POWER IS IN THE COWS*

For **37** years we have been selecting for the traits important to the commercial cattlemen. In years like this when the cattle market isn't where we like to see it, these are traits that will make your life easier and keep you in business for the long haul.

MATERNAL CHARACTERISTICS: We strive for efficient cows that wean big calves. Our herd ranks 4th in the nation for numbers of Dams of Merit and Dams of Distinction. We have a higher percentage of females achieving that status than the national average: weaning big stout calves on a 365 day interval.

PERFORMANCE TO WEANING AND IN THE FEEDLOT: We always have emphasized eye appeal, muscle and performance in our herd. These genetics will add pounds to your calves and put more dollars in your pocket at marketing time.

STRUCTURAL SOUNDNESS AND GOOD UDDERS: Trouble free cows that will have longevity to make life easier and add profitability to your herd. Good feet and udders are a must.

DOCILITY: We feel the Gelbvieh breed excels in this trait and we have always had a very low tolerance for cattle with questionable temperaments. Research shows that quiet cattle gain faster and respond better to vaccines.



Mark your calendars for our
Annual Production Sale
on February 20, 2020.

*Females for sale privately this fall
and winter.*



Dennis, Sherry and Jessica Gustin • Al and Peggy Gustin
Steve and Katie Stensgard • Richie and Sarah Heinrich
5135 Hwy 6 • Mandan, ND 58554
Dennis: 701-663-7266 or 701-400-3483
Sarah: 701-400-3563 • Richie: 701-320-6484
gustindd@wildblue.net • www.gustinsdiamondd.com

Please contact us to be added to our mailing list.

NEWS

AGA Past President Honored at Beef Improvement Federation Annual Meeting

The Beef Improvement Federation (BIF) presented Steve Munger, Highmore, South Dakota, a BIF Continuing Service Award June 19 during the group's annual meeting and symposium in Brookings, South Dakota.

Continuing Service Award winners have made major contributions to the BIF organization. This includes serving on the board of directors, speaking at BIF conventions, working on BIF guidelines and other behind-the-scenes activities. As BIF is a volunteer organization, it is this contribution of time and passion for the beef cattle industry that moves BIF forward.

Munger is managing partner of Eagle Pass Ranch, which he and his wife, Debi, own in partnership with sons, Nate and AJ, and their wives. Eagle Pass Ranch has been supplying the beef industry with progressive beef

genetics for more than 25 years. The company annually markets more than 500 bulls and females to cow-calf producers across the United States, Canada and Mexico, along with commercial heifers, semen and embryos.

Munger served on the BIF board of directors, including a term as president in 2014-2015.

"Steve Munger is a leader in the beef cattle genetics business both locally and nationally," says Joe Cassady, South Dakota State University Animal Science Department professor and head. "He is an early adopter of technology for the measurement of phenotypic traits and a strong supporter of beef cattle production research. He's been a leader in selection for feed efficiency for beef cattle." ♦♦



Steve Munger (center), Highmore, South Dakota, receives the Beef Improvement Federation Continuing Service Award. Presenting the award are Lee Leachman (left), 2018-2019 BIF president, and Joe Cassady (right), South Dakota State University Animal Science Department professor and head. Munger was honored June 19 at the organization's 51st annual convention in Brookings, South Dakota.

SOUTHERN STATES

ALABAMA

Kittle Gelbvieh Farms
Quality Black & Red Gelbvieh Cattle



Dustin Kittle
816 Co. Rd. 36
Geraldine, AL 35974
Cell (256) 996-5822
www.kittlefarms.com

HODGES RANCH



Neal
(870) 426-4469
or
(870) 704-9450

15702 Hodges Rd., Omaha, AR 72662
Hodgesranch@live.com

Quality Gelbvieh & Balancer Genetics Available Private Treaty Sales

BREEDERS CORNER

ARKANSAS

MARTIN CATTLE COMPANY
DAVID & RITA MARTIN
256 BOYCE ROAD
JUDSONIA, AR 72081
C: 501.278.7614
WWW.MARTINCATTLECO.COM



Private Treaty Sales Available Year Round

Miller
SLMG
Gelbvieh
Strawberry, AR

Meeting the Demand For
Improved Gelbvieh Genetics.

Duane Miller
Cell: 870-844-5664
duane83@centurytel.net
www.millergelbvieh.com



OKLAHOMA

LeGRAND
DIAMOND L FARMS
Ed & Alberta LeGrand

809 S. Redlands Rd. • Stillwater, OK 74074
405-747-6950 • alane@c21global.com

Homo. Black, Homo. Polled • Breeding Stock Available

Koehn Cattle Co.
Patrick Koehn
73243 Carter Rd., Goltry, OK
580-541-2633
koehncattlecompany@gmail.com
GELBIEH GENETICS AT WORK




"Excellent Purebred Herd Source"

● Waukams, OK 73773
(580) 554-2307

EXCEPTIONAL
BULLS & HEIFERS

MARKES
FAMILY FARMS
www.markesfamilyfarms.com

TRUCKING
AVAILABLE

TEXAS

Dromgoole's Heaven
Jim & Pat Dromgoole

4403 Winding River Dr. • Richmond, TX 77469
Home (281) 341-5686 • Ranch (979) 561-8144
www.dromgoolesheaven.com
Show Cattle Managers: James & Shannon Worrell • (325) 258-4656



Stay connected with the AGA via
text message for news & updates!

Text **GELBIEH** to **51660**



SENTEX SOLUTIONS

You may receive up to 4 messages per week. Message and data rates may apply when sending & receiving text messages. Messages sent from automated system. Consent not required to purchase goods and services. Text STOP to 51660 to opt-out. Text HELP to 51660 for assistance or call 800-211-3001. To view our Terms and Conditions & Privacy Policy, please visit www.sentextolutions.com/privacypolicy.

EDITORIAL

Are You Leaving Money on the Table With Your Calf-hood Implant Program?

Dr. Jason Smith, Assistant Professor, UT Beef Cattle Extension Specialist

There are very few (if any) growth-promoting technologies that offer as much of a return on investment as an implant does. While the feedyard and backgrounding sectors of the beef industry continue to embrace this technology, its use in the cow/calf sector has waned over time. Even when put to use by cow/calf operations, an implant program's return on investment can be limited by the means in which this technology is used.

To use calf-hood implants as effectively as possible, it is important to first understand how they work. In a nutshell, implants consist of one or more pellets that contain a certain level of one (single) or two (combination) steroid hormones. Implants are designed to slowly release a certain amount of hormone into the animal's circulation over an extended period of time.

The amount released into circulation depends upon the implant's potency (level of hormone contained in the implant) and its duration of release. At a certain level, the additional hormone(s) provided by the implant alter(s) growth. Once the implant no longer emits the amount of hormone necessary to do so – or once the implant pays out – it provides no additional benefit.

Implants increase growth performance through increasing feed efficiency and feed intake. Just like a fire can be smothered by limiting its oxygen supply, an animal's performance response to an implant can be limited by its nutrient supply. If the animal isn't provided with enough nutrients to support the additional growth, the growth response is limited. That doesn't mean that the implant isn't doing what it's supposed to do, but rather that the magnitude of change in growth performance that can be attributed to the implant can be limited by the animal's plane of nutrition. If you generally wean heavy calves that are gaining

continued on page 64



SOUTHEAST STATES

KENTUCKY

COLES BEND CATTLE COMPANY

Raising registered Gelbvieh and Balancer® cattle since 2000.

Trent Jones
Smith Grove, KY • 270.590.5266

BREEDERS CORNER

TENNESSEE

Quality Gelbvieh & Balancer® Cattle

CLINCH MOUNTAIN GELBIEH

John & Liz Loy

7611 Dyer Rd. (865) 687-1968
Luttrell, TN 37779 (865) 235-8869 (C)
j.b.loy@att.net Bulls & Heifers for Sale



www.knollcrestfarm.com

knollcrest@knollcrestfarm.com

Office (434) 376-3567 Fax (434) 376-7008
James D. Bennett 434/376-7299
Paul S. Bennett 434/941-8245
Jim G. Bennett 434/664-7935
Brian R. Bennett 434/664-8309
Dalton G. Bennett 434/664-7946
PO Box 117 • Red House, VA • 23963
Total Performance Bull Sale • Dec. 6, 2019

NORTH CAROLINA

CC-CROSS CATTLE COMPANY QUALITY GELBIEH, ANGUS & BALANCER CATTLE
DUANE & WENDY STRIDER, OWNERS
(336) 964-6277
cccrosscattle@yahoo.com • cccrosscattle.com



CCRO CAROLINA EXCLUSIVE 1230Y CCRO CAROLINA LEVERAGE 3214A
THE HERD THAT CONSISTENTLY PRODUCES CATTLE WITH PERFORMANCE, CARCASS AND EYE APPEAL.
ANNUAL BULL & FEMALE SALE 2ND SATURDAY IN NOV.
Private Treaty Sales Available Year Round.

HAMPTON CATTLE COMPANY

"Superior Gelbvieh and Balancer Cattle"

Chris & Jordan Hampton • Charles & Sue Hampton
839 Davistown Rd.
Celina, TN 38551
931-243-3213 H
931-510-3213 C
hampton@twlakes.net
Registered Bulls & Replacement Females



LWH
QUALITY GELBIEH CATTLE

LITTLE WINDY HILL
Farms
Doug & Sue Hughes
6916 Peppers Ferry Road
Max Meadows, VA 24360
C 276/620-4271
lwhf@wiredog.com

Tucker Farms

Gelbvieh & Balancer Cattle

BULLS FOR SALE

640 McAdams Loop
Jacks Creek, TN 38347
TuckerFarmsTN@gmail.com

Milton Tucker
731-608-5274

Promote Your Operation

Advertise with a
State Round-up ad
in the two issues of
the Profit Picture
and the Herd Reference
issue of
Gelbvieh World

For information about
advertising, call
Lynn at the
AGA office • 303.465.2333

Producing Black, Polled Genetics for Today & Tomorrow.

Green Hills
Gelbvieh

Quality Black and Red Gelbvieh Cattle

Walter & Lee Teeter
1380 French Belk Rd. • Mt. Ulla, NC 28125
(704) 664-5784

VIRGINIA

REGISTERED POLLED GELBIEH

C.H. Morris & Sons, LLC

Roger Morris • C.W. Moss
928 Morris Road
Appomattox, VA 24522
434.574.6592



Roger Morris
434.315.4294



C.W. Moss
434.391.4458

GALE RIPPEY FARMS

SPECIALIZING IN COMMERCIAL BALANCER® FEMALES

Galax, Virginia

276.233.0999 • grippey@embarqmail.com

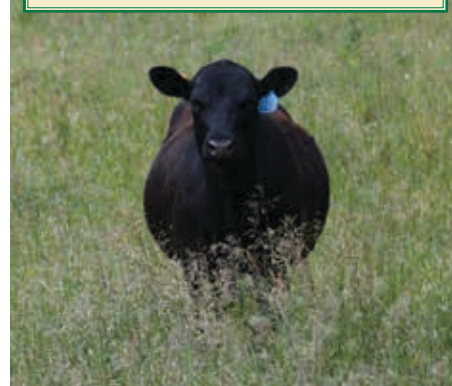
Promote for Success!

Upcoming Advertising
Deadlines:

October Gelbvieh World

Ad deadline: September 4

Call 303-465-2333 today!



EDITORIAL

continued from page 62

steadily at the time of weaning, expect a pre-weaning calf-hood implant program administered at the appropriate time to net a double-digit increase in pounds at marketing. If you generally wean lightweight calves that are gaining slowly at the time of weaning, expect that yield to be considerably less.

As simple as it may sound, one of the most important pieces of advice that I have to offer in regard to calf-hood implants is to always read the label. Become familiar with your implant options before determining what implant or combination of implants you should employ on your operation. Your implant program may not necessarily look the same from one year to the next, and that's okay if changing situations or management strategies call for changes or adjustments to your implant program. Above all, the program needs to be logistically feasible for your operation.

Keep in mind that not all implants are approved for use in suckling calves, and that some implants can only be administered to cattle that meet certain age or weight criteria. Some implants are only approved for steers or heifers, while others are approved for both. Be mindful of whether or not you intend to retain or market heifer calves as replacement females. Replacement heifers should NEVER be implanted as calves unless that specific implant is approved for use in replacement heifers. Even then, there is likely little to no value in implanting replacements. Weaned (or older) replacement heifers should NEVER be implanted with any type of growth-promoting hormone implant. The potential risk of altering normal reproductive development far outweighs any added growth performance from the implant, and for that reason, it is recommended to forgo implanting replacement heifers altogether. Similarly, NEVER implant bulls that will be retained or developed for breeding purposes, regardless of their age. Any heifer or bull that received an implant and will be marketed should be sold under a designation that identifies the cattle as having previously been implanted.

Implants are only effective when administered properly. While the implanting process is quite simple, take care to ensure that improper techniques don't unintentionally limit implant efficacy. Take time to ensure that the site of administration is relatively clean, and that the implant needle is also cleaned and disinfected before its first use, and between each animal thereafter. This will help to prevent

infection at the site of administration, and decrease the risk of transfer of blood-borne diseases between animals. A plastic container with a sponge that is soaked in diluted disinfectant can be worth its weight in gold on implant day. Be sure to administer the implant subcutaneously, and avoid imbedding the implant in the cartilage of the ear or crushing the implant during deployment. Intact implants can be easily felt beneath the skin. If you can't feel the implant, something went wrong. Improper administration will generally reduce implant efficacy, if not render it completely ineffective.

When designing an implant program, do not underestimate the importance of implant duration. Once the implant pays out, it stops working, and cattle will generally begin to compensate. When this happens, the benefit of the implant begins to decline over time. In other words, return on investment decreases as the duration of time beyond payout increases (without re-implantation). In this scenario, the benefit may not completely go away, but its magnitude may be far less than anticipated. For this reason, it is important consider anticipated marketing dates when designing and scheduling implant programs.

If the implant program consists of only a single 100-day implant, cattle should be marketed somewhere between 70 and 100 days following administration of the implant. This requires the implant to be administered 70 to 100 days prior to the date in which cattle will be marketed. On the flip-side, if that same implant goes in at 1 to 2 months of age, it will pay out long before the cattle are marketed. In that scenario, consider re-implanting after 70 to 100 days following administration of the initial implant. In an ideal situation where time and labor allow, schedule the initial 100-day implant to be administered 140 to 180 days prior to marketing, and the second implant (re-implant) to be administered 70 to 90 days prior to marketing. Alternatively, or if time and labor will not allow you to re-implant, consider a longer-duration implant that is administered at a time where payout coincides with marketing of the cattle.

While these are only a few of the major factors that contribute to success of a calf-hood implant program, a number of other resources are available that can help you to maximize return on an implant investment. Take the time necessary on the front-end to ensure that your calf-hood implant program isn't leaving money on the table, and that your investment doesn't turn into an expense. ♦♦

BALANCER® EDGE

\$3.00/hd

STEP 1:

Gather calving records documenting the first and last calf born for the season. Have a head count of your cows. Have copies available to show IMI Global representative.

STEP 2:

Fill out the form on www.gelbvieh.org to apply for Balancer® Edge and order tags.

STEP 3:

Send form via mail or email:
IMI Global
202 6th Street, Ste. 400
Castle Rock, CO 80104
info@imiglobal.com

STEP 4:

Participate in a phone audit and off-site records review.

STEP 5:

Market calves with the Balancer® Edge program.

Value added options available:

NHTC
Verified Natural
GAP Certification

*Additional auditing and cost may be involved



MANAGEMENT

The Fight Against BRD Starts in the Cow Herd

Reducing bovine respiratory disease (BRD) starts with preventing bovine viral diarrhea virus (BVDV) in the cow herd

By Che Trejo, DVM, MS, Beef Technical Services, Zoetis

It's estimated that nearly 9% of beef cattle operations have a calf persistently infected (PI) with bovine viral diarrhea virus (BVDV). This might seem like a small percentage, but presence of BVDV can mean a risk for something more. Producers are 43% more likely to need to treat bovine respiratory disease (BRD) in feedlot calves exposed to a BVD-PI animal, a study found.

Reducing exposure to BVDV is an important place to start in the battle against BRD:

- **Step 1: Vaccinate the cow herd before breeding**

Only 28% of operations report vaccinating cows for BVDV. Yet, a non-vaccinated cow herd is like an uninsured driver out on the road. No contact, and you likely won't have any issues. But any contact, and you could have a costly disaster.

- **Modified-live virus (MLV) vaccination program:**

BVDV is most commonly spread by a PI animal acting as a carrier for the virus, so using MLV vaccines that offer protection against BVD-PI calves is the most effective way to protect the cow and unborn calf. Look for a specific statement on the vaccine label that the vaccine prevents calves from being persistently infected with BVD Types 1 and 2 viruses.

- **Alternative vaccination program:** If you can't implement or maintain a pregnant cow MLV vaccination program, research demonstrates there's an effective alternative. Heifers can be given two prebreeding doses of Bovi-Shield Gold FP® 5. This can be followed by either annual revaccination with the same MLV vaccine or CattleMaster Gold FP® 5, a combination inactivated BVD vaccine containing a temperature-sensitive infectious bovine rhinotracheitis (IBR) component. The study demonstrated effective protection against BVD or IBR exposure with both cow herd vaccination program options.

- **Step 2: Test and remove PI calves.**

While producers are generally aware of BVDV, a study shared only 4.2% of operations reported testing calves for persistent infection with the virus. However, 70% to 90% of BVD infections are subclinical — so most PI calves appear normal — but these animals continually shed the virus and pose a constant risk of exposure to nonprotected cattle.

- Test all calves before bull turnout and any incoming cattle, including heifers, cows, bulls and calves born from purchased pregnant cows or heifers. Dams of any positive calves also need to be tested.

- **Step 3: Protect young calves from BVDV.** Protecting the unborn calf with a cow herd vaccination program is step one. Another important step is implementing an effective young calf respiratory program that protects against bovine respiratory syncytial virus (BRSV), IBR, parainfluenza 3 (PI₃), BVD Types 1 and 2 viruses and *Mannheimia haemolytica*. BRD has many causes and complexities, but BVDV Types 1 and 2 are two of the major viral causes of BRD. BVDV also suppresses the immune system, which can lead to secondary infections from BRD pathogens.

- BRSV vaccination at birth with an intranasal vaccination followed by a booster vaccination at branding may have some disease-sparing effects during summer exposure to BRSV, according to a study in Montana.⁶

- Vaccination on arrival at the feedlot alone with Inforce 3® and One Shot® BVD (no antibiotic on arrival) has been shown to significantly reduce ($p = 0.01$) second and third treatments for BRD when compared with another vaccination protocol.

These steps to help control BVDV in the cow/calf operation can reduce the potential of a BVD-PI animal, improve overall cattle health in your herd and help reduce the risk for BRD in the calves you sell.

For more information on controlling BVDV in your cow/calf operation, work with your herd veterinarian or visit FetalCalfProtection.com for information on a complete range of cow herd vaccinations from Zoetis. For more information and articles about managing BRD, visit BRD-Solutions.com/Insights. ♦♦

Source: Zoetis

JOIN US IN

Billings, MT

49TH ANNUAL AMERICAN GELBVIEH ASSOCIATION NATIONAL CONVENTION

REGISTRATION NOW OPEN
GELBVIEH.ORG

December 4-6, 2019 | DoubleTree by Hilton Hotel Billings
Billings, Montana

MANAGEMENT

What Livestock Owners Should Know About Vesicular Stomatitis

Russ Daly, Professor, SDSU Extension Veterinarian, State Public Health Veterinarian

Because it's not a common occurrence in most areas every year, reports of Vesicular Stomatitis (VS) in the media often raise questions among livestock owners. Here are answers to some of the more-common ones that may pop up:

BACKGROUND

WHAT DOES VS DO TO ANIMALS?

The main feature of VS in affected animals is the formation of blisters (vesicles) inside the mouth, on the tongue, the area where the mouth meets the lips, and sometimes on the teats of adult females. Blisters can also appear at the junction of the hooves and skin (coronary band), causing lameness.

However, by the time affected animals show signs of a problem and are examined, the blisters have almost always ruptured, leaving behind raw sores (erosions and ulcers) in the mouth ("stomatitis"), on the tongue, and other affected parts of the body. These sores make eating and drinking temporarily very painful and difficult.

Within a given infected herd, VS usually only affects a relatively small percentage of animals (10-20%).

WHAT ANIMALS CAN GET VS?

VS is most commonly noticed in horses. Cattle and pigs can also be affected; it's very rarely seen in sheep, goats, and llamas.

HOW DO ANIMALS CATCH VS?

This disease is caused by a virus that's most commonly spread by insect bites. Small midges or black flies are insects within which the virus can survive and multiply well, so they're the most common culprits.

Once animals become affected with the illness, though, they become very important sources of virus for others. Virus is prevalent in the mouth and other affected parts

of the body: animals can catch VS by direct contact with an infected animal, or by indirect contact with feed, water, tack, or other items that were contaminated by an infected animal.

CAN PEOPLE CATCH VS?

Interestingly, yes. In people, VS tends to cause an illness that tends to mimic influenza (headache, fever, muscle aches that resolve in a few days) rather than the blisters it causes in animals. It usually only affects those people in very close contact with the germ (i.e., people working very closely with affected animals).

WHERE AND WHEN DOES VS USUALLY OCCUR IN THE US?

Outbreaks of VS don't occur every year, but when they do, it's usually in the Western US (e.g. Texas, New Mexico, Colorado), and – because of the role of insects in its spread – during the summer months. The disease is not common at all in South Dakota, although a large number of farms in Western South Dakota were affected in 2015. That year, a particularly large VS outbreak affected 8 states, of which South Dakota was on the northeastern edge.

WHY IS VS SUCH A CONCERN FOR STATE AND FEDERAL VETERINARIANS?

Any disease that causes blisters in the mouth of livestock is a red flag for the veterinarians who work to keep our animals safe from foreign animal diseases. Foot and mouth disease (FMD) is the most concerning of these – a disease so contagious it could devastate the US livestock industry. Mouth blisters caused by VS can't be visually distinguished from those caused by FMD, so state and federal vets take time to ensure it's actually VS, and not something different – taking samples for confirmation once these signs are noted in an animal.

One big tipoff as to the diagnosis, however, is that horses are not affected by FMD. Still, state and federal vets work to quarantine VS-affected animals in order to limit the disease's spread.

continued on page 70

SERVICE CENTER

BREEDERS CORNER

All your A.I. needs!! Bull Barn Genetics 35 Years in business

- Gelbvieh
- Angus
- Red Angus
- Simmental
- Club Calf
- Salers
- Shorthorn
- Dairy
- Charolais
- Hereford
- Sheaths
- Gloves
- Cito Thaw Units
- Tanks
- A.I. Kits
- Arm Service



Eldon & Kathy Starr
210 Starr Dr • Stapleton, NE 69163
bullbarn@bullbarn.com
800-535-6173
www.bullbarn.com

Ronn Cunningham AUCTIONEER

P.O. Box 146 • Rose, OK 74364
918-629-9382 cellular



972-755-1681
doak@doaklambert.com
www.doaklambert.com



MMS

Mitchell Marketing Services

Gelbvieh Sale Management and Semen Sales

Chris Mitchell
334-695-1371
mchrismitchell@aol.com
www.mms.bz
20180 NE Roy Golden Rd, Blountstown, FL 32424

Ph: 403.250.8640
Fax: 403.291.5624
gelbvieh@gelbvieh.ca
www.gelbvieh.ca
5160 Skyline Way NE, Calgary, AB Canada, T2E 6V1

DAN MCCARTY

• Auctioneer •
• Professional Ring Service •
970-481-5217

Seedstock Plus GENETICS

PROVIDING
• Semen
• Embryos

Matt Burbank
660-734-2739
matt@seedstockplusgenetics.com
www.seedstockplusgenetics.com

Josh Phillips
816-914-6053
jphillips44@aol.com

Cattlemen's Connection



Specializing in

- Gelbvieh Semen Sales
- Consulting
- Order Buying (all purchases guaranteed)

ROGER & PEG GATZ
(785) 742-3163

Call Toll-Free: **1-800-743-0026**
Visit our Web Site: www.cattlemensconnection.com

Are you a livestock
photographer, an auctioneer,
aspire to be a sale manager or
graphic designer?

Put your ad in Service Center and
promote your services!
Place your ad today!
303-465-2333

Working Together for Industry Excellence

Seedstock Plus

John Burbank, CEO
18864 Kepler Dr. • St. Catharine, MO 64628
Toll Free: 877-486-1160
Fax: 660-258-3508 • Mobile: 660-734-1165
Website: www.seedstockplus.com
Call for all your private treaty bull needs.

SUBSCRIPTION AND ADVERTISING INFORMATION

SUBSCRIPTION RATES: A one-year subscription to Gelbvieh World may be purchased for \$35. Members of the AGA pay \$35 of their membership dues to receive a subscription to Gelbvieh World. Gelbvieh World mails on or around the 25th of the month prior to publication date. Canada and Mexico - \$60 U.S. for one-year. Other foreign - \$85 U.S. for one-year.

CLOSING DATE: Ad materials and editorial deadline is the 25th of the month two months prior to publication date. (December issue deadline is October 25th). Ads for sale dates prior to the 15th of the month of publication are discouraged.

For Feb./Sept. (Commercial Editions) and June/July (Herd Reference Edition) please call for deadline information.

Gelbvieh World Advertising Rates

STANDARD ISSUES:

Full Page	\$717	2/3 Page	\$562
1/2 Page	\$454	1/2 Page Isand	\$482
1/3 Page	\$347	1/4 Page	\$268
Column inch	\$30		

Feb./Sept. Commercial Profit Picture

Full Page	\$780	1/2 Page	\$504
1/3 Page	\$392	1/4 Page	\$309
Column inch	\$30		

Color:

Four Color	\$300 additional
One Additional color	\$150 additional

ADVERTISING CONTENT: The Graphic Designer and/or the Director of Administration reserve the right to reject any or all advertising on any reasonable basis. Gelbvieh World and/or American Gelbvieh Association assumes no responsibility for the advertising content as submitted. Advertisers assume all responsibility for the accuracy and truthfulness of submitted advertising containing pedigrees or statements regarding performance. Advertisers shall indemnify and hold harmless Gelbvieh World and American Gelbvieh Association for any claims concerning advertising content as submitted.

Call today: 303/465-2333

MANAGEMENT

continued from page 68

TREATMENT AND CONTROL

WHAT IS THE TREATMENT FOR ANIMALS AFFECTED BY VS?

Being a virus, there's no specific treatment available for VS. Good nursing care, including providing soft feeds, tending to sores, and watching for secondary bacterial infections (with appropriate antibiotic use) may help recovery. Luckily, VS is a self-limiting disease for which most animals recover fully over the course of 1-2 weeks.

HOW CAN I PROTECT MY HORSES AND CATTLE FROM VS? IS THERE A VACCINE?

Unfortunately, no vaccine exists for VS. Managing animals, particularly horses, to minimize contact with biting flies may aid in prevention. This may include taking animals off pastures during times of peak insect activity, pasturing away from water sources, and appropriate use of insecticides.

IMPACT

HOW MIGHT VS AFFECT ME EVEN IF IT'S NOT PRESENT IN MY AREA?

States may put restrictions on the movement of animals from areas that are currently undergoing VS outbreaks.

WHAT SHOULD I DO IF I SUSPECT VS IN ONE OF MY ANIMALS?

Call your veterinarian. If VS is a suspicion, they'll contact the state veterinarian's office, who will follow up with you and your veterinarian. It's in the best interest of you, your animals, and your neighbors to determine whether VS might be present in your herd. ♦♦

Courtesy of South Dakota State University

ADD MATERNAL STRENGTH IN A MODERATE FRAME

We might be a little east of the Rockies, but we are excited to offer two great females from the heart of our herd in the inaugural From the Rockies to the Pacific Gelbvieh and Balancer Online Sale. We are offering two black Balancer females, a bred heifer and a bred 2-year-old cow. Call today for more information on our consignments.

MAUD FANCY PANTS F1807

Black • Homo Polled • BA 63 • bred heifer
Sire: DCSF Post Rock Highly Focused

She sells AI bred on 5/14/2019 to MJBC Franchise and cleaned up with a Stevenson Templeton son. • She will be in our 2019 NILE show string.



Our second lot: CJLL ENSLEY E1731

sired by CJLL Ramblin' Man R05 (JBOB 4665M son) out of a VRT Lazy TV Sam U451 daughter. Homozygous black, multi-polled 75% Balancer she sells AI bred on 5/28/19 to DCSF Post Rock Highly Focused and cleaned up to DBOW Mr. Bow K 77E.

Schedule your visit to western South Dakota today.

Lori Maude
303-809-3789 • Lori.Maude@gmail.com
Marvin or Mae Maude • 605-255-4448
Julie, Carl & Clayton • LeAnn & Jayden

The sale opens FRIDAY, OCTOBER 11th with Bid On the Block and closes THURSDAY, OCTOBER 17th.

6th Annual Bull Sale December 21, 2019.

INTRODUCING THE INAUGURAL

The Rockies to the Pacific Gelbvieh Female Sale

sponsored by the

PACIFIC NORTHWEST GELBVIEH ASSOCIATION
& MONTANA GELBVIEH ASSOCIATION

OPENING FRIDAY, OCTOBER 11, 2019

CLOSING THURSDAY, OCTOBER 17, 2019

6:30 pm MDT

COW/CALF PAIRS, BRED FEMALES & SHOW PROSPECTS

Preview and Bid on Powerful Gelbvieh and Balancer Female Lots from some of
the Cornerstone Breeders from the

PACIFIC NORTHWEST GELBVIEH ASSOCIATION
& THE MONTANA GELBVIEH ASSOCIATION
in this First Ever Online Sales Event

GelbviehAuction.com

BalancerAuction.com

SALE CHAIRMAN: MARK HOPFER • 541.863.2147 • hopfer@frontier.com

Contact:

JEFF STANSBERRY • 615.479.1852 • bidontheblockcom@gmail.com

RANCE LONG • 918.510.3464 • rlong@rancelong.com

BREEDERS CORNER

IOWA

ABCS Gelbvieh
 Andy Sperflage (319)-961-6965
 2907 270th St.
 Withrop, Iowa
 PB & FB Gelbvieh & Balancers
www.abcsgelbvieh.com

GS Ridge Top Ranch
 Neola, Iowa
 Gelbvieh-Angus-Balancer
 Black & Polled Private Treaty Sales
 Breed-leading Performance from Quality Genetics
 Kevin: 402-510-8103 Al: 402-676-5292

Linquist Farms
 Gelbvieh & Red Angus
 Ricky Linquist
 1135 190th Street
 Fonda, IA 50540
 (712) 288-5349
 Email: rickylin@ncn.net
www.linquistfarms.com

LONE OAK CATTLE
 Eric Ehresman
 20963 30th St.
 Mechanicsville, IA 52306
 hornsandthorns@netins.net
 (319) 489-2275
 (319) 480-1564

Martens Gelbvieh
 Gary Martens
 2126 500th St • Walnut, IA 51577
 712.764.5007 (H) • 712.249.5744 (C)
martensgl@yahoo.com
 Annual Bull and Female sale in March with
 the Southwest Iowa Gelbvieh Group

TRIPLE H FARMS
 Roy & Nancy Holste
 3113 260th Street
 Clarinda, IA 51632
 712-303-0263 • 712-303-1947
tripleh1@unitedwb.coop
 Bulls and Heifers for sale Private Treaty

MINNESOTA

Brandywine Farm
 Tom Scarponcini
 30474 Brandywine Road
 Rushford, MN 55971
 507-864-2063

Schafer Farms, Inc.
 Gelbvieh Balancer®
 37740 240th Ave., Goodhue, MN 55027
 Brian Schafer Lowell Schafer
 1-888-226-9210 651-923-4587
brian@schaferfarm.com www.schaferfarm.com
 Private Treaty Bull Sale — Last Sat. in February Annually

SWENSON GELBVIEH
 Dean Swenson
 17513 Hwy 10
 Little Falls, MN 56345
swen@centurylink.net
 (h) 320.632.5848 • (c) 320.630-5536
 Polled • Purebred • Red • Black

Promote Your Operation
 Advertise with a State Round-up ad
 in the two issues of the *Profit Picture*
 and the Herd Reference issue of
Gelbvieh World
 Call Lynn at the AGA office • 303.465.2333

NORTH DAKOTA

CHIMNEY BUTTE RANCH
 Quality Gelbvieh Seedstock
 Doug & Carol Hille
 3320 51st Street, Mandan, ND 58554
 701-445-7383 or 701-220-2083
 Email: chimneybutteranch@westriv.com
 Website: chimneybutteranch.com
 Annual Production Sale 1st Friday in March

UPPER MIDWEST STATES

Cherry Creek GELBVIEH
 Rob Arnold
 Registered Gelbvieh & Balancers®
 6700 County Rd. 19 S.
 Minot, ND 58701
 (701) 624-2051 (H)
 (701) 720-8823 (C)
 Email:
RLAGelbvieh@aol.com

Gustin's Gelbvieh
 Dennis & Sherry Gustin Family
 Al and Peggy Gustin
 Mandan, ND • 701/663-7266
 email: gustindd@gmail.com
www.gustinsdiamondd.com

PRAIRIE HILLS Gelbvieh
 GALEN & MARCIA SICKLER
 KLINT & MARALEE SICKLER
 701-690-6977 (c) • 701-325-9252 (h)
 701-260-1855 (c) • 701-483-5250 (h)
WWW.PRAIRIEHILLSGELBVIEH.COM

SOUTH DAKOTA

ADKINS GELBVIEH
 GELBVIEH & BALANCER PERFORMANCE GENETICS
 Bulls and Heifers for sale by
 private treaty
 (605) 354-2428 Cell
gerald@adkinsgelbvieh.com
www.adkinsgelbvieh.com
 Gerald & Sarah Adkins
 41606 195th St., Carpenter, SD 57322

Beastrom Gelbvieh Ranch
 Registered Gelbvieh & Balancer Cattle
 Bulls • Heifers • Embryos • Semen
 Jim & Barb Beastrom
 Brandy Ludemann, Brittney Spencer
 Ph: 605-224-5789 • 605-280-7589 (Cell)
jimbeastrom@mncomm.com • www.beastromranch.com

CJ&L LIVESTOCK
 Lori Maude
 303.809.3789 (C)
 Ranch
 605.255.4448
 Hermosa, SD
lori.maude@gmail.com
 Annual Bull Sale 3rd Saturday in December.

UPPER MIDWEST STATES

EAGLE PASS RANCH

34261 200th Street, Highmore, SD 57345
AJ Munger 605-521-4468 Commercial Sales
Andy LeDoux 785-527-3188 Registered Sales
 1-855-303-BULL • www.eaglepassranch.com



ALAN & PAM HOJER
BLAKE & JENNIFER

43968 208th Street
 Lake Preston, SD 57249
 (605) 847-4155 - Ranch • (605) 860-0139 - Cell
 hojer@hojerranch.com
 www.hojerranch.com



Thorstenson Gelbvieh
 Selby, South Dakota
 Annual Bull Sale 1st Saturday in March

Brian & Dee Dee **Vaughn & Wendy**
 605-649-9927 605-649-6262

www.Balancerbulls.com



Purebred bulls and heifers
 for sale by private treaty

Ph: 605-847-4250
 Cell: 605-860-1237
 Email: rthull@msn.com

Duane, Rhonda, Kristyne, Jordan, Brooke Thull
 Oldham, South Dakota



Keith, Janice,
 Dustin & Britney

605-852-2131
 kvolek@venturecomm.net

Highmore, South Dakota

If you're not here,
 how does your
 customer find you?

BREEDERS CORNER

NORTHEAST STATES

ILLINOIS

J & K GELBVIEH FARM, INC.

Jerry & Karen Wilson
 335 Gelbvieh Lane, Ava, IL 62907
 618-521-8620 • jkgf88@frontier.com
 REGISTERED GELBVIEH AND BALANCER®

INDIANA



3 G Ranch
 Gelbvieh Cattle For Sale

Carl, Rebecca & Emily Griffiths
 1577 N 600 E • Kendallville, IN 46755
 260/897-2160 • ggge3g@embarqmail.com
 Your call or visit is Always Welcome

OHIO



Registered Seedstock
 Dana "Dan" Toussant Ph. 330-868-4557
 10011 Blade Rd., Minerva, OH 44657

Get ready for
 upcoming sales!
 Advertise in
 Gelbvieh World or
 the Profit Picture

*Send his credentials
 with him...*

Transfer the registration on
 the bulls you sell and give
 your customers the tools to
 become more profitable.

- Provides access to value added marketing services for customer's calves
- Commercial customers receive a free 1-year subscription to Gelbvieh World and the Profit Picture
- Allows customers to track pedigree information to manage inbreeding and maximize heterosis

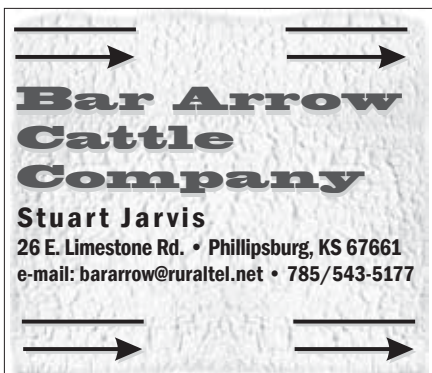


1001 S. 70th Street, Suite 215
 Lincoln, NE 68510
 303-465-2333
 www.gelbvieh.org

BREEDERS CORNER

MIDWEST STATES

KANSAS



Bar Arrow Cattle Company

Stuart Jarvis
26 E. Limestone Rd. • Phillipsburg, KS 67661
e-mail: bararrow@ruraltel.net • 785/543-5177



Circle S Ranch

"Where workin' cattle and eye appeal come full circle"

John & Carla Shearer
2815 Navajo Rd. • Canton, KS 67428
circle_s@hometelco.net
620.628.4621
620.654.6507 (John Cell) • 620.654.6731 (Johnny Cell)
Annual Production Sale 1st Saturday in April



DIAMOND V GELBVIEH

RANDY ODLE
1210 G RD.
STOCKTON, KS 67669
785.737.3319
DIAMONDV@LIVE.COM
Building Gelbvieh Genetics since 1989



SMALL HERD POWERFUL GENETICS

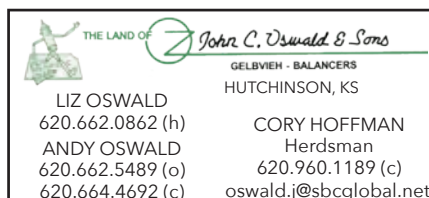
Bob Hart
Kansas City, KS
(913) 375-1422
Cell (816) 225-8530
bhart@hartfarm.net



Holle Gelbvieh
Orrin & Kevin Holle
Oberlin, KS
785.626.0081
WWW.KANSASBULLS.COM



Judd Ranch Inc.
Dave & Cindy Judd
Nick, Ginger Judd & Family
Brent & Ashley Judd
423 Hwy. K-68 • Pomona, KS 66076
785/ 566-8371



John C. Oswald & Sons
GELBVIEH - BALANCERS
HUTCHINSON, KS

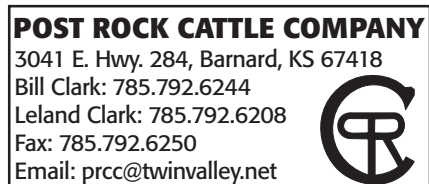
LIZ OSWALD
620.662.0862 (h)
ANDY OSWALD
620.662.5489 (o)
620.664.4692 (c)

CORY HOFFMAN
Herdsmen
620.960.1189 (c)
oswald.j@sbcglobal.net




Mulroy Farms, LLC

Timothy Mulroy • 785-640-6401
Mayetta, KS • tim@blackgoldinc.biz



POST ROCK CATTLE COMPANY

3041 E. Hwy. 284, Barnard, KS 67418
Bill Clark: 785.792.6244
Leland Clark: 785.792.6208
Fax: 785.792.6250
Email: prcc@twinvalley.net



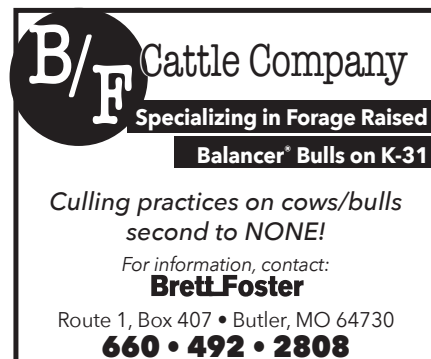
Triple K Gelbvieh

Purebred A.I. Seedstock Bulls and Heifers Available.

Al, Mary & Nick Knapp
18291 158th Street
Bonner Springs, KS 66012
e-mail: knappa@swbell.net

Cell: (913) 219-6613
H: (913) 724-4105
FAX: (913) 724-4107

MISSOURI



B/F Cattle Company

Specializing in Forage Raised
Balancer[®] Bulls on K-31

Culling practices on cows/bulls
second to NONE!

For information, contact:
Brett Foster
Route 1, Box 407 • Butler, MO 64730
660 • 492 • 2808



HARRIMAN SANTA FE

Top of the breed sale
November 2, 2019
Balancers & Sim Angus
Selling 78 Bulls
34 Balancers &
44 Sim Angus
Balanced EPDs,
bulls look the part!

Bob Harriman
(660) 492-2504 * www.bhsf.us
bharriman39@hotmail.com
Montrose, MO

CED	YW	Marb	FPI
17	127	1.03	102.82
10%	3%	1%	1%

Promote Your Operation

Advertise with a State Round-up
ad in the two issues of the
Profit Picture and the
Herd Reference issue of
Gelbvieh World

Call Lynn at the AGA office • 303.465.2333



MIDWEST STATES

HILLTOP FARMS
Committed to raising quality seedstock
Registered Gelbvieh and Balancer® Cattle
Elmer, Brenda, Brad & Benny McWilliams
Asbury, MO 64832 • 417-842-3225 • 417-529-0081(cell)

J BAR M GELBVIEH
Jon & Edna Miller
28760 Norway Rd., Stark City, MO 64866
(417) 632-4925 home
(417) 437-5250 cell
Please no Sunday calls!

NOWACK
Cattle Company
Owensville, MO
Registered Gelbvieh & Balancer Cattle
Jared, Caisie, Brooke & Cameron
573.280.4633
Gilbert & Debra
573.646.3477
Bulls marketed through Seedstock Plus
Go to seedstockplus.com for sale dates, catalogs & videos

ROCKING GV GELBVIEH
Polled Fullblood Gelbvieh Cattle
Dr. & Mrs. Glenn Wehner
22533 Spencer Lane
Kirksville, MO 63501
660-665-7502

ROGERS VALLEY FARM GELBVIEH
Breed for Tomorrow's Cattle Today!
A Breed Leader in Tenderness & Marbling-
www.rogersvfg.com
P.O. Box 51
Mendon, MO 64660
(660) 272-3805 (O)
(660) 375-7266 (C)
RVFG ROGERS
Valley Farm
Gelbvieh
RONALD ROGERS
email: rogers_valley_farm_feedlot@hotmail.com

Consistent Genetics Adding Pounds & Profit
Myron & Valerie Bahm
21640 Lawrence 2192
Aurora, MO 65605
417-576-0687(c)
email: whiteoakfarms@live.com
WHITE OAK FARMS
Registered Gelbvieh & Balancer®

BREEDERS CORNER

NEBRASKA

The 88 RANCH
GELBVIEH * BALANCER * ANGUS
Private Treaty Bull & Heifer Sales • Orchard, NE
Val Livingston • www.88ranch.com • 402-655-2288

J J Brand
XXB
J. J. Boehler
70948 L Rd., Orleans, NE 68966
308-473-7342 • 308-999-0207

Cedar Top Ranch
Scott & Raberta Starr
212 Starr Drive • Stapleton, NE 69163
(H): 308-587-2293 • (C): 308-530-3900
cedartopranch@gpcom.net
Eldon Starr: 1-800-535-6173 or Rich Johnson: 402-368-2209

FLYING H GENETICS
Nebraska & Missouri
Kyle Helms - NE 308-962-6940
Cody Helms - NE/MO 303-842-9071
Visit us at-
www.flyinghgenetics.com
Missouri Office 417-309-0062
Flying H Genetics

LEMKE CATTLE
BULLS FOR THE BEEF BUSINESS
Gelbvieh ♦ Balancer ♦ Red Angus ♦ Angus ♦ Angus Hybrids
Randy & Leslie Lemke 1757 Road 2500,
(H) 402-756-7090 Lawrence, NE 68957
(C) 402-469-2284 rlemke@gtmc.net
www.lemkecattle.com

M&M Gelbvieh
Marlin Meyer
824 Road 3000
Superior, NE 68978
402-879-4976
mim68978@yahoo.com • www.gelbviehbulls.com

M&P GELBVIEH
Mark & Patty Goes
39414 SW 75th Rd.
Odell, NE 68415
(402) 766-3627

Squeakin' By-LK Farms
Kyle & Lori Kaker
Shubert, NE
Gelbvieh Bulls Black
Balancer Females Red
SQB
402-883-7246 402-883-2366 402-245-7512
sqblkfarms.com sqblkfarms@gmail.com
Facebook.com/sqblkfarms

Swanson Cattle Company
Jeff Swanson • 308/337-2235
10908 724 Road • Oxford, NE 68967
Annual Sale—Last Saturday in February
GELBVIEH BALANCER

TAUBENHEIM GELBVIEH
Annual Sale
1st Monday in February
Dale & Jeannette 308/826-4771
Mike & Renee 308/233-4704 (C)
23685 Sartoria Rd. • Amherst, NE 68812
www.taubenheimgelbvieh.com

WOLF GELBVIEH
Scott Wolf 308.537.3588
Travis Wolf 308.529.3733
Gothenburg, NE • wolfgelbvieh@gmail.com
www.facebook.com/wolfgelbvieh.com

If you're not here,
how does your
customer find you?

BREEDERS CORNER

WESTERN STATES

ARIZONA

THE PROSSER FAMILY
FINDING THE BALANCE



BART BAR RANCHES
928/289-2619-928/380-5149cell
Winslow, AZ
www.bartbar.com • info@bartbar.com

RFI Tested Balancer®, Gelbvieh & Angus Bulls Sell Annually in April at the Ranch

COLORADO

BOW K RANCH
Dave & Dawn Bowman
55784 Holly Rd. • Olathe, CO 81425
(970) 323-6833
www.bowkranch.com
Females for Sale Private Treaty
“Pot of Gold” Gelbvieh
Angus & Balancer® Bull Sale
Fri., February 28, 2020 • Montrose, CO

PLATEAU Gelbvieh
Jim Roelle
38330 CR 49
Peetz, CO 80747
(H): 970-334-2221 • (C): 970-520-1224
jr.plateau@hotmail.com
www.plateaugelbvieh.com

Wilkinson Gelbvieh
Bill, Nancy & Sydney
23115 Co. Rd. 111.3
Model, CO 81059
(719) 846-7910 or
(719) 680-0482
E-mail: bnwbulls@bmi.net



Focusing on Function –
in the pastures, in the
seedlot and on the rail

MONTANA

QUALITY LIVESTOCK THAT WORK FOR YOU

Bar JR Gelbvieh
Hill Quarter Horses

Gelbvieh
Carcass Quality
Calving Ease
Tenderness
Docility

Quarter Horses
Want to Please
Strong Bone
Intelligent
Athletic

1496 Goose Creek Rd. • Raynesford, MT 59469
Ranch Phone: 406.738.4220 • BarJRGelbvieh@3rivers.net
BarJRGelbvieh.com

DANELL DIAMOND SIX RANCH
Don, Omie, Chase, and Teale Rose
DANELL
Lewistown, MT 59457
(406) 538-5622
“EXPECT A LOT OF BULL!”

KICKING HORSE RANCH
“Gelbvieh since 1973”
George & Jeanette Rankin Jim & Kathy Bjorkman
1285 Nine Mile Rd. 406-937-4815
Oilmont, MT 59466 krankin@northernmt.net
406-937-3728 www.kickinghorseranch.com

STAY CONNECTED!
Keep up to date with shows,
sales and other events
by visiting
www.GELBIEH.org
Be sure to Like us on Facebook

And look for new videos on our
YouTube channel


NEVADA

SAWTOOTH GELBIEH CATTLE & HAY
Dick & Jean Williams
P.O. Box 156
Orovada, NV 89425
775•272•3442
“Pounds Make Profit in Your Pocket”
Bulls & Heifers Private Treaty

WASHINGTON

LEDGERWOOD GELBIEH
Gelbvieh • Red Angus • Balancer®
Pete & Samee Charriere **FL**
2633 Hwy 12 East • Clarkston, WA 99403
509-566-8805 • LedgerwoodGelbvieh@gmail.com
“Seedstock that work for the commercial cattleman”

WYOMING

Nine Bar Nine Gelbvieh
Wesley Brown
3794 Rd. 215 • Cheyenne, WY 82009
307-351-6453 • ninebar9@hotmail.com
Purebred Bulls, Heifers & Select Embryos
Performance BRED in, Not FED in!

**We want to keep
up with
AGA members.**

Please send in information
to be included in the
Gelbvieh World, the Profit
Picture and on our website:

- Items for Events of Interest
- News for Information Exchange
- Dates for upcoming shows and field days.
- State Association news

Plus, add us to your mailing lists
when sending out sale catalogs.

Send all items to:
Gelbvieh World
1001 S. 70th Street, Suite 215
Lincoln, NE 68510
lynnv@gelbvieh.org



GET TO KNOW YOUR COWS WITH SMART SELECT SERVICE



\$1 per head annually



Available for any breed
of cattle



Access to
knowledgeable staff



Provides genetic tools and herd
reports to make sound breeding and
management decisions



Compares animals to the
international multi-breed genetic
evaluation, making the tools more
accurate

We do the data management for you.

AMERICAN GELBVIEH ASSOCIATION | 303-465-2333 | WWW.GELBVIEH.ORG

EVENTS OF INTEREST

September 2019

- Sep. 2 AGA Office closed for Labor Day
- Sep. 14 North Dakota Gelbvieh Association Field Day, Gustin's Diamond D Gelbvieh, Mandan, ND

October 2019

- Oct. 12 Judd Ranch 29th Annual Cow Power Female Sale, Pomona, KS
- Oct. 12 SoKY Select Gelbvieh Sale, Bowling Green, KY
- Oct. 17 Inaugural "Rockies to the Pacific" Gelbvieh Online Female Sale
- Oct. 19 NILE Gelbvieh & Balancer® Open Show and Junior Show, Billings, MT
- Oct. 19 Seedstock Plus Fall Bull Sale, Carthage, MO
- Oct. 19 American Royal Gelbvieh & Balancer® Junior Show and Open Show, Kansas City, MO
- Oct. 25 T Bar S Cattle Company Focused on the Future Bull and Female Sale, Billings, MO
- Oct. 26 Flying H Genetics 23rd Grown on Grass Bull & Bred Heifer Sale, Butler, MO
- Oct. 30 – Nov. 2 National FFA Convention, Indianapolis, IN

November 2019

- Nov. 2 Seedstock Plus Red Reward Fall Edition Bull and Female Sale, Osceola, MO
- Nov. 2 TJB Gelbvieh 8th Annual Bull Sale, Chickamauga, GA
- Nov. 2 B/F Cattle Company Fall Maternal Integrity Gelbvieh & Balancer Bull Sale, Butler, MO
- Nov. 2 Harriman Santa Fe "Top of the Breed" Bull Sale, Windsor, MO
- Nov. 9 Dobson Ranch Foundation Sale, Perkins, OK
- Nov. 9 C-Cross Cattle Company Annual Bull & Female Production Sale, Biscoe, NC
- Nov. 9 23rd Annual Show-Me Plus Gelbvieh & Balancer® Sale, Springfield, MO
- Nov. 15 Warner Beef Genetics "Genetic Opportunities" Female Sale, Arapahoe, NE
- Nov. 16 Gelbvieh Association in Nebraska State Sale, Arapahoe, NE
- Nov. 17 North American International Livestock Expo Gelbvieh & Balancer Junior Show, Louisville, KY
- Nov. 18-20 Range Beef Cow Symposium, Mitchell, NE

- Nov. 20 North American International Livestock Expo Gelbvieh & Balancer Open Show, Louisville, KY
- Nov. 23 The Best of Brandywine Farms & Seedstock Plus Showcase Sale XIV, Kingsville, MO
- Nov. 28 – 29 AGA Office closed for Thanksgiving
- Nov. 30 3rd Annual Boys from the South Bull Sale, Lebanon, TN
- Nov. 30 Kansas Gelbvieh Association's "Pick of the Herds" Sale, Salina, KS

December 2019

- Dec. 4-6 49th AGA National Convention, Billings, MT
- Dec. 6 Knoll Crest Farm, Inc. Total Performance Bull Sale, Red House, VA
- Dec. 7 SEGA Gelbvieh & Friends Fall Female Sale, Pierce, CO
- Dec. 21 CJ&L Livestock 6th Annual Bull Sale, Hermosa, SD
- Dec. 24-27 AGA Office closed for Christmas

January 2020

- Jan. 1 AGA Office closed for New Year's Day
- Jan. 9 NWSS Gelbvieh & Balancer® Hill & Yard cattle check-in, Denver, CO
- Jan. 11 NWSS Gelbvieh & Balancer® Junior Show, Denver, CO
- Jan. 11 NWSS Gelbvieh & Balancer® Bull Futurities, Denver, CO
- Jan. 12 NWSS Gelbvieh & Balancer® Bull & Heifer Pen Shows, Denver, CO
- Jan. 12 Gelbvieh & Balancer® National Sale, Denver, CO
- Jan. 13 NWSS Gelbvieh & Balancer® Open Show, Denver, CO

February 2020

- Feb. 3 Taubenheim Gelbvieh 31st Annual Production Sale, Amherst, NE
- Feb. 8 Prairie Hills Gelbvieh Annual Bull Sale, Gladstone, ND
- Feb. 14 Lemke Cattle 14th Annual Bull & Female Sale, Lawrence, NE
- Feb. 18 Cedar Top Ranch 42nd Annual Maternal Empire Bull Sale, Burwell, NE
- Feb. 20 Gustin's Diamond D Gelbvieh Annual Production Sale, Mandan, ND

Dear Cattle Enthusiast!

The decision was made in May to do a complete dispersal of the Brandywine Farms cow herd in November of this year. Due to health issues, age and wanting to do some travel this difficult decision was made. The plan was then to rent out the farm ground and pasture.

After we started the planning process and advertising/promoting the sale, an outstanding opportunity presented itself to me. An excellent young producer by the name of Carter Lee who has been doing custom farming for me, approached me about the possibility of purchasing the cowherd and leasing the entire farm. Needless to say this proposal was very appealing to me in that it enables a young producer to expand, it keeps the cowherd intact on the home farm, and it leases the entire farm to a good operator.

I decided to and have completed a deal with Carter for the cowherd and the lease of the farm. I have sold the entire cowherd to Carter except what I feel are the top 35 pairs that will sell in November.

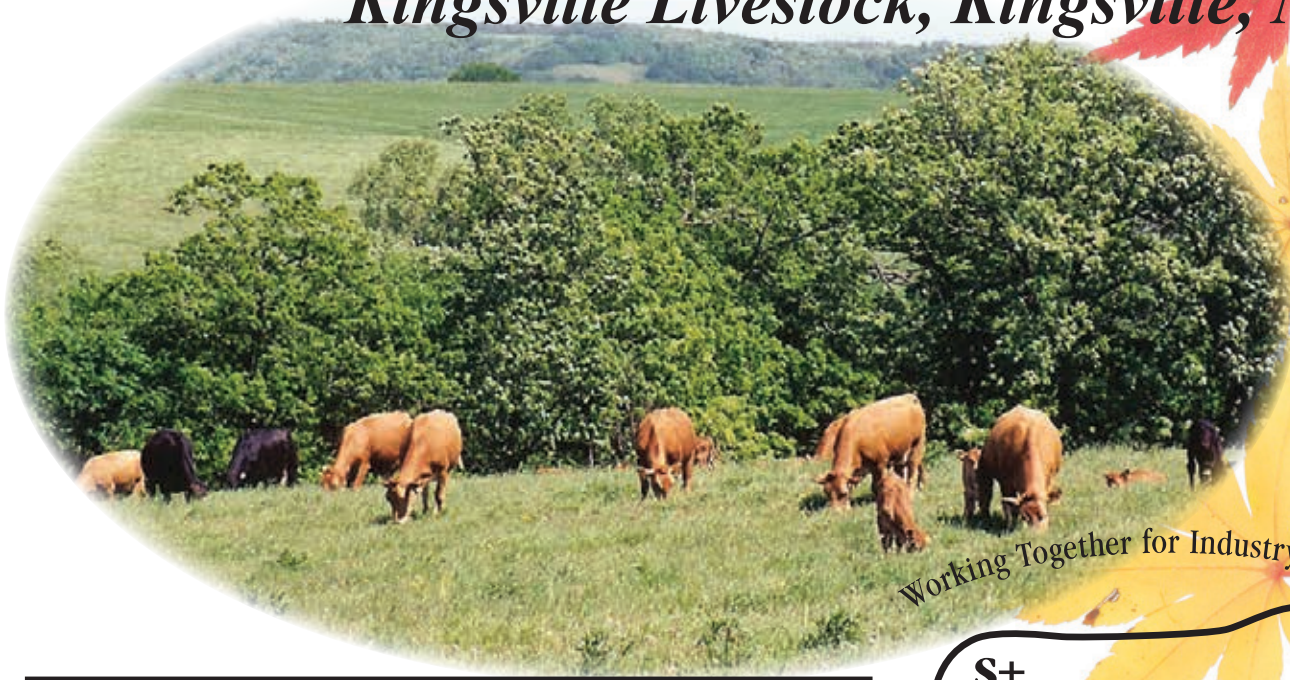
I apologize to all interested buyers and to Seedstock Plus for this change in offering of the Brandywine herd but am convinced the positives of this decision outweigh any potential discomfort generated.

My hope is you will embrace my decision and join us to evaluate and purchase the best 35 pairs of Brandywine Farms. They represent the results of nearly 30 years of breeding quality Gelbvieh genetics. The Best of Brandywine Farms will sell in conjunction with the Seedstock Plus Showcase Sale on November 23, 2019 at Kingsville Livestock, Kingsville, MO.

Sincerely;

Tom Scarponcini

‘The Best of Brandywine Farms’ & Seedstock Plus Showcase Sale XIV November 23, 2019 Kingsville Livestock, Kingsville, MO



Working Together for Industry Excellence

S+

REQUEST YOUR CATALOG TODAY!

877-486-1160 john@seedstockplus.com

Seedstock Plus

EVENTS OF INTEREST

- Feb. 22 Swanson Cattle Company Annual Production Sale, Oxford, NE
- Feb. 22 Seedstock Plus North Missouri Bull Sale, Kingsville, MO
- Feb. 27 Plateau Gelbvieh Annual Bull Sale, Brush, CO
- Feb. 28 29th Annual "Pot of Gold" Bull Sale, Montrose, CO
- Feb. 29 Post Rock Cattle Co. Cowman's Kind 2020, Barnard, KS

March 2020

- Mar. 2 28th Annual Hojer Ranch Production Sale, Lake Preston, SD
- Mar. 3 Warner Beef Genetics "Genetic Investment" Bull Sale, Arapahoe, NE
- Mar. 7 Judd Ranch 42nd Gelbvieh, Balancer & Red Angus Bull Sale, Pomona, KS
- Mar. 7 SEGA Gelbvieh Annual Bull Sale, Pierce, CO
- Mar. 7 Seedstock Plus Arkansas Bull & Female Sale, Hope, AR
- Mar. 7 Thorstenson's Lazy TV Ranch 39th Annual Production Sale, Selby, SD

- Mar. 14 Seedstock Plus Red Reward Bull & Female Sale, Osceola, MO
- Mar. 19 Kicking Horse Ranch Annual Production Sale, Great Falls, MT
- Mar. 20 11th Annual Southwest Iowa Gelbvieh & Balancer Bull & Female Sale, Creston, IA
- Mar. 28 Seedstock Plus South Missouri Bull & Female Sale, Carthage, MO
- Mar. 28 Harriman Santa Fe "Top of the Breed" Bull & Bred Heifer Sale, Windsor, MO
- Mar. 29 Oklahoma Select Sale, Tulsa, OK

April 2020

- Apr. 2 & 3 Midland Bull Test The Final Sort Bull Sale, Columbus, MT
- Apr. 4 B/F Cattle Company Spring Maternal Integrity Gelbvieh & Balancer Bull Sale, Butler, MO
- Apr. 11 Bar T Bar Ranches Inc. Annual Bull Sale, Winslow, AZ

Visit the online version of Upcoming Events at Gelbvieh.org for additional dates on upcoming sales and more information on each event.

Colorado, Kansas & Nebraska Breeders

PLATEAU Gelbvieh

Jim Roelle
38148 CR 49 #7
Peez, CO 80747
(C): 970-520-1224
jr.plateau@hotmail.com
www.plateaugelbvieh.com
Featuring Black, Polled Gelbvieh & Balancer® genetics with balanced trait selection.
Next Bull Sale February 27, 2020.
Livestock Exchange, LLC., Brush, CO.



Gelbvieh & Gelbvieh/Angus Balancer®
FEB. 28, 2020 • MONTROSE, CO • 12:00 NOON
www.gelbviehbulls.net

or call Mark at 970.209.1956 • Dave at 970.323.6833

DVAuction FEMALES AVAILABLE

Delbert & Marilyn Raile & Sons

755 Road U
St. Francis, KS

Delbert 785-332-2756
cell 785-332-4347
Cody 785-332-2219
cell 785-332-6089

railegelbvieh.com

email: dmraile@railegelbvieh.com



MLM Gelbvieh

Marlin Meyer

824 Road 3000
Superior, NE 68978
402-879-4976
mlm68978@yahoo.com
www.gelbviehbulls.com



Rippe Gelbvieh

Duane & Brenda, Dustin & Karla Rippe

6775 Road D • Hubbell, NE 68375

(H) 402-324-4176

Duane (C): 402-200-0096

Dustin (C): 316-323-4874

dustin.rippe@yahoo.com

www.rippegelbvieh.com

"To produce superior Gelbvieh and Balancer® seedstock based on economically important traits, which provide more profitability for our customers, and ensure the consumer a very satisfactory eating experience."

Promote your Operation

Advertise with a State Round-up ad in the the two issues of the Profit Picture and the Herd Reference issue of Gelbvieh World

PERFORMANCE • EXCELLENCE • PROFESSIONAL

At **Kinsley Feeders** we pride ourselves on:

- High performance environment
- Partnership opportunity
- Cattle and feed financing
- Risk management



KINSLEY
FEEDERS, LLC

CUSTOM CATTLE FEEDING
620.659.2111 - KINSLEY, KANSAS

DEREK MARTIN, MANAGER

dmartin@kinsleyfeeders.com | www.kinsleyfeeders.com



AD INDEX

3 G Ranch.....	73	Green Hills Gelbvieh.....	51, 63	Nowack Cattle Company.....	75
ABCS Gelbvieh.....	72	GS Ridge Top Ranch.....	29, 72	Plateau Gelbvieh.....	76, 80
Adkins Gelbvieh.....	72	Gustin's Diamond D Gelbvieh ..	59, 72	Post Rock Cattle Company	33, 74
AGA.....	31, 49, 65, 67, 77	HAGA Show-Me Sale.....	45	Pot of Gold Bull Sale.....	80
AGF.....	55	Hampton Cattle Company.....	28, 63	Prairie Hills Gelbvieh.....	72
Allflex.....	13	Harriman Santa Fe.....	40, 74	Raile Gelbvieh.....	80
B/F Cattle Company.....	74	Hart Farm Gelbvieh.....	20, 74	Rippe Gelbvieh.....	80
Bar Arrow Cattle Company	74	Hilltop Farms.....	75	Rocking GV Gelbvieh.....	75
Bar JR Gelbvieh.....	22, 41, 76	Hodges Ranch.....	61	Rogers Valley Farm Gelbvieh....	37, 75
Bar T Bar Ranch, Inc.....	76	Hojer Gelbvieh Ranch.....	19, 23, 73	Safety Zone Calf Catchers	35
Beastrom Gelbvieh Ranch.....	72	Holle Gelbvieh.....	74	Sandy Knoll Farm.....	21
Boehler Gelbvieh.....	75	J&K Gelbvieh Farm.....	73	Sawtooth Gelbvieh Cattle & Hay....	76
Bow K Ranch.....	39, 76	J Bar M Gelbvieh.....	75	Schafer Farms, Inc.....	72
Boys from the South Bull Sale	51	Judd Ranch, Inc.....	1, 74	Seedstock Plus Genetics	69
Brandywine Farm.....	72	KGA Pick of the Herd Sale.....	47	Seedstock Plus.....	27, 69, 79
Bull Barn Genetics.....	10, 69	Kicking Horse Ranch.....	8, 22, 76	SEGA Gelbvieh.....	10
Butler Creek Farm.....	51	Kinsley Feeders.....	81	Shoe String Ranch.....	48
Canadian GV Assn.....	69	Kittle Gelbvieh Farms.....	61	SoKY Select Gelbvieh Sale.....	53
Cattlemen's Connection.....	69	Knoll Crest Farm.....	63	Squeakin' By-LK Farms.....	75
C-Cross Cattle Company.....	43, 63	Koehn Cattle Co.....	61	Swanson Cattle Company	75, 84
Cedar Top Ranch.....	75, BC	Land of Oz/ John C Oswald.....	74	SweetPro.....	5
Chimney Butte Ranch.....	72	Lambert, Doak.....	69	Swenson Gelbvieh.....	23, 72
C.H. Morris & Sons, LLC.....	63	Ledgerwood Gelbvieh.....	76	T Bar S Cattle Company.....	83
Circle S Ranch.....	74	Lemke Cattle.....	75	Taubenheim Gelbvieh.....	25, 75
CJ&L Livestock.....	70, 72	Linguist Farms.....	72	The 88 Ranch.....	75
Clinch Mountain Gelbvieh.....	63	Little Windy Hill Farms.....	63	Thorstenson Gelbvieh.....	9, 73
Coles Bend Cattle Company.....	63	Lone Oak Cattle.....	72	Thull Gelbvieh Farm.....	73
Cranview Gelbvieh.....	11, 72	M&P Gelbvieh.....	75	TJB Gelbvieh.....	3
Cunningham, Ronn.....	69	Markes Family Farms.....	28, 57, 61	Triple H Farms.....	72
Danell Diamond Six Ranch.....	76	Martens Gelbvieh.....	29, 72	Triple K Gelbvieh.....	74
Diamond L Farms.....	61	Martin Cattle Company.....	28, 61	Tucker Farms.....	63
Diamond V Gelbvieh.....	74	McCarty, Dan.....	69	Volek Ranch.....	23, 73
Dobson Ranch.....	IFC	Miller Gelbvieh.....	57, 61	Warner Beef Genetics	IBC
Dromgoole's Heaven.....	61	Mitchell Marketing Service.....	69	White Oak Farms.....	75
Eagle Pass Ranch.....	73	MLM Gelbvieh.....	75, 80	Wildwood Acres.....	73
Flying H Genetics.....	75	Mulroy Farms.....	74	Wilkinson Gelbvieh.....	76
Gale Rippey Farms.....	63	Murray Farms.....	17	Wolf Gelbvieh.....	75
Gelbviehauction.com.....	71	Nine Bar Nine Gelbvieh.....	76		

T Bar S Cattle Company's

FOCUSED ON THE FUTURE

Bull and Female Sale

Friday, October 25, 2019

Reach Out

761 State Highway 413, Billings, MO 65610

@TBarS1993 on Facebook and Instagram

tbars1993@gmail.com

With questions and inquiries, contact Justin (573) 690-3813

Sale Details

Approximately 50 head available

Gelbvieh and Balancer genetics

Free delivery on all purchases

Timeline

Cattle available to view at 12:00 p.m.

Dinner served

Sale at 6:00 p.m.

Don't buy a bull. Buy a program.



Sale updates and listings will be released as sale time grows closer.

Swanson

CATTLE COMPANY

CALVING EASE
« MATERNAL TRAITS »
PERFORMANCE & CARCASS
are bred into our herd!



WAR Pywt's Warwagon D502 #18771144

CED	BW	WW	YW	MARB	RE	SB
12	-0.7	68	122	0.64	0.37	127

Our Next Sale

FEBRUARY 22, 2020 - 1:00 PM

AT THE RANCH NEAR OXFORD, NE

OUR COW HERD...
is moderate in size, structurally sound and consistently produces high-end females. The feeder cattle closeouts have ADG's of 3.5 to 3.8 and 90% to 100% choice or better that convert 5.6 to 5.9.

That is what tastes good and that is what makes money!



BGGR Cohesion 5153C #1331553

CED	BW	WW	YW	MARB	RE	FPI
8	0.4	61	84	0.40	0.31	72.76

SWANSON CATTLE CO - 10908 724 Road - Oxford, NE 68967
 Jeff Swanson 308-991-0727 | Seth Swanson 308-991-6974



swansoncattleco@yahoo.com



/swansoncattleco

SWANSONCATTLECO.COM



Genetic

WARNER BEEF GENETICS OPPORTUNITIES

FEMALE PRODUCTION SALE:

November 15, 2019 • 6:00 PM (cst)

At the Ranch, Arapahoe, NE



Please Join Us *for this elite female offering*
Selling 100 Females

A select group of proven Donor cows

- 60 Registered Bred Heifers- many ET sisters to our top bulls in 2019 sale!
- 10 Elite Fall Pairs- the very best purebred and balancer females with a lifetime of production ahead of them.
- 10 Fancy heifer calves: Sired by the best bulls in the breed and with looks to make your mouth water!
- 30 Commercial Bred heifers and heifer calves- the kind to build a cowherd with.



Dan and Kate Warner
42198 Road 721, Arapahoe, NE 68922
Dan Warner • 308-962-6511
Monte Warner • 308-268-6020
Darren Warner • 308-268-2031

Join us

42ND ANNUAL

MATERNAL EMPIRE

BULL SALE

FEBRUARY 18, 2020 • 12:30 PM • BURWELL, NE

**SELLING 200 COMING 2-YEAR OLD
BALANCER, ANGUS & RED ANGUS BULLS**

Mark your calendar for the

"Genetic Opportunities" Female Sale

Friday, November 15, 2019 • 5:00 PM • Arapahoe, NE

**Nebraska State Sale will follow
Saturday, November 16, 2019
1:00 PM • Arapahoe, NE**



CEDAR TOP RANCH

Scott & Raberta Starr
212 Starr Drive • Stapleton, NE 69163
308-587-2293 • 308-530-3900 (C)
email: cedartopranch@yahoo.com



DO ONE THING... DO IT WELL... WE RAISE BEEF CATTLE