

QB Land and Cattle Company *Invests in Tomorrow*



John Martin, manager of QB Land and Cattle Company, selected this April '93 heifer, QB Jestress 194, for the 1994 Auxiliary Scholarship Heifer program.

In the relatively short period of just five years, QB Land and Cattle Company, Caldwell, Ohio, can reflect up on its progress in breeding registered Angus cattle with pride. Donald Quest and Candace Bennett are the dynamic husband/wife duo who own the operation, and whose initials are intertwined in wrought-iron atop the arch over the large gate at the entrance to the main farm.

Under the guidance of farm manager John Martin, the herd was started from a base of 20 cows purchased primarily from Summitcrest Ranch, Broken Bow, Neb. Later, the operation added cows from New York's Rally Farm and various other herds.

Regardless of the short number of years in the business, QB Land and Cattle Company has made its name known by winning champion and reserve titles at a large number of national shows. They include the National Western Stock Show, the North American International Livestock Exposition, the Atlantic National Show and the All-American Futurity.

But the progress with their breeding program and the show accomplishments are not the only things its owners are feeling good about; they also take pride in contributions to junior activities in the Angus industry.

"We feel all parts of the Angus business are important. But supporting junior

activities, such as the American Angus Auxiliary Scholarship program, is especially important to us," Martin says. "We look at it from the standpoint that no matter what operations like ours are doing, the future of the Angus business is geared to these young people."

Practicing what the owners believe, QB donated the 1994 American Angus Auxiliary Scholarship Heifer auctioned in early August at the All-American Futurity in Louisville, Ky. Proceeds from the sale will benefit the American Angus Auxiliary Scholarship Fund.

Martin hopes that a group of buyers or an individual will purchase the heifer and then donate her for resale, in turn, mak-

ing more money for the fund. "However it turns out, we are proud to do our part in supporting the scholarship program."

Martin didn't want to select a mediocre heifer for the sale. As a result, he spent a lot of time choosing just the right one. The April 1993 calf selected is sired by Hoff Hi Spade SC 491 out of Jestress Big Sky Gal 393D, a Pine Drive Big Sky daughter.

To encourage junior members to buy cattle from their operation and to give them extra support in return, QB Land and Cattle Company also offers its own incentive program. Junior members who buy an animal from them have the opportunity to win back a percentage of the money they spent on their animal.

Young breeders who enter a heifer in the North American Junior Show, the National Western Junior Show, the Ohio State Fair Junior Angus Show, or the Ohio Junior Angus Preview Show have the opportunity to win \$500 if they show the top ranking female; \$250 if their entry places second.

For junior Angus shows at state fairs, including Michigan, Kentucky, West Virginia, Virginia and Indiana, and at the Keystone Livestock Expo in Pennsylvania, having the top-placing heifer earns the owner \$250; second high-placing heifer earns a \$100 bonus.

In some shows, junior members don't even need to win champion or reserve champion honors to earn money. Showing the QB animal that places highest in a show can earn them an extra bonus.

"We feel by making this offer it will give juniors the initiative to become more involved in various projects and programs, such as 4-H, FFA and state and national levels of junior Angus associations," Martin says. "The more they show an animal, the better their chance of winning back as much as 50 percent of their initial investment."

The fact that Martin, who is in his early 30s, spent many years in 4-H probably has a lot to do with QB Land and Cattle Company's interest in helping youngsters in the beef business. "The education I received showing cattle when I was younger has been invaluable," Martin says. "I feel it teaches you a tremendous amount of responsibility and work ethics."

Still, what prompted Donald, a former investment banker on Wall Street, and Candace, who was involved with the per-



This group of heifers display the eye appeal and performance important in the QB breeding program.

forming arts in New York City, to back these young people? Neither has a farm background and both have children who are grown.

"Actually the idea for the QB Incentive Program probably was a result of the many times Donald and Candace and I discussed how financially difficult it is for young people to get started in the beef business," Martin says. "We felt that having an incentive plan would benefit the marketing aspect of the operation as well as help young people get a start. The program has really proven successful; their only regret is that they didn't start it sooner."

Sales of cattle to junior members and to other QB customers are usually done by private treaty and through an annual production sale in October.

The farm consists of 400 acres of lush green rolling hills. Donald and Candace reside in a large white house on the farm and the company office overlooks several pastures. The farm leases another 400 acres about 20 miles away, where the main part of the herd of 300 registered Angus cows is kept.

The complex is also the base of operation for an oil and gas business. Donald started the business in New York and later made the decision to move the business to Ohio, where the company owns a number of gas and oil wells in the eastern part of the state. After the move, Donald and

Candace, who was born in Ohio, saw the farm and bought it. Influenced by Martin, who grew up on an Angus operation about 20 miles from Caldwell, Ohio, the decision was made to breed Angus cattle.

Martin, a life-long resident of Ohio, joined the operation about five years ago. The team of Martin, Donald and Candace has managed to put together a reputable Angus breeding operation that Martin describes as still in a growing and learning phase. "Our program has been geared toward breeding cattle that are of show quality, but that will also perform functionally and efficiently for the cattle industry in Ohio. Another major goal for us is to breed cattle that will help improve the beef industry for the commercial cattleman. We feel this and helping the young people are an investment in the beef industry of tomorrow."

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