

Juniors, the Future

Since this article was written, Larry Alves has moved to Oregon to take a position with Chilica Angus at Eugene. This is a new venture for Chilica owner, Ed Aster, and Larry is contributing his expertise and some of the L&A cows to the Chilica E.T. program. Mrs. Alves and the girls will be moving after school is out, and Larry and Phyllis will continue showing cattle under the L&A Angus banner. Time and opportunities bring change. It's part of the life. . . .

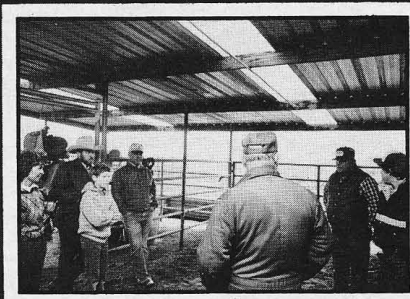


Larry Alves
L&A Angus Ranch
Dos Palos, California



This prospect is a HAR Bang 1774 embryo out of a PS Power Play dam. Of calves or customers, Larry says: "It's really nice to see them do well. That's what gives you satisfaction."

From left, the Maiorino family: Mrs. Maiorino (Dawn), Mike, Brad, and Lewis; Larry Alves; Fred Hosburgh and Scott Hosburgh.



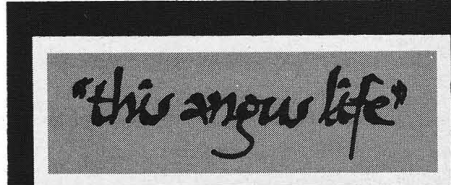
There's farming galore in the celebrated San Joaquin Valley of central California. It's acknowledged as one of the country's most productive fruit or salad bowls, if not a bread basket. But there's dwindling interest in cattle.

Farmer-rancher-Angus breeder Larry Alves of Dos Palos has watched the decline and is consequently sensitive to those marketing gambits he must play. Larry and Phyllis Alves own and operate L&A Angus Ranch near Dos Palos, Ca.; L&A is a small but familiar herd as it's left some favorable impressions across the state in both the show arena and test stations.

Larry explains cattle aren't really the enterprise in his part of the valley. Overall, there are very few commercial operations left. Some herds nestled in the Coastal Range and the Pacheco Pass remain as potential bull buyers.

"The large herds are almost extinct. We have to go, therefore, where the market is. That's why we market the majority of our bulls up at the Cal Poly test or the Red Bluff bull sale." There, particularly at the Red Bluff sale, ranchers from Oregon and Nevada are also exposed to the L&A bull program.

Larry's continually on the search for new markets and customers for what's been recognized as a good product. Commercial buyers and a pretty vigorous junior market have helped. But he's concerned with bringing new people into the



"this angus life"

business and encouraging even future competitors.

"I know locally in this area, breeders can only support other breeders so long. After a while you need new blood in there, new herds starting up, new customers.

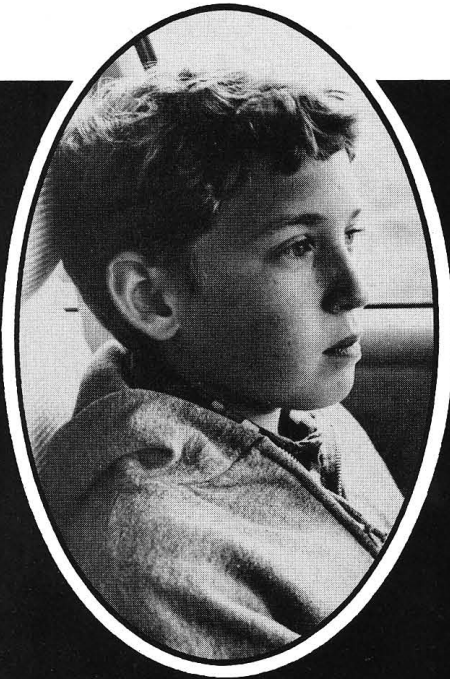
"How many new memberships are we getting or gaining throughout the nation? It's really a concern. We as an association and as breeders all have to do our part to get out there and look for new people. A small breeder has special capabilities in helping new customers get started."

It's his experience and contention that smallness or

modesty in scope doesn't have to be a handicap. If there's another farm or outside income, the breeder may be able to sell some cattle to the newcomer at affordable prices.

"Occasionally, we need to sell cattle down in the \$7-800 range where these youngsters can afford it. We've found it can work to our benefit.

"Once people see a black calf can run against the Chi-crosses, I've seen people get the fever. Those juniors may not stay in it forever, but they keep things moving while they're here."



Twelve-year-old Bradley Maiorino is looking for another winner from the L&A Ranch herd. His steer last year was grand champion at the Los Banos May Day Fair and rewarded him nearly \$6,000 at the sale which followed the event. "Clyde"—a name Brad says "just came to my mind"—was his first Angus steer.

He has another L&A steer at home of which he says: "I agree he's probably better than 'Clyde.' If I work hard to get there, I may win again.

"I like showing cattle better than sports, mostly. I like to work with the animals and meet the people."

The saddest thing about showing steers? "Y' have to give them away. Well, not really giving them away if you can get a good price, I guess."



Larry reports the best flush from this cow so far has yielded 30 eggs with 25 transferrable. She's a daughter of PS Power Play born in 1982. Larry purchased her as a calf from Scott Lenhardt at the annual Idaho Gem State Sale. Meadowbird Missie 012 is the dam of L&A Uphill, a HAR Bang 1774 son that's gained considerable attention because of his growthiness. Missie's pedigree traces back to Schearbrook Shoshone.



Missie's daughter, L&A Preference 54, was purchased by Tim Coleman of Modesto, Ca., at the California Angus Days Sale in Plymouth. She's been undefeated in several junior Angus shows winning: junior champion heifer, Western Regional Junior Show, Reno; reserve grand champion, 1985 Western Bonanza Show, San Luis Obispo, Ca.; grand champion at the 1985 California Junior Angus Assn. State Field Day, Turlock, Ca.; and reserve champion at the 1985 California Angus Days Jackpot Show, Plymouth, Ca.