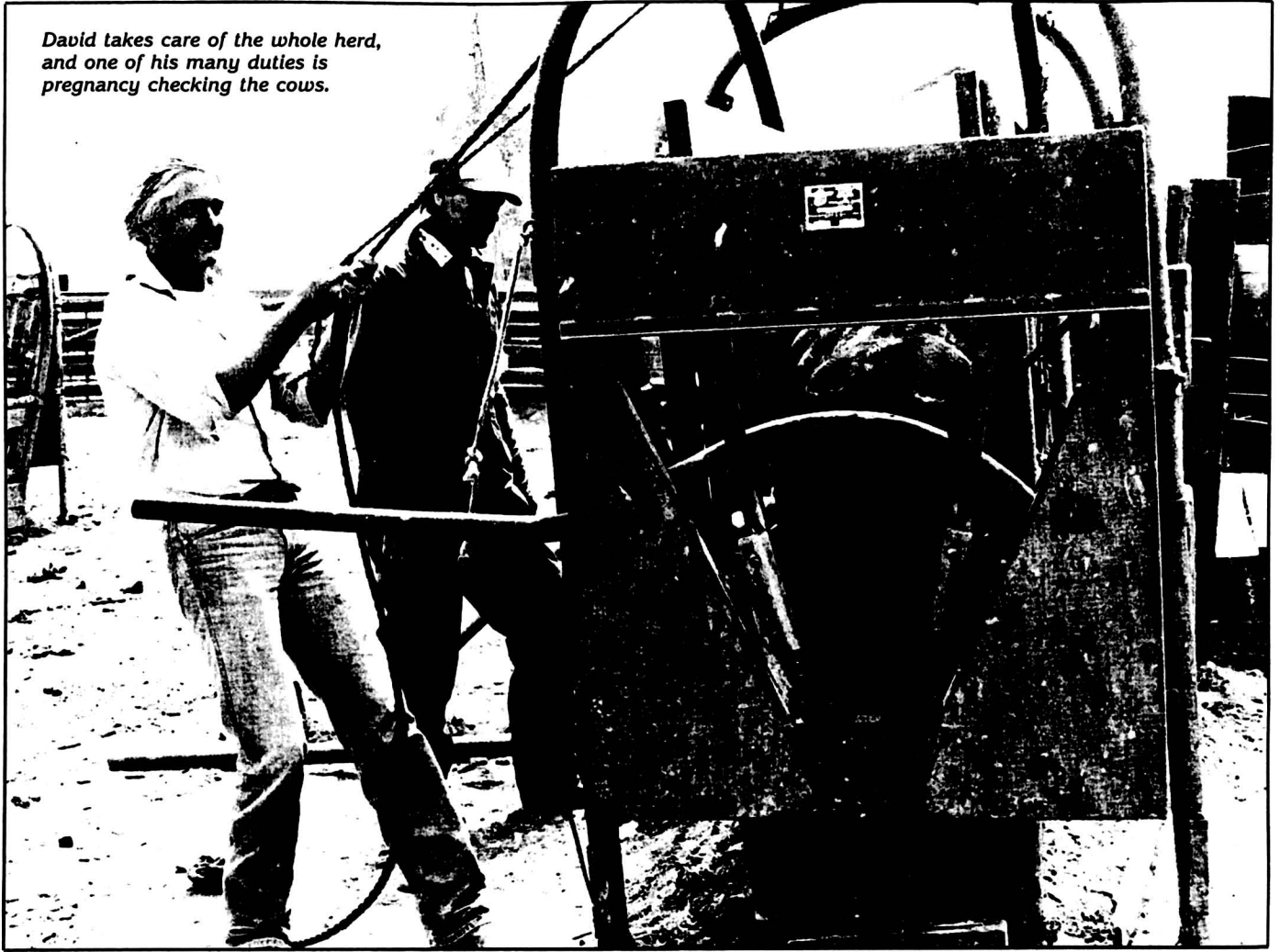


David takes care of the whole herd, and one of his many duties is pregnancy checking the cows.



# MEDEIROS BROTHERS

## The Rancho Casino Team

by Marcia Chamberlain, Assistant Director of Public Relations

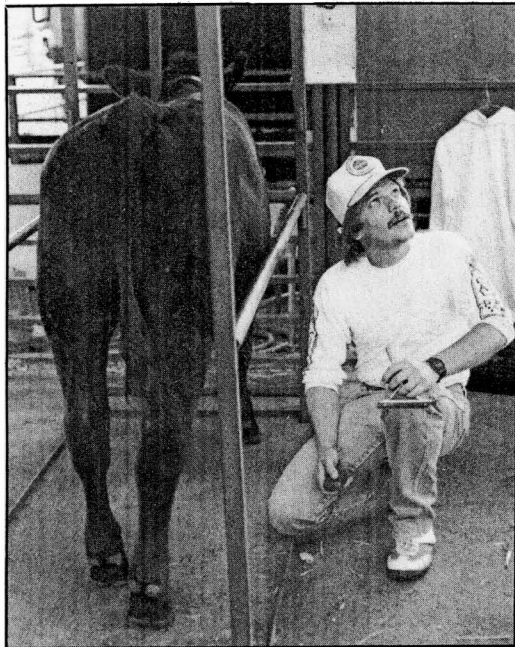
It took one to do it, then the other two followed. The three grew together, building from scratch what they have now.

They built their Angus cow herd and in it, improved genetics.

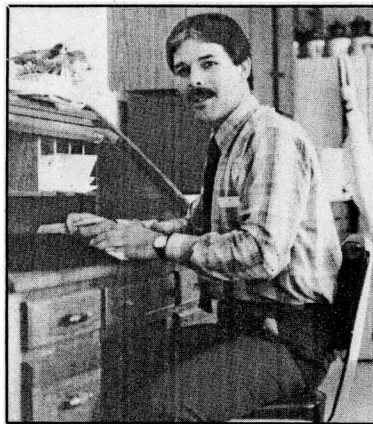
They are the Medeiros brothers, David, Danny and Steven of Rancho Casino at Turlock, Calif.

The one who "did it" was Danny when he started showing Angus steers in 4-H. After attending some local cattle shows and seeing Angus cattle, Danny "saw what he liked," and decided to buy some Angus steers.

David and Steven followed in his footsteps. The three of them liked showing beef cattle well enough that



Steven (at left), the showman of the family, gives a hand on the ranch when he's not busy fitting cattle. Danny (bottom photo) works in a bank, and helps out on weekends.



they decided to stick with Angus instead of dairy. Yes, they grew up on a dairy farm near Gustine and showed dairy cows.

After several years of showing Angus steers, the brothers decided to purchase some Angus breeding cattle to show and start their Angus cow herd. As they showed, their cow herd grew: Presently, they run 100 head on 300 acres of irrigated pasture.

#### Still a team

At the start, David, Danny and Steven followed each other's footsteps and worked together as a team.

This is still the case some years later. They work together, make decisions together and raise Angus cattle together at Rancho Casino.

Since their start in 1966, the Medeiros brothers have built their cow herd to a size they feel is large enough to work with, but small enough to allow genetic improvement—something they are constantly doing. And they are beginning to see results of their team work.

The Medeiros brothers have held production sales for the past three years. The first one was in 1982. It averaged \$1,442 and the top lot sold for \$4,000. In 1983, the sale averaged \$1,163 with the top lot bringing \$2,800, and last year's sale averaged \$1,915, topped by a bid of \$20,000.

Yes, their teamwork is paying off. "When we started in the Angus bus-

iness," tells David, "we didn't have the money to buy top heifers and bred cows. So the ones we did buy, we have tried to breed up through selection, keeping a good set of AHIR records and using proven bulls."

In 1983, the Medeiros' sold all their cows older than 4 years old. "Selling our older cows was the most logical way to improve our herd," says David. "We have a fast generation turnover."

#### Proven young sires used

Some of the bulls Medeiros' A.I. with are PS Power Play, QLC Winchester, Pine Drive Big Sky, Premier Independence KN, SVF Pistolero and

Premier Celebration.

"We use Power Play on the heifers because of his calving ease and maternal traits," David says.

Their own herd bulls consist of a Winchester son, a Thomas Big Shot son and a Ken Caryl Mr Angus 8017 son. Their major herd bull and the foundation of their breeding program is Griebs Black Revolution 1948 ("Junior"). A Byergos Black Revolution 36 son, the Medeiros family sold him to Fresno State recently.

"A majority of the younger cows are daughters of Junior," adds David.

Rancho Casino's best yearling bulls are used on the heifers. "This way we can see how our breeding program is working," tells David.

Before a bull is used on cows, though, the Medeiros' like to see calves out of him.

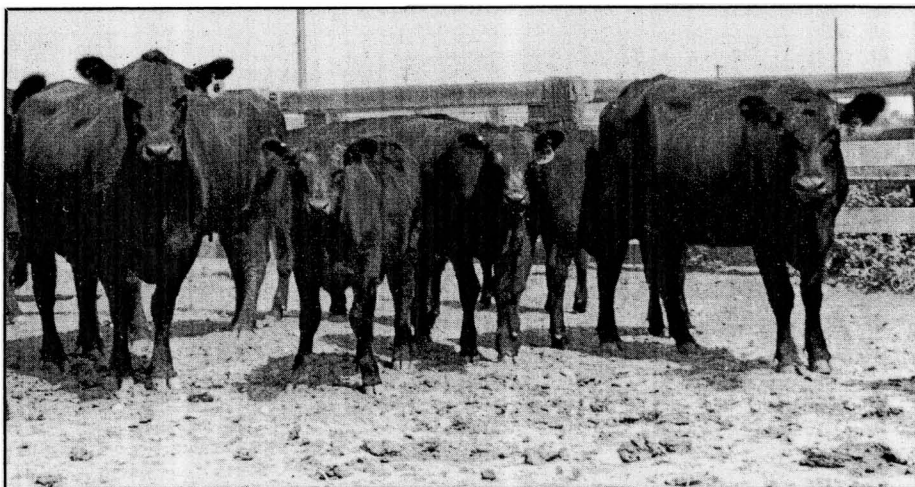
According to David, calving ease is an essential priority when deciding which bulls to use.

"It's a self-limiting factor," he says. "We sell most of our bulls to commercial breeders, so calving ease is important to us as a selling tool."

He feels if a first-calf heifer has a calf weighing under 80 lb., or a cow has a calf that weighs less than 100 lb., they shouldn't have any problems. But once weights climb over that, trouble may begin and assistance is needed.

"The calves are too big then and they won't work on a commercial basis," David says. "I want a trouble-free cow and so do our customers."

Not only is calving ease important to the brothers and their customers, but so are maternal traits.



# MEDeiros BROTHERS

The Medeiros brothers can offer the commercial man what he wants because they run their cow herd under the same conditions as the commercial breeder. They are service oriented and want their customers to be satisfied.

The brothers follow up after a sale and talk to their customers. This gives them a chance to see how everything is going and if their customers have any needs. The Medeiros' give as much help as possible to each and every customer, especially younger people. They will provide information for young Angus breeders and help them find out things, whether it concerns joining the American Angus Assn., registering cattle, or showing. David, Danny and Steven offer this extra help because when they started in the Angus business, they found out how to do things right through trial and error. They don't want their customers to go through the same mistakes.

## Progress in top heifers

"We like our cows to weigh around 1,150 to 1,250 lb., and wean 50 percent of their weight," David says. "Our bull calves at weaning weigh 600 lb. and our heifer calves, 500 lb. We keep between 40 and 50 bull calves each year and steer the rest."

The Medeiros family used to keep



David and his wife Carol live on the ranch and take care of day-to-day chores. A busy lady, Carol also works part time as a CPA.

all their heifer calves for replacements to improve their herd. But now they can be more selective, and some are sold in their production sales.

"All the heifers we do keep, we let calve at least once," tells David. "We like to give them the opportunity to show us what they can do. This way we can select the best heifers to put in our herd."

If the first-calf heifers in the top 20 to 25 percent of the herd come up open, they are given one more chance.

"This is where our fall calving program comes in handy," adds David. "Primarily, everything is bred to calve in the spring, but we do have two calv-

ing seasons, spring and fall. Most of our cows, 80 percent, calve in the spring and the rest in the fall."

David goes on to explain that the heifers begin calving Jan. 1, while the cows start during the latter part of January.

"We like to be done calving by the middle of March," he says. "The earlier we finish, the better, because our calves don't do as well when they are born after March. It's too hot by then."

"In the fall, the cows calve Sept. 1 through Oct. 20. Again, we can't calve too early at this time of year because of the warm weather," adds David.

## Separate interests, common goals

Although the three brothers run Rancho Casino together, they do have their own lives.

David, his wife Carol, and their two children live on the ranch and take care of the day-to-day chores. Danny works at a bank in Turlock and helps out at the ranch on the weekends. Steven is the showman of the family. He fits all Rancho Casino cattle for shows and sales, and fits for others as well. When he's not doing that, he also gives a hand with other chores at the ranch.

Another interest the three have together is livestock judging. Each has been active judging shows.

It took one and the other two followed. They became a team and built a top herd of Angus cattle. AJ

