

• SIMBRAH NEWS •

Brought to you by American Simbrah Breeders

Hot and Healthy

After 30 years of meticulous genetic planning and rigorous testing to produce high-quality, tender, heart-healthy beef in the most efficient manner possible, Bill and Jane Travis of Pine Ridge Ranch have succeeded in building a herd that is custom-made for both hot pastures and plates.

By Sharla Ishmael

At 74, Bill Travis confesses a rancher's life is finite; he's "just passing through." But he and wife Jane have spent three decades dedicated to a project – a very specific and unique line of cattle – that he hopes will be important for generations to come. At Pine Ridge Ranch near Athens, Texas, a breeding program has slowly but soundly evolved over the past 30 years to generate an ultimate hot-weather cow whose calves will produce preferred carcasses with every bit of efficiency bred into the production system.

"The animal we are producing now did not exist 30 years ago," he says. "Jane and I set out on a 40-year plan back in 1981 and we are in the 30th year of that plan. Our goal was to raise heart-healthy, tender beef out of the most efficient animal for hot areas. We are doing that now."

Their contributions to the industry were recognized by the National Cattlemen's Beef Association (NCBA) in 2000 when Pine Ridge Ranch received an honorable mention for the southwest region in productivity. They've also been recognized for their contributions by the cattle

industries of Panama and South Africa.

To achieve their goal, the Travis' have a fundamental strategy — specify exactly what you want, then measure/test; measure/test; measure/test. They use everything from actual carcass data to ultrasound measurements on every animal to DNA evaluation to a custom-made Net Feed Intake system to do the measuring and testing.

"We are doing everything that the universities teach to develop animals," Travis explains. "We documented our first carcass data over 25 years ago. Now we produce almost all Choice and tender beef. We do not produce Prime or Standard carcasses. Our cattle average 5.42 shear (score for tenderness). We rarely have one over 8.0. In addition, through genetics and testing we have learned how to never produce a Yield Grade 4 or 5 carcass."

"The CAB® Angus program is brilliant (in marketing strategy), however, we believe their goal is wrong," he states emphatically. "The public has been told by the medical profession to limit their intake of saturated fat. Low to mid-Choice Pine Ridge beef

reduces saturated fat by as much as 50% compared to Angus CAB® Prime beef.

"A major goal is to produce tender beef. There's only a 5% correlation between the fat in beef and tenderness. I've been told that Southern cattle won't marble. But every breed can produce specified carcasses – it's just a matter of testing and breeding the good ones," he adds. "What we need is lean, heart-healthy beef and our Simbrah cattle have that. We have traveled 85% of the road that we set out on, and we got to a great carcass quicker than I thought we would."

Working with Texas Tech University and Texas A&M University, Pine Ridge sells their feedlot steers on a grid to packers and they get all the data back to analyze and further fine-tune their genetics. He credits Jane for doing a lot of the breeding plans. "She's smarter than me and remembers everything," he says. The two have been married for 53 years.

The Travis' operate on 1,425 acres and approximately half of their cattle are produced by embryo transfer. Because efficiency and productivity are the keys to their breeding program, they took the longer route of genetic progress by foregoing the advantages of linebreeding (quicker progress on fewer traits) to capitalize on maximum heterosis and multiple-trait selection.

"When you linebreed, you increase the probability of genetic defects," Travis adds. "To my knowledge, our cattle do not have any known genetic defects."

Physically, their results

have paid off in very uniform, striking cattle. Take a look at their website (www.simbrah.com) and you'll see cattle with dark-hides, red hair and blaze faces. He says the blaze face on their cattle has eliminated pink-eye. The color and uniformity is no accident. When writing their specifications for the perfect hot-weather cow, he noted that in the wild, most animals that live in hot environments are dark-hided and have red-derivative hair (except for Zebra and some Bos Indicus cattle).

Phenotypically, the Pine Ridge cattle are consistently deep-bodied, strong-topped and polled with moderate bone, tight in the navel but with plenty of neck leather for heat dissipation. Their structure specifications include moderate frame and shoulder height to brisket equidistant to length from brisket to the ground.

Also, they want a deep twist, flank and chest wall, appropriate slope from hooks to pins and heavy muscling in the rear quarter and over the loin. Small heads are preferred as well.

"Both Brahman cattle and the Fleckvieh type of Simmental that we use tend to have a fairly large head," Travis says. "They just need a big enough head to be able to drink, think and look. Anything more than that is inefficient. So are rafter hips, the stress of dehorning, short tail sets and too much navel."

"If you owned every aspect of the industry, you'd pay more attention to all the little inefficiencies that add up. We are breeding cattle for everything that would affect the income stream – about 50 breeding factors." He also focuses on early maturity and milking ability that Simmental add to the mix.

Hard work is the norm for these folks. Having grown up at the edge of town with all kinds of animals, Travis earned a structural engineering degree from the University of Texas, got married and eventually earned a business degree at Harvard

Business School and took classes at MIT, while waiting tables.

In 1962, he came back to Texas to work for a small company, bought it out seven years later and went public. He later sold that company and "for the first time in my life had two minutes on my hands." He started looking at ranch properties and the couple bought land and started a commercial herd with registered Angus as well.

"In 1979 when the market was hot, we sold the entire herd," Travis explains. "We just started taking hay off the farm until the market softened up again. Over a six-month period, we set out to identify every efficiency factor we could find related to hot weather cows."

Interest in the Pine Ridge program goes beyond the United States. In fact, he believes their program is actually better known overseas than it is at home. The two have traveled to many countries looking at cattle and talking to other breeders about the advantages of Simbrah, including Australia, South Africa, Argentina, Brazil, Central America, Europe,

Germany and many more. They have sold both semen and live animals internationally. In fact, in 2008 Pine Ridge Ranch was the No. 1 exporter of all U.S. breeders and all breeds to Mexico. Their cattle have been named national champions in Mexico and Brazil, and the Travis' have helped many juniors in the United States achieve their show goals as well.

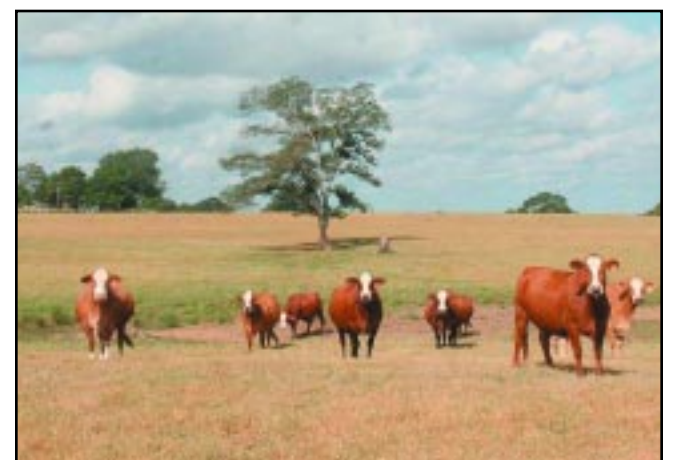
The couple has also served on various NCBA committees during the past 20 years and been involved with ASA activities. Their organization ties cover all ends of the spectrum, from NCBA to R-Calf to Texas & Southwestern Cattle Raisers Association.

All the hard work and perseverance is paying off. The latest set of carcass data on Pine Ridge steers included statistically 100% Choice carcasses and Yield Grades of 1, 2 or 3. Travis believes that seven out of eight steers from their program will grade Choice when fed to a point so that their hot carcass weight is over 750 lbs.

And they say Southern cattle won't marble. Don't tell that to Bill and Jane Travis. They know better.



Pine Ridge Ranch bred steers on feed.



Pine Ridge Ranch bred females on their ranch near Athens, Texas.



Bill and Jane Travis.

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News You Can Use...

HOTSSA Cancels Fall Fest Sale

Due to the drought conditions, high cost of feed and the large numbers of cattle going to market, the Heart of Texas Simmental/Simbrah Association (HOTSSA) has decided to cancel the Fall Fest Sale for this year. The sale was scheduled for October 8, 2011 at the Drew Ranch in Hearne, Texas. After reviewing the results of a survey of HOTSSA members and past Fall Fest consignors the results were nearly unanimous to cancel the sale this year.

"Conditions are just not very good this year for a sale and most of our members are like everyone else, just trying to survive," said Robert Piper, president, adding, "We do want people to know that we will be

back next year and we have set a date of October 13, 2012 as our sale date."

Details will be coming later on in the coming year. If anyone has questions or concerns please contact Piper at 4pranch@gvec.net or 830-372-4622.

3rd Annual 5W Cattle Co. Field Day and Heart of Simbrah Show Set For August 27th

5W Cattle Company will host their third annual field day on August 27th, at the Rio Grande Valley Livestock Show Grounds, Mercedes, Texas, in addition the first Heart of Simbrah Show.

The field day activities will include contests for three age divisions for hay judging, cattle judging and skill-a-thon. Buckles will be awarded in the showmanship contests. Entry

fee is \$50 and includes lunch and dinner.

The show will be open to exhibitors of cattle purchased from 5W Cattle Co., La Muneca Cattle Co., La Morra Ranch, Rising Sun Ranch and RGV Cattle Co. Entry fee for first heifer is \$50 and additional head are \$10 each. All entry monies will be paid out in premiums, with buckles awarded to overall champion and overall reserve champion heifers.

For additional information, rules for exhibiting, heifer eligibility and schedule of events, contact Ron/Rhonda Wells at 956/245-7996 or 956/367-1029.

Smith Farms Joins Simbrah Synergy Sale Group

Ronnie and Susan Smith, Smith Farms, Denton, Texas have joined the Simbrah Synergy, according to event host and coordinator, Tim Smith.

Smith Farms has been steadily building their Simbrah program over the past few years and have acquired some of the top bloodlines in the breed.

Their herd sire battery is anchored by two breed greats, Nu Wave II and

(Continued on page 5)

La Hacienda Hinojosa



LHH Arnee is the best heifer ever produced at La Hacienda Hinojosa Ranch thus far. By claiming the Grand Champion Simbrah Heifer in the Simmental/Simbrah Superbowl, RGVLS Junior and Open Show and also named Reserve Champion Simbrah Heifer in the San Antonio Junior Show-she has proven we are doing something right!

We would also like to give a sincere **THANK YOU** to Georgia Dunn (Floresville), Matthew Salinas (Edinburg), Tyler Denny (Edinburg), and Adriana de los Santos (Linn-San Manuel) for selecting their next show animals from our herd. Georgia Dunn and LHH Mariposa have already kicked off their show year by winning Reserve Calf at TJSSA Futurity and Reserve Simbrah Heifer at the AJSSA National Show! We expect great things out of these amazing showman and hope they truly enjoy their show prospects.



32667 N. Expressway 281
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Mrs. Norma Hinojosa: (956) 605-0216

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Feed Tag Labels – The Rest of the Story

Getting your money's worth out of purchased feed requires more than just comparing protein levels on the tag

By Sharla Ishmael

It's one thing to read the tag on a bag of feed; it's another thing to understand what the tag says – and more importantly – what it doesn't say. With so

much damage done by the 2011 drought and no end in sight, producers need to get the most bang for every buck spent on feed.

For example, let's compare two different brands

of breeder cubes. Both feed tags list 20% crude protein in the guaranteed analysis at the top of the tag. One has a higher price. Which is the better buy for fall-calving cows? Or growing replacement heifers? While quality of protein may not be as vital in a beef operation as other species, wouldn't you prefer to know something about the protein you're feeding?

"Crude protein is something to look at, however, the quality of protein available to animals varies greatly," explains Joe Fuller, a 17-year veteran of the feed industry and field sales leader for Land O'Lakes Purina Feed. "Feed tags can be misleading. The label states a mini-

mum standard, but manufacturers can use different ingredients to cheapen the formulation.

"A cube tagged 20% protein could actually have higher protein levels (if input costs were such that it was cheaper for the manufacturer to formulate a higher percent crude protein) or you could have a product that only has digestible protein of 12% to 14%," Fuller says. "Labels give you a good framework, but they don't tell the whole story."

What is guaranteed on a feed tag?

While a feed tag may not tell you everything you need to know, it's definitely worth your time to take a minute to look it over. Some of the information on



A feed tag may not tell you all you need to know, but it's definitely worth your time to take a minute and look it over. Some of the information on the label is mandated by state regulations and national standards

the label is mandated by state regulations and national standards. Depending on which state you live in, certain ingredients must be guaranteed on the label (which nutrients are required to be listed vary by state).

For example, most feed tags will have a "Guaranteed Analysis" section at the top of the label out-

lining maximums and minimums of crude protein, crude fat, crude fiber, calcium, phosphorous, salt, etc. In Texas, feed and fertilizer investigators from the Office of the Texas State Chemist conduct spot checks on finished products to ensure what's in a bag lives up to its label. (You can learn more about

(Continued on page 4)

For growing beef cattle	
GUARANTEED ANALYSIS	
Crude Protein (min)	12.000%
Crude Fat (min)	5.000%
Crude Fiber (max)	13.500%
Calcium (min)	0.400%
Calcium (max)	1.400%
Phosphorous (min)	0.400%
Salt (min)	0.001%
Salt (max)	1.001%
Potassium (min)	0.750%
Vitamin A (min)	5,500 IU/LB
INGREDIENTS	
Processed grain by-products, grain products, roughage products, forage products, soybean oil, cane molasses, calcium carbonate, salt, d-calcium phosphate, ferrous sulfate, zinc oxide, manganous oxide, mineral oil, vitamin A supplement, d-activated animal sterol (source of vitamin D3), vitamin E supplement, copper sulfate, sodium selenite, ethoxyquin & BHA, ethylenediamine dihydrosulfide, cobalt carbonate, sodium bi-carbonate, yeast	

As the drought reaches epic proportions, producers are depending more on bagged feed. It is financially important to understand your feed choices.

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The bulls we raise represent the leading edge of economic breeding values and have more thought in their genetic design than any group of bulls you can find as they have been evaluated, scrutinized and culled. We have some the leading EPD bulls of the breed working in our program to produce bulls that will perform in yours.

If you want the advantages of bulls that are stout, rugged, durable, fertile, sound and backed by hard facts, then come see ours.



Watch for our offering in Synergy on October 22nd, Giddings, Texas.

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kcowman252@peoplescom.net

Labels...

(Continued from page 3)

commercial feed regulations in Texas at: <http://otsweb.tamu.edu/Laws/FeedLaws.aspx>.)

Also required is a lot or batch number on the label. If you have any problems with feed such as funny smells, wrong ingredients, etc., you can contact the manufacturer who should be able to identify when and where the feed was made. If there were to be any recalls, you would also use that batch number to determine if your feed was in the recall.

What doesn't the Guaranteed Analysis tell you?

It doesn't give you any information about dry matter, energy content or quality of ingredients. As one example, as the use of byproducts has evolved, understanding what the percent crude fiber number on a feed tag signifies is more complicated than it used to be. Consider comments by Dr. Ron Gill on RanchTV.org, a Texas Agri Life Extension website:

"It's somewhat confusing now because of wheat midds and soybean hulls that have a fiber content that is

not just indigestible fiber. Once we look at fiber content on a feed, we also have to refer to the ingredients to get a better understanding of what that's going to mean from an energy standpoint. Back before we used to use a lot of these byproduct feeds – and corn was the main source of energy – the fiber content was a really good indicator of overall energy value of that feed.

"Prior to the use of midds and soybean hulls, feeds that had 8% to 10% crude fiber (CF) were considered high-quality energy cubes, and those with 15% to 20% CF were considered fairly poor sources of energy. With the inclusion of these high digestible fiber feedstuffs, such as midds and hulls, the energy value is going to be higher than what the fiber level might indicate based on past rules of thumb.

"Other co-products that can be used when manufacturing feed, such as dried distillers grains (DDGs), also add additional energy due to the higher fat content of these products," Gill adds.

Ingredients: not necessarily individual

The next section on a

feed label is generally a list of ingredients, but again, that can be confusing. Feed companies can choose whether to list individual ingredients (corn, alfalfa, etc.) or collective categories of ingredients (plant protein products, roughage products, etc.). Manufacturers can use collective terms like "grain products" because they are constantly changing formulations based on the dynamic prices of feedstuffs. Otherwise, they would have to issue a different label each time they changed the formula. Companies also use this type of phrasing to protect proprietary formulas.

So, what does something like "plant protein products" really mean? It could be anything from algae meal to soy protein concentrate to yeast to cottonseed meal and a long list of other appropriate products. "Roughage products" could mean anything from beet pulp to rice hulls, to barley mill byproduct to peanut hulls as just a few examples. So, you can see how different two bags of feed with similar labels could possibly be with endless combinations of ingredients in the mix.

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News...

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Sargeant. Both of these bulls are top ranking EPD bulls in the Simbrah breed and have claimed the number one or number two ranking overall for the past three years.

The Smiths have traveled extensively and analyzed many herds to secure top producing females and they have invested in some of the top donors. Females lining their embryo transfer program include a LMC She Moves daughter, as well as the 2011 Houston Junior Show Grand Champion Female and the 2011 MAS Champion. Smith Farms has also purchased embryos from the Smith Bella Bella cow that won every major and junior show in Texas and a flush in the great Diva, the dam of Dream Girl, who also won the purple at all the Texas shows. In addition, they are maintaining an elite herd of 1/4 x 3/4 foundation females for the purpose of outcrossing new bloodlines into their Simbrah herd.

Their lots in this year's sale will be their first public offering from their program and they are anxious to showcase the individuals they have bred and the genetics encompassed in the Smith Farms program.

Synergy IV will be October 22nd, at Smith Genetics in Giddings, Texas and features the programs of 14 elite Simbrah breeders.

For additional information on the sale, click on the Synergy tab at www.smith-genetics.com or email smithgenetics@yahoo.com.



Ronnie and Susan Smith, Smith Farms, Denton, Texas

Consignment Information For All Breed Events Published

Fort Worth Commercial Female Sale

Entry forms for nominations will be available mid September. Contact Robert Schacher, 817/219-0102 to be placed on the mailing list. Nomination forms are due December 1, 2011 however, if you want to be considered as a consignor, you must advise him of your intent to participate

at the sale and inform him on the number of heifers that will be entered. Heifers will be screened for the sale around mid to late October.

San Antonio All Breed Bull Sale and

All Breed Heifer Sale

Entry forms for nominations are available from October 1st to October 15th for sale at the San Antonio Livestock Show in February. Evaluation committee will view all possible candidates prior to acceptance into the sale. Previous consignors have first choice to participate in sale.

Contact Jim Banner or Michael Sturgess 210/524-9697 for all the specifics and nomination forms.

Houston Livestock Show All Breed Bull Sale and Commercial Sale

Bubba Sartwelle from Port City Stockyards manages this event and his contact number is 979/885-3526.

La Muneca to Host 24th Annual Jr. Round Up

"On Saturday, October 1st, starting at 9:00 a.m., La Muneca Cattle Co. will be hosting our 24th Annual Jr. Round Up & LMC Futurity, states LMC


owner, Carlos X. Guerra. There will be speakers on selection of cattle and hay, judging, feeding, fitting, showmanship, goal setting, leadership, what a family can expect from an animal project, how to finance your cattle purchases, the 2012 American Jr. Simbrah Round Up and the future of women in agriculture. Special presentations will be made by Aaron Alejandro, Joelynn Donough, Joseph Rathmann, Michael Grahmann, Dean & Kallie Fuchs, Benny Cano, Brad Cowan, Joe Mask, Victor & Carlos X. Guerra Jr.

Adults and three age groups of juniors will have the opportunity to judge four classes of Simbrah, Brahman and Simbravieh cattle, two classes of hay plus a weight guessing contest. Seventy-five juniors will win \$750 in premiums sponsored by La Muneca plus be in the drawing for over 100 door prizes donated by many local businesses with Hidalgo County Farm Bureau, Dr. Oscar Alvarez, Frost Bank-Richard Foster, Littlefoot Cattle Co., Frank Trevino, Darryl Raub and Farm & Ranch - San Isidro as our

special awards sponsors. The average attendance thru the years has been over 300 kids, parents and leaders. The LMC Special Awards of Volunteer, Booster and Educators of the Year will be awarded at the Round Up.

The Annual La Muneca Futurity will conclude the day events with over \$7,000 in prize money and buckles. Judges will be Joelynn Donough and Joseph Rathmann. Food and refreshments will be served all day by the Edinburg FFA Booster Club. The

(Continued on page 6)




We're on the road to SUCCESS.

We've been telling you about the females we have in our herd for sometime, but we have also been acquiring some outstanding bull power to complete the equation and put the Wentz Farming Company herd on the road to success.


↓ ↓ ↓

Smith Isgrig Charismatic



• Sired by the great Smith Nu Wave II, who is the #1 EPD bull of the breed and out of Smith Isgrig Elenour, who is the matriarch of one of the strongest cow families in the Simbrah breed. Charismatic is also a maternal brother to the proven donor, Ava. His EPDs rank him in the top 1% of the breed for weaning, yearling and birth weight—a rare and very desired combination. He's also in the top 1% for maternal weaning weight, carcass weight API and TI—that's seven traits that he's at the top of the breed.


LMC Sugar Daddy




• We are also using a maternal sibling to JW Black, LMC Sugar Daddy. He is a three-quarter Simmental x one-quarter Brahman and his sire is out of the Missouri Lucas program, Lucas Red Cloud, who has produced a number of good F1 females.

WE HAVE SEMEN FOR SALE ON SUGAR DADDY!


Smith Nu Wave II x Joliet



• This fancy Smith Nu Wave II daughter, out of our great donor, Joliet sells in Synergy IV, October 22nd, Smith Genetics, Giddings, Texas, plus we'll have other lots in the sale that can help you on the road to success.



**She sells on
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News...

(Continued from page 5)

sixth annual LMC Customer Appreciation Dinner will be held at the conclusion of the LMC Futurity. This is a fun filled, educational, family oriented event that anyone interested in is invited to attend.

La Muneca is located 3 miles south of Linn on the west side of Highway 281. For more information, please call Carlos or Sister Guerra at 956-383-7566 or 802-1641 or email them at lamunecacattle@aol.com

or call Brad Cowan, Hidalgo County Agent at 956-383-1026 or b-cowan@tamu.edu.

Martinez Named To 2011-2012 Texas Beef Leaders of Tomorrow Team

Charley Martinez, Desoto, Texas, was chosen as one of four members of the 2011-2012 Texas Beef Leaders of Tomorrow Team at the annual competition, held July 30th, 2011 in College Station, Texas. Each winner was awarded a \$2,000 scholarship from Texas CattleWomen and

will receive six hours of college internship credit at their respective universities. The Texas Beef Leaders Team will travel across Texas addressing industry issues and misconceptions, while educating their peers and consumers about food safety, nutrition and the Beef Checkoff Program.

Martinez is a sophomore at Texas A&M University-Kingsville majoring in Agriculture Business-Ranch Management. He currently serves as the Texas Junior Simmental/Simbrah Association Treas-

urer and was president in 2010-2011. He was awarded the Bronze Merit award in the American Junior Simmental Association Merit Program, as well as other awards. He is on the Texas A&M-Kingsville Livestock Judging Team and will be a member of the inaugural meats judging team in 2012.

While preparing for the Texas Beef Leaders of Tomorrow contest, contestants learned about the importance of the beef industry and beef as an agricultural product. The program highlights the positive impact the cattle industry has on the U.S. economy and families.



Charley Martinez has been named to the Texas Beef Leaders of Tomorrow Traveling Team for the coming year.

Synergy 1V

Set For October 21st-23rd

Simbrah Synergy 1V will be held October 21st-23rd at Smith Genetics, Giddings, Texas. The weekend event includes an educational skill-a-thon and photography competition for all, sale and the \$15,000 Synergy Showcase junior show.

The sale will be at 5 p.m. on Saturday, October 22nd 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 and photography competition and showmanship will be held Saturday afternoon. The skill-a-thon and photography contests will feature \$500 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 and bring your photos.

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 you must pre-enter.

Participants in this year's sale include Baring Cattle Company, Elmen-dorf, Texas, BetM Ranch,

San Antonio, Texas; Burch Farms, Hempstead, Texas; Diamond RF Farms, Wallis, Texas; Hagan Cattle Company, Yoakum, Texas; La Muneca 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 Smith Farms, Denton, 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.

LMC \$ellabration Sale & \$20,000 Set For March

"In keeping with our (Continued on page 7)

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08Y is the son of LMC WFC Moose, who is fresh and exciting Nu Wave II son. 08Y's dam is a 3/4 X 1/4 Black Joker daughter we purchased from the Van Meters in Georgia. This bull possess all the right pieces to get the job done and make you money. This bull is packed full of muscle and gut, while still being extremely easy keeping and rugged in his design. To make this deal even sweeter 08Y was tested and confirmed to be HOMOZYGOUS BLACK, Non-Diluter and Non-Spotter, which GUARANTEES you a black calf 100% of the time. Don't miss out on this opportunity to invest in a bull that is going to generate dollars at any level of the game.

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News...

(Continued from page 6)

tradition of creating positive events to grow the Simbrah breed, La Muneca Company (LMC) will be hosting our first LMC \$ellabration on March 23 and 24th, 2012 at La Muneca. This event will feature a sale and a \$20,000 junior show. The offering will consist of Simbrah, Simbravieh and Polled Brahman cattle from LMC clients and LMC. We will be selling 150 plus lots, 40 of which will be the best set of bulls we have ever sold," states LMC owner Carlos X. Guerra.

The annual LMC Jackpot will also be held on this weekend bringing the total to over \$30,000 that LMC juniors will be competing for. Some of these LMC juniors will also be selling their show heifers at this sale, which will add even more quality to an already great offering.

For more
Simbrah news
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There will be both junior bull and junior heifer shows of all three breeds. All of the cattle shown and sold will have at least one La Muneca parent. There will be a minimum purse of \$20,000 with one half of that going to showmanship as is always done at LMC junior events. During the past five major show seasons, LMC Simbrah heifers have won more majors and money shows than any other program. LMC Simbrah bulls or sons of LMC bulls have also won 15 of the last 16 International Championships in Houston.

"We are excited about how this new event will assist our clients in the marketing of their cattle. Buyers will also have a great opportunity to select from the best of over 20 different progressive breeding programs. It will be an event that you do not want to miss that will feature lots of good cattle, good people, good food and some great South Texas LMC camaraderie," describes Guerra.

Buyers not able to attend will be able to bid online via live internet broadcast at www.cimauction.com. For more infor-

mation or catalog, please contact Carlos or Sister Guerra at lamunecacattle@aol.com or call 956 802 1641. The catalog will be at www.lamunecacattle.co

San Antonio Stock Show and MAS Announce Calendar Changes For 2012 Events

The San Antonio Livestock Show and Exposition has announced it is moving its show back one week in February, starting in 2012. This means all Simbrah events-National Show, Junior Show, Simmental-Simbrah Superbowl, as well as All Breed Bull Sale and Commercial Heifer Sale and Junior Beef Skill-a-thon will fall one week later. Specific dates are still tentative, so be watching future issues of Simbrah News and on www.simbrahworld.com for details.

Also MAS is moving to June 15th and will be held in conjunction with the American Junior Simbrah Roundup event. Both events are changing locations, as the 2012 Sale and junior show will be held at the Mercedes Livestock Show facility, Mercedes, Texas. Details to follow in the future on these two combined events.

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We are selling 100% of our best six fall born Simbravieh heifers sired by six different sires. This baby doll - LMC Xaylee is sired by the 2009 Reserve National Champion, LMC ATZ Dr. Feel Good and the legendary Baylee cow. She can win you a TCCA jacket and then make a donor cow for you. She is a BEEF MACHINE!! A Stotts Bros. - La Muneca consignment



LMC BBC Khloe is the pick of five heifers from a great litter of Simbraviehs out of "Manhattan" and the popular San Antonio Champion BBC Jennie Walker. She can win you a TCCA jacket and make a top donor cow. The pick of the bull calves also sells!! They are thick, deep, black, polled and made right!! A Boening Bros. - La Muneca consignment.



We are selling a 1/10th semen interest in buyer's choice of these two outstanding and exciting Simbrah herd and show bull prospects LMC Justice and LMC Liberty. They are sired by the great champion LMC HS Rocco and the popular LMC Diva donor. Their bone to sheath ratio is phenomenal as is their muscle shape and overall conformation. They are maternal sibs to the \$42,000 LMC WFC Dream Girl. This will be the only way to buy semen on them. Photos at five mos. of age. A La Muneca consignment.



We are selling 100% of this capacious LMC Red Moves daughter of LMC Goldie, the 2006 Reserve Grand Champion in San Antonio for Richard Foster. She is the right kind to build a herd around. She qualifies to compete for \$100,000 in premiums in junior LMC Sponsored shows. A Tres Potrillos - La Muneca consignment.

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Also mark your 2012 Calendars for the
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Black and Beautiful ... at Shallow Water Ranch

*Bobby and Jeanne Thornhill sell only front-pasture quality cattle –
and you can bet they’ll be black, blaze-faced and good looking*



Jeanne and Bobby Thornhill, Shallow Water Ranch (right) at the San Antonio All Breed Bull Sale, accepting the award for the High Grading Simbrah Bull.

By Sharla Ishmael

Some folks in the cattle business will sell you anything; some will only sell an animal if it’s good enough to put their brand on it for the world to see. The Thornhills of Rising Star, Texas, are the latter kind of cattle people. Having started their Simbrah herd 26 years ago with purchases here and there from some of the best in the business – R.A. Brown Ranch, Edmond Tom, Granada – they have prioritized quality over quantity.

“I could sell more bulls,” Thornhill admits, “But if I wouldn’t have them in front of my place, I won’t sell them. I cull pretty hard.”

That quality was rewarded this spring when two bulls from Shallow Water Ranch turned heads at the San Antonio All-Breed Bull Sale. A three-quarter bull and a purebred bull they consigned brought \$3,600 and \$2,700 and brought a lot of attention not just to the Thornhills, but also the Simbrah breed.

Since 1992, Shallow Water Ranch has focused on breeding black Simbrah and recently they tested a bull which may be the first homozygous black, purebred Simbrah bull. However, the American Simmental Association (which maintains the Simbrah registry), doesn’t have the records to know for sure. Either way, you can bet SWR Black Chief will generate a lot of interest with those genetics.

So why did this couple choose Simbrah for their herd as well as for their children (now grown) to show? Thornhill says the breed has the best of both worlds.

“My wife’s family raised Angus; I liked the eared cattle,” he explains. “They never seemed to get sick and the ticks never bothered them. I studied all the breeds and I really liked the milking ability I found with Simbrah. We went black because in our area that is preferred at the market and Jeanne likes the

black cattle, too.

“What’s so good about Simbrah is that you get the meat, milk and gentle temperament from Simmental. Then you get the disease

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Feeder Grade Report

From: Graham BM • Lot: 57 • Head: 23 • Date: 6/14/2011

#	Hot Weight	Grade	Yield Grade
1	774.00	C	2
2	875.00	C	2
3	891.00	C	3
4	825.00	C	2
5	847.00	C	2
6	787.00	C	3
7	889.00	C	2
8	660.00	S	2
9	788.00	C	2
10	782.00	C	2
11	881.00	C	2
12	867.00	C	3
13	899.00	C	2
14	771.00	C	2
15	795.00	C	2
16	796.00	C	2
17	764.00	C	2
18	775.00	C	2
19	812.00	C	1
20	735.00	C	2
21	759.00	C	2
22	785.00	C	2
23	730.00	S	2

The two steers that graded Select were harvested at younger weights and we are confident they would have made Choice had they been allowed to reach target weight.

Grade Summary

Grade	Yield Counts						Yield Percent					
	1	2	3	4	5	Total	1	2	3	4	5	Total
Prime	0	0	0	0	0	0	0.000	0.000	0.000	0.000	0.000	0.000
Choice	1	17	3	0	0	21	0.043	0.739	0.13	0.000	0.000	0.913
Select	812	13,740	2,545	0	0	17,097	0.000	0.087	0.087	0.000	0.000	0.087
No Roll	0	0	0	0	0	2	0.000	0.000	0.000	0.000	0.000	0.000
Hard Bone	0	0	0	0	0	1,390	0.000	0.000	0.000	0.000	0.000	0.000
Total	0	0	0	0	0	0	0.000	0.000	0.000	0.000	0.000	0.000
	1	19	3	0	0	23	0.043	0.826	0.13	0.000	0.000	1.000
	812	15,130	2,545	0	0	18,487						



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resistance, tough skin and mothering ability from the Brahman side."

He also likes how the breed has evolved since they first started breeding

Simbrah in 1985.

"We went from the big giants – 1,500- to 1,800-lb. cows – back down to today's moderate frame size," he explains. "Birth weights (in the breed) have really gone down and calving ease is very good. People started using EPDs and now it seems like in more of the bull sales, especially Simmental, they all have good EPDs now."

I think the size of most Simbrah today is perfect for our area."

The Thornhills want functional cows in their herd and emphasize mater-

nal traits. When looking at a herd bull prospect, they

even want to make sure his dam has a pretty udder and

was a good milker. In short, they want a complete animal that has it all – performance, genetics and good looks.

"The type of cattle we raise are very docile and gentle," Thornhill says. "We really breed for EPDs, milk, calving ease, birth weight and all of that ... But we also want them to look good. We breed for deep-bodied Simbrah with plenty of bone and muscle, but not a lot of dewlap or sheath. We want them really tight, but still with some ear."

Whether you're in the market for a club calf, heifer or herd bull, that is the kind of Simbrah you can find at Shallow Water. That's also the kind of Simbrah with which their kids had show ring success. Sons Taylor, 28, and Cooper, 26, and their daughter Kendall, 19, all achieved their goal of winning a trophy at the Houston Livestock Show.

"It was a big deal for the kids," Thornhill says with pride. "Each of them won their class and Kendall won a Reserve Division. We were real proud of them. We also sold several heifers and bulls through their involvement in showing cattle."

For those who followed the Thornhill kids from back in the day, Taylor is now a John Deere mechanic; Cooper is a math teacher, coaches football and track and is the athletic director at Kopperl; and Kendall is a cheerleader and sophomore at Angelo State University.

The Thornhills plan to consign more good bulls to sales like the San Antonio All-Breed Sale in the future, but most of their cattle sell either locally or by word of mouth. In fact, their biggest draw may actually be that front pasture that he mentioned. If you happen to be driving down Hwy 183 between Brownwood and Rising Star, and you see people pulled off to the side of the road gawking at some black cattle with blaze faces, you'll know that you're at Shallow Water Ranch.

"We catch people on the side of the road a lot, just looking at them," he says with a smile in his warm drawl.



Shallow Water Ranch has developed a solid market for their bulls and females. They emphasize EPDs, milk, calving ease, birth weight and pounds, as well as clean lines and eye appeal.



The Thornhills of Shallow Water Ranch began breeding Simbrahs in 1992 and they produce Black Simbrahs.

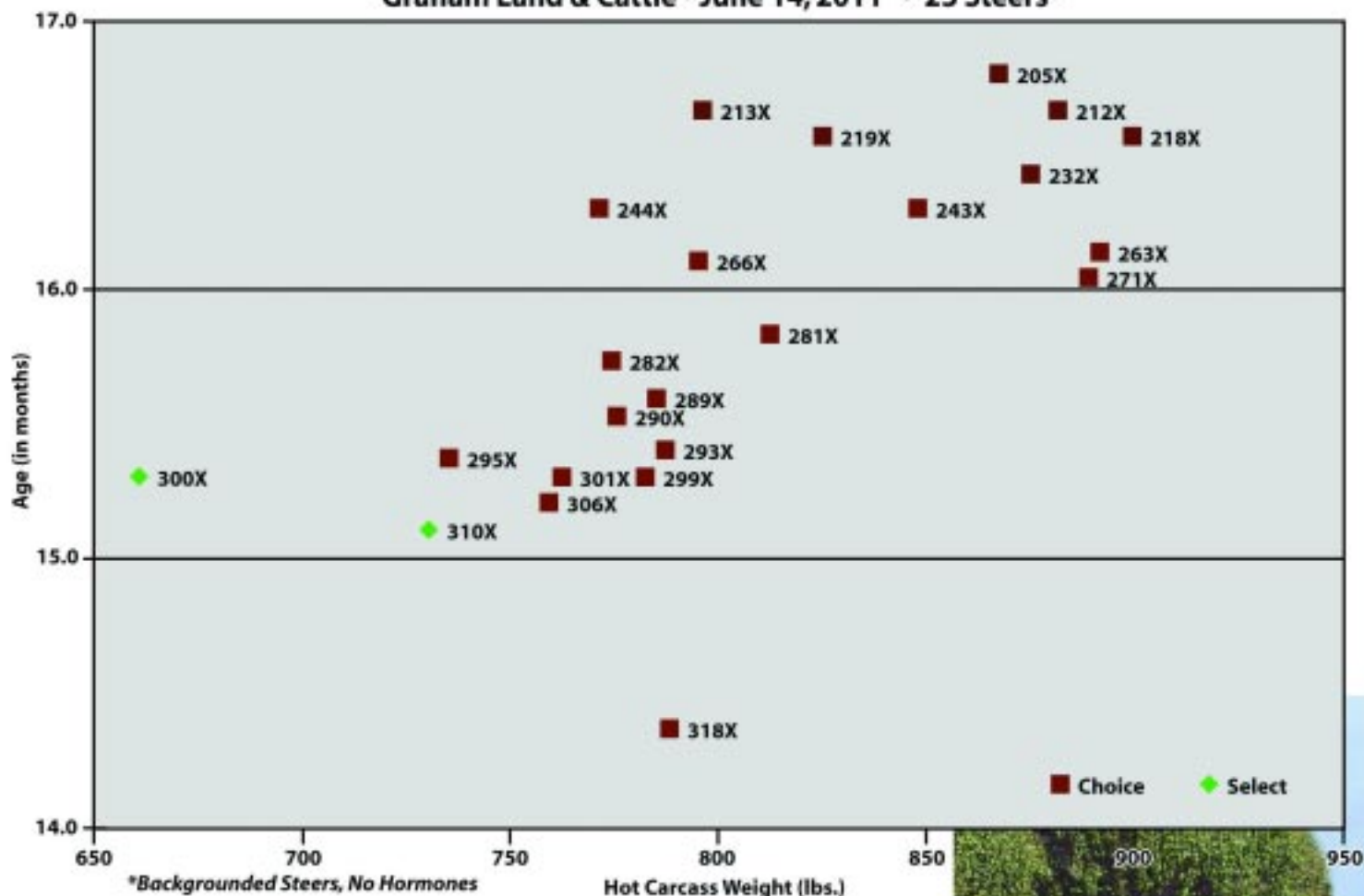
This Chart Illustrates A Recent Harvest Of Pine Ridge Ranch Steers: Statistically 100% Choice and 100% YG 1,2,3

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Yearling Bull Management

James B. Neel, Neal Schrick, Professors and Justin Rhinehart,
Assistant Professor Department of Animal Science, University of Tennessee

The management of yearling bulls has a large impact on both production and profitability of commercial cow-calf operations. Bulls have two important functions in purebred and commercial

beef operations: (1) contribute to genetic improvement and (2) maintain high reproductive success. In most cow-calf operations, bringing a new bull into the herd is the primary way of making genetic improve-

ment. Yearling bulls must be properly managed so genetic potential and reproductive performance will be maximized simultaneously. An increased number of Tennessee commercial producers are purchasing performance tested yearling bulls such as those from the University of Tennessee Central Bull Test Station. Purchasing 2-year old bulls was the common practice 10 to 15 years ago. However, due to cost of raising and maintaining bulls, opportunity for profit is reduced for purebred breeders when bulls are grown to 2 years of age. It is estimated that it costs a purebred breeder approximately \$1,200 to \$1,800 to raise a yearling bull. To carry a bull until it is 2 years of age drives the cost up to between \$2,300 and \$2,600; thus, leaving little or no profit. Because of this, yearling bulls have become more available than older bulls in today's market. In addition, yearling bulls

offer the opportunity for greater genetic potential than older bulls in that producers have a greater number from which to make the selection. Use of yearling bulls also decreases generation interval, which will speed genetic progress in economically important traits. From a genetic improvement standpoint this will make yearling bulls more attractive to commercial beef producers compared to older bulls. The yearling bull represents a sizable investment to the commercial producer. It not only represents a

financial investment, but an investment in both reproductive and genetic performance. However, with a great number of producers, the investment ends with the purchase. In reality, the investment should be just beginning. Additional investments in management, feed and care must be made if the bull's full genetic and reproductive potential is to be realized. **Management of yearling bulls can be divided into 3 basic periods. These are:**

1. Pre-breeding or conditioning (2 months)
2. Breeding season (2-3 months)
3. Post-breeding season (7-8 months)

These periods can vary in length, but the basic management demands will

be the same. **Pre-Breeding or Conditioning Management** Yearling bulls should be purchased well in advance of the breeding season. Get the yearling bull on the farm at least 60 days prior to the start of the breeding season. This will provide time for bulls to adjust to their new environment, overcome the stresses of the sale and being moved to a new location. During this time, yearling bulls should receive a complete health program as well as a breeding soundness examination. Check with your local veterinarian in regard to developing a health program that ensures a profitable level of performance. How bulls were handled up to the time purchased is

(Continued on page 13)



Yearling bulls must be properly managed so genetic potential and reproductive performance can be maximized.

TABLE I. POST-BREEDING SEASON RATIONS FOR YEARLING BULLS							
Feedstuff ¹	Average Daily Gain						
	3.0	3.0	2.5	2.5	2.0	2.0	1.0
Pounds							
Shelled Corn	19	14	15	6	11	0	4
Corn silage	--	24	--	42	--	54	--
Alfalfa Hay	7	--	10	--	14	--	21
Protein Suppl. (32%)	--	.5	--	.3	--	.3	--

1Bulls should also have free-choice mineral mix. 2Excellent quality pasture can substitute for silage and hay.

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Smith Evan-Sired by Smith Nu Approach and out of the great Smith Bella Bella. He is a solid red, polled, purebred bull. His EPDs rank him in the top 3% for weaning and TI, top 4% for yearling. Top 25% for maternal weaning weight and top 5% for API.

Smith Isgrig Charismatic-Sired by Smith Nu Wave II, who is the #1 ranking EPD bull in the breed and out of the great Elenour cow. He is a full sister to Ava, a many time champion and now donor. Charismatic is a solid red, polled purebred with tremendous length, stoutness and eye appeal. His EPDs rank him in the top 1% of breed for weaning, yearling and birth weight—a rare combination and again one that attracts cattlemen to his sons and daughters. He is also in the top 1% for maternal weaning weight, carcass weight, API and TI.

Smith McCrary Andy Black-A purebred Simmental, sired by Dream On, the bull who rewrote Simmental history. Andy is polled, solid black and known for producing easy fleshing, low maintenance progeny—a trait that is needed even more in these tough forage times. Andy was a State Fair and San Antonio Champion. His EPDs rank him in the top 1% for calving ease, top 5% for maternal calving ease, and top 10% for birth weight, API and TI, and top 15% for marbling.

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Filling the Void

Producers are taking the truth to consumers.

By Wes Ishmael

Building fence may not teach all the lessons of life, but it provides plenty. For instance, one intuitive rule quickly learned is that any post sitting in a hole with rocks or left too lightly tamped is an invitation to frustration. Voids are a problem and you'd best make sure they get filled with what's helpful.

Maybe it's such a void, information in this case, that gave anti-livestock and anti-agriculture activists purchase, allowing truth about the industry to sag.

It's not like the industry never responded to activist propaganda. It's just that there were so many activists with so much money to toss around. That and the eruption of information technology magnified activist efforts to the point that for too long it seemed like no matter where you turned, there was another activist group with the podium to himself or herself.

It can still feel that way, but during the last 18-24 months, arguably, cattle producers, the businesses serving them and the organizations representing them have harnessed advocacy so broadly and at times so cohesively that consumers have had no choice but to at least consider the truth alongside the activist propaganda.

Pick any subject concerning the cattle business, from management practices to marketing and you can find an activist group out to get to you over one related issue or another. Pick about any subject now, though, and it seems there's at least one formal advocate or advocacy effort in response.

Issue-specific Advocacy

There are 75 pro-ag and pro-livestock blogs listed at the website for the Animal Agriculture Alliance (www.animalagalliance.org) alone. The mission for the Animal Agriculture Alliance (AAA) is: "to communicate the importance of modern animal agriculture to consumers and the media. The Alliance educates these audiences about topics ranging from animal welfare to biotechnology using



reliable, science-based information."

Those blogs mentioned at the AAA site don't include the link found there to College Aggies

Online (<http://aggiesonline.ning.com/>), which has its own blog. College Aggies Online (CAO) is a joint venture between AAA and American National Cattlemen that connects and provides industry advocacy training to college students from across the country.

And, CAO shouldn't be confused with I Love

Farmers...They Feed My Soul (www.ilovefarmers.org). This innovative organization is a group of young people with a vested interest in agriculture establishing dialogue with people from their own generation about where food comes from and how it's produced.

Then there are producer advocates like Stacy and Troy Hadrick of South Dakota, who established the popular Advocates for Agriculture (www.advocatesforag.blogspot.com) after they'd been who-dooed by a journalist writing for a popular consumer

press publication that they thought was trying to offer a realistic perspective of cattle production.

If you want to get at meat nutrition and safety, specifically, check out the new website launched by the American Meat Institute in May. Called Meat Mythcrushers (www.meatmythcrushers.com), the site, "was developed in consultation with some of the leading experts in the field of meat and animal science, food safety and nutrition to provide consumers and media with the other side of the story — a side that often is over-

looked in media reports and on the Internet." While there, be sure to download the Setting the Record Straight brochure. It's aimed at consumers, but also provides fingertip facts for those in the industry answering questions about such things as the use of hormones and antibiotics in beef production, the safety of beef today compared to the past and animal care at packing facilities.

Maybe you need information regarding the truth about environmental issues. Check out The Heart-

(Continued on page 12)

We're Writing Our Chapter In Simbrah, And just look at the lead sires!

We've been building our herd with emphasis on the female side and have acquired a solid set of producers, as well as some females that are now being utilized in our donor program. In the past year, we have moved forward by adding some outstanding bulls to lead our program.

10 UNITS OF SEMEN SELL IN SYNERGY IV



Smith Nu Wave II-We just recently purchased a one-third interest in what we think is one of the all time great bulls of the breed from Reavis Farms and Smith Genetics. He has been the #1 EPD ranking bull in the breed for three years and his calves have dominated both the show and sale rings. We are thrilled to have this bull in our program and are excited about the level of quality he adds to our nucleus of females.



Smith BSF Watch Me-This young sire is really coming on strong. He is sired by NF Smith Sargeant and out of Smith MDM Look At Me. We purchased him at the Synergy III Sale as just a young calf. His dam is a Nu Wave II daughter and Watch Me represents that magical mating of Smith Nu Wave II and Sargeant.



Smith William N Black-This polled purebred Simmental sire is sired by Smith McCrary Andy Black and carries Goldmine breeding, maternally. He was the San Antonio Champion Simmental Bull.

We also have incorporated the breeding power of NF Smith Sargeant, who is one of the top EPD bulls of the breed and held the #1 ranking, prior to Nu Wave II gaining it. We love Sargeant daughters and are looking forward to producing them in our herd.

We Didn't Write The Book On Simbrah... But We're Adding An Exciting Chapter!

**Look for our Lots in the Synergy IV Sale
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Void...

(Continued from page 11)

land Institute (www.heartland.org). Whether it's exploring the myth of global warming or the insanity of recycling, you can find plenty of perspectives differing from those usually espoused by media talking heads.

Then there are what have become industry standby sources because of their long tenure. Sites like the Hudson Institute (www.hudson.org) which provides scientific facts counter to populist dogma

on a range of issues such as sustainable agriculture practices.

Another organization no less effective for the miles it has traveled is the Center for Consumer Freedom (www.consumerfreedom.com) and sister sites like Humane Watch (www.humanewatch.org) that provide background to the skullduggery of leading activist groups, while also challenging them with their own media campaigns.

All of this is just a smattering of current industry advocacy efforts and doesn't begin to consider those

that either teach producers how to advocate or offer them training and documentation to substantiate what they're advocating.

Industry-Specific Training

Consider Masters of Beef Advocacy (MBA), "...a self-directed online training program designed to equip beef producers and industry allies with the information they need to be everyday advocates for the beef industry." MBA (www.beef.org/mba) candidates are required to complete six courses in beef advocacy, including: Modern Beef Production,

Animal Care, Beef Safety, Beef Nutrition, Environmental Stewardship, and the Beef Checkoff.

By this spring there were more than 2,000 MBA graduates from 47 states, the District of Columbia, Mexico, Western Australia, and one on active duty in Qatar. Graduates range in age from 13 to 80, and represent every farm size and type of operation.

Celeste Settrini serves as a prime example. She's a partner in her family's California cow/calf operation, a fresh commodity vegetable broker dealing with retail, foodservice and wholesale business, the state President of Cali-for-

nia Woman in Agriculture and legislative director for the California Cattlewomen. Settrini is also a recent MBA graduate.

"I found out about the MBA program and immediately decided that I needed to sign up," Settrini says. "Why? Because I believe in continuing my education to be as well rounded as I can possibly be. I have lived my experiences on the ranch and tell a pretty good story but the added benefit of all you learn from the MBA program with facts and figures compliments what I already know. It is the added boost to give your story the impact that really goes the extra mile. When you can back up experi-

ences with facts and figures I believe it makes it complete"

The Masters of Beef Advocacy program is funded with beef checkoff dollars as is the National Beef Quality Assurance (BQA) program (www.bqa.org) itself. BQA is, "... a nationally coordinated, state-implemented program that provides systematic information to U.S. beef producers and beef consumers of how common sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions. BQA guidelines are designed to make

(Continued on page 14)

Labels...

(Continued from page 4)

However, even if you can determine the individual ingredients used in a ration, there can still be a wide variety in the quality of those ingredients.

Fuller explains, "For example, Land O' Lakes Purina takes samples of every load (of raw ingredients) that comes in. We test samples of every ingredient every day. You may have 100,000 samples of soybean meal that average 44% protein, but within the samples you can see a variation of 36% protein to 50% protein.

"So, our formulation changes based on both the quality and the protein content of the ingredients coming into the feed plant. As ingredients come in, we alter the formula slightly to meet the tag specifications," Fuller adds. "It comes down to can you trust the company and its research behind the products. Ultimately, it comes down to the performance of the product."

Minerals are another area where it can pay a producer to look for the devil in the details. As an illustration, take two bags of feed where Feed A has 7500 ppm zinc oxide and Feed B has 2500 ppm zinc sulfate. Just looking at the tag you would think Feed A has more zinc for your animals.

"The bioavailability of the sulfate product is higher than the oxide product, but the tag doesn't tell you any of that," Fuller says. "Even if the tag lists both forms, oxide and sulfate, you don't know whether the cheaper oxide was used or not. Feed tags just don't tell you the whole story.

They are a tool, but that's all."

Seriously, read the directions

Not reading the label can get you into trouble. For one thing, there are warnings about feeds that should not be fed to certain classes of livestock – they can be fatal, particularly with horses. And if a feed is medicated, some Beef Quality Assurance guidelines call for producers to keep records of that for up to three years.

Or, you might consider that not reading the directions for use could cost you money. Here's how. A feed tag will give you feeding directions – in general how much to feed and how often. It is possible that a feed with a higher price per

bag will actually cost you less money if you can feed less of it or feed it less often because it's made with higher quality ingredients.

The funny thing is, in researching this topic, several nutritionists mentioned the fact that men don't like to read instructions. Perhaps your wife might be so kind as to take a look at the feed tag for you – most women (at least if they are like me) have spent a lifetime deciphering labels on the food we eat depending on whatever diet we're on at the time. However, any "smart" comments about her diet may mean that you'll be opening your own gates and reading your own labels for a long time....

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Planning For The Future

We are so excited about the Simbrah breed and the program we are building here at Patroncita. We have selected two outstanding bulls, LMC ATZ Dr. Feel Good and LN-LMC Dream Up to lead our program. Dr. Feel Good is a Johnny Walker Black son, who is out of a female sired by the International Champion, Red Bullet and Dream Up is a son of the International Champion, Ante Up and out of a Dream On bred dam.

We invite you to watch what we're doing today and how we're planning for a herd of quality Simbrahs for the future.

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Yearling bull...

(Continued from page 10)

an important item to consider in the feeding and management program. To do a good job of breeding, most yearling bulls should weigh no less than 1100 lb. at 13 to 16 months of age. If bulls were on a gain test and gained more than 3.50 lb. per day, they may be carrying excess body condition. This accomplishes the objective of the testing program, to evaluate the bull's genetic potential for growth; however, they do need to "harden up" during the 30 to 60 days before the start of the breeding season.

Yearling bulls should continue to gain about 2.0 lb. per day during this period. This can be done by providing a ration with approximately 11 to 12 percent crude protein on a dry matter basis. The energy needs can be met with a 70% TDN ration or the equivalent of 6 to 10 lb. of grain and all the medium quality hay or excellent pasture bulls can consume. See examples of rations in Table 1.

Exercise is a critical factor during this period. Bulls need to have lots of stamina, be very athletic and be able to travel many miles each day during the breeding season. As with any athlete, physical fitness does not occur overnight. It is up to the manager to help prepare and condition bulls by providing a good exercise lot of approximately one acre in size. If bulls have the opportunity, they will exercise themselves. Bulls that are physically fit will have a higher degree of sexual drive and will remain sound. A companion animal, such as a steer, would aid in exercise.

Breeding Season Management

Beef cattle producers have three goals in bull management to achieve during the breeding season: (1) get the cows pregnant as early as possible in the breeding season, (2) get the cows bred to bulls having superior genetic potential and (3) reach both of the above with the least costs.

The bull to female ratio is important in attaining these goals. However, this is difficult to accurately define because it is affected by so many other items such as distribution of females in the pasture, individual bull characteristics and management decisions

made by the producer. Female distribution over a pasture will depend on the terrain, pasture carrying capacity, pasture size and water availability. Variation in the bull to female ratio would be influenced by age, condition, libido (sex drive), fertility, sperm reserve, social behavior and physical condition of the bull.

Management also has a big impact on the bull to female ratio. Management sets the length of the breeding season and influences health of the bull, both reproductive and structural

soundness and care during the breeding season. However, the "rule-of-thumb" for the proper bull to female ratio is one cow per month of age of the bull up to 3 years of age. For example, a 15-month old bull could be run with 15 females and 36 cows could be exposed to a 3-year old bull (36 months of age) 35 to 40 cows are typically the maximum number that should be allotted to a mature bull that has proven libido.

Because young bulls are still growing, they will need to be provided some extra

feed during the breeding season if at all possible. Continue to feed the 6 to 8 lb. of the ration fed during the prebreeding period. The amount of feed fed during the breeding season can be increased as needed to maintain the bull's condition. Continue to monitor the bull's condition. Keep bulls in good condition, but do not allow them to become fat. More than likely, becoming fat will not be a problem during the breeding season. A feeding stall would be of value to insure bulls would get their ration during the breeding

season.

Keep a watchful eye on both bulls and females during the breeding season. Check the herd for "heat periods" or signs of estrus early in the breeding season. Estrus is the period when cows became receptive to being mounted by bulls and other females. Heat detection is highly recommended for newly purchased bulls since a Breeding Soundness Examination (BSE) only checks the physical condition, reproductive tract and semen quality of the bull and not the sex drive or

libido.

You may have a bull that passed the BSE but still does not have the desire to breed cows, thus can be a disaster on your calf crop the following year. See if any females are returning to heat. Early detection of an injury or other problems and taking corrective actions are critical to getting cows bred early. Check on the herd at least once each day. It would be best to observe the cows twice daily for signs of estrus and also catch any problem that

(Continued on page 15)

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Bred Female - Diamond RF Farms will offer this percentage Simbrah female. She is bred to LMC Smith WFC Moose, who is out of Smith Nu Wave II and the donor dam, LMC Diva.

Flush Opportunity - A flush in this Simmental donor sells from Smith Genetics. She is sired by Black Perfector and is out of the Tazzy cow, who is sired by Meyers Red Top.

Smith Priceless - A flush sells. Her daughter, Smith Priceless Passion has been named the champion female at all the summer shows for Mary Kate Walters. A great opportunity to add the influence of this premier cow family to your program.



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For additional information call any of the participants or Tim Smith, 512-587-7896 or email smithgenetics@yahoo.com. Check out updated sale information often at smithgenetics.com

Void...

(Continued from page 12)

certain all beef consumers can take pride in what they purchase – and can trust and have confidence in the entire beef industry.”

The forerunner to BQA — Beef Safety Assurance began in the 1970s. State BQA programs funded with the checkoff began in

the early 1990's.

Most recently, BQA leaders worked with the Beef Cattle Institute (BCI) at Kansas State University to develop Animal Care Training (ACT), which provides online training for livestock caregivers. Producers in many states can also become BQA-certified via ACT (www.animal-caretraining.org).

For instance, in addition to the kind of BQA training producers are already familiar with, at ACT you'll find offerings such as “NBQA Guide for Cattle Transporters” and “Master Cattle Transport” video.

“The Master Cattle Transporter program was developed as guidelines and suggestions for an industry that is full of variables including how different cattle handle, trailer types and state regulations,” says Ken Real, Real Cattle and Trucking. “But, there is one common goal that we all share and that is striving to achieve good cattle-handling practices. We want to create a positive public perception of the industry, and the Master Cattle Transporter program is one way to start communication from ranch to rail and help each other improve our cattle handling and safety.”

“By completing the Master Cattle Transporter online training through the Animal Care Training Program, transporters are educating themselves and ensuring proper cattle handling throughout all segments of the beef industry,” says Dan Thomson, DVM,

professor of production medicine and epidemiology and director of the Beef Cattle Institute at Kansas State University (KSU). “The modules focus on truck and trailer maintenance, handling, loading and unloading, bio-security and weather. Animals are transported every day, and the safety of those people handling the cattle and the safety of the cattle is of utmost importance to our industry.”

The online training modules make it possible for producers and their employees to take the training at their convenience. Thomson adds that training employees is essential for worker safety, employee retention, and production of wholesome products. When a training package is complete, a certificate of completion is made available for printing. The training modules are offered in both English and Spanish.

Facts had better merit pride

Of course, all of the advertising in the world can't transform the proverbial sow's ear into a silk purse. Likewise, no amount of training or advocacy will counter the black eye inflicted upon the industry by the handful of producers who willfully choose to do things the wrong way.

Consider an undercover video captured by Mercy for Animals. It came to light in April. Footage was from a dairy calf farm in Texas. There's a calf lying there and here is some cretin bludgeoning the calf to death with a pick axe. It will turn your stomach and make you want to saddle a fast horse and catch this sadistic idiot with a short rope.

Yes, undercover videos

are less than fair, as is the practice of animal rights activists hiring on to livestock operations for the express purposes of trying to catch someone doing something they shouldn't be. In fact, some states are trying to make such acts illegal. That's understandable, but as long as animal cruelty exists like that depicted in the aforementioned video, such laws are hard to argue for.

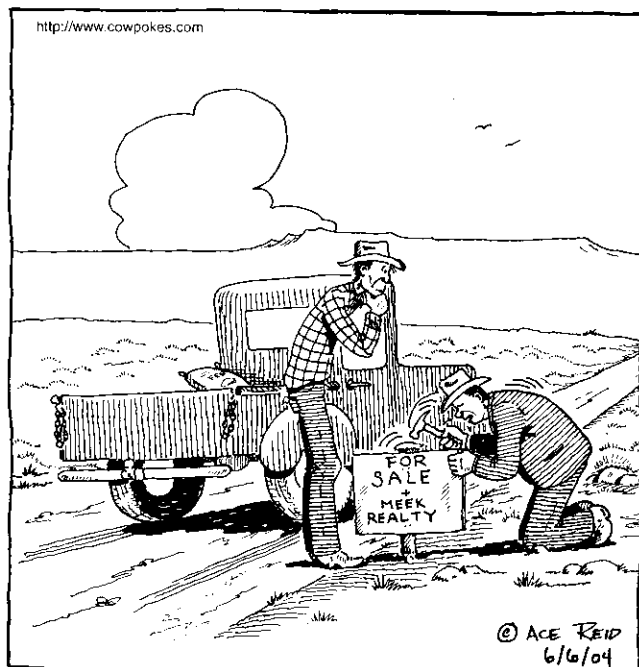
“The frequency with which these videos appear prohibits us from considering them as isolated incidents, or accepting the excuse that the producers were unaware that the abuses were taking place,” said Ron DeHaven, DVM, chief executive officer of the American Veterinary Medical Association (AVMA) following release

of the Texas Video. “Undercover videos showing inexcusable abuse of food animals highlight the need for more veterinary oversight on ranches and farms, and at livestock markets and slaughter facilities.

“A variety of organizations, including the AVMA, industry groups, humane organizations, and state and federal regulatory authorities, offer guidance to protect the health and welfare of animals used to produce our food supply,” DeHaven added. “Those guidelines, however, are only as good as their implementation. If those responsible for the good welfare of the animals in their care are unable or unwilling to follow such guidelines, then additional oversight is obviously needed.”

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August 27-5W Cattle Co. Field Day and Showmanship Clinic, Mercedes Texas

September 11-West Texas State Fair Simbrah Show, Abilene, Texas

September 23rd-East Texas State Fair Simbrah Show, Tyler, Texas

October 1-LMC Roundup and Futurity, Linn, Texas

October 8-Fall Fest Sale, Hearne, Texas- CANCELLED

October 15-Heart of Texas Fair and Rodeo Simbrah Show, Waco, Texas

October 20-State Fair of Texas Junior Simbrah Show, Dallas, Texas

October 21-State Fair of Texas Open Simbrah Show, Dallas, Texas

October 21-23-Synergy IV Sale and Showcase, Giddings, Texas

October 31/November 1-Deadline for junior heifer ownership for Spring Majors. Check each particular show's ownership rules.

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Yearling bull...

(Continued from page 13)

may have occurred since the last time the herd was checked.

Post-Breeding Management

The care provided yearling bulls after the breeding season is critical if they are going to continue to have a long and productive breeding life. However, the sad reality is that bulls do not receive proper care on most commercial beef operations.

The manager should be concerned with the following items during the "post

breeding season":

1. Evaluate the bull's condition and, if needed, feed and manage them in such a way that they will be in moderate condition, a body condition score (BCS) of 6 at the beginning of the next breeding season.

2. Feed and manage yearling bulls so they achieve up to 75 percent of their mature size by the beginning of the next breeding season.

3. Prevent injury. Do not place young bulls in the same pens with older bulls that will physically dominate them. Additionally,

keep the lot free of materials that could possibly cause injury such as wire, farm equipment and boards with nails. Again, producers might consider a companion during this period.

After yearling bulls are removed from the cow herd, check their overall general condition. During the breeding season, yearling bulls can lose weight and condition. In severe situations, bulls not only lose fat cover but lose muscle mass as well. Weight gain during the post-breeding season will vary and will depend on condition and

length of time to achieve the weight gain. See Table 1 for suggested rations.

Yearling bulls should be managed so they will be in a body condition score of 6 when turned out at the start of the next breeding season as a 2-year old. This will help to insure that bulls will be strong, aggressive and active. Bulls should have enough extra condition to be able to call on their tissue reserves to maintain a high rate of activity and quality semen during the breeding season.

Rations for an 1100 lb. yearling bull to gain at various rates are outlined in

Table 1.

Excellent quality pasture can substitute for silage and hay. Furthermore all bulls, especially yearlings, should have free access to a high quality mineral mix that is readily available at most commercial feed outlets. Provide a health and parasite control program as outlined by a local veterinarian. Internal and external parasites should be controlled to provide yearling bulls every opportunity to recover from the rigors of the breeding season.

SUMMARY

Purchasing and utilizing

yearling bulls will become an even more common practice by cow-calf producers. This will be brought about by the reduced number of 2-year old bulls offered for sale due to the high cost of growing and developing, and the faster genetic progress that can be made through the use of yearling bulls. Proper care and management must be provided to these young bulls if both genetic improvement and reproductive performance are to be maximized.

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Nu Wave II

His Waves Of Influence Continue To Dominate The Breed

- Smith Nu Wave II stormed onto the breed at the 2009 National Show, sweeping the calf championships and his influence has continued to dominate and now his progeny and their progeny are taking leading roles in the breed. The second generation of Nu Wave's include the champions Smiths Priceless Passion and RFI Hot Flash.
- He's a $\frac{3}{4}$ x $\frac{1}{4}$ sired by PTL Cutting Edge D209 and he is out of a Spectrum bred female.
- He has now been the #1 ranking EPD bull of the breed for three years — proving this bull is as constant as ocean waves and a powerful performer in traits that are economically required in today's environment. Just take a look at his EPD numbers — not just stout numbers, but he ranks in the top 1% of the breed in six categories.
- In Synergy III, Reavis Farms and Smith Genetics sold 10 units of semen on Nu Wave II to Ronnie and Susan Smith, Smith Farms, Denton, Texas. We are proud to announce that the Smiths have now purchased one-third interest in this great sire. Ronnie and Susan have assembled a solid set of females in their herd, along with some outstanding donors and they feel one of the sure ways to add value to their investment is to cross many of these with the great Nu Wave II.



RONNIE AND SUSAN SMITH

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Smith Nu Wave II...

- His calves have dominated the breed for the past two years and a short list includes Smith MDM Look At Me, Smith Isgrig Charismatic, LMC WFC Dream Girl, Smith SCL Mia, LMC Smith WFC Moose, Smith McCrary Addie, Smith RFI Tinkerbell, and Hagan Smith Show Stopper.

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	68.3	120.9	-20.9	23.2	29.4	9.12	0.04	-0.07	-0.03	145.5	193.5
Rank	1%	1%	1%		5%	1%		10%	10%	10%	1%	1%

Top 15%

His impact can only be felt by purchasing his calves or this special semen package, come today and see the calves we have by Smith Nu Wave II.



Nu Wave Daughter. This female is being shown by Ann Attenboller and she is a Smith Nu Wave II going back to the Charlene cow family on the maternal side.



Smith Isgrig Charismatic. Sired by Smith Nu Wave II, a herd sire now at work in the Smith, Reavis, Burch, Wentz Farming Co. and McCrary programs. Charismatic's EPDs rank him in the top of the breed for the direct growth traits of weaning and yearling and yet his birth weight EPD is also in the top 10%. He excels in maternal weaning weight, carcass weight and API and TI.



Smith-MDM Look At Me. Sired by Smith Nu Wave II, 2010 San Antonio Reserve Grand Champion Female and Grand Champion at 2010 Belt Buckle Ring A. Owned by Smith Genetics and Behringer Select Farms.



Smith Priceless Passion. Sired by a Nu Wave II son, Infinity. She was named the Grand Champion Female at the TJSSA Futurity, American Jr. Simbrah Roundup, and at the Belt Buckle was the Simbrah Champion and 3rd Overall American Heifer for Mary Kate Walters.



LMC WFC Dream Girl. Sired by Smith Nu Wave II. She has won every major show, including the 2009 National and 2010 International Grand Championships. She recently sold for \$42,000 to La Munica, 6G, BETM Ranch and LPJ.



Smith McCrary Addie. Sired by Smith Nu Wave II. 2009 National Simbrah Reserve Junior Champion. Owned by McCrary Farms and Smith Genetics.

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