

SIMBRAH



World

Fall • 2010



Commitment to Excellence



ROCCO

Over the past few years BETM Ranch has been assembling one of the most elite herds in all of Simbrah. With our first set of ET calves on the ground, and several others coming in the fall, what was once a vision is now becoming a reality.

LMC HS ROCCO is one of the most exciting young herd sires in Simbrah. His genetics are top of the line, being a **LMC EF JW BLACK** son and out of the dam to Braedon Raub's Reserve Champion Simbrah Female at the 2010 Fort Worth Jr. Show, **PRR MORNING STAR**. Thus far he has produced primarily solid colored cattle, has improved the conformation in our calf crop, added some bone, extension and improved our bottom line. Semen is for sale.



MAGIC

BETM MAGIC shows our commitment to excellence and is the best heifer calf that BETM has ever produced. This **LMC HS ROCCO** daughter should follow her dam, **LMC SWAN**'s footsteps and bring home many championships over the next two show seasons. **THANK YOU** Mary Kate Walters of Brenham, Texas for purchasing this exciting female. We look forward to you doing great things with **MAGIC**.



WENDY

LOT 13 - BETM Wendy is one of four 1/2 sisters selling at **SYNERGY III**. We are excited and appreciate the opportunity to be a part of this great Simbrah event. **LMC Black Gold**, the sire to these four lots is in the top 1% of Simbrah with his **API** and **TI** indexes. Put this performance to work for you. **SEE YA AT SYNERGY !!**



COMPADRE

LMC TLZ COMPADRE is the donation bull calf (Rocco x LMC Hey U) that sold for \$14,000 at MAS V. Look for him in the **WINNER'S CIRCLE** this fall and next spring. **THANK YOU** Circle S Ranch, Pine Ridge Ranch, Honeycutt Simbrah's, Darryl Raub Family, Louie Flores Family and Val Walters Family for investing in **ROCCO** progeny.



MAGGIE

BETM MAGGIE (at four months of age) is a littermate to Magic. She is one of four really good heifers in this litter which is why we made her mama, **LMC SWAN** our Herd Matriarch. **MAGGIE** is one of the flattest, longest hipped heifer calves we have ever seen. You gotta love her front end extension. We are excited about this bloodline and believe that each of these four full sisters will help other progressive breeders **COMMIT TO EXCELLENCE**. **MIL GRACIAS** to Luis and Joaquin Garcia for investing in this fancy **BABY DOLL**.



WALFLOWER

LOT 12 - LMC BETM WALFLOWER is an extremely long, thick and feminine paternal sister to the 2010 International Champion Bull both being sired by the Reserve National and Reserve International Champion - **LMC VG Go-Getter**. Her dam is a member of the largest flush in Simbrah history - 72 # one embryos, indeed the kind of productivity you want your donors to have in their genes. This heifer is eligible for all LMC Junior Benefits. She is a pre-sale favorite and is good enough to top the **SYNERGY** Sale.



Dr. Ernesto Guerra Family
betnguerra@yahoo.com

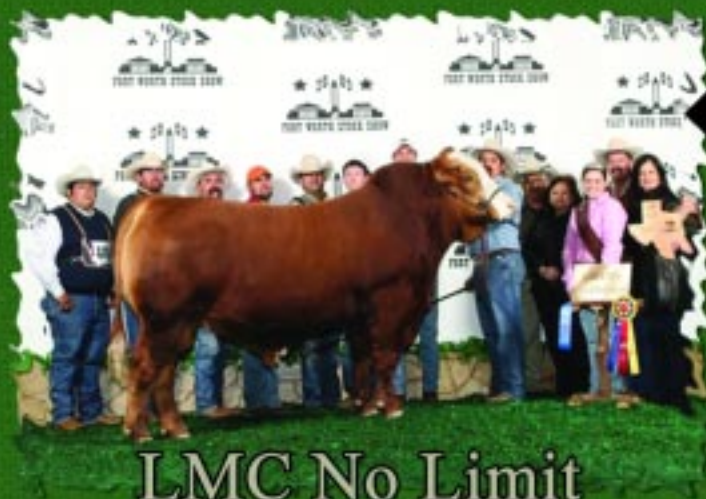
Ranch Manager
Ted Tschirhart • 210- 827- 7949

Sales Consultant
Victor Guerra • 956- 607- 5515

Visitors are always welcome at BETM Ranch

β Genetic Resources

Resources for any business are necessary and we feel we have three bulls leading our program that provide unlimited genetic resources. They bring proven pedigrees, top numbers and show ring presence to our herd and the calves they are siring are bringing our production quality to new standards.



A Red Bullet son out of a Wayne Yeager bred cow. He was the 2009 National and International Grand Champion Bull.



A full sib to the 2005 and 2006 International Champion Bulls, Red and Black Bullett. Ammo was the 2005 Sensation Grand Champion and was the Reserve Champion at the 2006 San Antonio & Houston Shows.

Red Ammo



We've added this young, 3/4 Simmental x 1/4 Brahman bull to our program. He is by Dream On—the most popular bull to date in the Simmental breed and out of the great Priceless donor, who stems from the Heartfelt family at Smith Genetics.



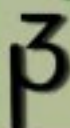
We participate in Synergy and MAS & invite you to view our Synergy III Lots 87-97.

RFI Smith Thunderstruck

If you're looking for genetic resources to add to the value of your herd, then evaluate our Synergy lots and come to the ranch and see the product we're producing.



TRES POTRILLOS RANCH



Alvaro Gonzalez Family
128 Canary Avenue, McAllen, Texas 78504
956.605.3951

Smith Isgrig Charismatic



The Heir Apparent To Smith Nu Wave II

He is sired by Smith Nu Wave II, who is the number one ranking bull in the Simbrah breed for EPDs, and we feel Charismatic will be the next major sire in the breed now that we have seen his calves—they are that impressive. Nu Wave calves have been the talk of the breed and swept the calf division of all the major shows, plus two of his daughters, as calves, were named Grand Champion at the National, International and San Antonio Open Shows and we know Charismatic's will soon be turning heads, too. Charismatic's dam, Smith Isgrig Eleanor represents one of our strongest and most predictable cow family lines as she produced Smith Isgrig Ava, a many time show ring winner and now a donor.

Charismatic's EPDs rank him in the top 1% of the breed for the direct growth traits of weaning and yearling, and his birth weight EPD falls in the top 1% of the breed, making him very desirable in all of those traits and a curve bender. He is also in the top 1% for maternal weaning weight, carcass weight, and the all important dollar value indexes of API and TI.



Just look at this stylish Charismatic daughter, RFI Hot Flash, 2010 International Reserve Heifer Calf.

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Burch Farms • 713/206-2579
McCrory Farms • 903/278-6819**

**Email inquiries to:
smithgenetics@yahoo.com**

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On the Cover

The cover of 2010 Fall Simbrah World finds these Pine Ridge Ranch females looking forward, just like the leadership of the breed with the updated Long Range Plan and growing excitement by all Simbrah breeders and enthusiasts. Photo by Carlos X Guerra at Pine Ridge Ranch, Athens, Texas.



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SIMBRAH World

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Synergy III Set For October 22nd-24th



Simbrah Synergy 11I will be held October 22nd-24th at Smith Genetics, Giddings, Texas. The weekend event includes an educational skill-a-thon competition for all, sale and the \$15,000 Synergy Showcase junior show.

The sale will be at 5 p.m. on Saturday, October 23rd and includes over 100 lots of cattle. The lots are predominately Simbrah, with select lots of Simmental, and Simbravieh in the offering. Bulls, embryos, donors, pairs, bred and some fancy show prospects sell.

The skill-a-thon competition and showmanship will be held Saturday afternoon. The competition will feature \$1,000 in prize money and awards through the sponsorship of Behringer Ranches and is open to all juniors and adults. There is no entry fee, just sign up at the event. In addition there is a photography contest for juniors, seniors and adults.

The Synergy Showcase will award \$15,000 to junior exhibitors of cattle purchased from the 15 Synergy participants and/or purchased in the sale. The Showcase includes five divisions of showmanship in addition to the Simbrah, Percentage and Simmental shows and pre-registration is required.

Participants in this year's sale include Baring Cattle Company, Elmendorf, Texas; Bet M Ranch, San Antonio, Texas; Burch Farms, Hempstead, Texas; Diamond RF Farms, Wallis, Texas; Hagan Cattle Company, Yoakum, Texas; LaMuneca Ranch, Linn, Texas; McCrary Farms, DeKalb, Texas; Pine Ridge Ranch, Dallas, Texas; Reavis Farms, Mission, Texas; Smith Genetics, Giddings, Texas; Tres Potrillos Ranch, McAllen, Texas; Triple J Ranch, Sour Lake, Texas; Triple P Ranch, Pearland,

Texas; Wentz Cattle Company, Olmito, Texas and Whitaker Ranch, Morton Valley, Texas.

For additional details, entry forms,

rules and sale accommodations, visit www.smithgenetics.com or call 512/587-7896. You can also follow the event on Facebook.

Friday, October 22, 2010

Noon on—Viewing of Sale Cattle

6:30 p.m.—Sale Preview, followed by food and cattle talk

Saturday, October 23, 2010

All Day—Viewing of Sales Cattle

Noon-Lunch

1:00 p.m.—Skill-a-thon and Showmanship, Photography judging

5 p.m.—Simbrah Synergy Sale, followed by dinner and music

Sunday, October 24, 2010

9 a.m.—Synergy Showcase, show will be in this order
Simmental, Percentage and Purebred Simbrah

★ **SUPERIOR GENETICS** ★
★ **CHAMPION BLOODLINES** ★
★ **QUALITY CATTLE** ★

**We will have a select offering in the MAS Sale
March 26, 2011**

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kfrazier@interconnect.net

ERIN: frazier.ea@gmail.com

FAX: 361-225-2208



One Heck Of A Cow Family...

Oprah, Diva, Dream Girl and Rita! That's right they're all in one family and they're all part of Wentz Farming Co.'s Simbrah program.

Oprah produced Diva and then Diva produced the full siblings, Dream Girl and Rita, along with Moose and Amigo from the same flush, when mated to Smith NuWave II. Not only do we have the four females, we even have Moose – that's how much we value this cow family. We put a high value on predictability, performance and championships.

LMC Oprah-She topped MAS II and is a daughter of the two time International Grand Champion HR Powerhouse and SM-9 donor at La Morra. She is dam to LMC Diva and the granddam of LMC WFC Dream Girl, LMC-WFC Rita, LMC-WFC Moose and LMC WFC Nu Wave Amigo. Oprah has a Rocco sired heifer at side. She'll be joining our herd. Plus we have embryos coming out of her and Smith Nu Wave II and Sargeant.



LMC WFC Dream Girl-Out of Diva and Smith Nu Wave II, 2009 National and International Grand Champion Female.



LMC Diva-She also topped a MAS Sale and is a daughter of LMC EF Johnnie Walker Black and Oprah. She proved her value in her first calf crop as she produced Dream Girl, Rita and Moose! We have embryo calves out of Smith Nu Wave II coming – they will be full sibs to Dream Girl, Rita and Moose and Amigo.



LMC WFC Rita-Out of Diva and Smith Nu Wave II, 2010 MAS Grand Champion.



LMC WFC Moose-Out of Diva and Smith Nu Wave II, 2009 Reserve National and International Calf Champion.

Visitors are always welcome at our ranch in the Rio Grande Valley – we'd love to show you this great cow family, along with our other Simbrahs.



October 23rd,
Smith Genetics
See our offering,
Lots 77-87!



"Birthplace of the American Simbrah"

Bud and Lupita Wentz

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A BIG HEARTY MAS V THANKS

to all of our supporters for making **MAS V** another great Simbrah event. In just five years, **MAS** has sold 814 lots for \$2,071,335 for a \$2,545 average with 1/3 being yearling bulls. **MAS** has also awarded over \$75,000 in junior premiums and raised over \$210,000 for scholarships and breed promotion.

We encourage other Simbrah breeders throughout the Simbrah World to do the same by forming new Simbrah alliances like **MAS** and **SYNERGY**. The marketing of **QUALITY IN QUANTITY** can only be accomplished with spirited cooperation from several breeders working together for a common goal. For more info please call Carlos at 956-802-1641 or email lamunecacattle@aol.com.

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Simbrah Since 1993.*

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Thanks...

This is the second issue of *Simbrah World* and the excitement for the breed is evident as the support for the magazine is growing.

The magazine is produced twice annually, March and October. We want to remind you that coverage of some events are not included here as they were covered in *Simbrah News* in *Southern Livestock Standard* and are carried on www.simbrahworld.com.

The website is updated at least once a week and Simbrah breeders and enthusiasts are encouraged to look there for additional and breaking news.

Thank you Simbrah breeders for supporting this magazine and let us know your news and ideas, so that we can continue to grow excitement for Simbrah

Martha Hollida Garrett

Martha Hollida Garrett

Our Simbrah Quality And Excitement Is Escalating



Black Panda is another great female that has the potential to be a really nice show heifer or a great brood cow. Panda is sired by PRR Black Major, who is a new up and coming sire who is just starting to leave his mark on the Simbrah breed. Pandas dam is a Majestic daughter. Panda is loaded with style, and angularity, yet maintains a ton of internal capacity and body. Sells in Synergy III.

We have experienced another successful year at DRFF with our cattle, but genetic improvement is what the seedstock business is about and we think we are on track for our best yet. We are really excited about our what our matings will offer in the coming calving season. Be looking for calves out of the following sires: Red Moves, Nu Wave II-Trait Leader for API, Smith Charismatic, Moose- Full brother to Dream Girl, and SS Ebony Grandmaster. Also be looking for genetics out of these Donors: Diamond Muneca-Full sister to Full house, Hottie Tottie-2007 Reserve Female at Ft Worth, as well as many new donors.

**Visitors Always Welcome
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**October 22-24th
We are selling lots
64 and 65**

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Jennie x LMC Black Perfecto

**Replacements, Herd Bulls
& Show Heifers
For Sale**

We've thought this female was pretty awesome from the time she was born. And our opinion didn't change as she matured. Jennie Walker is a daughter of EF Johnnie Walker. She and her first heifer calf won the 2009 San Antonio Livestock Show Junior Simbrah show and the \$10,000 scholarship for Kayla Boening. Her calf at side went on to be a competitive show heifer in her own right.

Now Jennie has produced several embryo calves by LMC Black Perfecto and she just keeps confirming what we thought in the very beginning. She's good and her production is even better.

We invite you to come see our Simbrah program--three generations of Boenings have been producing them for three decades now and we have some good ones! We would love to show you Jennie and many of her pasture mates!



5W CATTLE COMPANY . . . Just Look Who's Working Our Pastures



RSUN Cowboy Casanova
LMCVG Go Getter x She's A Doll

We are very excited to add Cowboy Casanova, 2010 Houston Livestock Show International Champion Bull, to our herd sires. This bull is phenomenal. He has everything you want to add to your program. Cowboy Casanova possesses angularity, guts, depth of body, spring of rib, a level hip, lots of bone and is super thick. We will have some of his calves this fall.



LMC Destiny 5R/221

LM Full House SL/133 x Munece G-V 5M/417
LMC Destiny has been a great donor for us. She's got it all...femininity, angularity, depth of body! She is maternally strong with great EPDs and has everything you need to improve your breeding program. Destiny was the 2008 San Antonio Senior Champion Heifer and the 2008 RGV Livestock Show Overall Champion Female. Her progeny is following in her footsteps by winning championships of their own. We will be calving Go Getter & Cowboy Casanova x Destiny calves this fall.



LMC Texas Belle

LM Full House x LMC Moving Up
LMC Texas Belle is a super thick, long bodied, good spring of rib, plenty of bone and possesses one of the smoothest front ends in the breed, with great EPDs. She was the 2009 RGV Reserve Grand Champion Simbrah Female, 2009 San Antonio Livestock Show Intermediate Reserve Champion Heifer, and the 2009 Houston Livestock Show Intermediate Reserve Champion Heifer.



BCC-J7M Waverider

Johnny Walker Black x LMC Knockout 5MP
Pay close attention to this bull's pedigree! Waverider is another bull we have added to our program. This bull has a lot of angularity, guts, good bone and as smooth front end. His full siblings have been many time champions in the showing.



SW Destiny's Child

LMCVG Go Getter x LMC Destiny 5R/221
SW Cattle Co. would like to thank the Benny Cano family for purchasing 1/2 interest in SW Destiny's Child. She is very thick, possesses lots of bone and power. She is the 2010 RGV Livestock Show Calf Champion and the 2010 AJSR Reserve Champion Bred & Owned Heifer. This heifer is going to make a great donor. Thank you Cano Family!!

5W Cattle Co. is excited about the 2011 calf crop. We have added some great sires to our program and continue to utilize our great donors. Ask about our junior program. We would like to thank MAS for their support of our Field Day and their invitation to participate in last year's sale!

Mark your calendar for the following events:

Feb: Simbrah/Simmental Superbowl in conjunction with the San Antonio Livestock Junior Show

Mar: MAS Show/Sale

June: American Junior Simbrah Roundup

Sept: 3rd Annual 5W Cattle Co. Field Day

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Exotic Deer
& Antelope



LMC Johnna Walker

PMS Second Coat x LMC EF Joslin

We are excited to add Johnna Walker to our breeding program. She is super clean, structurally sound, level hip with a long front end. She is a full sib to Johnnie Walker Black who has done great things for the breed.



ZZ Guapo

ZZ Navigator L348 x ZZ Sunny J150

This bull is producing maternally correct cows that are red in color with a blaze face. His heifers possess a thick top, good spring of rib and plenty of depth of body. Thank you Cesar Montemayor of Monterrey, Mexico and Johan de Jager of South Africa for your purchase of semen.



5W Scarlet

ZZ Guapo x LMC Precious

5W Cattle Co. would like to thank the Johnny Luna family for purchasing 5W Scarlet. This heifer is very clean, thick topped, good spring of rib and structurally sound. She is going to make a great cow! Good Luck, Johnny!

XB Baring Cattle Company XB

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Baring cattle eligible for Synergy Showcase and Simmental-Simbrah Superbowl

South Texas Quality



J7N Mixtli — April

Mixtli is a Boomerang daughter out of one of our first Simbrah cows that we purchased from the Tackitts. She shows plenty of power but yet is very feminine looking and structurally sound. This heifer is owned by Klarissa Cantu and she will do a fantastic job with her this upcoming show season. Thank you Klarissa and GOOD LUCK!!



J7N Excellencia — January

Excellencia is a Boomerang daughter out of the matriarch of our ranch, LMC Knockout Muneca 5M/9. Excellencia will have a big impact this next show season as she is full bodied with natural thickness, stout and without a doubt, will be a donor cow one day. Many thanks to Victor Moreno for being a repeat buyer and Good Luck with this little lady.



BCC/J7N What A Delight — January 2009

What A Delight (Demi) has had quite a show career so far and one would expect it, being that she is directly related to the champion heifer (Dream Girl) shown by Michael Grahmann in 2010. Demi was 2010 Supreme American Champion at the Mission Valley Classic, 2010 Reserve Intermediate Champion at the American Jr. Simbrah Roundup and 2010 Reserve Calf Champion at the RGV Jr. Stock Show. Demi is bred to LMC Red Moves and should calve sometime in January. This should be some kind of mating.



J7N Whiskey River — January 2009

2010 Calf Champion and Reserve Grand Champion in San Antonio in his stock show debut. Whiskey (JWB X M9) is a super clean, stout, level hipped, big topped bull that will definitely add style and structure to your calves. We own Whiskey River in partnership with Baring Cattle Co. and we will limit semen sales to 12 breeding shares (10 units each share) for \$450 until 12/31/10. No semen will be sold until 2013. Don't miss out on this opportunity.

We want to thank all of our 2010 junior customers (Victor Moreno, Klarissa & Arianna Cantu) as well as all other juniors that visited us at La Morra Ranch. Good luck with your show calves in 2010. We also want to thank fellow breeders Ron Wells & family (5W Cattle), Gilbert Galvan & family and especially our good friends in the state of Georgia, John Howard (Pigeon Mountain Simmentals) and Bruce Van Meter (Impact Marketing) for their purchases in as well. Thanks A Bunch!!!

**Come by when you are in the area and let us show you our cattle.
Visitors are always welcomed.**



La Morra Cattle Co.

Registered Simbrahs

Joe B. & Nelda Rodriguez
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Floresville, TX 78114

Hm/Fax: 830/393-8338
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We are in the SEEDSTOCK BUSINESS

We have been in the **SEEDSTOCK** business for over 15 years. We are the largest Braunvieh producer in the USA. We spared nothing in assembling our cow herd and maintain both Fullblood and Polled Purebred Braunvieh herds. All Broken Oak cattle are DNA Verified. We take our leadership role very serious and are constantly looking for new genetics and ideas to improve our genetics that we offer all of our clients. We breed the best to the best, cull hard and work 24/7 to offer our clients the best product possible.

We are excited about our Simbravieh cattle and look forward to showing you all of our cattle. We always have a good selection of bulls, show prospects and females for you to evaluate. We are a customer service operation, are very proud of our staff, cattle and stand behind our product. **Visitors are always WELCOME at Broken Oak conveniently located 5 miles NE of Seguin.**



PHENOMENON



SILVERADO is our many times champion National Champion Purebred Herd Sire. He is a Double Eagle out of a Hipcheck cow. He is producing the thickest and best looking Braunvieh calves we have ever produced. Semen and sons are for sale.



A Breeders Dream Came True at Houston for us this year when a heifer we sold the Grant Family was Grand and a daughter of a heifer we sold La Muneca-Flores was Reserve Grand. When in the market for a top quality show prospect at a fair price - come see us.



BOR TEJAS ROJO is our top performing Red Beef Builder sired by our National Champion Black Joker bull. Rojo is a BEEF MACHINE. Roger is excited about his calves. Come see us for your next show calf. Semen and progeny for sale.



LMC HERO is our Senior Simbrah Sire who has produced the majority of our Simbravieh cattle that are selling so well. He is sired by the popular JW Black and the champion LMC Mariah cow. Semen and progeny for sale.



LM LF TRISTIN is one of our young champion Simbravieh donors. She is out of the many times champion LMC Johnnie Walker and the famous Bess. Now is a great time to invest in the Simbravieh breed and grow with us. Co-owned with La Muneca-Flores.



BOR SENORITA is a future great sired by Silverado and the famous Samiral C340 donor, the dam of the immortal Phenomenon. We have cloned both of these females who make up the most productive cow family in Braunvieh. Co-owned with BETM and La Muneca.



BROKEN OAK RANCH

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Eric Dilling, General Mgr • (210) 669-4815
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LMC VISION is one of several outstanding Simbraviehs that we have bought from our good friends at La Muneca. She is sired by the International Champion Red Bullet and is out of the \$20,000 BOR Focus(Phenomenon daughter). Co-owned with La Muneca.

Blogs and Other Odd-Sounding Cyberspace Phenomenon... **Don't Overlook The Marketing Possibilities!**

Once considered a teenage fad, Facebook, Twitter and even blogs are becoming indispensable marketing tools for cattle raisers. They're simple to use, and best of all...they're free!



By Nancy Pruitt

A good website is like a best selling novel. Reading it is the fun part. Amassing data, writing and re-writing text, gathering photos and just planning the whole project can be grueling. But as the finished product emerges from the myriad of pieces, all the mental sweat of the building process inevitably transforms into excitement.

"I never envisioned how much time on the producer level it took to build a web site," says Jeff Chaffin, foreman and purebred cattle manager of W4 Ranch, Morgan, Texas. "It's tedious and takes weeks of gathering, writing and verifying facts. Even with a good website manager, the rancher has to provide the initial content."

Today however, the coin is flipped and the site is working for the producer. Anyone with internet access can learn about the ranch's history, breeding philosophy, genetics and management with an effortless click of the mouse.

W4 Ranch employs a web company to maintain the site by editing text, adding links or uploading photos which Chaffin emails to the firm. The initial startup fee is not inexpensive, but usually includes page design and your unique domain name, as well as web hosting, which is simply a term for leasing space on the internet. After that, most companies include unlimited updating with posting completed in a matter of hours.

"Putting our sale catalog on-line has been a real plus, and easier than you might think," explains Chaffin. "My catalog production firm, The Hollida Company, simply emails the entire finished catalog in PDF form, and I forward the file on to the website firm. This is invaluable to

those buyers wanting to see your offering right away instead of waiting on the post office. Potential buyers can study the data and do their homework well in advance of the sale."

One word of caution, however. If you want to save the startup cost and build a site yourself...don't. The process requires extensive software, and the learning curve is a steep one. A breeder could easily have three sites created by a web design company for the price of going the "do-it-yourself" route.

So now you have a website. What next?

Why not try Facebook? Once your website is created, you can post a link to your profile page on Facebook, although a website is not required to join. Facebook is no longer just for the teenage crowd to chat and make new friends. It's becoming a viable marketing tool for the most progressive and well-respected ranching operations throughout the country.

Facebook is simply a free website designed to connect members ("friends") and allow them to post most anything that's on their mind, which can include basic ranch information or cattle for sale. Many simple-to-navigate options are available, such as posting a special event or sale, inviting other friends to attend and even asking for an on-line R.S.V.P. Your profile page can be linked back to your website so that any of your on-line friends can instantly find your home page without knowing the specific address or wading through endless search engine results.

"It's so simple to use," says Chaffin. "You can easily upload pictures from your computer or phone. You can also write a message in a tone of casual conversation such as 'it's raining here at



Marketing...

(Continued from page 12)

the ranch today,' or present a direct sell post. We've actually sold cattle through pictures and video clips on Facebook. It showcases our cattle to potential buyers, who then make contact by phone or email and come to the ranch.

"It's also faster and easier to update Facebook than our website. You don't have to go through a third party or web manager. We started our ranch page in July and already have 235 friends."

Tim Smith of Smith Genetics, Giddings, Texas is also a fan of the growing phenomenon.

"We started our Facebook page this spring," says Smith. "I've been amazed at the interaction with our customers and how they follow our daily posts about things at the ranch. It's also been a great way to recognize junior customers and their successes in and out of the show ring. I fully expected our young clients to be part of it, but statistics tell us our main audience is in the 30-50 age group. It's a very cost effective way to keep our genetics highly visible and connect with past and future customers."

There's yet another Facebook option that works well, according to Rachel Williams of Ranch House Designs, Inc., a full service graphic design and communications firm headquartered in Wharton, Texas.

"Buying an ad on Facebook is often overlooked in lieu of free posting, but nonetheless a worthy marketing avenue," says Williams. "An ad may be targeted to reach a specific audience i.e. all members age 40-60 who raise Simbrah cattle in Texas. You can choose optimum run dates for your ranch, such as five days prior to your production sale, for example. If not too specifically targeted, an ad may have the potential of reaching 100,000 or more viewers."

Blogging 101

We've all heard of it, but exactly what does it mean to blog and how do you begin? Very simply, a blog is an on-line journal or diary. It's informal and casual. To be most effective and not

lose consistent readership, it's also best to update several times a week or more, if time allows.

"The easiest way to get started is by using a free blogger software program such as blogger.com," says Williams. "It's a third party blogging system, independent of, but able to be linked to your website. You have a separate user name and password and post comments to the blogger site. There are even pre-set design templates and you can upload photos without having to buy expensive photo editing software."

Williams advises that you need an equal mix of hard sell information and fun stories, such as happenings on the ranch, photos of your children, opinions and perhaps even favorite recipes. Like reality TV, people enjoy watching day-to-day activities. They want to see photos and have a personal glimpse of your operation. A little direct selling information, interlaced between the casual conversation, can be amazingly effective.

To Tweet or not to Tweet

The novelty of the Twitter site may have waned with the birth of Facebook, but is still a consideration, especially since its user friendly and free. The site is a little more outwardly professional, with concise, limited-character wording per post. It may not be quite as easy to

post photos, but a useful means to share news.

Twitter is a social networking and microblogging service that enables its users to send and read other users' messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page. Tweets are publicly visible by default, however senders can restrict message delivery to their friends list. Users may subscribe to other author tweets—this is known as following and subscribers are known as followers.

"I started using Twitter and Facebook for my family's ranch on the same day," says Williams. "We now have 1,500 fans on Facebook and only 100 followers on Twitter, but it (Twitter) is still an easy way to expand our name recognition."

Word of caution

Facebook, Twitter and blogging can each be used independently, or married through linking to enhance recognition and provide an ever expanding marketing arena for your ranch. However, the casual nature of these sites should still represent your operation in a professional manner. Every comment you make is not only going to your friends, but to their friends' friends and is a reflection of your business.

JV Cattle Company



Mr. Strack T960 "Tank"

High Quality, Competitive Simbrah Cattle

2010 HLSR International
Reserve Grand Champion/
Senior Champion
Sired by LMC Godfather 5R/83
and out of Ms Strack J45
Watch for his influence in our herd!

Good Luck to the JV Cattle Show Team!

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Cary Camp	Katelynn
Cole Cormier	McDaniel
Hannah Derouen	Emily Neuman
Josh Evans	Cullen Sonnier
Garrett Floyd	

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Bud and Lupita Wentz

The Atzenhoffer Family wishes to thank Bud and Lupita Wentz for purchasing Julia's show heifer, Rita. She's a full sister to LMC WFC Dream Girl, the 2009 National and International Champion Heifer and Moose, now a sire in the Wentz and Smith programs. Rita and Dream Girl were the only two females produced in this flush and they are both now in the Wentz program.

Rita is sired by Smith Nu Wave II and out of LMC Miss Diva, who along with her grandmother, LMC Oprah 5P/30 are also in the Wentz herd. Mr. Bud and Mrs. Lupita know good genetics and they realize this family is more than good. Rita ranks in the top 1% for weaning, yearling, carcass weight, API and TI, plus she's in the top 10% of the breed for maternal weaning weight. Just look at her—isn't she a picture of maternal strength?

Julia is now showing the heifer calf that was at the side of Rita. This calf is sired by the bull we raised with LaMuneca, Dr. Feel Good and you can see her at the Synergy Showcase.

Mr. Bud is now flushing Rita to Sargeant to capture that Smith Nu Wave II x Sargeant magic that is proving to be an unbeatable combination!

**THANK YOU AGAIN WENTZ FARMING FOR
PURCHASING RITA FROM JULIA!**



**LMC WFC Rita 5U/63 • Sired by Smith Nu Wave II and out of LMC Diva
2010 MAS Grand Champion Female**

*Along with LaMuneca,
we are selling a flush in
Miley, a full sister to
Dr. Feel Good at
Synergy. She won the
Synergy Showcase last
year! Check her out in
the catalog, Lot 1.*



Steve and Mary Beth Atzenhoffer Family

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Let us help you raise your next champion. Place your semen order today! Semen sells for \$50 per unit—ten unit minimum.

LMC American Maiden is a purebred Simbrah sired by Foresight and shown by Kallie Fuchs of Columbus. If you wanna win a TCCA jacket and make some money consider buying a Simbrah. They are really good !!



A SALUTE TO OUR JUNIORS

We salute all Simbrah juniors who do such an outstanding job of selecting the breed's finest, pay top prices and then travel throughout this great country of ours promoting the World's Breed. Some Texas juniors will go to 50 + shows per year. We are truly blessed to have this quality of market and breed leadership that every year brings in new families that touch hundreds of other potential clients for all of us. **A SPECIAL THANKS** to the LMC Junior Team who are an extraordinary group dedicated to making the best better. They have produced hundreds of championships for all of us of which we are so appreciative. Keep up the good work team !! LMC bred cattle have won all 14 championships at the 5 MAS and 2 SYNERGY Shows plus all ten MAS steer championships. They have also done great at the major and open shows. These cattle below are a few of what will be shown this fall and next spring. Every year we sell 50 + show heifers with 90 % of them leaving LMC halter broke and led on the trailer. They will have the opportunity to compete for over \$70,000 in premiums plus have access to the breed's winningest herd bull battery. Please check our website for more details. **GOOD LUCK TO ALL SIMBRAH JUNIORS THIS NEXT YEAR. VISITORS ARE ALWAYS WELCOME AT LA MUNECA !!**



LMC Muneca W - 248 by LMC Soldier and shown by Daniel Garza of Rio Grande City



LMC Catalina 5X - 54 by LMC Soldier & shown by Cody Whicker from Lorena



LMC Stella 5X - 58 by LMC Red Moves and shown by Winston Walters of Brenham



LMC LF Jo Luisa 5X - 93 by LMC WFC Nu Wave Amigo and shown by Joaquin Garcia of Mission



LMC 3P So Pretty 5W - 301 by LMC Johnnie Walker and shown by Peyton Gilbert of Whitehouse



LMC She Daisy 5W - 431 by Red Bullet and shown by Beth Quintanilla of Edinburg



LMC LF Red Velvet 5W - 329 by LMC Johnnie Walker and shown by Nathan Gardner of Louisiana



LMC 5X - 63 by LMC Red Moves and shown by Quest Newberry of George West

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Victor 607-5515 • Carlos Jr. 330-1963
email: LaMunecaCattle@aol.com
Please visit our website at
www.lamunecacattle.com

NEWS... You Can Use

5W Cattle Co. Holds Field Day

The Wells family of 5W Cattle Co., Harlingen, Texas held their 2nd Annual Field Day on September 4th. Judges were Joe Mask and Dean Fuchs. Speakers, included

Joel Martinez, Raul Alvarez, Jr., Benny Cano and Martin Speakerman of Purina Mills.

Results:

Hay Judging:

Jr. Division: 1st: Andrew Cano
2nd: Ty Rhyner
3rd: Sabrina Cano
Int. Division: 1st: Lauren Foale
2nd: Dario Salinas
3rd: Danny Salinas
Sr. Division 1st: Augustus Holbein
2nd: Anthony Luna
3rd: Laura Ocanas

Skill-A-Thon

Jr. Division: 1st: Ty Rhyner
2nd: Johnny Luna
3rd: Jake Rhyner
Int. Division: 1st: Dario Salinas
2nd: Victor Moreno
3rd: Danny Salinas
Sr. Division: 1st: Aaron Gutierrez
2nd: Augustus Holbein
3rd: Klarissa Cantu

Cattle Judging:

Jr. Division: 1st: Ty Rhyner
2nd: Olivia Vela
3rd: Jake Rhyner

(Continued on page 17)

Whitaker Livestock *Your Destination For SimGenetics*



We are involved in all aspects of SimGenetics—Simbrah, Simmental, % Simbrah and SimAngus and we'd like to share our genetics with you!

We have been methodically building our herd over the years and are using some of the top sires in Simbrah, Simmental and SimAngus to assure that our program continues to advance and stay at the forefront with current genetics.

We want to congratulate our niece, Taryn Cunningham for winning Reserve Grand Champion honors at the TJSSA Futurity and Grand at the West Texas State Fair with Ciao Bella, a daughter of the great Smith Bella Bella and Smith Nu Approach.



October 23 • 5 p.m.
Smith Genetics • Giddings, Texas
We are selling Lots 57-63



Whitaker Livestock

Terry and Mindy Whitaker
Morton Valley, Texas • 817/675-7793 • whitakerlivestock@yahoo.com



Joel Martinez talks to the crowd concerning fitting.

LN-LMC Dream Up



Dream Up weighs 1,300 lbs. at 12 months of age and is 54 inches tall.

Dream Up is one of the very best young Simbrah bulls to come around in a long time! He is sired by the popular International Champion Ante Up and his dam is LMC Mariah's Dream "Delilah" which is out of Dream On and LMC Mariah. Dream Up is super thick, long, attractive and structurally correct. We think that he will make an even bigger impact on the breed than his popular sire, Ante Up. We took Dream Up to the International Show, when he was only five months old and he was named Reserve Calf Champion! Be looking for him during the majors next spring. La Negra and La Muneca would like to thank RGV Cattle and Patroncita Cattle for partnering with us on this exciting calf.

Please make sure to visit our new website:
www.lanegracattle.com

La Negra Cattle Company

Simbrah – Red Brahman
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23903 Hinojosa Road • Edinburg, TX 78541



The 5W Cattle Company Field Day included a skill-a-thon contest.



Rhonda and Ron Wells (far left) join with the young people who attended their field day, along with judges Dean Fuch and Joe Mask.

News...

(Continued from page 16)

Int. Division: 1st: Lauren Foale
2nd: Victor Moreno
3rd: Victoria Gutierrez
Sr. Division: 1st: Anthony Luna
2nd: Klarissa Cantu
3rd: RheaAnn Jobe

Overall:

Jr. Division: 1st: Ty Rhyner
2nd: Olivia Vela
3rd: Andrew Cano
4th: Jake Rhyner
5th: Sabrina Cano
Int. Division: 1st: Dario Salinas
2nd: Danny Salinas
3rd: Alyssa Canul
4th: Victor Moreno
5th: Lauren Foale
Sr. Division: 1st: Aaron Gutierrez
2nd: Klarissa Cantu
3rd: Augustus Holbein
4th: Laura Ocanas
5th: RheaAnn Jobe

Showmanship:

PeeWee Champion: Zoe Rosas
Jr. Champion: Olivia Vela
Jr. Res. Champion: Ty Rhyner
Int. Champion: Danny Salinas
Int. Res. Champion: Marissa Luna
Sr. Champion: Anthony Luna

Sr. Res. Champion: Klarissa Cantu
Old Timers Champion: Joel Martinez
Old Timers Res. Champion:
Stephanie Rhyner

Donation Heifer To Sell At Synergy For AJSR Scholarship

A heifer calf will sell at Synergy III, October 23rd and the proceeds will benefit the American Junior Simbrah Roundup (AJSR) Scholarship Fund. The Tom Zulim family donated the dam of this heifer, LMC Thea at Synergy II. She sold for \$10,000 with 20 breeders each donating \$500. Tim Smith kept the lot for the group for the past year and the plan is for all of the cow's progeny to be sold in future Synergy sales to raise money for the AJSR Scholarship Fund and or any other great Simbrah cause.

This year's calf, Laura, named for Laura Zulim is LMC Thea's first calf and she is a show prospect sired by the \$22,500 State Fair of Texas Champion, LMC Roadhouse owned by Mary Helen Woods. Thea is a maternal sib to the \$20,000 LMC Ocho and LMC Hero owned by Broken Oak. She is a full sib to the \$12,000 LMC Mariah's Dream co-owned by La Negra and LaMuneca, who

is the dam to the \$13,200 champion Dream Up bull owned by RGV, TC Betancourt, La Negra and LaMuneca.



She sells at Synergy III and proceeds will benefit the AJSR Scholarship Fund.

Q & A How Do I Consign Cattle To The Houston Sale?

The Houston International Sale is held during Simmental and Simbrah activities, which are held during the first week of the show. Tentative dates for this year would be March 1st and 2nd. The sale is considered one of the primary marketing avenues of the year and the sale attracts a number of foreign bidders and buyers, since it is held on the show grounds. Cattle must be halter broke for this sale. Schwake Cattle Services manages the sale and begins accepting nominations around November 1st. Cattle must be nominated and then advance through a screening process for the sale. You may contact Roy Schwake at 903/338-2117 or 214/542-8162. He can also be reached at schwakecattle@aol.com.

FIND YOUR

Future

CHAMPION HERE!

SIMBRAH SYNERGY III SALE
Oct 23, 2010 Giddings, Tx

Videos on all sale cattle
will be available Oct 1st on
www.hagancattle.com!

**2010 RESERVE CHAMPION
SIMBRAH FEMALE**
Simmental Simbrah Superbowl
shown by Britt Larson

**2010 GRAND CHAMPION
SIMBRAH FEMALE**
AJSA Junior National
shown by Casey Henly

**2010 RESERVE CHAMPION
SIMBRAH FEMALE**
AJSA National Classic
Shown by Callie Henly

HAGAN CATTLE COMPANY

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Reinhard, Kristin & Lane Hagan Office & Fax: 361.293.6161
1133 State Highway 111 E-mail: reesehagan@aol.com
Yoakum, Texas 77995 E-mail: hagancattle@aol.com

Blueprint For The Future

Simbrah breeders met on August 4th to continue the Long Range Planning goals set forth in 2009. The meeting was held in conjunction with the Texas A&M Beef Short Course in College Station, Texas.

The group of breeders revisited the action plans established in 2009 and discussed other possible actions that needed to be added to the overall plan. In addition, breeders in attendance were asked to take responsibility for specific actions and deadline dates were set.

A complete list of the action plans for the breed are available for viewing on the home page of www.simbrahworld.com. Everyone is encouraged to become involved. If you review the plans and see an area that you would like to commit time and effort to, then you are encouraged to contact the person(s) currently working on that specific plan and volunteer your time, talents and resources.

A leadership team was also elected from the summer election process and included Tim Smith, president; Rickey Burch; vice-president; Jane Travis, secretary-treasurer and board members, Wayne Reavis, Craig Schultz and Carlos Guerra.

Highlights of the meeting included:

- Make contacts to have National Simbrah Show in San Antonio
- Find commercial herds that are willing to use Simbrah bulls and gather carcass information
- Develop new name and leadership team for Simbrah
- Develop an email list for Simbrah
- Work to try to have Simbrah Females in Commercial Heifer Sales
- Market the American Junior Simbrah Roundup as the Simbrah National Junior Show
- Betsy Foster was selected as the contact person for executing the plan and reporting to the breed.



Bill and Jane Travis were in attendance.



Pam Schultz from Louisiana attended the meeting.



President-Tim Smith; Vice-President-Rickey Burch; Secretary-Treasurer-Jane Travis, and board members, Wayne Reavis, Craig Schultz and Carlos Guerra.



Beth Mercer, ASA South Central Trustee, was in attendance.



Robert Davila participated in the meeting.



Russell Moser, a new breeder from Palestine, Texas attended the Long Range Planning meeting.



Susan and Reinhard Hagan were in attendance at the meeting.



New Simbrah breeder, Liz Vaquez, attended the Long Range Meeting.



Joe B. Rodriguez makes a point in the meeting, while Louie Flores looks on at the Long Range Planning meeting.

Another Generation Of Champions



TSC Starlight

Grand Champion Bred and Owned Heifer And Calf Champion at the American Junior Simbrah Roundup. Sired by Johnnie Walker and a granddaughter of our Pearl cow that was a Grand Champion and scholarship winner for the Bufe Family.

Exhibited by Molly Schwertner



TSC Flower

Reserve Grand Champion 2009 State Fair of Texas. Sired by Johnnie Walker and out of our Daisy cow that the Bufe Family claimed championships with at Dallas and Abilene.

Exhibited by James Schwertner

Our grandchildren, James and Molly, represent the third generation of Schwertners to show champions and their winning heifers represent multi-generations of champions also!



Triple S Cattle Service

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If its Champions, you want, then come to Triple S...
we've been breeding and showing them for generations!

Hear the THUNDER Feel the LIGHTNING



RTT Smith Thunderstruck

This $\frac{3}{4}$ Simmental x $\frac{1}{4}$ Brahman bull is powerful.

He is sired by Dream On, the most popular bull to ever be used in the Simmental breed and the great Priceless cow, she is a Sargeant daughter and out of the the Smith Heartfelt Cow Family on the maternal side!

He's in the top 1% of the breed for API and TI, top 5% for birth weight and the top 10% for weaning and yearling — which makes him a curve bender from birth to yearling!

He's really good and we think he will impact the breed like Thunder and Lightning!



Smith Priceless - dam of Thunderstruck



Dream On - sire of Thunderstruck

Call today for information on how you can add Thunderstruck to your program.

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His time is...

NOW!



Smith Evan

His Pedigree

He's a purebred Simbrah, sired by Smith Nu Approach and out of the great Smith Bella Bella.

His Data

Top 3% for weaning and TI, Top 4% for yearling, top 25% for maternal weaning weight and Top 5% for API

His Acceptance

He topped Synergy 1 at \$16,000 as McCrary and Reavis purchased 1/3 of him. Just recently Graeme Currin from Australia visited a number of Simbrah programs and said Evan was the most phenotypically correct bull he saw on the trip!

His Calves

His calves are just hitting the ground and so far they are all solid red, and will impress you with their muscle, bone and power.



Smith Nu Approach, sire of Evan



Smith Bella Bella, dam of Evan

Evan calves arriving now! Come see, we think his time is now, to be considered one of the top sires of the breed!

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Young Leaders

By Martha Hollida Garrett

Every organization sees change as new challenges arise in the industry, and a younger generation of Simbrah breeders have chosen to be part of the future and face those challenges. Most have family ties to the breed with lots of memories tied to showing Simbrah cattle. They not only have chosen the cattle, but they are assuming responsibility for the breed as they take on leadership roles at all levels. We hope you enjoy our focus on some of the young leaders of the breed in this our Young Leaders Part I.



Ellen Tom

Now 26-years-old, Tom represents the sixth generation of Tom Brothers Ranch, Campbellton, Texas. She graduated from Texas A&M University with a B.S. in Animal Science in 2006, followed with her masters in Agriculture Leadership and Development in 2008, and is now back home managing the ranch with her uncle, Philip Tom.

"My grandfather, Lytle Tom Jr., began raising Simbrah in the early 1980s and started our herd by buying half-bloods from Kansas breeder, NBI and breeding them up to pure-bred Simbrah. His main focus switched to the seedstock Angus herd in the 1990's and the Simbrah herd was maintained to raise show heifers for Philip and I. Even though my grandfather was an avid Angus breeder, he saw the superiority of the youth programs for Simmental/Simbrah and made sure that Philip and I were involved in the Texas Junior Simmental and Simbrah Association (TJSSA) and American

Junior Simmental Association (AJSA)," she says.

Tom says, "the long-running droughts of the past decade has been an eye opening experience as to what kind of cattle can produce in tough times. The Simbrah herd has impressed me with their ability to maintain flesh and breed back year after year. It is common for our Simbrah cows to stay in production past 12 years of age. With the huge popularity of Angus cattle, I think Simbrah make an excellent cross with Angus. She also feels the breed benefits from its affiliation with the American Simmental Association (ASA), the THE (Total Herd Enrollment) program and considers ASA's Dr. Jerry Lipsey, a mentor.

Tom's primary duty is managing the cowherds of Simbrah and SimAngus, including extensive synchronization and AI.

Tom attended ten TJSSA Futurities and nine AJSA Classics, winning high honors several times and she also served as the TJSSA President and AJSA South Central Trustee.

She is an advisor to the TJSSA, superintendent of the San Antonio Stock Show & Rodeo Beef Skill-athon, and at press time is attending the 2010 World Simmental Congress in Australia as the ASA Young Breeder representative. She also is involved with the Simbrah Long Range Planning group and serves as a county 4-H volunteer leader.



Trey Baring

Baring is the fourth generation of his family to be involved with cattle. He graduated from Texas A&M University, with a B.S. degree in Agricultural Economics, and minors in both Spanish and Business and now, along side his father, Roy heads up Baring Cattle Company, in Elmendorf, Texas, outside of San Antonio. Their program includes a registered herd of Simmental and Simbrah cattle, and SimGenetics are utilized in their commercial herd as well. They concentrate on producing functional cattle that will work in the ring and in the pasture.

"I started showing Simmental cattle at the age of nine, and loved every minute of it. However, in South Texas, as we all know, Simmental cattle do not do as well in the high heat environment as they do in the cooler climates of the country. Our family made a conscious decision to move away, to a great extent, from the Simmental breed into the

Simbrah cattle business” he explains.

Baring was a very active TJSSA member for many years, as a member and director. He also participated in numerous state futurities, regional and national classics, participating in the educational contests.

“I am still very active in helping junior members of the organization, and I encourage those who are interested in agriculture to join the TJSSA. I think it is important that youth, who show SimGenetics take advantage of the great junior leadership opportunities, afforded by the state junior association, the American Junior Simbrah Roundup (AJSR) and national events.

Baring can be found at junior shows assisting customers and is involved with the Synergy sale. He is part of the Long Range Simbrah Planning group, serves on the San Antonio Livestock Show’s Beef Committee and is an active member of the Texas Southwestern Cattle Raisers Association and Independent Cattlemen’s Association. He also is the marketing manager for San Antonio and south Texas for Bimbo Bakeries

USA.

“I love doing this day in and day out. I do not know if there is any better place to be than on your ranch in the morning, taking care of the cattle that have become such a large part of your life. The main part of the cattle business that I truly appreciate is the people that we meet, and the resulting friendships,” he concludes.



Carlos X Guerra, Jr.

Guerra represents the fourth generation of his family to raise cattle in the Rio Grande Valley. Today along side of his father, he handles many of the day-

to-day operation, maintains all the reproductive records, and handles the registrations and transfers on their 500 head operation, known as La Muneca Cattle Co., which includes Simbrah, Braunvieh, Simbravieh and Polled Brahmans. Guerra, who is 32-years old, and wife, Stephanie have a four-year-old son, Carlos X Guerra III “Pops” and one-year-old daughter, Cecilia Elena.

He believes in the breed and says, “In our part of the country we need to have some Brahman blood in our cattle in order to take the heat and be able to perform. We have found that Simbrah is the best breed suited for our area. The Simbrah breed has changed drastically since its inception. They are more moderate, and most are solid in their color patterns, docile and easy to look at.

He chose to stay involved with Simbrah for many reasons, but youth involvement was one of the driving reasons.

“We have the best junior program in the country. La Muneca offers our

(Continued on page 28)

South Texas Proud

We have been raising good Simbrah cattle acclimated to our harsh South Texas climate for the past eight years. We really like the cattle and the people that are associated with them. We have built our herd around top genetics from Thunder and La Muneca Cattle Companies. We invite you to visit our Broken Arrow Ranch and while here we encourage you to visit our beautiful sunny beaches, the Texas State Aquarium and the Lady Lexington Carrier historical monument in Corpus Christi.

If you ever need to rent anything to host a great event from a tent of any size to everything else needed - give us a call.



Broken Arrow Ranch
Skip & Janice Butler
PO Box 114

Chapman Ranch, Texas 78387
(M) 361/ 290 2375
skip@butlerrental.com



Photo of a typical Patriot calf in South Africa. We want to THANK all of our good friends from South Africa and Costa Rica who have invested in a large volume of semen. They like their calves and we like ours. **We have a great set of Patriot daughters for sale now.**



LMC Patriot is our Senior Herd Sire sired by the International Champion Red Bullet and out of a daughter of the champion LMC Milestone and the famous LM 3E - 89 donor. He is a very well balanced, deep bodied, long and thick proven bull with an excellent sheath and breed character. **Semen is available.**



LMC 5S - 328 is a typical Broken Arrow cow sired by the International Champion LM Full House and out of the champion LMC Senora del Rio cow.

LMC Rhino is our junior herd sire that we will be showing next spring. We are impressed with his muscle, length, clean sheath, testicular circumference, conformation and overall good looks. He has a touch of Fleckvieh which will help him produce easy keeping, heavy milking kinda females - THE COWMAN'S KIND. Co-owned with La Muneca.



CATTLE, Cajun Style!

By Martha Hollida Garrett

Simbrah cattle have earned their place at Lazy SF Ranch and are just one part of this diversified family operation, located just 30 miles from the coast in deep southwest Louisiana in Bell City.

Lazy SF Ranch, is owned and operated by the Doug and Craig Schultz families and includes a registered Simbrah herd, commercial cattle operation, rice farming, crawfish farming, a crawfish drive through market, and a mobile crawfish boil catering service.

Doug and Craig grew up in this part of Louisiana and they elected to stay, take over the business initiated by their dad and raise their families along the bayous.

They were hit hard by Hurricane Rita, and damage to the area is still very obvious.

As boys, they began farming with their dad, and today run the cattle and rice operation together. They run cattle and farm on about 4,000 acres of owned and leased land. Doug also works as a brand inspector for the Louisiana Department of Agriculture, while Craig and his family own and operate the crawfish-related businesses.

Cattle Operation

Today the Lazy SF operation includes right at 100 registered Simbrah females and about 150 commercial cows with strong Simbrah influence.

"We were running about 400 commercial cows, but once we decided to raise seedstock, we cut those numbers back," says Craig.

Their involvement with Simbrah started in the mid 1980's, when they began purchasing Simbrah bulls to run on their crossbred cows. They were very impressed with

the maternal qualities of the Simbrah-sired females and began retaining heifers.

"We have used some other breeds, but the Angus bulls couldn't take the heat, humidity and insects and the Braford calves were not as impressive as the Simbrah. We liked the meat and thickness that came from the Simmental side and we have to have some Brahman here, so the Simbrah was a good fit," says Doug.

They originally purchased bulls from a breeder in Abbeville, Louisiana and then purchased a number of bulls from Mississippi breeder, John Hughes. For the past several years they have selected bulls for the commercial herd from Texas breeder, La Muneca Cattle Co.

They like to buy muscular, correct two-year-old bulls and they pay particular attention to birth weight EPDs.

They like to maintain a 90-day calving season and calve in the spring. For a number of years they marketed their commercial calves through an alliance for natural beef, which required following a number of protocols, but in recent years, they have sold directly off the ranch to repeat order buyers.

They do retain females for their own herd.

Craig and his wife, Pam, have older children, who showed Simbrah and now their 14-year-old son, Blake is very involved in showing.

They kept all of the show heifers and maintained a small herd of registered Simbrah females. Then in 2009, Craig and Doug decided to change gears. They decreased their commercial numbers and purchased most of the JHC Ranch herd, Cameron, Texas. The purchase included purebred and percentage Simbrahs and there was some Fleckvieh influence in some of the cattle, which the brothers considered very advantageous. Another positive aspect was that the genetics were unique as JHC had developed their



Craig & Family: (L to R) Jamey Vanicare, Gina, Carter, Doug, Blake, Pam, Jaci, Charles and Carrie Hebert.



Doug & Family: (L to R) Konrad, Kimberly, Katy, Sheila, Doug and Ella.

own lines and the brothers like the flexibility this allows to combine these cattle with a lot of different genetics.

"We had purchased a show heifer for Blake from JHC as we had developed a good relationship through visiting with them at a lot of the events. Then we went back to visit in the spring of 2009. The drought was beginning to take its toll on their place. Jim and Pat Carter, owners of JHC Ranch, had really built a solid program, but due to the extreme drought, they were being forced to sell most of their females. We had been talking about adding to our registered numbers and changing our emphasis. This seemed like the opportunity. We were basically able to buy a program and buy a herd we had gained respect for over the years," explains Craig.

It was a calculated move on their part with goals in place immediately.

"We want to become known as the source for Simbrah bulls in the commercial market through out the southeast as well as a source for show heifers," says Craig. "This country is definitely the type of environment that Simbrah bulls can thrive in and their toughness is needed."

The brothers realize they still face long-held perceptions by the area's cattle-men that Simbrah genetics correlate with calving problems. They are taking extra steps to produce calving ease bulls and know they have to do some educating about current genetics. They are encouraged as they had one customer purchase nine of their bulls this past spring.

They have added some other genetics within the last year, including a Johnnie Walker Black x LMC Oprah son and a Sargeant x Bella Bella son. These bulls have been shown successfully by Craig and Pam's son, Blake and will be used on the registered herd. The Johnnie Walker son was the American Junior Simbrah Roundup Grand Champion. They are also utilizing some AI in their program.

Crawfish Fettucini

A favorite dish for family, friends and fellow Simbrah enthusiasts when they come to visit.
Editors Note: Girls and I loved it!

Saute 2 onions and 1 bell pepper in 2 sticks of butter.

When onions are wilted add 2 pounds of crawfish. Saute for 5 minutes.

Add 2 cans Rotel® tomatoes and 2 cans cream of mushroom soup.

Cook till it begins to boil then add 1 medium block of Velveeta Cheese®.

Cook till melted. Season to taste with pepper. Don't forget the Rotel will make this hot, so watch out how much pepper you use. Even us Cajuns don't want to add too much pepper.

Then add a 2 pound box of cooked Fettucini noodles and stir.

This makes for a big crowd so you may want to 1/2 the recipe.

Schultz family likes it with homemade rolls or garlic bread.



Doug and Craig Schultz annually plant about 1,300 acres of rice.



Lazy SF initially was a commercial Simbrah operation. Today their females include past show heifers of the kids and a major purchase in 2009 from JHC Ranch.

Blake has become very active in the junior Simbrah program competing at MAS, Synergy, American Junior Simbrah Roundup (AJSR) and even the Texas Junior Simbrah/Simbrah Association Futurity. The family also competed at the Houston International Show in 2010.

"We are impressed with educational contests that are part of the Simbrah junior events. These have been helpful to him and to our Simbrah program," says Pam.

Craig adds that they hope to not just be a source of heifers in the Southeast, but also to help their young customers and other kids get involved in events like the Roundup.

At this past AJSR, Blake was the Intermediate Showmanship winner as well as finishing in the top ten of that division for all scores.

Craig and Pam now serve as advisors to the AJSR and Craig was recently elected to serve on the Simbrah Advisory Board.

"Doug and I decided to become registered breeders, but we feel it's important to take an active role in the breed and not just be breeders," says Craig.

Raising Rice and Crawfish

The Schultzes plant their 1,300 acres of rice between March 15th and May 15th and say the earlier the better. They use lift pumps to flood the fields from water in the bayous and drainage canals. Then it is harvested in August and September at a rate of about 80 acres a day.

"Rice is a very labor intensive crop, as we have to



Crawfish farming is a part of Lazy SF Ranch.



JW Red Moves, is a Johnnie Walker son that will be used in the registered program.

(Continued from Page 21)

check the water often and you can't just turn the pumps on and let them go. We have levies in the field, so that we can gradually bring in the water," says Craig adding that the growing season for rice is 110 days.

Harvest is very critical, as the rice has to be cut when it is ripe. It needs to be cut below 21% moisture levels. If it is harvested at less than 15%, the kernels will crack and then are discounted. Once the crop is harvested it is dried to the 12% level in grain bins if it was cut at higher levels, and then it is stored at 12 to 12.5% moisture levels.

On some of the land they get a second crop of rice as

it grows back from the stubble. Some fields are allowed to grow a second crop, while other fields are switched over to crawfish farming for a few months. Lazy SF sells the rice to local mills.

"There used to be about 10 mills in the area, now we're down to two. It's becoming financially unfeasible to grow rice in the U.S, as we just can't compete with the Thailand, Vietnam and India," says Craig.

The crawfish part of the operation belongs to Craig and family and a cousin, who lives nearby.

"While the rice is growing, we seed the fields with crawfish that we catch here in ponds. A sack of crawfish seedlings weighs 30-35 pounds and we put about three bags per acre. We dump the seedlings in the flood waters while the rice is growing," explains Craig.

When the rice matures, the water is drained off before the harvest. The crawfish then bore into the ground and stay underground during harvest in August and September.

"We can't keep enough oxygen in the water during those two months and crawfish require a lot of oxygen. We reflood the fields in October. Then the crawfish come back out and by then they have laid their eggs underneath their tails. These begin hatching and one crawfish can have 700 eggs," describes Craig.

RAISING the BAR



Smith Nu Approach—We have calves coming from this great three-quarter sire.



LM She Moves 3L/136—We have calves coming from this breed matriarch.

We've been in the Simbrah business with both commercial and registered cattle since 1983. During the last year, we have made some additions to our herd that we feel will raise the bar on the quality of cattle we are producing.

We purchased a semen interest in the great 3/4 bull, Smith Nu Approach. This bull is moderately framed, with expressive muscle throughout, yet very smooth in his makeup and as sound as they come. His progeny have topped Synergy sales and he brings a new set of genetics to our program. We have AI'd a number of females to him and are anxiously awaiting those calves.

We also purchased embryos sired by Spectrum and out of the great She Moves. This cow has written and rewritten chapters in the Simbrah history book and her progeny, including Red Bullet, Black Bullet and Red Ammo are writing some of their own. Spectrum was an undefeated champion himself and carries another great cow family in his lineage, The 4P cow.

We're raising the bar and striving to continually produce Simbrahs of higher quality with each calf crop. Visitors welcome!



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Cattle Cajun Style...

(Continued from page 22)

The younger ones need a lot more oxygen than the older ones, so they keep the fields flooded for the next couple of months, while the crawfish growth.

Harvesting starts in mid-January and lasts for about six months. It is done by boats and with traps.

"They are very perishable and need to be eaten within four or five days of harvest. They sell through brokers and their crawfish crop is shipped across the country to restaurants, stores and food service companies.

In addition, Pam and their son, Charles run the drive through crawfish store, Choupique Crawfish in nearby Sulphur. They sell boiled crawfish by the pound Wednesday through Sunday during January to mid-June. They also sell crawfish off the farm at Bell City.

"We have a number of customers from Lake Charles, who drive here to the farm regularly to get their crawfish. Last year on Good Friday, Pam and Charles sold about 300 sacks at the store and we sold 100 sacks here off the farm," says Craig, adding that each sack will weigh between 30 and 35 pounds.

In addition, the family can be found taking their crawfish on the road. They have a mobile kitchen, so that they can cater crawfish boils.

"We have served up to 3,000 pounds at some of these events," says Pam, who can be found running the store after she leaves school during crawfish season.

Family

Craig and Doug grew up with six sisters. Family has always been important to them and remains the center point of all their activities and endeavors.

Doug and his wife, Sheila, who is a secretary in the local school system, have three grown children who reside close to the family farm. They have two daughters, Katy and Kimberly, and their son, Konrad, is currently attending McNeese State University. They have one granddaughter, Ella, who is Katy's daughter. Katy and Konrad both have cattle of their own that are part of the family operation.

Craig and Pam have three children. Daughter Gina lives in nearby Welsh, with her children, Jaci and Carter; son, Charles lives nearby and plays a significant role in the crawfish operation and

Blake is still at home. Pam also teaches reading and spelling to Bell City K-4th graders.

"We don't hire much outside help, here. Sheila and I, the kids and their significant others all have other careers, but we can be counted on to be here when more help is needed. Blake, who is the only one still at home takes primary care of the show cattle, along with other responsibilities," explains Pam.

The Schultz family name has a long history associated with farming and rais-

ing cattle in the southwest Louisiana, and the family operation, Lazy SF Ranch is quickly becoming recognized for their registered Simbrah program and involvement in the breed.

BREAKING NEWS:

At press time it was announced the 2011 San Antonio Open Simbrah Show will be the National Simbrah Show. More details to follow in Simbrah News and the website: www.simbrahworld.com



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We're solving the PUZZLE

Three decades ago, we identified the pieces of the beef production puzzle. We specified a plan that would allow us to reach a number of goals necessary to improve the productivity of the beef industry. We felt that it would realistically take 40 years to solve the puzzle and we were willing to commit the time, resources and discipline to doing so.

During this time we have fed over 3,000 head of steers, harvested data, evaluated the results with meticulous attention, identified cattle to keep and those to cull, and developed matings that would move us towards solving the puzzle.

We established many goals and all those are listed on our web site, which we encourage you to visit. One very important part of our puzzle relates to carcass with the following as our goal:

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Data for several years is available on our web site, but our most recent harvest data is included to the right. . . We are solving the puzzle in a shorter time frame than we thought possible.

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Visitors are always welcome at Pine Ridge Ranch. Give Jane and I a call or email to visit the ranch and view our continued progress with this great Simbrah breed.



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Leaders...

(Continued from page 21)

youngsters a lot of extra incentives including the Simmental/Simbrah Superbowl, MAS, LMC Jackpot, LMC Field Day, Synergy and the AJSR. I think these are all positives. Plus, I personally know the benefits that can be attained through the leadership aspects of the TJSSA and AJSA and now the AJSR.

Guerra attended his first TJSSA Futurity in Waco, Texas in 1989 and participated in every one until he graduated from high school. He served on the TJSSA Board of Directors for several years and held several officer positions. He also attended AJSA National Classics, in Tennessee, Texas and Washington.

He graduated from Texas A&M University with a degree in Ag Leadership and Development in 2000.

Guerra and Stephanie are involved in a number of organizations locally including their county show, called STAR, 4-H Hoedown, which is a scholarship fundraiser, and Driscoll's

Children's Hospital and several other local charities. He also helps with MAS, Synergy, and AJSR junior events

"I am blessed to have had the opportunity to grow up and live on a working family ranch and it has been an unbelievable experience. Now with kids of my own, I have a higher appreciation of my life and I hope that my kids will grow up and appreciate the opportunities of growing up on a ranch. Hopefully, they will have the same passion and love for the cattle business that I do. I also enjoy working along side my parents on a daily basis," he concludes.



Jamie Vayon

Vayon grew up near the southeast

Texas coast town of Winnie, just outside of Beaumont and today along with her parents own and operate JV Cattle Co. She first became involved with Simbrah when she was 11-years-old and since that first purchase, cattle have become the focus of her interests, time and effort.

"In 1999, the Simbrah Sensation was held in Beaumont and we went to the sale. My parents thought I was old enough to have a show heifer. We purchased my first from the Boenings that night and that started our involvement in the breed," she says.

Involved she was. She became an active TJSSA member, serving on the board and as an officer. She competed successfully in the leadership contests at the State Futurity, and the AJSR, as well as attending one national classic. No one can forget her heifer, Priscilla, that dominated the show rings. She also became involved in the TJLA and was the Simbrah division winner twice. In addition, she campaigned Simbrah heifers and promoted the breed across the state of Texas.

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The Championship Combination

Black Scepter and BCC Boomerang - Only At Freasier Ranch

The Black Scepter X Boomerang combination works, as seen in the calves shown here. Both of these bulls bring length of body, spring of rib, muscle, bone, excellent hips, pretty-fronts, super clean lines and structural soundness to their progeny.



2010 Futurity Grand Champion Cow/Calf Pair
Sired by BCC Boomerang and out of Black Scepter daughter
Exhibited by Todd Bettice



2010 American Junior Simbrah Roundup Grand Champion Bred and Owned Bull and Purebred Intermediate Champion
Sired by BCC Boomerang and out of a Black Scepter daughter
Exhibited by Georgia Dunn.

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Black Scepter and BCC Boomerang are the two bulls heading our program and they bring power, proven champion bloodlines and predictability!



Black Scepter

Multi-generation champion bloodline: His grand dam was a Texas Triple Crown winner, including a San Antonio Scholarship win. His dam was also a San Antonio Scholarship winner and International Grand Champion at Houston. Scepter was the International Reserve Grand Champion at Houston and he has produced a daughter that won the San Antonio Scholarship title. In addition, he has a son, BCC Majestic who was Grand at San Antonio and another son LHH Maximus Grand at the Rio Grande Valley Show.

Semen For Sale, limited quantities available, now deceased - \$45 per straw

BCC Boomerang

3/4 Simmental, 1/4 Brahman sired by Black Joker, giving him excellent calving ease and milk EPDs. Sire of the TJSSA Futurity 2010 Grand Champion Simbrah Heifer, Cow/Calf Pair and Roundup Grand B&O Champion Bull.

Semen For Sale, owned in partnership with La Morra Ranch - \$45 per straw, 10 straw minimum

Sharing the Great Ones!

Smith Genetics and La Blanquita Ranch are sharing the great cows, Smith Bella Bella, LMC She Moves, and Smith Black Mystic! These cows are the elite of the elite and we're excited about their future production in our herds!



Smith Bella Bella

She is a model cow for the breed. She took the breed by storm as just a calf. As she won every major and junior show, during her show career, including being named the 2007 International Grand Champion Simbrah female.

She is sired by Smith Ma Move and is a member of the predictable and elite Tulpe Cow Family. At the first Synergy her progeny topped the bull offering. Her son Esan sold to McCray Farms and Roubin Farms for \$18,000 and then at Synergy II, her daughter Gao Bella 127W was the high selling open heifer also at \$15,000. Future embryo calves coming by Smith Sargeant, Smith Andy-H Black and Smith Simply Great.



LMC She Moves 5L/136

She has been referred to as the most popular cow in the breed. This 3/4 x 1/8 female is sired by PCC Night Moves and out of La Morra's 8042 Maraca 5C/35.

She has produced three International Champions to date and her young daughter, Smith Rf Charisma Moves, who is sired by Smith's top progeny Charismatic will be campaigned this fall in hopes of continuing the tradition. Future embryo calves sired by Smith Esan and LMC RVC Smith Moose coming.



Smith Tyson

This December bull calf, a full brother to Roubin, is the result of Smith Black Mystic x Sargeant and he will be campaigned this coming year. Mystic is a skeletal extended, feminine fronted, full middleid, plus long and level hopped female. She's sired by HR Power House and out of a Spectrum daughter. Mystic is also the dam of Roubin, the 2009 National Reserve Intermediate Champion bull, who is working the Triple P and Smith programs. Tyson sales in the top 1% for weanling, yearling and 70 and 2% for API.



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Prep'n For Sale Day!

By Merridee Wells

LaMuneca Cattle Company's, Carlos Guerra said it best, "In life we never have a second chance to make a first impression!"

With this mantra in mind, cattlemen interested in marketing their purebred stock to other breeders need to always be mindful of this statement. Never let your guard down. Your reputation as a breeder is at stake if you allow yourself to market inferior stock. Attention to details starts long before sale day.

Guerra goes on to say that if it doesn't hurt to sell, then you are not selling the proper quality. As a long-time Simbrah breeder, Guerra has extensive experience marketing this American breed. Guerra's LaMuneca of Linn, Texas, has, since 1963, marketed hundreds of show heifers, breeding females and bulls to purebred and commercial cattlemen across the US and to

foreign buyers as well. His marketing techniques are well-known.

"Selling quality will always pay. While it may seem easy to sell something you don't want, your reputation is at stake. Quality is job one, when it comes to sale selection," echoed Mark Cowan, American Marketing Services, Detroit, Texas. "And don't stop at the animal. Quality photos, quality ads, it all works together to build your reputation as a breeder and marketer of quality seedstock."

The phenotypic quality of the animal serves as a first impression to draw the buyer in, however, remember that other issues such as pedigree, disposition, udder quality and fertility in females, all are characteristics of a "quality" sale animal.

Eddie and Matt Sims, a father-son marketing team from Oklahoma have managed and sold hundreds of pure-

bred cattle sales. When they take on events they send an outline. Here are a few of their suggestions.

-Plan ahead. Think about upcoming sales and what you might offer. Also, if it's a female, consider calving or breeding dates and sire selections. Heavy bred cows might be easier to handle and look better than a cow with a young baby. A.I. service to a popular bull will usually outsell something bred naturally.

Cowan suggests that breeders look three years ahead. What are your goals, will you be offering cattle in this sale for the next three years, or will you host your own sale? Each sale builds momentum off the last.

Guerra suggests making a check list of deadlines and adhering to it.

-Selection criteria. Only sell something you would be willing to keep yourself. It sounds simple, but if you follow

Sale Day...

(Continued from page 30)

that rule you will always get along well in the sale ring.

They echo Guerra's sentiment...make it hurt. Only sell something you would like to own yourself.

-Preparation. Once a selection is made, sort them from the herd and begin increasing their nutrition plane. A) Bulls need to be fed to maximize genetic potential, but still maintain soundness and fertility. B) Females need a body condition score of 6 or better. Nursing females, especially first calf heifers, may require several weeks to be sale ready, if they have been allowed to get milked down, so allow plenty of time. C) Creep feed your calves. The nutritional start they receive has a tremendous impact on their development. This will also affect weaning and yearling performance and how they scan, if you are utilizing ultrasound.

Cowan said, "There is a difference between being in good pasture shape and sale shape. Recognize the difference and have them in 'sale' shape."

"Halter broke" and gentle are two other suggests Guerra makes, recognizing that not all sale cattle need to be halter broke, but certainly when offering show heifers and even bulls, it's a value-added bonus.

-Look at the big picture. When you make breeding decisions, make sure the bull complements the cow and vice-versa. Recognize the points of weakness in your female (phenotypically, genetically, and numerically). The perfect one has never been created, but you can find a sire that will help fill those voids. Avoid single trait selection, and don't make your mating selections from numbers alone.

-Establish an identity. When you look at the most successful operations in any field they commonly share these characteristics: brand name and recognition; quality service and customer relations.

A) Decide what you want your program is to be (ie, show heifer specialist, range-ready bull producers). Once you see what niche you want to specialize in, then address the needs of that market. Work to gain that brand recognition

through advertising and by taking every opportunity to have your cattle in front of the buying public. Remember the cattle you are selling are as much of an advertisement (good or bad) for your operation as any print or web ad you place.

Cowan and Guerra are both believers in aggressive advertising. "It doesn't always have to be a big four color ad," Cowan said. "But it does have to be frequent and with a similar look and message. You want that brand recognition so that when they see the ad, they recognize it's you."

Guerra said, "NO SEE, NO TELL=NO SELL. A quality photo, taken by a professional will help impress your potential clients. Place the photo in ads, on your website or the sale website, in the catalog, email it to potential buyers. Videos are also great tools to help you market your product."

B) Quality service and customer relations. Keeping existing customers is as important as finding them. Make sure you maintain contact with them after the sale and invite their feedback.

(Continued on page 32)

EMILY

We are so proud of our junior customer, Emily Mullins, Golden, Texas!

Emily joins an elite group of Pine Ridge Ranch exhibitors, who have now won the TJLA Simbrah buckle, including Jamie Vayon, Lucas Harthcock, Katie McDaniels, and Michelle Honeycutt. We are so proud of you and thank you for promoting Simbrah across Texas and showing Pine Ridge Ranch Genetics! Plus she had major wins at Houston and State Fair with PRR heifers.

- TJSSA Junior Board of Directors
- TJSSA Sweetheart
- TJSSA High Point Junior Overall, State Futurity
- TJLA Simbrah Point Champion
- TJLA Region 3 Intermediate Heifer Point Champion
- Local FFA Officer
- Reserve Grand Champion Simbrah Houston Junior Show-2010
- Junior Champion Simbrah Heifer Houston Junior-2010
- Senior Champion Simbrah Heifer Houston Open-2010
- Reserve Intermediate Champion Houston Open-2010
- Reserve Grand Champion Heifer State Fair-Open 2009



Emily winning the 2010 Reserve Grand Champion honors at Houston Junior Show with her Pine Ridge heifer.

We have over 400 calves born annually-come pick your next champion!

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Leaders...

(Continued from page 28)

Vayon describes the breed as exciting. She finds that Simbrah works because it's functional, polled, with good udders, great dispositions, moderate in size, clean sheathed, plus has longevity, fertility and carcass merit. It has a junior program that ranks at the top and one that she loves to talk to junior exhibitors about and strive to get them involved.

"The shows were a major part of my high school life and for me it was a great experience. Showing allowed me to see Texas from Beaumont to San Angelo and I made a lot of life long friends. Arriving at a Simbrah event, is like seeing family," she says. In fact, if Vayon has one main reason, she has elected to stay involved with the family operation and take an active position in the breed is the people.

"There are so many great breeders and people in the breed. Bill and Jane Travis, The Stracks, Carlos Guerra and Tim Smith provided a lot of support and encouragement to me and I aspire to be able to help young kids like they helped me," she says.

Vayon graduated from Sam Houston State University with a B.S. degree in Agribusiness and a minor in animal science. She is currently residing in Navasota and works for Ply Glen Corporation, in nearby Bryan. She can

be found in Winnie on the weekends working cattle and helping the JV junior customers.

Vayon credits the junior cattle organizations to providing her with many leadership and life skills. She now volunteers at the State Futurity and has served as sales talk judge. JV Cattle Co. is also a Superbowl sponsor and a member of the Southeast Texas Independent Cattlemen's Association. She takes an active role in these organizations and the American Breeds Coalition.

She is quick to thank her parents for buying that first show heifer and remarks little did they know that it was going to change their life, how their time was spent, the new friends they would meet and the opportunities it would provide.



Brian Knezek

Knezek and his brother started Knezek Simmental & Simbrah Ranch (KSSR) in 1996. Their operation

revolves around a very stringent embryo transplant program flushing only the top donors to satisfy their markets of show heifers, herd sires and commercial range bulls.

He was very involved as a junior, showing at the state and national level. He attended eight TJSSA Futurities and four National Classics and served as a director for TJSSA. This involvement sparked his interest in the purebred segment and led him and his brother to develop KSSR.

Initially the program was all Simmental, but Simbrah was added later.

"The thing I like the most about

(Continued on page 33)

Sale Day...

(Continued from page 31)

Don't miss opportunities to let them know when and where you will be selling your cattle. Don't rely solely on the sale advertising to get your customers to the sale.

"Two-thirds of the word proMOTION is MOTION," said Guerra. "Stay in motion, call some people, visit old and prospective clients. Help yourself.

Build a customer list suggests Cowan. Don't be embarrassed to ask people to buy your cattle. It is your program, be proud of them.

Other suggestions made by Cowan and Guerra included presentation of the sale cattle. Cattle should always be clipped (professionally) and clean. Like photographs, too many times breeders think; "how hard can it be to take a picture or clip an animal". These two are best left to professionals who have the equipment and know how to perform these services. Yes, these are added expenditures, but a bad picture will cost you money and subsequently a good animal that is not well presented sale day will also cost.

Finally, don't forget the paperwork. Transfer the papers immediately (pay close attention to ownership or sale deadlines for show heifers). And send a thank you note. Buyers want to be appreciated.

Remember the words of Guerra, "We never have a second chance to make a first impression." Take that to heart when selecting, developing and presenting cattle for a sale. Your future success may be riding on it!

The best of Simmental The best of Brahman Producing Great Simbrah

Our focus is to produce a high quality Simbrah utilizing fresh Simmental and Brahman genetics. Genetics such as Dream On, Red Ceasar, Trademark and FJM Sir Lost Cause 405. With assistance from Smith Genetics, OB Farms and Newsoms Rising Sun Farms, we are confident of the genetics we are using and would love to show you the results we are achieving!

FERNANDEZ CATTLE CO.

-F- Domingo Fernandez, Jr. **-F-**
P.O. Box 12 • Shiro, Texas 77876
979/255-5568
domingofernandez@earthlink.net



Leaders...

(Continued from page 32)

Simbrah is that they are a dual purpose breed. If you are looking for a breed to add pounds across the scale or if you are looking for a good maternal type cow, then Simbrah is where you need to look. Plus they hold up in the harsh South Texas conditions," he says.

Their junior market has become very strong and they have bred cattle that have won at all the majors, including the 2010 Reserve American Breeds Heifer at the Houston Livestock Show. Because they have embryo calves born throughout the year, they are able to meet demand for all shows. They market their cattle all by private treaty and Brian likes the one-on-one time this gives him with each customer.

"I enjoy working with energetic young people who are eager to learn. They are the future of agriculture, whether it's farming or ranching. I feel that each requires our knowledge and expertise in the business to be the best they can be and feel confident and proud when setting foot into the agricul-

tural field.

Knezek graduated from Texas A&M University in 2001 with a B.S. degree in animal science and never considered doing anything but coming home to build the program.

"It was a very easy decision for me. I like the cattle, I believe in these breeds and feel we have a number of people involved who want the breed to be successful and continue to improve. I also

(Continued on page 41)

A Bright Beginning

We are excited about our young, but growing Simbrah program. Our ranch is located outside of Corpus Christi and we have found that this breed excels in our tough environment and has an end product of high value.

We made several purchases at the recent MAS Sale and are looking forward to mating, calving and watching the impact these females will have on our program.

One of our purchases was a young bull calf, Smith Exciting Moves, out of the great LM She Moves on the maternal side and sired by Smith Finch Get Excited, a Smith Nu Wave II son. His genetics are the best the breed has to offer and he has a lot of bone, expressive muscle and a massive top. We can't wait to get his calves on the ground.

We invite you to visit Corpus Christi and come see the program we are building. We think it has a bright beginning and a brighter future.



Smith Exciting Moves as just a young calf. We own him with Smith Genetics and are looking forward to his influence on our herd.

Bright Star Farms

Bob and Brenda Cuvelier

Amy & Bryan Wright, Managers

P.O. Box 260195 • Corpus Christi, Texas 78426

361/816-5951 • bcuvelier@stx.rr.com

With Genetics Like These, The Future Looks Exciting



Smith Annie Lou—Embryos from her and Smith Nu Wave II set to arrive. These calves will be full sibs to Phenomenal and Look At Me.



RFI Clementine—This Sargeant daughter is now one of the foundation females in our program. She has a natural heifer calf by Smith Nu Wave II and are we anticipating great things ahead for her progeny.



Smith RFI Golden Image—she was Reserve Heifer Calf Champion at MAS for Cody and she carries the genetics of Nu Wave II and the International Champion, Golden Glory. We are anxious to get her in production!



Smith Magnetic—We are excited about this young bull calf and how he will impact our herd. He is a Smith Nu Wave II, out of the Golden Glory Cow Family. He was the Reserve Grand Champion Purebred Bull at the Roundup!



Smith Graceful Bella Bella—This is Cody's calf for his senior year and his Houston scramble calf. She's got a pedigree worthy of a fabulous finish for him. Out of the great Smith Bella Bella, who is considered a model cow for the breed and out of Sargeant, one of the highest ranking EPD bulls in the breed.

Witzkoski Family

1317 Penny Lake Drive • Wallis, Texas 77485 • 281/239-5750 • witznd@gmail.com



RIO GRANDE VALLEY

THE BIRTHPLACE AND CAPITAL OF SIMBRAH

If you are in the market for a commercial bull, herd bull, a potload of bulls, a show heifer, replacement females, embryos or semen – the Rio Grande Valley offers **QUALITY IN QUANTITY**. We have the largest selection of Simbrahs in the USA all within one hour of each other. We have over 1500 Simbrah cows in production. We will help you find what you are looking for and have a good time doing it.

Many of Simbrah's leaders are from the RGV – from Bud Wentz helping to start the breed in the late 60's to La Muneca starting their annual Jr. Educational Round Ups in the late 80's to the first Simbrah steer show in the early 90's and MAS in the early 2000's you can count on Valley breeders to **MAKE THINGS HAPPEN** for Simbrah.



DREAM UP

MAS hosts the largest Simbrah bull sale every year in the USA. This champion bull was sold in MAS last year by La Negra and La Muneca and will be a top competitor next spring.



RGV Foxy was bred by Rene Vela. His daughter Olivia won the competitive RGV Junior Show last year with her. Many juniors come from all over to buy their show heifers in the Valley.



Cowboy Casanova is the current International Champion bull bred by La Negra and Rising Sun and co-owned with the Ron Wells family. Valley breeders have bred 6 of the last 7 International Champion bulls and 5 of the 7 Reserves.

- 1 SW Cattle Co. - Harlingen
Ron Wells Family
956/245-7995
wellfamwells@aboglobal.net
- 2 Garcia Cattle Co. - Linn
Bakke Garcia Family
956/605-3616
- 3 Johnnie Walker Group - Edinburg
956/212-7991 - Santos Escobar
361/675-0596 - Robert Martinez
escosar@aol.com
- 4 La Blanquita Ranch - Mission
Ruben Garcia & Sons
956/624-1428
branch6@yahoo.com
- 5 La Hacienda Hinojosa - Edinburg
The Lucas Hinojosa Family
956/361-8933
LHHRanch1954@aol.com
- 6 La Muneca Cattle Co. - Linn
Carlos X Guerra Family
956/383-7566 (M) 802-1641
www.lamunecacattle.com
- 7 La Negra Cattle Co. - Edinburg
Javier Moreno Family
956/607-7408
javiermoco@aol.com
- 8 LPJ Ranch - Linn
Luis Flores Jr. Family
956/457-0205
Louie@horizosmanuel.com
- 9 Monte Christo Ranch - Edinburg
Jud and Margie Flowers
956/207-2087
judf@montecristoranch.com
- 10 Patrocina Cattle Co. - Edinburg
TC Belancourt Family
956/605-0605
tc@belancourt.com
- 11 Reavis Farms, Inc. - Mission
Randy Reavis Family
956/585-6831
www.reavisfarms.com
- 12 RGV Cattle Company - Edinburg
Rene Vela Family
956/279-2200
Rgvrene@aol.com
- 13 Rising Sun Ranch - Linn
Robert Martinez Family
361/675-0596
Rising_sun_ranch2000@yahoo.com
- 14 San Carlos Ranch-Harlingen
Gilbert Galvan
956/873-3419
GBGalvan@aol.com
- 15 Tres Potrillos Ranch - McAllen
Alvaro Gonzalez Family
956/605-3951
Alvaro_Gonzalez@ml.com
- 16 Vela Cattle Co. - Edinburg
Aaron and Pablo Vela, Jr.
956/279-8901
Aaron@VelaLsw.com
- 17 Wentz Farming Co. - Olmito
Bud & Lupita Wentz
956/350-4444 or 371-7377

SIMBRAH COUNTRY

17 RIO GRANDE CITY

MISSION

EDINBURG

McALLEN

HARLINGEN

OLMITO

BROWNSVILLE

IT IS WELL WORTH THE TRIP !!



LMC WFC Dream Girl was bred by La Muneca and Wentz Farming and shown by Jordan Grahmann to many major championships including the National, International, Super Bowl, Houston Jr. and most important the \$10,000 San Antonio Jr. Show. She and her LMC Gig'em daughter will be two of the highlight lots of MAS VI on March 26, 2011.



The Guerra and Wells families both have annual educational field days in September and October that help the youth to learn hands on how to select, judge, feed, fit and become a leader. MAS and the LMC Jackpot also awarded over \$31,500 to juniors at MAS last year. The Valley Simbrah breeders have always supported the youth.

- 18 BD Ranch - Rio Grande City
Jose Luis Garza Family
(O) 956/487-0303 (M) 607-7853
jlgarzaatl@hmail.com



Lots of great show prospects are raised in the Rio Grande Valley like this **BABY DOLL** that Reavis Farms is selling at SYNERGY III on Oct. 23rd. MAS offers a great selection of all kinds of Simbrahs in March.

Our Greatest Achievement Yet!!!



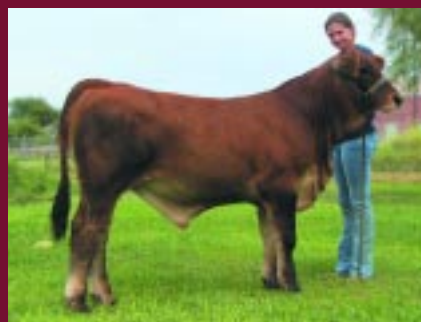
Congratulations to our daughter, Olivia, on winning the tough Rio Grande Valley Livestock Show Jr Heifer Grand Championship with RGV Foxie! You made us very proud! Foxie is sired by Ante Up and a Monopoly daughter. THANK YOU TC and Ana Betancourt for your purchase of 1/2 interest in this phenomenal female at MAS V. Look for Foxie at next year's majors.

Thank you to our MAS V and private treaty buyers: Vela Cattle Co, Gus Holbin, Manny Gonzalez, Jaime Flores, Nina Olvera, Joseph Falcon, Mikey Lugo, and Marissa Luna.

RGV Cattle Company... Your Source For *QUALITY Show Prospects!*



Thank You, Sidney Cano, for your purchase of 1/2 interest in RGV Lady AnteVella. She is a super powerful Ante Up daughter out of our most profitable donor, BHR Vella. Ante Up has exceeded expectations siring powerful, functional calves that win in the show ring.



Thank You, Megan Cruz for your repeat business and your recent purchase of RGV Brisket. He is a super stout, correct, Ante Up son and our Destiny donor cow. He is only 6 months old in this photo and will be MASSIVE and super competitive when he finishes. He could have been a herd bull but all calves have a price on them at RGV Cattle Co.



Thank You, John Paul Rodriguez for your purchase of RGV Victoria Marie at MAS V. She is sired by Majestic and a Becharovka grand daughter. Congratulations John Paul on your recent championships at Refugio!! Majestic does it again! He also sired the San Antonio Grand Champion Bull and the Reserve International Champion in Houston.



We are super excited about our 2 new junior herdsires! Pictured here is LN Sultan. He is sired by the International Champion, Red Bullet and La Negra's best cow, Nidorina. This calf is one of the thickest, most complete bulls I've ever seen. Check out our other new herdsire, LN/LMC Dream Up in La Negra's ad. **We have semen for sale on our senior herdsires - Hagans Ante Up and BCC Majestic – through us or Bovine Elite.**



RGV Cattle Company

Rene, Gina, Olivia and Ava Vela
2913 Ocean View Dr • Edinburg, TX 78539
956-279-2200 • Rgvrene@aol.com



MAS V SIMBRAH WEEKEND... A HUGE SUCCESS

Over 600 spirited Simbrah enthusiasts attendd at the MAS Simbrah Showdown and Sale V, March 27th & 28th, La Muneca Ranch, Linn, Texas.

A highlight of the weekend was \$15,000 awarded in to the MAS Junior Simbrah Exhibitors who exhibited their Simbrah and percentage heifers in the MAS \$15,000 Showdown. A total of \$7,500 was awarded in showmanship premiums. The top two in each division won belt buckles plus cash. Winners were Jake Rhyner, Olivia Vela, Jane Hunt, Braedon Raub, Blake Schultz, Maycie Wells, Mary Kate Walters, Julia Hunt, Kallie Fuchs and Marco Flores.

Julia Hunt won the Showdown Senior Division and Grand Champion Purebred Simbrah with her LMC/Wentz



Grand Champion MAS Purebred Heifer was exhibited by Julia Hunt.



Grand Champion MAS Percentage Heifer was exhibited by Megan Grant.

MAS PARTICIPANTS

6G Ranch
LaMuneca Cattle Co.
LaNegra Cattle Co.
LPJ Ranch
Monte Christo Ranch
Reavis Farms, Inc.
RGV Cattle Co.
Thunder Cattle Co.
Vela Cattle Co.
Bet M Ranch
Rafter M

Smith Genetics
Tres Potrillos
Wentz Farms



Farming Co. heifer and received \$3,000. Mary Kate Walters, received \$1,500 for her Reserve Senior and Reserve Grand Champion sponsored by LaMuneca.

Megan Grant won the Showdown percentage show with her Simbravieh named LMC LF Uma and received \$600. Mary Kate Walters won \$400 with her Reserve Champion, also a Simbravieh bred by Louie Flores and La Muneca.

One of the original goals of MAS was to expand our bull markets, which has been successfully done selling 265 yearling bulls for a \$2,161 average in five sales. The top selling Simbrah bull, the many times champion LM Full House was consigned by La Muneca and Wayne Yaeger and sold to Rancho La Reforma and Hernando Guerra from Mexico for \$5,750. The second top selling bull was LMC BB Amigo selling for \$5,500 to Arnold Maldonado from Edinburg. The third top selling bull, LMC Roadhouse was consigned by Rafter M and La Muneca and sold for \$3,200 to Mary Helen Woods from Raymondville. Overall, 26 bulls averaged \$1,854.

The top selling herd bull prospect was consigned by La Negra, RGV Cattle and La Muneca with 1/6th interest in Dream Up, the 2010 Houston



MAS Showmanship winners.



Brenda and Bob Cuvelier were volume buyers at MAS.

Reserve Calf Champion selling for \$3,200 to T. C. Betancourt from Edinburg. Overall, ten young herd bull prospects averaged \$2,053.

The highlight of the female offering was the dam of the legendary LMC EF JW Black consigned by La Muneca selling for \$10,000 to Impact Marketing and Pigeon Mountain Simmentals from Georgia. The second top selling bred female was consigned by Leandra Flores and La Muneca selling for \$5,400 to Rickey Burch. Overall, 22 bred females averaged \$3,350

The top selling Simbrah pair was LMC Victor's Patty and was consigned by Victor Guerra and La Muneca. She is the dam to the 2009 Reserve International Champion LMC VG Go Getter. They sold for \$8,250 with the Steve Atzenhoffer family buying the heifer calf by Red Bullet for \$4,500 and Mike Whicker buying the cow for \$3,750. Overall 16 pairs averaged \$3,044.

The top selling flush sold for \$6,500 to Ronnie Smith and was consigned by Wentz Farming and La Muneca. It was out of the popular LMC Diva cow, the dam to the many times champion LMC WFC Dream Girl.

Consumer demand for the show prospects was strong and was topped by the consignment of Wentz Farming and La Muneca named LMC WFC Whitney. A 1/3rd interest sold for \$6,100 to Ronnie Smith and Victor Guerra. The second top seller was consigned by Smith Genetics and sold for \$7,750 to Ronnie Smith for half interest. The third top seller was consigned by Olivia Vela and sold half interest for \$4,500 to T. C. Betancourt. Overall 38 baby dolls averaged \$2,951.

The three top selling percentage heifers were all 3/4 x 1/4 and were consigned by La Muneca and Smith Genetics. They sold for \$4,600, \$4,500 and \$4,000 selling to 6G Ranch, La Negra and Jared Phillips. Overall, 11 percentage heifers averaged \$2,514.

(Continued on page 37)

MAS...

(Continued from page 36)

The best buys of the sale were the open heifers with 43 head averaging \$1,579. The top seller was consigned by Adriana de los Santos selling for

\$3,300 to Bob Cuvelier. The next top sellers both were consigned by La Muneca and were bought by Pine Ridge and Ted Tshirhart for \$2,500 each.

Volume buyers were Bright Star Farms owned by Bob Cuvelier, Circle S

Ranch, owned by Ronnie Smith, Hey U Group, Pine Ridge, Circle S Ranch, Gelman Ranch, T.C. Betancourt, La Muneca, Bet M Ranch, Impact Marketing, Pigeon Mountain Simmentals and Smith Genetics

The total MAS Simbrah sale grossed \$400,625 on 170 lots for a \$2,357 average with 97 buyers from Mexico, Georgia, Louisiana and Texas. Leo Casas was the auctioneer. Plan to spend the last weekend of March 2011 in the Rio Grande Valley for MAS VI.

We Believe In Simbrah



We maintain a small program, but concentrate on quality featuring the finest bloodlines in the breed!

If you are looking for replacement females, bulls, or show heifers, then we invite you to call us or email us! We would love to show you the Simbrah cattle we believe in!

Honeycutt Cattle Company

Charley, Cheryl, Michelle, Amanda and Robbie Honeycutt
9242 FM 1303 • Floresville, Texas 78114
830/393-0821 (H) • 830/391-0861 (M) • candchoneycutt@aol.com

Q & A

How Do I Know The Deadline For Registering Heifers For Junior Projects?

November 1st is the deadline most commonly cited for the Spring Shows (Fort Worth, San Antonio, Houston and Austin). A word of caution, some of these shows say on or before and some say before November 1st. In addition, the deadline can be different across breeds, for example some breeds use the date of transfer, while others use the date of purchase. It is confusing for breeders, junior exhibitors, FFA Advisors, and County Agents, as well as stock show officials. All shows now post their Livestock Premium catalogs on line. It is recommended that both breeders and exhibitors check each premium book closely—check in the general rules and check in the specific Simbrah rules also. Also Houston is changing how they handle substitutions for 2011 and possible substitutions now must be entered with Houston by December 15th. Read all rules closely and each year.

FOCUSED ON ONE GOAL

Our two programs are sharing the genetics of Smith NF Simply Great and Smith Smooth Operator and the results and possibilities have us excited about Simbrah.



Smooth Operator, is a purebred son of two of the greatest individuals in the Simbrah breed, Sargeant and Smith Bella Bella. He is just a January 2010 calf and we think his possibilities as a sire are unlimited. Sargeant of course is the #2 ranking bull of the breed for EPDs and Bella is a model cow for how a Simbrah female should look, plus her sons and daughters are claiming their spots in the breed—Evan, who topped the Synergy I, Ciao Bella, who topped Synergy II and then was Reserve Champion at the TJSSA Futurity and Grand at West Texas State Fair. We are looking forward to using him in our programs and brining these high caliber genetics into our breeding programs.

Simply Great is a 1/4 x 3/4 son of Dream On, the most popular, the most proven and the bull in Simmental and out of the Madam X cow that produced so well for the Neumann family. He ranks in the top 1% of the breed for weaning, marbling, API and TI and is in the top 2% for birth and yearling. He is a curve bender, when he can rank at the top in birth, weaning and yearling. His calves are loaded with volume, mass, depth and correctness. We have several for you to evaluate and would love to show them to you.



Simply Great daughter.

She was the Overall Champion at the Karnes County Livestock Show and she is a representative of the power he is siring.

Mill Falls Simmental & Simbrah

Jeff Dziuk & Family
P.O. Box 293
Falls City, Texas 78113
830/391-1499
jeff.dziuk@karnesec.net

Nieschwietz 7N Ranch

Pete Nieschwietz
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Falls City, Texas 78113
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Getting The First Calf Heifer Rebred



Successful rebreeding starts before the first breeding period. A virgin heifer at approximately a month before breeding needs to be at about 65% of her mature weight. Producers are also strongly encouraged to breed heifers one cycle ahead of the older cows. This allows them more time after calving to rebreed with the rest of the herd. Photo by Carlos X. Guerra.

By Martha Hollida Garrett

She is no respecter of persons and is a management issue for the commercial cow/calf operator, the junior exhibitor and the registered seedstock producer. She is the two-year-old first calf heifer that needs to be rebred and her profit potential hangs on timely rebreeding.

If this female is going to be a brood cow and one that enhances your bottom line, then it's critical that she raise a calf every year. Research proves that this is the time when she is most likely to come up open. Research also says if they get behind here, it is almost impossible to ever make up the difference in terms of pounds and in dollars produced in a program. In addition, the lost income has to be absorbed by the rest of the cows in the herd.

Reproductive studies say that if she fails to rebreed at this point, she won't actually pay for herself till after weaning her fourth calf.

Dr. Dennis Herd, Texas A&M University extension beef cattle nutritionist emeritus, points out that culling her is expensive because of your investment in her, plus the loss of her calf this year. This is why it's in the best interest of the producer to spend a little extra effort and money to get her rebred.

"At this point, she is trying to do three

things. She is trying to maintain herself, produce milk and then reproduce. Rebreeding is her lowest priority," says Dr. Herd. Only after she has produced milk and met her requirements will she allot energy to the production of reproductive hormones.

When the brain detects low energy levels, it shuts down the production of these hormones and she will not cycle until blood energy levels are high enough to meet all her requirements.

Herd says most rebreeding problems are due to the body condition of the heifer at calving and adds that it is accurate to say she has been through the most stressful time of her life, weaning, breeding, fetal development and calving. In addition, a two-year-old will lose her baby teeth and will not graze as efficiently.

He also reminds producers that a two-year-old heifer and even a three-year-old heifer are still growing themselves.

Successful rebreeding starts before the first breeding period.

A virgin heifer at approximately a month before breeding needs to be at about 65% of her mature weight. Producers are also strongly encouraged to breed heifers one cycle ahead of the older cows. This allows them more time after calving for rebreeding.

"A heifer should be at 85% of her

BODY CONDITION SCORE

A body condition score (BCS) basically describes the degree of fatness of an animal. A numerical range of 1 to 9 identifies varying degrees of fat cover. Live weight, because of varying gut fills and pregnancy status, is not a determining factor for body condition. In other words, animals of similar weights may differ dramatically in BCS. A score is given based on fat cover in the brisket, on the ribs, back, hooks and pins, and around the tail head. The optimum range for BCS is 5 through 7.

BCS Description

- 1 Severely emaciated. Little evidence of fat deposits or muscling.
- 2 Emaciated. Little evidence of fat but some muscle in hindquarters.
- 3 Very thin. No fat on ribs or brisket. Backbone easily visible.
- 4 Thin, with ribs easily visible but shoulders and hindquarters still showing fair muscling. Backbone visible.
- 5 Moderate to thin. Last two or three ribs can not be seen unless animal has been shrunk. Little evidence of fat in brisket, over ribs, or around tailhead.
- 6 Good, smooth appearance; Some fat deposits in brisket and over tailhead. Ribs covered and back appears rounded.
- 7 Very good flesh, brisket full. Ribs very smooth.
- 8 Obese, back very square, heavy fat pockets around tailhead. Square appearance.
- 9 Rarely observed. Very obese. Mobility may be impaired by excessive fat.

Body condition score (BCS) of beef cows at the time of calving has a dramatic impact on subsequent rebreeding performance. The postpartum interval is the length of time from calving to first estrus (heat) after calving. For a female to maintain a 365 day calving interval, she must rebreed by 82 days after calving (283 day gestation + 82 day postpartum interval = 365 days). On the average, females that calve in a BCS 3 or 4 have difficulty exhibiting their first heat by 80 days after calving. Whereas those that calve in BCS 5 or 6 tend to exhibit heat by 55 days after calving and therefore have a better opportunity to maintain a 365 day calving interval. Although cows that calve in a BCS of 7 have a short postpartum interval, it is not economical to feed cows to a condition score of 7.

mature weight at calving and ideally carrying a body condition score (BCS) of 6. Producers need to remember that she can look good before calving, but that calving decreases her weight beyond just the calf's weight," explains Dr. Herd.

Herd recommends supplementing heifers with 9-10% protein feed.

Work at Ohio State University recommends rates of gain of 1.5-1.7 pounds/day to meet the needs of most heifers at breeding and if a two-year-old is to weigh 85 % of her mature weight then she has 280 days between breeding and calving to reach that target weight. A heifer should gain between 0.7 -1.0 lbs per day.

Herd says that a lot of producers cut
(Continued on Page 38)

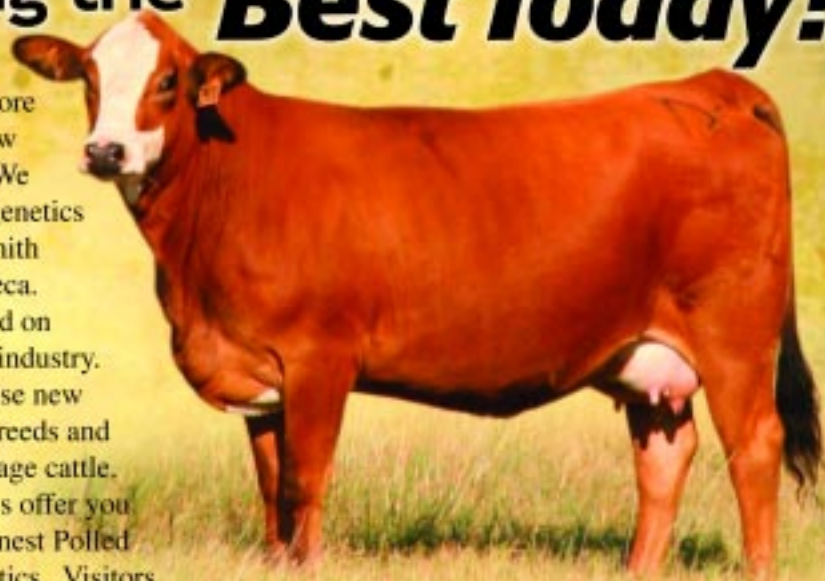
FOCUSING ON THE FUTURE

By assembling the *Best Today!!*

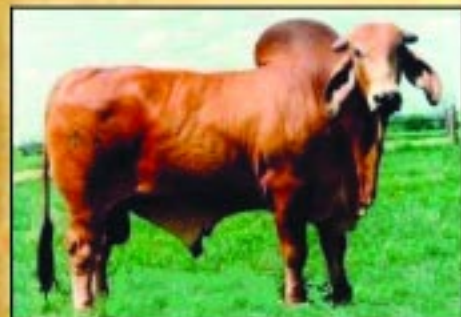
We have been in the Sim genetics business for the past 20 years and am more excited now than ever. We have two new ranches near Gainesville and Denton. We have invested in some of the very best genetics of the breed from Pine Ridge Ranch, Smith Genetics, Buzzard Hollow and La Muñeca.

We have had several breeds but are sold on Simbrah and all that they offer the beef industry.

We appreciate the fact that we can infuse new blood from either of Simbrah's parent breeds and have always done well with our percentage cattle. You can count on Smith Farms to always offer you cutting edge genetics representing the finest Polled Brahman, Simmental and Simbrah genetics. Visitors are always welcome at Smith Farms Headquarters on Hwy. 428E in Denton, TX.



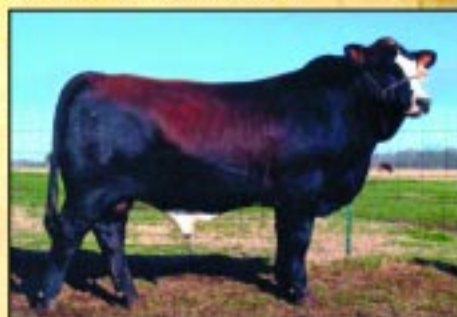
This is one of several State of the Art Pine Ridge females that will be the nucleus of our new herd. We have bought three very special groups of Pine Ridge heifers.



We have over fifteen ET $\frac{3}{4}$ Brahman calves coming this fall from the Register of Renown Bravo and Buzzard Hollow's F-1 donor sired by the BEEF MACHINE BHR Stormin Norman and a V8 cow. Bravo is a bull that we used successfully years ago and can be found in many of today's better Simbrah pedigrees.



LMC Marina de Rey is the Matriarch of our elite Polled Brahman herd that we will be using to produce NEW BLOOD F-1 and $\frac{3}{4}$ Brahman Simbrahs.



PRR Apache is our Simbrah Senior Herd Sire and represents two of the best Simbrahs of all time - PRR Pacesetter and PRR Morning Star - a full sister to the International Champions Red & Black Bullet. We also bought three super Morning Star daughters and are using her son LMC HS Rocco through AI.



When we saw LMC WFC Dream Girl and LMC WFC Whitney, this stout LMC Diva x LMC Soldier daughter bought by Kallie Fuchs, we decided to buy a flush on their dam, the popular LMC Diva cow at MAS V. We flushed her to LMC HS Rocco and are excited about their future arrival.



Smith Farms
Ronnie & Susan Smith
7736 FM 428

Denton, TX 76209

(O) 817-625-4366

(M) 817-874-3431

susan@americanrecyclinginc.com



We are excited about our junior herd sire, **LMC Compadre** who is the donation bull calf that topped MAS V at \$14,000. He is a LMC HS Rocco out of the popular LMC Hey U champion. Look for him at the spring shows. Co-owned with Honeycutt Simbrah and Pine Ridge.

Rebred...

(Continued from page 38)

back too much or do not feed at all during the first pregnancy as they are afraid this will affect the calf's birth weight.

"Research does not back this up, in fact if you stunt or cause the heifer to be smaller, then her pelvic area is also smaller, which can lead to calving problems," he explains.

If a heifer calves at a BCS 3 or 4, it is almost impossible to feed her enough early in lactation to get her to increase her BCS and to produce milk while continuing to grow. Herd stresses that it is easier to add condition before calving than after.

One research study quoted in the *Angus Journal* says that improving BCS before calving from 3 up to 6 has been shown to raise rebreeding rates from 17% to 90% in first calf heifers, but 6 is the recommended BCS, as no improvement is shown for higher scores.

Producers are urged to separate the heifers from the older cows for sure, and if facilities are available, it is helpful to sort properly conditioned heifers

from the poorly conditioned and feed appropriately.

Another factor that is crucial to efficient rebreeding is dystocia, according to published work by Glen Selk, professor of animal science at Oklahoma State University. Cattle that experience calving problems have a 16% lower pregnancy rate during the next breeding season.

Heifers requiring assistance in early Stage 2 of calving return to estrus earlier in the post-calving period and have higher pregnancy rates than heifers receiving traditionally accepted obstetric assistance, he states.

Young cows that are allowed to endure a prolonged labor (more than one hour) often deliver a weak calf and have a 20% lower rate of cycling at the start of the next breeding season. In addition, according to Selk, the rebreeding percentage is 17% lower than for counterparts that were given help during the first hour of labor.

Data from a Kansas State University study showed that for every 10 days since calving (up to 70 days) the percentage of cows cycling before breeding season increases 7.5%.

The numbers dictate that if a heifer

calves late, she likely will calve late the rest of her life or miss one calf completely.

Herd says that often people will try pulling calves off for a short period of time to get the heifer to cycle, but he offers early weaning as a consideration over that.

"If the cows are really thin, you might want to go ahead and wean early, but chances are she is not going to catch up in time if she comes out of calving or into the rebreeding window too thin," he emphasizes.

Producers should make sure all heifers have been vaccinated appropriately and might consider having their veterinarian perform a reproductive tract score in heifers 30-60 days before breeding. Also, low birth weight bulls should be selected for those first calf heifers and use of a synchronization program to get more heifers bred in the first few days of the breeding seasons and breeding the heifers 14-21 days earlier than the cows can all help to get the first calf heifer rebred.

Again, she's the most valuable female at this stage, but you can take steps to make sure she is not the most costly.

La Hacienda Hinojosa proudly presents...



LHH Legacy is an exciting young Herd Sire prospect. His genetics are solid all the way through as he is a product of all our top herd sires: KSSR Foreplay, LHH Maximus and Hagans Terminator. We couldn't be more pleased with the production of our Maximus daughters. We are selling half interest in this promising young bull.



Eclipse is one of three promising steer prospects that the Cantu family has purchased this year from us. He is sired by LHH Maximus and he is looking more and more like his sire. He is deep, wide based, and is very correct on his feet and legs. We wish Klarissa and Arianna the best of luck this year and expect great things out of their group of steers.



LHH Athena is another impressive LHH Maximus daughter that possesses a lot of potential. Thank you to the Cano family for selecting her to be Andrew's first show heifer. She is deep bodied, possesses a lot of muscle, long fronted, and is very correct. We wish Andrew and the Cano family the best of luck this year!



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LHHRanch1954@aol.com

Also check us out on Facebook at La Hacienda
Hinojosa Ranch

Dr. Lucas Hinojosa: (956) 605-7103
Mrs. Norma Hinojosa: (956) 605-0216
Daniel Hinojosa: (956) 607-4910

Leaders...

(Continued from page 33)

feel the TJSSA offers tremendous opportunities for our juniors and we are fortunate to have a strong adult association in the TSSA."

Knezek and his wife, Abbie are expecting their first child in early 2011 and are looking forward to being parents. They are involved in a number of local agriculture groups, and he serves on the TSSA Board of Directors. KSSR also sponsors many local shows and has been a financial supporter of the TJSSA Futurity every year. Knezek is also an avid hunter, including bow shooting.



Joel and Kenny Martinez

This brother duo was introduced to

the Simbrah breed, by their father's ag teacher, as he invited them to attend a cattle show in Austin, Texas. They were intrigued by the Simbrah cattle and impressed with the caliber of people involved with the breed.

This led them to start showing Simbrah heifers in high school and led to the development of the family's Rising Sun Ranch Simbrah program, which is a prominent program in the Rio

(Continued on page 45)

Starting With A Strong Foundation

We have just started building our Simgenetic herd, but we have acquired genetics that we think give us a position of strength, an exciting future and lots of quality. Our cattle bloodlines include Smith Nu Approach, Smith Trendsetter, Smith Nu Wave, GW Lucky Break and NF Smith Sargeant. We have '09 fall AI calves from Remington Red Label HR, Ankonian Red Caesar and a Sargeant Son.

We are also the owners of Smith RFI Calypso, the dam of the 2007 State Fair of Texas Grand Champion, Smith Hide N Seek. Our foundation is strong and we are glad to be part of the Simbrah Breed. Visitors Welcome.



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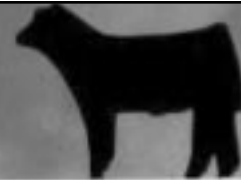
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Junior Champion, Fort Worth
Grand Champion, AJSA National Classic



KSSR Shining Star

Grand Champion, Fort Worth, 2009
Grand Champion, Fort Worth, 2010
Grand Champion,
Rio Grande Valley, 2009
Grand Champion, Houston, 2010
Res. Overall American,
Houston, 2010



KSSR Mystic

Res. Grand, Rio Grande Valley
Res. Grand, Simmental-Simbrah
Superbowl



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Sire: BHR Stormin Norman B596
Dam: Miss V8 673/4
50% Fleckvieh
1/2 Simmental, 1/2 Brahman



BHR Tacey R423E

ASA# 2310521
Sire: BHR Three Sixes SA L666E
Dam: CB Spicy V8 J001
75% Fleckvieh
3/4 Simmental, 1/4 Brahman



BHR Quannah U008E

ASA# 2448518
Sire: LB Mr Derringer Manso
Dam: CB Spicy V8 J001
25% Fleckvieh
1/4 Simmental, 3/4 Brahman



BHR Tobacco T112

ASA# 2376875
Sire: LM Full House SL133
Dam: CB Spicy V8 J001
25% Fleckvieh
Polled Purebred Simbrah



BHR Jannette X216

ASA# 2523368
Sire: BFP Bolagi N522E
Dam: BHR Tacey R423E
87.5% Fleckvieh
7/8 Simmental, 1/8 Brahman

Buzzard Hollow Ranch

Les Aberthal - Owner

Fred Schuetze - Dir. of Livestock Operations

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2010 "The Dream Season"

Congratulations Jordan & Dream Girl on your unmatched two year run on the show circuit! LMC WFC Dream Girl is the most complete Simbrah female we have ever been associated with. Her combination of Soundness, Power, Profile and Maternal Ability is unequalled. Don't Miss the Opportunity of a LIFETIME as LMC WFC Dream Girl will be offered for SALE in her entirety along with her natural twin bull calves by LMC Johnny Walker Blue and her first Show Heifer Prospect sired by LMC Gig 'em at MAS! She is a Breed Changer, so don't miss this opportunity!



LMC WFC Dream Girl

6G Ranch

Fred & Sharon Grahmann
P.O. Box 255 • Rock Island, Texas 77470
(979) 234-3967 - Home
(979) 758-4759 - Fred's Mobile
(361) 772-0188 - Michael's Mobile
Email: msgrah93@sbcglobal.net



March 25-26, 2011

Quite possibly the most exciting young herd sire prospect in Simbrah. Rajin Cajun traces back to a Fleckvieh influenced Buzzard Hollow 3/4 x 1/4 female that has become a foundation female in our herd! He is the total package! Rajin Cajun offers the Simbrah World unmatched Power, Capacity, Eye Appeal, and Soundness in a very MODERATE package! Breeding Shares are available! Contact Carlos Guerra at (956) 383-7566 for breeding share info!



Evangeline is the dam to 6G LMC Rajin Cajun and our latest prospective heifer champion, 6G Ms. Angelica 5X/2! Maternal power that includes the best of La Muneca and Buzzard Hollow. This female is what you want your Herd Bulls mother to look like!



6G Ms. Angelica 5X/2 is our newest female in our show heifer line up! We are excited about the future of this female both in the show ring and in the pasture. She is what the beef industry is demanding! Functionally sized females that are structurally correct, powerful & eye appealing! Look for Angelica & Camille in the winner's circle this spring! Angelica will highlight our offering at MAS this next Spring!



A Dream Come True!



Ever since we took Kenny and Joel to the Houston Jr., Show in 1998, we have been dreaming about someday breeding a Simbrah good enough to be an International Champion. We have invested in the best foundation that we could buy, have bred them to the best bulls available and are so proud of our results. This year our **DREAM CAME TRUE** when Cowboy Casanova won the Houston show. He is sired by the 2008 Reserve International Champion LMC VG Go-Getter. Kenny bought his maternal grand dam, Daisy Duke an own daughter of the International Champion, Monopoly sired by another International Champion, Southern Comfort from the Boening Bros. at the Simbrah Sensation Sale. We AI'd her to the popular SS Goldmine and produced She's a Doll - Cowboy Casanova's dam.

We appreciate the Ron Wells family investing in $\frac{1}{4}$ interest in Cowboy Casanova and Ruben Garcia for buying She's a Doll. We also want to **THANK** all of our previous buyers and those people who have helped us reach this pinnacle of **SUCCESS**. When in the market for a great one, let us help you make **YOUR DREAMS COME TRUE**.



A BIG HEARTY THANKS goes out to Marissa Luna on your recent purchase of this capacious LMC Johnnie Walker daughter named RSUN Midnight Cowgirl. She is a typical JW daughter - thick, deep, long & good. She is out of our Cleo donor, Carlos's pick of our herd. We appreciate your dedication and work ethic Marissa.



RSUN Miss Ruby (5 mos. old in photo) will be our first ever TSSA Houston Sale consignment. She is the best we have ever raised. She is sired by our International Champion LMC Johnnie Walker who is our best investment ever. If you like his daughters that are featured in this ad, give us a call and place your semen order now. We **THANK** all of our previous semen buyers.



RSUN Cookies N' Cream is a January of 2010 BABY DOLL sired by our MAS sale topper, LMC Johnnie Walker and our $\frac{3}{4}$ x $\frac{1}{4}$ Dream On daughter, She's All That. **MIL GRACIAS** Ruben and Joaquin Garcia for buying this great pair and She's A Doll. Photo at seven months.



MIL GRACIAS to Darryl Caraveo for your continued support of our program expressed by your recent purchase of this long bodied and thick LMC Johnnie Walker out of our 4F Crossroads daughter named Rising Sun Hot Pepper.



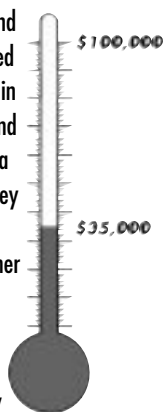
Robert Martinez Family
24910 Shelly Lori Road
Edinburg, TX 78541
Robert (M) 361 675 0596

rising_sun_ranch_2000@yahoo.com



RSUN Miss Goldie is a $\frac{3}{4}$ x $\frac{1}{4}$ donor and show prospect sired by the popular SS Gold Mine and our LMC Energizer daughter that we bought at MAS. **THANK YOU** and **GOOD LUCK** to JD Turruablates for buying this great female.

The American Jr. Simbrah Round Up Scholarship Fund was started by the Carlos X. Guerra family in the early 2000's with semen and cash donations from La Muneca Cattle Co. and Guerra Bros. They also started the TJSSA Scholarship in the which together with other named scholarships has generated over \$100,000 in scholarships for deserving TJSSA members since the early 90's. It maintains a \$70,000 plus balance.



The Simbrah Round Up now has \$35,000 in the fund with a goal of \$100,000 which will be reported in each future issue of the Simbrah World thanks to their generosity of ad space. **A BIG HEARTY THANKS goes out to the Tom Zulim family** for their donation of LMC Thea sired by Dream On. She sold for \$10,000 to the following breeders each putting up \$500 – Tom Zulim, Baring Cattle Co., BETM Ranch, Burch Farms, Cattle on Motion, Diamond RF Farms, Hagan Cattle Co., Jacobs Creek, La Muneca, McCrary Farms, Pine Ridge, Rafter M, Reavis Farms, Schultz Farms, Smith Genetics, Tres Potrillos, Triple J, Triple P, Bud & Lupita Wentz and Whitaker Cattle Co.,

THANK YOU Tim Smith for boarding the cow this past year. We will be selling her fancy January heifer calf sired by the champion LMC Road House at SYNERGY III with all of the proceeds going to the Simbrah Round Up Scholarship Fund.



The first \$1,000 Scholarship was awarded to Sam Hodges in 2009 and this year we awarded \$1,000 to Lesli Garrett. Zachary Krueger also won a Victor A. Guerra Memorial Scholarship through AJSR this year. We welcome other families to award scholarships in the future at the Round Up. To apply, students must have participated in a minimum of three AJS Round Ups, be an upcoming senior or just graduated from high school plus be interviewed during the Round Up..

Please make your donation checks out to the American Jr. Simbrah Round Up Scholarship Fund and mail to Rhonda Wells at PO Box 364, Harlingen, TX 78551. For more info, please contact Carlos or Sister Guerra at lamunecacattle@aol.com.

Simbrah Roundup Deemed A Large Success

The American Junior Simbrah Roundup was held June 10-13 in Wharton, Texas and saw 67 exhibitors with 85 head of cattle compete for the coveted honors. This marks the largest show to date since the event was moved to Wharton.

Lesli Garrett and Zach Krueger were awarded \$1,000 scholarships and the event was dedicated to Joe and Julie Mask, who are the lead coordinators.

High Point Individuals in the educational contests were Kallie Fuchs in the senior division, Hope Onstot in the intermediate division and Hunter Wells in the Junior division.

In the Bred and Owned Show, Mollie Schwertner made her first appearance in the show ring memorable as she captured the Champion Bred and Owned Heifer title and that same heifer was the Calf Champion in the purebred show. Maycie Wells saw her entry claim the Reserve Grand Bred and Owned Heifer title. Georgia Dunn took home the Grand Champion Bred and Owned Bull honor and this bull claimed the Intermediate honor in the purebred show, too.

In the percentage show, Megan Grant saw her heifer win the Senior Champion title and then win the Grand honor, while Kallie Fuchs claimed the calf honor and the Reserve Grand Percentage title.

Kelly Garrett exhibited the Reserve Heifer Calf in the percentage show, with Zach Krueger winning the Intermediate

Champion honor and Lauren Cloud taking the Reserve Percentage Heifer title. Grant also won the Reserve Senior Percentage honor.

In the Purebred Show, Fuchs continued her winning way as her Senior Champion was named Grand Champion overall. Krueger also repeated as a winner as he claimed the Junior Champion honor and Reserve Grand title. Georgia Dunn exhibited the Reserve Heifer Calf Champion, behind Schwertner. Victor Moreno won the Reserve Intermediate title and Monica Shaw won the Reserve Senior Title.

In the bull show, Blake Schultz claimed the Senior and Grand Champion titles, while Cody Witzkowski exhibited the Calf and Reserve Grand Bull. Fuchs also exhibited the Reserve Bull Calf Champion.

Editors Note: For full report of all contests and additional photos, visit the Junior News section of www.simbrahworld.com.



Zachary Krueger received a \$1,000 scholarship in memory of Victor Guerra and Lesli Garrett received a \$1,000 scholarship from the American Junior Roundup. They are pictured with judges Rhonda Wells, Pam Schultz and Carlos Guerra.



Kallie Fuchs exhibited the Grand Champion Purebred Heifer.



Zachary Krueger exhibited the Reserve Grand Champion Purebred Heifer.



Mollie Schwertner exhibited the Champion Bred and Owned Heifer.



Georgia Dunn exhibited the Champion Bull in the Bred and Owned Show.



Blake Schultz exhibited the Grand Champion Bull in the Purebred Show.



Megan Grant exhibited the Grand Champion Percentage Heifer at the Roundup.

Leaders...

(Continued from page 41)

Grande Valley and the breed. They were members of the TJSSA and the TCCA during their show years.

After graduating, Joel attended the University of Texas Pan-American in Edinburg, Texas and South Texas Community College, McAllen, Texas. Kenny pursued his career and today works for Genco Oil Field Services.

They have found the breed to be adaptable to different environments and especially suited to their South Texas based operation. They also admire Simbrah for its calving ease, strong maternal attributes, bone structure, moderate frame size and low maintenance requirements. Plus the cattle have a lot of eye appeal in their opinion.

"The Simbrah breed has been a family tradition of ours since the beginning of our show careers. It is something we wanted to stay involved with once we graduated. It was a great personal challenge to halter break, fit, and prepare the animals prior to each show. This provided a sense of pride and satisfaction in seeing how well our animals performed. During the shows we met and formed numerous lasting friendships with other avid breeders," the brothers explain.

The family's program includes top herd sires and functional females and the result has been high performing progeny. They have developed a solid junior heifer market and make sure each calf is halter broke before it leaves the ranch. The quality of cattle produced in the program has led to many repeat and referred buyers. They also provide custom fitting services for other breeders and mentor young Simbrah exhibitors across the Valley.

The entire Martinez family works hard to assist their junior customers and to instill in them strong values. They do a lot of one-one-one mentoring and strive to help their young customers develop high personal and professional skills and goals.

They are active in various organizations in the Rio Grande Valley, including the Edinburg Beef Club and help with showmanship clinics through 4-H and FFA and recently at the 5W Field Day.

Kenny, who is 29-years-old and wife, Tiffany have three children, Kara,

Kenzie and Kody. They reside in Cuero, Texas, but are at the ranch as often as possible. Joel, who is 28-years-old and his wife, Kelly, have one son, Cash and reside at the ranch in Linn.

"Our interest and involvement with the cattle has allowed us to extend our

knowledge to my children, who are learning the fundamentals of animal husbandry. We strive to continually improve our breeding program for today and the future," concludes Kenny.

Editors Note: Simbrah World will continue to focus on the youth involved in this breed, additional young breeders to be highlighted in the next issue include Jennifer Freasier Kincade, Victor Guerra, Reinhard Hagan, Robert Davila, Scott Willey and Colby Jenkins.

Building With The Best

We are building our herd for the long haul and the emphasis is on quality. We have assembled a nucleus of individual with proven genetics and predictability, as well as show ring popularity. Our sire power is led LMC JW Red, a LMEF Johnnie Walker Black x Oprah son. He is a full brother to females that have topped MAS Sales and he is a maternal brother to Dream Girl, a National and International Champion Female. He was the 2009 and 2010 American Junior Simbrah Roundup Champion and will now be working in our herd.

We also have a commercial program and we know the value of good Simbrah bulls for that segment of the industry. We recently had the Grand and Reserve Early Junior Bull Calves in the Rio Grande Valley Breed Improvement Association Bull Test.

IF IT'S A SIMBRAH BULL OR HIGH QUALITY FEMALE FOR THE SHOW RING OR THE PASTURE--THEN COME TO SOUTHWEST LOUISIANA AND SEE WHAT WE HAVE AND WHAT WERE BUILDING WITH IN OUR PROGRAM.

Visitors Welcome.



LMC JW RED-NOW AT WORK IN OUR HERD

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Please accept our invitation to join us at MAS VI on March 26, 2011. We will be offering two 3/4 x 1/4 black foundation females in MAS VI. We will have pictures of our sale lots added to our web site in the near future. Please feel free to contact us at any time for questions regarding Rafter M Cattle genetics.



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Look Who We've Added To Our Program...

Smith MDM Look At Me

This Smith Nu Wave II and Smith Annie Lou daughter is now part of our growing herd. We, in partnership with Smith Genetics have purchased this powerful pair from Monica Shaw. Monica campaigned her during her show career, which culminated with a Reserve Grand Champion honor at the 2010 San Antonio Livestock Open Show and Belt Buckle. Look At Me is out of the great Smith Annie Lou, who is a member of the Tulpe Family.

Other Look At Me Wins...

Grand Champion Heifer,
Coryell County Youth Fair 2010
Grand Champion Simbrah Heifer Ring A,
Belt Buckle Bonanza 2010
Reserve Grand Champion Heifer,
Crawford FFA Livestock Show 2009
Reserve Grand Champion Heifer,
San Antonio Open Show 2010
Reserve Grand Sr. Division,
Simbrah Super Bowl 2010
Reserve Grand Jr. Division,
Houston Open Livestock Show & Rodeo 2010
Reserve Grand Sr. Division,
Star of Texas Livestock Show & Rodeo 2010
Reserve Grand Sr. Division,
Simbrah Roundup 2010



Look At Me, San Antonio Open Reserve Grand Champion Female



Look At Me, 2010 Belt Buckle Ring A Champion

Smith BSF Watch Me



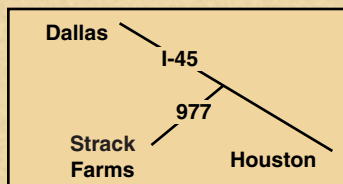
This stout bull calf at side of Look At Me, is sired by Sergeant, the #2 ranking EPD bull of the breed. Watch Me is packed with meat and muscle, no surprise when his numbers are off the charts with all growth traits exceeding top 1% backed with a top 5% ranking for Maternal Weaning Weight, combined into a top 1% ranking for All Purpose Index and Terminal Index.

*Smith Genetics and Behringer Select Farms are selling a one-third breeding interest and one-third possession in him at the upcoming Synergy Sale, October 23rd in Giddings, Texas.



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SIMBRAH World Save The Date

October 9-LaMuneca Field Day and Jackpot, Linn, Texas
 October 14 and 15th-State Fair of Texas Simmental/Simbrah Open and Junior Shows, Dallas, Texas
 October 16-Heart of Texas Simbrah Show, Waco, Texas
 October 23-Simbrah Synergy 111, Giddings, Texas
 October 23-Simbrah Synergy Skill-A-Thon Competition, Giddings, Texas
 October 23-Simbrah Synergy Showcase Showmanship, Giddings, Texas
 October 24-Simbrah Synergy Showcase, Giddings, Texas
 January 25-Fort Worth Junior Simbrah Show, Fort Worth, Texas
 February 6-Fort Worth Stock Show Commercial Heifer Sale, Fort Worth, Texas
 February 7-San Antonio National Simbrah Show, San Antonio, Texas
 February 9-Simmental/Simbrah Superbowl, San Antonio, Texas
 February 9-San Antonio Livestock Show All Breed Bull Sale and Commercial Heifer Sale, San Antonio, Texas
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- His calves are proof of his ability to sire, high performing, phenotypically correct cattle that are working in prominent herds across the breed.



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LMC WFC Dream Girl, Sired by Smith Nu Wave II. She has won every show, including the 2009 National and 2010 International Grand Championships. Owned by GG, LaMuneca and Wentz.



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Smith RFI Tinkerbell, Sired by Smith Nu Wave II. The San Antonio Grand Champion Female and APSR Champion. Owned by Rowis, McCrory and Smith.



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Nu Wave II...His numbers tell you what he can do, his calves tell you what he will do!

	BW	WW	YW	Milk	MWW	CW	YG	MB	BF	REA	API	TI
EPD	-1.3	89.8	121.7	-20.5	24.5	50.3	0.12	0.03	0.01	-0.04	144.1	103.1
Rank	15%	3%	1%		1%			16%	4%	1%	1%	

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Smith RFI Rio Princess



- A Breed Matriarch that was the 2007 Houston International Reserve Grand Champion and the 2007 San Antonio Reserve Grand Champion. Calves coming from Smith Nu Wave.

RFI Smith Tinkerbell



- Sired by Nu Wave II and out of a Sergeant daughter. 2009 National Class Champion, 2009 International Calf Champion, 2009 San Antonio Grand Champion and 2009 American Junior Simbrah Roundup Champion. She is bred to Evan now. *And we have full sibs to Tinkerbell coming this fall.*

RFI Hot Flash



- Sired by Smith Isgrig Charismatic. She was named the 2010 International Reserve Calf Champion. She represents the power we are talking about.

Smith Tulipe 765L



- Sired by Smith James Outlaw and from the Tulipe family. The dam of Bella Bella who won every major show in 2006 and 2007, granddam of Smith Evan, the high selling bull in Synergy 1 and that's just a short list of impressive progeny from the Tulipe family. We are going to be flushing her to our sires, Smith Nu Wave II, RFI Thunderstruck and Charismatic.

RFI Hershey's Kiss 136X



- She has an impressive pedigree that includes Charismatic, Nu Wave II, and Gold Mine. These genetics ensure a long productive and profitable career once she leaves the show ring. Don't miss her and the power she brings!



**October 23rd • 5:00 p.m.
Giddings, Texas**

We are selling Lots 40-49.



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PRR Mering Star is a full sister to the regional Champion, Red & Black Bullet. She is the dam to the champion Poco and could be the best red cow in the breed. Co-owned with the Heneys.



LMC Chica Bonita is a champion full sister to the power, top selling and many times champion LMC, Johnnie Walker. She is the dam to LMC's head bull - LMC Tony.



LMC So Good is a full sister to the powerful champion, LMC, Sadler. Her first two calves averaged \$4,000 selling to the Cattle Group and Payton Gilbert. Co-owned with Ties Petalio.



We only have a handful of Brahmans but they are some of the very best in the breed. Photo of LM JJ in focus - 2010 Reserve International Champ co-owned with Ken Almy.



LMC SR - 144 is the most fertile cow that Dr. Bies has ever worked with having produced 72 & 1 eggs in one flush. We have lots of her daughters. Embryos for sale.



LMC Marlin's Dream is a Dream On out of the best bull producer and many times champion LMC, Marlin. Her first calf was reserve bull calf champ and in Houston. Co-owned with La Negra.



Alamy Walker is a JW Black daughter that won the \$10,000 SA Junior Show for Kappa Beta Phi. Her first ET calves by Black Panthero are awesome. Co-owned with the Borealis.



LMC Diamond Nufeca is a champion full sister to Full House that has produced champions sold by LMC Red Meats. Embryos from this mating are for sale.



We are excited about our Simbrah - a new American breed we are developing. They are selling well and have a very promising future. Check them out on our website.



LMC Hay U is the \$30,000 Victoria Zulu donation heifer sold by the popular LMC Red Meats. Her first three calves averaged \$8,333. She and her calves have raised over \$15,000 for scholarships.



LMC Red Mama is a solid red Precision Red daughter out of our 50-80 donor. She is a 1/4 white first son sold for \$4,000 to Mexico.



LMC Laticia is a many times champion Red Bull x LMC SR - 144 donor that **NEARS PERFECTION IN THE FLESH**. Co-owned with Howard and Van Metter.



We always have some of the World's Best POLLED Brahmans for sale. Brahma cattle are the world's most popular breed. Check them out on our website.



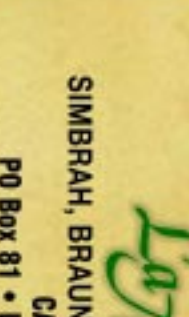
LMC WFC Dream Girl has done it all. We think she is the best in Simbrah history. This will tell. She is a Smith N. Hume 1 daughter out of Dora. Co-owned with Dr. and Wendie.



LMC ATZ Miley is the STERNER 1 Champion that is a full sister to the 2009 Reserve National Champion LMC, ATZ Dr. Red Dora and by JW Black. Co-owned with the Alderharts.



LMC Overboard Nufeca is a very close cousin LMC Overboard daughter of the many times champion LMC, Marlin. Co-owned with 66 Ranch.



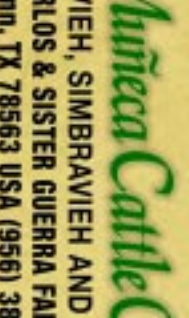
LMC LF Tanessa is a super angler and deep bodied Meyer 734 daughter of the champion LMC Sam who is a Lita 109 daughter. A great cow family!! Co-owned with Louie Flores.



LMC HS Barn Burner is a full sib to Rocco sired by the legendary JW Black and Marlin Star. She has the potential to be a great one. She is co-owned with Red M Ranch.



LMC Martin On is a top producing donor that is a full sister to the famous LM She Moves cow that is the dam to Red & Black Bullet. Co-owned with Ricky Burch.



This is one of our four full sisters to the top selling LMC Dora who is the dam to the very popular national Champion - LMC WFC Dream Girl. Look for them to make a big impact.



LMC Overboard Nufeca is a very close cousin LMC Overboard daughter of the many times champion LMC, Marlin. Co-owned with 66 Ranch.



LMC SM - 100 is one of our best 1/4 cows who has done us a great job. She is a SDC Black Cat daughter out of a LMC Energizer daughter. She is the dam to LMC, Doodle.



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