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CHAROLAIS

edge

On the Edge Today

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■ page 1 ■

"At the grassroots level, emerging research toward feed efficiency, animal behavior, nutrition, health, genomics, sustainability and resource management will move the beef industry even further toward better beef production."

■ page 2 ■

...new methodology called single-step promises more predictability in real time for both single-breed and multi-breed evaluations. For that matter, commercial cow-calf producers can employ a growing number of tools to get the same kind of evaluation for their own cattle.

■ page 6 ■

...the industry is continuing to become more current in its marketings and cattle feeders are seeing a return to profitability, the first step in helping to stabilize prices for cow-calf and stocker operations.

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Benefits of Charolais Bulls in Commercial Herds

By Heather Smith Thomas

There are a number of advantages when using Charolais bulls in commercial herds. Many ranchers utilize Charolais as a terminal cross to produce superior calves.

Doug Rogers, Rogers Bar HR Charolais in Collins, Mississippi, has been in business since 1959 and sells about 250 Charolais bulls each year, almost all of them to commercial cattlemen.

"The reason commercial producers should use a Charolais bull is that they always get heavier weaning weights. Today, with lower prices per pound, you need more pounds to make the same amount of money," he explains.

"With Charolais-cross calves, you get good weaning weights, good weight gain and good yearling weights. If the cow herd is some other breed, you get the hybrid vigor on top of that. Documentation from studies at Colorado State University show at least 60 pounds more at weaning. This makes a lot of money for the producer and is one of the biggest values, in increased weaning weight," says Rogers.

"Another plus is performance in the feedlot. Average daily gain and feed conversion is also better. These cattle don't have as much fat, so it takes less energy to put the weight on. The gain is in red meat instead of fat," he says. Muscle and meat is what you want, not fat.

Feed efficiency is worth a lot, especially when faced with increased feed costs. "A feedlot owner is trying to tweak everything possible, in order to be more profitable. If he can buy less feed and get the same amount of weight, it's a good deal for him." This is one reason Charolais-cross calves are in high demand.

"Uniformity in the calves is another plus. Nowadays, just because a calf is black doesn't mean it is Angus. Everything has gone black. There are black Simmental, black Gelbvieh, black anything. But there is true uniformity in the calves when you use a Charolais bull; you know it's a Charolais-cross calf. They have a distinctive look, so you know what you are getting. When you buy a black calf,

however, you don't know what you are getting." Black has covered up a lot of other genetics.

"Another nice thing about Charolais in our part of the country is that they can handle the heat better. Today, for instance it's 95 degrees with 95 percent humidity.



A Charolais-cross calf is very heat tolerant (unlike black cattle) and can handle the heat far better than anything else in the Southeast. The Charolais bull will still be out working in the hottest part of the day, breeding cows, while other bulls are lying around in the shade. The Charolais bulls cover more cows in our part of the country," says Rogers.

Buddy Westphal, Valley View Charolais Ranch, near Polson, Montana, has been selling most of his 200 plus bulls per year to commercial breeders for the past 48 years and feels the biggest value in breeding commercial cows to Charolais bulls is heterosis.

"We've known about heterosis for a long time, even before I was in college at Colorado State University when this was the big buzzword. At that, the focus on hybrid vigor was for hogs; people discovered that crossbreeding hogs produced healthier, hardier animals with greater gainability. With crossbreeding, the meat was more palatable and the animals grew better and

(continued on page 8)

“We’re All In This Together”

Often heard, “we’re all in this together” is a common statement of solidarity. These days, both statement and purpose seem to get lost in a shuffle of politics, rhetoric and exaggeration. The fact remains, we are all in this together. The beef industry is bigger and better today because, over decades of progress, we’ve outgrown our borders, improved our product and provided opportunities for large and small stakeholders to be successful.

For a little perspective, in 1967, approximately 34.3 million head of cattle were harvested for an average market price of \$23.34 per hundred weight (\$.23/lb). A USDA report, Overview of the United States Cattle Industry, states that in 2016, cattle production ranks first in the United States for cash receipts. In 2015, the U.S. exported 1,067,614 metric tons of beef and generated more than \$6.3 billion in revenue. Our trading neighbors to the north and south purchased 33% of the U.S. export total. Recent data indicates total beef exports add \$250 to the value of every carcass harvested. We harvested more than 28.7 million head of cattle in 2015. You do the math!

A couple of years ago, Japanese research was done to determine consumer preference for beef. Two-hundred-fifty-eight Japanese meat buyers were surveyed. Thirty-five beef brands were surveyed, including 33 Japanese and one Australian brand. U.S. beef ranked fifth among all surveyed. The Australian beef ranked tenth. However, Australian beef ranked higher in availability, price, safety and traceability. By the way, in 2015, Japan



By J. Neil Orth
 AICA Executive Vice President

imported 204,927 metric tons of U.S. beef at a total value of \$1.28 billion.

Value-based marketing has given producers extraordinary opportunities to earn premiums for higher quality. Consumers have many meat case options today. Natural, grass-fed, organic and hormone-free beef are market niches with markedly higher price points at the meat case. Checkoff dollars invested in research have resulted in new, affordable muscle cuts now showing up in meat cases and restaurants. Domestically, the average retail price for a pound of USDA Choice beef in 2015 was \$6.29 and we consumed more than 24.8 billion pounds.

At the grassroots level, emerging research toward feed efficiency, animal behavior, nutrition, health, genomics, sustainability and resource management will move the beef industry even further toward better beef production. For the past 50 years, the beef industry has poured money and intellect into science and tech-

nology. From artificial insemination in the early 1950s to genomic information today, we can generationally move populations of cattle toward a chosen end use target with laser like accuracy.

The point of all the numbers is the reality that the beef industry has matured beyond the imaginations of only a few a mere 50 years ago. The industry, like many others, grows more diverse, yet specific at the same time. Today, more than ever in the history of meat animal food production, the scientific “fly wheel” of progress moves faster and faster.

Homage must be paid to those curious entrepreneurs who, decades ago, were convinced we could produce better beef. Whether importing lean, heavier muscled, European genetics, to initiating the performance movement, the modern equation resulting from their vision is nothing short of remarkable. Charolais was a centerpiece in the quality equation then, and it still is today.

Many registered seedstock producers may not fully appreciate the importance of Charolais and Charolais-influenced genetics throughout our beef production system. From reproduction efficiencies to end product merit, these cattle compete in a global marketplace for consumers’ approval and dollars.

Industry independence and collaboration are equally paramount to defining beef industry sustainability and marketability. Beef producers using or producing Charolais genetics understand. We are all in this together.



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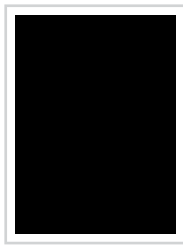


A Graphic Arts of Tapeka, Inc. production

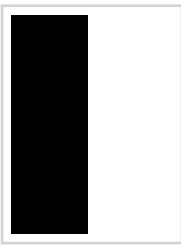


Future Issues	Ad Deadline	Mail Date
Spring Edge	January 20	February 25
Cattleman's Source	August 1	September 10
Winter Edge	November 20	January 10

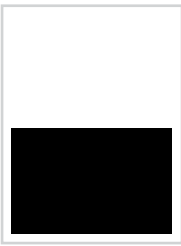
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D621 - CCC WC Resource 417P Son

BW 77 ADJ WW 692 ADJ YW 1214

EPD's

CE 6.1 BW -.3 WW 39 YW 65

Milk 12 MTL 32 TSI 206.57



D635 - CCC WC Resource 417P Son

BW 77 ADJ WW 731 ADJ YW 1264

EPD's

CE 8.4 BW -.2 WW 34 YW 55

MILK 11 MTL 28 TSI 197.36



608 - VPI Free Lunch 708T Son

BW 75 ADJ WW 737 ADJ YW 1217

EPD's

CE 9.2 BW -1.8 WW 34 YW 64

Milk 4 MTL 21 TSI 212.28



617 - WC Big Ben 9036P Son

BW 92 ADJ WW 755 ADJ YW 1371

EPD's

CE 3.6 BW 1.2 WW 36 YW 60

Milk 7 MTL 25 TSI 196.36



302 - LT Ledger 0332P Son

BW 75 ADJ WW 733 ADJ YW 1312

EPD's

CE 4.6 BW -.2 WW 32 YW 59

Milk 6 MTL 22 TSI 204.65



318 - JDJ Maximo A18P Son

BW 88 ADJ WW 777 ADJ YW 1417

EPD's

CE .7 BW 1.1 WW 39 YW 66

Milk 6 MTL 26 TSI 203.25

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Here's Why Having Breeding Goals Matter

By Wes Ishmael

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What are your cattle operation's genetic goals? There's plenty at stake if you don't know them, or even worse, don't have any.

It's plumb tough to hit something specific without aiming, as the old saying goes. It's equally easy to hit something unintended by using the same strategy.

Consider selective breeding, or non-selective breeding for that matter. It always represents a roll of the genetic dice. There's no telling which genes the offspring will inherit from each parent. There's no way of knowing how the environment will allow the inherited genes to express themselves, exactly.

There are ways to stack the odds, of course. For instance, it seems a fool's errand to select the next bulls without considering their EPDs, considering the increasing accuracy of genetic evaluation. The inclusion of genomic information adds accuracy, especially for young sires.

Now, new methodology called single-step promises more predictability in real time for both single-breed and multi-breed evaluations. For that matter, com-

mercial cow-calf producers can employ a growing number of tools to get the same kind of evaluation for their own cattle.

Reproductive technology offers another deck-stacking tool. At the most basic level, producers can use fixed time artificial insemination to breed cows to specific genetics, in a brief window of time. Advanced reproductive technology like in vitro fertilization means being able to accelerate the generation interval at rates never dreamed possible.

Now, the evolution of gene editing promises to carry all of this a stratosphere further.

Gene editing itself is nothing new. In its purist form, nature has utilized it from the beginning, via mutagenesis, as organisms



seek to adapt and thrive. Plant breeders began introducing mutagenesis intentionally decades ago. But being able to direct the cellular breakage and repair processes involved only became practical in the last few years.

Gene editing is not to be confused with genetic engineering. The difference is much more than semantics.

By definition, gene editing refers to harnessing natural cellular breakage and repair processes, resulting in a DNA sequence that could occur in nature's own time. For that matter, it probably has happened, but not necessarily in a genetic package deemed worthy of propagation.

Gene engineering, on the other hand, has to do with introducing DNA from other populations and species, something that could not otherwise be present in the host animal.

Already, a company called Acceligen is working to commercialize cattle products that include, among other things, creating polled cattle in naturally horned populations and introducing double muscling by shutting off a single gene.

(continued on page 15)

Z EISLER CHAROLAIS



RZ SIR THUNDER RIDER D66 P
2/21/16 BW: 93
WW/Ratio: 674/104 AYW/Ratio: 1407/107
ADG/Ratio: 4.60/115



RZ SIR GOSSIP D167 P
3/22/16 BW: 93
WW/Ratio: 759/117 AYW/Ratio: 1367/104
ADG/Ratio: 3.80/95



RZ SIR BEN D84 P
2/23/16 BW: 86
WW/Ratio: 747/107 AYW/Ratio: 1417/117
ADG/Ratio: 4.50/112



RZ SIR GOSSIP D183 P
4/1/16 BW: 86
WW/Ratio: 771/119 AYW/Ratio: 1363/103
ADG/Ratio: 3.70/92



RZ SIR BEN D201 P
4/16/16 BW: 82
WW/Ratio: 646/100 AYW/Ratio: 1326/101
ADG/Ratio: 4.25/106

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EM877219 | 1/4/16 | BW 90 | Adj WW 766 | WW Ratio 100
Wrangler W601 x Fire Water

EPD	BW	WW	YW	MILK	TM
	0.4	44	69	12	34



WCR Sir Kingsbury 618 P
EM877011 | 1/8/16 | BW 98
Kingsbury 116 x Sir Duke 7340

EPD	BW	WW	YW	MILK	TM
	-0.3	47	73	13	37



WCR Sir Duke 6508 ET P
EM881584 | 3/13/16 | BW 100 | Adj WW 886 | WW Ratio 100
Sir Duke 7340 x Prime Cut 764

EPD	BW	WW	YW	MILK	TM
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Benefits of Charolais Bulls...

(continued from page 1)

were ready to harvest sooner,” he says.

“Now we’ve seen amazing gains in crop production through hybridization of corn and other crops, especially in how quickly we can grow it, and higher yields. We’ve also seen unbelievable production with chickens and other livestock. It astonishes me that the beef industry has been so slow to take advantage of heterosis,” he says.

“The idea that black is beautiful took over much of the industry. But green is better [meaning money]. People need to see that they can produce more green if they use hybrid vigor. For instance, an average quality Charolais bull can increase the production of a low average cow of any other breed, yielding more pounds at weaning, producing a calf that will go into the feedlot and gain better, and also have better carcass value. To me, the whole goal of beef production is to have a calf that can wean at 700 plus pounds, go right to the feedlot and gain 4 to 5 pounds a day, and be harvested at less than 365 days of age. That young, tender beef will be more palatable and the input of production [cost of feed] will be much less than for an



animal that takes longer to get to harvest weight,” says Westphal.

Every day that a calf is growing and eating, costs money for feed. “With interest rates down from what they were at some points, producers may not look at this so much. But, back in the days when we were looking closely at our investment in that calf, and paying 10 to 15 percent interest, the important thing was getting them grown up and harvested as quickly and as young as possible,” he explains.

“This is a big plus in what the Charolais bull will do for you, in having a bigger weaned calf, with more gainability. We’ve

proven that, along with carcass yield. My purebred Charolais heifers have produced 93 percent Prime or Choice grade with a 66 percent carcass yield. That’s a lot of beef and opportunity for profit! With hybridization, [using the Charolais on another breed of cow] you can even do better than that,” he says.

There is no better terminal cross. “This is why I got into the Charolais business in the first place. My genetics professor and mentor was Tom Sutherland. He was born in Scotland but spent time in France, where he learned about all the Continental breeds, including Charolais, and then

came to Colorado State University. He said there is no better breed to cross with British cattle [Hereford and Angus] here in the U.S. So, when I got out of college I looked for a ranch that had Charolais cattle—and was fortunate to come here 48 years ago, where the former owner had already started a herd of Charolais.”

Sutherland’s influence, and knowledge of hybrid vigor and what a Charolais bull can do, especially on Angus or Angus-cross cows, helped set the course Westphal took in trying to produce the best Charolais bulls for his commercial customers. “The Hereford-Angus cross is good, but with the Continental cattle, like Charolais, there is an even greater amount of heterosis. Also, with a parent like Charolais, the offspring have more size, structure and gainability,” he explains.

“The superior gain in the feedlot and feed efficiency have been documented by years of research and experience. My own cattle are returning a pound of gain for 5.1 pounds of feed, and this feed conversion enables a producer to make money, especially when these animals are gaining 4 to 5 pounds per day,” he says.

“With the hybrid vigor produced by the Charolais bull, you eliminate yield grades

(continued on page 12)

WEBER CHAROLAIS & Red Angus Featured Sires

Annual “Meat & Muscle” Bull Sale Monday, March 27, 2017

1:00 PM CST

Weber Satellite
Ranch,
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130 Charolais & Red Angus Yearling Bulls

80 commercial red angus breds and pairs •
10 registered red angus yearling heifers • 6 embryo packages

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WCR Sir Kingsbury 116P

EPDs: CE: -4.0 BW: -1.2 WW: 50 YW: 80 Milk: 9 MCE: 2.5 TM: 34 SC: 1.0



WCR Sir Kingsbury 374 P

EPDs: CE: 8.9 BW: -3.6 WW: 57 YW: 91 Milk: -1 MCE: 5.9 TM: 27 SC: 1.2

WCF Mr Silver Gun Y31
WCF Mr Tradition 479
JS Sir Tradition 2214
LT-JJ Long Distance 3437 ET
WCR War Creek 206



M6 Rockstar 306

EPDs: CE: 0.2 BW: 1.1 WW: 29 YW: 55 Milk: 20 MCE: -0.6 TM: 35 SC: 1.1

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Family Ranch

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Transformation has taken his place as the senior herd sire at the VFR. He was purchased in the Wright Charolais 2014 Bull Sale, after his full brother WC Benelli 2134 P ET had topped that same bull sale the year before when half-interest and half-possession sold for \$50,000! Their dam is the beautiful, famous donor JWK Clarice J139 ET!!! You must appreciate Transformation for his tremendous thickness throughout, depth of body and all while maintaining his own personal birthweight of 87 lbs. or less in every calf! The average birth weight of his sons is 80.7 lbs. with a range between 70 lbs. and 88 lbs., along with an average weaning weight of 775.4 lbs.

14 OF HIS SONS SELL, INCLUDING—



Herd #5T44, M861857, BD: 3-31-15, Sire: WC Transformation 2526 P ET, Dam: LT Bluegrass 4017 daughter, BW: 84 lbs., AWW: 866 lbs. Ratio: 113, AYW: 1,384 lbs. Ratio: 110
 EPD's: CE 2.5, BW: 2.1, WW: 34, YW: 62, Milk: 15, MCE: 4.6, MTL: 33, SC: 0.8, TSI: 202.62

LOT 13



Herd #5T37, M861854, BD: 3-22-15, Sire: WC Transformation 2526 P ET, Dam: CCF Knob Creek 0808 grand daughter, BW: 84 lbs., AWW: 841 lbs. Ratio: 110, AYW: 1,327 lbs. Ratio: 105
 EPD's: CE 0.4, BW: 3.4, WW: 39, YW: 63, Milk: 12, MCE: 4.3, MTL: 31, SC: 0.9, TSI: 197.42

LOT 11



Herd #5T26, M861849, BD: 3-6-15, Sire: WC Transformation 2526 P ET, Dam: Schurrtop HCR Rancher grand daughter, BW: 86 lbs., AWW: 714 lbs. Ratio: 93, AYW: 1,184 lbs. Ratio: 94
 EPD's: CE 4.2, BW: 1.1, WW: 20, YW: 35, Milk: 18, MCE: 4.9, MTL: 28, SC: 0.8, TSI: 176.77

LOT 6

Take a look at this LT Ledger son....



Herd #5L64, M861939, BD: 9-14-15, Sired by LT Ledger 0332 P out of a DCR Mr Solution W13 daughter.

LOT 20

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LOT 2, 5F06, M861846, BW: 56 lbs., AWW: 798 lbs., CE: 13.0, BW: -3.1, Milk: 17

LOT 3, 5F09, M885770, BW: 66 lbs., AWW: 803 lbs., CE: 11.6, BW: -2.8, Milk: 19

Commodity Price Stabilization Expected in 2017

After a volatile year, stability is returning to global commodity markets, at least for the time being, said CattleFax CEO Randy Blach last month during the popular CattleFax Outlook Session at the 2017 Cattle Industry Convention and NCBA Trade Show.

"After the ag market shocks of the past year and an approximate correction of 50 percent in all commodity markets, prices are beginning to stabilize," said Blach. "That doesn't mean that we're past this, or that prices have bottomed, but on a global basis, we're not likely to see as much volatility during the year ahead."

He said the industry is continuing to become more current in its marketings and cattle feeders are seeing a return to profitability, the first step in helping to stabilize prices for cow-calf and stocker operations.

Blach said that in the near-term, capacity is going to continue to be a significant issue for packing companies in both the beef and pork sectors. A shortage of available labor and an increase in protein production in beef, pork and poultry will continue to keep the packing sector in the driver's seat during the year ahead.

"With limited processing capacity, the leverage shift in the marketplace will



continue toward the packing, retail and foodservice segments for the time being," said Blach.

During 2017 and beyond, margins are likely to tighten for cow-calf producers with more stability but also an expectation for lower highs and lower lows. CattleFax analysts noted that the cow-calf sector will shift focus to finding efficiencies, reducing cow costs and improving productivity to remain profitable. Analysts estimated 2017 price expectations for 550 pound steers at \$150 per hundredweight (cwt.) with a range of \$130-170/cwt. while 750 pound steers will average \$130/cwt. with a range from \$120-140 during the year ahead.

Blach reported that the historical cattle cycle remains intact, although the price break experienced in 2016 was the fastest and deepest of any in recent history.

"Even with the rapid growth in the U.S. cow herd, numbers are expected to continue higher for the next two to three years," said CattleFax Senior Analyst Kevin Good. "Absolute price lows likely will not be realized until that period of increasing cow herd numbers is behind us."

Good echoed the expectation for prices to stabilize during 2017, making price and production risk management an easier task for producers. He said fed steer prices will average \$110/cwt. with a range of \$98-\$124/cwt. and the composite Choice cutout will trade from \$168 to \$204/cwt. with a 2017 average price of \$185/cwt. for the year. Grain prices have also stabilized and corn is projected to trade from \$2.90-\$3.95 per bushel with an average of \$3.45 per bushel.

Meteorologist Art Douglas, professor emeritus at Creighton University, said the signs of a return to El Nino conditions are already becoming apparent in the Pacific Ocean, which bodes well for portions of the country.

"The upcoming spring forecast calls for improved moisture from Texas to Minnesota and this will be an ideal setup for spring wheat. The drought in the Southeast will be retracting in the spring while a dri-

er spring weather pattern is forecast for the northern Rockies. Persistent high pressure ridging will keep the western third of the country warmer than normal in the spring and the dry areas of the far Southeast will also be warmer than normal," said Douglas. "Temperatures will be cooler than normal through the Corn Belt in the spring and with wet weather forecast for the western Corn Belt, there could be problems with field work and spring planting."

He said the upcoming summer is expected to follow the typical pattern observed with developing El Nino events.

"Midwest summer temperatures will be near to slightly below normal. A persistent trough of low pressure is forecast to persist through the Mississippi Valley through the summer and this will favor cooler than normal temperatures in the plains and above normal precipitation from the Gulf Coast to the mid-Mississippi Valley and Ohio Valley as well as the Southeast," said Douglas. "The summer monsoon in the Southwest is likely to be weak as the monsoon high pressure struggles to become established in the plains. The Northwest is expected to have a warmer- and drier-than-normal summer due to persistent high pressure ridging."



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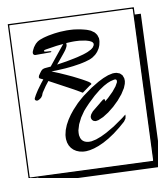
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Benefits of Charolais Bulls...

(continued from page 8)

3 and 4 because you are getting lean carcasses. My average on the last heifers we fed was 2.2. You've got to eliminate the overfat 3s and 4s," he explains.

"The good news is that the Charolais breed has overcome the problems with calving that we saw back in the days when I started. If you end up with calving problems today, you are going to the wrong breeder and getting the wrong bloodlines.

"The benefits become obvious when a Charolais bull accidentally goes through someone's pasture and breeds a few cows, and then you see the Charolais-cross calves that are so superior to the rest of the calves in that pasture! Another way ranchers learn about this is to look across the fence to see that the neighbor is weaning another 75 pounds of calf per cow, even when the neighbor's pasture is poorer!"

Westphal saw a lot of this enlightenment during the past year. "I gained several customers who had never used a Charolais bull before, but they came to my sale



I sell a number of bulls every year that are used effectively on black, black baldie, red and red baldie heifers as heifer bulls because of their reliability, ease of calving, and the fact that the producer can take those calves, from first calf heifers, and market them the same as calves from the rest of the herd. They are all crossbred Charolais calves that can go in the same pen and do the same job [as weaned calves]," says Westphal. This is a big market advantage for the rancher, being able to run just one color of bulls and have a uniform calf crop—and not have to sort back the calves from first calf heifers.

"We see some breeds where disposition is a problem. We've made advances in Charolais in this trait, and many Charolais cattle today are very gentle. I have bulls that are so docile that kids can get on them and ride!" he says.

Many producers now have black cattle, due to the great marketing campaign by the Angus breed, but they don't yield as much meat as a Charolais. "With the prices we are seeing today, you need a lot of pounds, and it doesn't matter what color the cattle are; the only thing selling is pounds. The disappointing thing is that the beef industry has known about hybrid vigor for so long, yet we are still far behind in utilizing it," he says.

because they had seen what their neighbor was doing."

The Angus breed has done a phenomenal job of marketing, and many creative things, but the Charolais cross will increase weaning weight, gainability, carcass yield, ribeye area, marbling ability and other carcass traits. "The Angus cow makes a really good cross but she needs a Charolais bull to increase the 'green' from her calves. You can always tell it's a Charolais cross by its color. You can take a herd of multiple colored cows and get a very uniform calf crop with Charolais bulls. They can always be marketed as Charolais crosses and the buyers know what they are getting," he says.

Bill Romans, Romans Ranches Charolais, located near Westfall, Oregon, runs 600 purebred Charolais cows, 350 commercial cows and sells about 150 Charolais bulls annually at their ranch. It's operated by Bill and Cindy Romans and their son, Jeff, and Julie and family. Bill says there are many advantages in utilizing heterosis. "A typical example of the outstanding quality that can be obtained are the calves produced by a Sim-Angus cow bred to a Charolais bull. That's what won our county fair here this year and in the past. This makes a phenomenal cross!"

(continued on page 14)

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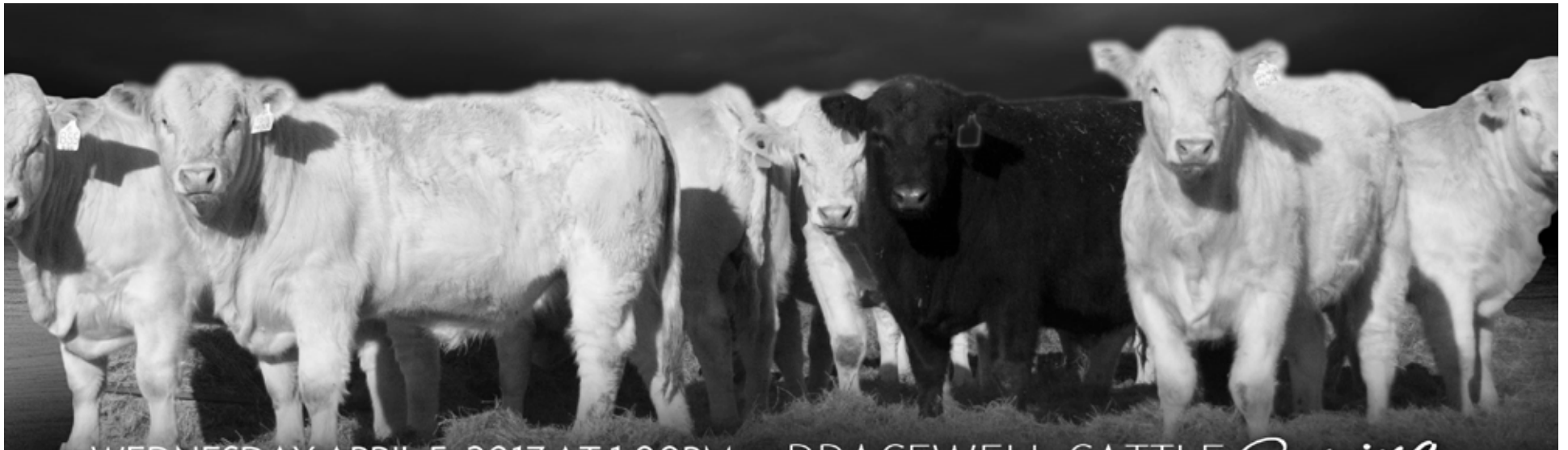


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Insider Shares Political Realities at Record-Breaking Cattle Industry Convention

Dana Perino tells audience to “Expect the Unexpected”

Actions of the new administration are like “a dog on ice chasing a marble,” Dana Perino told an audience at the 2017 Cattle Industry Convention and NCBA Trade Show in Nashville, Tenn., Feb. 3. “You have to expect the unexpected.”

Perino spoke to many of the more than 9,000 cattlemen and women at the event—a record number of attendees for any cattle industry convention—at the general session. The previous convention record was in Nashville in 2014, at just under 8,300.

Renowned ag broadcast journalist Max Armstrong emceed the event, and introduced National Cattlemen’s Beef Association incoming president Craig Uden of Nebraska. Uden briefly visited with Armstrong about his vision for the organization and the industry. High Fidelity, a Nashville a capella singing quartet sponsored at the session by Norbrook, Inc., sang patriotic songs to open and close the event.

Perino was the press secretary for

President George W. Bush for seven years and is now a panelist on The Five, which airs daily on the Fox News Channel. Her exposure to the Washington scene brought an insider’s knowledge as keynote speaker at the general session, which was sponsored by Laird Manufacturing. Having grown up in Colorado and Wyoming, she said she felt “right at home” in front of the audience of thousands of cattlemen and women.

Perino said the recent presidential election was unique. The odds of getting an inside straight are 254 to 1, she told the audience, and those are the kind of odds Trump beat to win the presidency. “It was a hard hand to play, and he played it perfectly,” she said. While Hillary Clinton won the popular vote, she didn’t win states she needed, including Pennsylvania, Michigan and Wisconsin. For two years she didn’t visit Wisconsin, Perino said, and she should have listened to her volunteers in the state, instead of her statisticians, who said the state was safe.

According to Perino, cattle producers should work to make sure they “get in

front of the administration as much as possible” on things like trade. She suggested giving away the upper hand in trade to China through destruction of the TPP was not a good idea, but “he (Trump) can change his mind.”

“Government doesn’t work just like a business,” she said, adding that she hoped “things would settle down for them.” Donald Trump “thrives on chaos,” according to Perino. At some point, however, things will get calmer “or the chaos will take over.”

Perino was also confident that the nomination of Neil Gorsuch to the country’s highest court would be successful. “Mark my words,” she said, “he will get confirmed to the Supreme Court.”

More than 350 exhibitors featured their wares and services on more than seven acres at the NCBA Trade Show, which wrapped up Friday, Feb. 3. The 2017 Cattle Industry Convention and NCBA Trade Show started Wednesday, Feb. 1, and wrapped up with the NCBA Annual Meeting on Saturday, Feb. 4.

Benefits of Charolais Bulls...

(continued from page 12)

says Romans. The terminal cross using a Charolais bull makes a superior feeder calf.

“We all had Herefords when I was growing up. Then people brought in black Angus bulls and the black baldie cows were one of the best thing that ever happened to the beef industry because of the heterosis from that F1 cross” Romans says. “The Angus breed has done a tremendous job, and the majority of cattle producers in the U.S. today are running straight black Angus cows. They know they are missing out on the benefits of heterosis, but running one breed takes less management and time,” he says.

“Most Continental breeds have gone to percentage black cattle to make heterosis available to producers who want some in their herds, but this makes it hard to tell what breed you are looking at when you drive by a pasture. The nice thing about Charolais-cross

calves is that you can always tell what they are because the white gene is dominant and the buyers know what they are getting,” says Romans.

“One of the economic benefits of using Charolais as a terminal sire is you don’t have to pay top price for the best Angus bull. You can buy an average-priced Charolais bull and get more pounds of calf—a lot more for your money—because of het-

erosis. Some ranchers run all black cattle and buy the top black bulls in order to top the market with premiums. I did the math, and they are not making any more money than someone buying a less expensive Charolais bull. If a bull sires 30 calves a year, and you are paying top price for the best Angus bulls to get the premium, you aren’t making any more money per calf than we are, using averaged-price Charolais bulls. The premium for black calves is simply paying its way but not making more profit. They receive more for calves at sale time, but have to pay more for those bulls so it just averages out,” he explains.

If ranchers are not getting a really good premium and are giving up 50 pounds per calf, they can’t afford to overlook heterosis. “Simplot Livestock understands this. They are running black baldie cows and using Charolais bulls. They have one ranch where they just develop heifers, to get that F1 cross. They also started building their own Charolais herd focusing on feed efficiency and it’s amazing what they have done, in producing exceptional feedlot calves,” Romans says.



Advantages of the Charolais-Cross Cow

“In commercial herds, the Charolais-cross cow [which very few ranchers are using] as a maternal cross is the best kept secret in the beef industry,” says Bill Romans, Romans Ranches Charolais. “Not every Charolais-cross cow will be ideal, but we are breeding for a slightly smaller cow with lots of ‘middle’ which makes her very feed efficient. When you select replacement heifers, you should not pick the biggest ones; you want moderate frame size. But with the Char-cross cow, you can breed her to a number of different breeds of bulls and have great calves. You can breed her black, or to a Charolais, or whatever you wish,” says Romans.

The advantage of the crossbred cow is her hybrid vigor, hardiness and longevity. “These Char-cross cows have great stayability and are very fertile. Most folks who have straight black cattle know that they are missing out on heterosis, but they’ve been getting a premium for black. Producers who have spent a lot of money on Angus bulls have been getting a premium for their heifers as replacements [keeping their best, selling the others as replacements]. Yet, they all know that they are giving up 50 pounds or more on their steer calves,” he says. Even more importantly, they are giving up the heterosis on their cows.

“A rancher we know in central Oregon is trying to let his cows do the work and not have to feed much hay, wintering out more. He has kept a few Charolais-cross heifers. He told me 5 years ago that they go through the winter better, and by spring they are two body condition scores higher than the average of his black cows. If you are not running crossbred cows you are missing out on a lot of advantages. Everybody knows this, but most ranchers are not doing it,” says Romans.

Breeding Goals...

(continued from page 6)

Depending on your leanings, gene editing is a transformative technology. Just as smartphones provided a new way for existing technologies and applications to be used, gene editing is made possible by technologies that preceded it, but enables their use in previously unimaginable ways.

A few years down the road, gene editing might be deemed more transitional than transformative. For now, though, it appears to have the potential to be a game-changer.

As it is, commercialization of gene editing products for cattle is a work in progress.

At the same time, the debate and regulation of such tools is at early stages.

So, if you could build the perfect cow for your environment and resources, what would she be? Not the breed components, but in terms of her ability. What traits would she unfailingly possess? What would her offspring be capable of and what sort of mating would that require?

Arguably, establishing specific breeding goals is becoming more essential, not because of narrowing economic returns or because you leave potential on the table. It's because selection and reproductive technology are at a stage where it's easy to take the wrong direction fast.



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0	28	47	8	3	1	7	0.18	0.006	0.075

**TR SLA MR OUTSIDER 6707D ET****REG#EM881807 BW: 80 AWW: 607 AYW: 1300**

BW	WW	YW	Milk	CE	MCE	CW	REA	Fat	MB
1	29	60	13	3	0	15	0.325	0.0025	0.035

**TR DUSL MR TURTON ID ET****REG#EM886248 BW: 85 AWW: 799 AYW: 1089**

BW	WW	YW	Milk	CE	MCE	CW	REA	Fat	MB
1	27	44	3	3	4	21	0.46	0.0125	-0.01

**TR DF MR TURTON W77D ET****REG#EM886480 BW: 72 AWW: 876 AYW: 1314**

BW	WW	YW	Milk	CE	MCE	CW	REA	Fat	MB
0	30	51	4	2	4	12	0.365	0.0165	-0.005

**TR SA MR RHINESTONE 6742D ET****REG#EM886694 BW: 95 AWW: 579 AYW: 1326**

BW	WW	YW	Milk	CE	MCE	CW	REA	Fat	MB
3	21	56	13	3	3	15	0.44	0.011	0.12

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3	30	60	7	-7	-6	19	0.57	0.001	-0.05

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WITH MOSTLY CHAROLAIS Sired CALVES AT SIDE

COMPLIMENTARY LUNCH

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VISITORS ALWAYS WELCOME!

SUNDAY, APRIL 2
PRODUCTION SALE
2 P.M. AT THE FARM
GENOA, NEBRASKA

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FOCUS

ON YOUR NEXT HERD SIRE

- ✓ Performance
- ✓ Muscle
- ✓ Marbling
- ✓ Efficiency

35th
ANNUAL

Sonderup Charolais Ranch Inc. Bull Sale April 13, 2017

> Crossbreeding will increase weaning weights 8.5% or 50 lbs/head! <

Selling 95 Charolais and 15 Red Angus bulls



Sonderup Genetics Feature:

- Over 20 years of ultrasound evaluation to increase ribeye and marbling
- Over 30 years of performance testing
- 30 years of linear measurement selection for feed efficiency and reproduction



*Selling 25 ET bulls
in the sale*

Fullerton, NE - 1 p.m.

*Refocus
your operation
at our
35th Annual Sale!*

Broadcasting sale on:



SONDERUP

Charolais Ranch, Inc.

Tom Sonderup
19488 Valley Road, Fullerton, NE 68638
(308) 536-2050 ♦ (308) 550-0254 cell
scrinc@hotmail.com

Watch for catalog and video to be posted online at www.sonderupcharolaisranch.com

Fink Beef Genetics

One of the Nation's largest sources of Charolais & Angus Bulls.

- 3-year guarantee on feet & semen
- 1-year guarantee on nearly everything
- Fertility checked by 13 months
- Athletic, never fattened
- Free delivery nationwide
- Virgin bulls only, BVD tested
- Grown in heat, humidity, no shade
- Carcass, real harvest data
- Good foot shape, sound
- Mid-frame, soggy, thick
- Super disposition
- AI-sired only!
- Slick hair
- Marketing assistance...make us prove it!
- 3 to 4 generations proven calving ease
- Most bulls top 25% yearling wt EPDs

Annual Bull Sale
Last Wednesday in October
October 25, 2017
Fink Beef Genetics Sale Facility
Randolph, Kansas

35 years of commitment to the commercial industry
Selling 700 bulls each year
References available nationwide

2011 American-International Charolais Association Seedstock Producer of the Year
2008 CAB Seedstock Commitment to Excellence Award
2000 BIF Seedstock Producer of the Year



Beef Genetics

Galen, Lori & Megan Fink

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