



Bruce McDonald of BoBo Farms.

ride at BoBo Farms

By Lori Riffel

The pride of the farm. The longevity of the operation and the maintained quality of the cow herd.

All this describes BoBo Angus Farms at Ardmore, Ala., owned by W.E. and Bruce McDonald.

BoBo has been in the business

lasted to current times.

"We used semen from various Wye and Western Canadian bulls and liked the females from those bulls," says Bruce.

Bruce has served on the American Angus Breeders' Futurity board since the late 1960s. He's proud of the show and what it has become today, but admits it has caused some controversies, like the measuring of height.

"Breeders have made a good show

concentrate on other problem areas, like structural correctness.

"I like big cattle as well as anybody, but I like sound cattle and cattle that will milk," he says.

The BoBo herd numbers 200 mother cows and is basically a blend of Wye and Western Canadian breeding. Their main herd sire is Liberator, a 1979 Sayre Patriot son. Many daughters now compliment this 23-year-old herd.



since 1962 and in that time has seen the trends of the business do various flip-flops. From short and squatty to big and extreme, BoBo has roughed the bumps.

The original BoBo Farms cattle came from the Baldrock Farm herd in Kentucky—Eileenmere-bred cattle.

"We purchased 40 head and these Eileenmere cattle were probably as big as a lot are today," says Bruce. Then it turned in the mid-'60s.

"The fad started into short-legged cattle," says Bruce. "And it doesn't take long to get them short either. About one calving season will do the job."

At the end of the decade and into the '70s the type of the desired animal again was reversed, one that has

out of the Futurity," says Bruce. "I thought the days were numbered when it left Lexington, but it took on a new look and got better." As for the measuring, there's been pros and cons on the subject.

"Measuring at the Futurity has been a tool as well as a guideline, although I believe it's held back some additional entries year to year," he says. "Because if a breeder's cattle weren't at least the average of that age in last year's show, they figure they better not go." Bruce adds that it is not the fault of the Futurity alone, but the judging at all major shows and their power to set trends.

Observing the current trend, Bruce believes the extremes of Angus have obtained adequate size and need to

Last April a Liberator daughter, Libress of BoBo 3031, topped the Dynamic Dams sale offering. Bred to Cobble Pond New Yorker, she made an attractive package that sold for \$7,150 to Penney Angus at Huntsville, Ala. BoBo also travels up to Kentucky to participate in their Sweepstakes Show and Sale, plus other state association shows and sales.

Bruce A.I.'s a few cows a year, and insists on the underlying principal of getting every cow bred on time. Thus, most of the cows are exposed naturally with BoBo's service bulls.

BoBo doesn't implement E.T. in their program—yet. Bruce looks at it realistically and knows what the environment must be to be successful.

"Three things are a must," says



Beth looks on as her father Bruce McDonald illustrates how 'elbow grease' is applied.

Bruce. "You must be financially able, have the cows that deserve to be flushed, and have a market to offset the costs."

Longevity

The third generation of McDonalds have actively participated in the family Angus operation. Bruce's youngest daughter Beth, was elected to the National Junior Angus Assn. board of directors this last July and represents the first junior from Alabama to sit on the board. Beth also exhibited the reserve champion heifer at the Louisiana Regional in Baton Rouge last June. She and her brother Alan have shown quite extensively in the shows in their area. Looking back on records, their names can be seen on the heifer and steer champions list at the Alabama State Fair numerous times.

"Young people associated with the cattle business—whether it be Angus or Hereford—are a different breed of children than you see running up and down the streets in town," says Bruce. "They have the opportunity to develop more responsibility, and desire to make something of themselves."

Pride of BoBo

When you approach the boundaries of the BoBo property, it is always in picture-perfect postcard condition. The grass in all lots and runs are con-



stantly mowed and resemble football fields. Not a stray weed is seen, nor chipped paint. The quonset show barn (which also houses the office) is squeaky clean and in the heat of summer, misters are on with the constantly running fans for the show calves.

"When I get to where I am not keeping it nice, then I want someone else to own it," says Bruce. "There's too many hours in the day and too many days in the year that people like to sit at the country store and they ought to be cutting weeds."

The farm name BoBo comes from the community of BoBo that used to be in existence in the area. It was also near this community that a section was set aside (one was in every county in Alabama) for a school. BoBo Farms now resides on this school section.

Bruce's father W.E. purchased this plot of land after retiring and selling out in Tennessee. Retirement didn't last long and W.E. got to searching for more land for his crushed stone business.

W.E. set up his business in Huntsville, Ala., a business that lasted another 25 years.

Bobo Farms plan to be around for awhile. Bruce can pride himself with the fact that BoBo is putting back females every year that are better than their mothers. And that remains his short-term and long-term goals, plus always being on the look-out for that great calf.

Thus BoBo will remain one and the same. One of quality and longevity. One of pride.