

The

BEEFMASTER COWMAN[®]

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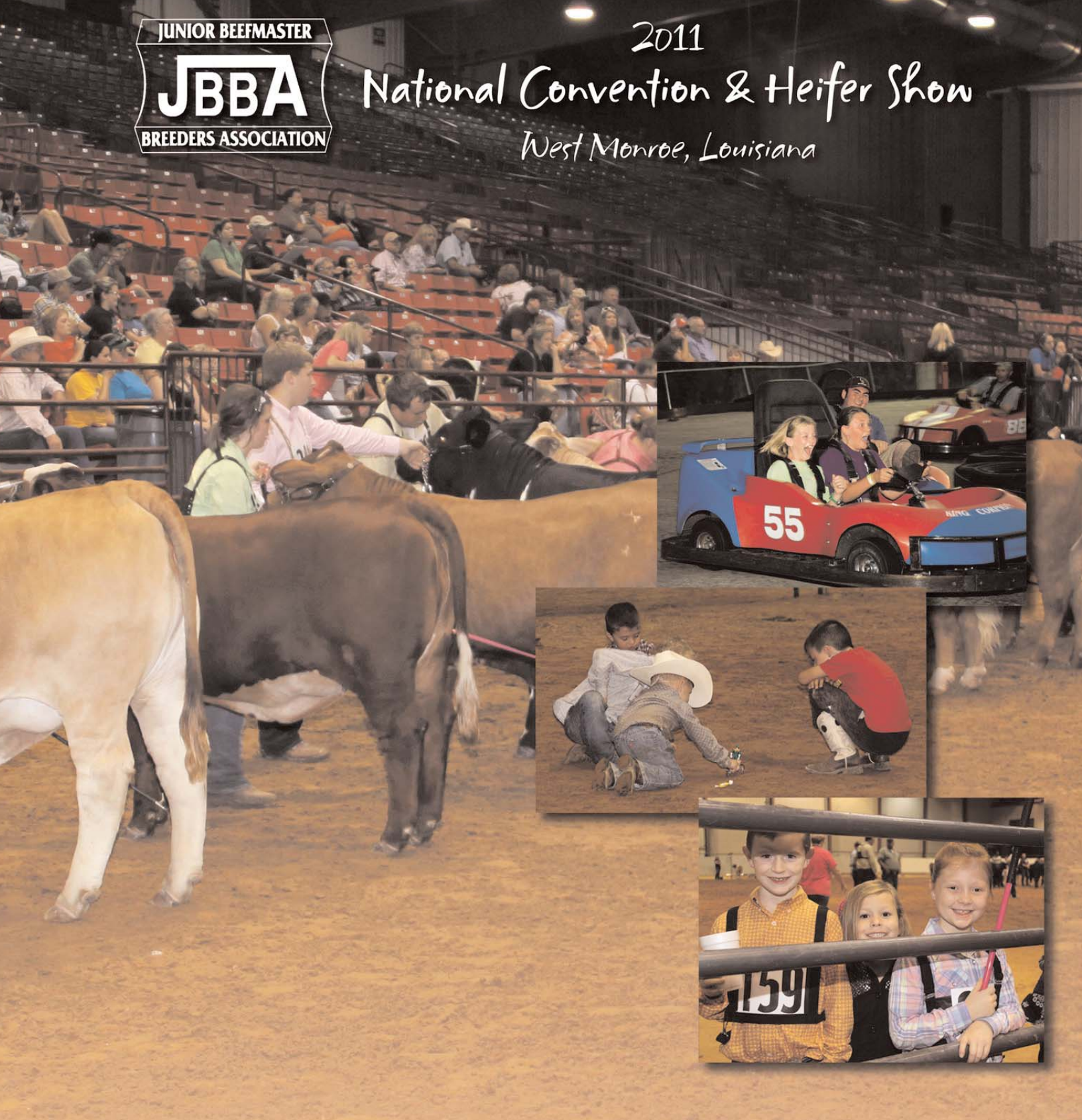
September 2011



2011

National Convention & Heifer Show

West Monroe, Louisiana



The BEEFMASTER COWMAN®

Volume 33, Number 9

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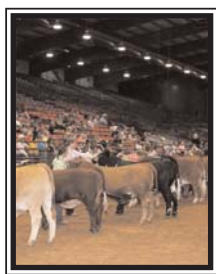
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On The Cover:

Junior Beefmaster Breeders Association members converged on West Monroe, La., in July for the fun and highly competitive 2011 JBBA National Convention and Heifer Show.



Photos by Chel Terrell, staff, and Bill O'Connor, Azle, Texas.

The Beefmaster Cowman

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Understanding EPDs an Important Responsibility for Seedstock Producers

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

Many parts of the country continue to be hot and dry, but the demand for good Beefmaster cattle seems to be good. I say this because of the quality production sales and the many educational events that I have attended recently that have given Beefmasters some really good press.

It will rain again, and with the shortage of beef cattle, females the market outlook is projected to be quite good. The CattleFax folks believe that the calf market will be from \$140 to \$170 for the next several years based on a presentation they made at the Beef Cattle Short Course (BCSC) at Texas A&M University last month. Even with the high cost of feed and fertilizer, producers can make this kind of market work.

Speaking of the BCSC, I was an invited speaker for two of the sessions, and I was impressed by the quality of the programs and the attendance. BBU was well represented as many of you were in attendance during the three-day event. I spoke about the role of breed associations in the commercial cattle industry in the purebred cattle session on day one, and I made a presentation on

the use of EPDs in the cattle industry for the animal breeding session on day two.

I was intrigued by the comments made by the commercial cattleman that spoke in the purebred session. He stated that he really didn't use EPDs in his operation, but went on to say that he only used high accuracy proven bulls in his AI program. This led into my presentation quite well (although I had never spoken to the gentleman prior to this), as I talked about the importance of the seedstock producer fully understanding EPDs.

It is the registered producer's responsibility to produce the best animals, with the best EPDs possible, for the commercial bull buyer. Commercial cattlemen should be able to confidently select from a set of yearling bulls without having to worry about what went into getting the most accurate data possible. You, the seedstock producer, must do your part to make sure the data is complete and accurate.

I don't expect you to know the mathematical theory of Best Linear Unbiased Predictors (BLUP) that we use to calculate

EPDs. However, I hold you accountable for submitting proper parent identification, birth date notation, correct (real) birth weight, correct weaning weight and certainly correct contemporary grouping. If you do your part, the EPD will be calculated properly and the commercial bull buyer can buy with confidence.

On another note, the Board of Directors authorized the use of an outside source to provide BBU with a new, more user-friendly website as well as a new and improved advertising campaign. The new website will allow BBU to offer some online webinars upon its completion. This will allow the staff and me to offer you more training in the basics of EPDs, proper contemporary grouping, live animal evaluation, etc. Look for this update to occur in late October 2011.

As usual, I welcome your questions and concerns. Please don't hesitate to call me at the office, on my cell phone or contact me by email. Have a great Beefmaster year. ★



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

by E.C. Larkin Jr.

The first day of autumn may not be until September 23, but for most of us in the Beefmaster-selling business, the fall sale season has started. Cattle folks love buying and selling cattle in the fall of the year.

That's why I always considered Labor Day the start of fall. It sure don't feel like fall yet. The old thermometer is still topping that 100 mark just about every day. That just means when that rain comes, we're going to be able to grow another cutting (or the first) of hay and grow some grass before frost. I know it's kind of hard to think about a frost or cool weather right now.

After all the talking I did about trying to get more adults to attend the JBBA National Convention and Heifer Show, I didn't make it myself. They sure didn't miss me any. The Juniors

had a grand time and filled the barn up with outstanding Beefmaster cattle.

You can get all the details and see photos of the activities throughout this issue of *The Cowman*.

Congratulations to all the JBBA members, sponsors and adult leaders. You did a super job. I'll be there next year.

It's getting time to "fish or cut bait" about your BBU Convention plans. I think this year's event is going to be a good one. The Convention Committee and the South Texas BBA have been planning and working hard for a year now to make this a super convention and President's Council Sale.

Have you seen that hog gun they're raffling off at the convention? That thing is something. It is custom built with

all kinds of high-tech stuff, including a fancy high-dollar scope. It's being raffled off to help pay the President's Council Sale expense.

I might even buy two tickets so I can be sure and win it. I believe I could even kill a hog with that thing. Anthony Mihalski has already volunteered to clean all the hogs I kill.

Get your reservations made. You don't want to miss this convention.

E.C.



**God Bless Our Troops &
God Bless America**