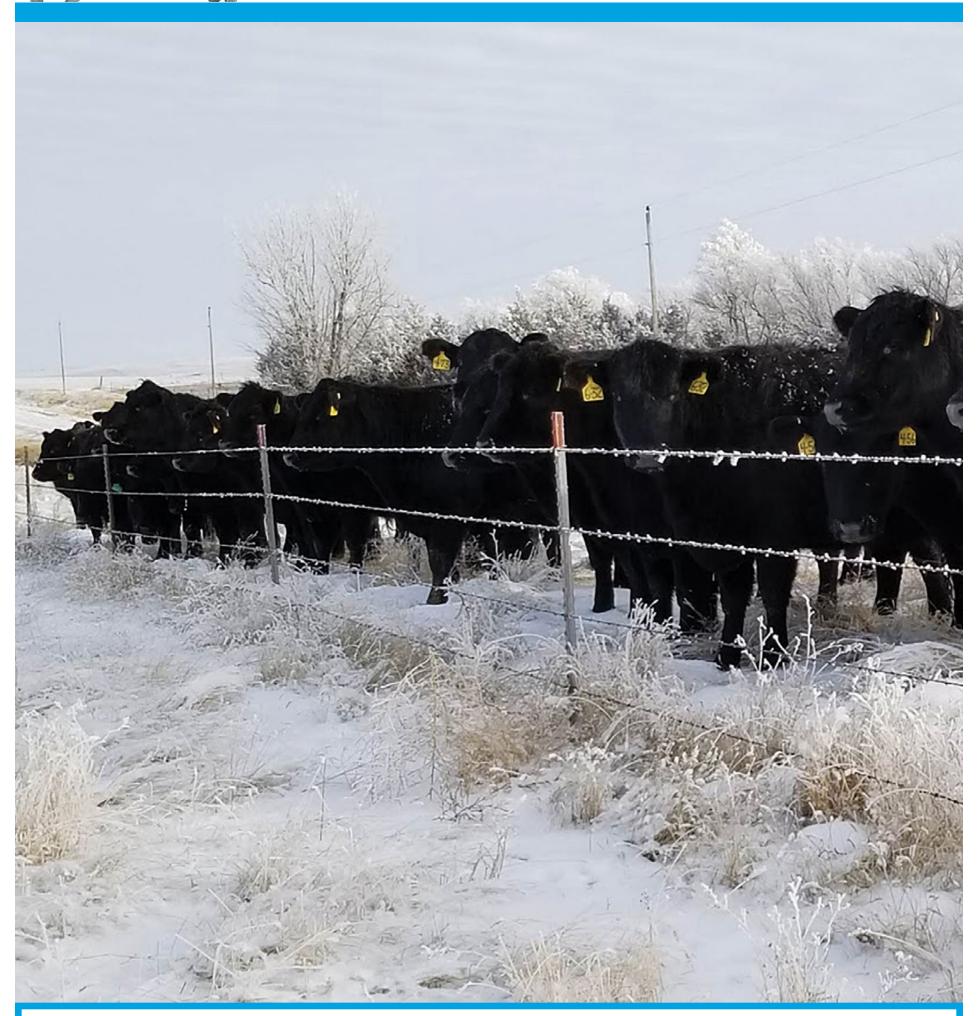
SOUTH DAKOTA

ANGUS NEWS



SD Angus News is published by RL Publications, Philip, SD Sponsored by the South Dakota Angus Association

Special insert in the January 29, 2020 edition of The Cattle Business Weekly

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✓ S.D. Angus Association annual meeting Pg. 9A



Raven Reno G43 BD: 1/8/19 Reg: +*19507499

Sire: Spring Cove Reno 4021 • MGS: Raven Powerball 53 One of two flush brothers that will highlight the sale! His dam is a standout by the cowmaking Powerball bull. We are retaining interest in him and you will see heavy use here.

Adj. 205: 801

Raven Reno G83	ED: 1/12/19
Reg: +*19507593	30
(The same of the sa
李明李郎	Lot
	13

Raven Blackbird 1249 Sire: Spring Cove Reno 4021 • MGS: CAR Efficient 534 One of many flush bothers by the 1249 cow. She is the high income cow to date at Raven.

Adj. 205: 771

Raven Jackpot F554	BD: 3/6/18
Reg: 19389412	



Sire: Raven Jackpot D164 • MGS: Connealy Gold Rush 026E One of the stoutest two year olds in the offering. Jackpot has done a great job here and his first daughters are calving now and they look excellent!

BW	ww	YW	Milk	\$W	\$B
1.9	73	127	39	91	148



Sire: ICC Pay Raise 4886 • MGS: Connealy Gold Rush 026E A real performance champ here! All kinds of thickness and muscle in a moderate package. Dam has done a great job!

Raven	Next S	tep G18	7 BD: 2/24/19
Reg: 195	5683		
			Lot
			149
X Su			Adj. 205: 769

Sire: Prairie Pride Next Step 2036 • MGS: Sitz Superior 10971 A phenotypic stand out. This bull has all kinds of style that is wide based.

/19/18	899 BD:	Resource	Raven
A	To like	9389604	Reg: +*1
		94	FIES
		and the	1

224

Adj. 205: 709

Sire: S A V Resource 144 • MGS: G A R Prophet One of two flush brothers by Resource out of a full sister to Baldridge Beastmode. Will be a sale highlight!!

BW	ww	YW	Milk	\$W	\$B
1.4	80	143	29	88	132



Sire: Spring Cove Reno 4021 • MGS: PA Valor 201 This Reno X Valor cross really clicked. G100 and his two flush brothers will be sale day highlights.

BW WW YW Milk \$W \$B

		kpot (F55	Bū	De 1/9/19
Reg: +'	19506	701			10
1					
				V	Lat 76
1		ALL SUR			70
1					
No.					-

Sire: Raven Jackpot D164 • MGS: Sitz Upward 307R Here is a real cowmaker. Jackpot X Upward!!! We are calving our first Jackpot daughters and they look the part.

BW	ww	YW	Milk	\$W	\$B
1.5	68	108	33	86	133



Sire: Prairie Pride Next Step 2036 MGS: Hoover Dam A powerful maternal brother to Powerball! He's really thick and wide based. Make sure and look him up.



SIRES INCLUDE: Spring Cove Reno, BUBS Southern Charm, HA Cowboy Up, Raven Jackpot, Prairie Pride Next Step, EF Commando, Raven Bullock, SAV Raindance, and SAV Regard

Rod Petersek: (605) 840-1496 | RJ Petersek: (605) 840-1826 | Reed Petersek: (605) 840-1292 32554 287th St., Colome, SD 57528 • ravenang@gwtc.net



${f Welcome~2020}$

Well, finally 2019 ended and not soon enough and let's just say 2020 could have started a bit better as we are in a blizzard again as I write this letter.

Calving season is in full swing for some of us and right around the corner for the rest of you. Now is the time to get everything ready so your calving season goes smoothly, in which I hope it does.

Now on to my column. Bull sale season is right around the corner. I encourage everyone to go out and look at your breeder's bulls before the sale. This will allow you to see them better. You will be able to see them walk, look at foot quality and overall structure. All these little things get hidden in their little pens at all of our sales. That way there are no surprises when they are delivered. It will lead to a more uniform calf crop and more cows bred. It seems the more I get out and look around, including with my own cattle, and the more we push these EPD's and terminal cattle the more problems we are creating. I believe the Angus breed has created its own problems since chasing these calving ease, high growth cattle that have no structure and maternal left to them. So, if you are close enough to wherever you buy your genetics, please take the time and go look at them out in larger pens.

I also want to take the time to again thank everyone this past year in supporting our state's youth in our county and state fairs. We had a great time this year at our county and state fairs as we were able to meet some new friends and catch up with some old ones

This is where our kids can create a friendship When a young girl or boy approaches you, please give them the time if they have questions. I personally saw this with my own eyes at fair time as someone close to our 4-H stall was standing there in the shade ready for a show and my boys went up to ask them some questions that they asked me and I said, 'go ask them'. So they did and they didn't have any time for them at all. For every one bad apple, there are nine good ones. Be one of the good ones as they will always remember your answer somewhere down the line. We can all make a difference in our ag industry so let's start with keeping the youth involved. They are our future in this endless battle of fake news our ag industry daily gets embattled in.

Thanks for your time. Any questions, feel free to give me a call.

Joshua Mohnen, President, South Dakofor life in the ag industry. ta Angus Association

SD Angus Association Directors



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Save the Date: Sept. 23-24

The 2020 South Dakota State Angus Tour, "America's Tour" is slated for Mitchell, S.D. September

the Ramada Inn it will be a tour that you will want to mark your calendars for. Malynda Penner will

Headquartered out of be coordinating the event. Contact her for futher details at (605) 929-7314 or mrs.penner@ hotmail.

10 South Dakota breeders who register the most Angus

The 10 producers who registered the most Angus beef cattle in the state of South Dakota recorded a total of 4545 Angus with the American Angus Association® during fiscal year 2019, which ended Sept. 30,

according to Mark McCully, Association chief executive officer.

The 10 top recorders in South Dakota are: Raven Angus, Colome; Jorgensen Ranches, Ideal; Gregory & Lori Shearer, Wall; Thomas Ranch,

On the Cover:

Goddard of Prairie City, S.D.

This snowy cover photo was taken by Robyn

Harrold; Hart Angus Farms, Frederick; Edgar Bros, Rockham; Vern Edward Koupal, Dante; Daniel & Casey Maher, Morristown; Timothy Amdahl, Piedmont; R B M Livestock LLC, Flor-

ence.

Angus breeders across the nation in 2019 registered 304,577 head of Angus cattle. "Despite a challenging year, our Angus breeders continue to see strong demand for Angus genetics," McCully said. "Our members are committed to providing genetic solutions to the beef cattle industry that maintain our long-held position as a leader in the beef cattle industry."

Farm or Ranch _____

SD ANGUS ASSOCIATION MEMBERSHIP - \$40

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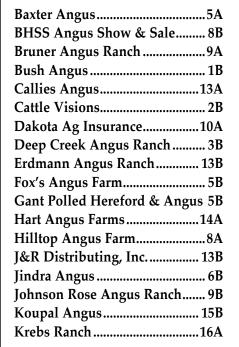
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Editorial

Codi Vallery - Mills

Advertiser Index



Six Generations of Bush Angus

Tyler Bush currently serves as the 2019-20 NJAA chairman

By Kindra Gordon

A champion 4-H steer in the late 1920's set the course for what has grown over the decades to be the Bush Angus operation near Britton, S.D. As the story goes, W.E. Bush – the second generation on the farm – purchased the Angus steer from a neighbor about 30 miles away for his son, Clifford, to show in 4-H. When the steer was slapped as champion at the fair, W.E. went back

BIDDING PROVIDED BY:

and bought the steer's mother and the calf at her side. To this day, every cow in the Bush herd can be traced back to that one Angus cow.

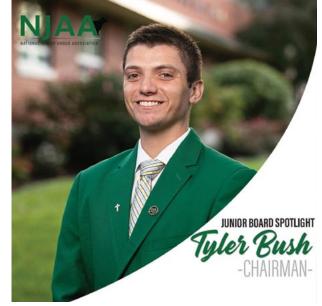
Those early steps, led to Clifford's son, Jim, establishing a successful Angus production sale which will mark 46 years in 2020, numerous show champions including 2014 Grand Champion Pen of Three bulls at the National Western Stock Show in Denver, Bush Angus progeny being uti-

lized in herds across the country, and Jim's son Scott and grandson Tyler being involved as the fifth and sixth generations of Bush Angus. Most recently, Scott had the honor of judging the 2019 NJAS owned heifer show and Tyler stepped into the role as the 2019-20 NJAA chairman.

Family focused

Presently, the multi-generation Angus operation includes Jim and Carol Bush, Scott and his wife Jo and their two children Tyler and Brittany. Tyler is a junior at South Dakota State University; Brittany stays connected to the farm but lives and works in Sioux Falls.

The Bush herd has always been a closed herd and hovers at about 200 registered Angus females with about 165 mature cows and the balance being replacement heifers. With no outside females added, the Bush family believes they have



been able to develop a herd that is closely bred and responds uniformly in type. Scott notes that a favorite achievement for him has been Bush Angus progeny earning recognition at the National Western Stock Show over the years. He says, "To go there with a home herd of 165 cows and to be competitive is humbling. And, we do it as a family; it's been dad and I, or Jo and I, or the kids and us doing the fitting and showing.

Showing at the National Junior Angus Show has also been an important family activity for the Bush's. The 2019 NJAS marked Scott's thirty-third year at the event. He hasn't attended consecutively, but there are only a handful that he's missed.

That said, being at the event wasn't about winning. Scott says, "We are competitive people, but we didn't go thinking we'd win, we just enjoyed the people."

That still rings true today, as Tyler notes that a highlight for him in being involved in the National Junior Angus Association has been the people he's been able to get to know. Now, in his role as chairman of the NJAA board, Tyler hopes to contribute to elevating other junior members' experiences as well.

Skills for the future

Tyler, who says he was initially reserved as a youngster, says junior board members in the green jackets encouraged him to step out of his comfort zone and put himself out there. Today, as a NJAA green jacket

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himself, he offers that same advice to other junior members.

And, during his final year on the board, he says his focus is in being a resource whom other members feel comfortable coming to. "I want to be that person that they can go to and ask questions and learn from and make a difference... I want to inspire others."

The revamped Angus Mentoring Program (AMP) is an important project for the young Bush. He recognizes it's important for connections, networks and conversations to occur to help junior members feel connected, get involved and build for the future.

Outside of NJAA, Bush is looking forward to additional goals. He's now enrolled as an Animal Science-Ag Business major at South Dakota State University and is on the livestock judging team. Bush says he's excited to be closer to home and have the opportunity to continue working with his dad and grandpa. During any downtime, Tyler says he's a movie buff and has 300-400 DVDs in his collection.

Looking toward his future, Tyler holds the quote "Be phenomenal or be forgotten" in regard. He writes this in his Steno notebook before every judging contest. But he explains, that to him the quote is not about winning, instead it's about work ethic and passion. "It's to remind me that phenomenal passion and work ethic won't be forgotten – that speaks more than your placing or score."



PHOTOS, VIDEOS AND DIGITAL CATALOG AVAILABLE AT

Junior Reminders

April 16-19 Raising the Bar Conference, Denver, CO

June 8 SD Junior Angus Field Day, Codington County Fairgrounds, Watertown, SD

July 5-11 National Junior Angus Show, Harrisburg, PA

July 30-Aug. 2 LEAD Conference, Orlando, FL

FEATURING ANGUS

Cow matters: Stark Angus strives to provide high quality females

By Wendy Sweeter

Stark Angus got its start in 1995 when Christina Stark's first Angus show heifer was born.

"The herd continued to grow alongside our registered purebred polled Herefords that were owned by my parents, Steve and Mary Lou Engel. Eventually, we dispersed our polled Herefords herd in the early 2000s. My dad took care of the cattle while I attended college and eventually began my teaching career," she says.

In 2007, she and her husband, Jason, moved the cow herd to his family's farmstead near Utica, S.D. The operation today involves Jason and Christina, along with their two sons, Hunter, 13, and Logan, 11. Christina's father continues to help during calving and breeding season.

The operation consists of 50 purebred Angus cows. They strive to raise high quality females.

"We aim to continue raising high quality females with good udders, short teats and good feet and leg structure. We also strive to meet the needs of our current and future bull customers," Christina says.

They implement EPDs, genomics and carcass ultrasound to select for the highest quality cattle available. However, phenotype is also an

important trait in their operation.

They also select for muscle in their bulls.

"Performance cattle has always been a high priority for our customers so they can return a profit on their feeder cattle," she says. "Muscle, bigtopped bulls that perform with great problem-free mother cows behind them is also a priority."

The Starks sell bulls through private treaty each year. Depending on the year, they also market some of their high quality replacement heifers. Their bull customers are their bread and butter.

With the start of the new year, the Starks start their new calving year. Calving usually begins the first week in January and usually finishes by the end of February.

Right now they are in the heart of calving season. Mother Nature is the biggest challenge they face in their operation.

"We have had a lot of mud to contend with over the past two years," she says. "Also, we both work full time so the cattle operation requires a lot of early mornings, late evenings and busy weekends."



CS Mr Acclaim 24E



Stark Angus operates on Jason's family farmstead near Utica, S.D.



Jason and Christina Stark, along with their two sons, Hunter and



The Starks are in the middle of calving. Logan Stark, 11, helps with the calves.



Hunter Stark, 13, enjoys being part of the family cattle operation.





Without the paper, you're just buying a bull

We are blessed in the Angus breed with the number of opportunities to purchase elite genetics to compliment or improve our cattle operations. In addition, the diversity within the breed, for whatever type of operation or goals you have, you can find those types of genetics in vast numbers.

With over 20,000 reported registered Angus bulls sold in South Dakota, North Dakota, Minnesota, Montana and look up any registered Wyoming every year, purchasing an Angus bull can be complicated sometimes.

First, is the bull registered with the American Angus Association? He's got to be, right? He has a pedigree listed, so he must be. Not so fast cowboy, did you see his registration number? Take advantage of downloading the free American Angus Association mobile app. You can Angus animal by typing in the registration number or official registration name. You will find the complete pedigree information, up-to-date EPDs and accuracies. Also, if the animal has been genomically tested with enhanced EPDs for improved accuracy, sire matched, genetic condition tested amongst several things.

Secondly, make sure those EPD's are accurate. Can a commercial Angus bull have EPD's? Absolutely not. If he does, it's "fake news". Without registering the bull, DNA testing, sire matching, actual data submitted to the American Angus Association and testing animals to be free of genetic conditions, you are taking a chance on purchasing genetics that you may have no idea what's under the hood and could be costly to your operation.

the registration paper? Good question. First, this ensures you are getting what you paid for. Secondly, with the competition in the feeder calf market, you need every advantage you can get to tell buyers what you have to sell. The American Angus Association's "feeder calf" program

So why do you need

called AngusLinkSMwill do just that. You've invested in good genetics. You've kept the records. AngusLinkSMcombines USDA Process Verified Programs with a Genetic Merit Scorecard that gives buyers confidence in your calves. To acquire the genetic documentation, AngusLinkSM requires that your Angus bulls are registered and the papers transferred to you if you enroll in the genetic component of the program. Ask to have the papers transferred to you so you can market your Angus sired calves and stand out amongst the thousands of black feeder cattle sold.

If you are interested in the American Angus Association's feeder calf program called AngusLinkSM, find all of the information on www.



Rod Geppert

anguslink.com or call (816) 383-5100.

It pays and makes sense to purchase known genetics backed by the industry's largest, most accurate genetic database and selection tools. Without the paper, you're just buying a bull.

Rod Geppert, Regional Manager, American Angus Associ-

American Angus Auxiliary elects leadership

The American Angus Auxiliary elected new officers and directors at the 2019 Angus Convention in Reno, Nev., during the annual meeting. Gina Hope, Berryville, Va., takes the helm as president with Pam Velisek, Fairplay, Md., the president-elect, Deanna Hofing, Westville, Ind., as secretary/treasurer, and Cindy Ahearn, Wills

Topp Angus.com

"I hope to bring more members into the Auxiliary to achieve our mission of supporting youth and promoting the breed," Hope said. "We want to strengthen the committee members with former NJAA members, and we have a few chairing committees this year. The fresh ideas will be much appreciated."

Hope grew up in Vien-

side of Washington D.C.. and after graduating high school, she moved to Clarke County, Va., where she currently resides. After her daughter, Catie, started showing Angus in 4-H and FFA, Hope joined her on junior activities trips and supported her when she competed for Miss American Angus. She started as a regional director before being elect-

New American Angus Auxiliary directors were also elected. The newly elected regional directors are: Julie Thelen Conover, Holden, Mo., Region 4; Valerie Trowbridge, Meshoppen, Penn., Region 6; and Rebecca Knott, Laotto, Ind., Region 5. They join Cindy Worthington. Waterford, Calif., Region 1; Vivian Wolf, Wind-



SVA The Donald 4030, HA Cowboy Up 5405,

Mohnen South Dakota 402, TC Freal 625, Circle A Mogul 3463,

Mogck Bullseye, Musgrave Aviator, Topp Barron 6148

and Marya Haverkamp, year. The regional direc-Bern, Kan., Region 3,

tors serve two-year



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toppangus@daktel.com

ILBLAZER Angus youth setting the pace for others

Beyond the Sash: Harlee Heim

By Kiera Leddy

At the Heim household, hard work comes in the form of one brunette and three blonde ponytails tucked under baseball caps. Harlee Heim. one of four daughters, knows the importance of working hard in the cattle industry. She and her sisters are known for bringing the competition with their cattle genetics and showmanship skills.

"Winning the 2018 South Dakota State Fair Market Beef Show is one of my favorite memories," Heim says. "It was with my sister's (Talli Heim) steer, which all of us girls worked with inside the barn."

Heim is the daughter of Chris and Meggin Heim. She is a freshman at Wessington Springs High School. Her favorite class is her agricultural education class taught by her FFA advisor, Craig Shryock. In addition to participating in FFA career development events, she plays volleyball and basketball and is a member of the St. Joseph Catholic Church youth group. She is also a member of FCCLA where she participates in leadership and service projects

"We do a lot of community service through FCCLA, which is fun because I like to help my hometown out," Heim says. "We just finished purchasing gifts for some angel tree families in our community."

Heim began showing cattle through 4-H. However, cattle are not her only passion. Heim is an avid leader in 4-H as

club's president and is a member of their county's 4-H Teen Leadership Academy.

"Through the academy, I help younger 4-H members in activities and will attend 4-H Day at the South Dakota Capitol this legislative session," Heim says.

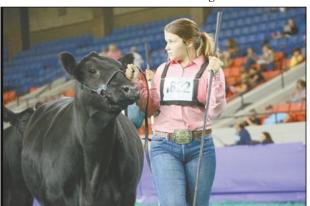
When Heim was nine years old, she showed her first show steer, Olaf. She purchased him from Dale Duxbury, and they had a successful year in the show ring

"We took him out to the Western Junior Livestock Show and ended up winning the show with him," Heim says. "It was a great first year."

Heim has also refined her showmanship skills as she has grown older. This past year she competed in the South Dakota State Fair 4-H Beef Showmanship Contest. She received first place and it is one of her favorite memories from showing cattle.

"There are so many great showmen in South Dakota," Heim says. "It is always fun to compete with them all and was a great way to end my junior division career showing."

Heim's family raises Simmental and Angus cattle. She says her favorite part about raising those breeds of cattle is the connections she has made with people within the associations. Heim also has attended the National Junior Angus Show in Madison, Wisconsin, and Louisville. In Louisville, she showed her Angus heifer and



Harlee Heim shows her Angus heifer at the 2019 National Junior Angus Show.



One of Harlee's favorite memories is her sister Talli (shown) winning the 2018 South Dakota State Fair Market Beef Show. It was a steer all of the Heim sisters had worked on.

well. She serves as her participated in the cattle judging contest.

"I received second in my age division, which was pretty cool," Heim

Currently, Heim serves as the South Dakota Angus Princess. As part of her duties, she hands out ribbons and works the ring at Angus shows. is a mentor to younger members, assists with the association meetings, attends Angus sales like the Bush Angus and Schelske Angus sale, and overall represents the association.

"Serving as princess has allowed me to help out the association in many ways," Heim says. "I did not realize all the opportunities I would be a part of. Some of my best



Harlee Heim serves as the South Dakota Angus Princess.

friends have been made through Angus association activities."

At the start of her eighth-grade year, Heim started working at the veterinary clinic in Wessington Springs. She enjoys helping with the various tasks at the clinic and pregnancy checking beef cattle. She hopes to continue working at the clinic to gain more experience before college.

"I would like to go on to become a veterinarian," Heim says. "I hope the SDSU veterinary school partnership with



The Heim sisters gather around their prize winnings from the 2019 North Central Regional Simmental Show held in West Fargo, North Dakota.

the University of Minnesota works out, otherwise Iowa State is another great option."

From showing cattle to serving as the South Dakota Angus Princess, Heim already has carved out a path to success in the agricultural industry at just 14 years old. Heim has a few years

until she has to think about college, but in the meantime, you can find her working alongside her sisters getting their calves ready for their next show.

"Surround yourself with people you are always learning from," Heim says. "Always work hard and have fun!"

ARILEK ANGIS 68th Annual Angus Bull Sale

Saturday · February 15, 2020 · 1 pm (CST)

Sale at the ranch • 7 miles south of Geddes, SD

Sires: **EXAR Monumental MGR** Treasurer KM Broken Bow **Bubs Southern Charm** Sitz Dividend Varilek Confidence Poss Maverick HA Cowboy Up Deer Valley Bottoms Up Mogck Bullseve Connealy Joe Canada Varilek Reliabull **Baldridge Colonel** Connealy Payweight 3F Epic

Selling 170 Registered Angus Bulls 110 Yearling Bulls (January)

60 Two-Year-Old Bulls (February) 30 Open Heifers • 8 Bred Heifers



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NWSS Angus bull sale sets standard for 2020 sale season

Hundreds of producers gathered in the Mile-High City to bid on the breed's best.

The 2020 National Western Angus Bull Sale set the tone for a year of growth, progress and excitement in the Business Breed. The renewed event commanded the attention of hundreds of visitors and buyers from across the nation, packing the stalls outside and stands inside the Beef Palace Auction arena at the National Western Stock Show.

As the final gavel fell on Thursday, Jan. 16, a total of 30 registered bulls grossed \$485,000, with an average of \$16,166. The high-selling lot, Wilks Cavalry 9035 consigned by Wilks Ranches of Eastland, Texas, sold for \$85,000. The second high-selling lot, HRX Copenhagen, brought \$80,000 and was co-consigned by Krebs Ranch of Gordon, Nebraska, and Barragree Cattle Co. of Absarokee, Montana.

"By moving the sale's start time up and taking the show portion out, we made it more convenient for both the buyers and the sellers," Sale Manager and Angus Regional Manager Jeff Mafi said. "We thank all the bidders and buyers for their support of the sale. We had a great set of consigners who brought an outstanding set of genetics to the National Western Angus Bull Sale."

From top to bottom, the bulls offered a high caliber of both phenotype and genetic profiles. Bulls were required to be genomic tested and sold with genetic predictions. Along with the changes to the sale date, time and location, the sale attracted several new consigners and an influx of bidders and supporters.

"We felt like the catalog redesign was very well received, and including videos helped the bulls reach the right buyers prior to sale day," Mafi said. "We had a great turn out of folks from all over the country and the bulls sold extremely

Consignments ranged in age from March bulls to coming three-year-olds and were consigned by producers from across the country. Bulls were displayed in both the Yards and the Hill throughout the National Western Stock Show, and videos were included in the online sale catalog for additional visibility.

"The change of venue and format made it more practical for our com-

As the final gavel fell on Thursday, Jan. 16 during the National Western Angus Bull Sale, a total of 30 registered bulls grossed \$485,000, with an average of \$16,166.

mercial bull buyers to Mark McCully said. "We be able to attend, and it was apparent that producers took notice of the quality of bulls brought forth," Association CEO

look forward to building on the excitement and momentum that this sale generated for many years to come."

2020 National Western Angus Carload and Pen Show, Jan. 18

Express Angus Ranches, Yukon, Okla., claimed grand champion carload

Angus producers competed for top honors during the 2020 National Western Stock Show (NWSS) Angus Carload and Pen Show, January 18 in Denver, Colo. Four carloads and 26 pens-ofthree were showcased in the Yards during the 114th National Western Stock Show.

Kevin Gallagher, Buda, Texas; Doug Schroeder, Clarence, Iowa; and Kevin Yon, Ridge Spring, S.C., evaluated the bulls and heifers before selecting champions.

Express Angus Ranches, Yukon, Okla., claimed grand champion carload, with 10 January 2019 bulls sired by Deer Valley Growth Fund, Stevenson Big League 70749, Bar R Jet Black 5063, Jindra Acclaim, EZAR Gold

Rush 6001, EXAR Monumental 6056B, EXAR Bottom Line 5002B and Casino Bomber N33. The group weighed an average of 1,431 pounds and posted an average scrotal circumference of 37.5 centimeters.

Freys Angus, Granville, N.D., exhibited the reserve grand champion carload with January and February 2019 bulls sired by Freys Presence, KR Outfit, HA Cowboy Up 5405 and Freys Appearance. The ten bulls posted an average weight of 1,350 pounds and an average scrotal circumference of 37.6 centime-

Express Angus Ranches showcased the grand champion pen of three bulls with February 2019 sons of Stevenson Big League 70749, Jindra Acclaim and EXAR Monumental 6056B. The trio posted an average weight of 1,320 pounds and an average scrotal circumference of 36.3 centime-



Express Angus Ranches, Yukon, Okla., claimed grand champion Angus carload at the National Western Stock Show

Continued on page 9A

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Wed., FEBRUARY 19, 2020

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HILLTOPS WIDE LOAD 58C HILLTOPS CHARGED UP C51



AAA 19600684 BD: 2/10/19 Sire: Hilltops Charged Up 44T Act. Wt. 10/2/19 887 lb. Ratio: 116 BW +1.8 WW +83 +140



AAA 19600686 BD: 2/21/19 Sire: Hilltops Charged Up 44T Act. Wt. 10/2/19 891 lb. Ratio: 120

BW +4.2 WW +87 +144 MILK +22

HILLTOPS HIGH TIDE C10



AAA 19603899 BD: 2/11/19 Sire: SAV Raindance 6848 Act. Wt. 10/2/19 857 lb. Ratio: 113

BW +2.5 WW +68 YW +115 MILK +29

HILLTOPS MR ACCLAIM 64C



AAA 19602316 BD: 2/5/19 Sire: CS Mr Acclaim 24E Act. Wt. 10/2/19 819 lb.

BW WW +71 YW +129 Ratio: 106 MILK +29

2019 South Dakota Angus Association Annual Meeting & Banquet

South Dakota Angus breeders attended the 2019 South Dakota Angus Association Annual Meeting & Banquet, December 14 in Mitchell,

The association gave annual awards and announced the recipients

of the heifer grant and youth scholarships.

Breeder of Year went to Shally Rogen with Rogen Angus from Brandon,

Rogen Angus was started by Dick and Shally Rogen and their two sons, Alex and Andrew.



These young Angus enthusiasts were awarded with the local youth scholarship and heifer grant awards at the 2019 South Dakota Angus Association Annual Meeting & Banquet. Pictured from left are Katie Williams and Amy Puepke, both of Martin-Trudeau Insurance, presenting; Megan Linke, Woonsocket, scholarship recipient; Ray Trudeau, Martin-Trudeau Insurance presenting; Kendall McAreavey, Crooks, Angus heifer grant recipient; and Randa Dean, Martin-Trudeau Insurance, pre-

Rogen Angus was started in 1995 and continued to grow to 40 high quality cow and calf pairs.

Awarding breeder of the year to a 40 head operation sounds odd until you consider the Rogens' human impact.

Both Andrew and Alex have been active on the state and national

Junior Angus level with both sons serving on the National Junior Angus Association board. Shally was a South Dakota Junior Angus advisor for 12 years. She helped prepare multiple CAB cookoff teams, scholarship applications and various

Angus queen activities both state and nationally. Shally recently served

as president of the National Angus Auxillary where she continues to manage the Full Circle Angus Auxillary Online Auction which provides youth scholarships. Her passion has touched so many Angus youth in South Dakota.

Dick and Shally continue to pay entry fees for juniors who have not yet attended NJAA LEAD conference. Congratulations to Shally Rogen and Rogen Angus!

- Submitted by SDAA Treasurer, Christy Mogck



PHOTOS BY ROD GEPPERT, AMERICAN ANGUS ASSOCIATION. Shally Rogen, Rogen Angus, Brandon, S.D., won the Breeder of the Year award at the 2019 South Dakota Angus Association Annual Meeting & Banquet, Dec. 14 in Mitchell, S.D. Pictured from left are Joshua Mohnen, South Dakota Angus Association president; Shally Rogen; Dick Rogen; and Jon Bussmus, South Dakota Angus Association director.

These Angus producers were elected to serve on the South Dakota Angus Association board of directors and are pictured at the 2019 South Dakota Angus Association Annual Meeting & Banquet. Pictured from left are Jon Bussmus, Mitchell, director; Lee Kopriva, Raymond, director; Joshua Mohnen, White Lake, president; Christina Mogck, Olivet, secretary-treasurer; Blake Eisenbeisz, Bowdle, director; and Troy Thomas, Harrold, director.

Carload & Pen

Continued from page 8A

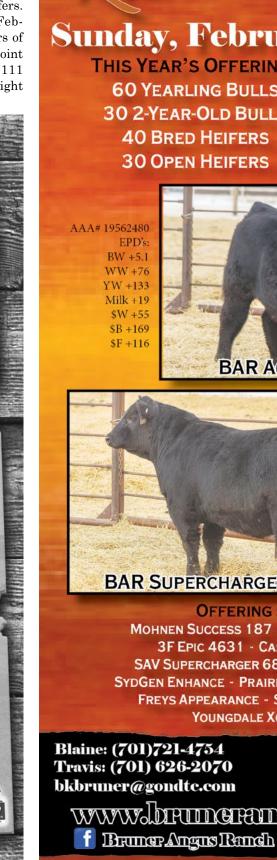
ters. The bulls first won early calf champion.

Krebs Ranch, Gordon, Neb., captured the reserve grand champion pen of three bulls after first claiming champion yearlings. The August 2018 sons of 7/S Splash 514 posted an average weight of 1,745 pounds and an average scrotal circumference of 40.3 centimeters.

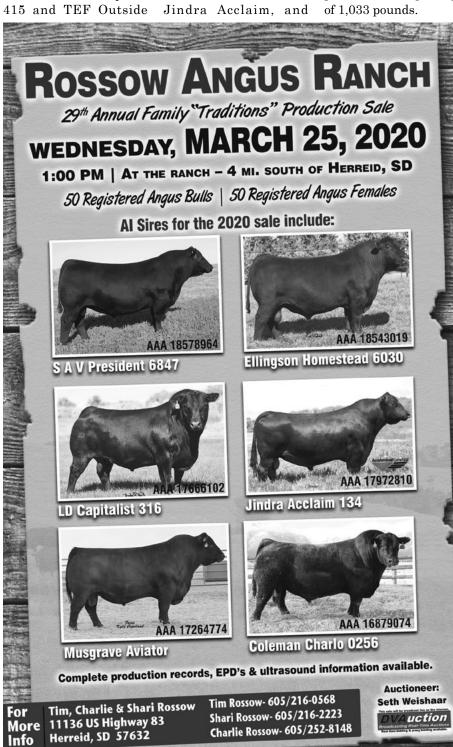
Oklahoma State University, Stillwater, Okla., showcased the grand champion pen of three heifers with January and February 2019 daughters of EXAR Stallion 7986,

EXAR Stud 4658B. The trio posted an average weight of 1,072 pounds.

Chestnut Angus, Pipestone, Minn., captured the reserve grand champion pen of three heifers. The January and February 2019 daughters of Stevenson Turning Point and RS Solution E111 posted an average weight







Another Profit Avenue

Tips offered to use your commercial herd as recipients for embryo transfer.

By Kasey Brown, associate editor, Angus Beef Bulletin

Unless we do things out of the ordinary, beef is a commodity. A commodity is by definition a break-even game, admitted Scott Lake, associate professor and beef extension specialist for the University of Wyoming. To beat that statistic, Lake suggested thinking out of the box for profit potential implants, ionophores, beta agonists, artificial insemination (AI) and even embryo transfer

The benefits of ET might be more obvious for seedstock breeders, to quickly propagate supe-

rior genetics, but for the commercial cattleman, benefits remain. Lake suggested commercial cattlemen could produce their own high-quality bulls, or even sell them. Depending on your own operation, there are other benefits.

ET implants a fertilized egg that has been flushed from a high-quality donor cow and fertilized with high-quality semen into a recipient cow. For recips, it's set up like timed-AI with a seven-day co-synch protocol. Lake explained that when standing heat is observed, a fresh or frozen embryo should be placed seven days later.

Jaclyn Wilson, fifth generation of Wilson Flying Diamond Ranch and Flying Diamond Genetics, explained that for her operation, recips work as a succession solution with an opportunity to keep quality cows in production. These bring in an additional revenue stream.

"I can charge over double the value of a market price on an animal. Yes, there's more input costs and, yes, more labor, but all in all I can still make more raising a recip calf than I can raising a natural-sire calf," Wilson said.

She admitted it was odd to market at first because it's such a niche market, but with some time spent on social media and email communication, she was



PHOTOS BY TROY SMITH
The University of Wyoming's
Scott Lake explained the process
of embryo transfer and how it
might add to a commercial pro-

booked for the first year. She warned that conception rates are lower with in vitro fertilization (IVF) embryos — the nationwide conception rate with IVF embryos is about 35 percent and still 50 percent on conventional embryos. She's still made it work and has



Jaclyn Wilson shared how she is using ET to grow her businesses, Wilson Flying Diamond Ranch and Flying Diamond Genetics.

been profitable enough to lease another ranch and buy more females.

Managing recips takes finesse and attention to detail. So, how does it work?

"There's a number of ways you can set this up in terms of receiving income. Some people do over double the value of a market price on an animal. Yes, there's more input costs and, yes, more labor, but all in all I can still make more raising a recip calf than I can raising a natural-sire calf.

- Jaclyn Wilson

just a flat rate; some do it on a price-per-weight basis. There's multiple different ways to do it. But, how I set it up was as a four-time payment. We get paid at implantation, when we preg [check] and we also do fetal at that time, at the birth of that calf, and then weaning and delivery of that calf. And we back-load it just because the conception rates are so low. It's usually about two percent to 2.12 percent above current market value, depending on the year, that we're getting for a weaned calf."

They have enough cows now to have three options for calving season: February, March and September. She said her operation covers all expenses, including creep, but there are some exceptions like genetic issues from the client.

This works at Flying Diamond Ranch because they have two operations. She said at the North Place, they calve ETs in February and March, and then put in cleanup bulls. This means they have natural service to the end of March to mid-April for 30 days. They implant in May and June, precondition in August and deliver in September. They calve fall ETs in September, have natural-service sires in from September to October and implant again in December. Yes, she admitted, they calve for seven months of the

"Thank God we all like calving, but at the same time, we're doing seven different groups," she said. "So, it also provides us really unique ways of marketing those animals, too."

She concluded with some tips she's learned:

- Be selective on your recips;
- Check the mouth of any purchased female; Avoid using heifers
- as recips;
 Select clients that
- Select clients that share your beliefs;
- Change the mindset from a commercial breeder to more of a seedstock breeder to raise animals for the show ring or purebred sale; and
- If something doesn't feel right, don't be afraid to change it.



LIVESTOCK POLICY COVERAGE OPTIONS

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Coverage: Pays 100% of the value of the cow or bull in the event of death or humane destruction as a result of a life-threatening injury.

Term: 30 day, 90 day, 6 month or Annual Policy Options.

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Rates: 2.4% - 6%, animals 8 years of age & older please inquire.
Policies with 5 head or greater will qualify for a .5% - 1% rate discount.

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Coverage: Provides traditional, full mortality plus injury's that cause Total and Permanent Infertility. (ex. Broken Tool, Injured Stifle).

3. Mortality + Accident, Sickness and Disease Infertility. (Excludes winter-freeze).

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4. Mortality + Comprehensive Infertility

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Lashea Bickel



ard Alexis Kirknat

Alexis Kirkpatrick
Office Mar/Livestock CSR

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Breed Beat

A New Year, A New **Decade for Angus**

By Kelli Retallick

With 2019 closed, it is time to both reflect and look forward for what lies ahead. This past year has brought changes to the genetic evaluation. New models were tested and implemented to better describe mature weight and feed intake. Updated economic models were built to better characterize the economics of today's beef industry leading to an updated beef value (\$B) model and creation of maternal weaned calf value (\$M), the most maternally-driven economic selection index ever presented by the American Angus Association. And finally, two new expected progeny differences (EPDs) for foot structure, foot angle and claw set, were released.

While change is not always easy, the changes experienced in 2019 were steps taken to increase the validity of the already strong genetic evaluation and provide the tools necessary to promote long-term profitability of members and their commercial customers. These changes are a testament to this great breed and its members not being satisfied to rest on their

But the work is not done. The AGI team is already working to provide more resources for breeders of Angus cattle.

Reducing high altitude disease

In January 2020, AGI released the second research report for high altitude pulmonary arterial pressure (PAP) which includes an expanded list of research EPDs. Several updates have taken place since the original release in February 2019, including more than doubling the amount records, the addition of high-elevation weaning PAP records, and the fine-tuning of parameter estimates.

In total, 7,319 high-elevation (5,500 ft. or greater) yearling PAP scores and 2,792 moderate-elevation (4,000-5,500 ft.) yearling PAP scores were utilized in this second research report. Additionally, 3,613 high-elevation weaning PAP measurements are now

being incorporated as an additional correlated trait.

When evaluating PAP EPDs it is important to remember, a lower EPD predicts a sire should produce progeny with lower pulmonary arterial pressures, indicating a decreased risk of contracting high altitude disease, more commonly known as brisket disease. It is also important to remember that a PAP EPD is not a replacement for taking scores on cattle living at elevation. A bull may have good genetics to pass on, but due to a life event, BRD for instance, their respiratory system may be damaged, causing them to lack the viability to survive at high altitudes. Think of PAP in terms of scrotal size. Bulls may have the genetic potential to pass on larger scrotal size, but scrotal (SC) EPDs are not a replacement for breeding soundness exams. Like SC EPD, the PAP EPD can be valuable to select parents for the next generation. However, if a sire is to live at high elevation, they should be tested themselves before doing so.

AGI hopes to start producing a weekly PAP genetic evaluation later this year. PAP EPD remains a tool to increase the environmental adaptability of cattle living at altitude. While research exists and is ongoing to understand the possible link between bovine congestive heart failure (BCHF) experienced at high altitude versus lower altitude, no definitive evidence directly linking the two exist. PAP EPD is not considered a solution to avoid BCHF in the feedlot.

Hair shedding

scores Early summer hair shedding is an indicator trait for heat tolerance and tolerance to fescue toxicosis. For producers in heat-stressed areas and producers grazing endophyte-infected (hot) fescue, hair shedding is an evaluation of environmental adaptability and cow performance. Cattle that shed their winter coat earlier in the season are less stressed and therefore can put the energy that might have gone to thermoregulation toward milk production and taking care of a calf.

Hair shedding is evaluated on a 1-5 visual appraisal scale, where 5 is a full winter coat and 1 is completely slick, and based on initial research is a phenotype that can be genetically selected for. In February, members should keep an eye out for the first research hair shedding EPDs to be released. Most of the

data used in this initial run is a culmination of data from several university projects mostly collected in the Southeast and Midwest fescue belt. Additional research on hair shedding and its correlation to other performance traits is ongoing.

Increasing fertility with genomic selection

Finally, if members had the chance to travel to the Angus Convention in Reno, Nevada, last November, the buzz word around the convention was fertility haplotypes, which should be synonymous with opportunity. Simply stated a fertility haplotype refers to a chunk of DNA that is normally inherited, or passed down, together. Haplotypes occur in all species and for many different traits. The study of fertility haplotypes is something the dairy industry has been doing for some time with notable success for increased fertility rates.

When haplotypes are inherited, they can be passed down in the homozygous (two copies) or heterozygous (single copy) state. When both the sire and dam pass on a copy of a specific haplotype (chunk of DNA) the result is, sometimes, loss of that pregnancy. While Angus members are in a unique position to leverage their large genomic database to investigate haplotypes that may be causing these pregnancies to be lost. Being able to identify these haplotypes could lead to mating strategy that decreases the incidence of mating two unfavorable haplotypes together that may result in an early pregnancy loss. While this research is exciting and a first for the U.S. beef industry, it takes time and extensive research to find and validate these haplotypes. Stay tuned for updates as this exciting opportunity continues to evolve.

they exist in all breeds,

Whether it is targeting specific traits, like PAP or hair shedding, to increase environmental adaptability or leveraging genomic information beyond its normal inclusion in genetic evaluation, the new decade appears to be another exciting one for the members of the American Angus Association. Between the strong foundation members have built for decades and the harnessing of innovated technologies, the future shines bright on the Angus breed.

Kelli Retallick is the Genetic Service Director for the American Angus Association

Lunch will be served at 11:30 with the sale starting at 1.

Tuesday •1 PM February 18, 202

At the farm near Corsica, SD



Sire: Poss Maverick • MGS: EF Complement 8088

			YW			-	
+7	+1.0	+65	+134	+31	+37	+\$187	



Sire: Jindra Acclaim • MGS: Mohnen Crown Royal 316 Sire: Schiefelbein Attractive 4565 • MGS: SAV Iron Mountain 8066

	BW					-
+7	+0.6	+69	+137	+20	+31	+\$160



a sample of the offering:

Sire: SAV Renown 3439 • MGS: Mohnen Kaboom 477

	BW					-
+7	+0.4	+68	+125	+35	+14	+\$139



CE	BW	ww	YW	DOC	Milk	\$B	
+2	+3.6	+80	+142	+25	+24	+\$118	1



Sire: Basin Excitement • MGS: Varilek Hemi 4207 24

CE	\mathbf{BW}	ww	YW	DOC	Milk	\$B
+9	+1.1	+88	+145	+25	+28	+\$166

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Angus Foundation Scholarship Applications Open Now

The Angus *Foundation* continues to support the next generation of agriculturists.

Scholarship applications are now available for college students associated with the Angus breed. This past year, the Angus Foundation awarded \$227,700 in scholarships at the 2019 National Junior Angus Show alone, and next year will be no different. The Angus Foundation offers scholarships to undergraduate and graduate students each year as a way to help Angus youth achieve their educational goals and offset the continually rising costs of tuition at higher education institutions.

"We have a responsibility to support the next generation of agriculturalists here at the Angus Foundation," said Rod Schoenbine, Angus Foundation director of development. "With education costs being higher than ever, we want to help students in their educational endeavors, and awarding scholarships is a key factor."

Today, countless past junior Angus members have benefitted from the financial support of Angus Foundation-funded scholarships. This year, five past scholarship recipients were put in the spotlight in the Angus Foundation Success Story campaign.

"The Angus Foundation's core mission of youth, education and research are so important to developing young people to come back into our breed, into our community and to our industry as a whole," said Jara Settles, vice president of livestock mitigation at the Livestock Marketing Association and past scholarship recipient. "If we don't invest in these young people and welcome them back in and give them truly viable opportunities in terms of education and professional growth, they might leave us."

Undergraduate and Graduate Scholarships

Applicants for undergraduate and graduate scholarships must have, at one time, been a member of the National Junior Angus Associationâ (NJAA) and currently be an active junior, regular or life Angus Associationâ. The following documents are required to be considered for a 2020 undergraduate or graduate scholarship: the 2020 scholarship application; three letters of recommendation; copy of current high school/ college/university transcript; and applicant's Association member code. Undergraduate and graduate scholarship applications, eligibility requirements and application guidelines can be found online at Angus-Foundation.org. Applications are due May 1, 2020.

Allied Angus Breeders Scholarships

The Angus Foundation also will award three \$1,000 scholarships to undergraduate or graduate students who use Angus genetics in a commercial cattle operation breeding program or whose parents use Angus genetics. Emphasis will be placed on applicants' knowledge of the cattle industry and perspective of the Angus breed.

Applicants or their parents/guardians must be members of the American Angus Association or have an affiliate member code. The applicants or their parents/guardians

✓ Bulls semen tested prior to sale day.

footrot, anthrax and BVD.

300 miles.

Before delivery, bulls are poured, fly-tagged, &

given the full bull package of shots for pinkeye,

Since 1998, the Angus Foundation has awarded more than \$3.5 million in undergraduate and graduate scholarships.

must have transferred or been transferred an Angus registration paper in the last 36 months (on or after May 1, 2018). The scholarship is applicable to any field of study. A separate application, from the general Foundation application, is required for the Allied Angus Breeders Scholarship. The application can be found on the Angus Foundation website. Applicants having received or applied for Angus Foundation undergraduate scholarships using our standard general application this year or in past years will not be considered for this scholarship.

Certified Angus Beef/National Junior Angus Association Scholarship

Since 1990, the NJAA has teamed up with Certified Angus Beef (CAB) LLC to help Angus vouth pursue their higher education goals. The selected applicant will receive a \$1,000 scholarship. A separate application from the Angus Foundation scholarship application is required for the CAB/NJAA scholarship. Requirements are similar to the general Angus Foundation scholarship; more details can be found on the application. The application is available on the Angus Foundation website.

"At the Angus Foundation's core are youth and education," Schoenbine said. "Our Angus and allied commercial producer youth deserve the best higher education learning environment they can experience, and these scholarship opportunities help make that possible."

Since 1998, the Angus Foundation has awarded more than \$3.5 million in undergraduate and graduate scholarships. For more information about the Angus Foundation or scholarships, visit angus. org/foundation.



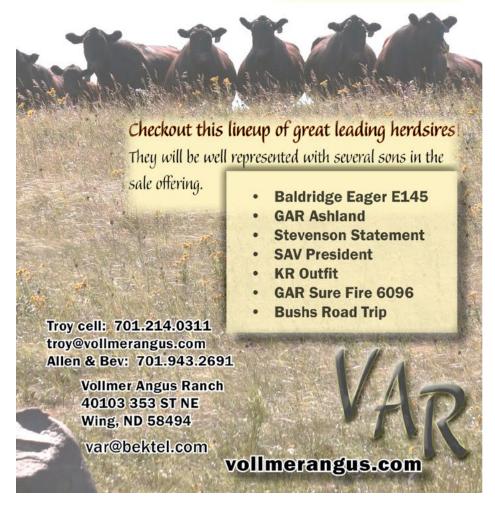
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By Miranda Reiman

They think of everything these days!

Seeing new car advertisements, that thought runs through my mind. With an active family, I can't count the number of times there's been an immediate messthink sandbox remnants dumped out of tennis shoes or cereal spread across the floor-and I wished a vacuum cleaner would appear out of thin air. About the day after I first had that thought, I saw the brand new minivan with an integrated vacuum.

I used to carry a power inverter in my SUV, so as I made the most of our miles traveled, I could

plug in my laptop. Today I can leave that inverter at home. I have a 120-volt AC plugin right there on the console.

In the automotive industry, I'm sure there's a fair amount of logging and correlating specific requests and responding to drivers as they file complaints, but car designers must think years ahead. They must anticipate. It's not a question of "what does the customer want today," but rather what WILL they want. Designers have to imagine life in the future.

From cars that communicate with each other and avoid crashes to driverless vehicles, it's hard to picture what I'll

be driving, or just riding in 10 years from now.

The cattle business is much the same. When breeders select genetics, they're incorporating needs of commercial cattle customers, from growth and performance to structural soundness and maternal traits. They're responding to consumer demand with more marbling.

affect today. The rapid pace of

improvement has been astonishing, but when I think about the cattle of the future, that's when I get really excited. Imagine a world where

These are all traits and

opportunities that cattle-

men have the ability to

you could select for stock that almost never get sick. It may seem like an impossibility today, but there's early work being done to characterize the genetics of increased immunity. Someday it could be as routine as placing pressure on lower birthweight or higher weaning weight.

Genomic technology puts this research within reach, but could also make that real-time information applicable. Cattle could be treated differently based on their inherent risk category. In a world where pen riders aren't getting any easier to find, where consumers are ever more concerned about animal welfare, this is the kind of development that could be a game changer long-term.

Heat, fescue, altitudeour environmental challenges across cattle country are as diverse as our zip codes, but associations are working to provide tools to help tap the animals that work best in those scenarios. More information will allow for more informed decisions.

The cattle of tomorrow are being bred with more and more precision, and the rate of improvement can increase. They'll fit the places they live and the places they're headed more and more predictably than today. And because demand signals simply work to reward progress with profits, they'll continue to align with consumer preference for higher quality beef.

That's the kind of builtin that will build the future.

Spring 2020 - Sire **Evaluation Information**

From a total of 280,359 sires with progeny records reported as of Friday, December 6, 2019 in the American Angus Association data base, this Spring 2020 Sire Evaluation Report lists 2,304 sires with the following qualifications.

The sire must have at least 35 yearling progeny weights in proper contemporary groups on Angus Herd Improvement Records (AHIR).

The sire must post a yearling accuracy value of at least .40.

He must have had at least 5 calves recorded in the American Angus Association Herd Book since January 1, 2018.

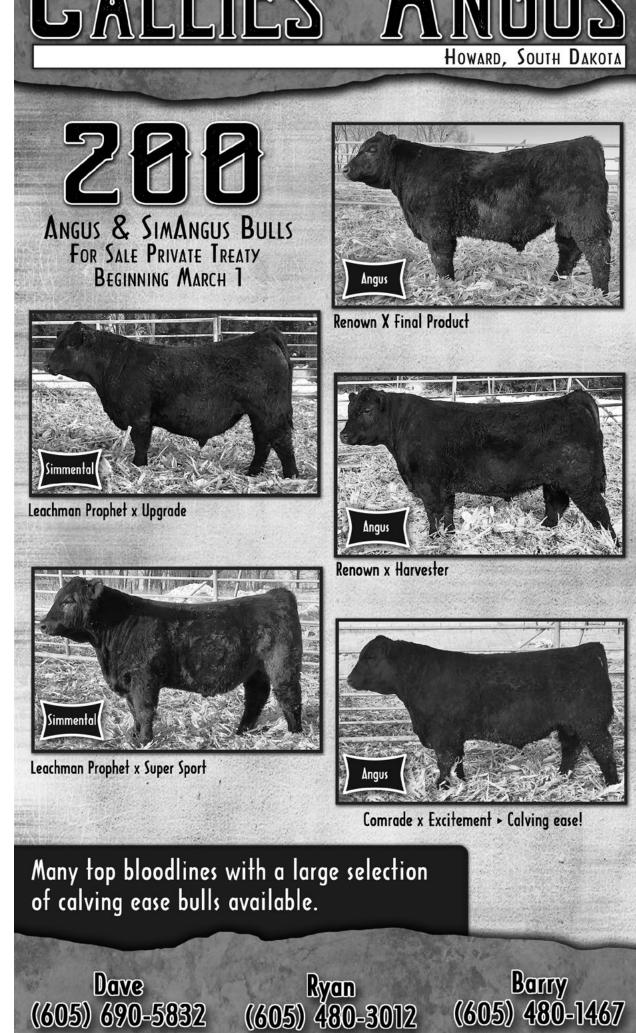
The Young Sire Supplement lists 2,094 bulls born after January 1, 2016, that have at least 10 progeny weaning weights on AHIR and post a weaning accuracy of at least .30.

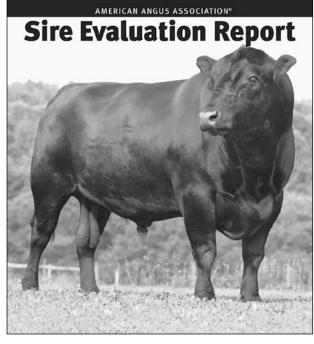
The American Angus

editing measures to ensure the quality of the genetic prediction analysis and other information made available in this report. However, the American Angus Association does not guarantee or assume responsibility for the accuracy, timeliness, correctness, or completeness of information available in this research report. The information presented here should not be considered or represented to be a measure of the actual value of the animal or its progeny or a guarantee of performance. Any conclusions that users draw from the information presented here are their own and are not to be attributed to the American Angus Association.

The American Angus Association has available upon request additional booklets explaining Expected Progeny Association takes rea- National Cattle Evaluasonable research and tion procedures (NCE)

(605) 690-5832





Cattlemen chasing more milk traits may be leaking profit

Producers selecting beef cattle for milk may be throwing away more than they are gaining, according to a University of Nebraska animal nutritionist. Travis Mulliniks tells cattlemen during the University of Nebraska Gudmundsen Sandhills open house that many breeds have selected heavily for milk since the 1990s. The Angus breed, for instance, produces more milk now at a higher quality than the 1970s Holstein.

"We are chasing more and more milk in some breeds, but how does that impact cow-calf profitability?" Mulliniks asks. Referring to a study out of Iowa and Illinois, the two largest drivers of profitability in a cow-calf operation are feed costs and depreciation. Feed costs create a 50 percent variation in profit, and depreciation operation

costs are 70 percent. At five percent, calf weaning weight is one of the lowest. "What that means is we are chasing output traits of the calf that are maternal traits, like milk, to increase survivorship greater than 50 percent. But it doesn't pay. Moving forward, we need to find ways to increase productivity and decrease costs. By selecting for milk, we may be doing the exact opposite. We're increasing costs without getting that productivity out of them," he explains.

The top five ways that low cost producers have reduced costs, according to IRM data, is by reducing supplemental feed costs, improving grazing management and using the right genetics. "They really all go together. If you improve grazing management, you can reduce your feed costs, and if you improve your genetics,

you can reduce feed costs," Mulliniks points out.

Almost 70 percent of the feed energy needed to produce an animal from conception to slaughter comes from the cow-calf side in basic cow maintenance costs and body function. "There is a lot of energy we are putting in cows to get that slaughter animal," Mulliniks says. "It is an inefficient maintenance system, and we are selecting animals that are bigger and produce more milk that have even higher maintenance costs. That is why it is becoming more important to select cows that fit the environment."

Consider the amount of milk produced by the cow and when she is producing it. "The amount of nutrients available at that peak lactation time will differ depending upon the season. Producers should consider matching the genetic potential of the cow to the forage resources available at those time points," he explains.

The nutrient requirements for a 1,200 pound cow producing 23 pounds of milk at peak lactation will be highest 60 days after calving when she is also trying to rebreed. A March or a May calving herd that milks more than 22 pounds of milk at peak lactation will all be in a negative energy deficit going into breeding, which means they are milking more than the nutrients are supplying in the forage. In the May herd, even the cow that milks 22 pounds, which is considered low in today's standards, is already in a deficit, Mulliniks explains. "The amount of milk selected for in a summer calving herd has to be much lower than a time point when we have much higher quality forage," he notes.

High milk production and low quality forage were contributing factors to a low pregnancy rate amongst beef cows in 2018, Mulliniks says. "If you look at a cow that milks 10 pounds and one that milks 20 pounds a day, as forage quality declines, the forage intake needed to meet her requirements increases. We were trying to rebreed cows at 4-8 percent crude protein last year, so that cow milking 20 pounds a day has to eat 30+ pounds on a dry matter basis to meet her requirements. For a cow that size, she is probably eating around 26-28 pounds. As forage quality declines, these cows that milk more can't eat enough to make up the difference. She loses more body weight to make up that deficit," he explains.

"The other thing to consider is there's a limit to the amount of milk production your environment can stand," he continues. "Since 1972, weaning weight has increased, according to genetic trends. We are selecting for more and more growth in our offspring, but when you look at it in terms of phenotypic data collected since 1991, weaning weight has not changed in these data sets. There is a lot of potential for growth, but when you look at actual growth, we are not getting it. Why? There are only so many nutrients in our forage systems to provide enough to achieve these growth potentials. We can select for more and more growth, but we can only get so much out of our environment," Mulliniks relays.

If weaning weight is a proxy for reproduction, reproduction in the US has not changed in the last 30 years. "Calf weaning weight is not changing, reproduction is not changing, but our costs of production are increasing," Mullinks says. "We have to consider what type of cows we have and are they fitting our environment?

Secretary of Agriculture Sonny Perdue to share insights at 2020 Cattle **Industry Convention**

Thousands to attend event in San Antonio Feb. 5-7

U.S. Secretary of Agriculture Sonny Perdue will share insight on issues of concern to cattlemen and women at the 2020 Cattle Industry Convention and NCBA Trade Show in San Antonio, Texas, Feb. 5, 2020. Perdue will participate in the Opening General Session of the event, being held Feb. 5-7, 2020 at the San Antonio Convention Center. Among topics he is expected to address will be recent trade developments, markets, farm bill implementation and other issues affecting the state of American agricul-

The convention is the largest gathering of cattle industry professionals in the country. The NCBA Trade Show will feature about 350 exhibitors on more than 7 acres. Annual meetings of the National Cattlemen's Beef Association, the Cattlemen's Beef Board, American National CattleWomen, CattleFax and National Cattlemen's Foundation will also be held at this event.

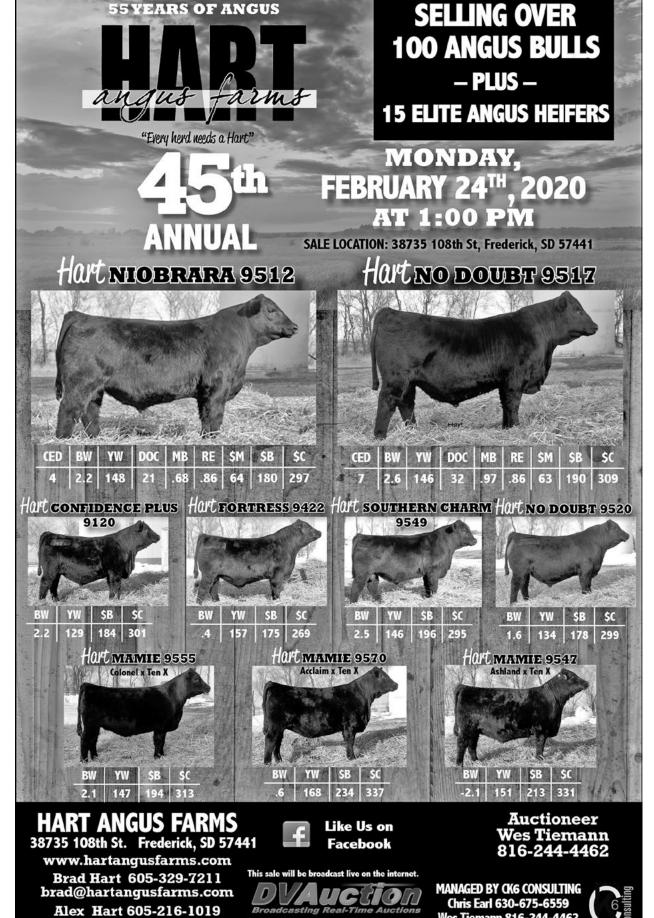
NCBA President Jennifer Houston of Tennessee says the industry is honored to host Secretary Perdue at the Convention. "Those of us in the cattle industry are affected every day by what goes on in Washington, D.C., so It's great that Secretary Perdue will visit with us about the administration's work on our behalf," Houston said. "In addition to hearing his information, we look forward to further sharing with the Secretary our priorities for the coming months."

Registration for the 2020 Cattle Industry Convention and NCBA Trade Show is still open. For information go to www.ncba.org.

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Claiming a Piece of the Pie

Panelists discuss views on adding value.

By Troy Smith, field editor, Angus Media

The value-added concept is not new to the beef industry. For years, value-added beef products that command premium prices, based on quality or specialized production practices, have been jockeying for position in the marketplace. Marketing of fed cattle has changed significantly over the last couple of decades, with a dramatic increase in the percentage of cattle sold through a gridbased marketing system designed to reward carcass merit. However, members of the cow-calf production segment of the beef industry have struggled to capture what many of their number consider to be a fair share of the added value.

During the 26th Range Beef Cow Symposium hosted Nov. 18-20 in Mitchell, Neb., an audience composed primarily of cow-calf producers heard one of their own share his views on capturing added value. Joining Britton Blair of Sturgis, S.D., in a panel presentation were cattle feeder Gary Darnall, of Harrisburg, Neb., and Paul Dykstra, a beef cattle specialist with Certified Angus Beef LLC.

Dykstra spoke first, noting how the returns to the beef industry have been compared to a pie from which only a small slice goes to cow-calf producers. Some of them fear the pie is shrinking. And many of them are working hard to reduce inputs, so the pie is less costly to make

"At Certified Angus Beef, we think about how to make a bigger pie," said Dykstra, explaining that the goal is to provide more of a product that consumers want and are willing to pay more to have.

Dykstra said the percentage of high-quality Choice and Prime beef has increased from just more than 50 percent of the fed slaughter mix in 2006 to 83 percent in 2018. The supply is greater, but demand remains robust, meaning consumers are willing to pay up for product that delivers the eating satisfaction they want. Recognizing that, packers offer grid-marketing opportunities for fed-cattle sellers to be paid premiums for animals that produce superior quality and meat yield.

Dykstra acknowledged that producers selling cattle through traditional marketing channels can find it difficult to claim a portion of the added value that their animals may represent. He suggested that producers consider programs like AngusLinkSM, which can help them differentiate their cattle on the basis of how they have been managed and their genetic potential to perform and meet expectations for the high-quality beef market.

Cattle feeder Gary Darnall reminded the audience that cow-calf producers have the advantage of greater marketing flexibility, including the options of selling at a sale barn, by video auction or at private treaty.

"They can also choose to add value by retaining ownership through the feedlot," added Darnall. "That's how you really find out what kind of genetics you have — and you get paid accordingly, through premiums and discounts. You get

a report card on your genetics that can help you plan the future of your breeding program."

Darnall admitted that the disadvantage of retaining ownership until harvest is added risk. He suggested custom cattle feeders can help potential retained-ownership customers by calculating break-even projections, provide advice or direct assistance with financing and offer information about risk management.

Final panel speaker, Britton Blair, explained how his family's cow-calf and seedstock operation embraced retained ownership and grid-marketing of fed cattle. He agreed that many ranchers shy away from retained ownership because they are leery of the risk. They may feel they are not in a financial position to place calves in a custom feedlot, or their banker may not support

that decision. Some producers may have tried it once or twice and were disappointed with the outcome.

"Retaining ownership may not be the right thing to do every year," stated Blair, referencing the all-time high calf prices of 2014. When selling calves will net record profits, it may not be the best time to try retained ownership. In other years, it is worth consideration.

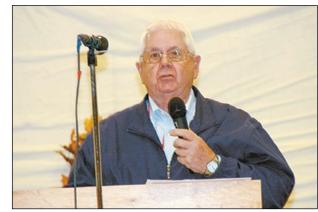
"In a year of a down calf market, I'd suggest running some breakevens and giving it consideration," Blair added. "It's an easier decision to make if you know that your genetics will produce added value when the cattle are sold on a grid that rewards carcass merit."

Angus Media provided coverage of the Range Beef Cow Symposium. Other summaries from the event can be found at www.rangebeefcow.com.

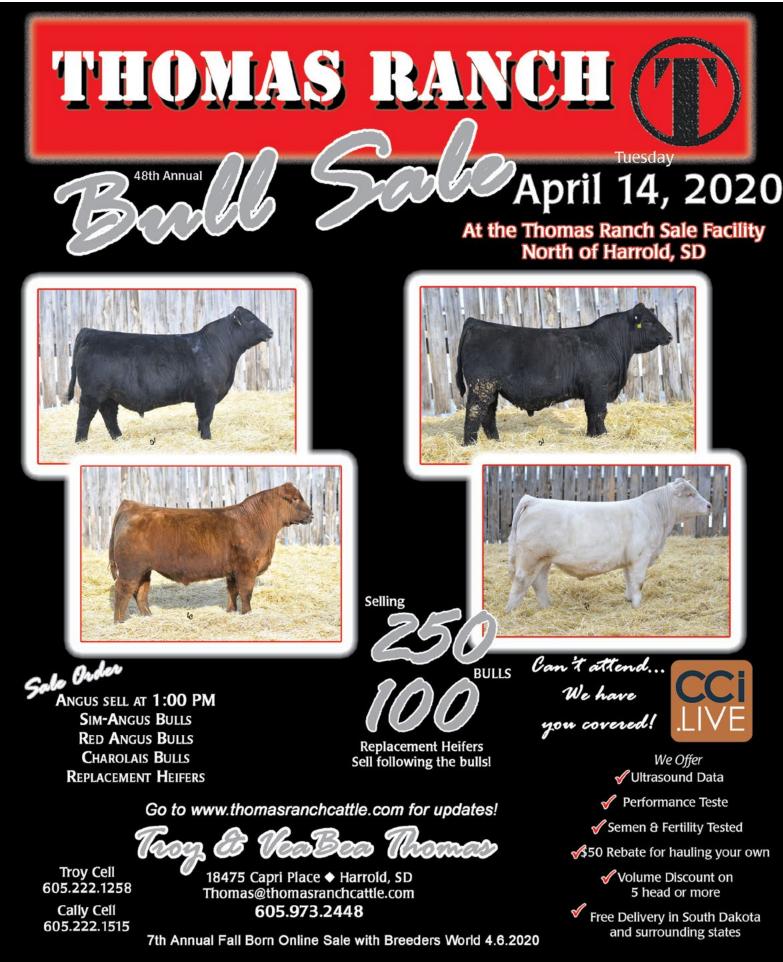


PHOTOS BY TROY SMITH

"At Certified Angus Beef, we think about how to make a bigger pie," said Paul Dykstra, a beef cattle specialist with Certified Angus Beef, explaining that the goal is to provide more of a product that consumers want and are willing to pay more to have.



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