

The

# BEEFMASTER COWMAN<sup>®</sup>

Official Publication of Beefmaster Breeders United

August 2011



# The BEEFMASTER COWMAN®

Volume 33, Number 8

August 2011



## Focusing on the Future

DNA technology has played an increasingly significant role in the beef industry. Read here about why this technology is benefiting breeders in more ways than simply as a marketing tool.....18



## Quality Contemporary Grouping Matters

Accurate genetic comparison relies on producers forming proper contemporary groups, the cornerstone of genetic evaluation.....26

### COLUMNS

A Bit of Beefmaster Business .....	12
President's Message.....	14
Field Notes .....	15
Unclassified Old Bull.....	16

### DEPARTMENTS

BBU News .....	8
Sale Scenes .....	20,36
Sale Reports .....	34
Obituary .....	38
Udder Things .....	40

### REFERENCES

Advertisers' Index .....	37
Calendar .....	41

## On The Cover:

Summer's sizzling temperatures are still sweeping across the country as producers continue praying for much-needed rainfall.

Photo by Charlie Wood.



## The Beefmaster Cowman

11201 Morning Court  
San Antonio, Texas 78213-1300  
(210) 344-8300  
(210) 344-4258 FAX

For association business, please contact:  
**BEEFMASTER BREEDERS UNITED**  
(210) 732-3132 • Fax (210) 732-7711

### E.C. Larkin Jr.

*Publisher*  
publisher@beefmastercowman.com  
cell (210) 240-7938

### Chel Terrell

*Managing Editor*  
editor@beefmastercowman.com

### Charlie Wood

*Advertising Sales*  
sales@beefmastercowman.com  
cell (210) 602-1006

### Cheryl Moy

*Production & Graphic Design*  
graphics@beefmastercowman.com

### Joan Dover

*Circulation Manager*  
circulation@beefmastercowman.com

### Margie Larkin

*Accounting*  
acctg@beefmastercowman.com

### Deadlines:

Editorial material must be received by the 5th of the month preceding publication. Advertising space must be reserved by the 1st and material received by the 5th of the month preceding publication. The publisher reserves the right to refuse publication of any material which he feels is unsuitable for the publication. Although the highest journalistic ethics will be maintained, Gulf Coast Publishing Corp. limits its responsibilities for any errors, inaccuracies or misprints in advertising or editorial copy. Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising from such advertisements made against the publisher. Advertising rate card sent on request. Articles from this publication may be reprinted only with permission of the publisher.

Copyright 2011 by Gulf Coast Publishing Corp.

THE BEEFMASTER COWMAN (ISSN-0194-4282, USPS 461-970) is published the first of each month for \$25 per year (U.S.), \$50 (U.S. First Class), \$85 (Mexico), \$125 (International) by Gulf Coast Publishing Corp., 11201 Morning Court, San Antonio, TX 78213-1300 and is recognized by Beefmaster Breeders United as its official publication. THE BEEFMASTER COWMAN is dedicated to the improvement of breeding, feeding and marketing of Beefmaster cattle. Periodicals postage paid at San Antonio, Texas. POSTMASTER: Send address changes to THE BEEFMASTER COWMAN, 11201 Morning Court, San Antonio, TX 78213-1300.

Don't miss any issues of  
**THE BEEFMASTER COWMAN...**  
If you're planning to move, send a change of  
address notice to:



*Circulation Dept.*  
**THE BEEFMASTER COWMAN**  
11201 Morning Court  
San Antonio, Texas 78213-1300



## BBU Board and Committee Meetings Generate Positive Ideas for the Breed

*Mike Collier, BBU President, Brenham, Texas*

I am pleased to report that your association's committees and Board just completed three days of meetings that involved 100 of the fellow members and BBU staff. I am truly humbled and appreciative of the hard work put forth by so many of our members.

When you consider the amount of effort by committees, Board, staff, satellite members, marketing groups and individual breeders promoting Beefmaster cattle, it is a testament to the good folks we have in this association. You should know that your efforts have and will make a difference. I would also like to commend E.C., Charlie and *The Cowman* staff for going the extra mile to support and contribute to BBU.

I would like to share a short list of the highlights of the July BBU meetings. First of all, thru May 2011, the association is operating in the black with two

months to go until the fiscal year's end. Considering what Mother Nature has thrown at us in various parts of the country, that is an amazing feat. Thanks to Dr. Perkins and staff, as well as Dan Gattis and the Finance Committee, for their diligence.

The Board heard a marketing presentation by Advanced Solutions Network in regards to revamping and upgrading the advertising and marketing efforts of BBU. This proposed program is aimed at promoting Beefmaster cattle at a national level with emphasis toward commercial cattlemen, as well as purebred breeders. It is planned to operate within the budget set by the Finance Committee and creative sources of outside income.

Folks, this is an exciting proposal to help position our breed to take advantage of opportunities to grow the Beefmaster breed and increase our market share. The committee

recommended, and the Board approved, authorizing Dr. Perkins to contract for their services.

The Board also voted to recognize the Beefmaster Promotion Group for their proactive efforts in promoting Beefmasters as a group.

All of the committees are making a positive contribution toward growing the Beefmaster breed, and I want to commend each member who took their time, effort and expense to work for the betterment of Beefmaster.

Next month, I intend to have a condensed summary of the minutes of the July Board and committee meetings published in *The Cowman*.

The Convention Committee is gearing up for a big event in San Marcos in October, so please mark your calendars.

As always, my gate is open. Please feel free to call with any comments or ideas that will improve our breed. ★



## The Six Essentials Help the Beefmaster Breed Excel in Hard Times

*A visit with BBU Executive Vice President Tommy Perkins, Ph.D.*

Summer is just about over, and two of the biggest BBU/JBBA events of the year are behind us. Joslyn Kotzur and the JBBA leadership did an outstanding job coordinating the Junior National Convention and Heifer Show in West Monroe, La., in late July. Congratulations to all of the class winners, scholarship recipients and other participants.

I would also like to thank each of you that donated your time, money and other goods or services to make this such a successful and exciting event for the Beefmaster youth. More news and results from the show and convention will be coming in next month's *Cowman*.

Likewise, Breann Pritchard, Dwight Bertrand and other leadership from the Arkansas, Louisiana and Southeastern Beefmaster Breeders Association put on an excellent event at the third annual Beefmaster Symposium in West Monroe, La. Kudos to the outstanding lineup of speakers, trade show vendors, cattle displays, purebred breeders and commercial cattlemen that participated in the very

educational event.

We have seen a slight improvement in gasoline and diesel prices recently. However, fuel, feed and fertilizer costs have been a challenge for all cattlemen this year. The forecast does not look much more favorable in terms of rain and/or lower costs of operating your cattle enterprise. Although the weather and product prices are out of our control, each of us controls the survivability of our cattle business through these tough times.

Our breed was founded on the Six Essentials, which empowers us with the genetic base to excel in these conditions. The Beefmaster animal was developed to thrive on fewer inputs (more efficient) and breed in times of limited feed resources. These harsh conditions and high prices will certainly drive some cattlemen out of the business (or out of their current breed of choice) because they may not have stayed the course of the Six Essentials. Take that as a marketing opportunity as good times should be ahead for high-quality, efficient, high-performing

Beefmaster cattle.

Hopefully, you have already picked out your outstanding sale lot(s) for the 2011 BBU Convention Sale this October in San Marcos, Texas. We have already gotten commitments from some outstanding speakers. You will have the opportunity to hear the basics of fertility enhancement, body composition improvement and other management tools. Be sure to attend so that you can see the very "hands-on" live cattle evaluation demonstration that is planned.

Don't miss out on these outstanding educational opportunities while attending the annual meeting, awards presentations and genuine fun and entertainment which are a part of the convention activities.

Never hesitate to call or drop in to see me if you have questions or concerns. I look forward to visiting with you at a Beefmaster event. ★



## Beefmaster Advancers – A Performance-Driven Composite Alternative

by Collin Osbourn, BBU Director of Breed Improvement and Field Service Representative

The Beefmaster Advancer program was created in the spring of 2010 as an additional registry for Beefmasters Breeders United.

The Beefmaster Advancer composite is formed by crossing a registered Beefmaster animal to a registered animal from another beef breed. The purpose of such a cross is to use the best traits of each breed in combination to maximize performance in its given environment. For example, a registered Beefmaster bull mated to a registered Angus cow would produce a typical Advancer calf that should possess the excellent growth and fertility attributes from the Beefmaster and the black hide and higher marbling attributes from the Angus.

Use of the Beefmaster parent will also maintain more heterosis and productivity because of its *Bos indicus* heritage. Research suggests there could be up to a 25 percent increase in weaning weight per cow exposed by using a *Bos indicus* breed in a composite.

The Beefmaster Advancer Registry gives breeders the opportunity to match compatible biological types of cattle to maximize performance while

utilizing heterosis. The Advancer animal will excel in maternal heterosis and fertility while increasing the total pounds of weaned calf per cow. Registration certificates will include EPDs along with traditional performance data recorded with BBU.

The Beefmaster Advancer Registry provides breeders of non-Beefmaster beef cattle an opportunity to add the advantages of a *Bos indicus* animal into their current gene pool. These advantages include but are not limited to: 1) improved longevity, 2) more heat tolerance, 3) more disease resistance, 4) more insect resistance, 5) more non-heat bearing fat depots, 6) improved milking ability, 7) faster pre-weaning growth, 8) improved fertility in replacement females and 9) more efficient use of forage nutrients. The Beefmaster influence also improves the docility over other *Bos indicus* breed types.

BBU has provided the Beefmaster Advancer Program to help give purebred breeders of other beef breeds an opportunity to produce cattle that more readily adapt to the harsher

tropical and sub-tropical environments without having to disperse their current herd. The Advancer program provides an opportunity for purebred Beefmaster breeders to lock in DNA verified, complementary traits (polledness, black hide color, etc.) into their current genetics.

This program also allows breeders outside of the “normal” Beefmaster regions to take advantage of all of the positive attributes of the Beefmaster breed without sacrificing performance demanded in today’s beef industry.

Producers of Beefmaster Advancer cattle will be (or will become) members of BBU and will be granted all the rights, benefits and programs that purebred Beefmaster breeders enjoy today. Some of these include Whole Herd Reporting, voluntary classification, a subscription to *The Beefmaster Cowman* magazine, voting rights, Approved Sales participation, online registration and many others.

Please contact the BBU office at (210) 732-3132 or visit our Web site [www.beefmasters.org](http://www.beefmasters.org) for more information. ★



*A not too serious visit with the publisher about Beefmaster stuff.*

*by E.C. Larkin Jr.*

Well, Brady Miles Knolle finally got here. I told you last month that we were on pins and needles waiting for our fourth grandchild to be born. He was predicted to arrive on June 18. I guess he wasn't quite ready, or just needed a little more time, because he didn't show up until June 28, at two o'clock in the morning. He weighed in at 7 lbs. 6 oz., all muscled up and ready for action.

I don't compliment too many newborns on their good looks, but I'll tell you right now, that boy got here looking good. He is pretty doggone handsome. That extra 10 days must have been the secret.

That last week or 10 days before he got here was beginning to get a little edgy around the Larkin and Knolle households. The grandparents were getting pretty anxious for something to happen. Ten extra days is a long time to wait, especially for Bill and Janie (the Knolles), because this is their first grandchild.

Charlie (Wood) and Anthony (Mihalski) convinced me that the best way to get the baby here was

for me to leave town. So we did. We went down to Port Mansfield with Anthony fishing. Sure enough, we got in one day of fishing. My phone rang at about 2:45 the next morning with the news. It was a good trip. We got a bunch of good fish and a new grandson.

Katie and the baby are doing fine. Oh yeah, the new daddy (Brad) is hanging in there pretty good, too. They are still having to sleep fast. I think about three hours at one time is all they're getting. That's why God gives babies to young people. In one way (other than his good looks), he is a lot like me: he likes to eat often.

That catches me up with Anthony, with four grandkids each. I'm still a little behind Nolan, though, he has seven. If I can just get Clay and Nikki to have twins, I'll be in good shape.

In late June, Charlie and I went over to Jackson, Tennessee, for the Cottage Farm Sale. And, what a sale it was. Every sale you think there is no way they can top their last one, but they always get it done. The Stonecipher boys have always been able to match



*Me, Margie and Brady*

up the right genetics and phenotype to create an outstanding sale offering.

I was a little bit surprised to see so many Texas breeders in Tennessee, considering how dry it is in Texas. They didn't just come to watch. They stepped up and bought a lot of cattle.

Beefmasters are continuing to sell good all across the country. There are a lot of outstanding cattle selling this fall, including the President's Council Sale. Get your travel plans made so you can make most of them.

*E.C.*