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Message from the Board

by Frank Wedel, RAAA President

Red Angus Are For Real

In my younger days, I enjoyed watching Dragnet with Jack Webb. The opening line went something like this "this is the city-Los Angeles-there are eight million people in the city each one of them has a story. This is one of them." Well there are 2,300 regular members and about 600 Junior members in the Red Angus Association, and each one of them has a story about how they got started in the Red Angus business. I would like to share mine with you.

About twenty-five years ago, I had some cattle on feed at a feedlot near Tribune, Kan. I stopped to talk to the feedlot manager and he showed me what he said was the best gaining, best doing set of cattle that he fed each year. They were yearling steers ready for harvest and were certainly the most awesome set of cattle that I had ever seen. I asked him what they were and he said they were Red Angus from Miles City, Mont., and that they always out performed everything else in the lot year after year.

Several years later, I had the opportunity to acquire a long term lease on a ranch nearby and decided that I wanted to stock it with cows. It was late March but I was able to find 120 nice heifers from Montana. They were mostly black in color with a few baldies, reds and Herefords. The next step was to find bulls. I called a reputation ranch and he assured me that he had just what I needed. I purchased five bulls and turned them out with the heifers. Life was good.

I was quite happy to find that 107 of the heifers were pregnant and I eagerly awaited calving season. The first heifer started to calve and needed some assistance, and so did the second heifer as well as the third. The fourth needed a cesarean. Suddenly life wasn't so good. To make a long story a little shorter; I calved 102 of the heifers and pulled 74 calves, had six cesareans and had four heifers die, as well as

about two dozen of the calves.

Reluctantly I went to the bank and tried to explain why I had so few calves on the set of heifers that I was so proud of. My banker was quite understanding and told me that on his ranch they used to have calving problems. Then they started buying Red Angus bulls and they solved all their problems. I remembered the awesome set of feedlot steers and together with the advice of my banker I purchased my first Red Angus bulls. Those bulls took care of my calving problems but they did much more than that. They exposed me to a breed of cattle, and the people that produced them, that have influenced the decisions that I make for my feedlot and for my ranch.

This brings me to the National Western held recently in Denver. The excitement and the atmosphere were electric, from the pen show in the yards to the Hill Show. Attendance was excellent and the cattle displayed were absolutely great.

The Red Angus sale was phenomenal with a standing room only crowd and averages that truly reflected the demand for Red Angus bulls and females. I attended a sale in the same arena in 1991 and purchased two of my first Red Angus bulls. I would guess the crowd on that day was about 20 percent of the crowd that attended this year's event, and the sale prices were much less than this year.

To all the commercial cattlemen that might read this column, if you haven't tried Red Angus I encourage you to do so. You will not be disappointed. Red Angus are for real, and are backed up by wonderful group of producers whose main goal is satisfied customers. And for all the loyal commercial cattlemen who are using Red Angus bulls, thank you for your business. Spring bulls sales are just starting and should be exciting.

Remember, there has never been a better time to be RED ANGUS. ■

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Association Commentary

by Dr. Bob Hough, Executive Secretary

Joint Venture for Genetic Performance Solutions

We had an excellent Brain Trust at Denver this year and one of the focuses was the exciting joint venture, Genetic Performance Solutions (GPS).

Red Angus is an integral participant in this project. Many excellent questions were raised during the fall Convention, various local meetings, one on one contacts, and the Brain Trust. I will try to answer some of the more commonly asked questions in this column.

Q. What is the purpose of GPS?

A. To increase the commercial bull market share for all involved partners. Specifically for Red Angus, it is to make Red cattle the Angus common denominator in commercial producers' crossbreeding programs. This will be the result of multi-breed EPDs, decision support software, etc.

Q. What is the financial health of our partners?

A. All partners have revealed their cash reserves and are in a position to

meet all cash calls. After initial cash calls, GPS will work off of a per head revenue.

Q. Should Red Angus be involved with breeds with falling registrations?

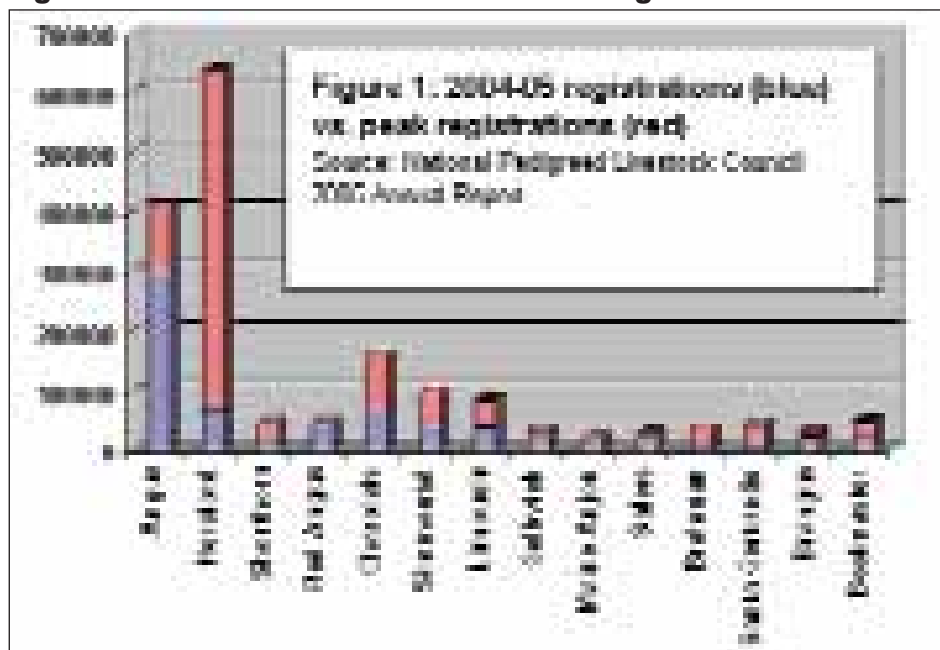
A. The seedstock industry is a declining industry. As Figure 1 clearly shows, only Red Angus is currently at its peak. Fortunately, Salers is stable and Brangus is showing signs of growth. Looking at it from a more global perspective, we do not want to see other breeds fail. In an industry that utilizes crossbreeding, these other breeds are valuable genotypes that complement Red Angus. It is in our best interest for them be successful.

Q. Why just Salers, Brangus and Limousin?

A. It is our hope that the number of breeds will grow over time. Some obvious complementary breeds would include Simmental and others.

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Figure 1. American Beef Breed Current Registrations



Association Commentary

Q. Is this going to raise Red Angus THR fees?

A. There are no plans to increase THR because of GPS. One must understand that THR fees are reviewed from time to time, so fees are not fixed from here to eternity.

Q. Can other associations have optional THR?

A. Yes, but only cattle enrolled in THR will be included in the National Cattle Evaluation and receive EPDs.

Q. Why do we want to give up our intellectual property?

A. We will not be giving up any intellectual property. Our THR system is explained in the 2002 BIF Guidelines, and our EPD models are in the public domain at the universities.

Q. Does this affect Red Angus breed purity?

A. No - The 1-A registry and category system will remain unchanged.

Q. Are we going to allow composites into the registry?

A. Yes - We already do in category III.

Q. Does this affect Red Angus breed identity?

A. There should be no loss of breed identity. We will maintain a unique Association, breed promotion, commercial marketing program, FCCP, Red Angus registration certificates, registration department, ARA Magazine, National Red Angus Show, and Junior Red Angus Association.

Q. Will Red Angus switch to a multi-breed EPD model?

A. Yes - Red Angus has committed to going to a multi-breed model regardless of the status of the GPS. The difference is: without the GPS there will probably not be a base change, but with the GPS, a base change becomes likely.

Q. What are the consequences of a base change?

A. The EPDs will look different if a base change occurs, but many false assumptions abound. First, setting a base is political not scientific. Second, I think our cattle will fare well in growth traits compared to the breeds involved, while excelling in calving ease, marbling, maintenance energy, heifer pregnancy and Stayability.

Q. Will RAAA continue to do a joint run with Canadian Angus Association?

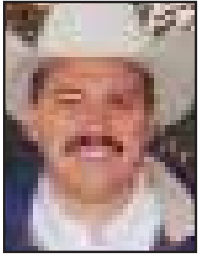
A. Yes

Q. Why didn't the membership vote on the GPS?

A. It is a Board decision just like THR was. However, the Board sought input from the membership at the Brain Trust and Convention before fully committing to the full cash calls.

Q. Is the GPS a done deal?

A. GPS continues to move forward, but is not a "done deal" since the other breed associations have not fully committed to the cash calls. ■



Marketing Update



CERTIFIED RED ANGUS

Pro-Cow

by Blake Angell, Commercial Marketing Director and Greg Comstock, RAAA Marketing Programs Coordinator

Steers or Heifers? Either way - they are worth top dollar.

We have completed the majority of the market run on weaned and backgrounded calves, and consistent with last fall's results - Red Angus cattle are at the top of the market. Superior Video Auction continues to represent a very strong market for Red Angus cattle. With sale results from two of their most recent sales in late January and mid February, certified and tagged Red Angus cattle made yet another market report when all the dust had settled.

On January 26th, Skinner Ranch, Jordan Valley, Ore., received top marks with their steer calves. Scheduled to be delivered between March 20 and April 10, these 800 pound feeder steers tallied up at \$116. This represented a \$50 per head premium above the next closest selling set of cattle in that region and weight class.

Glenn Cattle Co., Fort Morgan, Colo., found strong demand for their calves on the February 10th Superior sale as well. The 700 pound steer calves scheduled for delivery the week after the sale received a price of \$123 - eight dollars a hundred over similar weighted cattle in the same area. The heifer mates not only did the same thing relative to their place in the market report, but also brought more per cwt than their steer mates as these 625 pound heifers gathered up \$128.

The reports from the South Dakota sale barn community were equally

as impressive. In mid January, Mobridge Livestock Auction consignors were recipients of the strong demand for both Red Angus steers and heifers. Jerry Leibel of Glencross saw his 738 pound steers bring \$117 and his heifer mates at 682 lbs bring \$148. Prairie View Ranch of Firesteel saw similar results as their 809 pound steers brought \$112.25 and their heifer mates weighing 704 pounds brought \$137.

Just a couple weeks later at different barns, the same story was told. At Herreid Livestock Market, the Aberle Ranch benefited from the incredible demand for Red Angus females as his 690 pound heifers rang up at \$137.25 and a little lighter cut of heifers at 620 lbs brought \$140. At Hub City Livestock Market in Aberdeen, Dean Gaikowski and Sons sold their 808 pound steers at \$111.20; their 722 pound steers at \$117.75 and their 679 pound heifers at \$138.50.

If ever there is a sign that we are beginning to rebuild the cow herd, one has to look no further than sale reports like these. When steer calves are being out powered to these levels by their heifer mates, the market is right for expansion. As you prepare to make bull purchasing decisions in the coming weeks, keep these numbers in mind. Whether it is the steers or the heifers, Red Angus influenced cattle are in extremely high demand - and with the purchase of good Red Angus bulls, you could experience this same demand.

Superior Founders Recognized



At the conclusion of the recent NCBA convention in Denver, Colo., two long time friends of the Red Angus community were recognized with a top industry honor. Jim Odle and Buddy Jeffers, co-founders of Superior Livestock Auction, were presented the 2006 Beef Industry Vision Award on Saturday, February 4th.

This award, which is sponsored by the National Cattlemen's Foundation, recognizes individuals in the cattle industry for innovations that have enhanced not only their business, but the industry as a whole. Nominees were evaluated on the basis of effective use of technology, impact on production cost, ingenuity of implementation, innovative marketing, impact on industry and optimum resource management.

These two gentlemen, along with the entire Superior organization, have played a major role in developing the current market place that exists for Red Angus cattle. As a result, we would like to extend our most sincere congratulations to these two very deserving gentlemen.

An Underutilized Biotechnology in the Beef Industry- Artificial Insemination

lower than natural service. Several others are only marginally higher than natural service. Systems involving CIDRs tend to have the highest standardized cost/cwt. As noted before, natural service bulls were priced at \$2300. This was based on the reported average price of bulls sold from 2000 to 2003. Since then, bull prices have increased significantly, making AI appear more economically feasible than ever. Furthermore, this model did not account for the potential added value of AI-sired replacement heifers, which would markedly enhance the productivity of the cow herd over time.

Today, the technology exists to successfully AI cows at predetermined fixed times with resulting pregnancy rates that are equivalent to those achieved with heat detection. This is illustrated in Table 2, which is a summary of results from Univ. of Missouri published work, in addition to unpublished data from DeJarnette and Wallace, Select Sires, Inc.

Table 2. Pregnancy rate in postpartum beef cows after treatment with various estrus synchronization protocols^a

Treatment	Pregnancy rate (%)
AI based on detected estrus	
2 shot Prostaglandin	35
Select Synch	45
MGA/Prostaglandin	54
MGA Select	62
7-11 Select	65
Fixed-time AI, no estrus detection	
MGA Select	63
7-11 Synch	61
CO-Synch + CIDR	66

^aPatterson et al. (2004).

Univ. of Kentucky researchers, Les Anderson and Paul Deaton, conducted a study comparing ES and AI (ES/AI) with natural service using 351 commercial crossbred cows (Anderson and Deaton, 2003). The ES/AI treatment consisted of a 10-day CO-Synch protocol with fixed-time AI at 48 hrs. after a second injection of GnRH. Cost of ES/AI, including labor, was \$29.88 per cow. Following AI, clean-up bulls were turned out for 50 days at a cow:bull ratio of 50:1. The natural service cows were exposed to bulls for 60 days at a cow:bull ratio of 25:1. Calves in both treatments were given a value of \$80/cwt, which was the going market value for weaned calves at the time. As shown in Table 3, cows in the ES/AI treatment weaned 109 lb more calf per cow exposed than those bred by natural service. The extra revenue generated in the ES/AI treatment would be 109 lb X \$.80 = \$87.20 per cow. Therefore, net return on the investment in ES/AI would

An Underutilized Biotechnology in the Beef Industry- Artificial Insemination

be \$87.20 - \$29.88 = \$57.32 per cow. This does not include the important long-term economic benefits of increased maternal productivity that could accrue from retaining heifers sired by highly proven AI sires.

Table 3. Estrus synchronization and AI vs. natural service^a

Item	Treatment		
	ES/AI	NS	Diff.
No. of cows	251	100	---
Calving rate, %	90%	81%	9%
% calving, 1st 30 days	85%	62%	23%
Avg. Julian calving date, days	74 d	84 d	10 d
% calf crop weaned	88%	79%	9%
Weaning age, days	210 d	200 d	10 d
Weaning wt., lb	577 lb	505 lb	72 lb
Lb calf weaned/cow exposed	508 lb	399 lb	109 lb

^aAdapted from Anderson and Deaton (2003).

The Kentucky researchers also initiated a 10-year demonstration project in 2001 to evaluate the long-term impact of incorporating ES/AI into a commercial cow-calf operation (Anderson and Deaton, 2003). Baseline data were collected from a cooperating producer over 10-year period (1991-2001), during which natural service was used. In 2001, the producer's breeding program was changed to an ES/AI system that used a fixed-time AI protocol (CO-Synch). Table 4 is a summary of preliminary results from the first 2 years (2001 and 2002) of the project.

Table 4. Impact of ES/AI on productivity and profitability of a commercial cow herd^a

Item	Breeding System	
	Natural Service (Avg., 1991-2000)	ES/AI (Avg., 2001-2002)
No. cows exposed	45	45
Calving rate, %	82%	94%
Weaning wt., lb		
Steers	525 lb	549 lb
Heifers	484 lb	499 lb
% calf crop weaned	74.5%	88.5%
Lb calf weaned/cow exp.	381 lb	465 lb (+22%)
Steer sale price, \$/cwt	\$77.00	\$85.50
Cash costs, \$/cow	\$235.38	\$289.04
Net profit/cow exp., \$	\$57.75	\$96.72 (+67%)
(cash sales/cow - cash costs/cow)		

^aAdapted from Anderson and Deaton (2003).

Results from the first two years of the project illustrate that incorporation of ES/AI increased both productivity and profitability of the cooperating producer's herd. Obviously, cash returns were improved due to increased market prices, but costs likewise increased during this 2-year period. The bottom line is that lb calf weaned per cow exposed were increased by 22% and net profit by 67%.

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To sum it all up, recent research in reproductive physiology has improved and refined AI and ES systems, making them more feasible than ever before for the beef industry. For those producers interested in customizing an ES protocol to meet their specific needs, an Estrus Synchronization Planner CD can be purchased for \$35 from the Iowa Beef Center at www.iowabeefcenter.org/content/estrussynchplanner-main.htm or by phone at 515/294-2333.

Literature Cited

Anderson, L. and P. Deaton. 2003. Economics of estrus synchronization and artificial insemination. Proc. Beef Improvement Federation Research Symposium and Annual Meeting, May 28-31, 2003, Lexington, KY.

Johnson, S.K. and R. Jones. 2004. Costs and comparisons of estrus synchronization systems. Proc. Applied Reproductive Strategies in Beef Cattle, Sept. 1-2, 2004, North Platte, NE.

Patterson, D.J., F.N. Kojma, J.E. Stegner, J.F. Bader, G.A. Perry, D.J. Schafer, and M.F. Smith. 2004. Review of estrus synchronization systems: MGA. Proc. Applied Reproductive Strategies in Beef Cattle. Sept 1-2, 2004, North Platte, NE. ■



Calling for Scholarships!

If you are a Junior Red Angus Member attending school and would like to receive information (including an application) on Red Angus Scholarships, please contact Betty Grimshaw at the RAAA National Office.

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APPLICATION DEADLINE:
All requests for RAAA Scholarships must be postmarked by March 31, 2006!

Heat Detection of Beef Cattle

by Terry Goehring, Extension Beef Specialist, South Dakota State University

New techniques and less expensive products for estrous synchronization have increased the use of this management practice for both commercial and seedstock producers. Hand-in-hand with synchronization comes the need for accurate heat detection. Although cows are referred to throughout the text, the information applies to yearling heifers as well.

Defining Terms

Estrus, or standing heat, is defined as a regularly occurring state of sexual receptivity during which the female will accept the male. This is indicated in cattle by the cow standing to be mounted by a bull or other cows. Standing heat typically lasts for about 12 -18 hours, but some cows may stand as short as four hours or as long as 24 hours. The term “estrous cycle” refers to the whole sequence of hormonal and reproductive changes that take place from one heat period to the next. The length of the estrous cycle averages 21 days, but may vary among individuals, with 17 - 24 day cycle lengths being common.

Physiology of Standing Heat

Standing heat is the product of a series of hormonal changes. One important hormonal change is related to estrogen production by the follicles on the ovaries. As the time for the next heat approaches, the estrogen output from the primary follicle increases. The estrogen is released into the bloodstream where it is transported to the brain. The estrogen activates the central nervous system, causing the behavioral changes associated with standing heat.

Signs of Standing Heat

Heat detection is simply the observation of changes in behavior that are due to coming into or being in standing heat. The most definite behavioral change is standing firmly while mounted, with the mounting or riding process repeated several times. The goal of good heat detection is this, before declaring a cow in heat and eli-

gible for artificial insemination, she must be observed standing solid while being ridden. Sometimes, this is a goal that can't be achieved for all cows. A few cows may not be observed in standing heat simply because the heat detector is not in the right place at the right time for observation. In addition, with heat synchronization an overwhelming number of cows may be showing heat, making it very difficult to see each individual cow actually standing. Therefore, all other signs pointing toward a standing heat must be evaluated.

Through changes in behavior, some physical changes are created that may be associated with standing heat. Individually, these changes may not allow for a confident decision on whether or not a cow should be bred. However, with some experience in heat detection, if enough changes have been noted, a confident decision can be made without actually seeing the cow stand.

The following are signals that a cow may be coming into heat. These signs may be observed from 4 - 48 hours before the onset of standing heat.

Nervousness. This may be observed in excessive, nervous walking, accompanied by bawling. Don't expect them to be moving at a fast walk without ever stopping, but do watch for movement when other cattle are relatively stationary, as when grazing, nursing calves, laying down, etc. Periodic grazing while walking, or frequent trips to the feed bunk might be observed. The hyperactivity may start 4 - 48 hours before standing heat and will last until the cow goes out of heat. The duration of hyperactivity before



Establish a heat detection routine that allows initial observation of the cattle without disruption of their estrous behavior.

Heat Detection of Beef Cattle

standing heat is extremely variable between individuals. Hyperactivity is nature's way of helping the cow attract a bull or search one out herself. Along with nervousness, cows may appear to be more observant and give the appearance of studying their surroundings or looking for something. Cows that are uncommonly nervous should be checked closely the following 1 - 2 days.

Riding others in heat. The cows that are doing the riding may or may not be in heat or coming into heat themselves. The cow that mounts a few times, drifts off and shows no further interest probably warrants no serious observation. However, the cow that is constantly riding others and doesn't drift away from the activity, or perhaps goes away and comes back, should be checked closely. Look for a thick, clear mucus discharge and signs of having been ridden. Cows that are in heat usually thrust quite vigorously with their hips when riding another

cow. This resembles the movement of a bull when breeding a cow. This string of mucus may be expelled from a cow in heat as she rides other cows.

Congregation. Cattle in heat naturally seek each other out, forming little clusters of activity. Several clusters may be formed when a large number of cattle are in heat at the same time. Watch for little groups of cattle that are on the move and for fence-line attraction between two groups of cattle in bordering pastures. If there is little riding activity in the heat detection pasture, a cow in heat may try and seek out the neighbor's bull, or she may be attracted to cows in heat across the fence. This may be particularly notable if the cow is a long distance from herdmates or in an area not commonly grazed. If a bull is observing from across the fence, he may be excited and trying to ride something in his own bunch, even if they are not in heat.

When a cluster of cattle is noted and there appears to be excessive, uncharacteristic movement, including some cows attempting to ride others, the cluster should be monitored closely. Make careful note, either mentally or in your heat detection book, which cows are present in these clusters. Attention to detail and knowing which cows are participating is the only way to later use more subtle signs of standing heat.

When working with synchronized cattle, it is desirable (and most times essential) to sort them as soon as you are confident they are standing. Some cows will brood excessively if left in the bunch, which probably isn't a problem, but other cows may be in heat and are going undetected. After sorting and restructuring the social group, new cows will usually be detected. Sorting in increments of 10 - 25 head allows easy handling and leaves enough riding activity to keep the larger group interested.

Heat Detection of Beef Cattle

If possible, pen the "hot" cows where they can be viewed by the remaining cattle. Make note of the individuals that walk briskly up to the fence to watch the others ride each other. These cows will often times be bawling more than normal. Quite often individuals displaying this type of behavior are 1 - 12 hours away from standing heat. Because of the attraction between cows in heat, penning the "hot" cows in view of the remaining cows, and next to an empty pen, may make sorting much easier.

Small amounts of mucus. Some cows will have a small amount of mucus that may be observed when she is lying down or upon standing up and stretching. This is not to be confused with the long string of clear, thick mucus associated with standing heat. A small amount of mucus is not too uncommon, and by itself may not be a good indicator that heat is approaching. However, this does rep-

resent a potential change in heat status and the cow should be watched closely the next couple days.

The signs described in items 1 - 3 above may be observed among cattle from 48 hours prior to, through the duration of standing heat. The items below usually indicate actual standing heat, or a cow that is less than 12 hours from coming into heat.

Thick, clear mucus. Estrogen also affects the reproductive tract itself, causing a thick, clear mucus to be released within the cervix. This mucus aids in the lubrication of the bull's penis during natural mating and in sperm transport into the reproductive tract. The physical activity of riding other cows, being ridden or stimulation of the reproductive tract while Ailing may cause the mucus to be expelled. Often times the mucus is observed hanging from the vulva, where it becomes caught on the tail. As the cow switches her tail, the

mucus may be smeared over each rear quarter. Dried mucus will leave a very distinct mark for several hours. All cows in heat should produce cervical mucus; however, the mucus may not be expelled by all cows in heat. Observing thick, clear mucus, or evidence of this mucus on the tail or hip, should be taken as a strong indication of standing heat. These cows should probably be inseminated even if they are not observed standing.

Close physical contact. This goes along with congregation of cattle. This may include cows standing head to tail and circling, butting heads in mock fighting, and chin resting on the back, or rubbing on the hip of other cows.

For example, cattle will frequently place their chins on the back of another animal before attempting to mount. Sometimes they will vigorously rub their chin along the hip or back and push with their body at the same time.

Heat Detection of Beef Cattle

Cattle may also be observed standing head-to-tail, with chin resting on the hip, while circling and pushing with their bodies. This also is a prelude to mounting and may be accompanied by mock fighting or head butting.

Cows in heat will form attachments with each other. They may try and prevent other cows from riding their partner. Head butting and attempting to drive the other cow off is commonly observed. If heat detection is being performed when the cattle are grazing, look for cows that are almost touching each other. Cows don't normally stand close together, and if you watch long enough, you might catch a brief mount. Cows nursing calves do not ride as vigorously during their grazing mode if only a few cows are in heat.

Swollen vulva. A characteristic of standing heat that is often mentioned refers to a somewhat reddened and swollen, loose vulva. Practical experi-

ence suggests that this may be very subject to interpretation and difficult to view, and is thus of limited value as a heat detection aid.

Natural markers. Normally the hair on the tailhead is lying down and pointed toward the tail. A cow that has been ridden hard will sometimes have the hair rubbed off her tailhead down to the hide. Before this occurs the hair may be roughened up to the point where it sticks almost straight up. The hair on the sides along the hip and over the hip may be rubbed off, in the case of cows that haven't shed off, or have a roughened, disorganized appearance in shorter haired cows. This is created by being gripped by the front legs of the cow that is riding. Muddy conditions create an excellent natural marker, as the cows will have mud plastered on both flanks and maybe further up along the back ribs. Care should be taken when using mud and hair loss as a sign of being ridden. Both sides of the cow in question must

show the signs, as a cow could not have been ridden and marked on only one side. Hot iron hip brands that are fresh, but scabbed over make excellent heat detection aids. When ridden the scab will be peeled off, leaving the brand a bright-red color. Brands should be applied about 6 weeks before heat detection starts. Normal branding procedures for ownership (as calves, on locations other than the hip) will limit the use of this aid; however, it might be useful to use a year brand for heat detection purposes. Cattle can be inseminated based solely on natural markers with good results, if the heat detector is observant and knows approximately when the cow might have been standing. Thus the natural markers can be used effectively only if you have a record from the previous heat detection period of cows that showed signs of approaching standing heat.

Calf Behavior. It is true that calves will try and ride cows in heat. They

Heat Detection of Beef Cattle

will also try and ride cows that are not in heat. So, being ridden by calves is not a very reliable heat detection aid. However, if 2 or 3 calves are determined in their efforts to follow and mount a cow, perhaps she should be watched. Cows in heat travel the pasture and consequently the calf sometimes gets left behind. Take note of the calf that's bawling and acts like they are looking for their dam or haven't nursed for awhile. The dam could possibly be in heat.

Bloody Discharge. Two to three days after standing heat, a bloody discharge from the vulva may be observed. Evidence of a bloody discharge may be present on the tail or rear quarter. The bloody discharge is normal and only means the cow was in heat, and if not inseminated already, it is too late. A bloody discharge has no relationship to whether or not conception occurred.

General Heat Detection Considerations

Cycle lengths of 7-10 days are termed "short cycles." Beef cattle may have a short cycle after the first standing heat postcalving or after the pubertal heat in heifers. The short cycle is caused by a short-lived corpus luteum. The heat preceding the short cycle is not fertile, the next one will be fertile and the cow that short-cycles should be inseminated again.

Establish a heat detection routine that allows initial observation of the cattle without disruption of their estrous behavior. Therefore, don't do anything that will cause the cattle to be distracted from riding cows in heat, for instance, allowing the cattle to hear the sound of the feed vehicle, feeding the cattle, gathering before observation. If possible don't check heat in the same vehicle used to carry the feed.

Cattle confined in close quarters will try mounting each other. If mounting activity is observed when the cattle are being herded or after they are corralled, take some time to determine if anything is actually standing.

Heat detection is a skill that is learned through experience. Some producers experienced in heat detection suggest that 20 - 30 minutes night and morning is adequate, others suggest 45 minutes to an hour is necessary. In practice, time spent on heat detecting should be based on how long it takes you to be confident that you have found all the cows in heat. It is a bad feeling when you leave the cows, wondering if you have missed a heat. It is true that very early in the morning and in the evening are the best times to heat detect, particularly cow/calf pairs on grass.

If 100 percent of the cows or heifers in a management group are cycling, then about five percent should show estrus each day. A daily average of less than five percent may be indicating that a portion of the females are not cycling, and estrous synchronization results may be disappointing. This may also be an indication of inadequate heat detection. ■



The Roller Coaster of Change

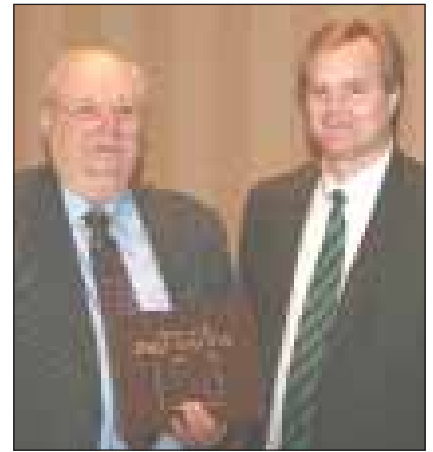
by Greg Comstock, Marketing Programs Coordinator, Red Angus Association of America

During my 25 years of Beef seedstock production and marketing the only thing that stays the same is how things keep changing. As a sale manager in my twenties, I was ridiculed by my older and wiser colleagues for putting EPDs in sale catalogs. They suggested that I was "building value on smoke and mirrors". Now, those same critics can quote the hot bulls' EPDs whenever needed to help pick up a sale. Demand changed; people changed to meet it, and history proved my experiment to be right. Perhaps my personal example proves nothing more than even a blind pig can find an acorn every once in a while, but it goes to show that adapting to change is necessary to survive and thrive.

Aside from getting the EPD thing right, change was a learned behavior for me. As a sale manager/consultant I was pretty heavily invested in appearing to have things figured out. Changes meant I had to master new skills and add more information to my repertoire. Funny thing was, as I became more seasoned, I realized my clients had long ago figured out that I didn't know it all. The reason they kept me around was my exposure to the industry and other programs. My career required traveling around the country from one operation to the next, and seeing what worked and what didn't; clients used my collective observations to evaluate, change and adapt their operations to better meet customer needs.

The 2006 Brain Trust looked at Change, how it affects us, and our responsibility as seedstock producers in assisting our customers in dealing with change. No better person to lead us into this conversation than Dave Nichols, founder of Nichols Farms in Bridgeport, Iowa. Annually ranked as one of the nation's top ten seedstock operations, the Nichols' formula for success involves maximizing genetic improvement through utilization of all available tools, and serving his customers through a series of Nichols sired feeder calf and replacement heifers sales. Heterosis and Breed Complementarity are two of the tools Nichols uses in delivering a customized genetic product to his customers. That product may come in the form of a purebred Angus, Simmental, SimAngus, or a Nichols farm composite. The relative volumes of each breed being determined by customer need. Dave's presentation style forces the audience to take off their rose colored glasses, and consider his advice that, "Seedstock breeders and their Associations should harness their best minds and allocate the necessary resources to improve the efficiency and heterosis of U.S. beef herd with specific genetic inputs, while improving the tenderness, taste, and healthfulness of beef."

In encouraging people to think outside of their comfort zone, Nichols finished with this quote, "Smart people told Columbus the World was flat. He didn't insist it was round...He got in the boat".

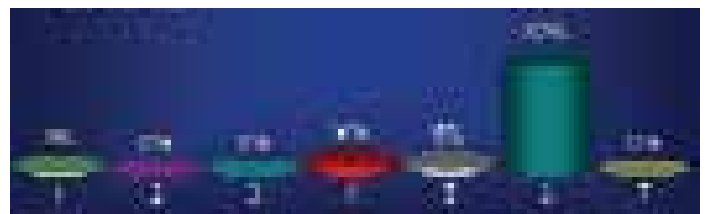


Following Dave Nichols' seedstock industry overview, CSU's Dr. Tom Field led an interactive discussion on "The

Dave Nichols receiving "The History of Red Angus" from RAAA Executive Secretary, Dr. Bob Hough.

Roller Coaster of Change" Dr. Field has earned the reputation as one of beef academia's best strategic thinkers and has been involved in several breeds' strategic planning process. Dr. Field combined his experience with audience polling technology to lead Brain Trust attendees through an introspective, yet enlightening, exercise. Following are some of the questions asked of your fellow Red Angus breeders and other Brain Trust attendees. The graphs below each question depict the results of the audience polling, and show the relative percentages of audience "votes" that each answer received.

- 1. Which facet of beef cow/calf management is most different than it was in 1970?**
 1. Range Management/Cost of grass
 2. Health/Vaccination Programs
 3. Government Regulations
 4. Genetic Selection Tools: EPDs, ERTs, EBVs, ratios, MPPA's, Sire Summaries, etc.
 5. Marketing Tools: Video, Internet, Retained Ownership, Grids, etc.
 6. All of the above.
 7. None of the above.

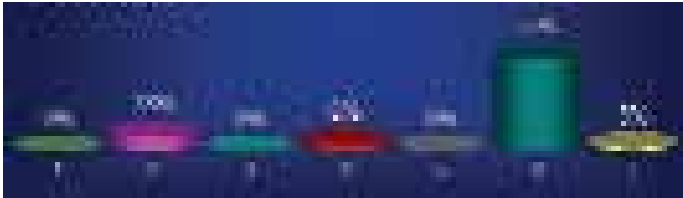


- continued on page 55 -

The Roller Coaster of Change

2. Which of these innovations met with resistance from cattlemen?

1. Co-mingling feeder cattle in state graded sales to increase load lot uniformity.
2. Abandoning actual weights for EPDs
3. Eliminating "nurse cows" from shows
4. Replacing Registration fees with Total Herd Reporting (THR)
5. Using Angus bulls to turn Herefords into Baldys
6. All of the above.
7. None of the above.

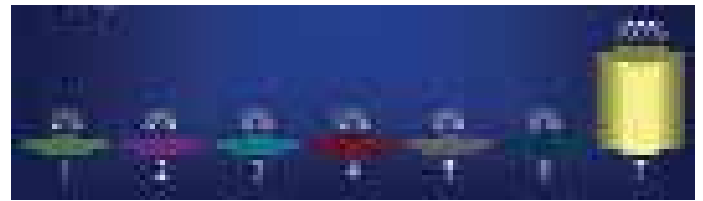


3. Pick the only constant in the beef industry during your active involvement (must be in industry a minimum of 10 years):

1. Number/Impact of Government regulations.
2. Number of Traits EPDs are published to describe.
3. Relative importance of information as it influences value of feeder cattle.
4. Number of breeds using Total Herd Reporting
5. Feeder/Fed Cattle Prices

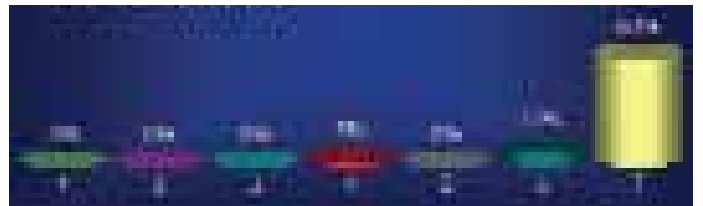
6. Cost of Production Inputs

7. Change



4. What are the greatest difficulties associated with organization wide change?

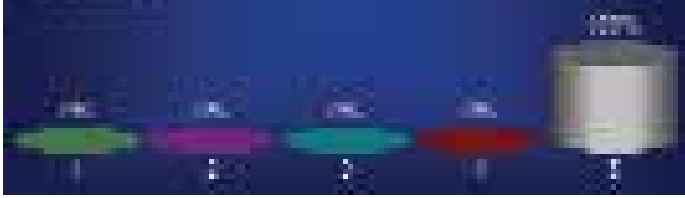
1. Fear/Concern over loss of jobs.
2. Fear/Concern over having to learn new methods/software/tools.
3. Fear/Concern over having to deal with unfamiliar people.
4. Fear/Concern over loss of control/influence
5. Fear/Concern over loss of income/market share
6. All of the above.
7. All of the above and then some!



The Roller Coaster of Change

5. Which function must an organization master in today's business environment in order to obtain sustainable growth?

1. Product Development - Continually build a better mouse trap.
2. Customer/Public Awareness of the organization's purpose, services or products
3. Customer Service - Add value to customer's interaction with or use of your organization/product/service.
4. Relationships - find symbiotic relationships where someone else's gain benefits your organization.
5. All of the above.



6. Registered Beef Seedstock is a declining or shrinking industry

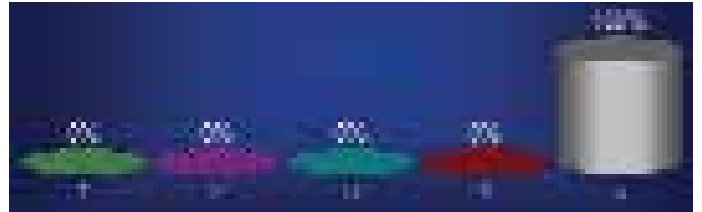
1. Absolutely Not - its growth is evidenced by the sale averages and high selling female prices in the last 24 months.
2. It is growing relative to increases in Consumer demand for beef.
3. It is a Mature Industry and is neither growing or shrinking.

4. Absolutely - 2004 annual registrations of the 10 largest Beef Breeds are less than Angus & Herefords in 1967.



7. The health of the seedstock industry (or a breed that supplies that industry) is best evidenced by?

1. Average selling price of purebred females.
2. Growth in membership.
3. Number of head exhibited at National Show.
4. Participation in Junior Programs.
5. Demand for bulls from Commercial Cow / Calf segment.



Watch your April ARA Magazine for an analysis of the audience polling data, plus Brain Trust's summation by Troy Marshall, editor of Seedstock Digest.

Beef Management Update

Realistic Expectations From Estrous Synchronization and AI Programs

Producers that are wanting to improve the genetic make-up of their beef herds very often turn to artificial insemination as a tool to accomplish that goal. Many times, these producers have very high expectations as they begin the first season of artificial breeding. Perhaps they have heard other producers tell of situations where "near-perfect" pregnancy rates resulted from THEIR artificial insemination program. Everyone wants to get every cow or heifer bred as they start the labor and expense of an AI program. However, the rules of biology do not allow for 100% pregnancy rates in most situations.

First of all it is important to understand several terms.

Estrous response rate: the percentage of cows found to be cycling in response to an estrus synchronization protocol. In other words, if we put 100 cows through the working chute and give them estrous synchronization drugs, and then we see 80 of those cows in standing heat in the next few days, then we have an "estrous response rate" of 80 percent.

Conception rate: the percentage of the cows that were actually inseminated that were palpated and found to be pregnant 60 or more days later. In other words, of the 80 cows in the above example, that were found in heat and inseminated, IF we later found that 70 percent of those "settled" or became pregnant, we would have found 56 cows pregnant.

Pregnancy rate: the percentage of cows that were initially started on the estrous synchronization protocol that actually became pregnant. In the above example, 56 of the original 100 cows became pregnant to the AI program resulting in a pregnancy rate of 56%.

Therefore, the **Estrous response rate X Conception rate = Pregnancy rate.** In this example: **80% Estrous response X 70% Conception = 56% Pregnant.**

The above example is hypothetical, yet very much close to the expected outcome of a successful synchronization and AI program.

Below is a brief summary of just a few of the many trials



conducted to study synchronization methods. As you look at this table, observe that similar results occur within the same study (or ranch). There is more difference expressed between operations than between the synchronization methods chosen. Note that most pregnancy rates vary between 35 and 60%.

These research trials were conducted under typical farm or ranch conditions with experienced insemination technicians. They give producers a realistic look at what to expect from synchronization and AI programs. We hope everyone has 100 percent pregnancy rates this year, BUT, lets also be realistic.

Pregnancy rates in five different beef and dairy studies using three different methods of synchronization

	Study				
	1	2	3	4	5
Number of cattle	240	4	124	588	346
Method A		37%	58%	56%	
Method B	58%	35%	47%	46%	50%
Method C	58%			52%	

1. 2000 Kansas Study
2. 1999 Minnesota Study
3. 1999 Colorado Study
4. 1999 Kansas Study
5. 1995 Florida Study

Glenn Selk, OSU Extension Cattle Reproduction Specialist

Short Term Calf Removal

Short-term calf removal is the term that describes the temporary physical separation of the calf from its mother. This removes the nursing stimulus from the cow for about 2 days. The care of the calf during that 48 hours is

Beef Management Update

actually quite simple. Most producers will make certain that calves access to some "sweet" feed and plenty of fresh drinking water. The calves will eat very little during this time. Removal of calves for 48 hours has shown to improve rebreeding rates of moderately conditioned (BCS=5) cows by 4-8%. (See table 1.) This improvement although, seemingly small in magnitude is large compared to the out-of-pocket investment. Short-term calf removal can be used at the first of the breeding season or in the middle or both depending on the labor situation. Short term calf removal is not a powerful enough stimulus to "jump start" very thin cows. Those that are in a body condition score of 4 or less may need to have the calves weaned completely to allow the cow to recycle early in the upcoming breeding season.

Table 1. Summary of 3 trials comparing 48 hour short term calf removal to cow/calf pairs that were traditionally suckled. (Simms, et al. 1982 KSU Cattleman's Day)

<u>Treatment</u>	<u>No. Cows</u>	<u>%pregnant at palpation</u>	<u>Calf A.D.G.</u>
Control	101	87.1	1.60
Removed	86	93.0	1.63

Those cows that calve in the BCS 6 or fatter can be expected to return to estrus early in the breeding season and should have high rebreeding rates. Although not harmful, the practices of early weaning, short-term calf removal, or feeding extra feed will NOT show significant advantages for these cows. Therefore producers will want to continue their normal lactating cow supplementation programs until green grass provides the nutrients that these cows need. Concerns about calf health and growth are dispelled by comparing the average daily gain over the entire seven months of calf nursing. Those that were removed from the cows for 48 hours grew as rapidly and had similar weaning weights as those who were never removed from their mothers. *Glenn Selk, OSU Extension Cattle Reproduction Specialist*

Beef Quality Some Tips For Proper Drug Handling

Drugs, vaccines, implants and other animal health products usually have specific storage requirements. Many require refrigeration and all should be stored in a clean place where they can't become dirty or contaminated.

Observe and obey the manufacturer's recommended storage instructions for each product. If refrigeration is needed, keep the refrigerator clean and located in a safe, clean place unlikely to be overheated or contaminated by dirt or manure.

Beef Management Update

Store such products away from the feed ingredient or mixing area unless they're regularly mixed feed additives. Storage of bottles of partially used medication or vaccine is discouraged because they may have become contaminated, and could cause infections or tissue reactions if used. Try to purchase animal health supplies in containers that hold the number of doses typically used in a day's processing.

Some other common vaccine handling precautions



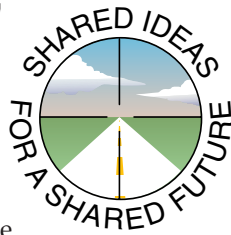
- Read the label!
- Purchase fresh vaccines and store them in a refrigerator. Never use an outdated drug or vaccine.
- Use transfer needles to reconstitute vaccines. Place one end of the needle into the sterile liquid, and the other in the bottle containing the freeze-dried cake of vaccine. A vacuum should immediately pull the liquid down. If it doesn't, discard the product, as it may not be effective.
- Modified-live (ML) vaccine begins to lose effectiveness after about an hour, so don't mix too much vaccine at one time. Because direct sunlight also degrades the products, keep vaccines and syringes in a cooler when working cattle. When using a large bottle of vaccine, mix thoroughly at first, then gently shake the bottle from time to time.
- Don't use the same syringe to inject ML and killed products. A trace of killed product can harm ML product's effectiveness.
- Clean the top of the vaccine bottle before inserting needles. To avoid contaminating the vaccine, don't put the needle used to inject animals back into the vaccine bottle.
- Never mix vaccines or other animal-health products. Mixing unlike products can destroy their effectiveness. Use only approved combinations.
- Never store drugs or pesticides in the feed room.

Mid-Atlantic Beef Quality Assurance Manual

JRA JUNIOR SPOTLIGHT

"Brain Trust 2006" ... A Juniors View

By Sara Hammes, JRA President



It's all about change. That seemed to be the theme of the 2006 Brain Trust at the 100th National Western Stock Show. As a junior it is easy to understand that, yes, life is all about changes. However, the rest can get a bit confusing. As we went through the meeting, discussing the Joint Venture, I could hear Junior Stockgrowers asking questions that I think were somewhat answered by the speakers throughout the afternoon.

At the opening of the Brain Trust, Mr. Dave Nichols, Iowa, spoke about crossbreeding and the benefits that it has had for him. As young cattle breeders, this gave us a different perspective than just registered 1A Red Angus. And from listening to the Junior Stockgrowers speeches on their last day, I could tell they had learned all about composites and crossbreeding. He also reminded us of a quote he once heard, "There is nothing so fragile as a new idea in a room full of cattlemen when calf prices are high". Following Mr. Nichols, we heard Dr. Tom Field, Colorado State University, a man with much more information than I can imagine ever knowing. We had a game of questions and responses which was a nice break from the powerpoints and speeches. The questions focused on the changes within the breed and industry, as well as the facts and answers to these questions. I would say that by the end of the third round, the audience had the picture. Following Dr. Field was Mr. Troy Marshall, Seedstock Digest, who gave us some ending thoughts. For many, this was the most motivational part of the afternoon as I heard many of the quotes that he had recited in his presentation in the speeches of the Junior Stockgrowers' contestants. I was quite impressed at how well they paid attention and took notes!

With that, I would say that we all took our own useful information away from this year's Brain Trust, whether it be that little bit of information on the profits brought in from crossbreeding and composites, more information and facts about the Joint Venture, or a life motivating quote by which to live. As juniors, we don't have the last vote or say. I know that the Joint Venture is a very controversial subject, however, we must trust our elected RAAA Board to make decisions for our breed. Red Angus breeders selected these individuals to guide our breed forward. I also know that change is inevitable, so whatever the changes may be, I will deal with them in the future, as the juniors and I are the future of the breed. So, thank you to all who are involved with both sides. I look forward to being part of Red Angus, no matter what. Thank you.

Donations Benefit JRA During National Western

By Kelsea Kiker, JRA 1st Vice President

Funding all the JRA events, contests, programs, newsletter and other day-to-day activities has a sizeable financial requirement. So, we are continuously attempting to support our Junior Association through a variety of fundraisers.



With another year of fundraising starting, I am proud to report that we are off to a great start. The JRA would like to thank Redland Red Angus, Hysham, Mont., who donated a registered, 1A Red Angus heifer, sired by their Milk Shake bull. With a final bid of \$3,500, Scott and Kim Ford, Cross Diamond Cattle Company, Bertrand, Neb., had the winning bid. We also had a semen tank that was donated by Cattlewise and sementanks.com, which was purchased by Whitestone Farms, Aldie, Va., for \$900. Cindy Brown, CJ Brown Studios, DeKalb, Ill., a talented young artist, generously donated a framed and matted Red Angus print that was also purchased by Whitestone Farm for \$1,400.

We would like to thank everybody who helps to support the JRA throughout the year. It is your support that makes so many programs, contests and events available to the juniors! Special thanks to Kyle Gilchrist, who is always so willing to give his talents and time from the sale block to benefit the juniors!

JRA Board To Attend 2006 Youth Beef Industry Congress

By Marc Baue, JRA 2nd Vice President



In March, the entire JRA Board - Sara Hammes, Kelsea Kiker, Casey Mushrush, Neil Brawner, Amber Leaf and I will travel to Starkville, Miss., to participate in the 2006 Youth Beef Industry Congress (YBIC). YBIC is held every two years and rotates to various locations within the United States. Each beef breed's national junior board as well as state junior cattlemen's associations are invited to attend.

The purpose of the YBIC is to bring concerned youth together working in the interest of the beef cattle industry. The congress is designed to provide these youth with further

JUNIOR SPOTLIGHT

knowledge and understanding of all segments of the beef industry and how these segments are related, as well as to supply them with the educational and motivational tools needed to develop into the agricultural leaders of the future.

Attendees will be given the opportunity to make group presentations regarding the current position of the beef industry; to hear from key industry leaders; and to work in small groups to form plans of action for improving the industry as a whole.

I am looking forward to being a part of YBIC: meeting new people, hearing industry leaders and motivational presenters and working with the board members from other beef breeds to advance our industry.

Moovin' In Minnesota 2006 Round-Up

By Amber Leaf,
JRA Public Relations Director



Bonfires, river rides, the beef industry, Red Angus cattle, and lots of junior members. I am excited that for this year's Round-Up, we will be Moovin' in Minnesota - my home state. June 27 - July 1 we will be cruising around Minnesota seeing Red Angus cattle, learning about the beef industry, touring vet schools and research stations, competing in national contests, making friends, and having fun. Make your travel arrangements to fly or drive to Minneapolis where we will kick off the week with a visit to the University of Minnesota and a riverboat cruise down the Mississippi River. See the detailed schedule below, talk to your parents, and call your friends, dontcha know this is going to be one great Round Up!?

Things to Know:

- Registration fee - \$275 per junior; \$375 per adult/chaperone
- Registration deadline - May 1, forms in April Red Generation and online
- JRA Officer application deadline - May 1 with Round-Up registration
- JRA positions open in 2006: Mountains, West and South regions
- Headquarters/arrival location - Minneapolis/St. Paul, Minnesota
- Contests during Round-Up:
Team Sales, Informed Speech, Quiz Bowl, Barnyard Olympics, Print Advertising, Scrapbook, Poster, Cattle Evaluation, Stockman's Quiz and Equipment I.D.

Are You Ready To Be A Leader? JRA Officer Candidates Needed!

Each year, three positions on the six member JRA Board

2006 ROUND-UP, Minnesota Abbreviated Schedule

Tuesday, June 27

8:00 a.m. - Registration begins
All entries in Print Advertising, Poster and Scrapbook contest must be checked-in by noon!
Noon - JRA participants must arrive and be registered by noon!
Official welcome/orientation begins
2:00 p.m. - Tour: University of Minnesota Veterinary School and Clinic
Tour: University of Minnesota Raptor Center
6:30 p.m. - Riverboat tour on Mississippi River

Wednesday, June 28

10:00 a.m. - Arrive Sonstegard Cattle Co., Montevideo, Minn.
Cattle evaluation; Equipment I.D.: 20 - 25 items; Team Sales; Stockman's Quiz
"How to Tattoo" demonstration and, possibly, hands-on lab
Agri-business presentation, Gary Sonstegard

Thursday, June 29

Itasca State Park - see headwaters of the Mississippi River, picnic
3 p.m. - Lost River Livestock - Mark and Sharon Larson family, Clearbrook, Minn. Barnyard Olympics.
6 p.m. - Nordlund Stock Farm Red Angus, Clearbrook, Minn.
"Job Opportunities in Agriculture" - Bryan Gill

Friday, June 30

7:30 a.m. - Univ. of Minn. North Central Ag Experiment Station
Tour Research facility and presentations (Johnnes, estrus synchronization, forage harvesting and storage, farm safety, wild rice). Quiz Bowl - utilizing equipment and facilities at Research Station. Informed Speech Contest - utilizing facilities at Research Station
5 p.m. - Shady Oaks Farm - Red Angus, the Burt family, Jacobson, Minn. Cattle tour; Annual JRA Business Meeting; Campfire/supper

Saturday, July 1

10:00 a.m. - Forest History Center, Grand Rapids, Minn.
12:30 p.m. - Bowman Red Angus - Sid and Janet Bowman, Brainerd, Minn.
Weight Guessing; afternoon at pool
6:30 p.m. - Chinese Auction; Pizza Party; Awards presentation

Sunday, July 2

Everyone departs for home
New Officer Training - all officers

JUNIOR SPOTLIGHT

are open for election. In 2006, the three regions with open JRA officer positions are:

- Mountains Region: Colorado, Montana, Utah, Wyoming
- West Region: Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington
- South Region: Alabama, Arkansas, Arizona, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Tennessee, Texas

Applicants for the JRA Board must be 16 years of age; must have attended at least one Round-Up prior to year of application; must be present at the 2006 Round-Up and must have a continuous JRA membership for two years prior to year of application.

Applications must be completed and received by May 1, 2006.

2006 Junior Stockgrowers Contest

By Casey Mushrush,
JRA Leadership Director

The 2006 National Western Stock Show, Denver, Colorado, was once again a success. So was the Junior Red Angus Stockgrower's Contest. Junior Red Angus enthusiasts from California to Ohio and places in between met and competed for the chance to win a registered Red Angus heifer. It



was very educational with the participants learning a variety of beef industry and Red Angus related things from the judges Ms. Alaina Burt, Jacobson, Minn., and Mrs. Joyce Tice, Boones Mill, Va.

The first day started with breakfast on the Hill at the National Western Stock Show Club. The participants met the judges there and everyone received their red and black Carhardt jackets, provided by the Stockgrower's organizers - Cathy and Dave Otto. Following breakfast, contestants moved down into the yards to meet with the Junior Red Angus Board for some entertaining ice breakers and a Subway lunch. During Saturday afternoon, the judges interviewed each contestant and observed their herdsmanship activities and sportsmanship.

Sale Reports

Sonstegard Cattle Co. LLC 9th Annual Female Sale

Montevideo, Minnesota
December 3, 2005

Lots	Average
7 "Elite" Open Heifers	\$2,171
14 Pairs	\$2,757
72 Purebred Bred Heifers	\$1,802
23 Purebred Cows	\$1,613
169 Pro-Cow Comm. Heifers	\$1,328

Lot 1 was the high selling bred heifer sired by Above Heaven and out of a Red Moon sired dam. She sold for \$3,300 to Kemen Red Angus, Madison, Minn. Lot 19, a Glacier Logan 210 daughter out of a Basin Hobo 0545 sired dam brought \$3,100. She sold to Mont-Vue Farms, Dr. John Montgomery, Lenoir City, Tenn. Lot 25 a powerful Basin Ext 1925 daughter sold for \$2,900 to Eric Haugen, a Junior Red Angus member from Montevideo, Minn. Volume buyers in the purebred division were Brent Thompson, Elkton, S.D., with 25 lots and in the Pro-Cow heifers, Randy Logterman Crookson, Neb., with 75 lots. Cattle sold into eight states.

Mile High Red Angus Classic Auction

100th National Western Stock Show
Denver Colorado
January 16, 2006
Auctioneer: Kyle Gilchrist

Lots	Averages
6 Bred Females	\$8,334
41 Open Heifers	\$5,824
7 Bulls	\$19,300
4 Flush Lots	\$5,888
11 Embryos Lots	\$2,577
1/2 Embryo Interest	\$14,000
1 Pick of the Calves	\$4,000

The 100th Anniversary of the National Western Stock Show in Denver Colorado was the backdrop for the standing room only crowd. Topping the field at \$77,500 was Lot 35D, Coley's Mojito 503R from the Bull Shoot-Out. He was consigned by Coley Cattle Co., Birmingham, Iowa and sold to the Mojito Syndicate which included: Fehrman Red Angus, Lake Benton, Minn.; Jacobson Red Angus,

Hitterdal, Minn.; JD Red Angus, Mina, S.D.; Shepard Settlement Farm, Marcellus, N.Y.; Sonstegard Cattle Co., LLC, Montevideo, Minn.; Kurtz Cattle Co., Dunlap, Ill.; Kemen Farms, Madison, Minn.; Lost River Livestock, Clearbrook, Minn.; 3J Farms, LLC., Ravia, Okla., and Rich Red Angus, Vinton, Iowa. Lot 7, PIE Avalanche 381, Pieper Red Angus, Hay Springs, Neb., sold for \$21,000 to a group of four Red Angus breeders which include: Kolle Red Angus, Inez, Texas; von Forell Ranch, Wheatland, Wyo.; Landers Cattle Co., Shepherd, Texas and Trinity River Land & Cattle, Shepherd, Texas. Rounding out the top three bulls was Lot 1 from Jesse Weber, Lake Benton, Minn., to Shumacher Trust, Hays, Kan., at \$14,000. He was the reigning National Grand Champion Bull and also was the NWSS Grand Champion Red Angus Bull on the Hill the next day.

The top selling female was Lot 3 at \$27,000 from Glacier Red Angus, Polson, Mont., to Cabernet Cattle Co., Pomeroy, Wash., and Jacobson Red Angus, Hitterdal, Minn. She was a full sister to Glacier Logan 210. At \$22,500, Lot 66 from the R.A. Brown Ranch, Throckmorton, Texas and C-Bar Ranch, Brownell, Kan., sold to Lookingglass Red Angus, Roseburg, Ore. She was a Cherokee Canyon daughter of the famed Abigrace cow family and bred to Brown Vacation for a fall '06 calf. At \$15,000, Lot 22 from Whitestone Farm, Aldie, Va., sold to Lookingglass Red Angus, Roseburg, Ore. She was the NAILE Heifer Calf Champion and was a Major League daughter from the Feddes Blockana cow line. Three animals sold for \$14,000. The first was Lot 2, a one-half embryo interest in the reigning National Grand Champion Female from Solution Genetics, Cushing, Iowa to Tim Lockhart, Hearne, Texas. She was a terrific Cheyenne X Top Brass daughter. Also selling at \$14,000 was Lot 5 from UBAR Ranch, Peerless, Mont. She was a UBAR High Capacity 224 daughter from the Copperqueen 7168 cow and sold to Kemen Farms, Madison, Minn., Double RL Red Angus, Maynard, Minn., and Sonstegard Cattle Co.,

LLC., Montevideo, Minn. Lot 58 rounded out the \$14,000 sellers and was Whitestone Blockanna U265 from Whitestone Farm, Aldie, Va. She sold to Lookingglass Red Angus, Roseburg, Ore.

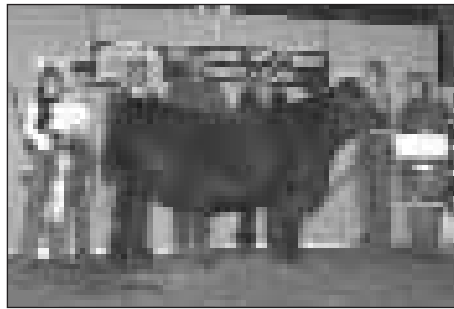
Lot 6 from Peacock Angus Ranch, Covington, Texas sold for \$11,000. She was the #1 WW & YW female in the breed and sold to Johnson Red Angus, Orangeville, Ill. She combined the genetics of Southern King 1765K with the famed PAR Selma K1220 cow. Lot 19 from OHR Red Angus, Argusville, N.D., also sold for \$11,000. She was an SRR Red Canyon 213 daughter of the Olson's legendary Mahogany cow family. She sold to 3J Farms, LLC., Ravia, Okla. Lot 50 from Solution Genetics sold to Silviera Bros., Firebaugh, Calif. She was a Major League March '05 heifer from the Feddes Blockanna cow family. UBAR Ranch, Peerless, Mont.m sold two heifer calves from their Champion Pen of Three for \$9,500 each. The first, Lot 41 went to JD Red Angus, Mina, S.D., and the second, Lot 43 sold to Tom Bradbury, Bradbury Land & Cattle, Byers, Colo. They were both sired by the latest sensation, UBAR High Capacity 224.

Lot 52, a flush on LCOC Reba's Robin RA027 from Leachman of Colorado, Wellington, Colo., sold to Bradbury Land & Cattle Co., Byers, Colo., for \$7,750. The donor was a full sister to LCC Major League. Lot 20, a basket of three embryos from von Forell Ranch, Wheatland, Wyo., also sold to Bradbury Land & Cattle for \$4,800. They were full sibling matings to the '04 National Grand Champion Red Angus Bull, 4L Continuance. Lot 63C from Shepard Settlement Farm, Marcellus, N.Y., was a package of three embryos and sold for \$3,600 to BOLA Red Angus, Forestburg, Texas. They were Beckton Julian B571's out of the SUNR Faye's Roberta 002 cow.

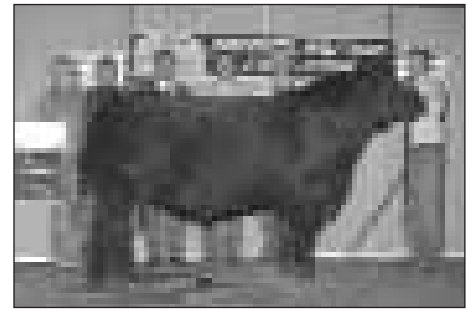
There were 44 consignors from 20 states and Canada and sold into 21 states. The volume buyer was Brian Heinze, Lookingglass Red Angus, Roseburg, Ore., with his purchase of eleven head of cattle.

Show Reports

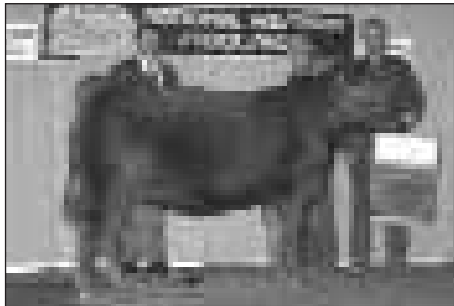
National Western Stock Show • Denver, Colorado • January 17, 2006



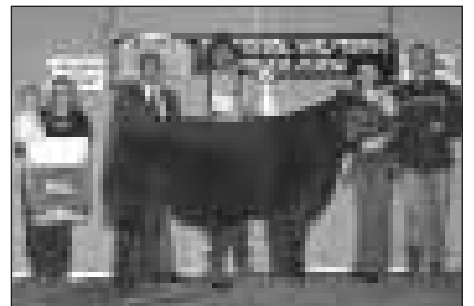
Grand Champion Female: MFIN Precision P25, Solution Genetics, Cushing, Iowa



Grand Champion Bull: WEBR Dr Phil, Weber Farms Cattle, Lake Benton, Minn.



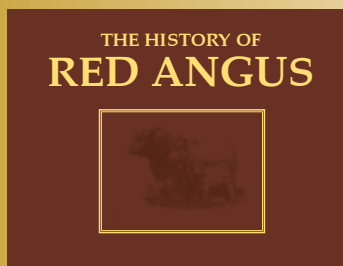
Reserve Grand Champion Female: WCC Queen 477, Ryan Flaming, Hillsboro, Kan.



Reserve Grand Champion Bull: UBAR High Capacity 5520, U Bar Ranch, Peerless, Mont.

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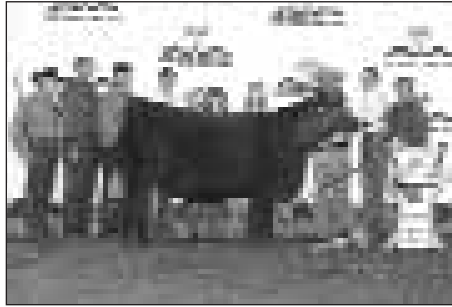
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Show Reports

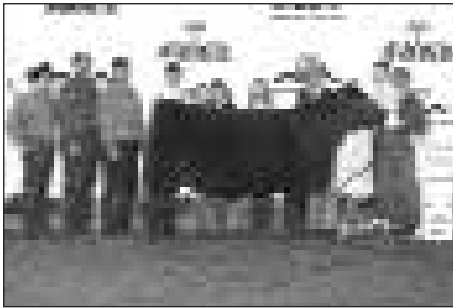
2006 Southwestern Exposition and Livestock Show • Fort Worth, Texas • January 22, 2006



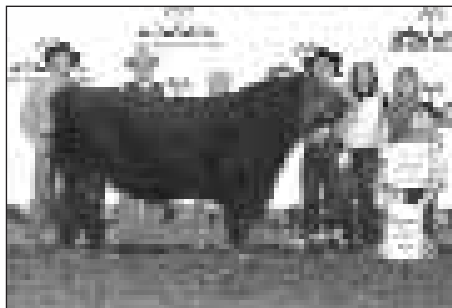
Grand Champion Female: MFIN Precision P25, a 2/10/04 daughter of LCC Cheyenne B221L, exhibited by Solution Genetics, Cushing, Iowa and Devon Lockhart of Hearne, Texas



Grand Champion Bull: SLGN Regulator 503R, a 2/8/05 calf out of Perks Advance 121R, exhibited by Solution Genetics, Nordlund Stock Farms, Minn., and Smitley Shorthorns, Ind.

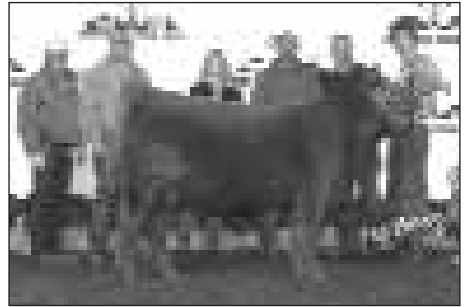


Reserve Grand Champion Female: Meado-West Peek-A-Boo, a 4/3/04 daughter of Meado-West Jazz, exhibited by Solution Genetics, Cushing, Iowa and Devon Lockhart of Hearne, Texas



Reserve Grand Champion Bull: /LD Born To Rule, a 2/9/04 son of Lonk Hi Tech L105, exhibited by Lazy D Ranch of Hobbs, N.M.

Junior Heifer Show January 22, 2006



Grand Champion Heifer: Cody Johnson, FFA member from Normangee



Reserve Grand Champion Heifer: Tyler Choiniere, FFA member from Madisonville

News & Notes

Beef Demand Dips Slightly

Consumer demand for beef dipped slightly in 2005, but the Beef Demand Index remains up more than 20 percent since reversing its 20-year decline in 1998, says Cattlemen's Beef Board Chairman Al Svajgr. The index decreased 3.6 percent in 2005 compared to record growth in 2004, according to preliminary year-end results. "When demand advanced nearly 8 percent in 2004, bringing total growth between 2000 and year-end 2004 to more than 17.5 percent, we knew we couldn't sustain that kind of growth indefinitely," says Svajgr. "We have, however, accomplished demand growth of more than 20 percent since 1998, and we certainly far surpassed the goal we set in our last beef industry Long Range Plan: to grow demand by 6 percent during the first five years of this decade. *Drovers Alert*

Cattle-Fax Predicts Slimmer Operating Margins For 2006

Record-high prices during 2005 produced significant profits for American cattlemen, and that is leading toward herd expansion. As a result, Cattle-Fax analysts believe cattle prices have peaked for this cycle. Cattle-Fax says the market will trend lower through the end of this decade. Still, prices are expected to remain above previous lows because a higher trading range has been established. All of that is assuming domestic demand remains the same and that exports are reestablished soon. Global beef consumption is growing at a rate of just less than one million metric tons annually. Cattle feeders, stockers operators and backgrounders, and cow-calf producers should all experience slimmer operating margins during 2006 due to larger available supplies of cattle. Market-cow and breeding-cattle prices are expected to be mostly steady this year. *Drovers Alert*

The Cattle Cycle: "Green" Or "Red"

Those who deal with such things say we're in a new cycle, with cow numbers starting to increase. Economists from North Dakota, Kentucky, and Tennessee collaborated to study the last cycle and how it might generate "green

flag/red flag" management tools for beef cow herds. They concluded that the three most useful guides are net cash flow (NCF), net value added (NVA), and net financial returns (NFR). NCF considers direct cash costs (including growing forage or feed for the herd), debt costs, and any family living costs withdrawn from the operation, to determine if the herd is generating cash or being subsidized. NVA considers the fair market value of feed/forage grown, fair market value of assets, actual interest on loans, and non-cash depreciation, (but not payments on principal or living costs) to determine added economic value from the herd. NFR considers book value (costs minus current depreciation) of assets, costs of producing feed and pasture, and actual interest for capital assets, (land is valued at purchase, not current, value, and owned land is not included), to determine if the herd is adding or consuming equity.

When cattle prices were high, all three tools sent "green flag" signals. As prices started lower, the first "red flag" was negative NCF, even though NVA and NFR remained positive. As prices continued to decline, NVA became negative, followed shortly by negative NFR. (NCF started to drop two to three years before long-range survival of the business was threatened.) Conversely, the first indicator that things were going to improve was a positive NFR, with NCF being the last to turn up. So, if NCF starts down, things are probably going to get worse, not better. But if things have been bad and you wait for positive NCF, you're probably too late to take full advantage of the favorable part of the cycle. This paper, "Taking Your Herd Profitably Through the Cattle Cycle", and several other useful papers on Managing for Today's Cattle Market and Beyond, a project of the Western Extension Marketing Committee, can be accessed at

<http://ag.arizona.edu/arec/wemc/wemc.html>

National Beef Back Award Winners Announced

Denver (February 4, 2006) - Top winners of the 2005 National Beef Backer Contest were announced at the 2006 Cattle Industry Convention and Trade Show here on Friday. Funded through the Beef Checkoff Program, the Beef Backer Award recognizes independent and chain restaurants that set the highest standards in menuing and

marketing Beef - America's No. 1 protein.

The three national winners were Golden Corral (Raleigh, N.C.) in the Restaurant Chain category, The Branding Iron Restaurant (Merced, Calif.) in the Independent Restaurant category, and Trostel's Greenbriar (Johnston, Iowa) as the "Innovator of the Year."

Established in 1988, The Beef Backer program solicits restaurant entries submitted via State Beef Councils nationwide. The selection criteria are based on menu creativity, use of new beef cuts, quality of beef products, menu share of beef, marketing communications and wait-staff training programs.

"As people eat out more frequently as part of their daily regimen, it's important that we, as an industry, recognize those restaurant partners who continue to delight their customers with great beef-eating experiences," says Joint Foodservice Committee Chairman Laurie Bryant, who is a member of the Cattlemen's Beef Board, which administers the national checkoff program, with USDA approval. "Last year, more than 11 billion beef meals were served in America's commercial restaurants, and we expect to see that number increase as more restaurants capitalize on beef's menu versatility and the consumers' passion for America's top selling protein."

U. S. Food Consumption

It's not news that we're eating more. But how much more, and of what? USDA-Economic Research Service peri-

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odically reports US food consumption, actually food availability taking out such things as spoilage, plate waste, etc. From 1970 to 2003, we consumed 23% more calories/day. Calories from dairy products actually decreased slightly. That from vegetable, fruits, and meat/eggs/nuts increased only about 15 to 25 cal./day for each category. But sugars/sweeteners added over 75 cal., grains almost 200 cal., and fats/oils over 200 cal. Grains plus fats/oils accounted for over 75% of the total calorie increase. So, if the average American is getting fatter, and they are, it's not because of eating more red meat.

<http://www.ers.usda.gov/data/foodconsumption/FoodAvailIndex.htm>

RAAA New Members

Ultimate Red Angus Farm
Robert Halpain
13201 Hwy 82 C
Hulbert, OK 74441

James Farms
Barry W James
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Joshus Dykes
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Lagrande, OR 97850

Bar 20 Ranch
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Glen Roen
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Schrader Brothers
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Derek Schrader
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Grund Beef Genetics
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Rochelle, GA 31079

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Bobby Fair
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Auburn, WA 98092

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Rock'n R Angus Ranch
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Plainville, KS 67663

Calvo Ranch
Richard and Susan Calvo
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Oneill, NE 68763

Spickler Ranch
Nathan or Justin Spickler
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Jack R Babst
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