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2017 Florida Final Performance

<table>
<thead>
<tr>
<th>Breed</th>
<th>ADG</th>
</tr>
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<tbody>
<tr>
<td>Angus</td>
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<tr>
<td>Brahman</td>
<td>2.61</td>
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<tr>
<td>Rogers Charolais</td>
<td>4.11</td>
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<tr>
<td>Hereford</td>
<td>3.35</td>
</tr>
<tr>
<td>Sim Angus</td>
<td>3.52</td>
</tr>
<tr>
<td>Simmental</td>
<td>3.45</td>
</tr>
</tbody>
</table>

Rogers Bar HR bulls are raised on grass 90 miles from the Gulf. No creep feed, just Bermuda, Bahia, and Crab Grass. They are taught to slip up on a blade of grass!

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The second edition of AICA’s Listening & Learning is now in the books. We extend a sincere thanks to Virginia Tech University, Blacksburg, Virginia, for hosting our group of more than 50 registered and commercial Charolais producers for the event.

The Listening & Learning event was developed to serve as a platform to discuss relevant issues presented by beef industry thought leaders. An initial overarching goal was to select geographic regions to host the event. The event would then focus on production and marketing issues that differentiated a particular geographic region from other parts of the country.

Another goal of the event was to bridge the disconnect between industry sectors by presenting a consistent narrative that, regardless of geographic location, the predictability of quality and pounds matter. Each speaker discussed issues relative to their research and expertise. One of the underlying realities is the fact that almost no part of beef production today fits in a traditional box, largely due to the rapid expansion of technology, access to genetic information and value-based marketing. Within their respective discipline, each presenter discussed specifics useful in progressive registered and commercial cow-calf operations. Brief summaries from the a few of the presenters and discussions follow.

Austin Paul, commodity cattle buyer and commercial cow-calf producer discussed the typical marketing challenges for any breed against a black-hided animal but stressed the value of Charolais influence by adding pounds and increased dressing percentage. Paul utilizes approximately 50 Charolais bulls each year to service his cow herd and retains ownership on all his home-raised calves. As a partner in a group of auction markets in the region, he went on to discuss the marketing advantages of uniformity in a commodity marketing environment.

Dr. Tonya Amen, Ph.D, National Center for Beef Excellence, discussed the importance of heterosis in much of the nation’s cow herd. Amen’s reviewed the benefits of crossbreeding, stressing the often-under-valued maternal hybrid vigor or the benefit to a calf from having a crossbred mother. Calf survivability, longevity of the cow and added growth are just a few of the benefits of having a crossbred dam. Dr. Amen’s suggested commercial cow-calf producers consider keeping F1 replacements if their marketing strategy is to market “smoky” steers. She discussed the genetic trends indicating that mature cow size is as moderate in many Charolais influenced cow herds as the straight British herds.

Brian Bertelsen, Vice President of Field Operations, U.S. Premium Beef, presented information relative to USPB membership as well as what the fourth largest packer, National Beef, wants in cattle delivered. Bertelsen stated there was no argument that pounds are a critical component to success on the USPB grid, but the value of those pounds are determined by quality. In fact, quality grade is the largest component of the per head premiums earned. He spoke about increased muscling, pounds and dressing percentage being a distinct advantage to using Charolais genetics. Bertelsen also stressed the need, across all production sectors, to improving the health of cattle moving into feedyards.

As we plan for the L&L 2019 sessions, it’s important to remember that the topics and presenters, representing a diverse cross section of beef production, are not intended to always agree. Improving mass populations of cattle require objective discussions, scientific research, massive amounts of data, strategic marketing and most importantly, industry relevance.

Today, the importance of adding value to a calf, regardless of how that calf is marketed, is more than an intellectual exercise. The Charolais breed has proven its relevance across all production sectors and geographic regions of America.
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Alan Mead, Owner (573) 216-0210
Office (573) 302-7011
Jennifer Russell (573) 721-5512
meadangus@yahoo.com
www.meadfarms.com
(see page 32)

12 – Peterson Farms Charolais
Steve & Sandy Peterson
8767 Outer Road • Mtn. Grove, MO 65711
(417) 926-5336 • (417) 259-1493
www.PetersonFarmsCharolais.com
petersoncompany@centurytel.net
(see page 31)
13 – Windy Hill Charolais
David & Annette Bonacker
6975 Cedar Hill Road • Cedar Hill, MO 63016
(314) 974-5230 cell • (636) 285-1656
bonakrfam@sbcglobal.net
www.windyhillcharolais.com
(see page 29)

**MISSISSIPPI**

14 – Rogers Bar HR
Doug Rogers
PO Box 1718 • Collins, MS 39428
(601) 765-8848 • (601) 765-7751 cell
rogersbarhr@hotmail.com
www.rogersbarhr.com
(see page 1)

**MONTANA**

15 – Cobb Charolais Ranch
P.O. Box 348 • Augusta, MT 59410
John & Cheryl Cobb (406) 562-3670
cobbchar2@3riversdbs.net
Mike & Sarah Cobb (406) 562-3694
cobbcow1@3riversdbs.net
(see page 7)

16 – Hebbert Charolais
Matt & Lacy Hebbert
Mickie Hebbert
Mose & Merla Hebbert
62075 Hebbert Lane • Hyannis, NE 69350
(308) 458-2540 Ranch
(308) 458-8812 Matt cell
(308) 458-8823 Lacy cell
www.hebbertranch.com
(see page 9)

17 – Rennert Ranch Charolais
Kristian & Becky Rennert
11168 746 Road
Elm Creek, NE 68836
(308) 440-9463
rennertranch@gmail.com
www.rennertranch.com
Facebook: Rennert Ranch Charolais

18 – Schnuelle Ranch
Gabe Schnuelle
101 Curtiss Street • Jansen, NE 68377
(402) 520-4871
schnuelleranch@hotmail.com

19 – Sonderup Charolais Ranch
Tom & Sandy Sonderup
19488 Valley Road
Fullerton, NE 68638
(308) 536-2050 • (308) 550-0254 cell
scrinc@hotmail.com
www.sonderupcharolaisranch.com
(see page 28)

**NEW MEXICO**

20 – Bill King Ranch
P.O. Box 2670
Moriarty, NM 87035
(505) 220-9909 Bill King
bill@billkingranch.com
Tom Spindle, Foreman
(505) 321-8808
www.billkingranch.com
(see page 26)

**NEBRASKA**

21 – Doll Charolais Ranch
3991 36th St. • New Salem, ND 58563
Charles & Pam Doll (701) 843-8673
Harlan & Jodie Doll (701) 843-8771
David & Donna Doll (701) 843-7947
www.dollranch.net
(see page 6)

22 – R Lazy B Ranch
Robert Birkild
5851 122 Ave. SE • Nome, ND 58062
(701) 924-8876 • (701) 678-3528 cell
rlazybranch@gmail.com
www.rlazybranch.com

**OREGON**

23 – Romans Ranches Charolais
Bill Romans Family
3820 Old Stage Rd. • Harper, OR 97906
Bill (541) 358-2921 • Jeff (541) 358-2905
romansranches@hotmail.com
www romanscharolais.com
(see page 11)

24 – Sister Six Livestock
Rose Walker Patterson
P.O. Box 201
Merrill, OR 97633
(541) 892-7533
roseofsister6@yahoo.com
Facebook: Sister Six Livestock
SOUTH DAKOTA

25 – Keppen Charolais
Steve, Myrna, Greg & BJ Keppen
405 Samara Ave. • Volga, SD 57071
(605) 627-5229 • (605) 690-3218 cell
keppencharolais@mchsi.com
www.keppencharolais.com
(see page 19)

26 – Vedvei Charolais Ranch
Alan & Deb Vedvei
44213 204th St. • Lake Preston, SD 57249
(605) 847-4529 • (605) 860-1135 cell
vedveicharolais@gmail.com
www.vedveicharolais.com
(see Back Cover)

27 – Wienk Charolais Ranch
44210 205th St. • Lake Preston, SD 57249
Jeff Eschenbaum (605) 860-0505 cell
Sterling Eschenbaum (605) 203-0137 cell
Ty Eschenbaum (605) 203-1082 cell
charolaisbulls@outlook.com
www.wienkcharolais.com
(see Inside Front Cover)

TEXAS

28 – Bar J Charolais
Larry Ludeke
P.O. Box 186 • Liverpool, TX 77577
(832) 439-4666 Larry cell
larryl@qiminc.com
Daryl Renfrow (832) 444-5241
www.barjcharolaisfarm.com
www.barjartisianmeats.com
(see pages 2,3)

29 – Dennis Charolais Farm
Eric, Angie, Haley & Brayden Dennis
170 Rock Bluff Road • Saint Jo, TX 76265
(940) 841-2792
edennis591@yahoo.com
(see page 5)

30 – Los Pinos Cattle Co.
18148 FM 359
Hempstead, TX 77445
Manuel Ortega, Sales Representative
(713) 213-2021
info@lospinosocattle.com
www.lospinosocattle.com
(see page 23)

31 – Ramro LLC/RJ Cattle Co.
Office: 2975 Lazy Lane
Houston, TX 77019
(361) 461-1869
(713) 253-4804
ramro@comcast.net
(see page 24)

32 – Thomas Charolais, Inc.
P.O. Box 595 • Raymondville, TX 78580
Mitch Thomas (956) 535-0936
Tonnyre Thomas Joe (956) 535-0942
thomasra@gte.net
www.thomascharolais.com
(see page Inside Back Cover)

WASHINGTON

33 – HANG’N A CATTLE COMPANY
Alan & Leslie Alexander
5412 Birch Road
Pasco, WA 99301
(509) 727-9151 Alan
(509) 727-0718 Leslie
hangna@owt.com
www.hangacattle.com
(see page 26)

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Herd Sires-

PC Missouri Bob 1227 (M801740) is a homozygous polled son of Multiple Trait Leader Oakdale Duke 9003P X PC Miss Blue Grass 9210. “Bob” is a 2018 Multiple Trait Leader. He is easy calving and his calves are cleanly made with high performance. (Pictures of a few of his sons are on the “bulls for sale” page of our website). He ranks very high in the breed for both performance and maternal traits. He is ranked in the top 4% of the breed for Terminal Sire Index.

ACE-ORR Makers Mark 689 (M738574) is a past National Bull Calf Champion and a several time Yearling Weight Trait Leader. At age 10, Makers Mark settled a set of cows on pasture. He is a 2018 Milk Trait Leader and HCW Leader. He adds extra length with great performance and carcass data. His daughters have been outstanding. At one time in 2018, the number 1 and number 2 proven bulls in the Charolais breed for Terminal Sire Index were from dams sired by Makers Mark 689. He is ranked in the top 35% for CE, 1% for MCE, 1% for CW, 2% for REA, and 8% for MB. The Terminal Sire Index of Makers Mark 689 ranks in the top 4% of the breed.

EC Revelation 5030 PLD (M834660) is a homozygous polled son of Multiple Trait Leader M6 New Standard 842P ET X EC Miss Gretchen 5030. He has been an excellent bull for calving ease and performance. He ranks in the top 5% for Calving Ease, 15% for BW, 1% for Scrotal, 9% for CW and 20% for REA.

KC Big Ben 5292 (M865620) is a homozygous polled son of Multiple Trait Leader WC Big Ben 9036 with an actual 90 lb. BW. He had an adjusted WW of 846 lbs., and an adjusted YW of 1440 lbs. 5292 ranks in the top 15% of the breed for calving ease, 15% for WW, and 20% for YW. The carcass data on his calves has been excellent. We used him heavily in 2018.

KC Dakota Bob 4167P (M850342) is a homozygous polled son of PC Missouri Bob X KC Profit Maker 4167 (a Makers Mark 689 daughter). He ranks in the top 6% of the breed for Calving Ease, 8% for Maternal Calving Ease, 15% for REA, 20% for BW and TSI. Carcass data on his calves has been excellent.

Junior Herd Sires-

KC Ledger 6421 (M888538) is a homozygous polled son of LT Ledger 0332 X KC Profit Maker 4121 (a Makers Mark daughter). We have used him on heifers the past two years. He has shown great promise for calving ease and performance.

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Cashing in with heavier weights while still providing an acceptable carcass is a profitable pattern cattle producers are always looking toward. And, with that goal in mind, many are powering up their cow herd by making the move to Charolais bulls.

“The number one thing we sell is pounds and English cattle need help with that,” Austin Paul told a group of producers at a recent Listening and Learning Session sponsored by the American International Charolais Association. “Charolais can increase weaning weights by 25 to 50 pounds.”

Paul, a livestock dealer and order buyer for 20 years and partner in Eugene Barber & Sons Cattle Company in Lexington, Ky., was one of several speakers who addressed effective ways of maximizing Charolais genetics during the event held July 14 in Blacksburg, Va.

“Black cattle are bringing a little extra right now,” said Paul. “But they’re not bringing enough extra to offset what you’re losing in weight because at the end of the day, weight is what we’re trying to sell.”

“These Charolais crosses will yield when finished, probably in the 64 to 66 range,” Paul said pointing to a slide show of Charolais-cross calves he is backgrounding on his own farm. “I guess you lose some Quality Grade, because they average about 60 percent Choice, which is not going to break any records on the U.S. Premium Beef grid, but at the same time if packers aren’t discounting for
it…most of these packers killing these commodity cattle don’t seem to care.”

Paul maintains a personal herd of predominantly black cows that requires 50 Charolais bulls for fall calving. He also backgrounds feeder cattle. In an effort to avoid a conflict of interest, Paul does not sell feeder cattle. Instead, he sends them all to feed and retains ownership. This cross works well for me,” he said quoting the old adage – ‘pounds trump price’.

When questioned about his practices, he said because of the Charolais influence he sends his cattle to the Western Corn Belt where they are fed and ultimately sold on a hot basis.

“They’ll out yield the average and I feel like I can make some money by selling them in Nebraska and places like that,” he said. “You have to get past Des Moines, Iowa to get them marketed as fat cattle without an issue.”

Subsequently Paul was asked if he received any premiums.

No premiums, I just get paid by weight,” he said. “That’s where the extra weight excels.”

He then walked the audience through a scenario using recent market data. Selling a 1,500-pound Charolais steer with a dressing percentage of 64 percent versus a 1,450-pound Angus steer with a dressing percentage of 63 percent. The Charolais nets a 960-pound carcass while the Angus nets 913 pounds. When sold at $1.73 per pound, the Charolais brings in an $80 advantage.

“A guy with a half-way decent set of cows can make his calves look like he’s got
something,” said Paul as he continued to tout the benefits of using Charolais bulls. “It’s almost like an upgrade for the cow. It’s super important to have a cross with them.”

On the other hand, Paul, speaking as a producer and a salesman for feeder cattle across the country, offered some caution. “The Charolais industry has to be careful. It’s getting harder and harder for me to find the right kind of Charolais bull, or in my mind,” he said in reference to his own liking. “The thing you have going for you is these big thick, growthy - tall if you will, heavy muscled, heavy boned animals that they’re putting on these medium framed colored cattle. The show ring wants a white Angus. I don’t think that does any good. You gotta put growth in them because at the end of the day that’s all you have to sell is a pound.”

Paul was questioned on his bull buying criteria, and specifically if he seeks out carcass traits. He quickly noted that he relies on field representatives, “the people out there that know much more than me,” to gather his bulls.

Finally, Paul said the cattle industry as a whole has done a good job. “It’s pretty hard to find a bad steak anymore.” However, he also noted the industry has been blindsided by quality. “They’re forgetting about growth – they’re forgetting about what pays the bills and that’s pounds of cattle.”
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