

The Value of the Angus Cow

Coleman family continues the Angus breed's legacy with a donation.

by Peyton Schmitt, American Angus Association

These days it's hard to imagine a teenager making a down payment on an 80-acre homestead in western Montana. But as a sophomore in high school, Larry Coleman sold his grand champion county fair steer — appropriately named “Big Mac” — to the local McDonald's and bought the first piece of what is now the Coleman Angus ranch. Nestled among the mountains near the town of Charlo, the ranch represents the dreams of young Larry and Dee Coleman, dreams that came to fruition through grit and a deep appreciation for the Angus cow.

Fast-forward about 30 years, the Colemans say their younger selves could never have imagined being asked to donate the 2023 Angus Foundation Heifer Package.

“We never would have thought we would have that opportunity — it just never even crossed our minds,” says Dee Coleman. “So, it was super, super exciting.”

The heifer, Coleman Chloe 173 (AAA+*20076459), is the highest maternal weaned calf (\$M) -valued Coleman Chloe female in the herd. Coleman Angus is eager to offer this full sister to the record-selling Coleman Triumph 9145, Coleman Chloe 9275 and Coleman Chloe 034.

ANGUS Foundation



“Coleman Chloe 173 is a tremendous individual that combines the cornerstones of our program, the Donna and Chloe families, into a high-quality package.”

The heifer will be offered in January at the 2023 Cattlemen's Congress in Oklahoma City, Okla., to help support the Angus Foundation's mission of furthering Angus education, youth and research efforts.

“We are thrilled Coleman Angus has donated this female from the iconic Chloe cow family,” says Jaclyn Upperman, Angus Foundation executive director. “The Coleman family recognizes the importance of the Angus Foundation's mission as

we work to ensure a bright future for the breed.”

Coleman Angus is a family operation that prides itself in placing emphasis on the power of the Angus cow. Through meticulous selection for maternal traits, the Colemans have grown a loyal base of customers who value their herd's genetics.

The ranch hosts an annual bull sale in February, offering between 175 to 200 bulls, and hosts an annual female sale in October.

How it started

Despite both growing up in the cattle business, Dee and Larry hadn't been around the Angus breed prior to working at Cedar Hills Angus in eastern Montana.

“That was the first time we were ever around Angus cows,” Dee says. “And we absolutely loved them.”

After working on the ranch for a couple years, the Colemans soon decided it was time to purchase females of their own. They knew it would be tough, but they knew they had to give it a shot.

“We just thought, ‘We're young, and we're going to try it,’” Larry says.

In 1996 Larry and Dee started buying their first Angus cattle. They recognized the breed was already home to many notable operations dating back generations. With this in mind, they had to set themselves apart in the business. They decided they would simply prioritize the traits that made them fall in love with the Angus cow in the first place.

“We knew that if we wanted to be as successful as possible, that there had to be something different about our program,” Dee says.

A herd of their own

Through investing in the best cattle they could find and taking advantage of technology like embryo transfer (ET) and *in vitro* fertilization (IVF) early on in their operation, the Colemans began to build a cow herd on the land Larry purchased in high school. Though times have changed since they bought their first Angus cattle, one thing remains the same:

“Our operation today is very, very focused on the maternal cow,” Larry says.

This strategy has proven effective for the Colemans, who have become known for their maternal focus. Larry recalls selling heifers in one of the first sales they consigned to. While people didn’t know who Larry and Dee were, they knew the genetics behind their cattle.

“We were getting people calling from all over on these heifers,” Larry says. “It was because of the genetics and what the cow family had done — the stories behind them.”

Many years later as those stories have continued to unfold, the Colemans are proud to be raising a family in the Angus breed. Today Larry and Dee, along with their 19-year-old twins, Erica and Dawson, are involved in all facets of the operation.

“I just think it’s the best place to raise a family,” Larry says.

The chance to give back

As they’ve watched their children grow up in the breed, the Colemans understand how involvement in the industry provides opportunities for youth. Their children have found their passions — for Erica, photography, and Dawson, farming and machinery — and flourished on the ranch. Just like the Angus Foundation, the Colemans believe investing in youth is an investment in the future of agriculture.

Jeremy and Jenny Haag, who recently joined the Coleman Angus team, share this passion for the future of the breed. On the ranch, there is no shortage of gratitude for the Angus family. From customers and friends to those always willing to lend a helping hand, the Colemans


are eager to give back to the breed that has given them so much.

“The best part about this business is the people,” Larry says.

With a deep respect for the Angus breed and a commitment to the next generation, Coleman Angus embodies the spirit of the Angus Foundation and its mission.

Through their generosity, the Colemans will ensure the breed’s legacy lives on. The donation of the Angus Foundation Heifer Package will create opportunities for those who share both their sincere appreciation for the Angus cow and their intense dedication to making dreams into reality.

“We are honored to donate the female for the 2023 Angus Foundation Heifer Package,” Larry says. “To be able to give back — because we’ve been so fortunate — is exciting.”

The sale of the Angus Foundation Heifer Package will be Friday, Jan. 6, 2023, prior to the start of the 84th National Angus Bull Sale during Cattlemen’s Congress. The sale will start at 2 p.m. at the Oklahoma State Fairgrounds, in Oklahoma City, Okla. 

Editor’s note: For more information about the 2023 Angus Foundation Heifer Package, contact Upperman at jupperman@angus.org or visit www.angusfoundation.org.

The Coleman family works together to operate Coleman Angus with the help of Jeremy and Jenny Haag, who recently joined the team. Pictured, left to right: Larry Coleman, Dee Coleman, Erica Coleman, Jenny Haag and Jeremy Haag.

