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## CHAROLAIS

## edge

### On the Edge Today

As the saying goes, there is strength in numbers, and this certainly applies to calf pools, alliances that offer marketing options, and opportunities for cattle operations that are most often small to medium...

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"You can move the event. You can likely move many of the people that attended for generations. But, you can't move history."

■ page 2 ■

...animal welfare is providing nutrition, shelter, preventative medicine and doing what is best to raise a healthy, well-cared-for animal in an ever-changing environment.

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## Progressive Pooling

Forming alliances and marketing cattle as one entity opens up valuable marketing options.

By Kim Holt  
Photo courtesy NCBA

As the saying goes, there is strength in numbers, and this certainly applies to calf pools, alliances that offer marketing options, and opportunities for cattle operations that are most often small to medium in size or even geographically challenged.

"Calf pools are definitely an attractive option that can benefit anybody not selling a semi-load of cattle," believes Jim Keyes, Extension livestock specialist for Utah State University. "Even producers selling mixed loads should think about pools," he believes.

Keyes, who coordinates the San Juan County Calf Pool five hours southeast of Salt Lake City near the four-state border, says that cattle operators in his county increase marketing options for their product by combining numbers of like and kind quality calves with similar management and health protocols.

The group draws new ranchers annually and, each year since its organization five years ago, has seen a price increase and a \$7-20 per hundred weight premium over the average of similar weight cattle marketed through the nearest auction barn. Keyes says this marketing program is also a chance to help producers improve everything from genetics to management. "It is very much an educational tool, and is one of the reasons I got it started." He reports that after the first year, pool members discovered firsthand what the quality of their

calves needed to be, and it's been coming together from there.

The Pennsylvania Feeder Calf Pool, began in 1995, also offers smaller producers the benefits of selling as part of a larger group of calves that have been produced with similar management and health programs.

Prices received for cattle is the number one reason why producers participate in this program which, in its history, has often averaged \$20 per hundred weight above local market prices.

Dennis Metzger, general manager of Western Video Market, Cottonwood, Calif., points out that producers can experience more success when they sell higher volumes of cattle in one setting. He says, "The beauty of a calf pool is it allows operations that don't have enough calves to make full loads and can forward contract those cattle in a competitive bidding system."

Lot sizes are also usually very uniform in weight. "There's a buyer's advantage too because, typically, if there is some volume and enough numbers to work with, they're (buyer) going to get a fairly uniform load of cattle when it's all said and done," Metzger points out.

Feeders typically trade cattle in minimum of one load (50,000 pounds) lots. However, nearly two-thirds of U.S. cow-calf producers do not have enough weaned steers to market them as a truckload lot. Aligning to create uniform lots by weight and sex can increase the price buyers are willing to pay for cattle.

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George, left, and brother Henry Kempfer, Kempfer Cattle Co., decrease their risk associated with feeder calf marketing by pooling similar known genetics, health and management protocols, and age and source verifying cattle, creating the nine member Florida Heritage Beef marketing group.

## Denver and the National Western Stock Show Synonymous and Iconic

Recently, industry media was abuzz with news that the PRCA is considering moving the National Finals Rodeo to Orlando, Fla. Decisions to move iconic events from one end of the country to another can't help but create controversy. The National Finals, much like the National Western Stock Show, are steeped in agricultural as well as family history.

The first NWSS was held 108 years ago in 1906. The show ran for only six days and the grand champion steer sold for 33 cents a pound, almost three times the market price for the day. If you drove up in your automobile, you were a sitting duck for laughter and ridicule!

Fast forward to 2014, events on "The Hill" typically appeal to registered breeders while the hundreds of bulls on display in "The Yards" will be examined by thousands of commercial beef producers. The 2014 NWSS runs 15 days, features 23 PRCA rodeo performances, features more than 10,000 head of livestock and is in the spotlight for the entire Denver metroplex for the duration. The 2014 NWSS will host nearly three-quarters of a million visitors from every state and many foreign countries.

Reading the history of these iconic events simply doesn't do justice to the historical importance, shared longevity and original strategy. Prior to 1906, western U.S. beef producers were at a marketing disadvantage for their cattle. Cattlemen had to ship cattle from the West to Kansas City or Chicago to market. The Denver meat packing business was small compared to the more competitive Kansas City or Chicago markets.

"Necessity is the mother of invention" no doubt applied to the overarching strategy for those men originally challenged to create what we now know as the National Western Stock Show. Denver needed to do



By J. Neil Orth  
AICA Executive Vice President

something to establish a western live-stock market. A few city fathers and local cattlemen recognized the importance and a synergy was born that has lasted more than a century.

Unfortunately, after 100 years, much of the history and original strategy gets lost in translation. For events such as the NWSS or the NFR, on the surface, whether an event stays or goes comes down to money. Four generations removed from "why" the National Western was created may not have the same resonance today as travel convenience, other entertainment attractions, weather, etc.

The economic impact to Denver is estimated to be in the neighborhood of \$100 million. The 2013 NWSS awarded 75 agriculture related scholarships and raised \$613,000 at the junior livestock auction. Twenty-five auction sales grossed more than \$5.6 million. Ten of the 25 auctions were national sales for their respective breeds.

Denver is no longer the epicenter for the western packing business and vertical coordination has changed the commercial marketing landscape. However, a couple of important points need to be made relative to the stock show's impact today.

The city of Denver is no less invested in the success of the NWSS than it was 108 years ago.

Not every American home had a telephone in 1906. Local news was old news by the time it reached rural homes. This year, the NWSS will be broadcast in real time and many will watch on their smartphones or tablets. If you are unable to attend an auction, not to worry, you can sit in your easy chair and watch the auction and bid on any animal in any sale. The auctioneer knows who you are!

Any cattleman with a history of attending NWSS will likely describe this iconic event as an industry bellwether. Good cattlemen trek to Denver each year to see great cattle and have face-to-face conversations with producers. Communication and media methods are as technologically different today as Fred Flintstone was to George Jetson. Yet, the importance of the National Western Stock Show is exponentially more relevant today than it was 108 years ago. In the age of communication invisibility, such as text messaging or e-mail, having a face-to-face opportunity to personally visit with a producer about breeding philosophy, genetics, nutrition and data is priceless.

Ongoing competition to move such an historic and successful event to another city, using the attraction of "Lottery Jackpot" sums of money, is inevitable. You can move the event. You can likely move many of the people that attended for generations. But, you can't move history.

Charolais will be well represented during the National Western. The 2014 NWSS marks the 45th National Charolais Show and the 35th National Charolais Sale. Charolais producers have entered 21 pens, including bulls and females. The competitive pen and carload shows will

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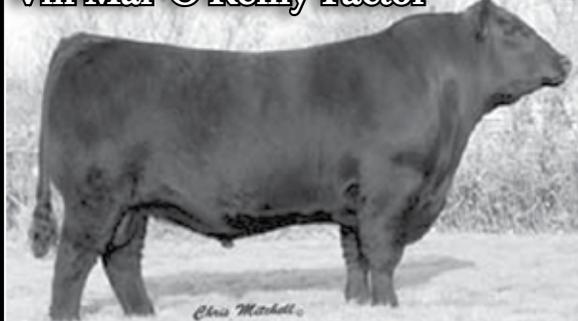
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## Beef Quality Assurance: Blueprint for Success

Good animal husbandry, known in today's world as animal welfare, is at the very core of the industry's nationally coordinated and state implemented quality assurance program.

By Kim Holt  
Photo courtesy Kempfer Cattle Co.

From discerning consumers who want to enjoy beef "guilt free" to animal activists who try to create doubt about our food

culture, however, is something that both producers and veterinarians engage in and can improve upon each and every day, and that is animal welfare.

### Doing the Right Thing

"Animal welfare is animal husbandry," reminds Dr. Dan Thomson, director of the Beef Cattle Institute at the Kansas State University College of Veterinary Medicine.

It's the understanding that animal welfare improves not only the health and productivity of an animal, he says, but more than likely an operation's profitability.

"The other reason we promote animal welfare is because it's the right thing to do."

Thomson says that animal welfare is providing nutrition, shelter, preventative medicine and doing what is best

to raise a healthy, well-cared-for animal in an ever-changing environment. But these practices are not one size fits all.

"Animal welfare practices are a farm-by-farm, rancher-by-rancher and animal-by-animal decision. It is something that we as producers and veterinarians are engaged with every day. Receiving continuing education and documenting practices on the farm and ranch are important for us all as we continue to improve our industry." In doing so, he encourages both producers and veterinarians, alike, to incorporate Beef Quality Assurance (BQA) into their practices. At every opportunity, Thomson encourages producers to work with their local veterinarian, making sure this professional also sets foot on the farm to foster knowledge and understanding for the client's program.

"The heart and soul of the BQA program starts with a valid veterinary-client-patient relationship. Whether involving castration methods, dehorning techniques, herd health, or nutrition recommendations, the beef veterinarian is central to helping producers and ranchers continue to stay abreast of animal health and well-being practices."

Thomson points out, "When combined with a veterinary relationship, it is what the consumer desires for assurance of our farm animals' well-being and safety of our

food. BQA started out as the quality assurance of beef products and has evolved into the assurance of quality beef for the consumer."

### BQA's Evolution

In existence since 1986, Beef Quality Assurance is a nationally coordinated, state implemented program that involves training for best management practices in beef production. It originated as a beef safety program for antibiotic residue avoidance. This was followed by a national injection site producer education effort, which led to the formation of BQA programs in many states for outreach to farmers and ranchers.

In 2006, a national BQA program came into being to help provide consistency of program information between states. Food safety and antibiotic residue avoidance remain the cornerstones of this program, but it also involves animal welfare and best management practices.

The most recent expansion of the industry's quality assurance program, developed through the Beef Checkoff, is the creation of cow-calf, stocker and feedlot self-assessment tools for verifying and

(Continued on page 14)



and those who produce it, the dynamics are complex in today's food production system. At the very core of animal agri-

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Champion Female



Champion Bull



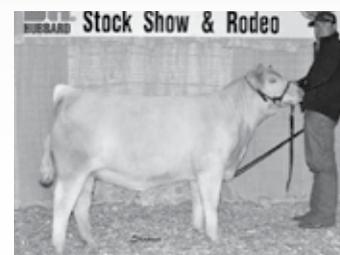
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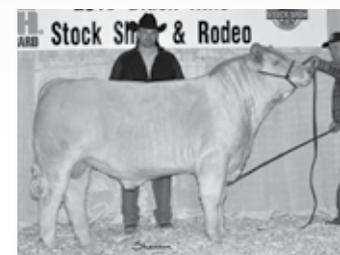
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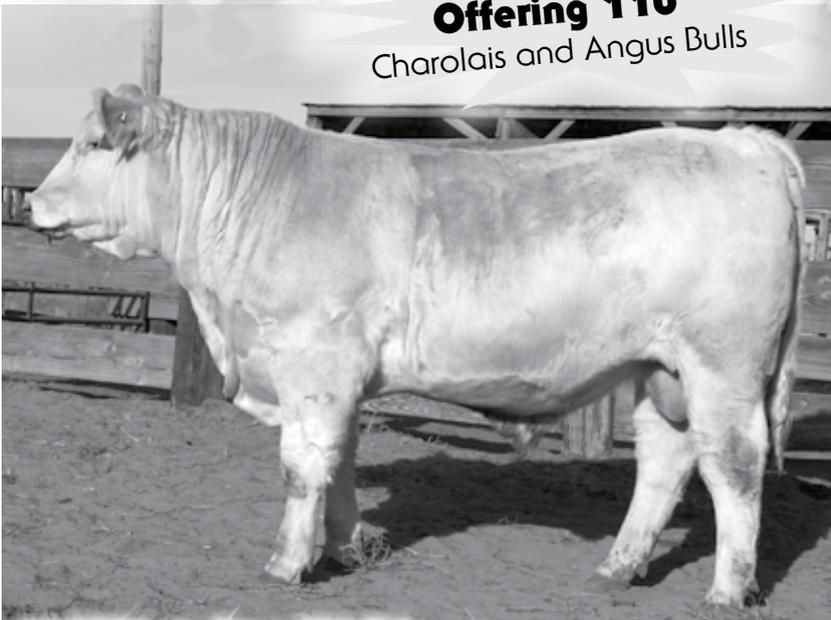
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## Progressive Pooling

(Continued from page 1)

A Utah State University study found, based on interviews with cattle buyers, that feedlot operators prefer cattle lots large enough to fill at least one pen, typically between 100 to 250 head depending on feedlot size. Such transactions are simpler, and reduced mixing decreases the risk of disease spread among cattle.

Metzger says there are more calf pools in the eastern states versus the western, but that doesn't mean there isn't potential for more, especially given the fact that the average size cow herd in the United States is less than 40 head. He notes that one western calf pool of about 8-10 members sells cattle in three or four different weight divisions through Western Video. They've gotten along "remarkably well," he says, selling to the same buyers about every year. "If the same guy has bought them, that's usually pretty good proof the cattle are working."

### Making Calf Pools Work

Calf pools do offer opportunities, but also present some challenges to work through.

"It takes a pretty good ring leader to get everything coordinated," Metzger points out. Getting the first one off the ground is

### Charolais: A Feature of FHB Crossbreds

Five of Florida Heritage Beef's nine members use Charolais as a terminal cross, including the Kempfer family. Henry Kempfer of Kempfer Cattle Co., a ranch that has been in business since 1895, explains, "The cows we're breeding the Charolais to are basically Angus or Shorthorn-sired, and 3/8th Brahman, and the calves will have about 3/16th ear on them."

For some 14 years, this family has brought Charolais bulls, bred by Lindseth Charolais Ranch, down from Montana at about 18 months of age. Kempfer discovered Ray Lindseth's operation through an ad in *The Cattleman's Source*. It was the photo that caught his eye.

"What sold me first were the body types because they were moderate, big-fronted bulls that we were looking for." He adds, "Everybody who uses Charolais bulls in our group has some of his."

the challenging part, he says, and may take some educating to get everyone on the same page. Another challenge is getting everyone to accept the market pool price for their cattle. But, "once you get the groundwork laid and through the first year or two, then it's fairly easy," he says

As for this breed in their Florida environment, Kempfer remarks, "We love the Charolais in crossbreeding and the yield we get out of them. It's a great kick when we cross them back on these Angus-cross cows. We get a big genetic boost on the calves."

He adds that all use this breed as a terminal cross, with one FHB member successfully crossing Charolais back onto Beefmaster-cross cows. Kempfer assures, "These Florida calves can compete with western calves, especially these Charolais crosses." In fact, in the early 2000s, when Kempfer's family fed cattle near Vega, Texas, they had Charolais-cross heifers place in the top three or four years in the Fed Beef Challenge sponsored by the Texas Cattle Feeders Association. A first place pen placed over both steers and heifers, and was also the champion carcass.

For example, Jim Church, Extension livestock educator with the University of Idaho, helped the Clearwater Valley Beef Alliance (CVBA) take shape in the late 1990s. Its goal was to competitively market load lots of feeder calves from this isolated central Idaho location. Church says,

"We decided if we could have a uniform lot in a load size, it would instantly bring them a little more. Plus, if it could expose them to a wider audience of buyers, it would help them, too."

The CVBA producer-members agreed to vaccinate their calves identically, wean about the same day, try to use similar genetics and follow the same calving season. They formed a legal partnership with a single treasury to handle finances.

Over the years, this group has stuck to its original format and, today, three ranches market two truckloads of steer calves to repeat buyers, a market they built beyond the sale barn. Church believes that uniformity of cattle is definitely important, as is working with producers who have similar programs.

"If calves are uniform in type, breed makeup, size and age and actual flesh, those things for sure will help them." He adds, "If you really want to be strict, then you require almost identical genetics."

To make calf pools like the CVBA successful, Church says that members must be willing to meet regularly and also game to lose some of their own identity in order to market with a group. Furthermore, they need to be committed, flexible and willing to do what's right for the good of the group.

(Continued on page 16)

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**February 15, 2014**

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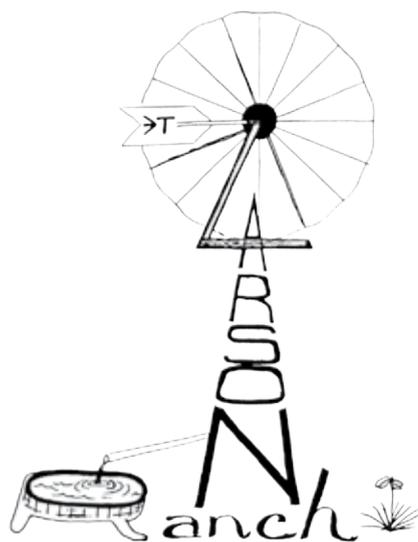
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Champion Charolais Heifer  
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Champion Maine Anjou Bull 2012  
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**F1056859 HC Rhinestone 5100**  
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Embryos Available!



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DOB: 01-27-13  
Sire: Keys Ten-a-cious  
Dam: LT Bluegrass 4017



**X125**  
DOB: 03-01-13  
Sire: EC Game Changer 5030  
Dam: 6033 x Firemaker



**P807**  
DOB: 03-10-13  
Sire: Flag Impression 10127  
Dam: Bando 1961



**X001**  
DOB: 02-08-13  
Sire: BCC JAF Upward 15X  
Dam: Alliance 9126



**Y135**  
DOB: 01-18-13  
Sire: Wrangler  
Dam: TR Cigar 6586

### Thank You to our 2013 Charolais Bull Sale Buyers:

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# DOLL

## Charolais & Simmental Genetics

### 34th Annual Production Sale

Tuesday **March 4th, 2014** 1:30 p.m. Kist Livestock, Mandan, ND

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A special thank you to all our present and new customers.

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**90 Spring Charolais Bulls**

**5 Open Charolais Heifers**

**60 Spring Simmental Bulls**

**5 Open Simmental Heifers**



**DCR A3**  
Polled BD: 2-1-13 BW: 90 lbs.  
205 wt: 781 lbs. Actual WW: 845 lbs.  
EPDs:  
BW: 1.6 WW: 38 YW: 73 M: 8 TM: 27 SC: 0.8  
CWT: 28 REA: 0.29 FAT: -0.007 MARB: 0.11  
Sire: JCH Mr Superior W51  
Dam: DCR Ms 8141 Lady Duke Y445

**DCR A160**  
Polled BD: 3-2-13 BW: 95 lbs.  
205 wt: 827 lbs. Actual WW: 875 lbs.  
EPDs:  
BW: 2.3 WW: 51 YW: 80 M: 3 TM: 28  
CWT: 30 REA: 0.37 FAT: 0.014 MARB: 0.07  
Sire: LT Blue Mountain 1041  
Dam: JCH Ms Turbo Trend W234



**DCR A7**  
Polled BD: 2-2-13 BW: 89 lbs.  
205 wt: 868 lbs. Actual WW: 950 lbs.  
EPDs:  
BW: 0.6 WW: 41 YW: 76 M: 3 TM: 24  
CWT: 17 REA: 0.25 FAT: -0.003 MARB: 0.10  
Sire: DCR Mr Morton Y15  
Dam: DCR Ms 8141 Duke Y142

**DCR A162 ET**  
Polled BD: 3-8-13 BW: 90 lbs.  
205 wt: 769 lbs. Actual WW: 820 lbs.  
EPDs:  
BW: 0.9 WW: 34 YW: 57 M: 7 TM: 24 SC: 1.1  
CWT: 28 REA: 0.31 FAT: -0.005 MARB: -0.04  
Sire: JCH Mr 402 Pro U148  
Dam: JCH Ms Bull Dozer T388



**DCR A8**  
Polled BD: 2-3-13 BW: 85 lbs.  
205 wt: 801 lbs. Actual WW: 865 lbs.  
EPDs:  
BW: -1.0 WW: 32 YW: 62 M: 1 TM: 17 SC: 0.8  
CWT: 23 REA: 0.31 FAT: -0.004 MARB: 0.03  
Sire: DCR Mr Solution W13  
Dam: DCR Ms Buckle Y250

**DCR A240**  
Polled BD: 3-9-13 BW: 98 lbs.  
205 wt: 878 lbs. Actual WW: 905 lbs.  
EPDs:  
BW: 0.8 WW: 43 YW: 84 M: 9 TM: 30 SC: 1.3  
CWT: 25 REA: 0.54 FAT: 0.012 MARB: 0.15  
Sire: LT Ledger 0332 P  
Dam: JCH Ms Doubt W25



**DCR A35**  
Polled BD: 2-8-13 BW: 85 lbs.  
205 wt: 830 lbs. Actual WW: 885 lbs.  
EPDs:  
BW: 0.4 WW: 42 YW: 84 M: 3 TM: 24 SC: 0.6  
CWT: 21 REA: 0.36 FAT: -0.003 MARB: -0.01  
Sire: DCR Mr Solution W13  
Dam: DCR Ms Hot Smoke Y21

**DCR A264**  
Polled BD: 3-11-13 BW: 92 lbs.  
205 wt: 833 lbs. Actual WW: 860 lbs.  
EPDs:  
BW: 0.9 WW: 31 YW: 50 M: 9 TM: 25  
CWT: 25 REA: 0.34 FAT: 0.008 MARB: 0.08  
Sire: DCR Mr Big Joe Y231  
Dam: JCH Ms No Doubt T230



**DCR A140**  
Polled BD: 2-25-13 BW: 92 lbs.  
205 wt: 814 lbs. Actual WW: 850 lbs.  
EPDs:  
BW: 0.5 WW: 36 YW: 63 M: -1 TM: 17 SC: 0.9  
CWT: 22 REA: 0.35 FAT: 0.008 MARB: -0.05  
Sire: SCR Tuffy 0119  
Dam: DCR Ms Silver X271

**DCR A269**  
Polled BD: 3-12-13 BW: 96 lbs.  
205 wt: 822 lbs. Actual WW: 835 lbs.  
EPDs:  
BW: 1.6 WW: 43 YW: 75 M: -1 TM: 21  
CWT: 30 REA: 0.26 FAT: 0.008 MARB: 0.11  
Sire: DCR Mr Big Joe Y231  
Dam: JCH Ms Harve W148



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## Beef Quality Assurance

*(Continued from page 6)*

documenting animal husbandry practices at the grassroots level. (see [www.BQA.org/Resources](http://www.BQA.org/Resources))

“Total quality management for beef quality assurance, which BQA is founded on, is about continuous improvement,” says Ryan Ruppert, senior director of Beef Quality Assurance for the National Cattlemen’s Beef Association (NCBA). We’re never at our destination; we can always do better in the creation of a better, safer food product for the consumer, he says.

### Focused on Improvement

An award that promotes beef quality assurance in all segments of the industry is the National BQA Award, presented annually since 2009. A beef, dairy and marketer award recognizes producers that best demonstrate animal care and handling principles as part of the day-to-day activities on their respective operations.

Entrants must have a strong desire to continually improve BQA on their operations, while encouraging others to implement the producer education program. This requirement fits the 2013 winners, Billy, Reed, Henry and George Kempfer of Kempfer Cattle Co., Deer Park, Fla., to the tee.

The Kempfers are one of eight founding members of Florida Heritage Beef LLC (FHB), a group of cow-calf producers who have aligned to pool and market quality Florida feeder calves (see story on page 1).

One of the founding guidelines of this group is each FHB member-ranch’s cow crew must be BQA certified. This quality assurance program is important to this group who includes two national BQA

award winners: the Kempfer family and Lykes Bros., Inc., Okeechobee, Fla., the 2011 NCBA’s BQA Award winner.

At the age of 18, Billy, Henry and George Kempfer’s father, started running this family-owned ranch with his brother, Reed. Billy says they started by making improvements in fertility and then quality.

The sixth generation is now working this Central Florida ranch, which has been

in business since 1898. Commercial cattle have been a focus for more than 100 years.

According to the Kempfers, cattle are selected for fertility, fleshing ability on low quality forage, capacity, excellent udder quality, and gentle disposition with strong emphasis on carcass traits.

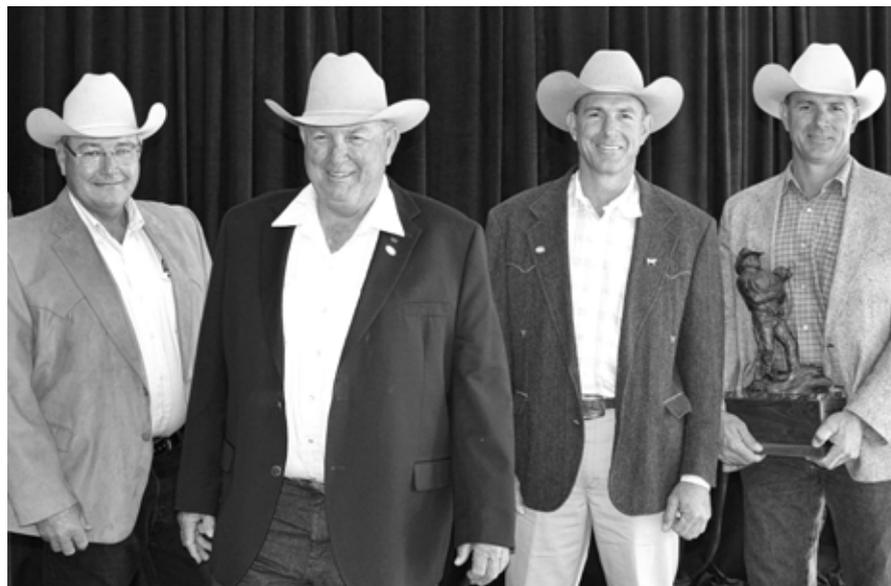
“Producing beef is our business, and we feel all of these traits are important in selecting profitable cattle,” they say.

According to Henry, his family is “very particular” with the herd’s health and its timing for both their cows and calves. All preconditioning of their calves is done pre-weaning, before they are shipped directly off the cow in late summer. Retained ownership and buyer-feedback have all shown high marks for their health program, which includes modified live vaccines.

“One of the big issues with BQA is it’s not just how we give shots and where to give them, but it’s also how cattle are handled,” Henry points out.

“The Kempfers are very proactive when it comes to their health program with their cows and calves,” says Clint Barthle, DVM. “I think they exemplify what BQA is all about.” He adds, “BQA is really everybody’s job, from the time that calf hits the ground to the time of harvest.

*(Continued on page 21)*



Family members accepting their National BQA Award at the 2013 National Cattlemen’s Beef Association Convention are, from left, Reed, Billy, Henry and George Kempfer of Kempfer Cattle Co., Deer Park, Fla.

# R LAZY B RANCH

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### Production Sale

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## Date & Location

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## Progressive Pooling

(Continued from page 10)

“Probably the biggest factor that will be needed in order to have a lot of success is that you find people you want to work with and are trustworthy. I think that’s number one, having the right people. That’s kind of like the way it is in everything, isn’t it?”

He adds, “The neat thing about some of this marketing is it allows people to work together for the common good. I think in this industry we’re going to have to do some of that.”

### Relationships Built on Trust

Further south, in Florida, a group of nine members are doing just that and have aligned to form Florida Heritage Beef LLC (FHB). This group is an organization of cow-calf producers who have built a solid reputation for quality Florida beef cattle and business ethics.

One of eight founding FHB members, Billy, George and Henry Kempfer of Kempfer Cattle Co., Deer Park, used to market their feeder calves with neighbor Alan Kelley, the manager of the neighboring family-owned Kenansville Cattle Co.

Between the two ranches, they successfully marketed about 20 loads of calves for six years through a spring conference call.

But their long term goal was to offer even more cattle from a select group in order to open up more markets, thus the origin of FHB in 2010.

According to Henry Kempfer, FHB sends out pretty close to 200 loads of feeder calves a year. This year, it amounted to 18,000 head of uniform, individually identified, age- and source-verified steer and heifer calves all produced under BQA guidelines by utilizing a unified herd health program and known genetics.

“We found that by adding numbers it made it so much more attractive,” Kempfer relays. The cattle were privately secured by a large cattle feeding operation destined for Texas Panhandle and Oklahoma feedyards, all delivered within a 75-day window. Kempfer says that FHB sold cattle for two years by load lots before securing a contract with this customer who is in need of a constant supply of a quality product.

He says, “We don’t try to convince people that we have the best cattle; we just want the buyers to know that we are going to honestly represent what we have. There will be no surprises.” The fact that no cattle were turned back this past year underscores this group’s honesty and ethics, but one that plans to grow slowly, too.

“We have a neat group,” Kempfer says.

“We all get along and can learn from each other. We don’t want to get the group too big.” Kempfer says that integrity is a factor that this group feels very strongly about.

“We’ve all been in the business a long time. We’ve dealt directly with feedlots because we’ve done a lot of retained ownership and understand the importance of that relationship and trust factor. We want them to know that what they’re getting is a good product that’s going to be predictable.”

Here’s what Kempfer attributes to part of this group’s success:

- A willingness to not be afraid of change. “If something doesn’t work, we fix it.”
- They meet once a month “religiously,” and have been doing so for several years. They have an operating agreement and a long range business plan.
- They have roundtable discussions regularly and learn from each other. “It’s a very humble crowd. They’re not too proud to admit they’ve made a mistake—none of us are.”
- Trust—“It goes back to honesty and integrity and we want to pride ourselves with that more so than we do the quality of our cattle. Yes, we

do take a lot of pride in our cattle and think they’re good, but realize there’s room for improvement.”

These are tips Kempfer offers to others looking to start marketing alliances, such as calf pools:

- Surround yourself with people who are like business-minded. “Know who you are going into the deal with up front.”
- Don’t get your group too big from the start, because you’ll get too many different opinions on what direction to go.
- Set a common goal very early in the meeting stages.
- Patience—don’t try to move too fast.
- Consider setting a BQA requirement. Each FHB member-ranch’s cow crew must be BQA certified. In fact, two of the nine FHB members, including the Kempfer family, are national BQA award winners.
- Go into business with people who know what they’re cattle will do. This was a criterion for FHB. Members had to have fed their cattle before, either through retained ownership or on their own, so they’d know how their cattle perform.

(Continued on page 18)

# SMOKY HILL CHAROLAIS FARM ANNUAL BULL SALE

(Hosted by Lazy H Ranch Kansas, LLC)

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## Sioux Empire Farm Show

Thursday, January 23 — Sioux Falls, S.D.

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#### • VCR Gemstone 2307 P

8-31-12 M826315 AWW: 645 lbs. YWR: 103

Sire: HC Rhinestone 8355 P

Dam: Paul 9803 x Duke x Wind

8 calves WWR: 105.1 +14 milk

#### • VCR Gemstone 2370 P

9-24-12 M829874 AWW: 645 lbs.

Sire: HC Rhinestone 8355 P

Dam: Mac 2244 x YL13

Proven Producer — 16 calves!

## Black Hills Stock Show

Tuesday, February 4 — Rapid City, S.D.

### Herd Sire Prospects –

#### • VCR Rancher 358 P

2-22-13 M835210 AWW/R: 655/103

Sire: Schurrtop HCR Rancher

Dam: Duke 914 x Mac 2244

6 calves WWR: 106.9 +19 milk

#### • VCR Sir INXS 369P

2-24-13 M833105 BW: 80 lbs. AWW/R: 762/120

Sire: CCC Max INXS 912 Pld

Dam: Thundering Wind x Vision 4246

+50 YW EPD

## South Dakota Showplace

Wednesday, February 12 — Watertown, S.D.

### Herd Sire Prospects –

#### • VCR Dakota Vision 3240 P

1-27-13 M836083 AWW/R: 758/112

Sire: WCR Sir Vision 4246 P

Dam: INXS 912 x Mac IV 161

+13 Milk EPD

#### • VCR Gemstone 308P

2-3-13 M833082 AWW/R: 764/120

Sire: HC Rhinestone 8355 P

Dam: Tradition x Prime Cut

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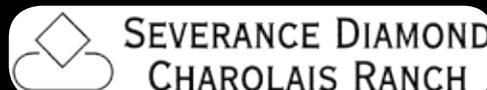
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## Traits that Pay in the Feedyard

By John Maday

Updated: March 26, 2013

Reprinted with permission from Drovers/CattleNetwork

We often hear that finished weight brings home the green in cattle feeding, and it is true that heavier carcasses earn a bigger check. But what it takes to get cattle to those weights can make an even bigger difference in profitability, says Decatur County Feed Yard owner and manager Warren Weibert.

For years, Decatur County Feed Yard (DCFY) has managed and tracked cattle individually, analyzed data and shared results with ranchers. They recently conducted an economic analysis of 185,000 cattle finished at the facility to evaluate the drivers of profitability, using a corn price of \$6 per bushel to equalize feed costs over several years. In their analysis, they found feed efficiency is the top profit driver, accounting for 43 percent of the differences in profitability between cattle. Grid value follows closely at 39 percent and carcass weight accounts for 18 percent.

Speaking to ranchers during a seminar preceding the Leachman Cattle of Colorado bull sale, Weibert noted that 80 percent of finished cattle in Texas and Kansas now sell on carcass-based grids. Ranchers who finish their calves need to know what type of grid they market to, and select genetics accordingly.

Seasonality plays a significant role in feeding profits, Weibert points out, and ranchers who retain ownership should work with their feedyard to target the best seasonal markets and manage the cattle

accordingly. DCFY data show steer and heifer profitability reaching an annual peak during March, April and May, usually around April 15. Returns decline into the summer as prices weaken, typically



reaching a low point in August. Prices and profits typically reach a second, smaller peak in October and November.

The Choice-Select spread also follows seasonal patterns, typically reaching its narrowest level during the early spring. Over the past few weeks, for example, there has been little difference between Choice and Select boxed beef prices and at times, Select prices have averaged slightly higher than Choice. The spread usually is widest around November and December.

Ranchers who have selected for high quality grade might target their slaughter dates during a time when the Choice-Select spread widens, while those with cattle big on muscle but producing lower percentage

of Choice carcasses could market into a window when Select carcasses sell close to Choice. USDA's National Daily Cattle and Beef Summary includes a chart showing annual trends in the Choice-Select spread.

Weibert is a proponent of retained ownership as a means for producers to pursue improvements and get paid for the value they build into their cattle. Many ranchers, he says, have very little reliable information on how their calves perform after leaving the ranch. He recommends finish-

ing at least a portion of your calf crop and working with a feedyard that will share useful data. Those data should help you set a baseline for genetic improvements.

Wide variation in performance and carcass value tends to limit returns from pens of cattle, Weibert says. For illustration, he presented actual closeout data from a pen of 76 steers. Steers in the top 20 percent of the pen gained an average of 4 pounds per day, converting feed at 5.3 pounds of feed per pound of gain and produced carcasses averaging 882 pounds. Total cost of gain averaged \$63 per hundredweight and net returns averaged \$253 per head.

Steers in the bottom 20 percent of the pen gained an average of 3.6 pounds per day, converting feed at 5.6 pounds of feed per pound of gain and produced carcasses averaging 743 pounds. Total cost of gain averaged \$68 per hundredweight and net returns averaged \$59 per head. The spread in net returns between the top steer and bottom steer in the pen was nearly \$370.

Genetic improvements based on feedyard data can make a significant difference over a relatively short time. Weibert cites one of his ranch customers who changed his bull battery, from one year to the next, and sent his yearlings to the feedyard weighing 93 pounds more. Average daily gains improved by 0.9 pounds and out weights improved by 49 pounds with 28 fewer days on feed. Grid values also improved and the rancher improved returns by \$70 on the ranch and \$75 at the feedyard and on the rail, for a total of \$145 per head.

## Three Lessons from a Greenpeace Dropout

By Jamie Purfeerst

Nov. 19, 2013

Reprinted with permission from BEEF and www.BeefMagazine.com

A founder of an extremist environmental group isn't the typical agriculture conference's agenda highlight. Nevertheless, earlier this month at the Minnesota Agri-Growth Council Conference in Minneapolis, Patrick Moore, a PhD who was once smack dab in the middle of the radical environmental crusade, captivated producers and agribusiness leaders as he shared his sensible approach to environmentalism.

Moore's story starts during the height of the tension surrounding the Cold War, Vietnam War and, as he says, "the threat of all-out nuclear war." In the late 1960s, the ecology PhD student joined a small group of activists in planning a voyage across

the North Pacific to protest U.S. hydrogen bomb testing in Alaska. Their success proved that a "ragtag bunch" could gain huge amounts of public attention and change the course of history. From there, Greenpeace was born. By the mid 1980s, his small group, which had its inception in a church basement, had grown into a powerful organization with offices around the world and attracting \$100 million in donations annually.

At that point, Moore says he decided he needed a change.

"I had been against at least three or four things every day of my life for 15 years. I decided it was time to figure out what I was in favor of," the former Greenpeace president explained. "There is no getting away from the fact that 7 billion people wake up every morning on this planet with

real needs for food, energy and materials. I found that my Greenpeace, which had begun as a humanitarian organization trying to prevent all-out nuclear war, had drifted into a position where we described humans as the enemy of the earth."

That was Moore's preface to an excellent discussion he led with producers and agribusiness experts during the Minneapolis meeting. Here are three of my top takeaways from that discussion:

The extreme environmental movement is anti-human. Detractors of groups like Greenpeace have been known to label such "extreme environmentalists" a few different things, but Moore's definition hit the closest to home to me. Moore says environmental extremism is anti-business, anti-capitalism, anti-science,

(Continued on page 20)

## Progressive Pooling

(Continued from page 16)

Kempfer says criteria like this shouldn't discourage producers who may not have this type of information. "I think there are a lot of opportunities for people who don't have that base." He says this was a key point for FHB members, because they wanted to show that they, like others within Florida, are working hard to help their state overcome its feeder calf reputation hurdle. "It's amazing the breeders down here who are really trying to improve their herds," he says.

The founding members for Florida Heritage Beef are Ru-Mar, Inc., Walpole Land and Cattle Co., Kempfer Cattle Co., Kenansville Cattle Co., Russell Cattle Management, LLC, Williamson Cattle Co., Lykes Bros. Inc., and Buck Island Ranch. Visit [www.FloridaHeritageBeef.com](http://www.FloridaHeritageBeef.com) for more information.

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TAG #	Reg #	Sire	DOB	Birth WT	WW/Ratio	BW	WW	YW	EPD's	
									Milk	TM
303	M833606	Duke 7340	2/3/13	52	798/Twin	-6.5	37	62	12	30
324	M833698	Big Jim 134	2/11/13	82	847/118	-1.5	39	71	11	31
328	M833736	Visionary 2044	2/12/13	88	809/113	-1.3	31	66	15	30
329	M833740	Big Ben 9036	2/12/13	88	871/122	-1.5	38	61	12	31
330	M833747	Duke 7340	2/12/13	64	835/117	-4.8	34	51	14	31
343	M833759	Paul 9803	2/19/13	89	842/118	-1.6	30	55	11	26
354	M833763	Kingsbury 116	2/25/13	81	803/112	-5.2	37	66	10	28
379	M833775	Bravo Y76	3/1/13	68	842/Twin	-2.5	27	56	13	26
3101	M833609	Big Ben 9036	3/4/13	98	854/119	0.5	41	69	14	35
3132	M833623	Kingsbury 116	3/9/13	87	809/113	-0.2	43	82	11	33
3233	M833693	Polled Prince S602	3/23/13	97	897/125	-2.5	36	64	27	45
3265	M833718	Duke 7340	3/30/13	96	813/114	-1.2	45	69	8	31

WC Big Ben 9036 P



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## Three Lessons...

(Continued from page 18)

anti-technology, anti-trade, anti-globalization and, in the end, “just plain anti-civilization.” They do this, he says, all while flying around the world connected via the latest tablet and smartphone. It’s all a little too ironic and, unfortunately, the media buys into this anti-human agenda.

Too many people wake up hungry each day. Technology will be the only way we can solve this. Moore’s most recent endeavor isn’t winning him back any buddies from his Greenpeace days. Currently, he is actively involved in the Allow Golden Rice Now campaign and vows to help get the technology off the ground across the world. If you aren’t familiar with Golden Rice, it is a plant that has been genetically modified (GM) to contain beta-carotene, the source of Vitamin A. Millions of people around the world are currently facing a deficiency of Vitamin A, and clinical trials have shown that this technology could substantially prevent deaths and issues related to the micro-nutrient deficiency.

To most who are comfortable with GM foods, Golden Rice seems like the answer to a much larger problem of malnutrition across the world. However, it has yet to gain traction because of severe opposition from groups like Greenpeace. It is such opposition that drives Moore to accuse Greenpeace of committing a crime against humanity. When technology benefits both humans and our environmental efficiency, he says we must utilize it.

A sensible environmentalist would look more like a farmer or rancher than a radical environmental activist. Moore closed his presentation with his definition of a sensible environmentalist.

A sensible environmentalist would:

- Grow more trees and use more wood.
- Choose hydroelectric power where it is available.
- Choose nuclear energy over coal for electricity production.
- Use geothermal heat pumps in most buildings.
- Develop cost-effective technologies that require less fossil fuel.
- Use genetic science to improve food security & reduce methane.
- Not ban useful chemicals unless there is evidence of harm.
- Embrace aquaculture as a sustainable industry.
- View climate change as natural and not catastrophic.
- Recognize that poverty is the worst environmental problem.

## Blach: Bright Outlook for 2014 and Beyond

By John Maday

Updated: Dec. 17, 2013

Reprinted with permission from Drovers/CattleNetwork

This year brought record prices for beef, calves and finished cattle, and 2014 promises continued success, particularly for cow-calf producers. That was one of the key messages when CattleFax president and CEO Randy Blach addressed a group of veterinarians at a “Prevention Works” conference hosted by Boehringer Ingelheim Vetmedica, Inc.

Continued short supplies of cattle, growing international beef demand and a more favorable outlook for input costs all contribute to industry optimism as we head into 2014.

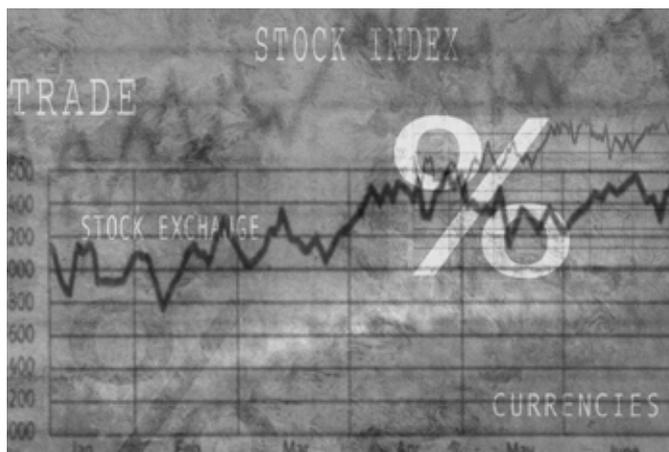
Blach says corn production finally has caught up with the extra demand from ethanol, and CattleFax projects corn prices to range from \$3.50 to \$5.50 per bushel over the next two years. Lower corn prices will bring feedyard cost of gain to much more manageable levels. Corn at \$9 per bushel translates to cost of gain around \$1.40 per pound, he says, while \$5 corn brings cost of gain to around \$0.80 and \$3 corn reduces the cost to about \$0.50 per pound. Lower cost of gain creates more competition for feeder cattle, with a positive effect on calf prices.

Blach also notes the U.S. traditionally has been a major player in global corn trade, accounting for 65 to 70 percent of corn exports. Currently, we account for around 20 percent of corn exports as other countries become more competitive. Looking forward, Blach says we will export

more of our corn and soy in the form of animal proteins including meat and dairy products.

### Other Key Points from Blach’s Presentation Include:

- U.S. cow and bull slaughter are down 20 percent since August, and down



about 3.3 percent year to date. Assuming adequate moisture in key areas, commercial cow slaughter will post further declines of about 8 percent in 2014 and 9 percent in 2015 as herds begin rebuilding.

- China has dramatically increased its beef imports, primarily from Australia. While U.S. beef remains locked out of the Chinese market, that demand opens up opportunities for U.S. beef in other markets.
- Heifer retention is likely to increase in the United States over the next few years as producers move into a gradual expansion mode. CattleFax expects a year-over-year increase in heifer retention of about 140,000 head

in 2014.

- While the U.S. beef herd has contracted since 1996, dairy cow numbers have been fairly stable, resulting in a larger percentage of U.S. beef production coming from dairy breed cattle.
- In 1997, about 25 percent of U.S. dairies had 500 or more cows. Now dairies of that size account for about 60 percent of the total as the number of small operations declines.
- Profitability has returned to dairy operations and the trend should continue into 2014.
- U.S. steer and heifer slaughter will post declines of 300,000, 600,000 and 700,000 head during 2013, 2014 and 2015 respectively due to reductions in the cow herd and more heifers remaining on ranches for breeding purposes.
- Beef demand will post a 2 to 3 percent increase this year and CattleFax expects another small increase in 2014.

- Prices for 550-pound steers will average around \$165 per hundredweight this year and \$185 next year.
- Cow-calf producers will earn average profits of around \$280 per head in 2014, with low cost producers topping that average by \$150 or more.
- Fed cattle will average about \$126 per hundredweight this year and \$130 in 2014. In spite of high selling prices, cattle feeders have lost an average of \$75 per head this year. They recently have shifted to moderate profitability, and profits should continue at least through the first quarter of 2014.

## Denver & NWSS...

(Continued from page 2)

begin promptly at 9:00 AM, Saturday, January 18th. Sunday, January 19th, 85 heifers will compete in the Junior Show on The Hill. The National Charolais Sale will

- Not kill or capture whales or dolphins, ever.

While we might not all agree with everything Moore professes, I think we can agree that his approach to sensible environmentalism is a step in the right direction—which is the point of Moore’s engagement and environmental efforts. The ex-Greenpeace activist believes we need to

feature 27 lots of the Charolais breed’s most powerful genetics. The sale will begin at 2:30 PM, Sunday afternoon. Two hundred fifty four entries will compete in the 45th National Show, Monday, January 20th at 8:00 AM sharp.

Be sure to stop by the AICA hospitality

find a consensus on competing efforts, and work toward compromise for the greater good of the environment and mankind.

Compromise, however, is a little hard to come by these days, so perhaps that’s actually the bigger lesson in all of this. Reaching across the aisle, or the farm gate, or the conference table, to find a sensible middle ground will result in a lot more

good than an extreme viewpoint on either side. And that’s a lesson that stretches far beyond the scope of environmentalism. To learn more about Moore, read his book *Confessions of a Greenpeace Dropout: The Making of a Sensible Environmentalist*.

## Beef Quality Assurance

(Continued from page 14)

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"We make a living off of the cattle," Henry relays, "and if we don't treat them right and take care of them, they're not going to produce for us to their maximum potential."

Reed adds, "It's an honor to be able to receive this award. It's something we've worked for; everything we do, we try to do it right and the correct way. It's just something the whole family should be very proud of, which we are."

### Become BQA Certified

Education and certification for today's BQA program is offered in all 50 states to producers and veterinarians through face-

to-face meetings in cooperation with state cattlemen's groups. Or, there is a national online BQA program, available in both English and Spanish, at [www.Animal-CareTraining.org](http://www.Animal-CareTraining.org).

A series of 10-15 audiovisual training modules, five to seven minutes in length, cover topics such as animal husbandry, animal welfare, environmental stewardship and food safety practices. Successful completion of a series of these modules leads to BQA certification, complete with an electronically mailed certificate.

Thomson points out that the BQA programs are basically at a very low or no cost to producers through their investment in the Beef Checkoff.

"The No. 1 reason to use Beef Quality Assurance is so that we understand we are doing the best that we can to produce a wholesome, safe food supply and are humanely raising our cattle as we produce that beef for our consumers," he summarizes.

Participants may enroll by contacting MariLou Wegner, American International Charolais Association, e-mail [mwegner@charolaisusa.com](mailto:mwegner@charolaisusa.com) or 816-464-5977, ext. 400.

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#### HC California Blend 0227

#### EC Without a Doubt 3023 Pld

#### Herd Sires:

RCB Dakota Spur S022 Pld • EC Without a Doubt 3023 Pld  
WCR Sir Vision 760 Pld • SCR Sir Spur 944 Pld  
HC California Blend 0202 Pld • HC California Blend 0227 Pld  
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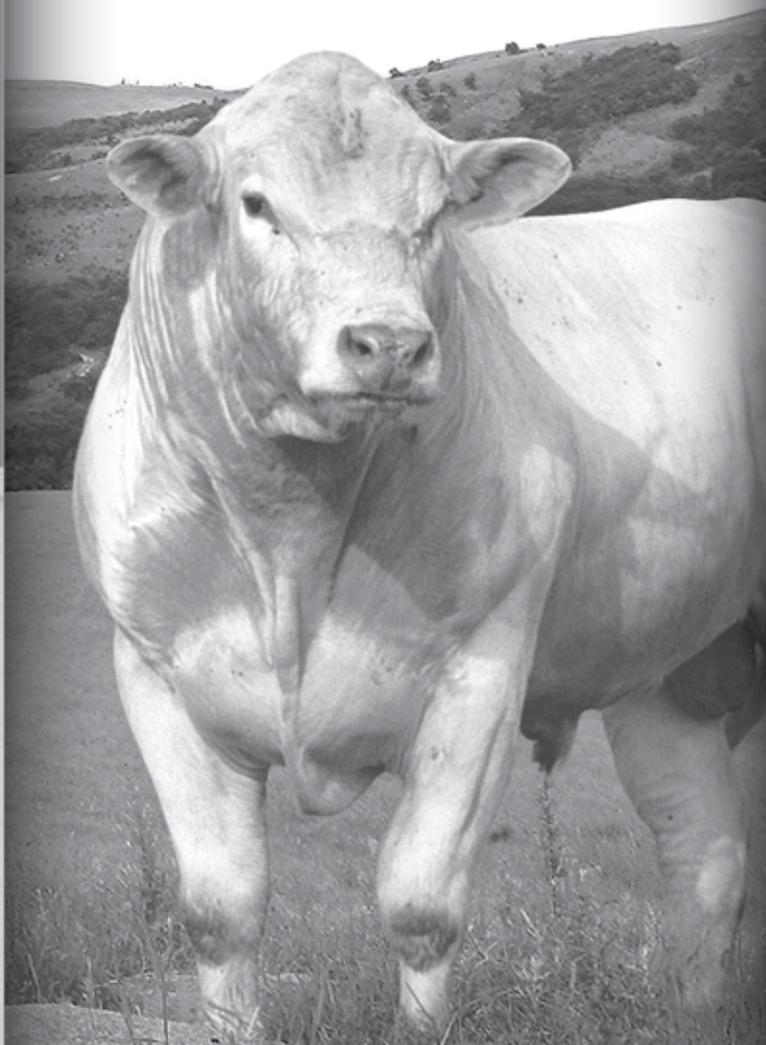
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# CHECKIN' PASTURES



## Keys Specialist 18U

He is the sire of Keys All State, who topped our 2012 sale at \$24,000 to Nathan Suttles, Illinois, and Keys Wishbone, who topped our 2013 sale at \$10,000 to P & H Ranching, Alberta. He is a TT for Leptin and 10 for tenderness. This year's calf crop looks great!

## Cedardale Zerxes 116Z

We are really pleased with this stout made, easy fleshing Winchester son who traces to Sparrow's Alcatraz, Cigar, LT Bluegrass and MNE Exclusive 17E. He was the 2012 Toronto Royal Calf Champion Bull and is a TT for Leptin. BW 91#, WW 857#, YW 1489#, Canadian EPDs: BW 1.3, WW 35, YW 65.2, Milk 18.4.



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