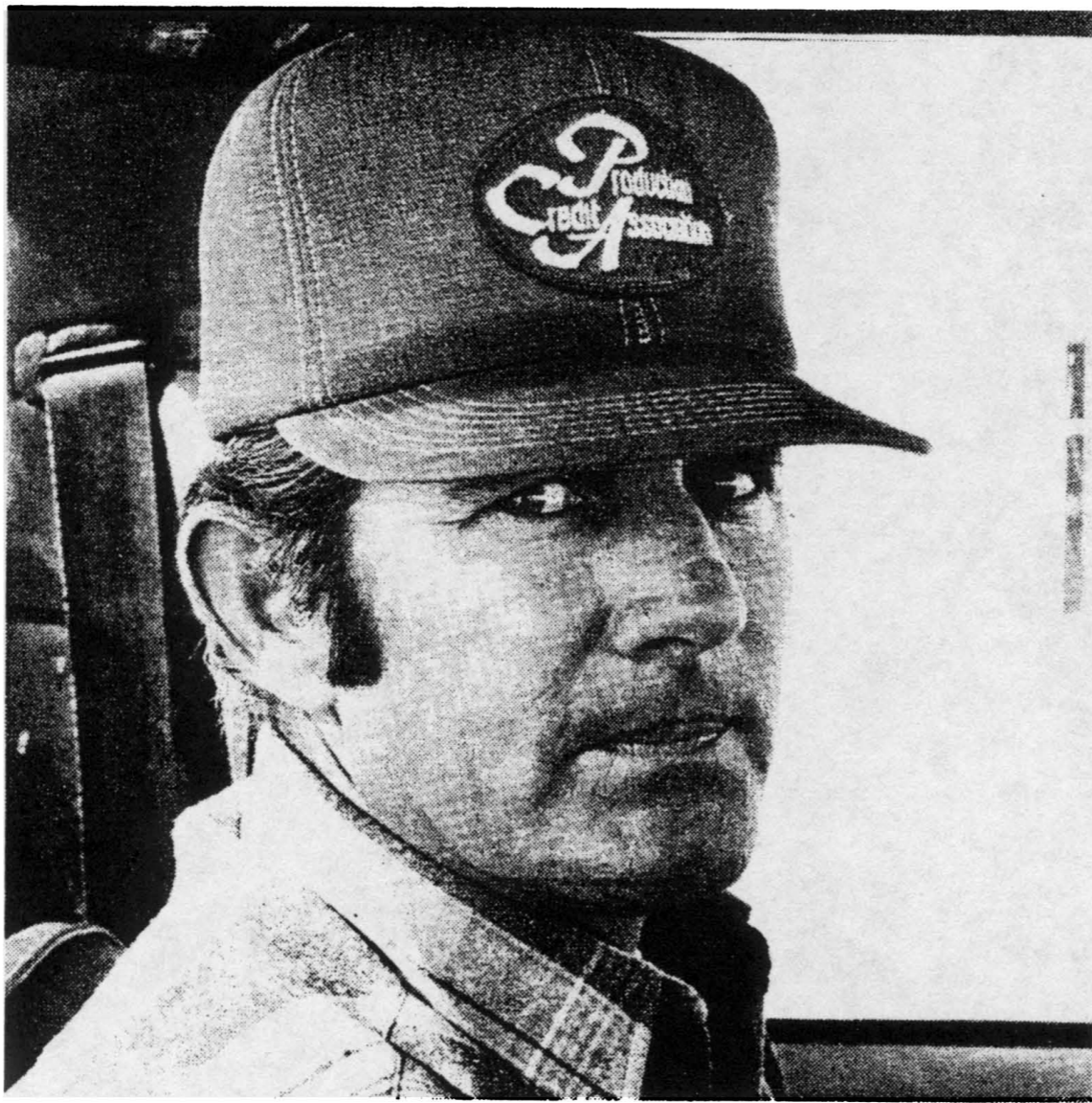


# What's this I hear about the "Bulletin?"



"We all know what kind of beef is best", says Dave Hinkley a Salt Lake City, Utah cattleman, "but too many people are near sighted. They want a quick profit at the expense of the long range health of our industry. He gears his program to producing quality beef, efficiently."

## We can't solve our problems with new exotic bull yearly

"Commercial cowmen have done a poor job of cattle breeding," contends Dave Hinkley, a commercial cow-calf producer from Salt Lake City, Utah. "We haven't learned that we can't solve all our problems in one cross. Every year the industry uses a new exotic breed of bull, but as far as I am concerned, not a one of them has panned out."

Hinkley isn't against crossbreeding, he's just against the wrong kind of haphazard crossbreeding that has become common around the country.

Like a lot of other cattle producers, Hinkley tried using crossbred bulls — it was in the early 1970's. With the crossbred bulls he got big calves, little calves and a lot in the middle. "The middle calves were tolerable," he said, "but the extremes were not."

What's more, Hinkley found that this kind of crossbreeding made it impossible for him to save replacement females. "In our range operation those big crossbred cows couldn't consume enough feed to cycle and get bred," he stressed.

At the end of 1974, he had the big exotic bulls in the corral ready to send to the mountains to breed the cows one more time. Instead, he shipped them to slaughter. "I had had enough and was disgusted," he said. "Besides that, the bulls were all too big for my cows, and none of my cows are runts either."

Today Hinkley runs a black-whiteface cow herd with a little Shorthorn blood too, and breeds them to Angus bulls. "Right now I have 56 Angus bulls and one Hereford, but I will buy a few more Herefords to help maintain my black-whiteface cow base if I can find some good ones."

Hinkley's calves the last few years have averaged from 500 to 525 pounds at weaning. Then he runs them on forage and some feed until they reach 750 pounds. At that point, depending upon the market, he elects to finish them out or sell them to someone else for finishing.

Two years ago, the cattle went to a feedlot in Hereford, Texas, for use in a Moorman Feed company test. The different test lots gained from 3.56 to 3.9

pounds per day. At another commercial feedlot, the Hinkley calves averaged 3.94 pounds per day — proof that his British-breed only program doesn't sacrifice efficient gains, or grade for that matter.

One lot of his steers that was fed next to a lot of exotic cross steers demonstrated the grading advantage. After 117 days on feed, Hinkley's Angus-sired steers graded 72% choice compared with only 38% for the exotics. And that year the spread between Choice and Good grade carcasses was 12¢ a pound.

But Hinkley doesn't put his major bull selection pressure on growth. "I am a maternally oriented cattleman," he says. "I like cows better than steers." However, he has found that with proper bull selection (using Angus Sire Evaluation results) that one can have both

(continued on page 2)

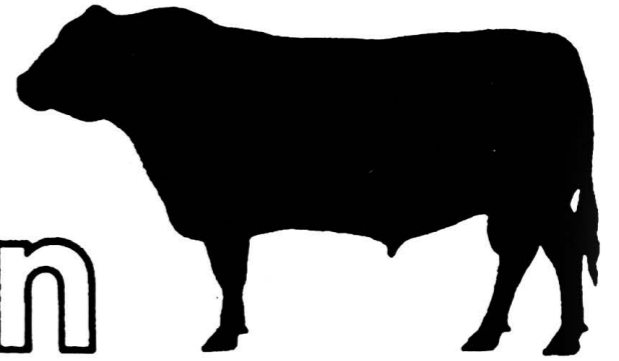
## Beef Profit Conference set in St. Joseph Sept. 11 & 12

The beef cattle experts (cattle producers like yourself) will explore ways to add value to beef cattle and thus increase their profits, at the 1986 National Beef Profit Conference scheduled for September 11 and 12, in St. Joseph, Missouri.

The program is being geared to help commercial beef cattle producers do a more effective, more profitable job of production, and every reader of the Angus Beef Bulletin is encouraged to attend. There will be presentations on how to stack bull performance pedigrees in your herd to increase performance and predictability in your cow herd, in the feedlot and on the rail.

Cattlemen will tell how they use National Sire Evaluation results to breed more profit into their commercial herds, and others will discuss how they have increased profits up to \$100 per head by retaining ownership of their top performing cattle right on through the

# Angus Beef Bulletin



March 1986

AMERICAN ANGUS ASSOCIATION ST. JOSEPH, MISSOURI 64501

## Demand for Certified beef boosts Angus feeder sales

The Certified Angus Beef program has helped spawn a number of Angus and Angus-cross feeder cattle sales around the country that are attracting the attention of quality-conscious buyers, and providing a market for quality black cattle at market topping prices.

The sales are of interest to two groups of feedlot operators. Obviously, those who operate in the buying area of a Certified Angus Beef packing plant have an interest in calves that meet the visual qualifications of the Certified Angus Beef program (see below). However, an increasing number of feedlot managers are looking for cattle with both growth and predictable feedlot performance. And they are finding that Angus and Angus-cross cattle sired by performance bulls fill the bill.

The most recent addition to the auction sale list is the Oklahoma Angus Association's Angus and Angus-cross sale schedule for March 13 at the Oklahoma City Stockyards. For information about consignments contact Joyce M. Nelson, at Hunter, Oklahoma, 405/684-7751.

For the past two years the Kansas Angus Association has sponsored a series of Angus feeder cattle auctions across the state. These have been extremely successful. Top prices have been paid for the good Angus and Angus-cross cattle. For information about Kansas sales contact Lori Fink at Manhattan, Kansas, 913/776-9385.

The Texas Angus Association, for a number of years, has helped sponsor Angus feeder sales. For information about these, contact Julie McMahon at the Texas Angus Association in Fort Worth, 817/831-2641.

The Kentucky Angus Association in December 1985 co-sponsored its first

Angus feeder sale. For information on the 1986 event contact Tim Divert at Danville, 606/236-2640.

Nebraska has also discussed the possibility of such a sale. For information contact Randy Rasby, at Sutherland, 308/386-4857.

If you have quality Angus or Angus-cross cattle for sale, you might want to contact the Angus Association in your state to see if a sale is planned, or even to urge them to sponsor such an event. For the association leaders in your state, contact Keith Evans or Marcia Chamberlain in the public relations department at the American Angus Association, 816/233-3101.

To qualify visually for the Certified Angus Beef program, cattle must be predominantly black, with traditional Angus conformation and no evidence of a hump or long ears. These specifications mean that many black-white face cattle qualify.

The packing plants authorized to slaughter Certified Angus Beef in the United States as of February 1 are:

- Caldwell Packing Co., Windom, MN
- Canadian Valley Meat Co., Oklahoma City, OK
- Cornland Beef Industries, Lexington, NE
- Dawson-Baker Packing, Louisville, KY
- Diggs Packing Co., Columbia, MO
- Gartner-Harf Packing Co., Erie, PA
- Gibbon Packing, Gibbon, NE
- Hyplains Dressed Beef, Dodge City, KS
- Karn Meats, Columbus, OH
- Kenosha Beef, Kenosha, WI
- Litvak Meat Co., Denver, CO
- National Packing Co., Liberal, KS
- Tama Meat Packing, Tama, IA
- Washington Beef, Yakima, WA

### No fast turn-around in beef prices seen

Bill Helming, Livestock Business Advisory Services Inc., says, "Don't bank on a dramatic turn-around in prices. Instead ask how can I be the most efficient producer, how can I refinance my debt, and how can I do a better job of forward pricing or hedging my investment. Prices don't have to be \$80 to make money feeding cattle . . . if everything else is in balance."

"Liquidating cattle is nothing more than responding to an excessive supply of beef compared to consumer demand. It is a slow process. We wouldn't be liquidating cattle if the cattle business was profitable."

"Once we go through this process, things are going to come more in a balance which will place the Midwest in a very competitive position for the feeding of cattle and hogs."

If you own John Deere farm equipment you probably receive *The Furrow*. And, if you sell registered Angus bulls to commercial cattle producers they should receive the *Angus Beef Bulletin*.

The *Bulletin*, a little over a year old, is mailed twice a year by the American Angus Assn. to commercial cattle producers who have had bulls transferred to them in the last 18 months. It also goes to all non-members who have had females transferred to them during the year prior to publication. *Angus Beef Bulletin* is designed to provide non-member users of Angus cattle with up-to-date information about the American Angus Assn. and programs that can help them do a more profitable job of cattle production.

The publication, mailed free to more than 30,000 producers in March, also is designed to re-enforce the cow-calf producers' decision to use Angus bulls in their operations. An important part of each issue is to explain the Certified Angus Beef Program, to highlight commercial cattle producers who are using Angus cattle with a high degree of success, and to outline Angus programs that can be of benefit to them. The front page of the issue mailed in March 1986 is reproduced below.

Inside this issue are stories on how to use performance records to be more effective in bull purchasing. Another story on Litvak Meat Company of Denver, Co., who recently joined the Certified Angus Beef Program, explains what kind of cattle they need to fill their growing demand for quality beef. There were also articles offering the new "Time Out" booklet with the Jerry Palen cartoons free to cattle producers.

The *Bulletin* is a valuable selling tool for Angus. But it will be of little use to you unless you transfer all the bulls and females you sell to the new owners. The mailing list is made up entirely of people who have had Angus cattle transferred to them. Make sure your customers receive the *Bulletin*. It will help bring more of them back to you year after year for bulls and female herd replacements. **AJ**