Since 1958, the WCR Program has been solely focused on providing the Commercial Cattleman with elite Charolais genetics backed by unrivaled customer service.

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**TY**
605.203.1082

**Legends of Fall Bull Sale**
Friday, Nov. 22nd, 2019
Arcadia Stockyard - Arcadia, FL

**51st Annual Bull Sale**
Saturday, April 25th, 2020
At the Ranch - Lake Preston, SD
It’s Simple: More Pounds Equal More Money!

Rogers Bar HR Bulls Put on the Pounds!

Every pound counts toward your bottom line. Using a Rogers Bar HR Charolais bull puts more pounds on your calves! Our bulls have won more Independent BIF Certified Rate of Gain Tests than any other Charolais breeder. Be it grain or grass, Rogers Bar HR bulls dominate the competition. By using Rogers Bar HR bulls, you get more pounds per calf at weaning and thus more money in your pocket.

2019 Fall “Turn-Out” Charolais Bull Sale
Saturday, October 19, 2019

2020 Spring “Turn-Out” Charolais Bull Sale
Saturday, February 22, 2020

- Bulls are raised on grass 90 miles from the Gulf. Bulls won’t melt on you!
- Not raised on creep feed; just Bermuda, Bahia, and Crab Grasses.
- Consistent winners of both the Florida and Hinds Bull Tests for weight gain and feed efficiency.

2018 Florida Final Performance

<table>
<thead>
<tr>
<th>Breed</th>
<th>ADG</th>
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<tr>
<td>Angus</td>
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<td>Rogers Charolais</td>
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<tr>
<td>Hereford</td>
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Rogers Bar HR
Doug Rogers
Cell: 601-765-7751
P.O. Box 1718 - Collins, MS 39428
www.RogersBarHR.com
601-765-8848
rogersbarhr@hotmail.com
Gyulais® (Gyü - lā) noun
A new breed guided by ancestral haplotypes and fatty acid melting points to produce a healthy, flavorful beef product.
A registered trademark of MOGO FARMS LLC, and BAR J LIVESTOCK INC.

2019 MISSOURI STATE FAIR
OVERALL GRAND CHAMPION CARCASS

Wagyu x Charolais
Live Weight: 1,350 lbs.
Carcass Weight: 859 lbs.
Dressing Percentage: 63.6%
Backfat: 0.4 in.
REA: 15.6 sq. in.
%KPH: 2.0%
USDA Yield Grade: 2.17
Comp. Yield Grade: 2.17
Percent Retail Cuts: 52.07%
USDA Quality Grade: Prime

Gyulais® bulls offer hybrid vigor when bred to cows without Wagyu or Charolais ancestry.
Gyulais® cows offer hybrid vigor when bred to bulls without Wagyu or Charolais ancestry.
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The Cattleman’s Source is published by:
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WWW.CHAROLAISUSA.COM
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At Doll Charolais we strive to put more Pounds and Dollars in our pocket with top TSI Sires — to put the most pounds in our calf crop. Our main goal is the Commercial side.

**WCF Mr Silver Gun 467**  Reg: M847860
Homozygous Polled  (TSI:265, top 1%)
EPDs: 0.8  3.2  74  126 5  6.9  42  2.0  63  1.16  -0.023  0.25
Adj. WW R: 104; ADG R: 105; Adj. YW R: 103; ADG R: 103.
On his offspring, REA Adj. R: 106; IMF Adj. R: 112.
He sires pounds, scrotal, and great Ultrasound.

**NGC Lender 404B ET**  Reg: EM844893
Homozygous Polled  (TSI:222 top 15%)
EPDs: 5.0  2.6  43  79 5  14  26  3  37  0.73  0.032  0.25
Adj. WW R: 101; ADG R: 102; Adj. YW R: 101; ADG R: 100;
Sires growth style with great ultrasound.
Owned with Romans Charolais.

**DCR MR Frazer F243 ET**  Reg: EM916531
Homozygous Polled  (TSI:228, top 5%)
EPDs: 1.1  2.1  50  85 10  7.1  35  1.4  45  1.07  -0.015  0.13
Thanks to so many top producers for interest in our 2019 sale. Special thanks to C-B Charolais for the purchase of this great son out of Silver Gun, and our great donor dam JCH Ms Bulldozer T388

**DCR Mr Substance A240 Reg: M837838**
Homozygous Polled  (TSI:220, top 15%)
EPDs: 7.1  0.6  37  75 10  9.6  28  1.8  35  0.76  0.018  0.08

Other Main Herd Sires

**WCR Sir Duke 8141**  (Milk: 25; top 1%)
Makes the best Mama Cows!

**DCR Mr Red Solution A35**  (TSI: 240 top 1%)
Tremendous Growth and Carcass!

**JWX Exit 902E**
Growth and Hair, DCR Commissioner Son

**DCR Mr Commissioner C49**  (TSI:228, top 7%)
Growth and thickness offspring!

**NGC Celebrate 508C ET**  (TSI:211, top 30%)
Full brother to lender, Tremendous thickness
Annual Female Sale - November 23, 2019
See Casanova sons in the Yards at Denver
Watch our website for our consignments to the Nebraska Cattlemen’s Classic
Purchase your Casanova son at our Annual Bull Sale - April 9, 2020
Heifers and bulls for sale private treaty in the spring

Sonderup Charolais Ranch, Inc.
Find us online: Facebook or our website www.sonderupcharolaisranch.com

Tom & Sandy Sonderup
19488 Valley Rd.
Fullerton, NE 68638
(308) 536-2050 • (308) 550-0254 cell
scrinc@hotmail.com

We believe Casanova is the new outcross for 99% of the breed in America.

His calves are breeding true with extremely wide tops, deep quartered, and square hipped. Yet with all that muscling, the calves still have that soft look that cattle producers appreciate.

Buy your Casanova son at our 2020 bull sale on April 9th.
Annual Female Sale - November 23, 2019
See Casanova sons in the Yards at Denver
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Yet with all that muscling, the calves still have that soft look that cattle producers appreciate.
Buy your Casanova son at our 2020 bull sale on April 9th.

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AGRI BEEF
Most often, the language used to communicate current market reports seem rather foreign. Regional cash markets are reported, but just about everything that follows may as well be Greek! Forward contracts, hedge, short and long, fundamentals... is an assortment of “lingo” that doesn’t appear to have a tangible connection to anything a producer has control over. At this very minute, my email inbox ‘dinged’ with an e-blast headlined “Left Out by Lingo?”! By following the link I arrived at a web page titled Understanding Agricultural Markets 101.

Even though grassroots producers have no control over the speculation or commodity trading world, they do have control over breeding decisions, management schemes and the health and welfare of the cattle produced in their operations. Depending upon the aforementioned decisions, arguably, Charolais seedstock suppliers and commercial cow-calf producers have more opportunity than ever before to add and capture value.

Recent supportive reporting comes from Colt Keffer, AICA’s Director of Industry Relations and Sales. The Charolais Advantage program is experiencing wide acceptance and recognition in the market. Nearly 5,000 head have sold in video sales hosted by Superior Livestock and Western Video Market. The Charolais Advantage program cattle are earning premiums compared to commodity cattle. Colt stated, “The CharAdvantage program is the fastest growing, breed specific, age and genetic verification program in the country.”

Quite often, order buyers and third-party individuals traveling the country and buying for cattle feeders are hesitant to endorse a particular breed or clearly communicate market signals. After all, most all cattle will be sold into A market and the packer will determine the ultimate value of the carcass. Jared Wareham, Top Dollar Angus, isn’t one of those guys! In a recent article, authored by Jared and published in Drovers Journal, he tackles crossbreeding head on. He prefaces the article with the following statements, “What is crossbreeding’s place or role in the beef industry? What will it look like over the next several decades? I believe the big picture answers are quite simple.” He goes on to state, “Due to the value of maternal efficiency as it relates to ranch level profitability, producers are left with two extremely uncomplicated, yet sometimes, hard-to-swallow options.”

In an even bolder statement, Jared says, “Option one: Maintain a base cowherd of Angus or Red Angus genetics and terminal cross with Charolais. As it currently stands, Charolais is the lone wolf among all other potential terminal breed options. There are very few cattle feeders I talk to who don’t immediately perk up to the prospects of high-value Angus or Red Angus X Charolais feeders. For those of you ready to argue that there are alternative options available to producers that can create the same value as this cross, don’t bother. I am clearly aware of those options. They are limited genetically in availability and simply don’t have the consistent pull through demand at the feeder level. No other option currently offers the greatest terminal cross breeding value from the ranch.

continued on page 15
Functional cows are the foundation of our program

Over the past six years, Hebbert Charolais is the #2 breeder in the nation for the number of Dams achieving the AICA Dam of Distinction designation.

- Hebbert Charolais has 40 Active Dams of Distinction -

2020 Bull Sale Representative Sires

<table>
<thead>
<tr>
<th>LT-HC BLUE ROCK 0368 P</th>
<th>WR TOP HAND C631</th>
<th>HC FREE RANGE 4201</th>
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<tr>
<td>LT RUSHMORE 6033</td>
<td>WCR SIR KINGSBURY 7334</td>
<td>HC LEDGER 4396</td>
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<tr>
<td>LT LONG DISTANCE 9001</td>
<td>HC BLUE ROCK 2403</td>
<td>HCR EQUITY 3123</td>
</tr>
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For more information call, write or visit our website,

Matt & Lacy Hebbert      Mickie Hebbert      Mose and Merla Hebbert
62075 Hebbert Lane       Ranch: 308.458.2540
Hyannis, NE 69350        Matt: 308.458.8812
                                       Lacy: 308.458.8823

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9th Annual Bull Sale

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Shawn Johnston, Manager
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shawnjohnston67@gmail.com

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O: 912/565-7640  1188 Lawson Road, Lyons, GA 30436
If you’re looking for a new herd sire for the upcoming breeding season, we have the bull for you! Our bulls are proven to add pounds to your calves and put money back in your pocket. Our range ready bulls will be able to handle a large ranch or small operation and cover every cow in between. Not only do we offer spring born bulls, but a small group of fall borns are also available. We strive to offer the best seedstock available at affordable prices. Whether you are looking for one bull or 20 we have what you are looking for. All bulls are trich and fertility tested upon purchase and are ready to go when you pick them up. If you want the best pick, it’s good to come early!

2019 Seedstock 100 Producer - Beef Magazine

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### State Listings

#### ALABAMA

1 – Meadows Creek Farm  
Richard & Glenn Meadows  
4421 Co. Rd. 33 N. • Columbia, AL 36319  
Richard (334) 797-4870 cell  
Glenn (334) 797-5808 cell  
www.meadows creekfarm.com  
(see page 28)

2 – MOGO Farms LLC  
Daniel Hammond  
15300 Co. Rd. 2 • Florence, AL 35633  
(256) 740-1114  
mogo1950@comcast.net  
www.gyulais.com  
(see pages 2,3)

#### ARKANSAS

3 – Plyler & Son  
Caleb, Briana & Huck Plyer  
1748 Hempstead 7 • Hope, AR 71801  
(870) 703-1394  
calebplyler@hotmail.com  
(see page 19)

#### COLORADO

4 – Wagner Charolais  
Bob & Jan Wagner  
18025 WCR 128 • Nunn, CO 80648  
(970) 420-2336  
bob@wagner-ranch.com  
www.wagnercharolais.com  
(see page 10)

#### Georgia

5 – L.G. Herndon Jr. Farms  
1188 Lawson Road • Lyons, GA 30436  
L.G. Herndon, Jr., Owner (912) 293-1316  
(912) 565-7640 office  
ob@vidaliafinest.com  
Shawn Johnston, Manager (850) 557-1145  
Shawnjohnston67@gmail.com  
www.lgherndonjrfarms.com  
(see page 11)

#### Kansas

6 – Brent Charolais  
Matthew Brent  
22 Country 657 Ave. • Alton, KS 67623  
(785) 984-2392  
mpbrent@ruraltel.net  
www.brentcharolais.com

7 – Myron Runft Charolais  
Myron Runft  
1460 Penn Road  
Belleville, KS 66935  
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(785) 527-1269 cell  
runftmc@nckcn.com  
www.runftranch.com

8 – T&S Strnad Charolais  
Terrill & Sarah Strnad  
1716 280th Road  
Formoso, KS 66942  
(785) 794-2471 home  
(785) 243-8600 cell  
tsstrnad@nckcn.com  
www.tsstrnadcharolais.com  
Facebook: T&S Strnad Charolais  
(see pages 25)

#### LOUISIANA

9 – JVS Cattle Company  
Evelyn Gay Duhon  
5593 Choupique Road • Sulphur, LA 70665  
(337) 583-2242 • (337) 764-1040 cell  
titou6262@yahoo.com  
Rod Smith (337) 274-0552 cell  
E5rodsmith@yahoo.com  
Facebook: JVS Cattle Company  
(see pages 2,3)

#### Michigan

10 – Endsley’s Charolais Farms  
Gordon & Pat Endsley  
(269) 945-5531  
Boyd & Lydia Endsley  
(269) 948-9574  
5590 E State Road  
Hastings, MI 49058  
endsleycharolais@itwifi.net  
www.endsleyscharolaisfarms.com
**MISSOURI**

11 – Bradley Cattle
Bruce & Jana Bradley
PO Box 165
Marshfield, MO 65706
(417) 848-3457 cell
brucembradley@hotmail.com
(see page 25)

12 – Mead Farms
21658 Quarry Lane • Barnett, MO 65011
Alan Mead, Owner (573) 216-0210
Office (573) 302-7011
Jennifer Russell (573) 721-5512
meadangus@yahoo.com
www.meadfarms.com
(see page 32)

13 – Peterson Farms Charolais
Steve & Sandy Peterson
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(417) 926-5336 • (417) 259-1493
www.PetersonFarmsCharolais.com
petersoncompany@centurytel.net
(see page 31)

**MISSISSIPPI**

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

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15 – Hebbert Charolais
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Mose & Merla Hebbert
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(308) 458-2540 Ranch
(308) 458-8812 Matt cell
(308) 458-8823 Lacy cell
www.hebbertcharolais.com
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16 – Sonderup Charolais Ranch
Tom & Sandy Sonderup
19488 Valley Road
Fullerton, NE 68638
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www.sonderupcharolaisranch.com
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**NEW MEXICO**

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Moriarty, NM 87035
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bill@billkingranch.com
Tom Spindle, Foreman
(505) 321-8808
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(see page 12)

**NORTH DAKOTA**

18 – 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.com
(see page 5)

**OREGON**

19 – Romans Ranches Charolais
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Bill (541) 358-2921 • Jeff (541) 358-2905
romansranches@hotmail.com
www.romanscharolais.com
Facebook: Romans-Ranches-Charolais
(see page 7)

**SOUTH DAKOTA**

20 – 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 29)
through the feeder like a really good set of smokes or buckskins that are at least 50% Angus or Red Angus.” Jared’s commentary is based on his day-to-day work all across the United States, helping Top Dollar customers capture more value based on the genetic composition of their cattle.

More than a year ago, we reported on Superior Livestock Auction marketing data from 1995 through 2016. The data represents over two decades and is the most comprehensive report of actual sales of beef cattle in the beef industry today.

According to the Superior data, from 2010 through 2017, some breeds experienced a decline in the number of lots of calves sold from single-sire breeds, while Charolais documented an overall increase. Our breeders support the data as they report on behalf of their commercial customers, Charolais and Char-cross feeder cattle almost always sell at the top of the market for the day. The Superior data reported that 490 lots of Charolais sired calves, average weight of 580 pounds, sold for $1.23/cwt higher than the next high selling Red Angus lots.

Even a volatile market sends a clear signal. The demand for documented, proven Charolais and Char-cross genetics continues to increase. During volatile or downward markets, genetics are a tremendous risk management factor. We can be “left out by the lingo” but continue to respect the market signals and produce Charolais cattle in great demand today.
Numbers on map correspond to state listings, page 13-15.
Charolais Advantage

Adding value through:
• Age & Source Verification
• Natural, NHTC & GAP Certification
• TSI & Marbling Genetic Merit Indicators
• Allows for Documentation of Seedstock Providers, Health & BQA Certification
• Increased Exposure for Charolais-influenced feeder cattle

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1 PM STORY ARENA
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LIKE US!
A friend once told Butch Mayfield, “You’re the luckiest guy in the world. You’ve known what you want to do all your life, since you were five years old, and you’ve had the guts to do it.”

Guts, grit and grass have helped Butch turn his passion into a thriving calf-ranch near Playas, N.M. Butch is the managing partner in the Mayfield Ranch Partnership. Contributing partners are his daughters Leann Saunders and Melinda Birkeland. Butch, his parents and two daughters built an award-winning ranch.

In 2019 The Mayfield Ranch was awarded the American International Charolais Association (AICA) Commercial Producer of the Year. It’s a well-bestowed title and here’s why:

**Ranching in the Chihuahuan Desert**

Desert life is extreme. The plants and animals that can abide the desert’s harsh climate do so because they’ve evolved with the environment. The same is true of the people and cattle that make a living off of the grass, brush and rocky landscape that is the Chihuahuan Desert. Everything the Mayfields do on their ranch is in stride with the environment, as extreme as it is. For example, elevations on the ranch range from 4,200 feet (ft.) to 6,500 ft. spanning an area of approximately 300 sections. Contrary to most western ranches, Mayfields use their high-country pastures during the winter and save their lowlands for summer grazing.

Butch reasons that his higher elevation pastures, as large as 20 sections produce higher quality gamma grasses and browse and better prepare the cows for calving season. The lower pastures, on the other hand, are carved with flood draws. The feed quality is lower but a decent
Monsoon season can grow a lot of forage in the draws, says Butch. Monsoon season usually drops about 70% of the area's annual rainfall, he notes. It typically begins around the 10th of July and lasts through September.

In order to keep the range in growing shape, the Mayfields rest each pasture once every three years. They've also found the ideal mature cow size for their environment, is 1,050 pounds.

**RAISING DESERT CATTLE**

The cow herd is primarily Angus, Angus-Hereford-cross and Angus-Brangus-Cross. The Mayfields purchase all their replacement heifers from neighboring ranches and breed them to light birthweight Angus bulls.

“We’ve been buying replacement heifers out of the same ranches for 20 years,” says Butch. We sync [the heifers] with a CIDR, leave it in for 10 days, pull those CIDRs, lutealise them and then put bulls in with them. We usually get in the middle 90s (conception rate percentage) in 75 breeding days.”

Every other cow on the ranch, according to Butch, is bred to a moderate-size registered Charolais bull.

“Every one of my Charolais bulls, at this point, is a Lane Grau bull out of Grady, N.M. We’ve been very satisfied,” Butch states.

A moderate-sized Charolais bull will acclimate to the range and put good width on calves, says Butch.

“These moderate-size Chars are wide and long. They will cross with those cows, and we’re really proud of those calves,” he beams.

**MARKETING BLACK-NOSED CALVES**

All calves, both Charolais-cross and straight bred Angus, are weaned for 45 days before they are shipped. At the end of the feeding period, Butch says the Charolais-cross influence adds more pounds over a straight black calf.

“We have a lot of repeat buyers on our Chars,” says Butch. “Probably 90% of our calves we market through Superior at the Sheridan Sale go into Kansas, Nebraska, Texas, California and a few go to Colorado.”

During the weaning and conditioning process, Mayfields use low-stress methods as much as they can. When booster shots and pour-on are administered, the calves aren’t caught individually in the chute, but rather put in a close alley and injected down the line on each side.

“We try to create the least amount of stress as we can. We’ve had good luck and real good on health on the other end,” Butch says.

When the calves are finally shipped, they are adorned with all the bells and whistles a high-density value-added program can bestow. Butch’s daughter Leann Saunders is a partner in the ranch and also president of Where Food Comes From and IMI Global, a third-party verification company based out of Castle Rock, CO. Because it’s part of what she does in her company,
Saunders ensures her Mayfield Ranch calves are value-added and bring home premiums.

Calves from the Mayfield Ranch are Age and Source verified, Non-Hormone Treated Cattle (NHTC), Verified Natural Beef, Superior Progressive Genetics, Gap 4, Non-GMO and everything has been persistently-infected (PI) tested.

Any calves that were doctored for sickness are sold NHTC and Age and Source.

Butch says he makes sure to qualify his calves for all the value-added programs available because at the end of the day, he’s after those premiums.

“I get a lot of feedback from buyers with Superior that they want to go back to a char-black-cross, a black-nosed char. They have more frame, better gain, more yield,” he states.

“In the last 3-4 years, a good Charolais-cross calf out of a black cow will ring a bell. It’s getting to be more of a push to buy those calves. I think the Charolais Association really stepped up to the plate and took some initiative to take advantage of this trend, and I think there’s a better market for them with the Char Advantage Logo.”

Sometimes, though, he questions if one of the value-added programs is worth its work.

“Gap 4 limits your management ability in big country,” he notes. “In big country you have to be on your toes because you have a 6 week criteria for castration. We still have a few horns show up, especially, out of our Hereford-Angus-cross cows, so we have to do debudding. But we’ve been able to stay within our variance.”

Coyotes present problems, as well. In order to keep them manageable, Butch
says they have to harvest a coyote about every two sections per year. Because he wants his calves to qualify for Gap, his predator management tools are limited.

We have people that come in and call and get them down to where it’s bearable. We still have a few coyote kills, but we’ve got a pretty good handle on it.

“This year there’s a $6 premium on a Gap 4 calf. That gives you incentive to just bear down and do it,” he says.

**WHY PI**

Mayfield Ranch Partnership is strictly focused on creating high-quality terminal-cross calves that bring premiums and gain well in the feedyard. Once weaned, the entire calf crop is sold. While it makes for easier bull selection and breeding female management, it requires that all replacement heifers be purchased. During the years the Mayfields have developed strong relationships with their heifer suppliers. However, while they don’t manage a closed herd, they do try to manage which cows stay for the long haul.

“We feel like we need to monitor the persistently-infected brood cows,” explains Butch.

“We put an identification tag in the calf when we brand. We take an ear notch and put it in a test tube to be sent off. We do an analysis on every calf we brand. If we come up with PI positive, and it’s been several years since we had a PI out of 1,600 calves a year, then we watch for that calf throughout the summer. You’ll find them around the water paired up. We write down the cow’s number and cull her in the fall.

“It’s helped us identify herds that have a PI presence,” he says.

**MAYFIELD RANCH’S FUTURE**

Butch says his main goal for the future is to survive.

“Our goal is to keep on going like we’re going,” he says. “I’m not sure that we would expand anymore, but that’s not to say if something came up that we wouldn’t look into it.

“We need, at least a $1,000 calf in our area to keep making it, to keep our infrastructure up, pay our people good wages, take care of them, keep quality help and make a living.”

Butch sums it up like this: “I’m in the opinion that we sure have to have more money than we’ve had in 2018 and 2019, so I guess what I’m saying is our goal is to ride out the tide.”

*Editor’s Note: Paige Nelson is a freelance agriculture journalist from Rigby, Idaho.*
Leann Saunders, partner in Mayfield Ranch Partnership and President of IMI Global, a division of Where Food Comes From, oversees the verification process of the Charolais Advantage Program® offered by the American-International Charolais Association.

Charolais Advantage is an Age-and-Source tag verification program for those producers using known Charolais genetics. Participation in the program requires:

- Eligible cattle must be sired by registered Charolais bull or son of a registered Charolais bull (the registration number of either the sire or the grandsire must be provided)
- Only enrolled cattle will be identified with Charolais Advantage tags
- All cattle enrolled in this program have a recorded birth date and/or first calf born date for the calving group

In Saunders work at IMI Global, she and her team verify that calves enrolled in the Charolais Advantage program are at least 50 percent Charolais with some additional attributes.

“The program requires that an RFID tag be placed in calves’ ears at the ranch of origin. We then maintain that tag number in our system so buyers can look it up to verify the animal is a Charolais Advantage calf,” says Saunders.

IMI works with customers in all segments of the beef supply chain as a third-party resource for a variety of value-added verification programs, including Source & Age, NHTC, Verified Natural, GAP and many more.

Since the Charolais Advantage program launched in the fall of 2018, IMI Global has been its sole verification company.
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Industry cattle feeding veteran, Judd Butler, Winner, Colorado, has 35 years under his belt working for some of the best feedlots in the country and continues to experience big, efficient gains with Charolais-influenced cattle. As the breed evolves, Butler believes there is untapped potential for smoky calves to be strong competitors with their Angus counterparts.

“Know the markets, understand potential for the most valuable calves and maximize what the breed is really about — a lean, powerful carcass,” Butler says. “It all goes back to cow/calf producers and what they’re producing for the overall industry.”

Continuing to improve genetics will feed directly into growth in the areas for carcass merit and performance for the breed, and further create an animal that is more competitive and goes to market quicker.

“Charolais genetics are explosive and will certainly add carcass weight. They have the capacity and frame size to perform and are very competitive with Angus cattle. Charolais will hang with the best of them if you feed them right.”

Aside from hide color, Butler keeps two main considerations in mind when selecting which cattle to feed — age- and source-verification and overall confirmation.

“The producers that faithfully and diligently invest in age- and source-verified programs is what adds dependability and consistency to the cattle they ship.”

For Butler, it’s about eliminating guesswork to lower loss and treatment rates when they get to the feedyard as opposed to the calves that have no documented shot records. Signatures from the ranch, veterinarian and pharmaceutical representative add peace of mind, he says.

“The less stress the calves have before getting the feedyard, the easier they will go to market and the more cost effective they will be. Age- and source-verified calves are the ones that are bringing in the most money time after time, year after year. Without a verification program, it’s impossible to really know how your calves are performing at the feedyard. The biggest benefit is knowing what you have and how it is marketed to fit the industry’s needs.”

CharAdvantage, for example, is an age, source and genetic certification program designed to do just that and add more value to Charolais-influenced feeder cattle. The program provides source, age and genetic verification for individual calf crops. Participants add value for buyers seeking feeder cattle with a known background that can qualify for added marketing opportunities and programs. CharAdvantage partners with IMI Global to create these
opportunities for producers seeking greater premiums on sale day.

As traceability becomes more prevalent from a consumer perspective, it makes verification programs all the more lucrative. More than ever before, producers need to stop thinking about enrollment costs, and start thinking about the dollars left on the table but not having a vaccination program.

“Age and source factors are playing a huge role in the industry from a traceability perspective. We are getting to a point of ranch names being on the meat packages in store so we have to find ways to maximize the product that is going into the consumers’ hands.”

Confirmation is another major consideration that helps feeders determine how big the cattle can get without being a problem at the packing plant.

“The Charolais difference is their explosion and gain in their carcass weight. Understanding the different strategies in different herds, helps me to understand what the calves will do in the feedyard. It’s finding ways to maximize the animal to have the ultimate carcass weight that is the most beneficial to the packer.”

Butler spends a great deal of his time working with ranchers to understand what they’re doing from a cow size perspective and analyzing which bulls consistently perform from a carcass perspective. Butler encourages producers to analyze the data themselves and incorporate the most successful genetics back into their programs.

“Understanding the cows and the differences in different herds will help me understand what the calves will do in the feedyard. There are definite trends in what the bulls were to develop the bone structure and confirmation.”

Another point Butler adds is the incredible performance of Charolais cattle in the feedyard during the summer months. While understanding the challenges for cow/calf producers to adjust their calving programs, he discussed how much money is on the table for having 600-700 lb. calves ready for feedyards in his part of the country by February or March.

“Feeding Charolais in the summer will hands down beat any other breed in the world. They handle the heat so well and don’t have the problems we’ll see in other cattle and finishing up as the weather cools off really makes them pop.”

Fully utilizing age- and source-verification programs and making genetic decisions based largely on harvest results will continue to push Charolais cattle to Prime and Choice faster, and further improve the current percentage of Charolais cattle that qualify for Certified Angus Beef, making the breed even more desirable in the feedyard.

To tune into the full Listen & Learn segment with Butler or to learn more about CharAdvantage, visit charolaisusa.com.

“Charolais genetics are explosive and will certainly add carcass weight. They have the capacity and frame size to perform and are very competitive with Angus cattle. Charolais will hang with the best of them if you feed them right.”
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Saturday February 29, 2020 - 5th Annual
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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 several time multiple trait leader. He is easy calving and his calves are clean 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 3% of the breed for Total Profit Index.

ACE-ORR Makers Mark 689 (M738574) (M738574) is a past National Bull Calf Champion and a several time Yearling Weight Trait Leader. At age 10 Makers Mark 689 settled a set of cows on pasture. He is a many time milk trait leader and hot carcass weight 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 2 bulls for Total Profit Index came from cows sired by Makers Mark 689. He is ranked in the top 1% for milk. Also ranked in the top 2% for maternal calving ease, CW, REA, and total maternal. The Total Profit Index (TSI) of Makers Mark 689 ranks in the top 5% 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 6% for calving ease, 15% for BW, Milk, Total Maternal, and CW, as well as 1% for scrotal, and 30% for REA.

KC Big Ben 5292 (M865620) is a homozygous polled son of Multiple Trait Leader WC Big Ben 9036 9036 with an actual 90 pound BW. He had an adjusted WW of 846 pounds, and an adjusted YW of 1440 pounds. 5292 ranks in the top 20% of the breed for calving ease and TSI.

KC Dakota Bob 4167P (M850342) is a homozygous polled son of PC Missouri Bob X KC Profit Maker 4167 (a Makers Mark 689 daughter). His calves have extra length with excellent carcass data and TSI ranks in the top 20% of the breed.

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. He has shown great promise for calving ease and performance.

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Junior Herd Sires -

EC Cracker Jack 234 PLD (M896459) is a homozygous polled son of Ace-Orr Lock’n’Load 243 X a Long Distance daughter. His WW was 898 and YW was 1488. His first calves hit the ground in 2019 and look great. Outstanding EPD’s with a TSI in the top 1% of the breed. We used him heavily in 2019.

WF Mr. Rock Star 615 (M885538) is a son of M6 Rock Star 306 P ET X DCR Miss Wrangler Girl 821. His first calves hit the ground in 2018 and were impressive. Outstanding EPD’s with thickness in his calves. Used more heavily in 2019. TSI top 2%.

KC Loaded 7949 (M895702) is a homozygous polled son of Ace-Orr Lock’n’Load 243 X KC Miss Design 9749 (a KC Design 4246 daughter tracing back to a diamond dam of distinction). He ranks in the top 2% of the breed for WW, YW, and TSI. Outstanding EPD’s and pedigree! His first calves hit the ground in 2019.

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