

Beefmaster THE BULLETIN



MORE BULLS. MORE DATA. MORE AFFORDABILITY.

NEW FEED EFFICIENCY NUMBERS

THE FIRST SET OF EFFICIENCY TESTED BULLS TO SELL AT TEXOMA

Many might claim to have efficient cattle... We actually measure it.

To help simplify the efficiency data we have incorporated two new measurements to our catalog. Livestock Genetic Services who calculates the Beefmaster Associations genetic evaluations has worked with us to create our own Efficiency EPD and INDEX.

Efficiency Index:

The Efficiency Index economically weights multiple traits to come up with a single measurement of performance. It is expressed in profit per animal. So for instance, the calves from \$112 indexing bull would be expected to make \$20 more per head than a \$92 indexing animal. Average daily gain and residual feed intake are directly put into the index, while back fat is included as an adjustment to residual feed intake. This is done so that selection for higher indexing animals increases average daily gain, decreases intake, and has no effect on back fat.

Residual Feed Intake EPD:

The TXO RFI EPD and Accuracy are similar to other EPDs, with the exception that they are specific to TEXOMA. Animals with lower RFI EPDs are more efficient in that they utilize less feed for a constant amount of gain.



You're Invited:

An open house and bull viewing will be held April 7th at our GrowSafe Development Center in Evant, Texas. Nearly 400 spring born bulls that will sell in our Beef on forage sale will be available for viewing. Please call for more information.

REQUEST YOUR CATALOG TODAY.

GO ONLINE AT WWW.BEEFMASTERBULLSALE.COM

OR CALL 254-541-4643

**ALSO LOOK US UP ON FACE BOOK AT
BEEFMASTER BULL SALE**



Hello 2018! The drastic increase of single trait selection for terminal steers the past 15 years has had an adverse effect on the maternal factory of today's cow-calf operations. Producers are now ready to rebuild their cow herd using high quality maternal bulls. Our bulls focus on improving fertility, muscling and efficiency. This year's will feature over 100 Efficiency Tested bulls that will fit any program and budget.

I would like to extend a personal invitation for you to join us March 17th in McAlester, Oklahoma. If I can be of any assistance, please don't hesitate to call or text at any time. We will once again offer free hauling to various areas to help make your bull buying decision easy.

Feel free to preview the bulls in Greenville before the sale. Call (254)541-4643.

I look forward to seeing you in McAlester!

Derek

Join our mail list!

Visit our website at www.BEEFMASTERBULLSALE.com or like our Facebook page at **Beefmaster Bull Sale**



Beefmaster Bulls Now Included in Integrity Beef Alliance

The Beefmaster Association is excited to announce a new partnership with the Integrity Beef Alliance. In December 2017 Beefmaster bulls became the most recent bull breed approved by the Integrity Beef's board of directors for inclusion in the program. Beefmaster bulls are the newest addition to the program and join the already approved bull breeds of Angus, Charolais, Hereford and Red Angus.

Large and small ranches benefit equally from participating in Integrity Beef through implementation of best management practices and increased marketing

venues, replacement cattle, and ranch supply procurement support. Integrity Beef Alliance Terminal calf program is designed to deliver a high quality calf from the standpoint of genetics and health to the feedlot segment of the industry. Calves must be sired by bulls in the top 20% of the breed for weaning AND yearling weight EPDs. All calves must go through a 60 day preconditioning program that has specific vaccines that are allowed to be used. Feedlots historically reward sellers in the program with premiums that exceed market expectations of other program cattle sold in the same market.



Science Serving Agriculture

For more information about joining the Integrity Beef Alliance, please contact Robert Wells, Integrity Beef Alliance executive director, at integritybeef@noble.org or 580.224.6430.

FEMALE SALE: Although we are known for producing great bulls, don't overlook the opportunity to take home some outstanding females as well! We will offer over 60 head of bred and open heifers.



Don't worry about the distance...

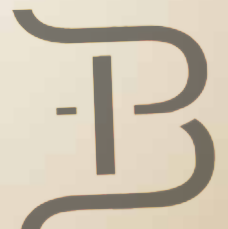
We will have affordable trucking available in all directions. Please call ahead to discuss delivery options and absentee purchases..



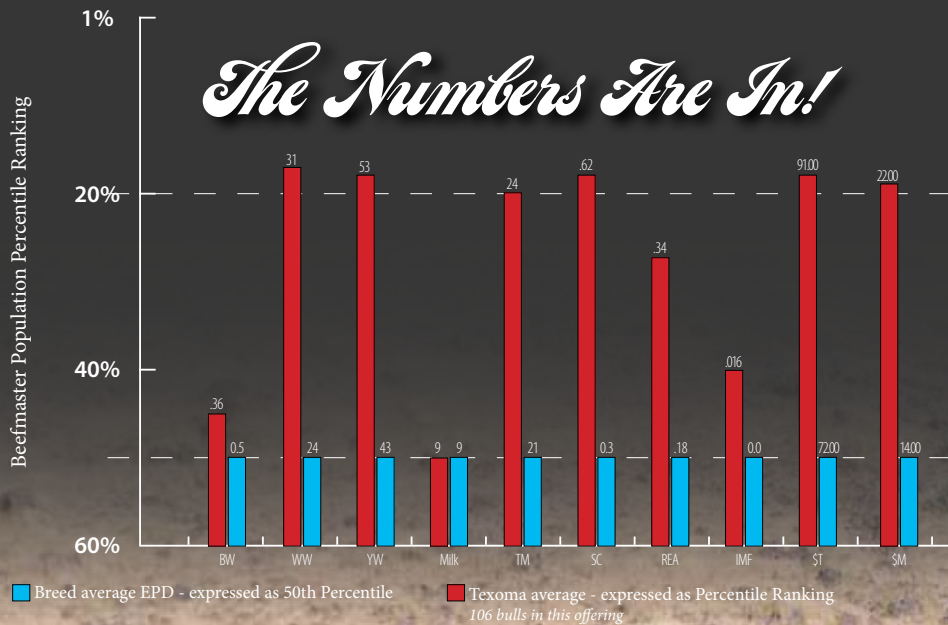
Fall Beef on Forage Sale a Huge Success!

We would like to thank all our friends, bidders and buyers for trusting in our program. Enthusiastic buyers from California to Florida took home 187 bulls. These bulls went to many Purebred and Commercial operations.

Our next sale is October 20, 2018



The Numbers Are In!



2018 TEXOMA Sale Bulls Average EPD Percentile Ranking

Don't take chances! Get the most from your bull buying dollar. Buy your next bull with proven performance numbers.



Texoma bulls covering the country in the high desert of Oregon.



Crossbreeding with Beefmasters

If you are a commercial cattleman, you simply can't afford NOT to be crossbreeding. The benefits of a crossbred cow to any commercial herd are undeniable and highly documented.

Crossbreeding leads to Hybrid Vigor or Heterosis. Simply put, crossbred calves (on the average) are better performers than their straight bred parents. More vigorous at birth, faster growing calves perform better for almost every trait and make more money (this is Individual Heterosis). But it gets even better. Crossbred cows improve calving rates, calf survivability, more calves born and weaned, more pounds of calf and more calves produced over the cow's

lifetime (this is Maternal Heterosis). With good management, Maternal Heterosis will make a rancher more money than anything else he can do.

Beefmasters are the most important part to any crossbreeding program because of the powerful impact they have on Maternal Heterosis. If your cowherd is predominantly Angus or Brangus, using Beefmaster bulls on those cows will create superior crossbred females to capitalize on Maternal Heterosis.

The driving factor for hybrid vigor in crossbreeding is Retained Heterosis. Because of the unique genetic content of Beefmasters, 63% of the possible heterosis is Retained. This is significant because most American



Breeds retain 47% heterosis. Beefmaster bulls will pass along that 16% increase in heterosis in the form of more pounds of calf weaned and more productive females in almost every trait. That equates to more dollars from every cow sired by Beefmaster bulls.

Progeny sired by bulls of another breed, especially Continental breeds would show very little if any 'ear' and would have all the benefits of stacked Hybrid Vigor, especially maximized pay weights' after all, we still sell cattle by the pound!



PO BOX 2023 | Temple, TX 76503

Mark your calendar!

TEXOMA BEEFMASTER SALE
MARCH 17, 2018
SELLING 120 BULLS
& 60 HEIFERS
www.BeefmasterBullSale.com



The Maternal Solution

WWW.BEEFMASTERBULLSALE.COM



Visit us at Beefmaster Bull Sale

Save the date!



Saturday, March 17, 2018 | Noon
McAlester, Oklahoma



www.BeefmasterBullSale.com

Selling 120 Bulls & 60 Heifers

All bulls sell with complete performance information, including GrowSafe feed efficiency data and breed-leading EPDs.

**CALL FOR DELIVERY
OPTIONS.**

Derek Frenzel 254-541-4643

The Maternal Solution

