

Beef on Forage THE BULLETIN



Spring 2019



BEEFMASTERS LARGEST BULL TEST & SALES

THE RFI REVOLUTION IS NOW SOLIDLY A PART OF YOUR BULL SELECTION CRITERIA. HERE'S WHY.

Burt Rutherford | Aug 09, 2018

"Back in the early 60s, when my father and others started the concept of performance and measuring cattle, a lot of people didn't like it, they didn't agree with it. None of those people are in the business any more. They're all gone." So says Leo McDonnell, whose father started Midland Bull Test.

"You either performance test, you provide genetically relevant cattle, or you're gone," he says to fellow seedstock producers. And to commercial cow-calf producers, he has this to say: "I predict that within 10 or 15 years, if you have not incorporated these efficiency genetics in your cattle programs, you're going to be gone, too."

A bold statement, McDonnell says. But then again, Leo McDonnell has never backed away from bold statements.

When the concept of residual feed intake first hit the beef business, the focus was on the feedyard and how breeding feed efficiency into the herd will pay at the feed bunk. And it does. But for cow-calf producers, the benefits of RFI are just as important in the cowherd.

RFI is a measure of how efficiently an animal utilizes its feed, and a negative RFI number is what you're looking for. "If they're eating a little more than they should, they're a plus," McDonnell says. "A little less, they're a negative." Many bull test stations and individual seedstock producers are now calculating RFI and providing that number to bull buyers.

One big benefit to RFI when selecting bulls is that it's an independent trait, meaning you don't have to worry about any genetic antagonisms. "You're not giving up weaning. You're not giving up yearling, you don't have to give up on feet or udder structure, any of those things. You can take those cattle, reduce input costs and add value to those cattle."

"But when you tie it in with production, it becomes the most powerful tool I've ever found," McDonnell asserts. "At the same time, it allows us to reduce the appetite on our cows."

To prove that point, McDonnell offered anecdotal evidence that backs up much of the research he's read on RFI.

He bought a ranch in the North Dakota Badlands some years ago, which is not an easy place to be if you're a cow. Visiting with the old-timers in the area, he was told to figure 5 round bales per cow for the winter.

"So that's what we figured back in the late 90s. We're down to 3 or 3 1/2

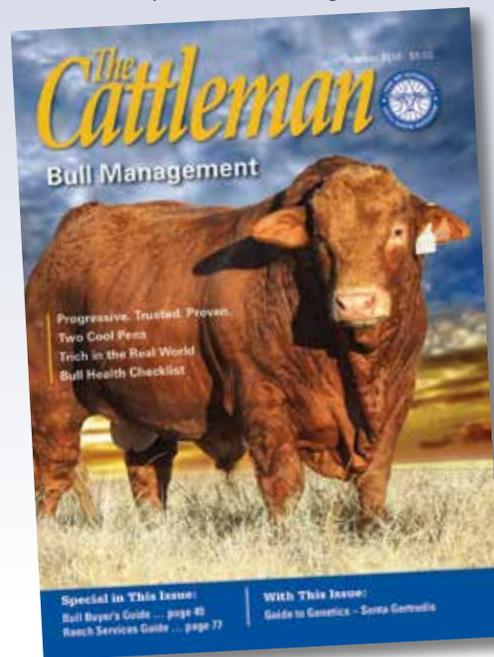
round bales per cow. Just went through the worst drought I've ever experienced last year and one of the worst winters any of us experienced and came through with the least amount of hay and more cattle on the ranch and the cows were in the best condition ever." Plus, breed-back was just about as good, he says.

"We found 36% [better feed efficiency] in some steer groups. You couple that with what you can do with your cows out on grass, that's another 20% to 30%," McDonnell says.

"You're talking \$80 to \$100 savings on the cow and another \$100 to \$125 on the steer. If you've got all your cattle bred like that, you don't need the board. I guarantee you'll make money."

BEEF ON FORAGE bull featured on cover of the TSCRA Magazine:

Lot #1 from the 2018 McAlester sale caught lots of attention this past October when he was featured on the cover of The Cattlemen magazine bull buyers guide. We will offer around 25 heifers bred to him at this year's sale!



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



Greetings from your Beefmaster bull supplier.

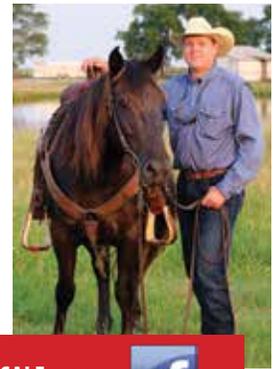
I hope each of you have found 2019 headed into a positive direction. Green grass will soon be on its way! I would like to extend a personal invitation for you to join us on March 16 as we will have one of our largest offerings of Beefmaster bulls. Once again, all bulls will sell with GrowSafe feed efficiency data, yearling measurement, scan data and breed-leading EPDs. Our quality and volume of bulls will fit any program and budget! Following the bull sale, we will offer approximately 60 bred and open registered females. This year's sale will feature an outstanding group of 25 Fall bred heifers bred to the lot 1 bull from the 2018 sale. This will be a great opportunity for a buyer to pick up several nice individuals to build their herd. Buyers are often surprised at the reasonable value of our female offering.

We will provide absentee bidding options and free delivery to several areas including Texas, Missouri and Arkansas. Call ahead to discuss.

Please join us Friday night for dinner at the Sale Facility. If I can be of any assistance, please do not hesitate to 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



PARTNERS in PROGRESS

Spear Ranches is located in Northeast Texas. It is a forage-based multifaceted operation with purebred and commercial cowherds, stockers, and bull and heifer development programs. The Spear family, Steve and wife, Jill, son, Corey, and daughter, Rachael have been involved with the Beefmaster breed since 1987. They have been consignors in The Beef on Forage and Texoma bull sales for fifteen years. Over the last twelve years Steve and Corey have developed thousands of bulls and heifers for the Beefmaster Development Group.

Bulls enrolled in the program start out at Central Texas Bull Test Facility in Evant, Texas. These bulls are placed on The GrowSafe System that utilizes a forage-based ration for 55 days. The GrowSafe System measures Feed Efficiency by weighing the exact amount of feed each individual consumes. Each bull has an Efficiency Index, Residual Feed Intake EPD, Average Daily Gain, and Weight per Day of Age. Following the test, yearling weights, scrotal circumference, and ultrasound data are also recorded. This data along with conformation, disposition, and quality scores are used to make the selection of bulls that continue the test at Spear Ranches.

Upon arrival at Spear Ranches, these genetically superior bulls are turned out in large pastures with supplemental feed. Here they learn to compete, travel, and become hardened athletes.

They measure their Average Daily Gain, Weight per Day of Age, and Fleshing Ability on grass. They handle the bulls with different methods so they will work in any ranch environment. This test is designed to identify and develop bulls that are on the cutting edge of the breed and will cover cows without breaking down.

The philosophy at Spear Ranches has been and continues to be BEEFMASTERS by the



NUMBERS. Steve has been steadfast in his career developing cattle that are sound and have the data to support improvement in production. In that regard Steve says, "It has been great to work with the Beefmaster Development Group; they are highly committed to producing top quality bulls utilizing accurate performance data." Spear Ranches is aligned with the values of the Beefmaster Development Group and its work towards bettering the Beefmaster breed.

DID YOU KNOW:

On average, feed cows represent up to 70% of total production cost for a cow-calf operation. Feed in its various forms represents a huge cost to producers. But cows must eat, right? As the old timers say, "You can't starve a profit out of a cow."

However, it is estimated a 10% improvement in feed efficiency equates to a 43% reduction in total feed costs. It makes feed efficiency look pretty important. - Beef Improvement Federation

Don't Forget!

Beefmaster bulls are now approved for the Noble Foundation Integrity Beef Alliance.



PRODUCER SPOTLIGHT: Dr. Don Biles - Purcell, OK

Dr. Don Biles grew up on a ranch near Madill, Oklahoma and has been a cattleman all his life. He attended college at Oklahoma A&M (now Oklahoma State University), receiving a degree in Animal Husbandry in 1956. Don then entered the Air Force and served with the Strategic Air Command as a B47 Pilot. Following his military service, he returned to OSU to pursue a degree in Veterinary Medicine, paying his way thru school by flying the RF84 in the Air Guard and crop dusting in the summer.

Following graduation in 1967, Don opened and established his small animal Veter-

inary practice at Westwood Veterinary Hospital, in Norman, Oklahoma. In 1971 He purchased his headquarter ranch just north of Purcell, OK. After running an intensive grazing stocker program for several years, a decision was made to develop a Beefmaster seed stock operation, utilizing the upgrading program. The base cows were the top end of his commercial herd. Don has served and continues to serve the livestock industry. He holds memberships with BBU, OCA, CTBBA and OVMA. He has worked his way through the ranks, serving as board member, Vice-President and President of Central States Beefmaster Breeders Association. Don also served as Vice-President and President of Beefmaster Breeders United from 1992-1996.

Two awards that Don is most proud of are the Norman Chamber of Commerce outstanding Business Man of the Year, in 1992 and being inducted into the BBU Hall of Fame, in 2010.



Doc with a halo from the cloud behind his head.

Today, Don's son, David, operates Beef on Forage Beefmasters. Don has health problems that keep him from much activity, but he enjoys his friendships and being around the Beefmaster cattle. He is proud to have been involved with Beef on Forage for several years and believes its success is a big boost for the Beefmaster breed.

Female Sale

Offering 60 outstanding Registered Open and Bred heifers on March 16, 2019 following the BULL SALE.



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 and Mexico took home 156 bulls. These bulls went to many Purebred and Commercial operations.



**Our next sale is
March 16, 2019
McAlester, OK**



Letter from an ecstatic buyer who received \$1,000 per head on his BOF sired calves:

11-6-18

Mr. Spear,
I met you at the Beef on Forage Bull Sale at Brenham, Texas. I bought your bull lot #145. This is the second bull at this sale I have bought from you. I have enclosed a copy of the papers of the 1st bull I bought from you. He has sired some real good calves. I told you I was just about to sell some calves out of this bull and they were real nice. I had 5 steer calves bring over 1,000.00 before commission.

Yours Truly
Paul Saul





PO BOX 2023 | Temple, TX 76503

Mark your calendar!

**SELLING OVER 300 HEAD OF
BEEFMASTER INFLUENCED
BRED HEIFERS**

**NOVEMBER 1, 2019
McALESTER, OKLAHOMA**

Contact Derek for more information

The Maternal Solution

WWW.BEEFMASTERBULLSALE.COM



Visit us at Beefmaster Bull Sale

TWO Merging into ONE

For several years our Bull Development CO-OP had operated under two separate names, Beef on Forage and TEXOMA. TEXOMA has always been our Spring Sale and Beef on Forage has always been our Fall Sale. As time goes on you will hear us starting to merge both the sales under Beef on Forage as we continue to grow and supply more top end bulls to the industry. We feel it will make it easier and less confusing for everyone involved. We will still be providing the same great bulls at both sales. All bulls that complete our rigorous test will receive the Beef on Forage Brand.

NEXT SALE:

Selling 120 Bulls & 60 Females

MARCH 16, 2019

McAlester, OK

Upcoming Sales:

March 16: Bull and Female sale - McAlester, OK

September 27: Bull Sale- Arcadia, FL

October 19: Bull Sale – Brenham, TX

November 1: Commercial Female Sale- McAlester, OK

Come see us at these Industry Events:

January 28: NCBA Convention, New Orleans, LA

March 29: TSCRA Convention, Fort Worth, TX

April 6: Beef on Forage Bull viewing, Evant, TX

June 18: Florida Cattlemen's Convention, Marco Island, FL

August 2: Arkansas Cattlemen's Convention, AR

August 5: Texas A&M Short Course, College Station, TX

October 24: BBU Convention, San Antonio, TX

November 27: California Cattlemen's Convention, Reno, NV

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

