



**CAROLINA  
CATTLE  
CONNECTION**

**Spotlight on  
BRAUNVIEH**

**DECEMBER 2025 • Vol. 39, Issue No. 12**

The **Perfect Partner** to your forage-  
Because **Winter doesn't wait.**

**PERFORMANCE**  
**12 ALL STOCK**  
**PELLET & TEXTURED**

**FORTIFIED** WITH VITAMINS AND  
MINERALS. **NO ADDED COPPER.**

**CONVENIENT AND SAFE** FOR A  
WIDE RANGE OF FARM ANIMALS.

**LOCALLY MANUFACTURED** IN  
"IONOPHORE FREE" FEED MILL.

**HIGHLY PALATABLE.** AVAILABLE  
AS A "TEXTURED - SWEET FEED"  
OR PELLET.

**HELPS MAINTAIN BODY  
CONDITION** DURING WINTER  
MONTHS.



**A MAINTENANCE FEED FOR MATURE BEEF CATTLE, HORSES,  
SHEEP, AND GOATS.**

**Feeding Directions** - should be hand-fed at a rate shown below by specie:

**Horses** - Feed at the rate of 0.5 to 1.0% of bodyweight daily.

**Cattle** - Feed at the rate of 0.5 to 1.0% of bodyweight daily.

**Sheep & Goats** - Feed at the rate of 1.0 to 2.0% of bodyweight daily.

**For customers seeking a good nutritional value. Check with your local PLF  
dealer for Everyday Low Pricing.**

**For more details, please reach out to your PLF Sales Representative or  
Customer Service at 888.777.5912**

**PERFORMANCE**  
**LIVESTOCK & FEED CO.**

Manufactured by: Performance Livestock & Feed Company  
11 Redd Level Plant Rd. Martinsville, VA 24112  
5767 NC 8 HWY. N. Lawsonville, NC 27022  
[www.performancelivestock.com](http://www.performancelivestock.com) Office 888-777-5912





# THE CAROLINA CATTLE CONNECTION

Volume 39, Number 12 • DECEMBER 2025

*The official publication of the North Carolina & South Carolina Cattlemen's Associations.*

## Sales & Publication Office

P.O. Box 1207  
Kilmayne Office Center  
120 Iowa Lane, Suite 204  
Cary, NC 27511

Phone: 919-552-9111  
Email: mail@nccattle.com  
Website: www.nccattle.com

*The Carolina Cattle Connection* is printed on 30 lb recycled newsprint by BN Printing in Benson, N.C.

## STAFF

Manager, N.C.	MILO LEWIS
Manager, S.C.	AMBER STARNES
Editor & Advertising Director	CASEY HINNANT
N.C. Circulation	KIM BURDGE
S.C. Circulation	AMBER STARNES

Material in *The Carolina Cattle Connection* is not to be reproduced in total or in part without the written permission of the editor. All submissions become property of *The Carolina Cattle Connection*, but we make every effort to return items such as photographs and artwork as requested.

*The Carolina Cattle Connection* is published monthly by the N.C. Cattlemen's Association.

A complementary subscription is included with membership to each state's association.

Non-member subscriptions are \$30 per year.

All address changes for NCCA members to:  
*The Carolina Cattle Connection*  
P.O. Box 1207, Cary, NC 27512

All address changes for SCCA members to:  
*The Carolina Cattle Connection*  
101 Main Street Road • Chesterfield, SC 29709

## N.C. Cattlemen's Association Leadership

President - BRANDON BOWMAN  
1<sup>st</sup> Vice President - JIM LEDFORD  
2<sup>nd</sup> Vice President - JOEY CARTER  
3<sup>rd</sup> Vice President - KEITH MURPHY  
Immediate Past President - RYAN CLARK

Secretary/Treasurer - EVERETT JOHNSON  
NCBA Policy Division Director - JOHN LANGDON  
N.C. Beef Council Director - BROOKE HARWARD  
Beef Board Director - BRIAN WARREN

Directors At Large  
MATT POORE • NEIL BOWMAN • TODD SEE

Executive Director - MILO LEWIS  
P.O. Box 1207 • Cary, NC 27512

N.C. Cattlemen's Beef Council Director of Consumer Information - ASHLEY W. HERRING

Administrative Assistant - KIM BURDGE

## S.C. Cattlemen's Association Leadership

President - GENE CRIM  
1<sup>st</sup> Vice President - ASHLEY MILLS  
2<sup>nd</sup> Vice President - HASKEL SEXTON  
Immediate Past President - JOE OSWALD IV  
Secretary - CAROL HENDRIX  
Treasurer - ERIC SEYMOUR

Board of Directors  
JOHN LEWIS, Chester • JOE OSWALD IV, Allendale  
RYAN WHITEHEAD, Union • ALTON SMITH, Hampton  
LLOYD BAXLEY, Georgetown • JOE DAVIS, Oconee  
MICHAEL HALL, Abbeville • JOHN ROGERS, Darlington  
CAROL HENDRIX, Oconee • FREDDIE LEE, Sumter  
BONNIE CANN, Abbeville • ASHLEY MILLS, Fairfield  
HASKEL SEXTON, Sparanburg • GENE CRIM, Orangeburg  
AL McCLAIN, Anderson • ERIC SEYMOUR, Columbia  
RANDALL MAFFETT, Saluda

Executive Director - AMBER STARNES  
101 Main Street Road • Chesterfield, SC 29709  
Phone: 843-623-2130 • Email: arstarn@clermson.edu  
Website: www.sccattlemen.wildapricot.org

S.C. Beef Council Executive Director - ERIN DOLL  
P.O. Box 11280 • Columbia, SC 29211  
Phone: 803-734-9806 • Email: edoll@scda.sc.gov  
Website: www.sccattle.org

# Inside Connection

## SPOTLIGHT ON BRAUNVEIH

4 Kings Ranch — A Braunvieh Profile .....	Page 10
A Brief History of Braunvieh .....	Page 6
Braunvieh Cattle	
— Moderate, Maternal, Carcass, Adaptable .....	Page 12
Braunvieh — The Homesteader's Cow .....	Page 18

## MONTHLY FEATURES

Amazing Grazing, <i>by Dr. Matt Poore</i> .....	Page 24
Ashley's Beef Corner, <i>by Ashley W. Herring</i> .....	Page 22
Clemson Corner, <i>by Bryan Smith, Amber Starnes, Katie Silver, Caroline Saathoff, &amp; Lee Van Vlake</i> .....	Page 38
Director's Report, <i>by Milo Lewis</i> .....	Page 5
E.B.'s View from the Cow Pasture, <i>by E.B. Harris</i> .....	Page 28
Focus on Forages, <i>by Nicole Correa &amp; Maggie Miller</i> .....	Page 30
Have You Herd, <i>by Eli Roberts</i> .....	Page 34
The Chaplain's Corral, <i>by Scott Hilgendorff</i> .....	Page 27
You Decide!, <i>Dr. Mike Walden</i> .....	Page 36

## STAY CONNECTED TO YOUR BREED

American Angus Association Update .....	Page 51
American Gelbvieh Association News .....	Page 69
American Hereford Association News .....	Page 58
American Simmental Association News .....	Page 73
Common Ground, <i>by Mark McCulley</i> .....	Page 46
N.C. Angus Association News, <i>by Cortney Holshouser</i> .....	Page 48
North American Limousin Foundation Update .....	Page 64
Red Angus Association of America Update .....	Page 80
S.C. Charolais News, <i>by Georgeanne Webb</i> .....	Page 67
StayWILD '25 — A Weekend of Relationships, Results, and Record Engagement .....	Page 82
TJB Gelbvieh Maternal Magic Sale Results .....	Page 70
Yon Family Farms Maternal Roots Sale Results .....	Page 44

## THE DAIRY CONNECTION

Dairy Checkoff Update .....	Page 106
4-H Dairy Heifer Program Wraps Up	
Its 21 <sup>st</sup> Successful Year, <i>by Marti Day</i> .....	Page 113
National Milk Producers Federation News .....	Page 108
The CEO's Corner, <i>by Gregg Doud</i> .....	Page 114

## WHAT'S NEW IN THE INDUSTRY?

Animal Agriculture Alliance News .....	Page 126
BioZyme News .....	Page 122
Boehringer Ingelheim News .....	Page 104
Neogen Livestock News .....	Page 99
Premier Select Sires News .....	Page 120

## WHAT'S HAPPENING IN YOUR STATE

2025–2026 Clemson University Bull Test Update .....	Page 69
2025 Senator James D. Speed Achievement Scholarship .....	Page 88
2025 South Carolina Sale Barn Cattle Receipts .....	Page 33
2026 North Carolina Environmental Stewardship Award .....	Page 63
2026 SCCF Scholarship Program to Award Youth Scholarships .....	Page 99
Don't Forget Your 2025 Beef Checkoff & State Cattle Assessment Obligations! .....	Page 87
Evaluation of Gained Knowledge During Artificial Insemination Schools in North Carolina .....	Page 84
Four Inducted into N.C. State Fair Livestock Hall of Fame, <i>by Jamey Cross</i> .....	Page 79
N.C. Cattle Receipts, Trends, & Prices .....	Page 82
New NCCA Members for 2025 .....	Page 78
Pasture Management Systems "Mile of Fence" Update .....	Page 77
S.C. Cattlemen's Association Appoints New Executive Director .....	Page 31
S.C. Cattle Receipts, Trends, & Prices .....	Page 89
University of Mount Olive Highlights .....	Page 96

## NCBA & BEEF CHECKOFF — WORKING HARD FOR YOU!

A Message From the CEO, <i>by Colin Woodall</i> .....	Page 90
Beef Checkoff News .....	Page 118
CattleCon 2026 Update .....	Page 102
National Cattlemen's Beef Association News .....	Page 100
National Cattlemen's Beef Association President' Report, <i>by Buck Wehrbein</i> .....	Page 95

## EDUCATION, OPINIONS, AND EVERYTHING ELSE!

Beef Cuts & Recommended Cooking Methods .....	Page 115
Carolina Cooking .....	Page 89
Health and Production Record Keeping, <i>by Bob Larson, DVM</i> .....	Page 70
Holiday Roast Swaps .....	Page 17
Successfully Weaned Calves — A Hot Commodity, <i>by Karla Wilke</i> .....	Page 72
Tax Planning for Cow/Calf Operations — Don't Let the Snowball Roll Out of Control, <i>by Tina Barrett</i> .....	Page 32
The 5% Factor for Improving Profitability for Cow/Calf Producers, <i>by Karla Wilke</i> .....	Page 125
Trending in Food & Media .....	Page 116
U.S. Department of Agriculture News .....	Page 127

# THE CAROLINA CATTLE CONNECTION

## Producer/In State Advertising Rates & Sizes

For Commercial Rates, contact Livestock Advertising Network at 859-278-0899.

All rates listed are for BLACK & WHITE ads only!  
An additional flat rate for color will be included, regardless of size.

1 Spot Color - \$100 • Full Color - \$300

**FULL PAGE**  
**10 W x 12¼ D**

\$575 - Open Rate  
\$530\* - 6 Ads Annually  
\$460\* - 12 Ads Annually  
*\*per month*

**HALF PAGE**  
\$400 - Open Rate  
\$375\* - 6 Ads Annually  
\$320\* - 12 Ads Annually  
*\*per month*

**Half Page Horizontal**  
**10 W x 6½ D**

**Half Page Vertical**

**4⅞ W**  
**X**  
**12¼ D**

**¼ PAGE**  
\$225 - Open Rate  
\$200\* - 6 Ads Annually  
\$180\* - 12 Ads Annually  
*\*per month*

**4⅞ W**  
**X**  
**6½ D**

**2¼ W**  
**X**  
**12¼ D**

**⅛ PAGE**  
\$200 - Open Rate  
\$185\* - 6 Ads Annually  
\$160\* - 12 Ads Annually  
*\*per month*

**4⅞ W**  
**X**  
**4⅞ D**

**2¼ W**  
**X**  
**6½ D**

**CLASSIFIED RATES**  
(Open Rate Examples)  
*Please contact for Contract Rates!*

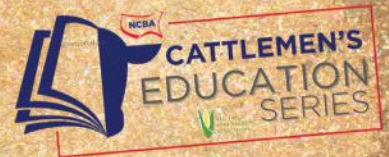
1¼ inch X 1 column	1¼ inch X 2 columns
\$40	\$80
2½ inches X 1 column	2½ inches X 2 columns
\$80	\$160



# NC CATTLE CONFERENCE SAVE THE DATE



*Presented by*



**FEBRUARY 20-21, 2026 • HICKORY METRO CENTER • HICKORY, NC**





By MILO LEWIS, N.C. Cattlemen's Association

# Director's Report

## Market Success and the Road Ahead

As 2025 comes to a close, North Carolina cattle producers can look back on a year of remarkable opportunity. Markets reached significant highs, and many producers finally saw the rewards of years of careful investment and dedication. Despite the negative impacts political conversations had on the market this fall, one thing remains clear — thanks to the continued work of the Beef Checkoff and the N.C. Beef Council's promotional efforts, consumer demand for beef has not wavered. Shoppers have stood with us, keeping beef in their carts at the grocery store and choosing it as their protein of choice when dining out.

Looking ahead, market dynamics will continue to shape our industry, but the resilience, innovation, and commitment of North Carolina's producers give every reason for optimism. As one producer shared earlier this year, "Our strength has always come from the hands that feed this industry — producers who stay the course." From record prices to future plans, we're looking ahead with optimism and a strategic vision for continuing growth in North Carolina's cattle sector. The foundation built this year positions us well for 2026, and we remain committed to supporting producers through education, advocacy, and leadership.



We're also excited to announce that planning is underway for the 74<sup>th</sup> Annual N.C. Cattle Conference, scheduled for February 20–21 at the Hickory Convention Center, presented by Piedmont Custom Meats. This year's conference will feature sessions on a range of topics important to North Carolina cattle producers, including production practices, market trends, and policy issues critical to protecting our right to farm. Friday afternoon will also include committee meetings and the association's annual business meeting.

Be sure to visit the trade show, where industry partners will showcase the latest products, services, technologies, genetics, and marketing opportunities. Friday evening will feature the popular social in the trade show, followed by the always entertaining NCBA PAC Auction. On Saturday morning, we'll celebrate our youth with an awards breakfast and a homemade cake auction to support youth programs.

We are also pleased to announce the N.C. Forage and Grasslands Council Winter Conference on February 19, just before the conference kicks off. This is a great opportunity to network and learn from experts in the forage and grasslands community.

See the opposite page or visit our website, [www.nccattle.com](http://www.nccattle.com), for registration information to the 74<sup>th</sup> Annual N.C. Cattle Conference and the N.C. Forage and Grasslands Council Winter Conference.

As we prepare for a new year and new opportunities, we remain committed to growing an industry that stands strong together. From all of us at the N.C. Cattlemen's Association, we wish you and your families a Merry Christmas and a prosperous New Year. We look forward to seeing you in 2026!





**LIVESTOCK RISK PROTECTION (LRP)**

*It is not a good idea to call your insurance agent about buying combine insurance the day after your combine catches on fire. It is also a good idea not to wait until the day after feeder cattle markets fall to ask me about LRP coverage. LRP is an important risk management tool you can use to protect your bottom line.*


**These high feeder calf prices may not last forever. Give us a call! We will educate you on how to INSURE AGAINST DECLINING MARKET PRICES for PENNIES per pound with LRP coverage.**

**Also available for Fed Cattle & Swine.**



Sign Up  
Updates  
&  
Newsletter

**Brian Wood**  
Alphin Insurance Agency  
910-271-2007 Mobile  
800-695-8997 Office  
[www.alphininsurance.com](http://www.alphininsurance.com)  
Follow Us On  
Facebook & YouTube



Ask Us About  
POLICY +

# SPOTLIGHT on BRAUNVIEH

## *A Brief History of Braunvieh*

**B**raunvieh is quite possibly the oldest pure breed of cattle in the world. Fossils of cattle, similar to modern day Braunvieh, have been found in Switzerland dating back to over 800 B.C. Contrary to popular belief, Braunvieh is not a crossbreed and is not a Brown Swiss.

The word Braunvieh is German for “brown cow.” The breed developed over thousands of years in the harsh environment of the Swiss Alps and the alpine valleys. These conditions led naturally to a surefooted, moderate sized, hearty animal that was easily adaptable, and able to thrive in a variety of environments on a variety of forages. A cow from one valley might be sold to a farmer in the next valley and would be expected to live and be productive on different types and amounts of forage.

The breed was improved during the Middle Ages, with the oldest record of milk production being from 1050 A.D. Over time, Braunvieh cattle evolved, with each valley and region having its own characteristics of this versatile breed. The only constant was the pressure to raise surefooted, efficient, and adaptable animals that fulfilled the needs of the alpine residents.

Because many families owned only a few animals, they would often share a bull within a given area. In addition, many cattle lived in close proximity to their family on the small Swiss farms — think of the movie Heidi. Cows lived and worked alongside their humans, evolving to meet the changing needs of the population and reinforcing the functional traits the breed is known for today.

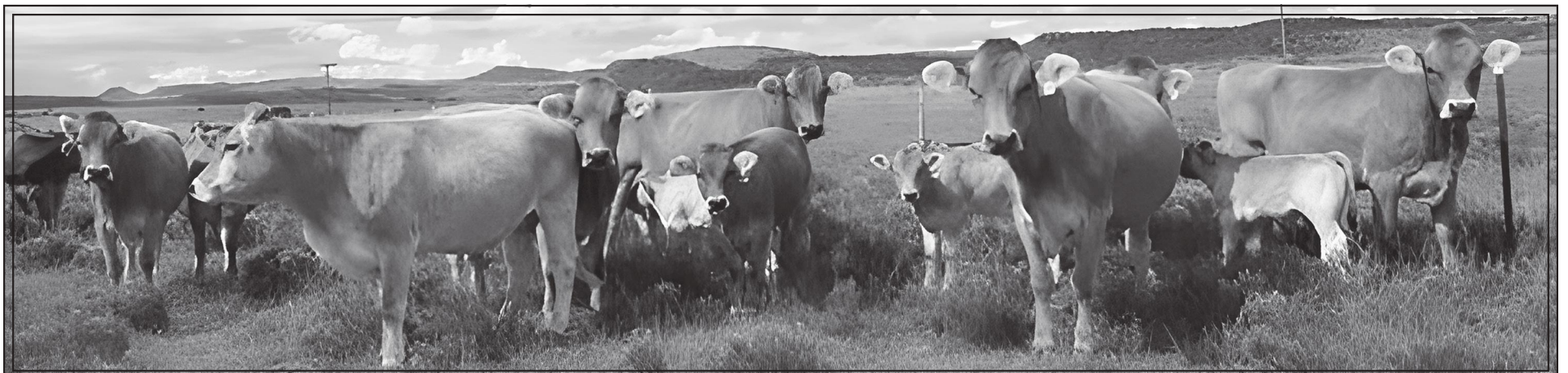
In this environment, cattle needed to be adaptable, efficient, hearty, docile, and easy to work with. Braunvieh needed to be all



things to all people. These cows were a source of milk and meat, both for their families’ own consumption and to sell. All this had to be done on limited forage, often in places that were difficult to access.

During the 1800s, the breed came together and agreed on the overarching characteristics of a Braunvieh cow. This is when the modern day Braunvieh really began to take shape. She needed to be brown, medium sized, with good feet and legs, and well muscled with good conformation. She needed to be dual purpose, producing a certain amount of milk relative to body weight.

During this time there was some division within the Braunvieh breed, as some breeders focused on milk production while others focused on meat production, but Braunvieh were always expected to do both. Performance records were kept on milk and meat production, allowing the breed to identify standards and standouts. These records gave producers a basis to identify and propagate high



performance animals.

In the early 1900s, Swiss breeders became even more organized and set up strict criteria for a Braunvieh cow to be registered in the herdbook. These criteria included approval by two judges and production of a minimum amount of milk during her first lactation. In addition, if a calf's dam did not meet these standards, the calf also could not be registered. Cows and bulls had to be performance tested and meet minimum standards, or they were removed from the herdbook. At any time, if a bull or cow failed to maintain these standards, they were removed from the herdbook and not allowed to be used as breeding stock. Registration, therefore, was not only determined by birth but also based on these standards. In this way only the best cattle could be registered in the herdbook and only the best cattle could be used for breeding stock.

Additionally, upbreeding was not allowed, in essence closing the herd book.

In 1869, seven pregnant Braunvieh heifers from Switzerland and one bull were introduced into the United States. Along with future importations, these animals ultimately became the basis for what is today Brown Swiss dairy cattle. Brown Swiss were developed over time and are considered distinct and separate from the Braunvieh breed. However, they both originated from the same breed in Switzerland and are, therefore, related.

Braunvieh were exported to Mexico in the mid-1900s and are known as Ganado Suizo Europeo. They are very popular in the tropical and gulf regions of Mexico for the same reasons they are raised around the world: adaptability, efficiency, docility, functionality, and heartiness. Braunvieh flourish in the foothills and other areas where many other breeds struggle to survive. Their surefootedness makes them ideal for the rocky and uneven terrain present in many areas in Mexico. Even though they were developed in the mountains, Braunvieh are one of the few breeds of cattle that flourish in both cold and hot climates. Over the years, some of the Mexican bloodlines have made their way into the United States.

In 1969, the first Braunvieh bull — Aaron — was imported into Canada and, along with several females, became the basis for Starline Braunvieh. These cattle were selected in Switzerland



for beef production. Braunvieh again proved their adaptability, functioning well in western Canada and adjusting easily to the harsh winters and rangelands. In Canada, Braunvieh are registered with the Canadian Brown Swiss Association. Some animals are also registered with the Braunvieh Association of America, allowing for animals and genetics to be exchanged over the years.

The Meat Animal Research Center (MARC) in Clay Center, Neb., began sampling Braunvieh in 1973–1974 for cycle II of the Germplasm Evaluation Program (GPE). Bulls used included Aaron (CA8719), Ueli (CA9342), Kasimer (BM4), and Grober (CA15).

Braunvieh are currently part of the germplasm program ongoing today. The MARC has sold cows and semen over the years, also contributing to the genetic base of Braunvieh in the United States.

In the early 1980s, Bell Rule Genetics imported animals directly from Canada and genetics from Canada, England, and Switzerland. In 1984, Braunvieh were imported directly into the U.S. from Switzerland. Harlan Doeschot of Golden Link imported the yearling bulls Senat (SI5), Suro (SI21), and Sambo Jordi (IM1) along with the first cow, Ledi (SI6). The next year, six bulls and four heifers were imported, including Riss Fabian (SI10), Forelle (SI54), and Erle (SI55), among others. In 1984, the Braunvieh Association of America (BAA) was founded to support a herd book as well as promote and supervise the breed in the United States. The genetic basis for today's Braunvieh cow derives from these varied importations, with significant exchange occurring between all of these sources over the years.

**Description** – Braunvieh are categorized into two main groups — fullblood and purebred. Fullblood Braunvieh are 100 percent Swiss genetics and designated by the prefix OB (Original Braunvieh) in the herdbook. They are horned with traditional coloring. Purebred Braunvieh can be anywhere from 82–99 percent Braunvieh, may be horned, scurred, or polled, and any color. Many purebred Braunvieh are traditionally colored, but they can also be dun or brindle, and several lines are now homozygous black. The Braunvieh Association of America does not specify or track color for registered animals. Any animal DNA tested for color through the association will have this information available on the website.



*Braunvieh History continued on the next page*

## Braunvieh History *continued from the previous page*

The association also recognizes a “BeefBuilder,” or percentage category, comprising from 20 to 81 percent Braunvieh genetics, which are recorded in the database. Another designation recognized within the association is BraunX. These animals must be DNA verified homozygous polled and homozygous black and contain between 55 and 81 percent Braunvieh genetics, with the remainder being majority Angus from animals registered as Angus. Animals that are over 82 percent Braunvieh and are homozygous black and homozygous polled are registered as purebred. Finally, Braunvieh also recognizes a mini classification within the BeefBuilder category. Animals designated as “mini” cannot measure more than 43” at the hip.

**Color** – Traditional Braunvieh are a mousy brown to a grey brown with creamy to white ears and a distinct white muzzle. The ears are often large and set at right angles or slightly drooped with large hairs covering the front. This ear conformation helps them shed heavy snow to prevent frostbite or injury. Males are usually darker than females. Both males and females have a light to white underbelly and legs. This is not albinism, but some lines are known to carry more white than others. Cows and bulls often have a white dorsal stripe – more visible in bulls. Calves of both sexes are gray-white to almost a steel gray with some being more silver. All darken over time. The underlying skin is black, with the tongue, eyelids, and nose being dark grey. The eyes are black with black skin around the eyes.



**Conformation** – Braunvieh have a larger dewlap at the neck than at the navel and a medium neck. The chest should be broad and deep with a strong and level back. Front legs should be straight with a 90° set. Back legs should be strong and well fleshed. They should have a good range of flexibility in their walk with a balanced gait and length of stride. Feet may be large, but with correct angles and forward facing. Hooves are dark to black and hard. Females should appear feminine with a sound udder and medium muscle development. Males should appear masculine with more pronounced muscling and good development of reproductive organs.

**Temperament** – Braunvieh tend to be gentle, calm, and easy to handle. The females are known for being attentive mothers with excellent maternal instinct.

**A few notes** – Braunvieh have black eyes and dark surrounding skin. They are generally considered to be less susceptible to pinkeye and eye diseases than some other breeds, but not immune. The hooves are dark to black and hard. Along with correct angles in the feet and legs, their hooves provide for incredible adaptability and surefootedness in difficult terrain. This is a trait that was naturally selected for over centuries in the mountains of Switzerland. They are also less prone to foot conditions such as foot rot. The ears are adapted to extreme cold and snowy conditions, as stated above. With these traits in tow, Braunvieh are extremely adaptable to a variety



of harsh, challenging, and quickly changing conditions. They come by this naturally, having evolved in the difficult, harsh, and changing conditions of the alpine valleys.

**Braunvieh today** – Today Braunvieh are raised in over 60 countries worldwide, from the Arctic Circle to the tropics. They are found between sea level and 12,500 feet elevation. Braunvieh are present in all major countries, with over 40 countries having associations and herd books helping to track and improve the breed. Countries with a notably large presence include Switzerland, Italy, South Africa, Mexico, and India. This broad distribution represents many diverse environments and management systems, highlighting the breed’s adaptability and functionality.

Braunvieh are generally considered a very maternal breed. They are attentive mothers that can produce enough milk to meet the demands of any calf if provided with adequate resources. It is not uncommon to see Braunvieh nursing one or two extra calves. Examples of orphan calves faring well without a mother abound, as they are adopted by the herd and able to find plenty of milk. Braunvieh are docile, as stated above, and considered easy to work with. They are smart and alert but not overly wary. Braunvieh are fertile and possess good longevity, with many cows active until 14+ years of age.

Braunvieh also bring efficiency and carcass improvement. Centuries of grazing in the Swiss Alps selected for cattle that could find forage, survive on limited resources, and provide producers with plenty of meat on those limited resources.

In the U.S., the breed is governed by the Braunvieh Association of America. This body oversees the herdbook and participates in several programs aimed at breed improvement, including genetic evaluation (genomics), feed outs, a comprehensive sire evaluation program, and national sale, as well as youth programs and shows. A Junior Braunvieh Association of America (JBAA) functions in parallel and is run by junior members with BAA oversight. The BAA

is active in genetic improvement programs, participating in the IGS database and utilizing genomic data to enhance EPDs.

Braunvieh developed over centuries in the Swiss Alps and alpine valleys, often in small herds in close proximity to their family. Because of these environmental pressures, they naturally evolved into a hearty, efficient, adaptable, surefooted, docile animal. The breed really came into its own during the late 1800s and early 1900s as the breed association in Switzerland became more organized, setting strict standards and guidelines for registration and breeding stock. Braunvieh spread throughout the world, eventually filtering into North America during the mid to late 1900s. The Braunvieh Association of America was started in 1984, maintaining the official herdbook for the breed in the United States. Today’s Braunvieh cattle and their association continue to produce highly functional and adaptable cattle for the beef industry at large.



## 2026 SPOTLIGHT ISSUES SCHEDULE

Most of the breed associations in North and South Carolina have stepped forward and renewed their contracts for Spotlight sections in *The Carolina Cattle Connection* for 2026. If your breed is not featured as a Spotlight section and you would like to inquire on any open months please feel free to contact me. Below is the tentative schedule for the upcoming year.

### 2026 RESERVED SPOTLIGHT ISSUES

<b>JANUARY</b>	<b>CHAROLAIS</b>
<b>FEBRUARY</b>	<b>FORAGES</b>
<b>MARCH</b>	<b>ANGUS</b>
<b>APRIL</b>	<b>PIEDMONTESE</b>
<b>MAY</b>	<b>BRAHMAN</b>
<b>JUNE</b>	<b>HEREFORD</b>
<b>JULY</b>	<b>BELTED GALLOWAY</b>
<b>AUGUST</b>	<b>SIMMENTAL</b>
<b>SEPTEMBER</b>	<b>SANTA GERTRUDIS</b>
<b>OCTOBER</b>	<b>WAGYU</b>
<b>NOVEMBER</b>	<b>BRANGUS</b>
<b>DECEMBER</b>	<b>BRAUNVIEH</b>

**For more information  
about your breed’s Spotlight Issue, contact:**

**THE CAROLINA CATTLE CONNECTION**

**P.O. Box 1207 • Cary, NC 27512  
919-552-9111 • mail@nccattle.com**

# SPOTLIGHT on BRAUNVIEH

## 4 Kings Ranch – A Braunvieh Profile

**T**he 4 Kings Ranch is located in the Arkansas River bottoms of east central Oklahoma. They purchased their ranch and their first Braunvieh at the Herd Builder Sale in 2013. They currently run 150 head of commercial and registered Braunvieh cattle on 1,270 acres. Colby King is the current president of the Braunvieh Association of America. The entire family is active in Braunvieh, participating in shows and the national sale.

**What attracted you to Braunvieh?** The decision was made to be a seedstock producer because we didn't have the land or time to devote to the sheer volume required to be profitable in a commercial operation. At that point, the search for the right breed began. I was not afforded the luxury of being born into a large legacy ranch. So, the ability to ever "matter" in a larger breed association seemed unattainable. I studied various breeds and happened upon a YouTube video of the American Rancher show featuring Braunvieh. That piqued my interest, and I began studying websites and any available literature on Braunvieh. It was a breed that I thought I could actually make a difference in one day.

After visiting the Brink ranch in Kansas, the love affair officially began.

**When and how do you market cattle from your operation each year?** We sell fullblood, purebred, and percentage bulls and



females. We participate in various Braunvieh consignment sales, but 90 percent of our bulls go to commercial producers via private treaty. Females are close to a 50/50 split between registered seedstock and commercial customers. We retain our steers, and they enter our backgrounding and finishing program on the ranch. They are part of 4K Beef, which sells to the public, daycares, and local restaurants.

**What makes you unique in how you serve your customers?** We are one of the few breeders who have large numbers of fullbloods, purebreds, and percentage animals. Nearly all of our fullbloods are imports from Canada and trace closely back to the original Swiss imports of George Ulrich. Our foundation genetics are much different than most U.S. herds.

**What management practices have provided the most benefits for your operation?** Leaning heavily into performance testing and data management. Weights are always monitored, and every animal that crosses through the chute gets weighed. Bulls are weighed prior to and after turnout; cows are weighed through pregnancy and with large calves at their side; and the growth curve of calves is tracked throughout development – i.e., pre-weaning, weaning, and post weaning – to determine if they have the growth potential to be solid replacements or future herd sires. Harsh evaluation is key to improvement.

**Was there a turning point when things really started to**





**click?** The biggest turning point for us was importing a potload of heifers from Canada. That gave us unique genetics that were not readily available domestically. In addition, we made a major step change regarding sheer cow power.

**What's the best attribute of Braunvieh?** Females that can raise big, stout calves relative to their body weight. On the terminal side, these cattle always yield well.

**If you could change one thing about the breed, what would it be?** These are very functional cattle (feet, eyes, and udder), but we need to continue to work on their composition to compete with other breeds that have that "sexy, sleek look."

**What has been the best part about raising Braunvieh?** One of the biggest joys of raising Braunvieh has been pictures of calves from past customers. Getting to see how well they cross in a variety of commercial programs is always rewarding.

**What has been the hardest part?** The most difficult part has been finding the right niche for our traditional brown colored animals. That and convincing people that the females are the true key to unlocking the full potential of Braunvieh.

**What animal had the largest impact on your program, and how?** Two come to mind. MHF Lord Culpeper, a ten-year-old purebred bull, with giant feet that have produced bulls with tons of

growth and females that are long spined with giant pelvises. He has never been sick or injured and still walks around at 2,300 lbs to this day. RCB Mini-Me is a white halfblood cow that is 13 years old and doesn't look a day over six. She has a short gestation, never loses body condition, has a perfect bag and feet, and breeds every time. We have retained more heifers from her than any other animal. She recently just froze 20 number one embryos in sweltering July heat. My wife asked, "Why would you flush her? She doesn't fit the way our program is currently moving with BraunX." I told her, "At some point, we just need to raise really good cows, and she's the best we've ever had." That is a true testament to Braunvieh and hybrid vigor.



**If you could be known for one thing, what would it be?** Bull Power is my biggest passion.

**What opportunities are you looking to pursue in the next five years? Where do you see the breed moving in the future?** BraunX is the five year plan. This breed has never had defined criteria for hybrid animals. It is my goal to make BraunX, homo-polled/black and 55 percent or greater registered Angus cross, a sought after commodity. I hope by creating guidelines for our composite animals and DNA verification, we can drive value and demand in an evolving industry. The brown cows still have purpose as foundation blocks, but the end product can alleviate the troublesome color barrier.

**If you could tell a person new to Braunvieh one thing, what would it be?** It takes time to build a brand and get customers to believe in your product. Don't get discouraged.



# SPOTLIGHT on BRAUNVIEH

## Braunvieh Cattle – Moderate, Maternal, Carcass, Adaptable

**B**raunvieh have been available commercially in the U.S. for over 40 years. During that time, they have been evaluated and used in a variety of situations and systems around the country. This has afforded ample opportunity to assess how they might fit into a commercial program and what a producer could reasonably expect to see by introducing them.

Versus a black baldie cow, based on summer of 2025 prices, Braunvieh cross cows can increase your bottom line by over \$73 at weaning per cow exposed — 21 lbs higher weaning weight x \$350 CWT. They can increase profit by \$4 per 100 lb hot carcass weight by improving yield grade by 1. By giving you one extra year of fertility, producing six calves instead of five, assuming \$3,000 for a bred heifer and \$1,500 salvage price, Braunvieh provides a \$50 profit. All this and some of the lowest input costs of any cross studied at the Meat Animal Research Center (MARC) in Clay Center, Nebraska.

Profit at weaning per cow exposed	\$73
Profit per 1000 lb hot carcass weight	\$40
Extra year of fertility	\$50
Total profit	\$163

**Braunvieh Profit Summary** – In this article, we will explain how Braunvieh can accomplish these numbers. We will discuss some of the positive traits and characteristics Braunvieh can bring to your herd, such as maternal excellence, carcass merits, and adaptability. We will also outline a few suggestions for introducing Braunvieh genetics and discuss some of the shortcomings to consider.

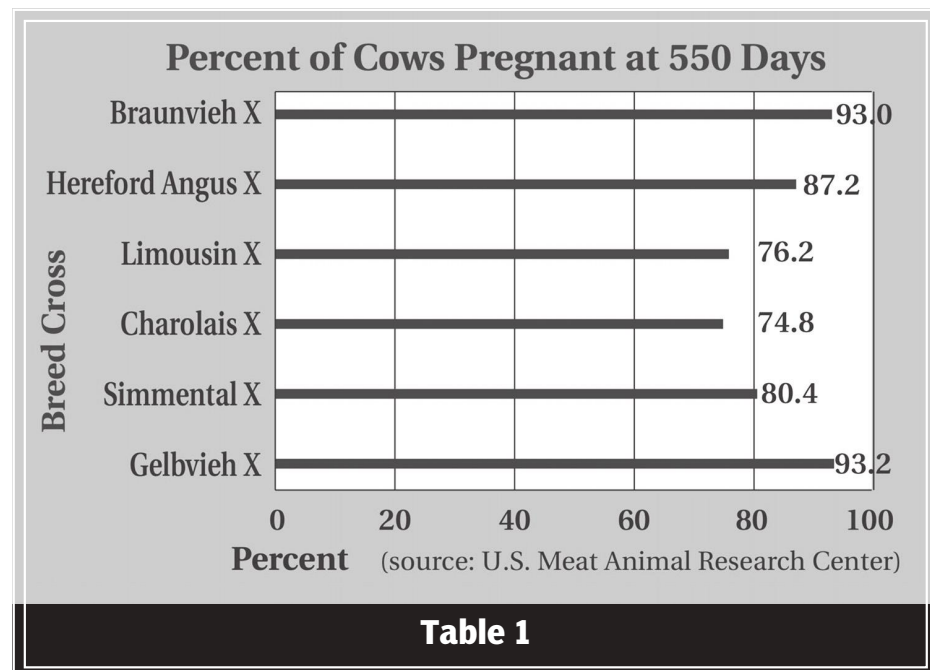
Whether you're trying to improve cow herd traits through crossbreeding, market more valuable calves, produce replacement females, or improve feedlot performance and grid marketing, Braunvieh is a proven breed that can help you achieve these goals.

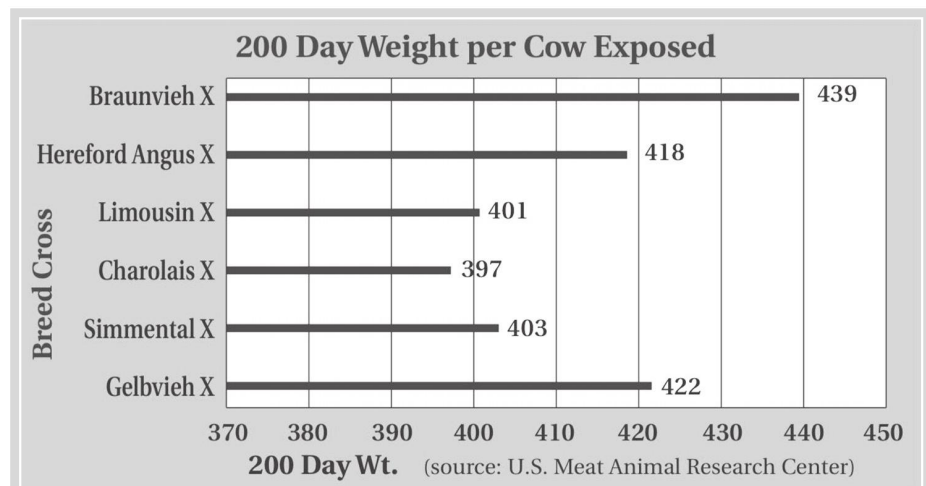
**Maternal** – Braunvieh were developed over centuries in the harsh extremes of the Swiss Alps. Unlike breeds developed for

one specific area or climate, Braunvieh had to survive and thrive in quickly changing and treacherous areas with diverse forages. Natural selection dictated that cattle had to be adaptable to climate extremes, a variety of forages, and a wide variety of terrains. Cows had to survive and produce calves in these harsh environments. Cattle that didn't adapt didn't survive. Over the centuries, the cattle that were productive and survived became the basis for Braunvieh cattle today.

Braunvieh are a very maternal breed. They are a moderate sized breed weighing between 1,100 and 1,400 pounds with ample milk and high rates of fertility, all while passing on preferred carcass traits. As a moderate breed, Braunvieh and Braunvieh cross cattle can be harvested sooner at an acceptable quality grade before the carcass gets too big, avoiding those expensive later days on feed.

Fertility is an important trait for any beef herd's profitability. Braunvieh and Braunvieh cross cattle have been shown to have high rates of conception and fertility. At MARC, 93 percent of Braunvieh cross females were found to be pregnant at 550 days, as seen in Table 1.





**Table 2**

Braunvieh sired females also produce more marketable weight at weaning. At MARC, these females produced 5 percent more marketable weight, or 21 lbs, than a traditional Angus x Hereford – black baldie – cross at the time of weaning, as seen in Table 2. Based on summer 2025 prices, assuming \$3.50/lb, each Braunvieh sired cow delivered \$73 (21 x \$3.50) more per year at weaning than a black baldie. They do all this with a lower BCS and the lowest cow maintenance energy requirements of any cross studied at MARC. This research suggests Braunvieh cross females produce more marketable weight at weaning with the lowest input costs of any cross studied, including black baldie.

Longevity is also an important quality for any commercial cow, avoiding expensive replacement costs. At JHL Ranch in Ashby, Neb., they run a 1,500 head commercial herd. Over a seven year period, 47 percent of Braunvieh sired females were still in the herd compared to 28 percent of the Angus sired females. When you consider the longer a cow is in production, the more profitable she is, this time is money.

**Carcass** – Braunvieh rank very high among continental breeds for marbling. Data published from MARC on calves born in 2023 showed Braunvieh sired animals had the second highest marbling score of any continental breed, second only to Simmental. Among the 15 breeds tested, Braunvieh scored fourth overall behind Simmental, Red Angus, and Angus.



Importantly, despite their high level of marbling, Braunvieh sired calves had the third lowest back fat thickness, behind Maine-Anjou and Charolais. The three breeds with the thickest back fat were Angus, Red Angus, and Hereford. Although Angus and Red Angus led the group in marbling, they also led the group in back fat, negatively impacting yield grade.

Braunvieh sired calves not only had high levels of marbling but also kept back fat in check, improving yield grade. Despite being a moderate framed breed, Braunvieh also had an average ribeye area. Based on this information from MARC, English cow herds could theoretically improve their overall yield grade by one simply by switching to a Braunvieh bull without negatively impacting their quality grade. Based on summer 2025 prices, improving yield grade by anywhere from 1–5 results in an average increase of \$4 per CWT for cattle sold on the grid. On a 1,000 lb carcass, that’s an increased profit of \$40 per cow with the same, or lower, inputs.

**Adaptable** – Braunvieh are incredibly adaptable. A testament to Braunvieh adaptability is the fact that they are used around the world, from hot, semi-arid climates to cold climates, from 12,500 feet to sea level. They adapt well to high altitudes, tropics, and grasslands. They tend to tolerate whatever Mother Nature throws at them while remaining productive and functional.

Braunvieh evolved in the mountains where surefootedness was necessary for survival and has retained that trait today. They are still popular in the Swiss Alps for this reason. In central Mexico, they are used in the foothills and on rocky terrain where other breeds struggle. In eastern Kentucky, producers have appreciated their ability to graze mountainous and rocky valleys that other breeds avoid. Their hard hooves and leg conformation allow them to navigate these difficult areas to find forage with fewer problems than most beef cattle.

Despite being developed in the mountains, Braunvieh are very heat tolerant. This is evidenced by their popularity in warmer climates such as central Mexico, India, and South Africa. The brown color does not absorb heat, decreasing heat stress vs black cattle. Braunvieh have hair that is sleek and fine in warm weather, allowing them to adapt to warmer climates better than many breeds. They can also grow a heavy coat in response to extended cold weather, making Braunvieh adaptable to these environments as well. During the recent droughts in Texas, Braunvieh have weathered the lack of forage as well or better than other breeds.

Tommy Stoddard raises cattle in southern Louisiana on some of the most inhospitable land you can raise cattle – areas that “an Angus won’t survive,” according to him. He uses Braunvieh for their ability to not only survive but thrive in this harsh environment. He describes Braunvieh as docile and functional with better feet and fewer problems than other non-*Bos Indicus* breeds. He states they have fewer problems with pinkeye and foot rot than any other British or Continental breed in his area and are only surpassed by the *Bos Indicus* cattle in his operation. He also crosses Braunvieh with Brahman to graze swampy areas that are often submerged.

*Braunvieh Cattle continued on the next page*

## Braunvieh Cattle *continued from the previous page*

According to Tommy, this F1 cross can survive anywhere. He feels the Braunvieh make the Brahman more docile and better mothers while contributing to the hardiness of the Brahman themselves. Additionally, Braunvieh improve the carcass merits of the F1 cross.

From mountains to rangeland, hot conditions to cold, and drought to swamp, Braunvieh have proven their ability to adapt and produce in the harshest of conditions.

**Minimal Problems** – Braunvieh are relatively problem free. Like other breeds with black skin around the eyes, Braunvieh have low rates of ocular cancer. They also have lower rates of pinkeye. Centuries of breeding and natural selection in the Swiss Alps have provided the breed with good legs and feet. This allows them to survive and thrive even in the most challenging of conditions. This feature has persisted in modern Braunvieh and contributes to their longevity, adaptability, and overall health.

Braunvieh have hard black hooves. This helps prevent foot problems such as foot rot and cracked hooves. In the harsh environment of southern Louisiana, Braunvieh have fewer foot problems than other Continental or British breeds.

A few thoughts about pinkeye. Over the years some have claimed that Braunvieh are immune from pinkeye. This is not the case, but Braunvieh do seem to be less susceptible than other breeds. In Southern Louisiana, Braunvieh are much less susceptible to pinkeye than Hereford or Angus but not as resistant as Brahman. A rancher running a mixed herd in Wyoming explained that when they would have a pinkeye outbreak, if 50–75 percent of the Angus and black cows contracted it, only 5–10 percent of the Braunvieh would. Another example is in Wisconsin, where three Braunvieh calves were born into a commercial Hereford recip herd containing 30 cow/calf pairs.

The remainder of the calves were registered Hereford embryo calves or black baldies from the cleanup bull. The herd experienced two outbreaks of pinkeye in three months, during which 26 of 27 Hereford and black baldie calves contracted pinkeye twice, the three Braunvieh calves were unaffected, never contracting pinkeye. This is an extreme example but one that Braunvieh breeders hear frequently.



The next question is how often do crossbred and F1 Braunvieh cattle contract pinkeye? MARC does not keep accurate data on this disease in the different breeds studied. Anecdotally, the rate of pinkeye seems to be decreased compared to the rate in other *Bos Taurus* breeds alone. To this author's knowledge, there is no scientific research on the subject. To complicate the matter, many Braunvieh cross cattle are stocked with high percentage, purebred, or fullblood Braunvieh that seem to have a lower incidence of pinkeye. Therefore, whether the decreased rates of pinkeye observed in F1 cattle are from genetic factors or an overall low burden within the herd is unknown.

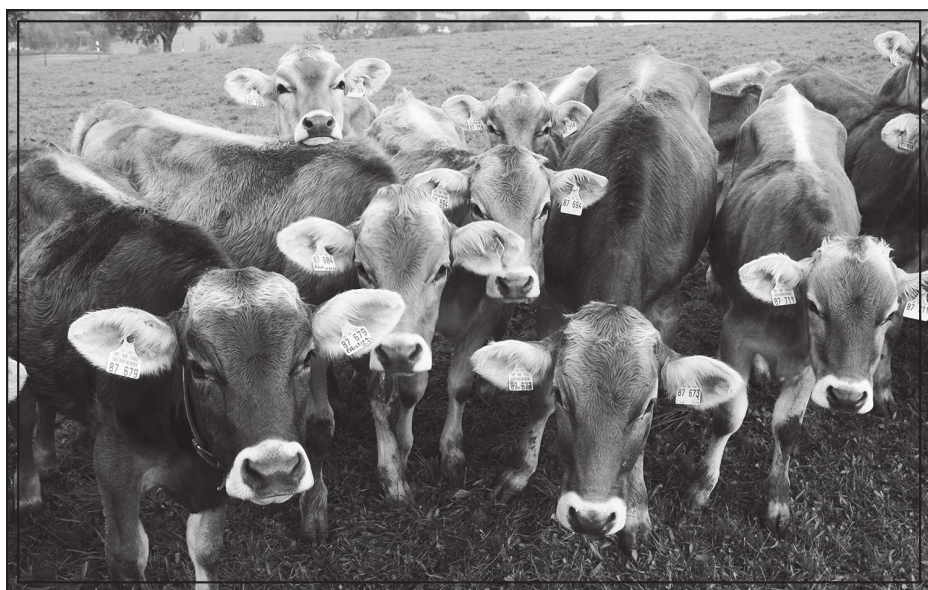
**Challenges Moving Forward** – Just like all breeds, Braunvieh are not perfect and are certainly not perfect for everyone in every situation. In this article we will focus on three challenges Braunvieh have within the commercial beef industry – birth weight, horns, and color.

Braunvieh are a continental breed that evolved over the centuries at high altitudes with limited oxygen and resources. Additionally, living so close to their family in a herd of one or two cows allowed any calving issues to be dealt with. However, when Braunvieh were brought down to lower altitudes with more oxygen and plentiful resources, they produced larger calves, occasionally much larger calves.

The first challenge is birth weight and calving ease. Many continental breeds struggled with large calves when introduced into the U.S. and had to work through the problem. Braunvieh was no exception. However, Braunvieh were introduced later and to less acceptance and fanfare, which led to fewer long term breeders to work on the problem. As a breed known for their bone and structure, improving birth weight in Braunvieh cattle often changes their aesthetic, discouraging many breeders from addressing the problem. That, combined with the “dairy look” of their coloring, kept the breed small, providing little incentive to improve birth weights overall. This left many hobby breeders with no long term goal or incentive to improve calving ease and birth weight.

To compound matters, many early adopters of Braunvieh were more focused on frame and growth, with little attention paid to birth weight. Some of the first bulls introduced to the U.S. had terrible calving ease and very high birth weights.

This created a founder's effect, with some of the first animals introduced into the U.S. passing on high birth weights and not

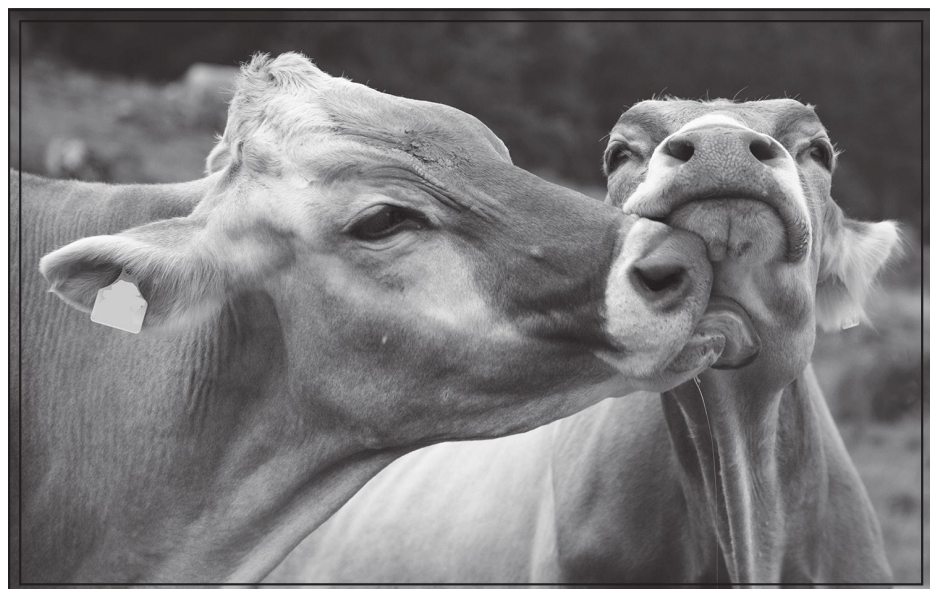


much calving ease. This founder's effect also decreased the genetic pool of calving ease for breeders to draw from. These early factors hampered long term improvement.

The breed has made significant strides over the last two decades in bringing down overall birth weights and improving calving ease. The average EPDs for calving ease direct (CED) and calving ease maternal (CEM) have steadily increased, indicating fewer unassisted calvings, while the average birth weight (BW) EPD has steadily decreased during that time. Importantly, the average weaning weight (WW) and yearling weight (YW) have increased during that time. At MARC, the average birth weight of Braunvieh sired calves in 2023 was 87.6 lbs. This put them in the middle  $\frac{1}{3}$  of breeds sampled with the same birth weight as Simmental.

The Braunvieh breed has struggled with birth weight and calving ease and, in some cases, continues to struggle. Many producers trying to introduce Braunvieh for their positive traits have been turned off by this. Birth weight and calving ease are less of a problem in warmer climates and resource limited areas, but overall it is an ongoing concern. The breed is working on these traits, with more emphasis being placed on birth weight and calving ease in breeding stock every year, but the issue is not completely resolved. If you are looking into using Braunvieh genetics, bear this in mind. The authors recommend paying close attention to EPDs when selecting a Braunvieh bull. They are helpful, and there for a reason. Many purebred Braunvieh bulls can now be used in the same scenario as a producer might use Simmental or Gelbvieh bulls, with similar expected outcomes. These traits have gotten better overall but need to be kept in mind for all matings.

The second challenge for the Braunvieh breed is horns. Traditional, 100 percent Braunvieh are horned. In Switzerland this is not seen as a negative trait, with most cattle retaining their horns throughout life. Higher percentage animals in the United States are more likely to carry at least one horned gene, with the percentage of homozygous polled animals increasing with decreasing percentage. There are currently a large number of high quality heterozygous polled cows within the breed, with more high quality homozygous polled animals available every year. Consequently, there are more homozygous polled bulls available every year as well. If this is an important trait to you, insist on having an animal tested before purchasing. The test is relatively inexpensive and can prevent



headaches later on.

With horns can also come scurs. These are not technically horns, and animals that are homozygous or heterozygous polled can still possess scurs. Cattle do not seem to use scurs in the same capacity as horns, but they can be a nuisance. Scurs are present in most traditionally horned breeds to some extent. Currently there is no DNA test for scurs but adhering to homozygous polled breeding will minimize their occurrence.

The third major challenge facing Braunvieh today is color. Traditionally colored Braunvieh have the same coloring as a Brown Swiss dairy cow. Because of this coloring, many immediately assume Braunvieh are a dairy animal, but today's Braunvieh is primarily a beef cow. They can, however, be milked, which we explore in another article. Living in Wisconsin, I've personally had more comments about coloring than anything else. Examples include "How do you like those Brown Swiss?" or "That's the beefiest dairy animal I've ever seen." My feed guy once commented, "I thought they were just Brown Swiss, but when I got close I realized there's a lot of meat on those things."

The other challenge related to color is when Braunvieh are used in crossbreeding or commercial programs. A full discussion of coloring in cattle is beyond the scope of this article, but, in short, it's complex. Traditional coloring in Braunvieh is considered a wild type, just look at a picture of a deer next to a picture of a Braunvieh. This coloring helps with heat tolerance and adaptability but can make crossbreeding a challenge.

Braunvieh coloring is also generally recessive. Therefore, when crossed with other breeds, Braunvieh can unmask underlying color schemes that have long been overshadowed by more dominant traits. One such example is when Braunvieh are crossed with red breeds, particularly red British breeds. When this mating is undertaken, brindle coloring can be unmasked, but it is variable. A personal observation is crossing Braunvieh with Hereford cattle. When crossed with Line 1 Herefords, there is minimal to no brindle pattern in the offspring, but other lines can produce an animal with prominent and striking stripes. Commercial producers need to bear this in mind if they have any red in their breeding history, as brindle coloring may be unmasked by using Braunvieh.

*Braunvieh Cattle continued on the next page*

## Braunvieh Cattle *continued from the previous page*

Aside from brindle, Braunvieh cross cattle can produce other challenging color schemes. These challenges can occur when Braunvieh are crossed with another non-dominant color. Braunvieh crossed with Fleckvieh (brown x red) has produced a black calf. Other times a tan calf will result.

Braunvieh can be colored black while testing negative for a black gene, which is then not passed on to their offspring. Some Braunvieh have a dark brown or dunn color, which can produce a variety of colors in their offspring. This dunn color is present in both fullblood and purebred animals. To be clear, it is not known if this is the same “dunn” pattern found in Highland cattle. Braunvieh can be varying shades of brown depending on bloodline. Some bloodlines are known to be darker or lighter and can produce an almost white or black calf.

In the past, an albino gene was present within the Braunvieh breed. This can be tested for and has all but been eradicated. If this is important to you, there is a test for the albino gene that can be obtained for a modest price.

Braunvieh are not known to possess a unique diluter gene. They have been crossed with breeds that do carry diluter genes over the years, so the presence of one is possible and not currently tested for within the breed.

***Incorporating Braunvieh Into Your Herd*** – How best to incorporate Braunvieh into your operation depends on your goal. Each strategy has its benefits and drawbacks. It is important to first think about what you are trying to accomplish before deciding on a plan. Consider your situation and do your homework! Talk to people

who raise Braunvieh. There is a BAA membership directory available on the Braunvieh Association of America website at [www.braunvieh.org](http://www.braunvieh.org). Braunvieh folks like to talk about their cows. At all times it is important to keep in mind the challenges mentioned above to avoid disappointment and surprises.

If you are looking to get started in cattle and feel Braunvieh might be right for you, I’d suggest visiting someone who raises them. Depending on where you live, this might be easier said than done. Talk to others in your situation, select a few females either through private treaty sale or a multibreeder sale, and an appropriate bull. Do your homework on all of the animals you’re interested in as well as the breeders to make sure you’re getting what you want.

If you are a small or large commercial operation looking to branch out or sample some of the traits Braunvieh are known for, the easiest way is to purchase a few Braunvieh cows or heifers and integrate them into your herd. I would suggest keeping the above challenges in mind and purchasing from a reputable breeder. If you live in fescue country, consider cattle raised around fescue or buying them young. Producers using a black Angus bull or a homozygous black bull from another breed should see black or dark brown calves with similar calving results to the rest of your herd.

The other easy way for small to large commercial herds to sample Braunvieh is to purchase a bull. MARC data cited above is almost exclusively from this scenario. Depending on your type of herd, there is a Braunvieh bull out there to fit your needs.

Consider calving ease, color preference, and carcass goals. Producers selling fat cattle on the grid based on yield grade and quality grade will likely see an improvement in one or both by using a Braunvieh bull.


Quite possibly the best use for Braunvieh in the large commercial operation might be in making commercial F1 females, a black baldie alternative. Angus females crossed with Braunvieh bulls will produce polled and black calves. These F1 females will possess all of the positive traits mentioned above along with the expected hybrid vigor. These cattle have been proven to be fertile, adaptable, efficient, and have good longevity. The steers from this F1 mating will be black and polled and quite possibly improve your performance on the grid in one generation. If those F1 Braunvieh x Angus females are then crossed back to a terminal, homozygous black bull, the offspring will be black and do very well on the grid. In this way a large commercial producer can take full advantage of the positive Braunvieh traits without taking a penalty on sale day.

One way to approach this is by using BraunX bulls at any point in the process. These bulls will be homozygous polled and homozygous black, minimizing the risk of horns or color changes in the future.

**Conclusion** – Braunvieh are a maternal breed that brings carcass merits and adaptability. Centuries of selection in the Swiss Alps and 40 years of commercial use and study in the U.S. have confirmed these benefits. The breed still has some challenges to work through, and Braunvieh may not be the perfect cow in every situation, but they deserve to be considered.

# PEARSON

**“DESIGNED FOR CATTLEMEN BY CATTLEMEN”**




**Complete Working  
Facilities for Cattle and Bison**  
*Heavy, rugged construction — Built to last!*  
**Rawhide Portable Corrals In Stock!**

---

**Quality Equipment at Competitive Prices**  
**Call about NEW PORTABLE SYSTEMS!**

*For Information or Brochures, contact:*  
**Peter Hostetler**  
**540-810-4605**




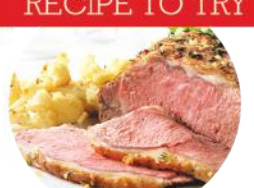



















# HOLIDAY ROAST SWAPS

Beef's great versatility means that consumers can find cuts at a variety of price points to fit their budgets, even during the holidays.

You're hosting dinner for the holidays, but your budget has changed. How do you still cook a delicious beef dinner sure to impress?

Consider these holiday roast swaps, which can be easier to find and more affordable, without sacrificing flavor.

<p><b>TENDERLOIN</b></p> <p>RECIPE TO TRY</p>   <p>Herb-Topped Beef Roast with Roasted Cauliflower</p>	<p><b>SWAP FOR:</b></p>  <p>Strip Loin Roast</p>  <p>Top Sirloin Petite Roast</p>  <p>Strip Petite Roast</p>
<p><b>TOP LOIN/STRIP LOIN</b></p> <p>RECIPE TO TRY</p>   <p>Pepper-Crusted Tri-Tip Roast w/ Garlic Sherry Sauce</p>	<p><b>SWAP FOR:</b></p>  <p>Tri-Tip</p>  <p>Top Sirloin Petite Roast</p>
<p><b>BRISKET</b></p> <p>RECIPE TO TRY</p>   <p>Beef Brisket with Savory Sauteed Apples</p>	<p><b>SWAP FOR:</b></p>  <p>Brisket Point</p>  <p>Brisket Flat</p>  <p>Chuck Roast</p>
<p><b>TOP ROUND</b></p> <p>RECIPE TO TRY</p>   <p>Walnut-Crusted Roast with Blue Cheese Potatoes</p>	<p><b>SWAP FOR:</b></p>  <p>Bottom Round Roast</p>  <p>Rump Roast</p>  <p>Eye of Round</p>  <p>Sirloin Tip</p>

**Chuck Roast**  
This cut is a good value with loads of beef flavor. Roast or braise to highlight natural tenderness and flavor.

**Brisket Flat**  
The leaner half of the whole Brisket is full-flavored and can be sliced or shredded.

**Brisket Point**  
The slightly less lean half of the brisket, this cut is juicy and full of flavor.

**Bottom Round Roast**  
Known for its great value, this cut is best for roasting or slow-cooking and slicing thin. Plus, it's lean!

**Eye of Round**  
A lean, flavorful cut often used for roast beef at the deli. It can be roasted or slow-cooked.

**Rump Roast**  
Boneless and lean, this cut is perfect for slow-cooking.

**Sirloin Tip**  
Perfect for a family meal, roast this lean cut and slice thin to serve.

**Strip Loin Roast**  
This centerpiece roast is tender, juicy and full of flavor. Plus, it's lean!

**Strip Petite Roast**  
A smaller roasting option than Strip Loin Roast. Impressive looking, yet easy to cook, juicy and lean.

**Tri-Tip**  
Boneless and fairly tender, roast or grill then slice against the grain for maximum flavor!

**Top Sirloin Petite Roast**  
Known for being lean, this cut is a smaller option and ideal for roasting.



Funded by Beef Farmers and Ranchers  
ARMS # 112921-09

# SPOTLIGHT on BRAUNVIEH

## ***Braunvieh – The Homesteader’s Cow***

**B**raunvieh evolved over thousands of years in the harsh terrain and climate of the Swiss Alps. In this environment, producers cannot support large herds, with most being relatively small by American standards, even to this day. Traditionally, most families owned one or two cows. The cows lived and worked alongside their owners, frequently under the same roof. In this scenario, cattle had to be docile, friendly, functional, and easy to work with. They needed to provide the family with milk and protein with the least input possible, gleaned from the alpine

pastures. In other words, they were “family cows.”

We don’t generally think of it in the same terms, but a family living and working in the Alps, along with their animals, was homesteading. It was the epitome of small scale agriculture, a “backyard farm,” if you will. They had a cow or two, raised a few other animals, and grew what food they could. The environment and terrain did not allow for anything else. In this scenario, the family cow had to be calm and easy to work with. She had to produce plenty of milk for her calf and the family, but not so much that she had



*Superior Braunvieh Farm*

**We offer traditional and black, docile, polled Braunvieh cattle that have performance and structural correctness for longevity.**

**Contact Us Anytime!**  
**Ryan Grigg – 704-813-7238**  
**Freddie Grigg – 704-813-6698**  
**306 Gary Beam Road • Kings Mountain, NC 28086**  
**Follow us on Facebook at Superior Braunvieh Farm LLC**





problems. If she produced more milk than her calf or family needed, that milk could be sold. Milk components — or “solids” — were also important as it was easier to store and transport cheese than raw milk. As the cheese industry evolved and grew, so did the cattle that supplied it. Just as importantly, the calf also needed to produce meat for the family. A scrawny, bony, inefficient calf was simply not functional. A cow that produced more milk than her calf could consume developed udder problems. Simultaneously, she consumed more resources than a small farm in the Alps could provide. In this environment, people needed an efficient cow that produced milk, plenty of meat, was easy to handle, and did it all on limited forage. Out of this environment stepped Braunvieh cattle.

Braunvieh are frequently described as a gentle “family cow” by many who own them, especially first time Braunvieh owners. This is not surprising given that they spent centuries fulfilling that role in Switzerland. Producers having experience with other breeds often comment on how easy Braunvieh are to work with and how docile and calm they are in general. Owners are often surprised at how easily mature cattle can be adapted to a small scale operation or even halter broken. With a little patience and effort, they seem to adapt effortlessly to their humans. Of note, this trait often tracks percent Braunvieh, with higher percentage animals adapting to the “family cow” role more easily. A personal observation based on conversations with producers that maintain a 1–2 cow operation is



that 95 percent Braunvieh or higher seems to be a sweet spot for a family milking cow. Below 90 percent is less consistent, but many wonderful and easily handled animals exist in this range.

**The challenges with dairy cattle on a homestead** – When talking to homesteaders who produce milk and milk products, you will frequently hear the same story. They tend to purchase smaller breeds of dairy cattle that consume large amounts of feed, all while producing too much milk and not enough meat. Dairy cattle are traditionally not good mothers, and their calves frequently require more input to raise than people had hoped. The owner often has to fulfill, or at least supplement, the cow’s role in raising her calf. Today’s dairy cow is not bred to be a good mother. She’s bred to produce large volumes of milk in a controlled environment.



Because of the large quantities of milk produced, people are forced to milk their cows twice a day, without a break, or their cows develop udder problems such as mastitis. All this plus an inefficient calf that does not produce a large amount of meat. Many homesteaders want a cow that can be nursed out by her calf when they are not home and takes care of her calf with minimal assistance. Instead, they are bound to that cow twice a day during lactation, in addition to caring for her calf.

The next problem with dairy cattle in a homesteading situation is that many are not hardy, self sufficient animals. Commercial dairy cattle are effectively pampered, housed in controlled conditions to optimize milk production and minimize stress. This is often unrealistic for a small farm. Dairy cattle are given plenty of high quality feed and water in a controlled environment that minimizes the risk of diseases such as pinkeye, foot rot, or heat stress. Currently, dairy animals are bred to thrive in this controlled environment. However, when removed from a highly controlled environment, they are more prone to problems. Dairy cattle are not inherently heat tolerant or drought tolerant and can be prone to pinkeye and foot problems outside of their controlled environment. To compound matters, treatment of foot rot and pinkeye can render the milk unusable during antibiotic treatment.

Another area that is often of interest to homesteaders and backyard farmers is A2/A2 milk. A2/A2 milk refers to milk produced by cows that naturally produce only the A2 beta-casein protein. Most

*The Homesteader’s Cow continued on the next page*

## The Homesteader's Cow continued from the previous page



commercially available milk contains a mix of A1 and A2 proteins. A1 is produced only in cows, the result of a mutation at some point. Humans, sheep, and goats only produce A2. The amount of A1 and A2 present in a herd is influenced by breed, with some breeds having a high prevalence of one or the other.

Some individuals report that A2/A2 milk is easier to digest — being the protein produced by humans — and may cause fewer digestive issues than regular milk. A2/A2 milk still contains lactose and is not suitable for those with lactose intolerance.

Benefits of using traditional dairy breeds for homesteading:

- Readily available
- Docile, easy to work with, used to being milked
- Large volume of milk if you're able to milk daily and have a use

for it

- Milking records and history
- Designed to produce milk
- Mothers are not overprotective of their calves

Problems using traditional dairy breeds for homesteading:

• Large volume of milk produced by dairy cattle exceeds what many families can consume/use

- Dairy cattle require milking twice a day, even when suckling a calf
- Dairy cattle are often poor mothers
- Dairy cattle consume large amounts of feed to produce milk
- Dairy calves can be labor intensive

• Dairy calves, even crossbred to beef, are not as efficient as a beef calf, and depending on the cross, may not produce a carcass with as much meat as a beef calf. Some Angus bulls crossed with

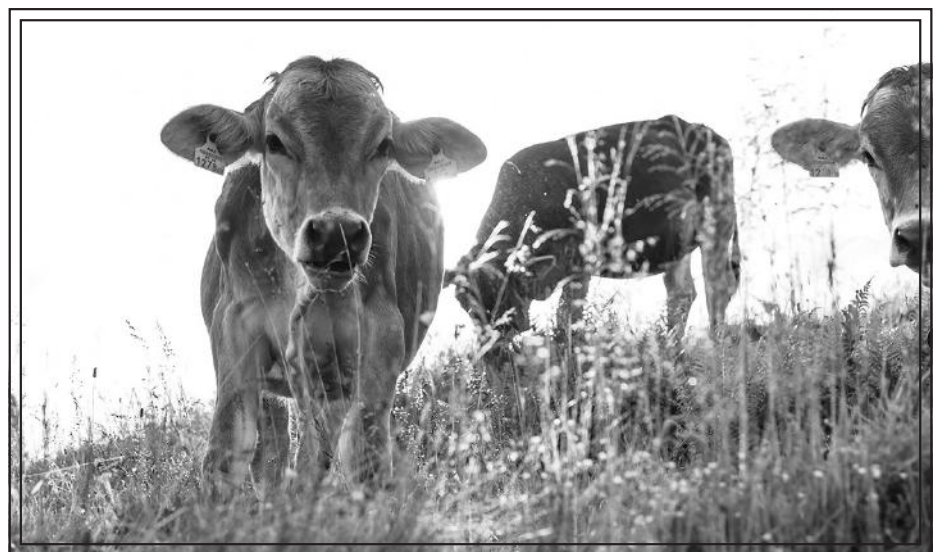
Holstein can produce a meaty carcass, but are still not as efficient at producing meat as a straight beef animal.

- Many dairy breeds are not as hearty as beef cattle

Homesteader cow wish list:

**1. Docile, family friendly, easy to work with** – Braunvieh are a docile breed and easy to work with. They evolved over the centuries in the Swiss Alps as a dairy animal in close proximity to their family and retain these traits. For the homesteader, most Braunvieh for sale have not been milked, so initially, they may require more patience and effort to get started. This is where a higher percentage or fullblood animal may adapt more quickly. Another suggestion is to start with a young heifer before her first calf. This allows you to bond and work with your animal while she's smaller and before she's expected to be milked.

**2. Produce enough milk for the family and a calf** – People who milk Braunvieh do so by separating the calf the night before and milking the cow in the morning. They can consistently yield 1–3 gallons of high quality milk. Some only milk 2 quarts when lower volumes are needed. The calf is then returned to its mother and allowed to nurse. The calf is left with the cow for the remainder of the day, getting plenty of milk to grow.



**3. Can go days without being milked if need be, or milked daily if desired** – Braunvieh do not need to be milked daily by the homesteader. If milk is not desired, the calf is left with the cow. The cow can be left with the calf for days or weeks and not milked with no negative effects on the cow or her udder. It may take some patience to get her back in the routine of milking, however.





**4. Produce high quality milk with plenty of solids** – Braunvieh milk is high in solids with high levels of beta-casein, which is excellent for cheese making. Braunvieh milk is higher in butterfat than milk from Holsteins, but not as high as that from a Jersey.

**5. Good mother** – Braunvieh are excellent mothers and are used in the commercial beef industry for their maternal qualities. They can be very protective of new calves, which is in stark contrast to the average dairy animal. This is a big difference for people used to working with dairy cattle that can have a calf and walk away. Care needs to be taken when dealing with a new baby and a Braunvieh cow. After a few days, the cow will be less protective but will continue to nurture her calf until weaning.

**6. Produce a meatier, more efficient calf** – Braunvieh evolved in a resource limited environment in the mountains, where efficiency was necessary for survival. Braunvieh are known for their efficiency and carcass merits in the beef world. Braunvieh frequently win carcass contests and score well in efficiency testing and feedouts. The breed continues to measure sires for these characteristics in both short and long term programs.

**7. Efficient, able to produce milk on limited or all grass forage** – Braunvieh do not require high quality feed to produce milk and a calf. This can be accomplished on grass alone, although if resources are extremely scarce, milk production will decrease. Under drought conditions that would be difficult for a dairy animal to function, Braunvieh can continue to produce milk and raise calves.

**8. Disease and problem free** – Braunvieh are known to have a low incidence of pinkeye and foot rot. They are surefooted with strong, sturdy hooves. These traits are known in the beef world and allow them to function with fewer problems than many beef and dairy breeds.

**9. Hardy/sturdy cow that is heat and drought tolerant** – Braunvieh are surefooted and used in diverse climates throughout the world, from the high mountains and arctic to the tropics. They are known for their adaptability and resilience.

**10. Good fertility with the availability of sexed semen** – Braunvieh have high levels of fertility and are amenable to A.I. or bull based breeding programs. There is some availability of sexed semen within the breed, but not to the extent one would find in the dairy world.

**11. High percentage of A2/A2 mothers** – The prevalence of the A2 gene in Braunvieh is harder to come by and not routinely tested for in the U.S. If this is something that is important to the producer, I highly recommend testing the individual animal. The best information on this comes from Switzerland, where all cattle are tested, and the basis for Braunvieh around the world originated. The percentage of A2/A2 in original Braunvieh in Switzerland is 67 percent. Anecdotally, that would seem to be the case in the United States. However, the test is reasonably priced, so testing is prudent to ensure a buyer is getting what they need.

**12. Longevity** – Braunvieh routinely produce calves until the age of 12–14 years. Some have gone well past that. Milk production likely falls off with time, but the rate and extent are not well documented, especially in the United States.

Braunvieh developed over the centuries as the animal of choice for small, family farms producing milk and meat on limited resources. They lived closely with their family and functioned well in that role. Those traits persist today in the Braunvieh breed, making them a viable option for the homesteader and backyard farmer.



# ASHLEY'S BEEF CORNER

## *There's No Time Like Fair Time*

By **ASHLEY HERRING**, *N.C. Beef Council*



**T**he N.C. State Fair is a reminder of harvest time and reaping the rewards of a growing season. This growing season, we've watched beef ambassadors from across the state advocate for beef in many forms at many events. Our animal agriculture educational exhibit at the fair is a place to show their efforts coming to fruition. We started with uncertain, shy young adults who became confident, assertive conversationalists as the year progressed.



The Barnyard Mooovie Theater is a collaboration between the N.C. Egg Producers Association, the N.C. Pork Council, the N.C. Farm Bureau, AgCarolina Farm Credit, the N.C. Soybean Growers Association, the Dairy Alliance, and the N.C. Beef Council. The area



is anchored by a large LED screen showcasing farm family videos and clips of chefs preparing our proteins, along with a seating space. Beside this is a kid's play spot with MyPlate food toys. This encourages little ones to build plates focused on healthy foods.

The barnyard also features the highly popular Beango game of agriculture facts. Participants find the answers to agriculture related questions by browsing the signage around the exhibit. Once they have answered five spots in a row, they receive our new Barnyard grocery tote. Many folks get excited about the game and complete their entire card. Their enthusiasm for learning at the fair is exciting and lets us know that this type of engagement is hitting the mark.

Throughout the fair, the N.C. Beef Ambassadors guided participants in their pursuit of Beango while initiating conversations about beef. Answering questions about proper cooking temperatures provides a segue to reassuring consumers that beef is an excellent choice for their meals. While ambassadors give confidence to consumers, they're leveling up on their own confidence. I commend all of them for showing up to advocate for beef. Many of them fit this into their schedules between showing livestock, classes, and daily responsibilities. Observing young adults as they interact with the non-agricultural public is always a treat. You'll see folks approach with a listening ear, a more open mindset, and a readiness to consider new ideas about agriculture. We have the ag voices ready. We've connected them with an audience that's willing to hear. Watching the harvest of our yearlong growth is on stage at no better place than the fair.

In some non-fair related news, N.C. State University's Food Science Club recently hosted me as their guest speaker. The club heard a presentation covering the beef industry, production information, and beef nutrition. Club members are interested in medical school, dental school, healthcare careers, and more. The BIWFD dry rub packets were a hit with members who shared their love of beef.





# THE BEEF CHECKOFF

**Now Working Twice as Hard for YOU  
—Nationally and at Home**

## Have You Sold Cattle on the Farm?

If so, be sure to send in your checkoff investment.

- **It's the LAW to pay the National \$1.00 Checkoff per head on all cattle sold.**
- **It's a wise investment to contribute to the North Carolina Cattle Industry \$1.00 Assessment per head on all cattle sold.**

**The National (\$1.00) Checkoff and the State (\$1.00) Assessment provides funds needed to help promote beef and the cattle industry. The Beef Checkoff program is run by producers like you and has played a vital role in increasing the demand for beef. The North Carolina Cattle Industry Assessment will support youth activities, promotion, issues management, research, and education.**

### National Beef Checkoff/North Carolina Cattle Industry Assessment PRIVATE TREATY SALES CHECKOFF/ASSESSMENT INVESTMENT FORM

Both the seller and the buyer have the responsibility to have the \$1 per head assessment for the National Beef Checkoff and the \$1 per head assessment for the North Carolina Cattle Industry Assessment collected and remitted to the N. C. Cattlemen's Beef Council. This form is designed for the seller to use in private treaty sales of North Carolina cattle.

Date of Sale \_\_\_\_\_

Seller's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Seller's Signature \_\_\_\_\_

Buyer's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Buyer's Signature \_\_\_\_\_

National Beef Checkoff

Total Number of Cattle Sold \_\_\_\_\_ x \$1.00/head = \$ \_\_\_\_\_

North Carolina Cattle Industry Assessment

Total Number of Cattle Sold \_\_\_\_\_ x \$1.00/head = \$ \_\_\_\_\_

Total Amount Remitted \$ \_\_\_\_\_

Person remitting assessment  Seller  Buyer

Send Form and Remittance to: **N.C. Cattlemen's Beef Council  
P.O. Box 1207  
Cary, NC 27512**

**FOR OFFICE USE ONLY**

Check No.: \_\_\_\_\_

Postmark Date: \_\_\_\_\_

# ❖ AMAZING GRAZING ❖

## Confessions of a Regenerative Farmer – Part 3: Fertility

By DR. MATT POORE, *N.C. State University*



**R**egenerative grazing is based on the premise that most of our agricultural land is in a degraded state and requires inputs to be productive. Managing to improve soil health will move the agricultural ecosystem in a direction that will be more productive with fewer inputs. With careful management, the ecosystem will eventually become so healthy that little or no inputs — like fertility amendments or herbicides — will be needed for optimal productivity.

While this is a really great goal, and one that really is possible for many of us, it is not as easy to get there as sometimes promoted. When I started farming 55 years ago, most of our land was pretty productive, but we cut a lot of hay and used a lot of fertilizer to stimulate yields. The standard practice was to use a complete fertilizer — 10-10-10 or 17-17-17 — in pretty high doses twice a year. Fertilizer was pretty inexpensive in those days, so this didn't seem to be a great concern.

We generally cut hay off about half the pasture area each spring, then continuously grazed the land until all the forage was gone — usually about Thanksgiving. At that point the cows started to get thin, and we eventually started hay feeding in the same convenient location near or in the barn. The result of this program was that most of the nutrients in the applied fertilizer were either removed in the hay or moved to the shade areas where the cows spent most of every day loafing. During hay feeding, the soil nutrients in hay were deposited near the feeding area. While this system maintained good production for the most part — especially in the spring — without the fertilizer there was little potential for growth.

After I grew up and went to college, I took a soils class and learned that the soil had the potential to hold on to nutrients in the form of soil organic matter. Also, some elements like phosphorus (P) were said to bind to the soil particles to be released later when needed. I also learned that if soil pH was in the neutral range — 6.0–7.0 — the phosphorus could easily be released from the soil to the plants when needed.

After returning to the farm, I realized that we need to do soil testing to really see what our status was to guide the fertilizer applications. We found that areas where we put a lot of the complete fertilizer actually had a good level of phosphorus and potassium (K), but the pH was low, with the report calling for several tons of lime per acre. Once we added that lime, we noticed that our clover stands

really came on, and the whole pasture looked much healthier.

On the parts of the farm that were only grazed, we used little if any fertilizer, and the main plant species were broom straw (broom sedge), blackberries, and KY31 tall fescue. The phosphorus and potassium levels were very low, and the pH was around 5.0. This was about half our farm, and when we penciled out the 2 tons of lime per acre and over 100 lbs of P and K that were called for, it was really expensive to get things corrected. Since we had a big land payment, we just could not afford what was recommended.

We eventually decided that this part of the farm really needed help, so we bit the bullet and applied the recommended levels of lime and fertilizer. The result was nothing short of amazing. The tall fescue rapidly came out and grew aggressively. We would mow several times per year, and the blackberries and broom straw started to disappear. Soil tests revealed that we now had medium P and K levels, and pH had recovered to 6.0.

Following that, we frost seeded with Ladino clover, and within a few years there was a really nice mix of fescue and clover. However, we were still more or less continuously grazing, so the behavior of the cows meant we still moved many of the fertilizer nutrients into the loafing areas where the cattle concentrated. We continued to add fertilizer each year to keep that good grass coming. One year we had a really strong growth response after a spring application. When



we turned the cows out, they pretty much went to pieces due to tall fescue toxicosis. This continued to happen in subsequent years.

After dealing with a lot of fescue toxicosis, we decided to only fertilize in the late summer to stimulate fall growth for stockpiling for winter grazing. This was also the time we really got serious about controlled grazing management, with the cows spreading their manure more evenly across the land. Subsequent soil testing showed that the P and K levels were staying up, and the pH remained about 5.8–6.0. Clovers really dominated in the spring. We had few fescue toxicosis problems, and we still grew a good stockpile for winter grazing.

Gradually, we started losing our tall fescue stand, which was replaced by summer grasses like dallisgrass, purpletop, and crabgrass, and red clover. We were excited about the summer grazing we were getting, but it became more and more apparent each year that we could not stockpile for winter grazing the way we did in the old days when the pastures were nearly 100 percent tall fescue.

At that point I first learned about the concepts of soil health. Plant diversity was improving on this land, and we were still getting pretty good production, so everything seemed to be in order. On the parts of the farm where we had been using fertilizer for many years, we still had good tall fescue stands, and we were still getting a good response to applying nitrogen in the fall.

The next stage in this story came with the really high fertilizer prices that occurred starting about 2007. We went ahead and put out the fertilizer in the fall, but the weather turned very dry, and we got no appreciable growth. After that point we entered a phase where we were reconsidering the economics of applying fertilizer at all.

Then, into the picture came my friend Dr. Alan Franzluebbbers. Alan is a soil ecologist who specializes in nutrient cycling. We worked together on an on-farm study to test the response of tall fescue to late summer applied nitrogen (N) fertilizer. We replicated N fertility rates on plots on a large number of farms. That first year we found some new stands of fescue that really responded to the N applications. Surprisingly, there were farms with older pastures where we saw no response with a very high yield on the zero nitrogen treatments. Where we didn't see much response to added N, there were high levels of soil organic matter and soil test biological activity. I was interested in these results, to be sure, but I told Alan that I knew we still needed to apply that 50–100 lbs of N in late summer on my farm to get a good stockpile.

After many discussions about this, Alan convinced me to put a set of N plots on our farm. To my great surprise, the soil test biological activity was high, and there was little response to the applied nitrogen! I still fought against the idea that I didn't need to be adding all that N. I had been doing it for decades and figured out I had spent about \$250,000 on that activity over 20 years! I was slow to admit that I might have wasted some of those funds!

After that, I became more of a student of soil health and came to realize that we really could grow grass without much fertility addition. The areas on the back of the farm where we had changed things so much continued to evolve into a diverse mix of plants, with red and white clover being very dominant in spring and warm season grasses coming on in the summer. We have not applied fertilizer or lime to these areas for 12 years, and soil tests still reveal

medium levels of P and K with a pH about 5.8.

This was great for our system during the grazing season, but we began feeding more and more hay in the winter as the tall fescue declined. We unrolled hay across most of the pastures, which helped keep the manure and urine in a place where it could grow grass in the future. This manure and urine contained about 95 percent of the


*Amazing Grazing continued on the next page*

2026

## NCFG C WINTER CONFERENCE

**MAIN SPEAKER: JIM ELIZONDO**

An Agronomist engineer and ranching consultant specializing in beef and dairy cattle. After discovering conventional methods degraded both land and profit, Jim developed a practical, biological approach to ranching that regenerates soil while maximizing profitability. Drawing from over 30 years of hands-on experience and global consulting, from Canada to Colombia, he created the Four Pillars of Real Wealth Ranching: Genetics, Grazing, Nutrition, and Breeding. His mission: help ranchers build healthy land, healthy animals, and lasting wealth!



**02.19.26 AT 10 AM**

HICKORY METRO  
CONVENTION CENTER

**REGISTRATION COMING SOON!!**

Join us and engage in insightful discussions that challenge perspectives!


SAVE THE DATE

NCFG C 2026

## Winter Conference

02.19.2026

HICKORY METRO  
CONVENTION CENTER



## Amazing Grazing continued from the previous page

N, P, and K that was in that hay, much of which came from someone else's farm — in purchased hay — or from our hayfields where we regularly applied fertilizer.

In more recent years, because of the general decline of our tall fescue, we made the decision to renovate the better pastures to novel endophyte tall fescue. Based on my experiences, I realized that if we wanted this to stay in tall fescue, we would have to feed it nutrients when it was needed. Currently we are putting a moderate level of nitrogen on this in spring and late summer and are back to having a good winter stockpile. Phosphorus and K remain at adequate levels, again, because of the manure nutrient recycling we get from our improved grazing management.

As part of our forage system, we also have pastures that rotate between crabgrass and Johnsongrass in the summer and ryegrass and oats in fall, winter, and spring. After managing this for several years, I observed that in early spring the grass grew very slowly with a yellowish color. There were spots of deep green grass that marked the location of fecal and urine spots that were releasing a lot of N, but they were a very small part of the total area.

I called Alan one day and told him I was convinced I needed to put some nitrogen on that ryegrass/oats to get it growing. He convinced



me to wait, predicting that I would see the nutrient cycling turn on when the soil warmed up. Sure enough, around April 1, we had a week of warm weather, and when I went out to look at those pastures, the color had turned dark green and all the grass started to grow. The soil biology came to life, and the nutrients were starting to cycle.

What I learned from that experience was that I could strategically apply a small amount of N — 30 lbs per acre — in February and have a lot of grass by early March. We don't apply this to all the ryegrass/oats, only enough to give us a month of grazing with our young stock that graze this area. Compared to other feed options, that early start to spring grazing is very economical even with the current fairly high N prices.

So what does all this have to do with regenerative grazing? First, doing a good job of grazing management and hay feeding management will keep N, P, and K well distributed on the pasture where it can do you good. Second, applying lime, P, and K to depleted soils will get you to a condition where organic matter starts to build up, improving soil health and resulting in the active cycling of these critical soil nutrients. Third, while nutrient cycling can take care of many of your fertility needs, there are still opportunities to stimulate economic growth with strategic application of N.

You will hear it said that if you apply commercial fertilizer, you will poison your soil, as the organisms are not used to the chemical form of these nutrients. If you are talking about very high levels, then that might be true. But low level, strategic application when there is demand for the nutrients appears to me to be beneficial to the overall system.

The first take home message is that you need to build fertility before you can benefit from the phenomenon of nutrient cycling. This can be done with commercial fertilizer or organic amendments like poultry litter or by unrolling or bale grazing hay.

The second message is that if you really understand the nutrient needs of your plants, you can maintain your stands and get very economical responses to low level applications of fertility. There is no simple "never" or "always" rule that can guide this. You know your land, and through making observations similar to what I have described, you can build a system that is very productive with very little application of either N, P, K, or lime.

*Your trusted bull source for 50 years!*

# UNION COUNTY BULL SALE

ANGUS | SIMMENTAL & SIMANGUS | GELBIEH & BALANCER  
SELLING 50 BULLS AND A SELECT GROUP OF OPEN FEMALES

**DECEMBER 6, 2025**  
SATURDAY • 12:00 NOON

*Sons of these industry leading sires will sell*

Other sires include Quaker Hill Black Bandolier, Wilks Regiment, Kenny Rogers, Mead Magnitude, Deer Valley Growth Fund, Iron Horse, Connealy Blackhawk, GAR Phoenix, 44 Good News, GAR Hometown Hero, Ellingson Ultimate F803, Ellingson Legacy, LBRS Genesis, LRS Elevate, SFIS Unstoppable, WS Proclamation, and more!

All bulls selling must meet minimum sale requirements for frame, weights, & growth targets. All bulls have passed a breeding soundness exam prior to the sale and are guaranteed breeders. At the Union County Bull Sale you will find producers who are focused on their customers here in the southeast and are driven to help them succeed.

Join us this year for some extra special additions as we celebrate 50 YEARS of selling bulls in Union County. Be sure to check out the catalog for more information on this year's event!

View the sale book, videos, & bid online at **DVAuction**

**2025 CONSIGNORS**

DOUBLE CREEK ANGUS • FENCE ROW FARM • JBB SIMMENTALS  
GENTRY HOMEPLACE ANGUS • K & G SIMMENTAL  
TRIPLE LLL ANGUS • W. PARKS HELMS • DONNIE MILBY

Greg Little • 704-219-1294  
Jeff Broadway • 704-221-0997

COWBOYS FOR CHRIST



# THE CHAPLAIN'S CORRAL

## Merry Christmas to All

By SCOTT HILGENDORFF, *Cowboys for Christ Chaplain*

Chances are, Jesus wasn't born in a stable. The idea of donkeys and cattle being gathered around is not as likely, either.

Those ideas, while appealing to cattlemen, ranchers, and cowboys, came along later. Now, we grow up singing Christmas carols and songs that reference them. As kids, we grew up with television specials that depicted those kinds of images. Those images are everywhere — from expensive pieces of art and home decor to jigsaw puzzles and Christmas cards. It's understandable that we would make these assumptions when we consider the Christmas story.

As a new believer, I was hungry to learn more from God's word every day. I remember looking forward to adding the reading of what we call the "Christmas Story" from Luke 2 into my Christmas traditions. Christmas morning, I opened my Bible and settled in to read through it. By verse seven, it was all but over in less than a minute of reading.

Luke 2:7 says, "And she gave birth to her firstborn son and wrapped him in swaddling cloths and laid him in a manger, because there was no place for them in the inn."

There was no urgent knocking on doors in an effort to find a place to stay as Mary was in labor. There was no description of the stable or animals gathered around. However, the story does continue with an angel of the Lord appearing before the shepherds and their journey to see the newborn Savior, but there are very few details describing that manger scene we can all picture in our minds.

The manger — a feeding trough — is our clue that there likely were animals present, and Jesus's birth most certainly was still humble. But, according to Steve Mathewson from an article with *The Gospel Coalition*, most English translations of the Bible use the word "inn," but the Greek word being used is "kataluma," which in two other places in the Bible — Mark 14:14 and Luke 22:11 — translates to "guest room."

During that time period, historical understanding tells us there was often a downstairs room where animals might be kept for warmth and protection. So, it's likely that since there was no room in the guest room where they hoped to stay, Jesus was born in a downstairs family room where a feed trough would still be present to feed the animals brought in at night.

It just doesn't leave room for donkeys and cattle.

It doesn't mean we should stop singing *Away in a Manger* and *The Little Drummer Boy*. It means we need to remind ourselves how

careful we have to be with God's word. It's easy to let our culture influence how we interpret scripture when it's scripture that needs to influence our culture.

As we think about the Lord's humble birth and being placed in that manger, a powerful scene from our Christmas stories is of an angel of the Lord appearing to a group of shepherds — an ancient version of modern cowboys — to tell them of Jesus's arrival.

Then, even more stunningly, Luke 2:13 says, "Suddenly a great company of the heavenly hosts appeared with the angel, praising God..."

The shepherds went to see Jesus and, from all their experiences, went home praising and glorifying God.

These are details we know for certain from Scripture and are our inspiration to do the same this Christmas season — letting our celebration be one that praises God for what He did for us in sending a Savior to die for our sins and give eternal life to those repentant of their sins and seeking forgiveness through a saving faith in Jesus.



# E.B.'s VIEW FROM THE COW PASTURE

## Figures Don't Lie

By E.B. HARRIS, Warrenton, N.C.

**S**ome of you might take this article as a little bit of boasting or pride. However you want to take it, yes, I am proud. I did not do it all by myself. The good Lord is just using me as a tool for a great grass growing year. As a matter of fact, I think it was the best grass year I have ever seen.

We finished weaning our calf crop, and this is one calf — number is 278M — I have got to tell you about. He was born on November

14, 2024, with a birth weight of 87 pounds. The main thing I am most proud of is that he is out of a wet two. For perspective, his mama is a first calf heifer. When we weaned him, he came across the scales pushing down at 1,250 pounds. That is a feat in and of itself, but I realized he was weaned a little bit later than normal. To top all this off, his mama weighed 1,290 pounds that same day and checked pregnant to calve again in November. I don't know how this happened, but it did. He was sired by a low birth weight, calving ease bull.

Sure, he never lacked for something to eat, but his mama was the one that gave him the most. He had plenty of grass, and we supplemented him along with some protein. I have never had anything close to that in my history of raising cattle, but I am going to keep those genetics and anything I can to continue to produce beef efficiently. When his mama comes up for winter feeding, I am going to give her an extra biscuit. I hope those genes will rub off on everybody standing close to her. Maybe we can clone her one day to produce cattle like this in that time frame. It is worth a shot. All I can say is figures don't lie.



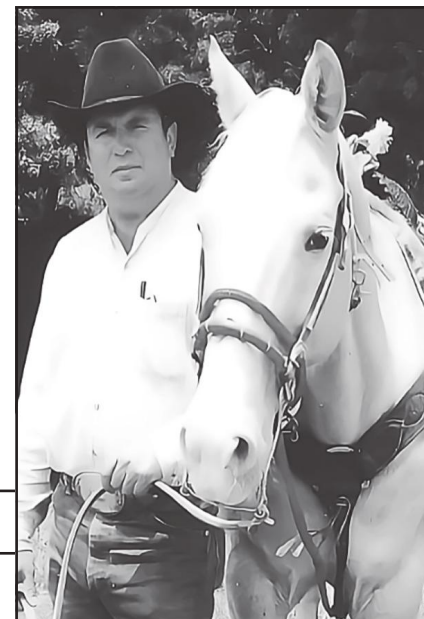
Steer calf



Mama



**Y'all have stumbled  
on the best place to  
advertise expert A.I.,  
superior genetics,  
the best in purebreds  
and outstanding farm  
supplies. Check the  
Classifieds in this issue!**





# 4TH ANNUAL BLUE RIDGE BRUTES BULL AND COMMERCIAL FEMALE SALE



**FEBRUARY 21, 2026 AT 1 PM**  
**MT AIRY LIVESTOCK EXCHANGE**  
**327 LOCUST LN, MT AIRY NC 27030**

COMPLIMENTARY BEEF LUNCH WILL BE PROVIDED | AUCTIONEER EB HARRIS

**SELLING 30 GRASS EFFICIENT MATERNALLY ORIENTED  
BULLS & 40 HIGH QUALITY REPLACEMENT FEMALES**  
**ALL CATTLE WILL SELL 100% GUARANTEED TO BE BREEDERS**  
**BREEDS: ANGUS | SIMANGUS | RED ANGUS | GELBEVIEH | BALANCER**



**DEREK GODDARD**  
828-964-9349



ClayJohn Farms

**JOHN YATES**  
336-957-0859



Quartermaster Farms

**JUSTIN CHURCH**  
828-773-6543

FOR MORE INFORMATION, FOLLOW OUR FACEBOOK PAGE: [WWW.FACEBOOK.COM/BLUERIDGEBULLS](http://WWW.FACEBOOK.COM/BLUERIDGEBULLS)

# Focus on Forage

## When Wildlife Comes to the Pasture – Deer, Hogs, and How Producers Can Protect Their Forages

By NICOLE CORREA & MAGGIE MILLER, *Clemson University*

**A**cross South Carolina, cattle producers are no strangers to the challenges that wildlife bring to their operations. Deer browsing young forage, feral hogs tearing up pastures, and other wildlife intrusions aren't just nuisances — they're real threats to pasture productivity and farm profitability.

Cory Heaton, Wildlife Specialist with Clemson University Extension, has been tracking the rising costs of deer damage in the state. Clemson research has shown that deer browsing is a growing problem in row crops and forage systems alike, costing South Carolina producers millions of dollars in lost yield. Localized deer densities are often far higher than regional averages, meaning a single farm can experience disproportionate damage.<sup>2</sup>

**What Wildlife Damage Looks Like** – The signs of deer damage are usually easy to spot — ragged stems (since deer lack upper incisors), browsed seedlings, and droppings or rubs near field edges.<sup>5</sup> Forage and soybean seedlings are especially vulnerable, though even established pastures can be affected when deer densities are high.

Feral hogs are another major concern. Now found in every county of South Carolina, hogs root up sod, create wallows, and damage fences and irrigation systems.<sup>1</sup> Their activity leaves pastures bare, exposes soil, and reduces forage productivity.

**Counting the Cost** – Beyond the visible mess, the economic toll is great. Studies have put soybean losses in the millions statewide.<sup>2</sup> For forage producers, the damage may show up as thinner stands, delayed grazing readiness, or reduced hay yields. “Deer damage is more common than many realize, especially in our high density areas,” Heaton notes.

Extension specialists recommend documenting damage carefully — using photos, trail cameras, and even simple exclusion cages to measure yield loss between grazed and protected areas.<sup>5</sup> That evidence helps determine if the cost of fencing or repellents will be lower than the production losses.

**What Works in the Short Term** – When deer pressure is high, exclusion fencing remains the most reliable defense. Permanent woven wire fences, sometimes with an electric strand on top, are effective but costly. Temporary electric netting can protect new seedlings or smaller paddocks. Hog fencing may need to be heavier duty, with buried skirts or hot wires.<sup>4</sup>

Repellents are another option, particularly for small patches or young stands. Area repellents (odor based) and contact repellents (taste based) can deter deer browsing, but they require regular



*“If you have cattle, pastureland, or raise hay like I do, you need to call Donna Byrum. In 10 minutes on the hood of my pickup, she signed me up for a program that I had no idea about. The next time she came by the farm, she brought me a check!”*

*~ E.B. Harris*

**DONNA BYRUM**  
**First Choice Insurance**

252-792-1189 • [fcipllc@gmail.com](mailto:fcipllc@gmail.com)  
For all your crop insurance needs!

Visit us online at [cattleandhay.net](http://cattleandhay.net)



reapplication, especially after rainfall.<sup>3</sup> Many producers use repellents as a stopgap until plants are established.

Other short term tactics include scare devices such as lights or noisemakers, though these often lose effectiveness as wildlife adapt. Habitat modification can help, too — clearing brushy cover near fields reduces the likelihood of deer feeding in pastures.<sup>5</sup>

**Longer Term Approaches** – For sustained relief, population management is critical. Regulated hunting and crop depredation permits, where legal, can reduce local deer numbers. Some producers partner with hunters to balance populations and reduce pressure during the growing season.<sup>6</sup>

Because wildlife doesn't recognize property lines, working with neighbors and wildlife agencies is often the most effective approach. "These are landscape level problems," notes Heaton, "and they require coordinated, landscape level solutions."

For feral hogs, coordinated trapping and removal efforts, combined with exclusion fencing, are the most effective strategies. Removing feed attractants, fencing off water sources, and securing silage piles also make pastures less attractive to hogs.<sup>1</sup>

#### **Tips for Pasture Based Cattle Operations**

- Protect new seedlings. Young forage plants are especially vulnerable to deer browsing. Temporary fencing or repellents can give them a fighting chance.

- Prioritize high value areas. Focus fencing or deterrents on fields about to be cut for hay, bale storage areas, or high investment overseeding projects.

- Monitor and adapt. Wildlife pressure shifts seasonally. Use trail cameras and pasture walks to keep tabs on where and when damage occurs.

- Plan for hogs. Exclude hogs from ponds and waterers, and don't leave feed accessible. Work with extension or wildlife officers on trapping if hogs are active in your area.

**Where to Turn for Help** – Clemson Extension provides local support for producers dealing with wildlife damage. County agents and specialists like Cory Heaton can help design site specific management plans and connect farmers with state or federal abatement programs. Resources from other land grant universities, including Oklahoma State and the University of Maryland, offer practical fencing designs, repellent comparisons, and economic decision tools.

**Final Thought** – Wildlife will always be part of the Carolina landscape. For cattle producers, the key is making sure that deer, hogs, and other nuisance wildlife don't tip the balance against profitability. By monitoring losses, applying the right mix of short term and long term strategies, and coordinating with neighbors and agencies, producers can protect their forages and keep pastures productive.

#### **References**

<sup>1</sup>Clemson University Extension

<sup>2</sup>Farm Progress (2022)

<sup>3</sup>Clemson HGIC "Management Practices for Reducing Deer Damage"

<sup>4</sup>Oklahoma State University Extension deer damage fact sheet

<sup>5</sup>University of Maryland Extension "Integrated Deer Management"

<sup>6</sup>USDA APHIS Wildlife Services.

## S.C. Cattlemen's Association Appoints New Executive Director

The S.C. Cattlemen's Association (SCCA) has appointed Amber Starnes as its new executive director. "I am excited to step into this role and to continue advocating for and promoting the outstanding work of cattle producers throughout our state," Starnes said.

A native of Chesterfield, S.C., Starnes brings extensive experience in animal science, producer support, and industry advocacy to the position. She earned her bachelor's degree in biology from Coker College in 2008, followed by a master's degree in animal science with a concentration in beef cattle genetics in 2010. Since 2013, she has served as an area livestock and forages agent with Clemson Extension, where she has provided guidance, expertise, and on-the-ground support to cattle producers across the region. Starnes lives in Chesterfield with her husband, Scotty, and their two sons, Tanner and Tyler. Known for her dedication to the beef cattle industry and her commitment to advancing South Carolina's cattle sector, she is eager to take on this new leadership role.

SCCA looks forward to the vision and energy Starnes will bring as she works to strengthen and support cattle operations statewide.

We would like to send a special thank you to Travis Mitchell for his service and dedication to SCCA as executive director and wish him the best in his new role!



# Tax Planning for Cow/Calf Operations – Don't Let the Snowball Roll Out of Control

By TINA BARRETT, *Nebraska Farm Business Inc.*

The past several years have been profitable for cattle producers. Cow/calf operations are amid a period of unprecedented high incomes — something that crop farmers experienced back in 2012 and again in 2022. Strong income years are a blessing, but they also bring challenges — larger tax bills, pressure to spend on prepaid expenses, and the temptation to push income forward or load up on depreciable purchases. There are some lessons that we can learn from the peaks of crop profitability that will hopefully avoid some of the pitfalls that come with a downturn that is inevitably ahead.

Early, proactive tax planning is one of the most valuable tools you have. Getting to your tax preparer sooner will allow you more time to make the adjustments that are right for your operation. Oftentimes, if you have just a few weeks to move a lot of income around, panic or quick decisions can turn into decisions you wish you hadn't made.

**Smart Spending vs. Quick Spending** – The most common mistake I see is year end panic spending. A producer says, “If I buy this piece of equipment, I'll save on taxes.” But let's step back and do the math.

If you spend \$100,000 just to save \$30,000 in taxes, you still spent \$70,000 you did not need to. It often makes more sense to have that \$70,000 available to pay down debt and shore up liquidity for the next downturn. Debt reduction cannot happen without taxable income, especially when that debt is carryover operating or land debt. To have money to pay principal (a non-deductible expense), your taxable income must be higher than your non-farm expenses, income taxes, and principal payments for the year. If it is not, you will have to borrow more money from your operating note to pay for your expenses.

Buying assets or breeding livestock should be a business decision first and a tax decision second. When the order flips, that snowball of debt, depreciation, and future tax problems starts rolling — and it

# West End Precast

## 276-228-5024

### PRECAST CONCRETE FEED BUNKS



J-Bunks = \$200-\$225

U-Bunks = \$200-\$225

Calf Bunks = \$150

Water Troughs = \$400  
Pads = \$250  
Tanks

Truckload Discount = \$10/each

Prices FOB Wytheville, Virginia • Delivery Available

can grow faster than you think.

**Using Depreciation Wisely** – Accelerated depreciation can be an excellent tool, but it needs to be used with caution. We have two options to accelerate depreciation – Section 179 and Bonus (or Special) Depreciation. Both of these provisions received updates with the One Big Beautiful Bill Act passed in July of 2025. The bill enhanced Section 179 limits and made 100 percent bonus depreciation permanent.

- **Section 179** – For 2025, producers can expense up to \$2.5 million of qualifying purchases, with a phase out starting at \$4 million. That includes equipment, breeding livestock, and certain improvements. It does not include multi-purpose farm buildings such as a machine shed.

- **Bonus Depreciation** – Bonus depreciation allows you to deduct 100 percent of the purchase price of almost all new or used farm assets in the year of purchase with no limit. This option includes pretty much all asset purchases, including multi-purpose farm buildings.

The key difference between these two options is flexibility. Section 179 allows you to elect in through a dollar-for-dollar method. You can choose any dollar amount up to the limits that you want to use. With bonus depreciation, you must elect out by asset life class (e.g., all seven year assets), not just individual purchases. That makes it an “all or nothing” choice for each category.

Between these two tools, most farm assets can be written off in the year they are acquired. That’s powerful – but it also means you can run out of depreciation when you need it most. Stretching deductions across multiple years often makes more long term sense, especially when you are financing the purchase. In future years when you need to make principal payments, you won’t have a deduction to offset that cash outlay. If you are paying for capital purchases with cash or recognizing gain on the sale of a traded asset, then using accelerated depreciation makes sense.

**Prepaying Expenses** – Another common tax strategy is prepaying expenses. IRS Publication 225 – the *Farmer’s Tax Guide* – allows prepaying certain ordinary farm expenses if they meet the following guidelines:

- The expense must be for a specific quantity (e.g., 500 gallons of fuel, 50 tons of hay).

- It must be for a business purpose, not just to reduce taxes.
- The prepayment must not be a mere deposit – it must be for an actual purchase, not just money held on account.

Feed, seed, fertilizer, chemicals, fuel, and vet supplies are examples that may qualify. Prepaying can be a good tool when used deliberately, but don’t prepay just for the sake of lowering taxes if it strains your cash flow. Also, be sure to consider the impact that operating interest rates have on these decisions. With higher rates, the cost of carrying prepaid expenses can be significant and could be more than the actual tax savings. Planning prepaid expenses with a business first, tax decision second mentality can save your operation money in the long term.

**Balancing Debt and Cash Flow** – High income years bring a unique temptation: borrowing money to “buy down” taxes. But remember – debt payments don’t go away just because income is lower next year (or three years from now). If you finance \$200,000 in new purchases to save taxes today, you’ve committed to making those principal and interest payments for years to come.

That’s where liquidity and cash flow planning become critical. Having strong cash reserves gives you options when markets soften, interest rates rise, or other things out of your control impact the operation. Paying down debt in good years may not feel as exciting as driving home new equipment, but it often leaves your operation in a far stronger position. This has to be one of the biggest lessons we can take from crop operations. The high profit years led to increased spending and debt. When margins got tight, those debt payments were still waiting to be paid.

**Final Thoughts** – High income years are opportunities to build lasting strength into your operation. By planning early, spending wisely, and using depreciation and prepayment strategies with care, you can lower your tax bill without creating tomorrow’s snowball problem. Smart tax planning keeps that snowball from gaining speed and size. Done wrong, it can crash into your operation. Done right, it can melt into opportunities that keep you stronger for the long haul.

The goal isn’t just to reduce taxes – it’s to keep your ranch resilient, flexible, and ready for whatever the cattle markets bring next.

A webinar by the author can be viewed at [cap.unl.edu/tax-planning-2025-webinar](http://cap.unl.edu/tax-planning-2025-webinar).

<b>2025 South Carolina Sale Barn Cattle Receipts</b>												
	January	February	March	April	May	June	July	August	September	October	November	December
Darlington	950	949	1,581	586	688	903	723	1,210	1,410	1,465		
Laurens	966	779	603	614	619	726	499	1,141	800	1,079		
Orangeburg	770	809	610	403	509	574	613	1,293	1,022	1,100		
Saluda Livestock Market	2,218	2,297	2,089	1,773	2,353	2,829	2,348	4,060	3,254	2,100		
Saluda Stockyards	760	507	604	466	465	796	379	1,282	946	1,403		
Williamston	2,193	1,847	1,481	1,130	509	1,863	1,396	2,285	1,671	2,444		

# Have You Herd

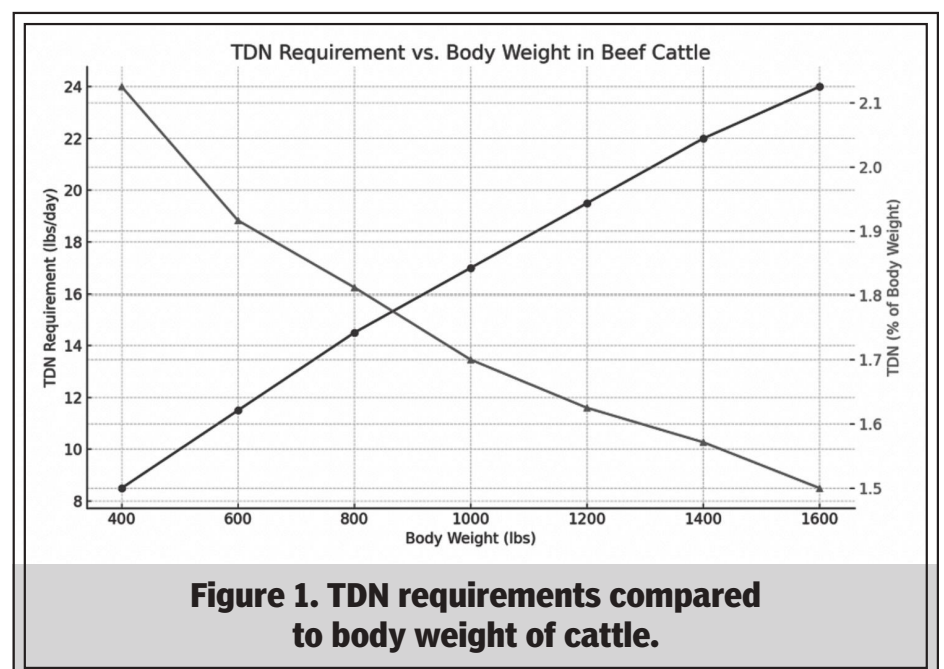
## Large Is Not Always In Charge

By ELI ROBERTS, N.C. State University -- ANS 402 Beef Management

**I**s there such a thing as too large when it comes to beef cattle? A basic rule of thumb within the beef cattle industry is that the more meat they can offer, the more money you will get in return. According to this standard, it is very easy to come to the conclusion that the goal of a beef cattle producer is to pack on as much quality size on their cattle as possible. However, too much of anything can do more harm than good. When it comes to the size of your beef cattle, too much can result in less total profit. While an increasing amount of meat on a carcass at slaughter does increase the cost, we also must look at the production factors that are also affected when the overall size of cattle increases.

### What are the implications of having an oversized herd?

- **Feed Efficiency** – The implications of having a beef cattle herd consisting of very large animals can appear at many different levels of the industry. The implications during the production of the cattle can be shown when looking at feed costs compared to profit. The number one form of feed for any pasture style production farm is the forage provided. If the cattle are too large and require more daily forage to maintain their body score, the available forage will decrease faster than that of feeding average sized beef cattle. It is estimated that larger cattle will consume 20–30 percent more forage than normal sized cattle, along with having around a 22 percent increase in energy requirement.<sup>1</sup> In Figure 1, you can see that total digestible nutrient requirements increase with the increasing body weight of the cattle. This supports the idea that the amount of forage and feed consumed will increase with a larger framed herd. Once the forage is depleted, the producer must incorporate larger amounts



of supplemental feed, which increases the total costs of production while simultaneously decreasing the total profit of the operation.

- **Weaning Weight Efficiency** – Another form of production that is affected by the overall size of beef cattle is their weaning weight efficiency. This is the comparison of the weight of the cow versus the weight of the calf at weaning. While larger cattle typically wean a larger calf, the weight difference is not large enough to create a more favorable weaning weight to cow weight ratio than for the average sized beef cow. According to a study in Nebraska, an extreme increase in body weight even decreased the amount of calves



weaned.<sup>5</sup> When putting this ratio into perspective of an entire herd, the increased weaning weight efficiency of the slightly smaller beef cattle allows for a higher efficiency of production while also limiting the amount of total energy required per head. As cow size increases, the stocking rate also increases as long as your total head of cattle isn't adjusted. This increase in stocking rate will lead to decreases in things like rebreeding success, weaning weights, and fertility. With these decreases in vital levels of production, it is safe to say that having cattle too large in size can negatively impact your overall profitability of production.

As you can see in Figure 2, as the weight of the cattle increases, you do not achieve a smaller cow-to-calf ratio. This concludes that even with the increase in cow size, the weaning weight efficiency remains the same.

COW WEIGHT (lbs)	CALF WEANING WEIGHT (lbs)	RATIO (Cow:Calf)
1,000	400-500	2.0-2.5
1,400	560-700	2.0-2.5
1,800	720-900	2.0-2.5

**Figure 2. Ratio of cow weight vs. the weaning weights of their cattle.**

**What is the ideal size for cattle? How can I determine this for my herd?** According to the Beef Cattle Research Council's research on cow size,<sup>4</sup> the ideal cow size depends on three factors, including the available genetics, environment, and goals of the producer. These key points are also supported by the Northern Ag Network in their studies on beef cattle.<sup>2</sup> Producers around the world are all unique, including farm size, economic goals, and availability of resources. The ideal size of beef cattle depends on all of these factors. If you are a producer with lots of excess availability of forage and pasture, which can help to decrease overall feed costs, you can afford to have slightly larger cattle on your farm. However, if you are a producer with little forage and rely solely on supplemental feeding, you might aim for slightly smaller framed cattle that remain efficient in producing consistent calves, resulting in more consistent income. The ideal size of cattle on your farm can be achieved once you consider these factors and incorporate them into your own farm.

When you are selecting your feed sources, grazing availability, marketing strategies, and successful pregnancy rates, it is a great idea to consider the requirements of different sized cattle. If you have strong economic benefit and can handle lots of overhead costs, a larger frame cow could lead to more profit. Having the ability to cover costs surrounding issues such as less calving ease, higher feed requirements, and larger land upkeep can provide for a larger income once the cattle reach sale. However, for farmers who do not rely solely on production for income or cannot be as involved in their herd, it could be smarter to maintain a smaller bodied herd.

This would allow for less required feed and total digestible nutrients (TDN) while also decreasing the total input of money into the operation. Along with feed requirements, the dystocia rates during calving also increase with larger calves being produced. Cows that present consistent dystocia issues will continue to cost the producer money. When selecting your cattle, be sure to look at birthing success rates and dystocia rates to see which sets of cows will maximize your profit. While the payday will be a little smaller than that of a larger animal, the input, energy required for production, and dystocia rates will not be as intimidating or threatening to your profit. The key is to look at your environment and goals of production to find this ideal weight of cattle while also selecting replacement heifers or bulls based off these observations.

**References**

<sup>1</sup>Drovers. (2024) "Are Your Cows Too Large?" [www.drovers.com](http://www.drovers.com).  
<sup>2</sup>Northern Ag Network. (n.d.) "What Is the Ideal Cow Size?" [www.northernag.net](http://www.northernag.net).  
<sup>3</sup>K-State Research and Extension News, (2020) "Cattle Chat: Targeting Optimum Cow Size." [www.ksre.k-state.edu](http://www.ksre.k-state.edu).  
<sup>4</sup>Beef Research. (n.d.) "Finding the Right-Sized Cow." [www.beefresearch.ca](http://www.beefresearch.ca).  
<sup>5</sup>Zeigler and Musgrave. (2020) "The Impact of Cow Size on Cow/Calf and Postweaning Progeny Performance in the Nebraska Sandhills." [Translational Animal Science. pmc.ncbi.nlm.nih.gov](http://pmc.ncbi.nlm.nih.gov).  
<sup>6</sup>Agriculture.com. (n.d.) "Does Cow Size Really Matter?" [www.agriculture.com](http://www.agriculture.com).  
<sup>7</sup>Farm Credit of Virginias. (n.d.) "Purebred vs. Commercial Cattle." [www.farmcreditofvirginias.com](http://www.farmcreditofvirginias.com).

Have You Herd is written as a portion of ANS 402 Beef Management course requirement at N.C. State University Department of Animal Science under the instruction of Dr. Carrie Pickworth. The opinions of Eli Roberts are not necessarily those of N.C. State University or Dr. Carrie Pickworth.



---

---

# You Decide!

---

By DR. MIKE WALDEN, *William Neal Reynolds Distinguished Professor Emeritus, N.C. State University*

---

**You Decide: Why Are Gas Prices Down, Food Prices Up?** Two of the most important purchases by consumers are food and gas. We obviously need food to sustain ourselves, and most of us enjoy the experience of eating. Because we are a mobile society, with gas powered vehicles being used by many for transportation, gasoline is important to our daily activities — going to work, school, shopping, and a variety of other destinations.

The federal government's data show that food and gas spending combined account for 13 percent of the average household's spending. However, the share is 40 percent for low income households. Furthermore, these numbers understate the true impact — especially of spending on gas — because gasoline is a key input into many other products and services we buy.

The conclusion is consumers should — and indeed, do — watch food prices and gas prices, because those two prices are key to our economic well being. When food and gas prices rise faster than our incomes, our standard of living declines. But when food and gas prices fall, most of us see our standard of living rise. The exceptions are those who make their living producing and selling gas and food, such as petroleum companies and farmers.

Hence, we smile and have an added zip in our steps when we see gas and food prices go down, whereas we frown and become more frugal when gas and food prices go up.

The problem today is we don't know whether to smile or frown, because gas and food prices have been moving in opposite directions. Recently the gas price per gallon has trended down, and it is now 15 percent lower than two years ago. In contrast, food prices have been trending higher, now being 3 percent higher than a year ago and 26 percent higher than in 2020.

Today's column addresses several questions about this situation. Why are gas prices falling while food prices are rising? Shouldn't all prices move in the same direction? Will the trends we're seeing today of lower gas prices and higher food prices continue? Finally, and perhaps most importantly, what can consumers do about today's situation, especially with higher food prices?

The fact that gas prices have been dropping and food prices have been climbing shows that each commodity has its own economic situation, usually based on the commodity's supply and demand. "Supply" means how much is available for consumers to buy, and "demand" is a measure of how much consumers want to buy at a given price.

The major reason gas prices are falling is that oil supplies — the source of gasoline — have been increasing. U.S. oil production is now

at an all time high, and production from the dominant oil producing countries of the world — OPEC — is up 5 percent this year. More plentiful oil means more plentiful gasoline and downward pressure on gas prices.

Understanding food prices is more complicated because many different foods are involved, and each often has a unique economic situation. During the most recent annual period, coffee, fresh vegetables, and meat have had the largest increases in prices. Coffee prices are up 20 percent, some fresh vegetable prices have risen 38 percent, and meat prices for beef and veal are 15 percent more expensive over the past year.

Tariffs have contributed to higher coffee and fresh vegetable prices because a significant portion of those commodities are imported. And remember, tariffs are paid by the domestic importing company, not by the foreign exporting company. We are now seeing many U.S. companies passing the cost of the tariffs on to consumers.

Meat prices, especially for beef, have been adversely impacted by drought and smaller beef cattle herds.

So, what's the outlook? Will the good news continue for gasoline prices, and could the bad news shift to good news for food prices?

Right now, energy experts see the good news continuing for gas prices, with the per gallon price predicted to average \$2.90 in 2026. However, oil prices are influenced by international politics. We saw this recently when oil prices jumped immediately after U.S. sanctions were placed on Russian oil. The sanctions are intended to reduce sales of Russian oil and hurt the financial ability of Russia to continue the war with Ukraine. Since Russia is a major world oil producer, taking Russian oil off the international market will reduce world oil supplies and put upward pressure on oil and gasoline prices. So, watch international events.

Weather and disease affecting animals have impacts on prices. But because weather and disease are often not predictable and controllable, there's less certainty about food price forecasts. Still, keeping that limitation in mind, experts are now predicting a 2.3 percent increase in food prices in 2026. This is lower than 2025's increase and also less than the ten year average for annual food price inflation. If tariffs are eventually reduced or eliminated, food price inflation could be even lower.

If these positive forecasts are wrong and both gas and food price inflation are higher, then what can you do? The economic answer is to conserve and substitute. First, try to use less of the items that now cost more. Second, switch to suitable, less costly substitutes for the item that is now more expensive. For example, if beef is too

expensive, see if protein alternatives like fish and pork are less costly and acceptable for you.

Prices rise and fall for most products and services we use. But because the prices don't always move in tandem — as recently with gas and food — understanding price changes can be confusing. If I've done my job of explaining recent price changes, then maybe you can make sense of why some prices go up and others go down. But you decide.

**Y**ou Decide: Will A.I. Be a Net Plus?. A.I. — the abbreviation for “artificial intelligence” — appears on a path to be a bigger part of our lives. Initially confined to labs and a few companies, A.I. is now a major part of the investment world. It is in the middle of international competition — particularly between the U.S. and China — and it is sending both worries and excitement to the labor market.

Each of the three key segments of our economy, including businesses, consumers, and workers, has a stake in artificial intelligence. The big question is whether the impacts on each will be a net plus or a net minus?

Before I address this important question, let me review exactly what A.I. is. A.I. is a technology that combines three parts of today's world: the availability of large amounts of data, the development of computer programs analyzing this data, and efficient, high speed computers that can quickly provide the results of the analysis.

Here's a quick example. When I was a youngster in the 1950s, my parents would take me to our family doctor, Dr. McClellan, who relied on knowledge he learned in medical school to make diagnoses. Although Dr. McClellan was a good doctor, his training was likely decades old. He could try to keep up on new information by reading medical journals, but limited time likely kept him from knowing all the latest information.

A.I. can solve this problem. In the future, if a patient is suffering from a medical issue, the patient's symptoms and other characteristics will be fed into an A.I. program on the doctor's computer, and mere seconds later, a diagnosis and suggested treatment will be given. Importantly, the diagnosis and treatment will be based on an analysis of people with similar characteristics — such as age and gender — and similar symptoms using data from

across the country and maybe from across the world.

The same process using A.I. will be used for many situations to help consumers receive better service and outcomes. But the benefits to consumers from A.I. won't stop here. Businesses of all types will use A.I. to become more efficient. Increased business efficiency means cutting waste and getting more production value from inputs to the production process, including labor. And greater business efficiency often leads to lower prices for consumers.

Here's a quick detour into how A.I. could help an iconic North Carolina industry, textiles. Textiles was a dominating industry in North Carolina for decades in the 19<sup>th</sup> and 20<sup>th</sup> centuries. But international competition, especially in the form of lower cost labor, reduced the ability of domestic textile firms to compete, and hence the industry declined.

The good news is that many textile experts believe that the use of A.I. in textile mills will reduce waste and increase worker productivity enough so that the U.S. textile industry, including in North Carolina, will increase its competitiveness and boost its production and sales. While the industry will not necessarily regain its dominance of earlier times, it will experience a recovery.

Hence, so far, it appears that the use of A.I. will create benefits for businesses and for consumers. Yet, some worry about A.I. being used to produce results that could have adverse outcomes. The news has covered examples, with many of the situations focusing on younger individuals. Of course, this is a concern, and the question is if these adverse uses of A.I. can be controlled while at the same time preserving the benefits.

The last group to address is workers, and this may be the most challenging group because there will likely be pros and cons for workers.

On the “pro side” is the likelihood salaries will rise for workers who become more productive due to A.I. as well as for workers who receive special training for developing, maintaining, and using artificial intelligence. There will be a surge in schools creating training in A.I. and an increase in jobs for A.I. trained individuals with good salaries.

But the downside is that A.I. will likely reduce, or even eliminate, many other kinds of jobs, including many with good salaries. Any occupation that requires analysis of data, such as bookkeeping, investing, and even management, will be vulnerable to being performed by artificial intelligence. A recent study found the use of A.I. resulted in fewer jobs in engineering, financial analysis, computer science, and architecture.

This discussion leads to one of the ironic impacts that some experts forecast will occur from artificial intelligence. This is that A.I. will lead to a reduction in income inequality. In other words, the gap between higher paid workers and lower paid workers will decrease. How so? It is because A.I.'s analytical abilities will replace numerous high paying jobs that now perform those analyses, as cited in the previous paragraph. At the same time, workers without that higher level training will be able to use A.I. to give the same results, hence increasing their value and pay.

A.I. is here to stay, and its impacts on our lives will be increasingly seen in the coming years. Will A.I. be a net benefit to our society? As with most things, A.I. will have benefits and costs. Clearly, this is a situation where each individual will have to decide.





# Clemson Corner

## Manure Utilization

By BRYAN SMITH, AMBER STARNES, KATIE SILVER,  
CAROLINE SAATHOFF, & LEE VAN VLAKE, *Clemson University*

Utilizing livestock manure is important for multiple reasons, including preventing potential impacts in rivers, streams, and groundwater, along with avoiding complaints and possible suits. Many states, including South Carolina, have regulations that require proper utilization and application of manure.

Using manure as a crop nutrient source has been a long standing practice for many agricultural operations. It is important to be sure you are keeping track of some key factors. The first step is soil testing. It is crucial to know the nutrient status of the soil and the requirement of the crop to grow. It is also important to know the nutrient content of manure. These factors will determine the proper manure application rate. Applying manure uniformly at the correct rate and in a timely fashion determines the success of plant nutrient utilization. Utilizing manure can reduce or eliminate the need for other nutrient sources; however, it is important to have an analysis of what is available to determine if any supplemental nutrient sources are required.

**Manure Sampling** – Manure sampling is an easy and straightforward process that should be done at least once a year and/or when the feed composition significantly changes. Obtain a quart or more from 10–15 locations in the solid manure pile or the house – not just from the surface. Mix these samples together in a clean plastic bucket. Fill a pint plastic bag with manure and twist tie to seal it. Place that bag into a Ziploc bag and seal it. Keep the sample refrigerated until it can be delivered to the local extension office. For liquid manure, obtain a cup of liquid from 10–15 locations in the lagoon or holding pond. If agitation is used, the lagoon should be agitated before sampling. Samples should be taken 2–3 feet below the surface. Mix these samples together in a clean plastic bucket. Fill the 8 ounce plastic bottle with liquid, leaving 1 inch of air space in it for expansion. Keep the sample refrigerated until it can be delivered to the local extension office.

**Soil Sampling** – Soil sampling – recommended 6–8 inches deep – should be conducted for each field prior to manure application to determine the appropriate application rate. Each field should be sampled at least once a year. Each soil sample should represent approximately 10 acres of land or less. Take a sample from 6 to 8 locations in the field or pasture, mix these in a clean plastic bucket, and use the mixture to fill the soil sample bag – or a pint Ziploc bag if the soil sample bag is not available. Sampling in 10 acre blocks allows the grower to tailor manure and/or lime applications to each individual area of the field, increasing nutrient use efficiency.

**Manure Utilization Plans** – Manure application must follow the farm's nutrient utilization plan. Many farms will be on a nitrogen

based plan, which means the manure may be applied to provide all the nitrogen needed for the crop. If fertilizer is used in addition to manure, the amount of fertilizer added may not exceed the nitrogen requirement for the crop. Excess nitrogen can leach to groundwater, cause crop lodging, or high nitrate concentrations in forages. Soil sample results will provide nitrogen needs for the crop to be grown.

Corn is typically fertilized based on yield potential, requiring roughly 1.2 pounds of nitrogen per expected bushel of yield. Other row crops, like cotton and wheat, may require 80–100 pounds of nitrogen per acre. The important thing is to count all the available nitrogen supplied by the manure application, especially when the crop will be side dressed or top dressed later. Studies conducted by researchers at the Pee Dee Research and Education Center in Florence, S.C., have shown that the best economic return point for corn with 4 tons of poultry litter applied pre-planting per acre was to apply 40 units of nitrogen per acre side-dressed. Increasing the side dress rate had marginal – if any – increases in yield and resulted in a lower income per acre due to increased fertilizer costs. Similarly, wheat with 3 tons of poultry litter applied pre-planting per acre had the best economic return with 30 units of nitrogen top dressed. Adding more nitrogen at top dressing caused a return of less than that which was not top dressed due to crop lodging and fertilizer costs.

Forage crops such as Bermuda hay may require from 240 to up to 400 pounds of nitrogen per acre, depending on harvest amounts and the use of irrigation for production. Bermuda pastures may require up to 150 pounds per acre. In both cases, the applications should be split to better utilize the nitrogen over the course of the year.

Fescue pasture will require 100 pounds of nitrogen per acre; Bahia will require 100–140 pounds per acre depending on management. Temporary forages such as millet or annual rye may require 100–120 pounds per acre. Soil test results should provide these needs based on the crop and also provide split application timing.

Animal manure should not be applied to dormant crops nor more than 30 days before planting. The greatest portion of the phosphorus and potassium in the manure will be there after 30 days, but the plant available nitrogen in the manure will move with soil water and leave the field, providing little benefit. For best results, apply manure when the crop is actively growing or at planting.

Use of animal manures for multiple years can elevate the phosphorus levels in fields. Phosphorus binds tightly to soil particles and does not cause plant nutrient issues in excess. The concern is that there may be erosion from the field, which may carry

phosphorus with it to nearby water bodies and cause issues such as excessive weed growth or hypoxia. Growers with fields testing high in phosphorus may be required to use a phosphorus based manure application rate and then supplement the nitrogen with commercial fertilizers, such as 34-0-0 or 15-0-15 as needed. Growers should watch their phosphorus levels in the field, and if they begin to become excessive, use a fertilizer with “0” in the middle number to keep from elevating the level further. Plant phosphorus usage is much less than nitrogen or potassium, and most manure provides phosphorus in excess. Cotton, soybeans, and wheat utilize 24–28 pounds of phosphorus per year; 100 bushels of corn grain utilizes 44 pounds; 20 tons of corn silage utilizes 48 pounds; and Bermuda hay utilizes 84 pounds per year. If field phosphorus levels become elevated, the process of lowering them will take quite a bit of time.

**Value of Manure Nutrients** – Animal manure has quite a bit of nutrient value depending on the crop’s needs. Using nutrient values obtained in July 2025 of \$0.73/lb nitrogen, \$1.06/lb phosphorus, and \$0.41/lb potassium and assuming a crop that needs 120 units of nitrogen, 80 units of phosphorus, and 80 units of potassium provides the following manure values:

- Poultry Litter – \$68.40/ton
- Swine lagoon effluent (agitated) – \$259.75/acre-inch
- Dairy lagoon effluent (agitated) – \$320.63/acre-inch
- Scraped Dairy solids – \$16.29/ton

If the grower only needed 120 units of nitrogen and did not need phosphorus or potassium, the value to the grower is quite a bit less:

- Poultry Litter – \$29.20/ton
- Swine lagoon effluent (agitated) – \$110.89/acre-inch
- Dairy lagoon effluent (agitated) – \$136.87/acre-inch
- Scraped Dairy solids – \$6.95/ton

In that case, the grower might consider selling the manure to another farmer and using 34-0-0 or a similar nitrogen fertilizer for their fields. This would utilize manure more efficiently and prevent phosphorus level increases in the existing fields.

**Stockpiling Manure** – Growers should utilize manure as it is removed from the facility if at all possible. Dr. John Chastain with Clemson University tested some stockpiled manure and found that uncovered poultry litter – against regulations in South Carolina – lost 29 percent of the nitrogen in the manure in 30–45 days. Poultry litter stored in a stacking shed – per regulation – lost 27 percent of the nitrogen in the manure in 30–45 days. Poultry litter stored under a tarp – per regulations – lost 17 percent of the nitrogen in the manure in 30–45 days. Utilizing the manure as soon as possible after it is removed from the facility provides the greatest amount of nitrogen to the crop.

There are more returns to management than to any other aspect of farming. Managing animal manure utilization properly can help lower the bottom line and protect the environment.



## Have Yourself a Beefy Little Christmas.

There’s no better way to spread holiday cheer than by gathering around a beautiful cut of Châtel Farms beef. From rib roasts to ribeyes, every cut from Châtel Farms is crafted to bring warmth to your home, smiles to your table, and memories to your season.

*Come shop with us!*

Take 15% off your order at [shopchatelfarms.com](http://shopchatelfarms.com) with code **CATTLE15**.





# Tokeena Angus

*The Brand that Stands the Test of Time*

**31ST ANNUAL BULL & FEMALE SALE**



**100+ Registered & Commercial  
Heifers and Cow/Calf Pairs**

**40 Registered & Commercial  
Angus Bulls**

**SATURDAY  
JANUARY 31, 2026  
12:30 PM EST**



**WWW.TOKEENA.COM**  
Neil, Gwen, Meghan & Daniel  
864-247-0000  
Seneca, South Carolina





17<sup>TH</sup> ANNUAL

DVAuction

# THE Select Sale

## JANUARY 3, 2026

NORWOOD, NC • 12:00 PM EST

### SELLING 80 BULLS & 100 FEMALES

Registered Angus, SimAngus, Simmental, and Charolais Bulls  
Registered and Commercial Open Heifers, Bred Heifers, Bred Cows, & Pairs



EBS 568 - Basin Jameson x SydGen Bonus



EBS 558 - Basin Jameson x SydGen Enhance



EBS 555 - Basin Jameson x SydGen CC&7



EBS 510 - EZAR Step Up x CoX Excaliber 8590



### PERFORMANCE TESTED BULLS

Complete AHIR Performance Records • DNA Genomic Tested with Genomic-Enhanced EPDs • Ultrasound Data Provided  
Breeding Soundness Guaranteed • BVD-PI Tested Negative • Complete Herd Health Vaccination Program



**BRUCE & CARLA SHANKLE**  
704-694-8686 • 704-826-8848  
EBSFARMS@WINDSTREAM.NET



**BROOKE, MARCIE, & MATTIE HARWARD** • 704-322-9770  
704-322-5201 • 704-322-0831  
WWW.HARWARDSISTERS.COM

SALE HELD AT STANLY COUNTY LIVESTOCK MARKET  
CATALOG AVAILABLE EARLY DECEMBER | ONLINE BIDDING ON DVAUCTION



# YON FAMILY FARMS

# Spring Sale

## February 21, 2026

11 a.m. at the farm in Ridge Spring, SC

### SELLING 200 BULLS & 100 FEMALES

### Forage-Developed Angus Cattle

Select Offering of *Sin* Angus & *Ultrablack* Cattle

*From the program that produced...*



Free Bull Delivery  
(Georgia, Florida, Carolinas)

Kevin Yon  
803-622-4140

Lydia Yon  
803-622-8597

Drake Yon  
803-622-5015

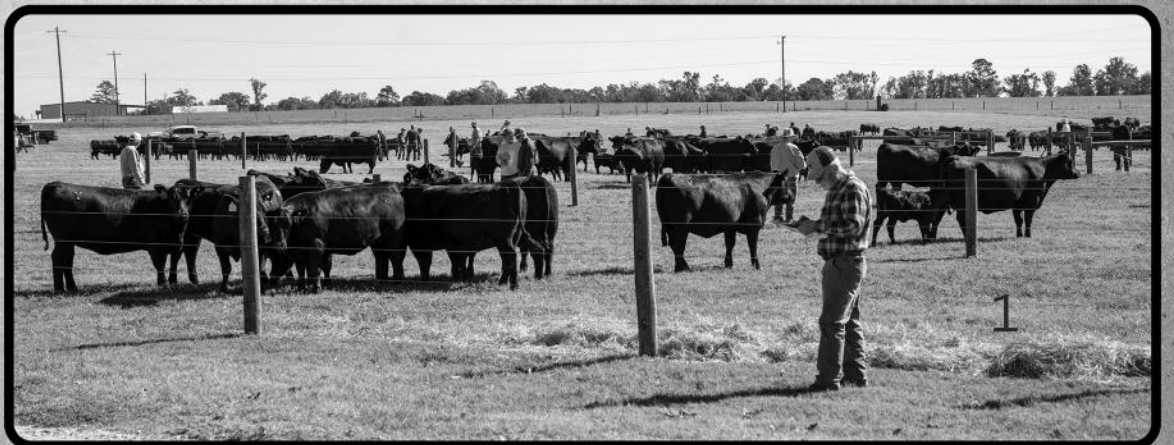
Sally Harrison  
803-312-4837

Corbin Yon  
803-480-2307

**DVAuction**  
www.yonfamilyfarms.com  
lydia@yonfamilyfarms.com



SCENES FROM THE  
**Yon Family Farms**  
**Maternal Roots**  
**Bull & Female Sale**



# Yon Family Farms Fall Maternal Roots Sale Results

Cattlemen from across the southeast traveled to the Ridge of South Carolina on October 24–25 to make their selections from the Yon Family Farms Maternal Roots Sale offering. The sale included both 353 bulls and females — mainly registered Angus, with a select offering of SimAngus and Ultrablack genetics. The sale was broadcast live on DVAuctions. Auctioneers were Eddie Burks and Dave Mullins.

The top bull, Lot 382, sold for \$107,500. Yon Southern Rock (AAA 21063553), sired by Yon Saluda, sold to Select Sires, Inc in Plain City, Ohio, Deer Valley Farm in Fayetteville, Tenn., and Circle F Farms in Baxley, Georgia. Yons retained a 1/3 semen interest.

The second top selling bull was Lot 381, Yon Gatlin (AAA 21063545), sired by Yon Saluda, selling for \$50,000 to Gatlin Cattle, in Hilliard, Florida. Yons retained a 1/3 semen interest.

Lot 200, Yon Saluda M1181 (AAA 20923819), was the third top selling bull, He is sired by Yon Saluda, and sold for \$45,000 to Trinity Farms in Newberry, South Carolina. Yons retained a 1/3 semen interest.

Lot 1, Yon Witch N03, was the top selling open heifer. She is sired by Yon Saluda, and sold for \$35,000 to Circle F Farms.

The second top selling open heifer was Lot 3, Yon Queen N259, sired by Yon Saluda. She sold for \$30,500 to Powers Angus Ranch in Rockford, Michigan.

The third top selling open heifer was Lot 5, Yon Sarah N177, sired by Yon Discipline. She sold for \$20,000 to Reasy Family Livestock in New Enterprise, Pennsylvania.

The top selling fall pair, Lot 15/15A, Yon Sarah K546, selling at \$17,500 to 1906 Cattle Company in Greenwood, South Carolina. The cow is sired by Yon Top Cut G730 and the heifer calf is sired by Basin Keystone 2021.

Top bred cow was Lot 60, Yon Sarah K718, sired by SAV Rainfall 6846 She sold for \$10,000 to Mark Montgomery of Elizabeth, Arkansas.

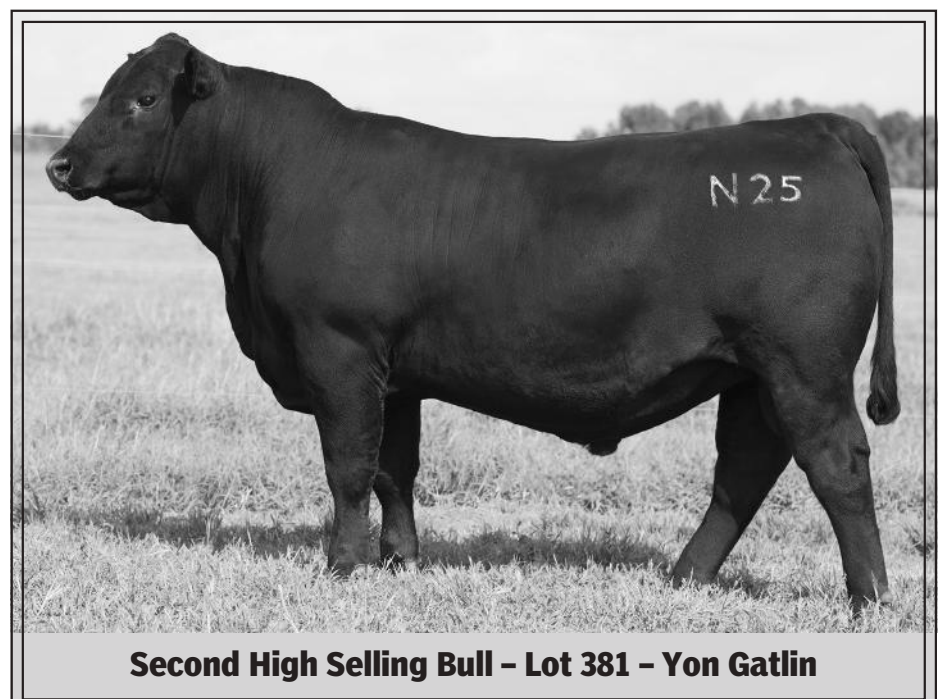
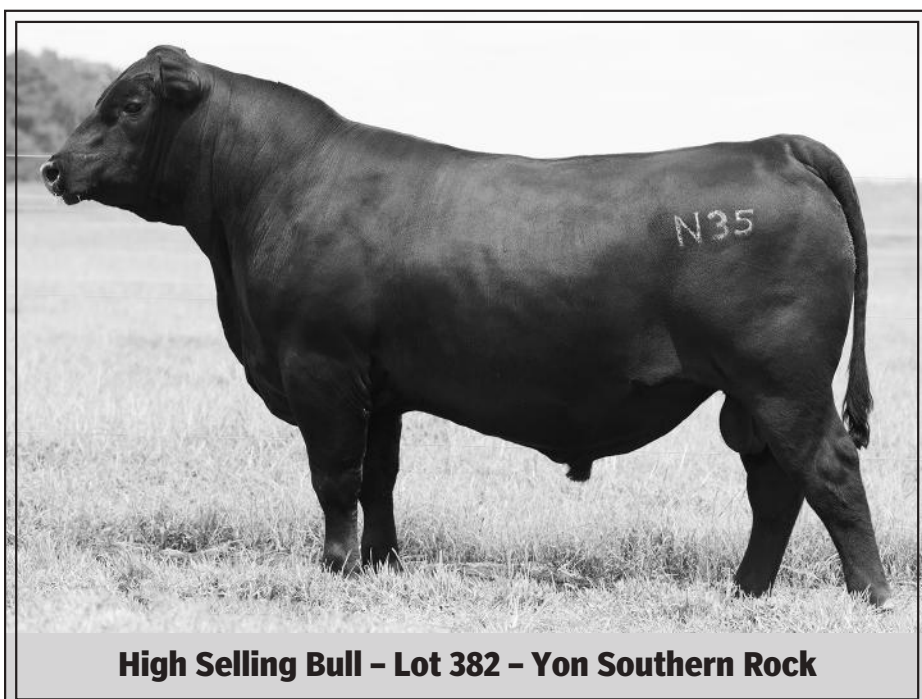
Top spring split-pair was Lot 43/43A, Yon Hazel K833 and Yon Hazel N941, respectively. They sold for \$16,500 total to Mark Montgomery for Lot 43 and 3J Angus in Shelby, N.C. for Lot 43A.

The Yon Family Farms Spring Bull and Female Sale will be held on February 21 in Ridge Spring, South Carolina. Visit their website at [www.yonfamilyfarms.com](http://www.yonfamilyfarms.com) for more information.

## SALE AVERAGES

101 Coming Two-Year-Old Angus Bulls – \$14,619 • 12 Coming Two-Year-Old SimAngus Bulls – \$11,750  
 7 Coming Two-Year-Old Brangus Influenced Bulls – \$10,214 • 107 Yearling Angus Bulls – \$13,500 • 2 Yearling SimAngus Bulls – \$10,750  
 1 Brangus Yearling Bull – \$8,000 • 10 Featured Angus Open Heifers – \$17,100 • 22 Angus Cow/Calf Pairs with Fall Calves – \$10,966  
 8 Angus Spring Pairs – \$12,344 • 29 Angus Bred Cows – \$7,276 • 37 Angus Bred Heifers – \$6,691 • 1 SimAngus Spring Pair – \$9,000  
 2 SimAngus Bred Heifers – \$5,750 • 2 SimAngus Bred Cows – \$5,750 • Brangus Influenced Fall Pair – \$6,500  
 1 Brangus Influenced Bred Cow – \$5,500 • 3 Brangus Influenced Bred Heifers – \$5,250 • 10 Commercial Bred Heifers – \$5,850

## High Selling Lots





Third High Selling Bull - Lot 200 - Yon Saluda M1181



Third High Selling Open Heifer - Lot 5 - Yon Sarah N177



High Selling Open Heifer - Lot 1 - Yon Witch N03



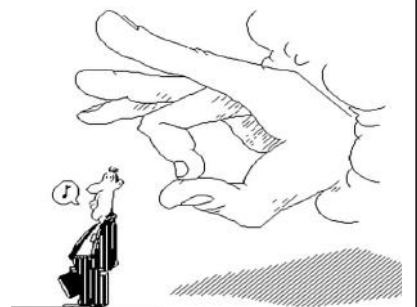
High Selling Fair Pair - Lot 15/15A - Yon Sarah K546



Second High Selling Open Heifer - Lot 3 - Yon Queen N259

**Regular copy deadline  
is DECEMBER 5 for  
the JANUARY issue**

**Spotlight material  
is due  
DECEMBER 1 for  
the JANUARY issue**



## North Carolina Angus Association

### ANGUS MEANS BUSINESS

Backed by the world's largest and most reliable genetic evaluation program.

Registered Angus genetics deliver better calving ease, more growth, and superior marbling.



#### 4K FARMS

Richard D. Kirkman, DVM  
Siler City  
919-742-5500  
rdkirkman@spectrum.net

#### BACK CREEK

Joe & Robin Hampton  
Mt. Ulla  
704-880-2488 (Joe); 704-880-3572 (Robin)  
robinbackcreek@att.net  
Facebook: Back Creek Angus

#### BILTMORE ESTATE

Kyle Mayberry - Manager  
Asheville  
828-768-1956  
livestock@biltmore.com  
www.biltmorelivestock.com

#### CARSON FAMILY FARM, LLC

John, Callie, Isaac & J.R. Carson  
Chelsie Bobbitt - Manager  
Laurel Springs  
919-306-2682  
carsonfamilyfarm@gmail.com  
Facebook: Carson Family Farm

#### CHAPMAN CATTLE COMPANY

Gary, Isaac & Bryant Chapman  
Bryant Chapman - Manager  
Taylorsville  
828-514-0526  
bryantchapman21@gmail.com  
Facebook: Chapman Cattle Company

#### CLEARBROOK ANGUS FARM

Danny Howell  
Cherryville  
704-473-8707  
trooperdhowell@yahoo.com

#### DOUBLE CREEK ANGUS

Doug Rowell  
Indian Trail  
704-787-6819  
doublecreekanguscattle@gmail.com

#### FOUR S FARMS

Kim & Connie and Jason & Robin Starnes  
Luther Lyerly - Manager  
Salisbury  
704-640-5875  
kim-4sfarms@carolina.rr.com

#### GENTRY HOMEPLACE ANGUS

Howard & Donna Gentry  
King  
336-413-6698  
whgentry@windstream.net

#### GRAGG FARMS

Paul, Chris & David Gragg  
Boone  
828-268-4136 (Paul); 828-268-4137 (Chris)  
828-268-4135 (David)  
gragg\_farms@hotmail.com

#### H&H FARMS

Buddy & Jennifer Hamrick - Owners  
Bly Hamrick - Manager  
Boiling Springs  
704-472-1912  
jennham@bellsouth.net

#### Cortney Holshouser

NCAA Executive Secretary  
919-796-2346  
ncaa.sec@gmail.com  
www.ncangus.org

#### HARWARD SISTERS

Brooke, Marcie & Mattie Harward  
Richfield  
704-322-9770 (Brooke);  
704-322-5201 (Marcie); 704-322-0831 (Mattie)  
harwardsisters@gmail.com  
www.harwardsisters.com

#### HILL ANGUS FARM

Dr. Gary M. Hill  
Hendersonville  
229-848-3695  
gmhill@uga.edu

#### HI-LO FARMS, LLC

William "Monty" & Kate Reichert  
Fuquay-Varina  
919-717-1903  
reichert.brock@gmail.com

#### JACK KNOB FARMS

Karl, Janet & Logan Gillespie  
Franklin  
828-371-2220  
karl@jackknobfarms.com  
www.jackknobfarms.com

#### LEGACY AT PINE HILL FARM

Steve Jones  
Forest, VA  
434-665-0800  
jfhokie7@verizon.net

#### N.C. STATE UNIVERSITY

- E. Carroll Joyner Beef Unit  
Matt Morrison - Manager  
Raleigh  
716-720-0227 • mdmorri8@ncsu.edu

#### SMITH ANGUS FARM

Randall Smith  
Snow Camp  
336-516-4558  
smithangusfarm@yahoo.com

#### THE 909 RANCH

Rick Ankrum  
Michael Jensen - Manager  
Statesville  
336-769-6700  
info@the909ranch.com

#### TRIPLE LLL ANGUS

Greg Little  
Monroe  
704-219-1294  
greg.little@atimetals.com

#### UWHARRIE RIDGE FARMS

Mark Wilburn  
Asheboro  
336-465-2417  
uwharrieridgefarms@gmail.com

#### VANDEMARK ANGUS

Keaton & Janie Vandemark  
Spring Hope  
252-885-0210  
keaton@vandemarkfarms.com

#### WINDY HILL FARMS, LLC

Michael A. Moss  
Will Moss - Manager  
Ramseur  
336-460-7451  
windyhillfarmsllc@gmail.com  
www.windyhillfarmsllc.com

#### WINSLOW GENETICS

Ben & Kathleen Winslow  
Halifax  
252-578-5487  
bensbulls@gmail.com

## COMMON GROUND



### Road Map With a Purpose

By MARK McCULLY, American Angus Association CEO

*“Planning for the future of the beef industry isn’t easy. It means making assumptions — about markets, technology, competition, consumer preferences, and risks to the business.”*

While we can’t predict everything, we can prepare. That’s where a strategic plan comes in. It helps us focus on what we can control, align our team around shared goals, and clarify priorities with the membership. In September, the American Angus Association (AAA) Board of Directors approved the 2026–2028 Angus Strategic Plan. This document is a road map setting direction for the AAA and its subsidiaries — Certified Angus Beef (CAB), Angus Media, the Angus Foundation, and Angus Genetics Inc. (AGI).

The process began months ago as the board and staff reviewed the 2022 plan and its assumptions about the industry’s future. Those included the evolving seedstock business, the acceleration of large private databases, new technologies, market dynamics, and member needs. Change is inevitable, but the fundamentals of raising Angus cattle and serving breeders remain timeless.

The plan is built around five key areas that matter most to registered Angus breeders, commercial cattle producers, and the beef industry.

**1. Drive Breed Improvement** – Angus cattle have long set the standard as *The Business Breed*, and we’re committed to keeping it that way. We’re investing in better data, smarter tools, and targeted research to help breeders improve maternal traits, performance, efficiency, and carcass quality and yield. Our goal — put powerful tools in breeders’ hands to advance their herds.

**2. Enhance Membership Experience and Success** – Success looks different for every member, so flexibility and diversity in AAA programs are key. Whether you’re a seasoned breeder or just starting out, we strive to make your membership valuable through great customer service, useful tools, and programs that help you reach your goals. We’re also focused on developing the next generation of Angus leaders through youth programs, scholarships, and networking opportunities.

**3. Foster Profitability of Commercial Cattle Producers** – Commercial producers are the foundation of the seedstock business. Angus genetics are a powerful asset for them, and we want to ensure they deliver maximum value. Programs like AngusLink, CAB, and GeneMax Advantage help producers capture premiums and improve profitability while strengthening industry relationships.


**4. Serve as a Trusted Industry Resource** – In a fast changing world, reliable information matters. We’re committed to offering science based insights, education, and communications for

producers and industry partners. Angus Media plans to continue enhancing *Pasture to Publish* and offering innovative marketing tools. We’re investing in modern technology and a strong team to keep breeders connected and end users informed through resources like the CAB Culinary Center.

**5. Grow Consumer Trust and Loyalty** – Buyers expect consistent quality and care about the stewardship of land and cattle. The CAB brand leads globally in delivering both, and we’re working to expand its reach, deepen loyalty, and grow the premium over commodity choice.

This plan keeps us focused, helps our staff prioritize, gives our board a clear framework, and ensures our members are part of the journey, but we need your continued feedback on how we best accomplish these objectives. We’re proud of where we’ve been and even more excited about where we’re going.


View the complete Long Range Objectives plan below.



# LONG-RANGE OBJECTIVES


*Our Mission*

*To provide programs, resources and leadership that improve and promote the Angus breed, enhance the livelihoods of family farmers and ranchers, and exceed consumer expectations.*




**DRIVE BREED IMPROVEMENT**

- Demonstrate the value of the World Angus Evaluation and produce the undisputed global currency for describing Angus genetics
- Characterize performance and carcass traits to keep Angus the preferred breed of feeders and packers
- Direct and support research for advancing the Angus breed and the beef industry
- Maintain high quality phenotypic data collection and submission by increasing the simplicity and value for committed data collectors
- Characterize maternal traits most relevant to commercial cow-calf success
- Leverage non-traditional data sources for research, economic insight and the development of enhanced or new selection tools




**ENHANCE MEMBERSHIP EXPERIENCE AND SUCCESS**

- Provide members world-class customer service and support
- Drive demand for registered Angus seedstock by increasing the value and confidence in the registration certificate and Association tools and programs
- Deliver innovative tools, programs, and services that meet the evolving and diverse needs of members while enhancing the overall value of Association membership
- Develop the next generation of Angus leaders and advocates through innovative programs, activities and scholarships for youth and young adults
- Provide opportunities for Angus fellowship and member interaction




**FOSTER PROFITABILITY OF COMMERCIAL CATTLE PRODUCERS**

- Drive *Certified Angus Beef*® brand demand and communicate best management practices for capturing brand premiums
- Engage with all segments of commercial beef production to grow understanding of and confidence in Angus genetics and programs
- Support commercial beef producers in achieving greater results through predictable, high-impact, value-driven genetic resources
- Drive AngusLink<sup>SM</sup> growth to facilitate value discovery and the return on genetic investment
- Increase the awareness and value of an Affiliate Membership



**SERVE AS A TRUSTED INDUSTRY RESOURCE**

- Offer valuable and impactful educational programming for industry stakeholders and members of all ages
- Deliver cutting-edge media, marketing and communication tools for Angus breeders and industry stakeholders
- Be a leading voice in beef genetic technology and improvement
- Employ the best and brightest team members who are committed to the successful future of Angus and the beef industry
- Be an industry resource of choice for science-based and industry-relevant beef production information and resources
- Help cattle producers connect with domestic and global beef consumers and be a leading voice on the factors influencing beef demand



**GROW CONSUMER TRUST AND LOYALTY**

- Grow supply and enhance transparency around CAB® brand production practices
- Grow CAB® sales and the network of brand partners across all business segments and product categories
- Identify and position the brand as an accessible, premium, everyday luxury
- Cultivate a richer, more personalized brand experience resulting in greater consumer loyalty
- Increase brand entrenchment and value among licensees

*FY2026 - 2028 Edition*



## Learning and Networking at NCAA Fall Field Day

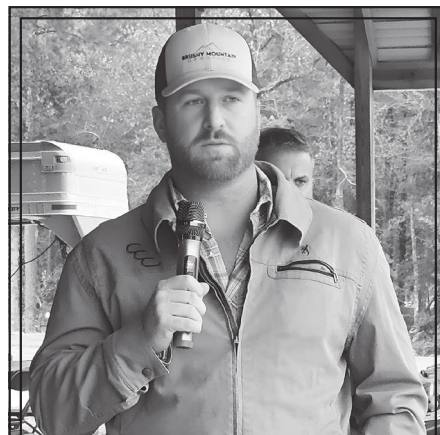
By CORTNEY HOLSHOUSER, *N.C. Angus Association*

The N.C. Angus Association (NCAA) held its field day on October 11 at Prestage Farms in Roseboro. It was a cool, rainy fall day, but luckily, the rain held off until the tour portion of the day was complete. The day started with a welcome from NCAA President Michael Wyatt and field day committee chairman Bryant Chapman. Michael emphasized what a great opportunity the day would be for producers to learn and take knowledge back to their own operations to implement.

Patrick Neal, with Prestage Farms, welcomed everyone to the farm and gave a brief history of the operation. Prestage Farms was



**President Michael Wyatt welcomes everyone.**



**NCAA field day committee chairman Bryant Chapman began the day with a welcome and prayer.**

founded in 1983 by Bill and Marsha Prestage. They still farm and operate their business with the same family values they instilled 40 years ago as they work to raise top quality, homegrown pork and turkey for families. The Prestage Farms family of companies now includes their base in North Carolina as well as farm production divisions located in South Carolina, Mississippi, Iowa, and Oklahoma. In addition, Prestage has three different protein processing

divisions — Prestage Foods of North Carolina and Prestage Foods of South Carolina (both turkey) and Prestage Foods of Iowa (pork). With over 3,000 employees and some 500 contractor farm families, product safety and the well being of the animals, environment, and community are top priorities.

After Patrick's welcome, we loaded the trollies and headed across the road to view the first group of cattle. Prestage runs cattle on company owned Prestage sow farms. In this pasture, we saw their 2022 model cows. Many of these cows had recently calved their second calf.

We then were able to see a few hog houses and learn more about that side of Prestage's operation. On this particular farm, 90 sows are bred each week per barn, and 94 percent of those will farrow. Each sow will have 14–15 live pigs, 13 of which will make it to weaning. Each hog barn will wean 1,100 pigs per week.

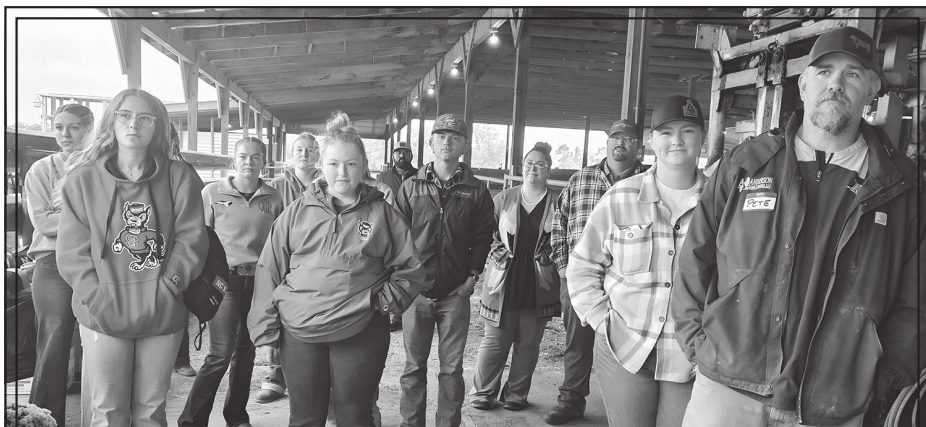
Efficiency is key in this type of operation, so there are diesel motors underground connected to hydrants in each pasture that are used to fertilize them with hog effluent. Another source of fertilizer used on pastures and hayfields without pumps or hydrants is a compost mixture of mortality and shavings from all the hog houses, after an incineration and grinding process.



**Patrick Neal of Prestage Farms welcomes guests and gives a breakdown of the operation.**



**Part of the hog houses on Prestage's sow farm.**



**There was a good crowd in attendance for the day, ready to learn and network.**

We were also able to view their four-year-old cow group that was all bred A.I. to a Hereford bull and exposed to an Angus bull. The goal at Prestage Farms is to have all two-, three-, and four-year-old cows be bred by artificial insemination. The first calf heifers are set up to be bred using timed A.I. to a Hereford bull, with exposure to an Angus bull. The calving window for the group of first calf heifers is 60 days, while the calving window for the rest of the cow herd is 75 days. They tend to be more critical and selective with this age group of cows, as they will be replacements. They cull for feet and leg issues, but not necessarily at a certain age. The goal each year is to have the end product be a replacement heifer or weaned feeder calf. This year, Prestage Farms retained 120 open replacement heifers.

The A.I. conception rate at Prestage Farms is 50–60 percent. Their A.I. bull EPD selection criteria include feet, legs, hair shed scores, and adequate growth. They also prefer the bulls' yearling height to be at or above breed average. As the Teat and Udder scores grow with the American Angus Association, Prestage anticipates this playing a bigger role in their selection criteria as well.

All yearling heifers at Prestage Farms receive commercial genomic testing through Neogen. While they do not cull solely based off this genomic testing, they do study the low maternal indexing heifers. They will analyze these females and what bulls they are out of to pinpoint any issues.

The calves are weaned at 7–8 months of age, and the heifers



**Some of Prestage Farms's three-year-old cows.**

are bred at 14–15 months of age. The total number of brood cows running at Prestage Farms is 700–750. Those numbers are higher this year because they kept more heifers back as replacements.

All the pastures that the cattle run on and the hay made for them are Bermuda grass. The cattle also receive a high mag mineral and cubes as needed. Prestage usually runs at a stocking rate of 1.5 acres/cow. The land here is very sandy, so it is very susceptible to drought.



**This little guy in the three-year-old cow group was very photogenic.**

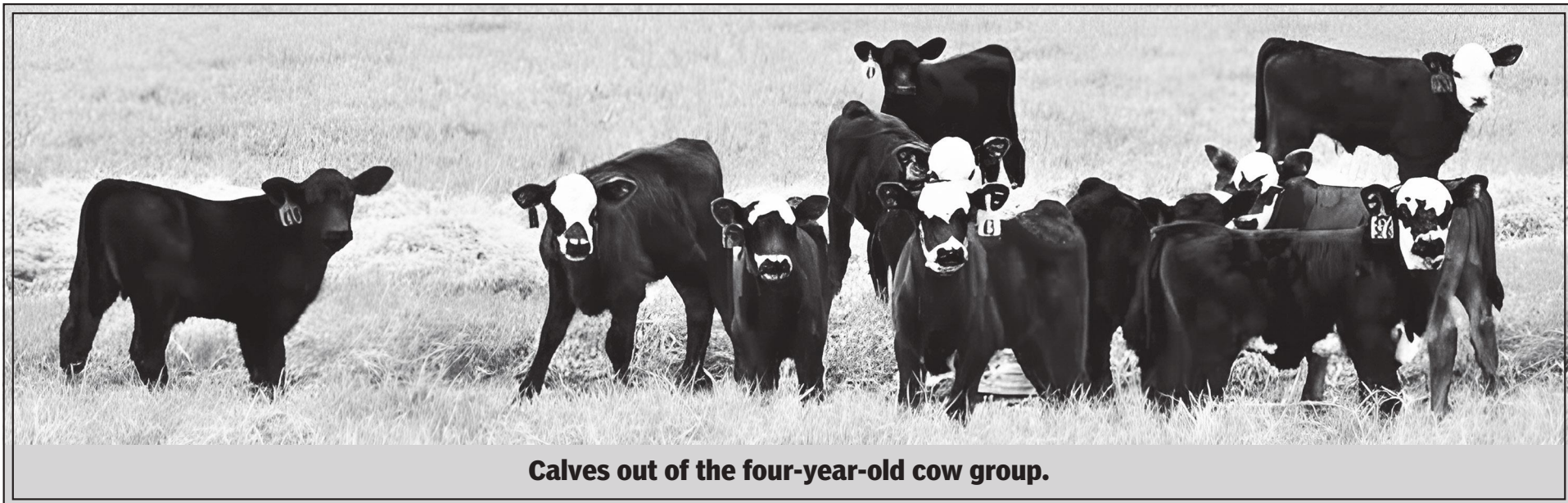
After a very informative and thorough tour of Prestage's cattle operation, we rode the trollies back to the barn just in time to beat the rain. We enjoyed a delicious meal of roast beef, mashed potatoes, green beans, rolls, and desserts.

Our first educational session of the day was "Vaccinating for Return on Investment," presented by the Prestage Farms herd



**Field Day attendees enjoying a warm lunch.**

NCAA News continued from the previous page



Calves out of the four-year-old cow group.

veterinarian, Dr. Harrison Dudley. Dr. Dudley shared several best practices to protect your herd as well as pinpointing region specific challenges. He emphasized the importance of setting goals for your herd and analyzed the cost effectiveness of several vaccination protocols for the average cattleman.

The next session was “Full Value Calves,” presented by NCDA Marketing Specialists Will Thompson and Billy Lewis. In this session, we learned what steps we can take with our weaned calves before selling them to command their highest value.

NCAA would like to extend a huge thanks to Prestage Farms for hosting a wonderful event. The preparation of food, cattle, facilities, transportation, and more made for a great day of learning and networking. We are so grateful for this collaboration.

We would also like to extend our sincere thanks to the presenters of the educational session, Dr. Harrison Dudley, Will Thompson, and Billy Lewis. We hope all of our attendees will take this information back to their own operations and find it helpful in the future.

Furthermore, we are incredibly thankful for the event’s sponsors, Piedmont Custom Meats and the Biltmore Company. With

support from these industry partners, we are able to provide many opportunities to our NCAA members as well as other cattlemen in the state. We are so appreciative of the working relationship we have with these businesses as we all make an impact in this industry.

**About the N.C. Angus Association.** *The N.C. Angus Association is a dedicated community of breeders and enthusiasts committed to advancing Angus cattle in North Carolina. Through education, collaboration, and support, the association strives to enhance the quality and sustainability of Angus farming in the region.*



NCDA marketing specialists Will Thompson and Billy Lewis.



Prestage Farms’s herd veterinarian, Dr. Harrison Dudley.

**BE A WINNER!**  
 Join your local cattlemen’s  
 association AND  
 your state or regional  
 breed association.

# ANGUS

## THE BUSINESS BREED

# UPDATE

**B**reeders gather in Kansas City for Angus Convention. Angus enthusiasts attend the 2025 Angus Convention for business, awards, tours, educational sessions, and networking. Around 1,000 American Angus Association (AAA) members and other beef industry professionals convened in Kansas City, Mo., on October 31–November 2 for the 2025 Angus Convention. The event showcased educational tours and presentations, the Industry Showcase, and AAA business and award honors.

“We’re here today having an Angus breed that can check so many marks off that job description: calving ease, problem free cows, maternal strength, growth, efficiency, carcass merit, and carcass weight,” said Mark McCully, AAA CEO, during his opening presentation. He and other presenters spent time over the weekend talking about the Angus advantages in the genetic arena, market landscape, and other areas influencing profitability for members and their commercial customers.

**Association Business** – During the 142<sup>nd</sup> Annual Convention of Delegates on November 2, the association recognized Jonathan Perry of Fayetteville, Tenn., for his service as the outgoing president of the Board of Directors. McCully presented his CEO report, and copies of the association’s 2025 Annual Report were distributed. The annual report is available online at [https://bit.ly/AAA\\_AnnualReport25](https://bit.ly/AAA_AnnualReport25).

The 287 delegates in attendance re-elected five members to a second term on the board. They are Rob Adams of Union Springs, Ala.; Art Butler of Bliss, Ida.; Alan Mead of Barnett, Mo.; Henry Smith of Russell Springs, Ken.; and Roger Wann of Poteau, Oklahoma.

The delegation also elected officers — Jim Brinkley of Milan, Mo., as president and chairman of the board, and Darrell Stevenson of White Sulphur Springs, Mont., as vice president and vice chairman of the board. Smitty Lamb of Tifton, Ga., was selected by the board to serve as treasurer for fiscal year 2026.

Brinkley said in his speech during the Convention of Delegates, “I grew up learning that cattle don’t care what you say; they care about what you do. They measure our intentions, the consistency of our feed, the soundness of our decisions, and the integrity of our records. Our association is much the same.”

“For more than 142 years, this membership has built something durable by doing the work, day in and day out — recording data, improving genetics, building demand, and standing shoulder to shoulder when markets turn or environments test us,” Brinkley continued. “That ethic is our edge. It’s why the word Angus means something on sale day, on a load of feeder cattle, and on a restaurant

menu.”

**Regional Tours** – Educational tours and presentations also continue to be a highlight for many attendees. The 2025 National Angus Tour, organized by the Kansas Angus Association and sponsored by Vytelle, included stops at Downey Ranch, Shamrock Farms, and Fink Beef Genetics. Certified Angus Beef’s (CAB) annual Beef Blitz tour featured regional foodservice distributor Sysco Kansas City’s facilities.

As a third tour option, attendees traveled to St. Joseph, Mo., for an open house at the association’s headquarters. In recent years, the facility has undergone remodels and the addition of an expanded historical display of the Angus breed.

Phil Howell, Howell Angus of Winchester, Ind., had not visited the association’s headquarters since his time on the Board of Directors in the 2010s and said he was especially impressed with the artifacts curated by the association. “It is amazing,” he said, viewing the new history timeline display.

**General Sessions** – Four general sessions served as flagships for the convention’s educational lineup.

The first session, *Market Advantage*, featured Randy Blach, CEO of CattleFax, who presented the latest market analytics. He described economic signals of a slow, initial expansion of the national cow herd and some of the short term impacts he has been seeing due to recent U.S. policy decisions.

“Policy decisions have a major impact on the market in the short term,” Blach told the crowd. “Eventually, those things will settle out, and we’ll get back to normal. That’s what we’re going through right now.”

Another general session, *Advantage for the Future*, utilized interactive surveys so that attendees could help guide the association’s vision of “what winning looks like,” McCully said. Those in the room provided feedback on a variety of topics — from perceptions in consumer demand trends, barriers to cow inventory growth, genetic selection tools and evaluations, and more. As a panel, McCully, Perry, Brinkley, and Stevenson also shared insights from the association’s 2025 member survey in combination with audience feedback.

Brinkley said that he and the board recognize the diversity of the association’s membership and their opinions. “We still have to be progressive and provide the tools for everyone to be successful,” he said on stage.

The *Research Advantage* general session focused on the forward looking work being done by the association’s wholly owned entity, Angus Genetics Inc. (AGI). Attendees heard a summary of AGI’s current and recent research projects, looking at challenging topics like female and bull fertility, bovine congestive heart failure, and methane efficiency research.

During the *Genetic Advantage Symposium*, sponsored by Neogen, speakers discussed phenotypic data collection and how types of commercial data are needed in larger quantities to better understand complex issues.

“A change in the beef industry is driven by all of these people right here in this room,” said Kelli Retallick-Riley, president of

*Angus Update continued on the next page*

## Angus Update *continued from the previous page*

AGI. “As we look towards the future, we want to continue to keep [association members] in that position.”

Retallick-Riley kicked off the symposium by talking about how the Angus breed has been and continues to be successful in collecting and utilizing large amounts of data, such as the 237,000 seedstock genomic profiles tested during the 2025 fiscal year. However, there are still gaps in commercial data that need to be filled.

Troy Rowan, animal science assistant professor at the University of Tennessee and the speaker following Retallick-Riley during the symposium, summarized it this way, “More phenotypes make more accurate tools, and more accurate phenotypes make more accurate tools.”

Rowan was invited to present information as the author of the AGI Imagine Forum White Paper, titled *Exploring Next Generation Phenotyping that Drives Commercial Profitability*.

Retallick-Riley later facilitated a panel discussion with Rowan; Mike Ellis, animal science professor emeritus at the University of Illinois; and James Bradley of Bradley 3 Ranch of Memphis, Texas.

Some of the key messages from their discussion were that Angus breeders can learn lessons from other species about how to be wise with resources when investigating genetic advancements and that collecting more phenotype data from commercial environments is crucial because context and genotype-by-environment interactions can impact the effectiveness of genetic tools.

**Choose-Your-Own Education** – Angus University and Learning Lounge breakout sessions offered attendees even more education.

Association staff offered several highly practical Angus University sessions on how to make the most of a membership with the organization, tips for submitting data to the association, and how members can get the most return out of their data submission efforts. Other Angus University topics ranged from balancing carcass and maternal traits to building relationships between seedstock and commercial customers. As part of Angus University, Angus Media also hosted sale day focused sessions.

“This year’s Angus Media Marketing Summit was designed to help Angus members learn how to plan ahead for sale day and create a customized, integrated marketing plan for their operation,” said

Courtney Bartenslager, digital marketing manager with Angus Media.

The two sessions included a deep dive into the tools and services offered by Angus Media, along with creative strategies to get the most out of a marketing budget.

Kenneth Lowe, Oak Hollow Angus of Smiths Grove, Ken., has attended many Angus conventions and national meetings throughout his years as a breeder and said he found this year’s to be very enjoyable. Reflecting on the educational sessions, Lowe said he was pleased with their quality and the interesting questions he heard asked by participants. “Every one that I attended was well attended,” he said.

Lowe said he also spent time visiting exhibitors at the Industry Showcase, new at this convention. “I kind of liked the cozier atmosphere of the trade show segment,” he said. Several of the Industry Showcase sponsors also offered Learning Lounge sessions on topics from fertility to sale management software.

The reception concluded with the crowning of the 2026 Miss American Angus. Claire Murnin of Pompeys Pillar, Mont., will serve as a spokesperson for the Angus breed at shows and events across the country in the coming year. She is the first from the “Big Sky Country” state to serve in the role.

**Convention Extras** – Throughout the long weekend, CAB brand cuts kept attendees satisfied. At the awards dinner, the meal centered around a tender short rib dish.

The brand also hosted a Beef Quality Assurance (BQA) training on October 31, which featured education led by A.J. Tarpoff, Kansas State University beef extension veterinarian. Over 40 producers earned their BQA certification as part of the brand’s Raised with Respect campaign sponsored by Sysco.

Another source of excitement came from drawing the grand prize giveaways. First time Angus Convention attendee Braden Forker of Nebraska won an SO4 Squeeze Chute from Priefert. Doug Velisek of Maryland was drawn for a John Deere Gator 845M Crossover Utility Vehicle, and Dale Jenkins of Texas took home a Trans Ova genetics service voucher, which helps cover one genetic preservation, an IVF cycle, and up to five fresh implants into Trans Ova or client recipients.

More news and information from the 2025 Angus Convention will be shared online at [www.angus.org](http://www.angus.org) and in the January 2026



edition of the *Angus Journal*. A recap video is also available at <https://bit.ly/AC25recap>.

The 2026 Angus Convention will be held November 13-16 in Louisville, Ken., in conjunction with the North American International Livestock Exhibition.

**American Angus Association fiscal year results show continued strength in beef industry. Signals in 2025 show strong demand for Angus cattle, beef products.** The AAA concluded a successful fiscal year in which registrations totaled more than 300,000 for the 11<sup>th</sup> consecutive year and were up nearly 2.4 percent from the year prior. Regular and junior memberships totaled 21,467. Leading seedstock sales during a record year in the cattle markets, registered Angus bulls and females both garnered high dollar prices.

Bulls averaged \$8,395, and females bested that number by \$41 – an increase of \$1,200 and nearly \$1,600, respectively, compared to the year prior. Demand not only supported the sale of cattle at a higher dollar but also an increase in the number of head sold during the same period. These market trends were the focus of several sessions held at the 2025 Angus Convention.

“We are fortunate to enjoy this historic market and do it as a leader in the industry. That is not something we take lightly,” said Mark McCully, while addressing the membership at the convention. “We have a responsibility to continue to improve the Angus breed by supporting our producers.”

McCully said the association remains focused on supporting the continued success of the Angus breed through programs, tools, and resources that help producers meet their individual operation’s goals. During the fiscal year, the association added and made improvements to its toolkit for members.

As a result of years of data collection and research, the association released three new expected progeny differences (EPDs) in 2025 – Functional Longevity (FL), Teat Size (Teat), and Udder Suspension (UDDR). Alongside the release, AGI updated the Maternal Weaned Calf Value (\$M) and Combined Value (\$C) dollar value indexes (\$Values) to account for the three new maternal EPDs. At the close of the 2025 fiscal year, there were more than 433,000 combined scores for teat size and udder suspension and 8.9 million records collected from 2.1 million females behind FL.

To better communicate the value of registered Angus genetics and allow for a direct comparison to sires’ \$Values, AGI added \$Values to their genetic testing product for commercial females, GeneMax Advantage. The update creates a common language, so both buyer and seller can make direct comparisons and more easily evaluate a given bull’s genetic potential to meet the goals of a commercial herd.

These tools are possible thanks to decades of data collection efforts by association members, who have built the largest single beef breed database. In an ongoing effort to maintain the database and best characterize the current Angus population through data collection, Angus Herd Improvements Records (AHIR) launched a new program to recognize members committed to that effort. During its inaugural year, 129 herds earned Data Driven Herd recognition. AHIR also saw a 16 percent increase in enrollment in Inventory Reporting.

The close of the fiscal year also marked one year of a partnership between AngusLink, National Beef Packing Co., LLC (NBP), and

U.S. Premium Beef, LLC (USPB). In a first-of-its-kind program, producers selling to USPB earned premiums based on the genetic merit of their cattle, as measured by the AngusLink Genetic Merit Scorecard. Looking at data from August 2024 through mid-February 2025, over 44 percent of cattle that have qualified for the program have graded Prime, compared to the industry average of 11 percent Prime. Qualifying cattle have averaged more than \$200 per head premium over selling in the cash market.

The partnership’s success has been a testament to the AngusLink value added program. Since 2019, premiums paid out have totaled \$94.5 million. Over the last year, more than 287,000 cattle have been enrolled in AngusLink, resulting in producers earning an average premium of \$20.92 per hundredweight. Nearly 19,000 registered Angus bulls were represented in fiscal year 2025 enrollments.

Driving a growing demand for Angus genetics, CAB sold 1.235 billion pounds of branded beef with 17,000 licensed partners worldwide, the 10<sup>th</sup> consecutive year above 1 billion pounds. Engaging producers across the industry, Certified Angus Beef concluded the second year of its Raised with Respect campaign, having facilitated the BQA certification of more than 1,600 ranchers.

Serving the advertising and communications needs of members, Angus Media created more than 19,000 custom sale book pages. In the past year, the *Angus Journal* printed 948 news articles, and the *Angus Beef Bulletin* provided commercial readers with 239 industry news articles. Downloads for the publications’ podcasts neared 140,000.

The Angus Foundation continues to expand its reach and support of youth, education, and research, awarding \$395,500 through scholarships. Members supporting the mission donated more than \$660,000 in unrestricted funds and \$5,517,260 in additional donations and grants.

The Fund the Future campaign, which contributes to the unrestricted Angus Fund, was supported by 18 donors and raised more than \$81,000 through the sale of donated lots.

**New Program Highlights Data Collection Commitment of Angus Producers.** The AAA recognized its inaugural class of Data Driven Herd recipients during the 2025 Angus Convention. The program, launched this summer, aims to recognize members who carry on the association’s, and more specifically AHIR, long history of phenotypic data collection.

Today, the association manages the largest single beef breed database in the world and offers a suite of selection tools available to all registered Angus genetics users that would not be possible without the support of the member built database. Breeders like Lee Duckworth of Grassy Valley Angus have seen the value of the consistent input of data over the decades.

“When I step back and think through the ’70s, ’80s, and ’90s and how far we’ve come, how much better the cattle are, how much more predictable the cattle are...it’s phenomenal,” said the second generation Angus breeder from Greeneville, Tennessee. “Our data that we collect on the animals has proven to be accurate...it’s a continual building block.”

A building block that Duckworth and his family are consistently

## Angus Update *continued from the previous page*

adding to. Grassy Valley Angus was one of 20 herds to earn Gold Level recognition in the Data Driven Herd program. Members can earn Bronze, Silver, or Gold level recognition annually by submitting a minimum of 8–12 traits of their choosing on a corresponding percentage of their herd to AHIR. The number required for each trait is determined by the member’s cow inventory as part of the Inventory Reporting program and on a percentage of what is reasonable to collect for each individual trait. For example, scrotal requires a minimum of 20 percent, while the minimum for birth weight is set at 75 percent of the cow inventory.

Since 2021, Grassy Valley Angus has been enrolled in Inventory Reporting, AHIR’s whole herd reporting program and has earned the program’s additional distinction, MaternalPlus, by submitting heifer breeding data and weaning weights or calf disposal codes on their herd. Along with submitting 12 traits, Gold Level Data Driven Herds must complete MaternalPlus requirements for that year. Duckworth said the inclusion of additional data collection into their program has made him more in tune with his herd’s performance.

“If someone knows what they’re buying with a higher degree of accuracy, having a favorable outcome in their program is a lot more likely,” continued Duckworth, who believes his family’s efforts to

earn gold will help continue to better describe his cattle. “That’s the way I see the role of our EPDs and our data systems. It gives us an advantage to predict outcomes for our customers.”

Duckworth went on to say he believes all producers can have an influence on bettering the breed through phenotypic data collection. It’s a sentiment the association’s board of directors agrees with and was a driving factor in their directive to create the Data Driven Herd program.

“Some of these phenotypes are hard to measure; we know it’s time consuming, we know it’s expensive, but our database and selection tools would not be what they are today without these submissions,” said Smitty Lamb, who served as chair of the Breed Improvement Committee at the time of the program’s launch. “This recognition program highlights the herds who have made the commitment, gives them some visibility, and just really it is a way of saying thank you for submitting the data.”

Data Driven Herds will be recognized annually as part of the Angus Convention and listed on [www.angus.org](http://www.angus.org). On November 1, the 20 Gold Level Herds were presented with plaques on stage in front of their peers at the convention’s Awards Dinner. Bronze and Silver herds will also receive plaques. In addition, all qualifying herds have use of the year level logo for marketing and promotion of their breeding program.

Members interested in earning 2026 Data Driven Herd recognition and who primarily have spring calving herds should enroll in Inventory Reporting by January 15. Primarily fall calving herds can enroll between May 1 and July 15 of next year. However, members can begin submitting data at any time during the fiscal year, which runs from October 1 to September 30. Learn more about the complete program requirements of Inventory Reporting and Data Driven Herd at [www.angus.org/ahir](http://www.angus.org/ahir). View the complete list of 2025 Data Driven Herds at [www.angus.org](http://www.angus.org).

### **2025 Data Driven Herds**

#### **from North Carolina & South Carolina**

- The Biltmore Company of Asheville, N.C. – Gold Level
- Yon Family Farms of Ridge Spring, S.C. – Gold Level
- Gentry Homeplace Angus of King, N.C. – Silver Level
- Carson Family Farm of Laurel Springs, N.C. – Bronze Level
- Shuffler Farm of Union Grove, N.C. – Bronze Level

**T**op Sire Honored at 2025 Angus Convention. *Connealy Craftsman* named top sire for a second consecutive year, recording over 6,000 progeny. For over 150 years, the popularity of Angus cattle has grown, making over 80 percent of the United States’s cow herd influenced by Angus genetics. Influential sires have made their mark, and during the 2025 AAA Dinner and Reception, the association recognized the sire registering the most progeny.

Connealy Craftsman, owned by Select Sires Inc. in Plain City, Ohio, and Sexing Technologies in Navasota, Tex., sired 6,148 calves registered into the Angus herd book, the most in fiscal year 2025.

“STgenetics is thankful to the many wonderful Angus customers who believed in Connealy Craftsman to contribute to their breeding objectives,” said Aaron Arnett of STgenetics. “It is especially exciting to see him named the top sire for registrations for a second

# HILL ANGUS FARM

**High Growth and Calving Ease Bulls Available**  
Performance tested bulls produced on silage based diets

**Tag 4118 – LOW BIRTHWEIGHT WITH GREAT EPDs**  
Sired by EXAR Lifeline 2621B, 4118 had a birthweight of 45 lbs, along with an excellent EPD profile including high EPDs for WW, YW, Marbling, \$B, and \$C. Tag 4118 was an embryo transfer calf that had a very low birthweight coupled with a low producing recip mother. Indications are that his calves potentially would perform well above his record.

**Tag 224 – CALVING EASE WITH GREAT PERFORMANCE**  
A son of the popular Genex Sire, DB Iconic G95, has BW EPD of 1.8, actual birthweight 84 lbs. Prewaning performance – actual weaning weight 790 lbs, adjusted weight of 743 lbs, marbling EPD 1.31, \$B 168, \$C 275.

Tag	DOB 2024	BW	WW	ADG/ days	----	----	----	----	EPD	----	----	----	----
					CED	BW	WN	YR	Milk	MRB	REA	\$B	\$C
4118	10/8	45	509	3.80 / 84	3	2.7	87	158	25	1.44	0.87	233	335
224	9/12	84	743	3.64 / 112	4	1.8	77	132	30	1.31	0.50	168	275

2025 - CELEBRATING 68 YEARS OF RAISING QUALITY ANGUS IN GEORGIA & NORTH CAROLINA!

**DR. GARY M. HILL**  
Hendersonville, NC • 229-848-3695

consecutive year.”

Recognizing top sires in the breed highlights the breeders dedicated to providing top quality Angus bulls.

“Our members enjoy wide diversity in genetics to achieve whatever their breeding goals are,” said Mark McCully. “We’re thankful for these cattlemen committed to breed improvement.”

The top ten sires are recorded from October 1 through September 30, and rankings 2–10 are as follows for 2025:

2. Connealy Commerce – Sexing Technologies – 2,638 calves
3. Ellingson Prolific – Chad & Julie Ellinson of Saint Anthony, N.D., and Sexing Technologies – 2,558 calves
4. Basin Jameson 1076 – Basin Angus Ranch in Laurel, Mont.; Express Angus Ranches in Yukon, Okla.; and EZ Angus Ranch in Porterville, Calif. – 2,444 calves
5. GB Fireball 672 – ABS Global Inc. in De Forest, Wis.; Goode Angus in Pampa, Tex.; and Grand Bayou Farms in Ruston, La. – 2,172 calves
6. Deer Valley Growth Fund – Deer Valley Farm in Fayetteville, Tenn. – 1,927 calves
7. FF Rito Ambitious – Express Angus Ranches; Riverbend Ranch in Idaho Falls, Ida.; and Spruce Mountain Ranch LLC in Larkspur, Colo. – 1,905 calves
8. HPCA Veracious – FB Genetics in Dumas, Tex.; Jeff Gower of Springfield, Mo.; and Hinkle’s Prime Cut Angus in Nevada, Mo. – 1,866 calves
9. Sitz Resilient 10208 – Bar J V Angus Ranch in Fairview, Mont.; Dan E. Ingalls of Casper, Wyo.; and Lunds B Bar Angus in Wibaux, Mont. – 1,861 calves
10. GAR Fireproof – Gardiner Angus Ranch Inc. in Ashland, Kan.; Goode Angus-Richardson Cattle Co.; and Mi-Hud Angus Ranch in Kuna, Ida. – 1,793 calves

### **D**reams Come True – Claire Murnin Named Miss American Angus.

For the first time, a Montana junior wears the red coat and crown. Wearing the iconic red coat of Miss American Angus for the first time, Claire Murnin can’t seem to stop smiling, because she says this moment is actually a dream come true.

For anyone who might think she’s exaggerating, the Montana junior has a photo. She had not even started her own National Junior Angus Association membership in the image, smiling next to Sally Yon, who was Angus royalty at the time.

“What you don’t see in the photo is there’s a Princess Barbie in my hand,” Murnin says. “I was the girl who loved princesses growing up, and I loved Angus cattle. To see Sally go from being in the show ring and being an active showman to then being royalty in my eyes, that was amazing.”

Murnin was crowned recently during the 2025 Angus Convention after a competition that included public speaking and an interview process. Today, as an 18-year-old, Murnin knows there’s more to this title than just a talent on the end of a show halter and donning a shiny crown.

“Now, as I look at Miss American Angus, I see how much she’s really able to be a representation of our breed,” she explains. “The role has shifted, and I think that it’s so important for not only those little girls who look up to you as royalty but also those older girls to

show how you can be a leader and be involved.”

The Pompeys Pillar resident is also currently serving the entire state of Montana as the president of Montana FFA. She’s coupling that responsibility with online courses at Montana State University Billings, where Murnin is studying animal science on a pre-law track. She has hopes of serving as an agriculture lobbyist one day, as she says she foresees herself serving as a resource and advocate for the industry.

Clearly, the Big Sky State is a big part of her core identity, and that truth even shines as she wears the crown of Miss American Angus. She’s the first from her state to serve in this capacity.

With all her different leadership roles and classwork filling up her calendar, Murnin says now more than ever she’ll be leaning on her support team.

She says her parents, Julie and Jared, have consistently been on board with all her plans, always finding ways to help her achieve her goals. Her brother, too, helps in big ways behind the scenes. While Cooper has jokingly dubbed himself a coatrack, Murnin says he’s always been the workhorse at home that keeps the cattle in line while she’s traveling.

Looking to the busy year ahead, Murnin has nothing but excitement.

It’ll be a chance to give back to the industry that built her. With her servant’s heart, there’s no doubt some little girl holding a Princess Barbie will get her own photo with the first ever Miss American Angus from Montana.

Find Murnin in the crown, red blazer, and sash during her travels as Miss American Angus this year. For more information about the American Angus Auxiliary sponsored contest, visit [www.angusauxiliary.com](http://www.angusauxiliary.com).



*Angus Update continued on the next page*

## Angus Update *continued from the previous page*

### **A**ngus Foundation Raises Over \$37,000 at 2025 Angus Convention.

The Angus Foundation celebrated another successful fundraising effort during the 2025 Angus Convention. Through the annual Awards Dinner Auction and Foundation Raffle, supporters raised \$37,320, helping advance the Foundation's mission of education, youth, and research.

The live auction featured unique Angus themed items that drew spirited bidding from the audience. Highlights included:

- *Historic Angus Bull Bronze* – Cast by renowned artist Jim Reno and modeled after V DAR New Trend 315, this piece sold for \$10,500 to Terry Edmonson of Bear Hill Cattle Company in Dade City, Florida.

- *Two Framed Vintage Bull Ads* – “Worth More” and “Earning Power” prints brought \$8,000 and \$9,000, respectively, with buyers showing strong interest in these Angus artifacts. Buyers included Terry Edmonson of Bear Hill Cattle Company and Barry White of Auburn, Georgia.

- *Barbed Wire Display* donated by Galen and Lori Fink – After being spotted during the National Angus Tour, this last minute addition to the sale order added an exciting energy to the auction. ***This unique offering sold for \$5,000 to Eugene and Carol Shuffler of Union Grove, North Carolina.***



**BRUSHY MOUNTAIN**  
GENETICS

Angus & Horned Hereford  
**BULL & FEMALE SALE**  
**SATURDAY, DECEMBER 13, 2025 - 1PM EST**  
634 KIRBY LACKEY RD TAYLORSVILLE, NC 28681

Hosted By  
Chapman Cattle Co.  
Bryant Chapman  
828.514.0526

Michael Wyatt  
704.223.2948

Sale Managed by  
Zach Moffitt  
336.736.6340

“Every dollar raised during the convention directly supports programs like the LEAD Conference, Raising the Bar, and Beef Leaders Institute,” said Jaclyn Boester, Angus Foundation executive director. “We are grateful for the breeders, sponsors, and supporters who continue to invest in the future of the Angus breed.”

In addition to the auction, the Foundation raffle offered exciting prizes donated by generous industry partners, including CRV, Halter HQ, AgriBest Feeds, Slate Group, and Purina. Raffle ticket sales totaled \$4,820, with items ranging from custom Angus apparel to livestock feed packages.

“Every raffle ticket sold creates opportunities and experiences for juniors within the NJAA,” said Grant Solem, Foundation Director, National Junior Angus Association Board. “It is great to see the breed’s supporters come together to support the NJAA.”

**A**ngus Foundation Invites Angus Family to Give Back this Giving Tuesday. Legacy Sustaining Campaign offers Angus supporters an affordable way to invest in education, youth, and research this Giving Tuesday. As Giving Tuesday approaches on December 2, the Angus Foundation invites members of the Angus family to join a movement of generosity and impact through the Legacy Sustaining Campaign, a giving initiative designed to build long term support for the breed’s future.

Giving Tuesday is a day of generosity, and for the Angus Foundation, it’s a time to celebrate the legacy of Angus and invest in its future.

“Giving Tuesday is a reminder that every contribution, no matter the size, helps sustain the Angus legacy,” said Jaclyn Boester. “Whether you’re a longtime breeder or new to the Angus family, this

campaign offers an affordable and meaningful way to give back.”

In celebration of George Grant bringing the first Angus bulls from Scotland to America, the Foundation established a unique giving program called A Legacy Sustaining. To leave a legacy is to pass something on. This giving program encourages American Angus Association members to donate \$150 each year or \$12.50 monthly in a collective effort to build long term support for the breed.

Recurring gifts to the Legacy Sustaining Campaign help fund scholarships, leadership development programs like LEAD and the Beef Leaders Institute, and research initiatives that strengthen the breed. Contributions support the Angus Fund, a collection of unrestricted donations that allows the Foundation to support opportunities for members.

The Foundation is calling on Angus supporters to reflect on those who helped shape their Angus experience. Members and industry partners can honor mentors, family members, breeders, or teachers by paying it forward for the next generation.

The campaign is open to individuals, families, and businesses, with options to designate gifts toward education, youth, or research. Donors who join the campaign this Giving Tuesday will be recognized for their commitment to sustaining the Angus legacy.

Year end giving offers more than an opportunity to make a difference; it can also provide financial benefits. Contributions to the

Angus Foundation, a 501(c)(3) nonprofit, may qualify as tax deductible to the fullest extent allowed by law. Donors can amplify their impact while potentially reducing taxable income, and gifts of appreciated assets, such as stock or property, may help avoid capital gains taxes.

To learn more or become a donor, visit [www.angus.org/foundation/get-involved/giving-programs/a-legacy-sustaining](http://www.angus.org/foundation/get-involved/giving-programs/a-legacy-sustaining) or contact Jaelyn Boester at [JBoester@Angus.org](mailto:JBoester@Angus.org).

**About the Angus Foundation.** Established as a 501(c)(3) organization in 1980, the Angus Foundation remains focused on its mission to support Angus education, youth, and research. The organization has distributed more than \$4.9 million in youth scholarships since 1998 and has also invested more than \$1.4 million in beef cattle research in the past decade. For more information, contact the Angus Foundation at 816-383-5100.

**ANGUS MEANS BUSINESS.** The American Angus Association is the nation’s largest beef breed organization, serving more than 21,000 members across the United States, Canada, and several other countries. It’s home to an extensive breed registry that grows by more than 300,000 animals each year. The Association also provides programs and services to farmers, ranchers, and others who rely on Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the American Angus Association, visit [www.angus.org](http://www.angus.org).

**A LIVESTOCK LEGACY  
MORE THAN A CENTURY  
IN THE MAKING**

DISCOVER QUALITY LIVESTOCK

*Next Production Sale:  
Saturday, September 26, 2026*

Contact Kyle Mayberry 828.768.1956 **BILTMORE**<sup>®</sup> [livestock@biltmore.com](mailto:livestock@biltmore.com) [biltmorelivestock.com](http://biltmorelivestock.com)

**American Hereford Association Hosts Annual Membership Meeting.** Austin Snedden of Maricopa, Calif., took the helm of the American Hereford Association (AHA) Board of Directors Oct. 25 in Kansas City, Mo., during the 2025 World Hereford Conference and AHA Annual Meeting. Austin will serve a one year term leading the 12 person board, which governs and provides strategic direction for the AHA. The association boasts more than 7,500 adult and junior members from across the United States.

Scott Sullivan of Grannis, Ark., was elected vice president by the AHA Board.

Outgoing president Chad Breeding of Miami, Tex., and directors Lou Ellen Harr of Jeromesville, Ohio, and Travis McConnaughy of Wasola, Mo., completed their terms on the AHA Board.

During the AHA membership meeting, delegates elected three new directors to serve four year terms — **Bryan Blinson of Buies Creek, N.C.**; Joe Ellis of Chrisman, Ill.; and Joe Dan Ledbetter of Wheeler, Texas.

“Today’s growing demand for Hereford genetics is the result of breeders’ dedicated commitment to genetic improvement with the needs of commercial producers in mind,” says Jack Ward, AHA executive vice president. “However, current breed opportunities are also the result of the selflessness and foresight of the men and women who have guided the AHA over time for the benefit of Association members. The new board members, like those they join, have proven their dedication to the Hereford breed across decades.”



American Hereford Association

# NEWS

**Bryan Blinson** – Bryan Blinson and his wife, Beth, operate Blinson Hereford Farm, a small seedstock operation split between Buies Creek and Lenoir, North Carolina. Calving about 20 cows annually, the farm’s focus is selling a few select bulls each year as well as offering females private treaty and through the N.C. Hereford Classic Sale. They work hard to manage their pastures, improve soil health, and breed cattle that can efficiently perform in their

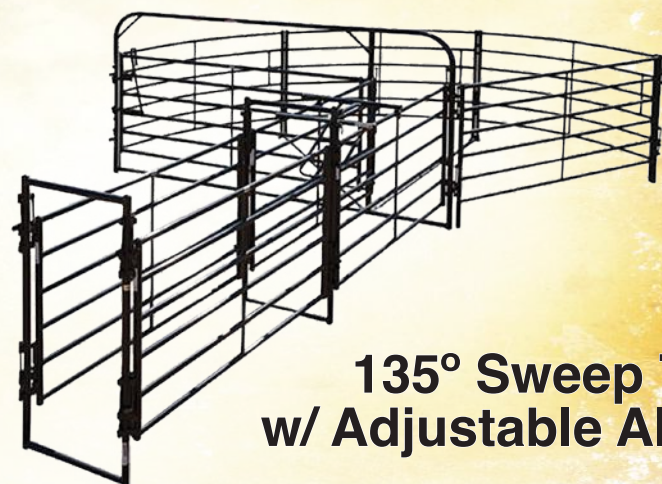
# Priefert®

*Fencing & Rodeo  
Equipment*



## Model S04 Squeeze Chute

Priefert’s number one  
selling squeeze chute of  
all time!



## 135° Sweep Tub w/ Adjustable Alleyway



FAMILY OWNED SINCE 1979

1475 National Highway • Thomasville, NC 27360  
Store - 336-886-1737 • Cell - 336-250-0572

[www.thebarnloft.com](http://www.thebarnloft.com)

environment — through those practices, the Blinsons provide more adapted and efficient seedstock to their customers.

Bryan and Beth live on the farm near Buies Creek, and his parents help manage the cattle on the farm in Lenoir. Breeding, marketing, pasture management, and other decisions are a family effort. The couple’s daughters, Rossie and Mason, both served on the National Junior Hereford Association (NJHA) board, and Beth served on the National Hereford Women board. The Blinsons have always tried to be involved in the associations that supported their family.

Bryan was named distinguished alumnus by N.C. State University (NCSU) and has a bachelor’s degree in animal science from the university, in addition to graduating from the Forrest School of Auctioneering and Mendenhall Auction School. He finds his greatest educational opportunities working alongside and advocating for farmers and ranchers, having served as the executive director of the N.C. Cattlemen’s Association and N.C. Cattlemen’s Beef Council for 24 years.

He helped organize and served as president of the Feed the Dialogue Foundation — a multi-organization advocacy group. Bryan also served as secretary of the NCSU Agricultural Foundation for two decades, along with serving on numerous NCSU advisory boards. He was named president of the Auctioneers Association of North Carolina and the Harnett Area Board of Realtors.

From serving as chairman of the National Junior Polled Hereford Council to holding various leadership positions on the NCHA board and auctioneering the NCHA sale, Bryan has been involved in all levels of the Hereford industry.

Bryan hopes to serve producers large and small and use his experiences to unify all segments of the Hereford breed and make each breeder stronger.

**T**eam USA Tops the Global Young Breeders Competition. Young cattle producers from around the world competed in the Young Breeders Competition, held October 19–25 in conjunction with the World Hereford Conference (WHC), hosted in Kansas City, Mo., by the American Hereford Association.

The 2025 Young Breeders Competition brought together 11 teams representing seven countries for a week of world class competition and camaraderie. Countries represented during the competition included the USA, Australia, Canada, Denmark, Ireland, New Zealand, and the United Kingdom.

This unique international event challenges participants to demonstrate their knowledge and skills across a variety of real world scenarios related to beef cattle production, Hereford seedstock development, and marketing.

The competition began at Kansas State University, where participants had the opportunity to be among the first to experience the university’s new Bilbrey Family Events Center. From there, teams traveled to Kansas City for the final phase of competition held in conjunction with the American Royal livestock show. The event culminated in the showmanship and team fitting contests in Hale Arena — a grand finale proudly sponsored by Sullivan Supply and the American Royal.

Throughout the week, teams competed for more than 6,000 points across individual and team contests. Awards included vinyl banners, handcrafted leather banners, buckles, and other prizes recognizing the competitor’s excellence and teamwork.

YBC was proudly sponsored by Merck Animal Health, VitaFerm, Sullivan Supply, the Kansas Department of Agriculture, and the American Royal. To learn more about the competition and the different modules the teams competed in, visit [www.WorldHerefordConference.com/ybc](http://www.WorldHerefordConference.com/ybc).

**W**ingler Crowned the 2026 National Hereford Queen. Lauren Wingler of Christiana, Tenn., was crowned the 2026 National Hereford Queen prior to the selection of the grand champion Hereford bull during the American Royal in Kansas City, Missouri. She will spend the next year promoting Hereford cattle, attending

*Hereford News continued on the next page*



## Hereford News *continued from the previous page*



shows and sales, and using her platform to be a spokeswoman for the AHA and the bald faced breed. Wingler's first official event as the National Hereford Queen will be the North American International Livestock Exposition in Louisville, Kentucky.

Wingler is the 18-year-old daughter of Russ and Sally Wingler. She is a freshman at the University of Tennessee at Martin, studying agricultural business. Wingler is an active member of the university's Cattlemen's and Farm Bureau Associations and has been heavily involved in Tennessee 4-H. She also serves as a Tennessee Cattlemen's Association youth ambassador. Currently, Wingler is president of her state junior Hereford association, and she has attended the Faces of Leadership conference and participated in various leadership opportunities and contests at the VitaFerm JNHE.

"Serving as National Hereford Queen allows me to give back to the industry that has shaped me, sharing the values and traditions of the Hereford breed and ensuring a bright, sustainable future for agriculture and for the generations that follow," Wingler says.

Five state queens from across the country proudly represented their respective states, each vying for the opportunity to be named the next National Hereford Queen. The National Hereford Queen serves as a visible ambassador for the breed, attending major events, shows, sales, and JNHE to assist with ring presentations and present awards. Recognized as a true icon of the breed, the National Hereford Queen is distinguished by her elegant white dress, boots, signature sash, and timeless crown. The National Hereford Women (NHW) support this program, and in conjunction with the Hereford

Youth Foundation of America, the queen will receive a \$10,000 scholarship at the conclusion of her reign to support her future education.

This year, the National Hereford Queen coronation was attended by Hereford enthusiasts from around the world, as the American Royal National Hereford Show coincided with the 2025 World Hereford Conference and the AHA Annual Meeting.

**Ostgaard-Breiner Memorial Scholarship Presented to Veterinary Student.** Regan Mitchem of Vale, N.C., was awarded the 2025 Ostgaard-Breiner Memorial Scholarship from the Hereford Youth Foundation of America. Mitchem is working toward her doctorate of veterinary medicine at the N.C. State University College of Veterinary Medicine. She is now in her third year, focusing on food animal medicine. She wants to move back to western North Carolina and serve her community as a food animal practitioner.

"Experiences from my family's farm, involvement in 4-H and the NJHA, along with my passion for agriculture and science, have brought me to this career path," Mitchem says. "From the beginning of my undergraduate degree in animal science to my current status as a veterinary student, I have felt like this career path was the perfect choice for me, as the course materials light up every part of my brain and leave me excited about the future."

In 2019, NHW lost two beloved board members, Sandra Adams Ostgaard of Ohio and Callea Mae Breiner of Kansas. Both were deeply devoted to the Hereford breed, their families, and their communities. Adams Ostgaard, a teacher and advisor, passed her passion for Herefords on to future generations. Breiner, a nurse and community leader, balanced service on the NHW board with dedication to her family and education, leaving a lasting legacy within the breed.





**H**ereford Youth Foundation of America Scholarship Honors Previous Board Member. Jordan Mitchem, Vale, N.C., was awarded the Bob and Lucy Kube Scholarship from the Hereford Youth Foundation of America. The scholarship was presented at the 2025 World Hereford Conference on October 24.

Mitchem is a freshman at N.C. State University double majoring in animal science and biochemistry. She has a passion for science and its connection to agriculture. Mitchem plans to pursue either a veterinary degree, graduate research, or agricultural policy upon graduation.

“I plan to advance agriculture through science. I am pursuing degrees in animal science and biochemistry to prepare for a career in veterinary medicine or research,” she says. “Through leadership, mentoring, and scientific innovation, I aim to inspire and equip the next generation to overcome challenges and carry agriculture into a strong, sustainable future.”

The 2025 Bob and Lucy Kube Scholarship, sponsored by HYFA, awards \$2,500 in recognition of Bob Kube’s many years of service on the HYFA board of directors. This scholarship, representing the Virginia native’s passion for youth and his commitment to future generations, honors a young student who shows leadership outside of the Hereford circles and in their community.

The scholarships were presented at the 2025 WHC on October 24. During the Shaping the Breed’s Future: Young Breeders Competition and HYFA Scholarship Awards Luncheon presented by VitaFerm, HYFA and its donors awarded \$165,500 in scholarships to 27 NJHA members to help support their higher education goals.

The selection committee continues to be impressed by the high caliber of applicants. “The quality of the applicants and the quality of their statements were first rate, making the selection of the recipients a very difficult task for the selection committee. More importantly, the quality of the applicants ensures that they will be leaders who will position agriculture to meet the challenge,” says George Sprague, HYFA vice president and scholarship committee chair.


The scholarship fund serves as the bedrock of HYFA, and countless youth benefit from its mission. Since its inception, HYFA has awarded scholarships, fueling educational opportunities. For years, these scholarships have been lighting the way for youth in the Hereford breed. Recently, the foundation celebrated awarding more

than \$2 million in scholarships to assist Hereford youth further their educations since its founding in 2000.

**About the Hereford Youth Foundation of America.** HYFA was established in 2000 as a not-for-profit 501(c)(3) corporation dedicated to its four core pillars of scholarship, leadership, education, and research. The mission of HYFA is to encourage, recognize, and reward the development of life skills and values in the next generation of leaders by providing education, scholarships, and leadership opportunities for Hereford youth. For more information about HYFA, visit [Hereforyouthfoundation.org](http://Hereforyouthfoundation.org).

**About the National Junior Hereford Association.** NJHA is one of the largest, strongest, and most active junior cattle programs in the country. Over the years, members of this association have gone on to earn international and domestic respect as models for youth organizational success. The NJHA, through its extensive educational programs, continues to lay the foundation for the beef industry’s future leaders. The traditions of the past, coupled with the energy of today’s board of directors, have created a progressive approach to further develop a meaningful and educational association focus.


**About the American Hereford Association.** AHA, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth, and research.



**QUAIL Ridge**  
FARM

Rutherfordton, North Carolina  
Mark Brewer 828-329-2074

**Registered Polled Hereford Cattle**  
*Bred for calving ease, heavy weaning weight, and milk production*  
**Pasture Raised Bulls Available**  
Passed BSE and Guaranteed  
**Bred and Open Heifers Available**





# #4 Bulls Left Available Private Treaty



Reg. #44610265  
DOB 9/5/24

- ALL BULLS:**
- Born 9/5/24 – 10/7/24
  - All Passed BSE on November 5
  - Low Birth Weight



Reg. #44609814  
DOB 10/7/24

## SIRES INCLUDE:

Innisfail • Demo Provident • Beefmaker 725F • Beefmaker 450H

## DOUBLE J FARM LLC.

POLLED HEREFORDS • EST. 1998  
"Quality Cattle For Quality People."

John Wheeler • 910-489-0024  
doublejfarmllc@yahoo.com • www.doublejfarmllc.com

Farm Location - 2296 N. Lomax Road • Traphill, NC  
Home - 775 Clacton Circle • Earlysville, VA

### 4B FARMS Shelby, NC

Bryson Westbrook  
Ed Soto (Manager)  
980-230-4868 - Bryson  
704-974-1407 - Ed  
brysonw@thewestbrookco.com

### BLINSON POLLED HEREFORDS Lenoir, NC

Keith & Peggy Blinson - 828-310-4526  
Bryan & Beth Blinson - 919-422-9108

### DOUBLE J FARM Traphill, NC • Earlysville, VA

John Wheeler  
910-489-0024  
doublejfarmllc@yahoo.com  
www.doublejfarmllc.com

### E. CARROLL JOYNER BEEF UNIT Raleigh, NC

Matt Morrison  
716-720-0227

### FIVE J'S BEEF & CATTLE COMPANY Clayton, NC

Jody & Angela Standley  
919-291-4212 - Jody  
jodystandley@gmail.com

### HEREFORD HILLS Greensboro, NC

Bill Kirkman III  
336-382-9635  
ST Genetics Representative

### McCOY CATTLE FARM Cove City, NC

Myron & Charlie McCoy  
252-229-4602  
mccoycattlefarms@gmail.com

### NORTH PINO LAND & CATTLE COMPANY Mocksville, NC

Kevin Robinson  
336-399-9884  
kevrob1@aol.com

### P and J FARMS Monroe, NC

Andy Smith  
704-400-3436  
pandjfarmsherefords@gmail.com

### PRESTWOOD BEEF CATTLE Lenoir, NC

Kim & Lori Prestwood  
828-320-7317 - Kim  
828-432-7434 - Lori  
brownloricyde@yahoo

### QUAIL RIDGE FARM Rutherfordton, NC

Mark Brewer  
828-329-2074  
markbrewer65@gmail.com

### Tammy Ward

N.C. Hereford Association Secretary/Treasurer  
434-251-6847  
ncherefordassociation@gmail.com  
www.nchereford.com

### TAYLOR'S MILL FARM Zebulon, NC

J. Brent Creech  
919-801-7561  
tmfherefords@icloud.com

### TERRACE FARMS Lexington, NC

Jim, Linda & Chad Davis  
336-247-1554  
terracefarms@gmail.com

### TRIPLETT POLLED HEREFORDS Statesville, NC

James Triplett  
704-902-2250  
triplettmarble@bellsouth.net

### W&A HEREFORD FARM Providence, NC

George, Tammy, William, & Andy Ward  
434-251-3637  
gwardjr@comcast.net

### WHITEHEAD CATTLE COMPANY Lewiston Woodville, NC

Austin & Jodie Whitehead  
Austin - 252-370-5647  
Jodie - 252-642-3435  
austinwhitehead@yahoo.com

### WILL-VIA POLLED HEREFORDS Mooresville NC

Lavette Teeter  
704-662-5262

# 2026 North Carolina Environmental Stewardship Award

Pasture based livestock producers use their management skills to convert natural resources into a healthy food product. To be successful, it is in our best interest to be good stewards of the land we manage. There has been an increased awareness about human impact on the environment, and the beef industry has initiatives at all levels to improve environmental stewardship. This award is just one more effort to improve environmental awareness of beef producers and to educate the general public about environmental efforts of the pasture based livestock industry.

There are many examples of environmental stewardship among North Carolina pasture based livestock producers. The N.C. Cattlemen's Association and the N.C. Forage and Grassland Council have teamed up to recognize innovative environmental stewards in North Carolina's pasture based livestock industry with an Environmental Stewardship Award.

The award is meant to recognize innovative producers, and to provide positive examples and ideas for conservation practices that can be easily implemented by North Carolina farmers. The winner will be presented with a plaque at the N.C. Cattle Conference on February 20. The winner will be announced at the luncheon, and then they will be encouraged to make a brief presentation at the N.C. Forage and Grassland Council Committee meeting that afternoon. They will receive complimentary registration to the N.C. Cattle Conference along with a cash award. Beef producers who win the award will also be added to a pool of candidates to be considered for nomination for the national environmental stewardship award presented by the National Cattlemen's Beef Association. Nomination packets for past winners can be seen on the N.C. Cattlemen's Association website via [www.nccattle.com/nc-forage-grasslands-council](http://www.nccattle.com/nc-forage-grasslands-council).

**Eligibility Requirements** – Applicants must raise pasture based livestock in North Carolina. A producer may not nominate themselves but may be nominated by any organization or individual, which may include an extension agent, industry personnel, a conservation agent, a county cattlemen's association, or another individual producer. Generally, a producer will be involved in preparing their application. Past winners can't resubmit, but resubmission of past nominees is encouraged.

**Evaluation/Criteria** – A committee composed of representatives from the N.C. Forage and Grassland Council, N.C. State University, conservation agencies, and the allied industries will review the application packages.

The following criteria will be used to score applications:

1. Environmental stewardship practices implemented (60%)
2. Local, regional, and national leadership activities that promote environmental stewardship to other producers and improve the public image of the livestock industry (40%).

**Nomination instructions** – Applications must be typed and 12 pages or less. Applications should be submitted electronically via e-mail. Color photographs of practices implemented are requested as part of the maximum 12 pages, with captions that describe the practice. Practices that might be featured include alternative

watering points, stream buffers, feeding facilities, or any other practices that improve the environment.

Nomination package format:

- Section 1. Description of the operation.
  - Name of producer
  - Address
  - Phone number and e-mail address
  - Map of North Carolina showing the location of the farm(s)
  - What is the nature of the business? Describe the livestock enterprise (cow/calf, stocker, combination, or other) and other diversified business activities.
    - History of the operation (length of ownership, changes in the operation over time, acreage, herd numbers, etc.).
    - Brief description of natural resources on the farm (types of forages, terrain, and water resources).
    - List organizations that the farm has interacted with in environmental efforts.
- Section 2. Stewardship practices and achievements.
  - Describe the resource management goals and accomplishments in terms of stewardship and conservation.
  - Describe specific, innovative practices that involve energy conservation, wildlife habitat enhancement, manure management, improvements in air quality, improvements in drinking water delivery, and other practices designed to protect surface waters.
- Section 3. Describe how the producer practices environmental stewardship as a part of their management program. How has a stewardship philosophy impacted management strategies, implementation of land improvements, and other activities that improve the public perception of cattle farming in North Carolina? Include any leadership activities of the producer that have improved the adoption of a stewardship philosophy among other producers. Also include any involvement the producer has had in environmental research and any other activities the producer has been involved in that promote a positive public image.

To submit your application, convert the document to PDF format and e-mail it by January 15 to [Matt\\_Poore@ncsu.edu](mailto:Matt_Poore@ncsu.edu).



Our advertisers are  
 "Champions" too. For expert  
 A.I., superior genetics, the best  
 in purebreds and outstanding  
 farm supplies, check the  
 CLASSIFIEDS in this issue!



# LIMOUSIN

North American Limousin Foundation

# UPDATE

**Research Confirms – Limousin & Lim-Flex Deliver Economic Advantage.** Limousin and Lim-Flex cattle excel on the NALRF/SDSU research project and economic analysis comparing progeny sired by Limousin, Lim-Flex, and Angus sired calves on commercial Angus cows. The study examined extended days on feed to three different harvest end points on growth performance, feed efficiency, and carcass composition differences of both steers and heifers with different proportions of Angus and Limousin genetics. A.I. sires utilized were independently selected by Dr. Robert Weaber, KSU for relative EPD equivalency, also utilizing USMARC breed adjustments to better measure breed comparisons.

Commenting on the research project, Dr. Robert Weaber stated, “As the beef industry continues to drive for increased production through feeding cattle to heavier end weights, selection for animals with the genetic potential for improved muscularity and retail yield is essential.

Physiologically, maturity of beef cattle results in carcass tissue deposition shifting from lean to fat. As this occurs, feed conversion worsens, decreasing the efficiency of body weight gain and, ultimately, profitability. At the end of the feeding period, dressing percentage increases, but primarily due to increased fatness. Increased body fat decreases retail yield.

Decreasing the production of waste fat in our industry will be key to improving our sustainability metrics. One simple way to improve retail yield is selection of animals — and breeds like Limousin — with improved carcass muscularity. Recent beef on dairy carcass work has demonstrated the importance of muscle shape in the chuck and round to improved fabrication yields. As our industry considers new technology to predict red meat yield, we’ll need to expand our utilization of breeds and tools that add end meat carcass muscularity.

The utilization of crossbreeding systems to leverage heterosis and breed complementarity is a key tactic to improving beef production efficiency. This research reaffirms the value of crossbreeding systems that leverage breed strengths and improve profit opportunities through optimization of carcass quality and

yield attributes at heavy outweights. In the current study, cattle with increased days on feed had more profit opportunity, as did cattle with an increasing percentage of Limousin genetics, demonstrating the value of managing both carcass composition and feedlot performance traits to maximize profit.

Profit in the feeding sector is driven by managing both input costs and the value of the beef carcass. Injecting genetics into the breeding program that reduce the cost of gain during extended feeding through improved carcass conversion and feed efficiency adds substantial profit potential and market flexibility at heavy outweights.”

Mark Anderson, executive director at the North American Limousin Foundation, commented, “The SDSU study details the value of crossbreeding for the commercial cattleman when utilizing two breeds that are very complementary of each other, like Angus and Limousin in today’s cattle feeding industry, where cattle are fed to much larger outweights. The ability to achieve profitable feed conversion rates while achieving industry demanded quality grade levels and reducing yield grade 4 and 5s, with increased red meat yield for all sectors of the beef industry is a direction the industry will be headed”.

Assumptions, questions, and economic value analysis:

1. What is the effect of adding days on feed and the resulting impact on revenue, cost, and return on all cattle and differences between the sire groups?

2. Constant grid values are used for all three harvest dates spread 30 days apart. Breeds are analyzed by groups at 200, 235, and 270 days on feed after an initial warmup period of 78 days.

3. Cattle feeders have extended days on feed, resulting in hot carcass weights exceeding the upper bounds of existing slaughter datasets. Consequently, there is a need for new research to evaluate cattle growth, efficiency, and carcass outcomes as cattle are fed to heavier HCW (>1,000 lbs for steers).

4. Cattle were fed to larger outweights to be more reflective of the larger outweights being seen in the current fed cattle industry today and the increasing trend in larger carcass weights.

5. Grid values were based on a Cargill grid, base price = \$310/cwt, reference quality, yield grade, and carcass weight premiums and discounts in the slide presentation by Dr. Warren Rouche and Grace Olinger of S.D. State University.

6. Cost assumptions in value established using January 2024 starting weights and the S.D. USDA *Steers and Heifers* report. Ration cost = \$200/ton, yardage at 50¢ per day along with trucking, vet, etc. = \$85/head. Interest at 8.5 percent on feeder cattle and feed. Ending values were calculated from Cargill settlement.

Takeaways:

1. All breed groups reflected an increase in value and profit with added days on feed.

2. The added value in revenue and margin for all three breed groups increased to offset increasing costs at all three harvest dates for all cattle combined. This is very reflective of today’s increasing overweight trends in fed cattle production and subsequent hot carcass weights.

3. Profit for “all” cattle by DOF - \$/head increased at each DOF harvest endpoint as DOF increased:

$$200 \text{ DOF} = \$284.61/\text{head} \quad 235 \text{ DOF} \\ = \$347.17/\text{head} \quad 270 \text{ DOF} = \$417.03/\text{head}$$



You shouldn't have to have a gun held to your head to take advantage of the expert A.I., superior genetics, the best in purebreds and outstanding farm supplies featured in the CLASSIFIEDS in this issue!

Overall profit by sire breed and DOF was led by Limousin and Lim-Flex sired calves when combining cost of gain and carcass results:

$$\begin{aligned} \text{Limousin} &= \$357.47/\text{head Lim-Flex} \\ &= \$353.43/\text{head Angus} = \$330.99/\text{head} \end{aligned}$$

**Note** – Increased Limousin influence improved dry matter conversion and resulting lower cost of gains to enhance their profitability. Although Limousin cattle had no prime carcasses, they also had no select carcasses, and increased Limousin influence resulted in superior yield grade, resulting in fewer yield grade 4 and 5 cattle and resulting yield grade discounts when fed to larger outweights. A ration cost increase from \$200/ton to \$275/ton also increased profitability for Limousin and Lim-Flex sired calves given improved feed conversion rates.

Limousin and Lim-Flex sired cattle excelled in Profit by Sire breed and DOF at each of the three harvest dates when combining feed cost of gain and carcass results:

200 DOF

Limousin = \$320.16/hd  
 Lim-Flex = \$274.97/hd  
 Angus = \$261.52/hd

235 DOF

Limousin = \$350.83/hd  
 Lim-Flex = \$356.01/hd  
 Angus = \$334.28/hd

270 DOF

Limousin = \$399.59/hd  
 Lim-Flex = \$443.91/hd

Angus = \$410.07/hd

**Note** – Lim-Flex sired progeny had an equivalent number of prime grading carcasses as compared to Angus while achieving superior yield grade and dry matter conversions within the final 70 days on feed window.

Breed difference effects in overall research trial – Breed did not affect ADG, final BW, or HCW. Increased Limousin influence reduced DMI and improved F:G. Increased Limousin influence increased REA and reduced rib fat and yield grade. Angus influence increased marbling score. Lim-Flex sired calves had a similar proportion of premium carcass grades compared to Angus for CAB and Prime carcasses in addition to improved yield grade.

**About the North American Limousin Foundation.** The North American Limousin Foundation, headquartered in Englewood, Colo., provides programs and services, including the documentation of more than 25,000 head of cattle annually, for approximately 4,000 members and their commercial customers. The Limousin breed and Lim-Flex hybrid offer industry leading growth and efficiency while being an ideal complement to British breeds. For more information about NALF, please visit [www.nalf.org](http://www.nalf.org).

**QUALITY COUNTS, EFFICIENCY MATTERS...  
 POUNDS PAY!**

ECONOMIC ANALYSIS FOR FEEDING PERFORMANCE AND CARCASS GRID RESULTS

**LIMOUSIN**  
NORTH AMERICAN LIMOUSIN FOUNDATION

**PROFIT BY SIRE BREED DAYS ON FEED**

Days on Feed (DOF)	Limousin	Lim-Flex	Angus
200 DOF	\$320.16	\$274.97	\$261.54
235 DOF	\$350.83	\$356.01	\$334.28
270 DOF	\$399.59	\$443.91	\$410.07

- RECENTLY, SOUTH DAKOTA STATE UNIVERSITY COMPLETED A STUDY DESIGNED TO DOCUMENT HOW GENETIC DIFFERENCES AND DAYS ON FEED IMPACT PROFITABILITY TO LARGER OUTWEIGHTS AND DIFFERENT DAYS ON FEED. 216 HEAD OF CATTLE RAISED ON TWO MONTANA RANCHES THEN FED AND HARVESTED ON RESEARCH AT SDSU. CALVES Sired BY PROVEN LIMOUSIN, LIM-FLEX, AND ANGUS A.I. Sires (1/3 EACH) ON COMMERCIAL ANGUS COWS.
- LIM-FLEX Sired CALVES GENERATED MORE PROFIT THAN STRAIT-BRED ANGUS Sired CALVES ACROSS ALL THREE STUDY GROUPS (FROM \$13 TO \$34 PER HEAD)
- LIMOUSIN Sired CALVES WERE MORE PROFITABLE THAN THEIR ANGUS Sired COUNTERPARTS IN 2 OF THE 3 STUDY GROUPS. (@ 200 DOF + \$16/HD, @ 235 DOF \$58/HD)

**USDA**

**Abattoir and Processor**

**BEEF • PORK • LAMB • GOAT • OSTRICH**

*Aged - Cut - Packaged to Your Specifications*

**Livestock Drop Off**

347 Thomas Street • North Wilkesboro, NC 28659

**Butcher Shop & Processing Pick Up**

106 Chestnut Street • North Wilkesboro, NC 28659

*Call or Email for an Appointment:*

**336-667-1306 • abprimecuts@gmail.com**



# CONSIGN YOUR CATTLE IN AN UPCOMING VIDEO AUCTION

## MAXIMIZE YOUR RETURN !!

1. Connect with your local Elite Livestock/LiveAG representative.
2. Together the Rep and Seller draw up a consignment contract.
3. Our nationwide buyer network and State of the art Video Auction platform ensures competitive bidding on auction day.
4. You get paid on delivery day with check in hand, backed by our Licensed and Bonded Account.

DATE	LOCATION	DEADLINE
Nov. 13	Fort Worth, TX	Nov. 4
Dec. 11	Fort Worth, TX	Dec. 2
Jan. 15	Denver, CO	Jan. 6

**\*\*\*Attention Purebred Breeders\*\*\***  
 If you would like to have your production sale broadcast on the LiveAg platform please contact:  
 Hardin Utsey | (334) 407-8011  
 Blake Tucker | (308) 660-3963

## FIND YOUR REPRESENTATIVE:

Daniel Litwiller  
 South Carolina, North Georgia | (662) 275-3326

Steven Mathews, DVM  
 North Carolina, South Carolina | (828) 308-8512

Jerry Etheredge (334) 422-1306      Darrell Stokes (334) 309-5255      Wesley Granthum (334) 398-1669



# S.C. CHAROLAIS NEWS

By **GEORGEANNE WEBB**, S.C. Charolais Association

I will start off with the bad news first. We lost another great cattleman in November — Bill Nottke of Riverdale Land and Livestock. I used to refer to him as Smokster’s daddy at the meetings in Kansas City. He always got a kick out of that. He was such a nice man. Once, when we drove to Kansas City with Silas Maxwell in the backseat, it started snowing like crazy. Bill couldn’t believe I didn’t have a windshield scraper, so he loaned me his. I told him I was from the South. We don’t scrape windshields much because it definitely doesn’t snow that much. He cracked up when I told him I had just seen my very first snowplow, and we only have some dump trucks with a scrape blade on the front. He will be missed.

I also have some crazy news. A guy in Ohio who bought a bull from me several years ago called, and he wants another bull. I have one ready for him, and he is driving down on a Friday. We will load up the bull early Saturday morning because he has to be home before midnight. The reason is that his neighbors are coming with him, and they are Amish. I’ll bet I am the only cattleman in South Carolina who has had the Amish visiting the farm. My neighbors are all excited, and I’m sure I will have a crowd of onlookers.

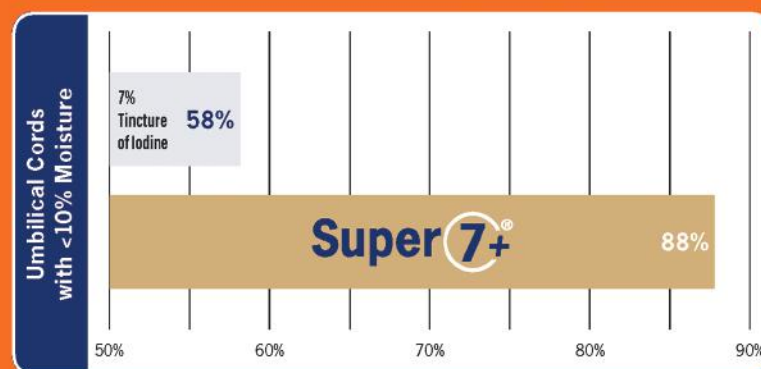
The sale in Knoxville was a roaring success, and we met a lot of new breeders. The menfolk got to sit under the tree and swap lies until midnight on Friday night. Luckily, it did not rain this year.

Keep safe as the weather is getting cold. My daughter and her family have moved back to South Carolina from Florida, and they think they are going to freeze to death. They live in the country, a few miles past me in Dacusville. My granddaughter has already made a lot of friends, and one girl on the bus offered to give her some goats and chickens. They are finding out what it is like to live in the country and not in the city.

# Vetericyn® DIP THIS!

Super 7 Ultra is an umbilical & navel dip that is more cost-effective and proven to work faster than 7% iodine.

- ✦ Ultra-fast umbilical dry-out solution
- ✦ Dyed for rapid identification
- ✦ Costs less than 7% Iodine & Triiodine
- ✦ Exempt from hazardous shipping & handling charges
- ✦ Available in 55 gallon drum upon request



Super 7+ dried down the umbilical cord 30% faster than USP 7% tincture of Iodine.<sup>1</sup>

(1) J. Gard, S. Rodning, S. Duran, T. Hathcock, D. Taylor. Evaluation & Comparison of Super 7+ Navel Dip & Tincture of Iodine to Desiccate Umbilical Cord of Neonatal Dairy Calves with varying immune statuses. Auburn University. 2013 Vetericyn's Super 7+ Navel Dip formulation has been enhanced and rebranded into Super 7 Ultra, since this 2013 study by Auburn University.



# 5<sup>th</sup> ANNUAL BULL & FEMALE SALE



Angus • Balancer • Gelbvieh

SATURDAY, FEB. 21, 2026  
1:00 PM

1434 Dibrell Rd, Pelham, NC 27311

CONTACT INFO/QUESTIONS FOR SALE:  
Greg "Bubba" Anderson or Todd Hodges

828-442-6869

LiveAuctions.TV



CATTLE COMPANY

locusthillcattlecompany.com



GCRK Vicki 903G  
5 Sons Will Sell



GCGF Niki 701E  
Black PB Son Sells



LHC Sweet Annie 298K ET  
Embryos and Flush Sells



TAU infinity 78J  
Daughters Will Sell



LHC Chucky 0165H  
Daughters Will Sell



**U** pdates to CED and CEM Genetic Evaluation. International Genetics Solutions (IGS) has updated the calving ease direct (CED) and calving ease maternal (CEM) genetic evaluation. These updates have increased the efficiency and prediction accuracy of the evaluation. Three updates were made as outlined below.

**1. Breed and Decade Interaction Effect** – Previously, a breed and decade interaction was fit as a random effect. Some breed x decade groups had sparse representation, causing decreased evaluation efficiency. Now, breed and decade effects are decoupled or fit as two separate effects.

**2. External EPD Incorporation** – Previously, external EPDs were included directly in the coefficient matrix. Now, external EPDs are included after the internal EPD analysis. This will allow the impact of external EPD information to be more clearly compared.

**3. Marker Effects** – Previously, marker effects for maternal effects were not included. Now, a methodology has been developed that has the ability to fit marker effects for direct and maternal effects simultaneously. The CEM EPD is now genomically enhanced. In addition, updates to the covariances between marker effects for different traits included in the evaluation were also updated.

These updates have undergone an extensive validation process, and the prediction accuracy of the CED and CEM genetic evaluation has improved. Members may see slight re-ranking as a result of these changes. Members with any questions regarding these updates or specific animals' EPD can reach out to Sarah Mumm, AGA performance programs coordinator, at 303-465-2333 or [sarah@gelbvieh.org](mailto:sarah@gelbvieh.org).

**A** GJA Donation Heifer Raffle. Each year, the American Gelbvieh Junior Association (AGJA) holds a heifer raffle to raise funds for the association and its members. All proceeds benefit AGJA programs, events, and activities fostering industry education, growth, and leadership! The AGJA continues to provide leadership opportunities for its members and everyday services, thanks in large part to the support of fundraising efforts like this one.

We extend our sincere appreciation to Beastrom Ranch of South Dakota for donating the heifer and Sullivan Supply for donating the Beast Blower. Thank you to our generous donors and ticket buyers who make the heifer raffle AGJA's largest fundraiser!

The drawing takes place on January 5, prior to the AGA National Sale held in conjunction with Cattlemen's Congress. Ticket buyers will be given the option at the time of purchase to choose either the Beastrom Ranch heifer, Sullivan Supply Beast Blower, or \$1,000

cash if selected during the AGA National Sale.

**B** ull Futurity Scholarships. The Breeder's Choice Bull Futurity, as well as the People's Choice Bull Futurity, awards up to \$1,000 to one active member of the AGJA. Be sure to mark clearly on the application which scholarship you are applying for, as the application can be submitted for one or both. The Breeder's Choice Futurity is the Gelbvieh Futurity, while the People's Choice Futurity is the Balancer Futurity.

**About the American Gelbvieh Association.** AGA, started in 1971, is a progressive beef cattle breed association representing approximately 1,000 members and approximately 45,000 currently active Gelbvieh, Balancer, and Gelbvieh influenced cows assessed annually in a performance oriented total herd reporting system. The Gelbvieh breed is well known throughout the industry for their maternal strengths and superior growth. With these attributes, Gelbvieh and Balancer cattle fit well into a crossbreeding system.

## 2025-2026 Clemson University Bull Test Update

**T** he 2025-2026 Clemson University Bull Test is winding down. The final weigh day was November. Ultrasounds were also done on our junior bulls. The second weigh day was October 21, and ultrasounds were done on the senior bulls. All ultrasound data is sent in to the respective breed associations and included in our sale catalogue for those bulls who make it to the sale. Bulls who complete the test and sort themselves to the top of the ratio will be moved to pasture to continue to grow and develop until the bull sale on February 7. This year's class of bulls includes Angus, Red Angus, Hereford, Simmental, SimAngus, Ultrablack, and Balancer breeds. Bulls will be available for viewing prior to the sale by contacting Lindsey Craig at [lcraig@clemson.edu](mailto:lcraig@clemson.edu) or 864-934-6443. If you would like to be added to our catalog mailing list, please reach out to your local extension agent or Lindsey Craig.

We are still seeking heifers for nomination for our February sale. Only 19 pens of heifers will be accepted, so please get your nominations in early. Nominations are due December 15. All nomination paperwork can be found at the Clemson Bull Test website at [www.clemson.edu/extension/livestock/programs/cattle/clemson-bull-test.html](http://www.clemson.edu/extension/livestock/programs/cattle/clemson-bull-test.html). Please feel free to contact Lindsey Craig at [lcraig@clemson.edu](mailto:lcraig@clemson.edu) if you have any questions about the Clemson Bull Test program or heifer nomination process.

# Health and Production Record Keeping

By **BOB LARSON, DVM**, *Beef Cattle Institute*

**A**lthough most cattle producers agree that good record keeping is important, many operations are not currently collecting valuable information that can be used in management decisions and marketing efforts. Because each of us will only do what we enjoy doing — or are forced to do — record keeping should be approached to try to maximize enjoyment or minimize pain. From a record keeping standpoint, the needs of cow/

calf ranches differ from other livestock operations, such as dairies, feedlots, and swine or poultry operations. Cow/calf ranches only collect usable information at a few specific times of the year, such as at preg check, weaning, pasture turnout, or at other times when certain ranches handle their cattle. This is in contrast to other livestock production systems that hand deliver feed on a daily basis and measure production on a daily basis — dairy — or on at least

## TJB Gelbvieh Maternal Magic Sale Results

**O**n November 1, TJB Gelbvieh welcomed an enthusiastic crowd on a beautiful day in historic Chickamauga, Ga., to the 14<sup>th</sup> Annual Maternal Magic Bull Sale. A large crowd assembled on Friday afternoon for viewing, followed by Rocky Mountain oysters and the traditional roast beef dinner, accompanied by the usual hot potato feast.

The high selling individual in this year's sale was Lot 1, TJB Chickamauga 4103M. This bull combined the greatest two individuals ever produced at TJB, Rebel Yell and the terribly tragic, recently deceased 954G. Possession sold for \$17,000 to Lazy TV Ranch, and semen packages sold for \$22,500, for a total valuation of \$39,500.

Lot 16, TJB Abercrombie 4136M, sold to Green Hills Gelbvieh for \$29,500. This TJB Addiction son, by featured donor 965G, is designed to make an impact in the Gelbvieh breed. Lot 44, TJB Garrett 411M, demanded \$17,500, selling to Bottomley Farms, and was the high selling red bull. He is a General Patton son by 873F — no stranger to high selling red bulls in the program. Red bulls were in high demand as Lot 8, TJB Brotherton 475M, a TJB Victorio son by 240K — a full sister to 954G — sold to Pete Wall for \$15,000.

Other sale highlights included two flushmate brothers sired by none other than Rebel Yell. Lot 42, TJB TCC Boss, sold to Lazy TV, also in South Dakota, selling for \$14,500. His brother,



TJB TCC Kensington, Lot 41, demanded a bid of \$14,000 again, selling to Green Hills Gelbvieh.

The sale average was \$8,092 without the semen packages. The red bulls sold for an average of \$8,546. The black bulls sold for an averaged of \$8,076.

TJB Gelbvieh is humbled and grateful to have the support and help from so many people. The excitement continues to grow as the program recognition and the quality of bulls offered continually escalate. Consider TJB Gelbvieh for your elite herdsire next year on November 7!



a weekly or monthly basis — swine or poultry — due to frequent marketing. Because of these differences, the relatively low amount and frequency of data collection in cow/calf herds allows ranchers to have very effective record keeping systems that are simpler than systems needed by other livestock production systems. In fact, a lot of important information can be captured on the ear tag or freeze brand, such as year of birth, sire information, and calving order; and paper or relatively simple computer programs can be used to keep and organize ranch production and health records.

The first set of records that you should keep should answer a pressing question or solve an immediate need. Your primary need today may be to have the information gathered to make filling out tax forms easier next year. Or you may want to know which cows are becoming pregnant early in the breeding season or which cows wean the fastest growing calves. By starting a record keeping effort with one or a limited number of objectives in mind, it is easy to see what information you need to gather and how that information will be used.

Once you have identified exactly what you want to know, how you will collect the information also becomes obvious. For example, if you want to determine which cows calved in the first 21 days of the calving season, you will need a way to identify each cow, and you will need to know when each cow calves — to the day, week, or 21 day period, depending on whether the herd is a registered or commercial herd and the current level of data collection. Often, I find that once the first pressing question is answered, other questions become important. As more questions are asked, such as which bulls are weaning the heaviest calves or which bull's daughters stay in the herd the longest, the more information needs to be collected, and the more sophisticated the record keeping systems need to become.

For small herds or herds where the needed information is very simple, a notebook with handwritten notes will do the job. As herd numbers increase — or as the questions asked demand more pieces of information — a computer program makes record keeping much easier. Some producers make their own record system using a spreadsheet or database software program in order to customize their records to their specific needs. Many other cattlemen utilize commercially available cow/calf record programs. Every record system has its strengths and weaknesses based on the fact that the more one wants out of a program in the way of reports and calculations, the more complicated the data entry becomes. The secret to being happy




with a computer record program is to find one that will answer all the questions you want it to be able to answer — but not a lot more.

Different veterinarians have preferences for different types of records and record keeping systems. However, all would agree that having accurate information about the herd has many valuable uses, including assisting in the assessment of production efficiency, helping in the investigation of disease outbreaks, and as a component of Beef Quality Assurance (BQA). From a production standpoint, I am most interested in the percentage of the herd that becomes pregnant in the first 21 days of the breeding season, the percentage of exposed cows that wean a calf, and any differences in reproductive efficiency by cow age group — heifer, first calf heifer, cow — body condition score (BCS), genetic background, or breeding pasture.

Many farms and ranches record all open cows, abortions, illnesses, and deaths. Veterinarians can utilize this information to pinpoint problems to specific age groups, pastures, months of the year, or other factors that may be contributing to the losses. This type of record keeping is very helpful to veterinarians, but requires a dedicated effort on the part of producers to collect information over many years and to have an information storage system that allows efficient search and retrieval.

BQA involves several aspects of cattle management that directly affect the quality of the beef products sold to consumers as well as the health and welfare of the herd. Accurate documentation of all events that occur to an animal from the time of birth through all production phases and into the slaughterhouse is becoming the expected level of record keeping. Whenever a vaccine, dewormer, fly control, antibiotic, or other product is administered to cattle, you should record the exact name of the product, the serial number of the product you purchased, the dose that was administered, and how the cattle were treated — i.e., by mouth, in the muscle, under the skin, etc.

If you decide that your current level of record keeping is holding you back from improved production efficiency, it is important to know what you want to gain from your records, to match the most appropriate record keeping method or computer program to your needs, and to diligently follow through with appropriate information collection.



**You shouldn't have to have a gun held to your head to take advantage of the expert A.I., superior genetics, the best in purebreds and outstanding farm supplies featured in the CLASSIFIEDS in this issue!**

# Successfully Weaned Calves – A Hot Commodity

By KARLA WILKE, *University of Nebraska – Lincoln*

**W**hether calves are being retained after weaning or they are arriving by the truckloads, the weaned calf is at a critical juncture in development and currently is an expensive commodity whose health and growth should not be taken lightly.

**The Connection between the Nursing Calf and the Weaned Calf** – Although there is much to focus on during weaning, a successful weaning is impacted by the nursing phase. In an ideal situation, the calf was born to a healthy cow on a good nutrition and vaccination program who provided high quality colostrum to the calf at birth. In addition to receiving good nutrition as a nursing calf, the calf also received two rounds of vaccinations in a protocol developed by a local veterinarian. Much like in humans, a series of vaccinations while the calf is young can prevent viral outbreaks throughout its life. Viral diseases are hard to treat, and if a calf survives them, that calf is seldom a thrifty calf with a great rate of gain. Antibiotics are effective on bacterial infections, not viruses. Therefore, the idea of a vaccination program is to minimize the impact of viruses in the herd so that when an illness does occur, the likelihood it is a treatable bacterial infection is high. Establishing a working relationship with a local veterinarian before weaning helps determine any booster vaccines that need to be given after weaning as well as develop an antibiotic use protocol before signs of an illness occur.

**The Transition Away from Mom** – By the time a nursing calf is five months old, that calf is eating over 1 percent of its body weight in forage on a dry matter basis. Once the calf is weaned, depending on the quality of the diet offered and the size of the calf, that calf will eat between 2.3 and 3.0 percent of its body weight in forage. So,

the goal is to get that calf's consumption from 1 percent up to 2.3 percent of its body weight in feed as quickly as possible.

The more familiar things can be, the smoother the transition. A similar diet to what they were eating with the cow is familiar to the calf and can encourage intake. A calf out grazing with the cow is going to prefer a grass hay or grazing situation and may not be willing to eat a silage based diet immediately after weaning. However, a calf who consumed a silage based diet with the cow will eat that very well at weaning.

**Rumen Development, Nutrition, and Water** – Good nutrition is the key to good health for the weaned calf. By the time a calf is 150 days old, the rumen is fully developed but is small compared to a yearling calf or a cow. Therefore, the diet must be highly palatable and highly digestible. A diet of poor quality roughage will not have a high passage rate out of the rumen, making it unlikely the calf can eat enough to meet its nutrient requirements.

In addition to energy, the weaned calf needs metabolizable protein to meet both the needs of the microbes in the rumen and the needs for tissue growth, such as muscle and skeleton. Feeds such as distillers grains will contribute more to skeletal and muscle growth than feeds like alfalfa hay or soybean meal due to the type of protein they supply.

The importance of a good vitamin and mineral package should not be overlooked, as several vitamins and trace minerals, such as vitamin A, copper, and zinc, play a crucial role in the functioning of the immune system.

Water is the most critical nutrient for life but is often overlooked for its importance in the weaning calf. Not only is water important in the prevention of dehydration and general metabolic function, but it is also important for digestion in the rumen. Therefore, a calf who cannot reach the water, cannot figure out the waterers, or will not drink the water due to contaminants will also not eat.

**Predator vs. Prey** – One of the most frustrating things about caring for weaned calves is not realizing a calf has a need for medical attention. Because calves see humans as predators, they will often try to appear healthy when they sense they are being scrutinized. Sick calves will often hide in the middle of a group of calves to avoid drawing attention to themselves. Moving the calves around to see who exhibits depressed posture or labored breathing, who moves back to the bunk and continues to eat, and observing a calf from a moderate distance when the calf is unaware of being watched can help determine which calves need to be pulled in for treatment.

**Summary** – Managing weaned calves, especially at today's value, can be a little stressful. However, proper nutrition, vaccination schedules, treatment protocols, and vigilance can increase the success rate tremendously.

If you would like assistance with ration balancing for weaned calves, reach out to your local beef extension specialist.



**The weaned calf is at a critical juncture in development and currently is an expensive commodity whose health and growth should not be taken lightly.**



**S**pring Calving Herds – Enroll in THE Today. Spring calving will be here before we know it, which means that the 2026 Spring Total Herd Enrollment (THE) season is open. Get the best returns for the time and money you’ve invested in your herd by enrolling in THE!

Submit your inventory:

- Early (by December 15)
- Accurately (don’t pay for dams that are gone, and make sure all new heifers and purchased cows are listed to ensure complete dam records)

Don’t forget – You must submit an updated inventory to benefit from the early enrollment rates. Even if you don’t think there are any changes to your herd, review the list and submit your inventory.

Reminders:

- Spring THE is for cows that calve between January 1 and June 30
- Spring Early Enrollment is open through December 15
- Spring Late Enrollment is open from December 16, 2025, to February 15, 2026 (incurs a \$1 late fee per dam)

To help get you started, see the tear out instructions in the November Register, or check out the Index tab on Herdbook for more announcements and instructions.

Don’t delay, enroll today!

**M**ature Weight and Cow Energy Requirement EPD Released in Research Format. Expected progeny differences (EPD) for mature weight (MW) and cow energy requirement (CER) have been released by the American Simmental Association (ASA) in a research



AMERICAN  
**Simmental**  
ASSOCIATION  
**NEWS**

release format. Mature weight and energy requirements have a direct economic impact through cow salvage value and annual feed costs. These EPD provide breeders with tools to better assess cow productivity and efficiency.

The MW and CER EPD were developed by International Genetic Solutions (IGS). IGS and ASA are committed to the development of genetic tools that aid breeders in making selection decisions on economically and commercially relevant traits.

**MW EPD** – The MW EPD is expressed as the difference in pounds of cow body weight at six years of age and a body condition

*Simmental News continued on the next page*

# THE PROFIT PREDICTOR

BUILD A HERD THAT WORKS AS HARD AS YOU DO.

The American Simmental Association’s \$All Purpose Index, or \$API, considers the cow herd while keeping pressure on terminal traits. And data from the last 25 years show it’s working.

**SIMMENTAL.ORG | 406.587.4531**

NORTH CAROLINA  
**Simmental** ASSOCIATION  
PROGRESS WITH PERFORMANCE

Brooke Harward, Executive Secretary  
Anna English, President

www.ncsimmental.com • 336-468-1679  
ncsimmental@gmail.com  
PO Box 262 • Richfield, NC 28137

STAND STRONG  
SIMMENTAL

## Simmental News *continued from the previous page*

score (BCS) of 5. A higher MW EPD indicates a genetic tendency for heavier daughters at maturity, while a lower MW EPD indicates a genetic tendency for lighter daughters at maturity. For example:

- Bull A = 100 MW EPD
- Bull B = 50 MW EPD

You would expect daughters from Bull B to weigh 50 pounds less, on average, at age six and BCS 5 compared to daughters from Bull A.

Mature cow weights can be collected at any age after yearling. Entire cow groups should be weighed on the same day and within 45 days of weaning their calf. Members are encouraged to take a BCS at the same time as mature weight collection. Entire cow groups should be scored on the same day and by the same person for contemporary grouping.

Members can submit weights and BCS for cows of any age between 2 and 12. Records on the same cow across multiple years are also accepted.

**CER EPD** – The CER EPD is expressed as the yearly difference in pounds of total digestible nutrients (TDN) required for a cow

aged six years. A lower CER EPD indicates a genetic tendency for daughters that require less energy to support production, while a higher CER EPD indicates a genetic tendency for daughters that have higher energy demands. For example:

- Bull A = 100 CER EPD
- Bull B = 50 CER EPD

You would expect daughters from Bull B to require 50 pounds of TDN less per year at age six, on average, compared to daughters from Bull A.

Birth weight, milk, and mature weight EPD are utilized in prediction equations to estimate cow energy requirements, representing the primary cow energy expenditures – gestation, lactation, and maintenance.

As part of their development, these EPDs have undergone an extensive validation process. Membership is encouraged to review the research release predictions for MW and CER. Members who have feedback on this evaluation or any questions should contact Dr. Elizabeth Dressler, ASA Geneticist, at [dressler@simmgene.com](mailto:dressler@simmgene.com).

**Updates to CED and CEM Genetic Evaluation.** International Genetics Solutions (IGS) has updated the calving ease direct (CED) and calving ease maternal (CEM) genetic evaluation. These updates have increased the efficiency and prediction accuracy of the evaluation. Three updates were made as outlined below.

**Breed and Decade Interaction Effect** – Previously, a breed and decade interaction was fit as a random effect. Some breed x decade groups had sparse representation, causing decreased evaluation efficiency. Now, breed and decade effects are decoupled or fit as two separate effects.

**External EPD Incorporation** – Previously, external EPDs were included directly in the coefficient matrix. Now, external EPDs are included after the internal EPD analysis. This will allow the impact of external EPD information to be more clearly compared.

**Marker Effects** – Previously, marker effects for maternal effects were not included. Now, a methodology has been developed that has the ability to fit marker effects for direct and maternal effects simultaneously. CEM EPDs are now genomically enhanced. In addition, updates to the covariances between marker effects for different traits included in the evaluation were also updated.

These updates have undergone an extensive validation process, and the prediction accuracy of the CED and CEM genetic evaluation has improved. Members may see slight re-ranking as a result of these changes. Members with any questions regarding these updates or specific animals' EPD can reach out to Dr. Elizabeth Dressler at [edressler@simmgene.com](mailto:edressler@simmgene.com).

**About the American Simmental Association.** Founded in 1968, the American Simmental Association is headquartered in Bozeman, Montana. ASA is committed to leveraging technology, education, and collaboration to accelerate genetic profitability for the beef industry. In keeping with its commitment, ASA and its partners formed International Genetic Solutions – the world's largest genetic evaluation of beef cattle. Learn more at [www.simmental.org](http://www.simmental.org).



### Virginia Herd Health Management Services, PC

#### In Vitro Fertilization (IVF) & Embryo Transfer (ET)

- \* On-farm aspiration of oocytes via Ultrasound Guided Ovum Pick-Up (OPU).
- \* Embryos come back in 8 days for placement or direct thaw freezing on-farm.
- \* Can do on donors aged 8 months and older, up to 120-150 days pregnant. Doesn't interfere with pregnancy.
- \* Pregnant cows work really well, so the cow doesn't get out of her production group.
- \* Can do a donor every 2 weeks.

#### \* NOW AVAILABLE \* Small Ruminant Laparoscopic Artificial Insemination (AI) & Embryo Transfer (ET)

Oocytes fertilized at BoviteqUSA in Madison, Wisconsin.

**Boviteq**<sup>™</sup>

[www.boviteq.com](http://www.boviteq.com)

For more information, contact:

**PAT COMYN, DVM**

P.O. Box 555

Madison, Va. 22727

540-829-3625 (cell) • 540-948-5238 (office/fax)

[pcomyn@verizon.net](mailto:pcomyn@verizon.net)

Visit us online at [www.vhhms.com](http://www.vhhms.com).



**BAXLEY**  
— FAMILY FARMS, LLC —  
1129 Altman Avenue Georgetown, SC 29440

*Annual*  
**PRODUCTION SALE**  
SATURDAY, JANUARY 10, 2026

*SimAngus* **BULLS**



**BFXM STONEY RUN M83**  
3/8 SM 5/8 AN

CE	BW	WW	YW	ADG	DMI	SGN	MCE	MILK	MWW	STAY	DOC	CW	YGE	MARB	BF	REA	API	TI
16.1	-1.2	88.8	146.2	0.35	1.86	0.042	7.8	24.6	68.6	19.0	14.9	65.4	-0.05	0.75	0.003	0.9	171.5	97.9



**BFXM STONEY RUN M88**  
3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	DMI	SGN	MCE	MILK	MWW	STAY	DOC	CW	YGE	MARB	BF	REA	API	TI
17.9	-1.9	88.9	141.8	0.33	1.43	0.032	10.8	24.8	68.3	16.2	14.1	40.5	-0.15	0.81	-0.001	0.87	165.7	97.8



**BFXM BONAFIDE M43**  
1/2 SM 1/2 AN

CE	BW	WW	YW	ADG	DMI	SGN	MCE	MILK	MWW	STAY	DOC	CW	YGE	MARB	BF	REA	API	TI
10.4	0.1	82.0	124.5	0.27	0.86	0.082	7.6	28.9	70.0	14.5	19.0	43.9	-0.08	0.45	-0.008	0.84	125.6	85.8



**BFXM IDENTIFIED M54**  
1/2 SM 1/2 AN

CE	BW	WW	YW	ADG	DMI	SGN	MCE	MILK	MWW	STAY	DOC	CW	YGE	MARB	BF	REA	API	TI
13.9	-0.6	87.6	133.3	0.41	1.69	0.122	9.5	28.7	71.9	16.2	14.4	62.4	0.02	0.84	0.076	0.76	160.8	96.1

*Angus* **BULLS**



**BF NETWORK M73**  
PBAN



**BF GIBSON M17**  
PBAN

*SimAngus* **FEMALES**



**BFXM PATRICIA M39**  
1/2 SM 7/16 AN 1/16 CS

CE	BW	WW	YW	ADG	DMI	SGN	MCE	MILK	MWW	STAY	DOC	CW	YGE	MARB	BF	REA	API	TI
13.6	0.4	97.4	155.6	0.36	1.54	0.082	9.0	30.0	78.8	17.8	17.5	56.1	-0.18	0.89	-0.034	0.91	167.5	102.4

1/2 interest with option to double. If buyer doubles for full ownership, Baxley Family Farms will retain 6 grade 1 embryos at the buyer's convenience and Baxley Family Farms cost.

Lunch will be served at 11:30 EST  
Sale will begin at 12:30 EST

Please call 843.325.8821 to discuss selections or schedule a site visit.

*Featured*  
**SIRE GROUPS:**

- BFXM STONEY RUN K15
- BFXM GAUCHO H4
- KBHR GUNSMOKE J131
- HOOK'S GALILEO 210G
- SS IDENTIFIED 7551
- CCR BONAFIDE 5116F
- LCDR RESERVE 210J
- KBHR HONOR H060
- GIBBS 9114G ESSENTIAL
- BALDRIDGE GIBSON G859
- TJ STONE COLD 336G
- BFXM RULER K31
- CLRS HOMELAND 327H
- TJ FROSTY 318E
- CONNEALY COMMERCE
- LRS RARITY 983 J
- HART NETWORK
- ELLINGSON PROLIFIC
- BASIN PAYWEIGHT 1682
- KCF BENNETT ND H725



**SALE MANAGER:**  
Zach Moffitt: 336.736.6340  
Zach Moffitt Cattle Marketing

**AUCTIONEER:**  
Will Thompson: 704.616.8553

**RINGMEN:**  
Neil Bowman: 919.270.7094  
Mike Ryan: 864.247.6234

www.baxleyfamilyfarms.com  
843.325.6146

baxleyfamilyfarmsllc@yahoo.com

Baxley Family Farms LLC  
Angus - Simmental - SimAngus





## RECRUITING NEW MEMBERS?

# THIS MILE OF FENCE COULD BE YOURS

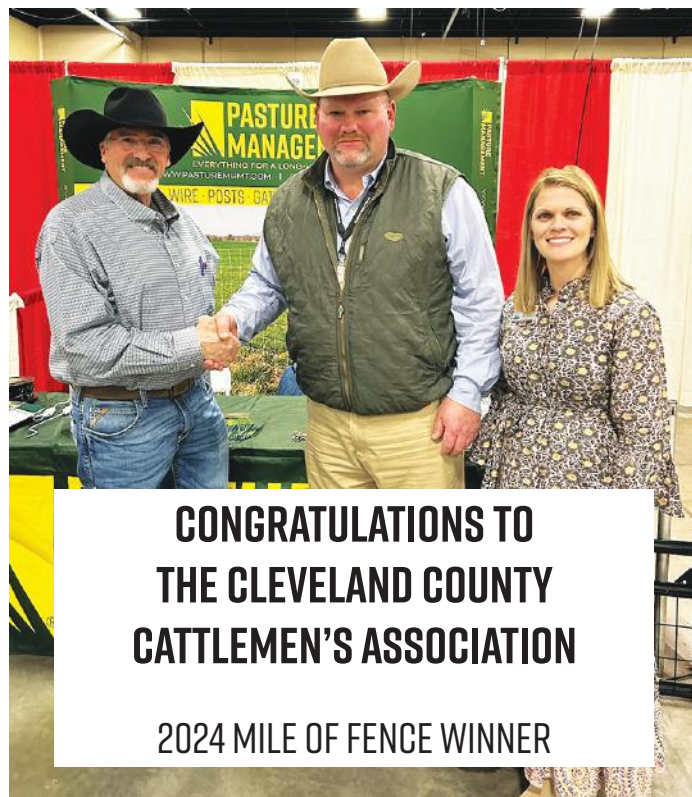
### 1 MILE OF PASTURE MANAGEMENT FENCING SUPPLIES AWARDED TO THE NCCA COUNTY CATTLEMEN'S ASSOCIATION

#### RECRUITING THE MOST NEW MEMBERS IN 2025

The Winning County Association Receives:

- 16 Rolls of Pasture Management Fixed Knot 9-49-6-330 ft.
- 270 5-6 in. x 7 ft. Pasture Management CCA .40 Treated Wood Posts
- 60 6-7 in x 8 ft. Pasture Management CCA .40 Treated Wood Posts
- 1 Pasture Management 12 ft. Tube Gate - Galvanized, Red, or Black
- 37 10 ft. H-Brace Brace Pipes
- 1 40 lb. Bucket, Pasture Management Double Barbed Class 3 Staples
- 40 Speed Brace Kits
- 1 Speed Brace Kit Tensioning Tool
- 2 52 in. Stretcher Bars
- 2 Stretcher Bar Pullers
- 1 Knipex Wire Cutters
- 1 100 ct. Jars of Long 2-3 Crimp Sleeves
- 1 Crimping Tool
- 3 Rolls of 4,000 ft. 12.5 ga High Tensile Electric Fence Wire: Class 3 Galvanized, 170 K psi
- 4 Bags of 25 Speedrite HD end strainer insulators
- 12 Bags of 25 Pasture Management Wood Post Pinlock Insulators
- 200 10 in. Steel Offset Insulators
- 1 Patriot PMX600 Energizer: 6 Joule Output
- 3 Ground Rods and Ground Rod Clamps
- 1 Roll of Pasture Management 66 ft. Underground Cable
- 1 Jar of 25 Joint Clamps

GENEROUSLY SPONSORED BY:



**CONGRATULATIONS TO THE CLEVELAND COUNTY CATTLEMEN'S ASSOCIATION**

**2024 MILE OF FENCE WINNER**



Pasture Management Systems, Inc.

# MILE OF FENCE PROGRAM

New Members by County in 2025 (as of 10-17-25)

Alamance	3	Cumberland	10	Johnston	8	Randolph	29
Alexander	3	Currituck	0	Jones	1	Richmond	2
Alleghany	2	Dare	0	Lee	4	Robeson	24
Anson	1	Davidson	4	Lenoir	1	Rockingham	8
Ashe	0	Davie	5	Lincoln	2	Rowan	3
Avery	0	Duplin	12	McDowell	4	Rutherford	5
Beaufort	1	Durham	0	Macon	66	Sampson	5
Bertie	0	Edgecombe	4	Martin	2	Scotland	0
Bladen	1	Forsyth	5	Madison	3	Stanly	18
Brunswick	2	Franklin	12	Mecklenburg	0	Stokes	16
Buncombe	22	Gaston	1	Mitchell	0	Surry	8
Burke	24	Gates	0	Montgomery	0	Swain	0
Cabarrus	3	Graham	17	Moore	9	Transylvania	2
Caldwell	4	Granville	1	Nash	12	Tyrrell	0
Camden	0	Greene	2	New Hanover	0	Union	4
Carteret	0	Guilford	22	Northampton	0	Vance	1
Caswell	4	Halifax	1	Onslow	4	Wake	10
Catawba	19	Harnett	5	Orange	1	Warren	4
Chatham	4	Haywood	18	Pamlico	0	Washington	3
Cherokee	0	Henderson	4	Pasquotank	1	Watauga	2
Chowan	1	Hertford	0	Pender	0	Wayne	6
Clay	1	Hoke	1	Perquimans	4	Wilkes	16
Cleveland	6	Hyde	1	Person	1	Wilson	17
Columbus	3	Iredell	11	Pitt	9	Yadkin	1
Craven	2	Jackson	0	Polk	0	Yancey	2

**Grand Total 560**

# New NCCA Members for 2025

During the Membership Committee meetin at the 2007 N.C. Cattle Conference, members decided to list the name and county of residence of **NEW** members of NCCA in *The Carolina Cattle Connection*. A new member is someone who has never been a member or has rejoined after a brief break in their membership. Below is a list of NCCA’s new members:

**Brunswick County**

Chip Carroll – Old Oaks Farm

**Columbus County**

Landon Worley

**Davie County**

Scotty & Linda Bracken – Bracken Farm

James Doby – D&S Farms

**Duplin County**

Anthony Guy – Guy Farm Services Inc.

**Edgecombe County**

Steve Wordsworth – Creekside Properties & Farms

**Franklin County**

Karl Holshouser – Hope Cattle Services

**Hyde County**

Roxyanne Gibbs

**Johnston County**


Joseph Smith – Straightway Farms

**Madison County**

Jeff Roberts – Roberts Farms

**Richmond County**

Eddie Hildreth – Wildwood Cattle Farm



**Are You A Member Or Know Someone Who Should Be! Join Now!**


North Carolina Cattlemen’s Association  
MEMBERSHIP APPLICATION

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 County \_\_\_\_\_ Phone No. \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Recruited by: \_\_\_\_\_

Please check type of membership you want:  
 NCCA (1 year) - \$25.00     NCCA (5 years) - \$100.00  
 NCCA (Lifetime) - \$500.00     NCCA Student Membership - \$10.00

Payment Options:  Check (made payable to N. C. Cattlemen’s Association)

To pay by credit card, scan the QR code:



Please return with payment, to:  
 N.C. Cattlemen’s Association  
 P.O. Box 1207 • Cary, NC 27512  
 919-552-9111 • www.nccattle.com



# Four Inducted into N.C. State Fair Livestock Hall of Fame

By JAMEY CROSS, N.C. State Fair

**A**griculture Commissioner Steve Troxler inducted four new members into the N.C. State Fair Livestock Hall of Fame on October 26 at the State Fairgrounds in Raleigh.

“Our livestock shows are some of the best in the nation, and the N.C. State Fair Livestock Hall of Fame serves to recognize individuals who work behind the scenes to make that true year after year,” Troxler said. “Generations before and generations to come have benefitted from the dedication and experience of these four individuals, and we are proud to add them to this hall of fame.”

Following is the list of this year’s inductees:

**Kimberly Eudy of Cabarrus County was posthumously inducted into the beef cattle category. Eudy was involved with the N.C. State Fair for more than two decades. Eudy passed away earlier this year after a brief battle with ALS. Eudy had a third generation love for agriculture and showing Hereford cattle — a love she instilled in her daughters, Alexis and Courtney. The three traveled the country showing cattle and were fixtures in the Jim Graham Building at the N.C. State Fairgrounds for many years. Even in 2024, when Eudy was in a wheelchair and unable to speak, Eudy was at the fair giving her daughters and their competitors an example of work ethic and persistence. Eudy’s daughter, Alexis Ketchie, accepted the honor on her mother’s behalf.**

**Russell “Rusty” Isley of Alamance County was inducted into the Dairy Cattle category. Isley has been involved in showing dairy cattle his whole life. His father, G. Russell Isley, started showing cows in 1948, and as soon as Rusty could walk, he was showing alongside him. Rusty instilled show life into his three children, and his grandchildren are showing at the fair now, too. The 2025 N.C. State Fair marked the 78<sup>th</sup> consecutive year the Isley family has shown cattle at the N.C. State Fair. Rusty joins his father, a 1994 N.C. State Fair Livestock Hall of Fame inductee. Rusty is passionate about supporting young showmen and educating kids about dairy cows. His commitment led to success in the show ring, and he is well decorated in awards. In addition to dedicating his life to showing and judging, Rusty has served on numerous dairy boards, including the N.C. Jersey Breeders Association and the N.C. Dairy Youth Foundation. He actively serves on the North Carolina Purebred Dairy Cattle Association, where he has served for nearly 40 years through four terms as president.**

William Johnson of Wake County was inducted into the General Supporters category. Johnson has been a humble supporter of the N.C. State Fair livestock shows since around 1980. He began providing the wheat straw for the horse shows at the fair before the Hunt Horse Complex was even built. Once the facility was complete, Johnson was awarded the first stall cleaning contract for the fair’s horse shows and oversaw that work through 2015. Johnson has continued to provide guidance, support, and supplies whenever needed. Over time, Johnson became the go to person for livestock exhibitors at the state fair —

providing feed, bedding, and other supplies. Eventually, he became the provider of feed and bedding for not just the livestock show but also the junior show and all the animal exhibits, pony rides, circuses, 4-H events, and the Children’s Barnyard. He has supported not only the State Fair but also other Department of Agriculture events across North Carolina by hauling stalls, tables, and equipment from Raleigh to Asheville, Williamston, Lumberton, and beyond. He’s the person who works all hours to make sure every exhibitor, every animal, and every show has what’s needed. His dedication, ingenuity, and tireless service have made him an essential part of the state fair family.

Ellen Mabry of Stanly County was inducted into the Sheep category. Mabry has been a fixture in the North Carolina sheep industry and at the N.C. State Fair for more than four decades. A native of Stanly County, Ellen grew up on her family’s century old farm, where her love of sheep began. She started raising her own flock in college in the 1970s — a passion that continues to this day. Her deeper involvement with the state fair began when her daughter, Lauren, started showing sheep in 1991. Soon after, Ellen was asked to serve as the Junior Ewe Meat Breeds Show Secretary, a role she held for nearly 25 years. She worked closely with fair staff and the N.C. Sheep Producers Association to grow the shows and create new opportunities, including helping start the North Carolina Born and Bred Class, which later became the Got to Be N.C. Award. In 2013, Ellen faced a major life change after losing her leg after that year’s fair. But she refused to let that stop her, and by the 2017 fair, she was back in the show ring, showing sheep once again. Ellen’s story is one of perseverance, community, and love for agriculture. Her dedication has inspired countless youth exhibitors and fairgoers, and her efforts continue to strengthen North Carolina’s sheep industry and the N.C. State Fair.

Since 1980, the N.C. State Fair Livestock Hall of Fame has served to recognize outstanding supporters of the fair’s livestock shows. Candidates for induction can be producers of livestock that have exhibited and promoted livestock shows at the fair or a person who has served as a fair employee, representative of a business, extension worker, or others from agricultural organizations.

Including this year’s honorees, 189 individuals have been inducted into the N.C. State Fair Livestock Hall of Fame.



# RED ANGUS

RANCH TESTED. RANCHER TRUSTED.

# UPDATE

**R**AAA Enhances American Red Program. The Red Angus Association of America (RAAA) has refined and expanded the American Red program, strengthening genetic qualifications and extending enrollment access to a broader group of cattle producers. The updated structure ensures the continued delivery of high quality, heat adapted cattle that align with modern market demands and diverse production environments.

By pairing the maternal efficiency and carcass performance of Red Angus genetics with the adaptability of *Bos indicus* influenced breeds, the American Red program provides a structured, value added pathway for producers seeking cattle suited for both environmental resilience and marketplace performance.

“With a low number of enrollments in the American Red program the way it was originally written, we felt the need to explore another way to promote and expand the program,” said Tony

Ballinger, RAAA first vice president and Area 4 director. “The need for tough, tolerant females backed by Red Angus genetics has been in high demand across the South and Southeast. By opening the American Red program to Brahman influence, cattlemen have the versatility to use the cross that works best for their operation while still putting their trust in Red Angus.”

Qualified cattle must meet the program’s genetic criteria of 25–75 percent Red Angus and 25–75 percent *Bos indicus* influence — with no more than 25 percent Brahman, be sired by registered Red Angus or *Bos indicus* influenced bulls, and be enrolled through Angus Access or Allied Access.

Integrated with RAAA’s verification programs, the American Red program also aligns with both Angus Access and Allied Access. These USDA approved, age and source verified programs use 840 EID tag technology to provide traceability throughout the supply chain.

Under the updated guidelines, producers who meet the qualifications can enroll steers and heifers to gain access to certification, marketing support, and supply chain visibility through the program.

“By pairing the American Red program with Angus Access and Allied Access, we can better identify and source those cattle while allowing producers to see the benefits of our verification tag programs,” said Taylor Ohlde, RAAA commercial marketing specialist. “It helps us continue to build critical mass and push for stronger market access.”

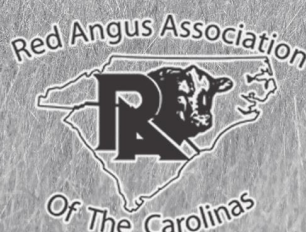
## REDS RISING

### Escalate Your Prosperity

Red Angus boosts profitability with docile temperaments, environmental resilience, premium carcass quality and exceptional maternal traits. Registrations have surged by 24% over the past decade, underscoring Red Angus’ significance across all segments of the beef industry.



Scan the QR code for real rancher stories about the rising power of Red Angus.



RedAngus.org  
**RED ANGUS**  
 RANCH TESTED. RANCHER TRUSTED.

Contact these RAAC members to learn more about Red Angus genetics and how they can fit into your herd.

**HARDROCK BEEF CATTLE**  
**Ronnie & Donna Holman**

4613 Hickory Not Rudge Road | Granite Falls, NC  
 828-302-8659  
 ronnie@hardrockbeefcattle.com

**JK RED ANGUS**

**Jeff Banfield & Madison Adams**

331 Tee Jay Farm Road | Aberdeen, NC  
 910-315-3821

**LANGDON RED ANGUS & SIMMENTAL**

**John & Eileen Langdon**

7728 Raleigh Road | Benson, NC  
 919-796-5010

johnlangdon5@gmail.com

**ROGERS CATTLE COMPANY**

**Johnny & Sharon Rogers**

945 Woodsdale Road | Roxboro, NC  
 336-504-7268

rccbeef@gmail.com

**BULL HILL RANCH**

**Jim & Alvina Meeks**

**Raymond Prescott, Manager**

1986 Trinity Church Road | Gray Court, SC  
 864-981-2080

bullhill2@prtcnet.com | bullhillredangus.com

**COUNTRY BOY FARMS**

**David Miller**

316 Key Road | Edgefield, SC  
 706-840-3709

**P & J FARMS**

**Andy Smith**

7007 Sugar and Wine Road | Monroe, NC  
 704-400-3436



“We believe this program update will allow continued growth and development of the program, as well as cattle in the warmer regions like Texas and the Southeast, where heat tolerance is a major production factor,” added Kelly Smith, RAAA director of commercial marketing.

Heat tolerance remains a key focus for the program.

“By expanding the American Red program, we can market these cattle not only as replacement females but also to feeders across the West and in other hot climate regions,” Ohlde added.

The refreshed [AmericanRed.org](http://AmericanRed.org) website provides updated eligibility information, program resources, and enrollment guidance to help cattlemen evaluate opportunities within the program.

For more information about the American Red program, visit [AmericanRed.org](http://AmericanRed.org) or contact [tags@redangus.org](mailto:tags@redangus.org) or 940-477-4593 for enrollment assistance.

**About the Red Angus Association of America.** *The RAAA serves the beef industry by enhancing and promoting the measurable advantages of Red Angus and Red Angus influenced cattle. The RAAA provides commercial producers with objectively described cattle by implementing new technologies and using scientifically sound principles that quantify traits of economic importance to beef producers in all segments of the beef industry. For more information, visit [www.redangus.org](http://www.redangus.org).*

**WANTED**  
**ALL Regular Copy**  
**for the**  
**JANUARY ISSUE**  
**by DECEMBER 5!**

**ALL Spotlight Material for**  
**the JANUARY ISSUE**  
**by DECEMBER 1!**

# 15th Annual “More Bull For Your Buck” Production Sale January 17, 2026



**Jim and Alvina Meeks, Owners**  
**Raymond Prescott, Mgr. 864.981.2080**  
**[bullhill2@prtcnet.com](mailto:bullhill2@prtcnet.com)**  
**For additional sale info visit:**  
**[www.bullhillredangusranch.com](http://www.bullhillredangusranch.com)**

**DVAuction**  
 Broadcasting Real-Time Auctions

# StayWILD '25 – A Weekend of Relationships, Results, and Record Engagement

The Wilders Wagyu team welcomed breeders, producers, and friends from across the country to Turkey, N.C., for the StayWILD '25 Production Sale weekend – a true celebration of community, craftsmanship, and connection within the Wagyu breed.

**Learning, Leadership & Giving Back** – The weekend’s activities began on Friday with a full afternoon of education and connection. Guests attended a carcass data panel featuring international industry leaders from HP Wagyu, Macquarie Wagyu, and Wright Pastoral, who shared insights on carcass performance, marbling evaluation, and genetic progress across global herds.

Following the panel, Wilders founder Reid Smith led a core value discussion, inviting attendees to reflect on leadership, integrity, and the importance of people-first progress. His message set the tone for the weekend, one rooted in purpose and relationships.

That same spirit carried into the Farm to Need donation lot, where two generous bidders helped raise significant funds for OneCompassion, an effort that Wilders founders Reid and Jaclyn Smith pledged to match in support of local families this holiday season. The evening closed with a Wagyu beef and Berkshire pork taco bar and live acoustic music by local artist Zach Lee, bringing everyone together for an evening of fellowship on the farm.

**Sale Day at the Farm** – Saturday brought perfect fall weather for sale day. Guests enjoyed breakfast and farm tours before sitting down to a Wagyu brisket lunch catered by Mat Griner of Southern Q Barbecue.

The day opened with a blessing from Jake Newbold and special attendance from N.C. Cattlemen’s Association Executive Director Milo Lewis, who joined us to support the growing Wagyu community in North Carolina. Auctioneer Chisum Peterson, alongside Wagyu365 and LiveAg, led an energetic and professional sale, which drew both in-person and online participation from breeders across more than ten states.

The offering featured a strong balance of fullblood bulls, donors, bred and open heifers, pregnancies, frozen genetics, and commercial pairs. With consistent participation from repeat and new buyers alike, the sale reflected growing enthusiasm and confidence in the Wilders program and the Wagyu breed as a whole.

Randall O. Ratliff of Wagyu365 praised the collaboration, saying, “Wilders continues to set the bar for modern Wagyu programs. The professionalism, hospitality, and quality genetics presented at StayWILD '25 made this an event to remember.”

“StayWILD '25 was about more than selling cattle; it was about building relationships and advancing the breed together,” said Reid Smith. “We were honored to see producers from across the country come to our farm, learn together, and celebrate what makes Wagyu so special.”

**Looking Ahead** – From international partnerships to local

community impact, StayWILD '25 demonstrated that the future of Wagyu is built on purpose and people. The Wilders Wagyu team extends heartfelt thanks to all who attended, participated, and supported the event.

To stay connected for future sales, events, and updates, visit [WildersWagyu.com](http://WildersWagyu.com) or [StayWILD26.com](http://StayWILD26.com). Until next time, StayWILD!

## N.C. Cattle Receipts, Trends, and Prices for the Month of OCTOBER 2025

**Cattle Receipts: 14,497 • Previous Month: 18,012**  
*Feeder supply - 16% steers • 41% heifers • 43% bulls*

### SLAUGHTER CLASSES

	Avg. Wt.	Price
<b>Cows - % Lean</b>		
Breaker	1,508	\$145.38
Boner	1,316	\$150.71
Lean	1,031	\$131.68
<b>Bulls - Yield Grade 1-2</b>	1,565	\$176.00

### FEEDER CLASSES

#### FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	423	405.18	\$1,713.91
450-500	476	384.86	\$1,831.93
500-550	519	360.93	\$1,873.23
550-600	571	351.60	\$2,007.64
600-650	626	334.53	\$2,094.16
650-700	669	320.07	\$2,141.27

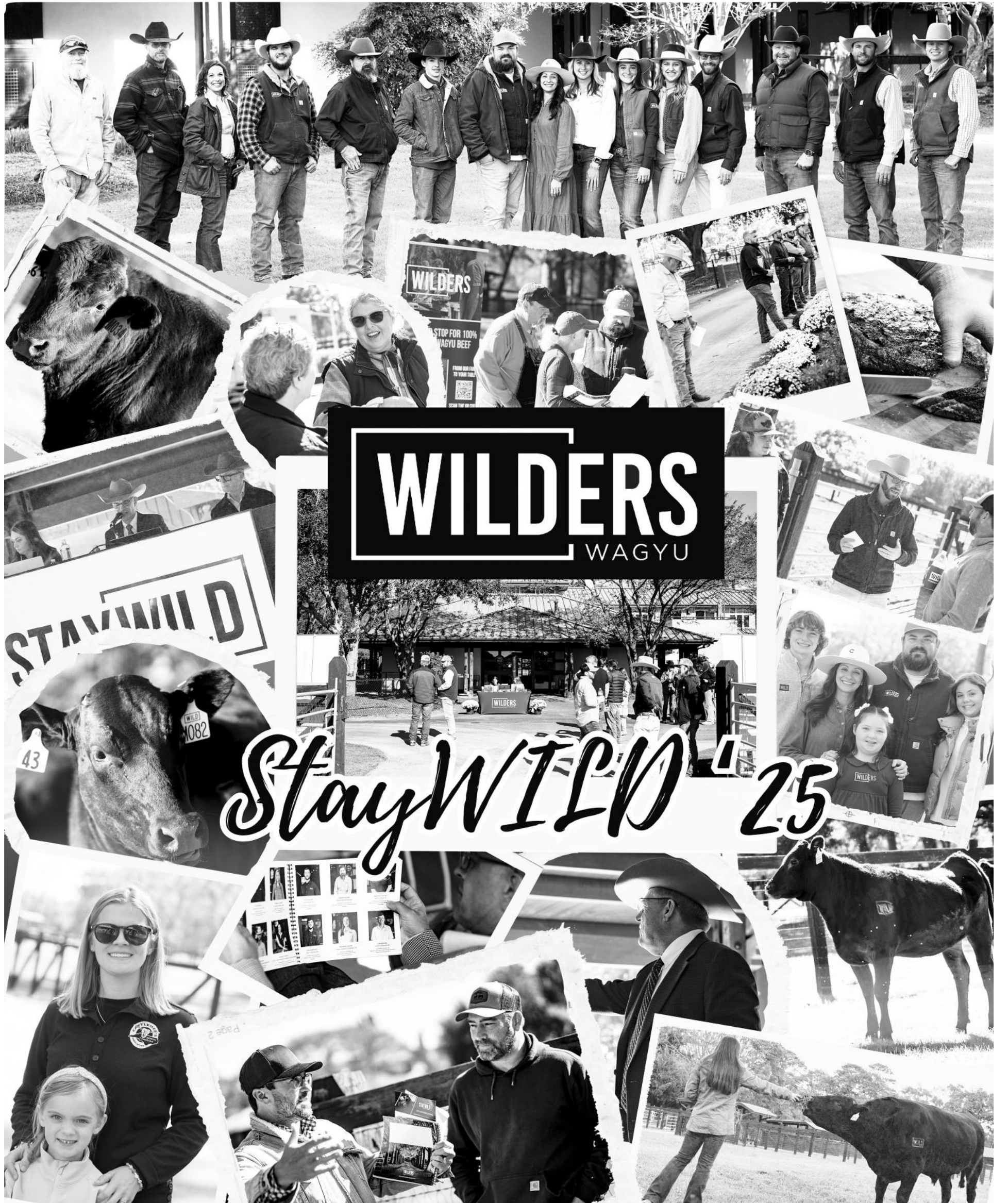
#### FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	422	383.06	\$1,616.51
450-500	472	357.12	\$1,685.61
500-550	512	331.66	\$1,698.10
550-600	573	314.62	\$1,802.77
600-650	623	298.30	\$1,858.41
650-700	671	276.15	\$1,852.97

#### FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	425	344.50	\$1,464.13
450-500	473	334.63	\$1,582.80
500-550	523	319.08	\$1,668.79
550-600	572	312.36	\$1,786.70
600-650	620	300.71	\$1,864.40
650-700	667	289.39	\$1,930.23

Source: N.C. Department of Agriculture - USDA Market News Service  
 Raleigh, N.C. - 919-707-3156



**WILDERS**  
WAGYU

Stay WILD 25

STAY WILD



# Evaluation of Gained Knowledge During Artificial Insemination Schools in North Carolina

By **B. SANTAMARIA-CORTEZ, M. JUSTINIANO, A. McCARTY, M. BAHR, T. ASHRAF, C.E. LIMA, J. CLOTHIER, P. GONZALEZ, A. ROBBINS, F.A.C.C. SILVA, N.C. State University;** and **W. FARMER, University of Mount Olive**

Reproductive efficiency is a major aspect of livestock production systems due to its direct impact on profitability and sustainability. Artificial insemination (A.I.) offers a proven, cost effective method to improve genetic progress and herd productivity. Despite its benefits, however, the widespread adoption of A.I. is limited in the United States. In 2017, only 8.7 percent of small operations, 17.7 percent of medium operations, and 29.4 percent of large operations adopted A.I., with 11.6 percent of operations already using it.<sup>1</sup>

Using A.I. sires rather than natural service bulls provides a greater economic return. By choosing the best A.I. sire to fit your operations, you will decrease the maintenance cost and labor of housing a natural service bull while also increasing the genetic pool. In dairy herds, daughters of A.I. sires are proven to produce significantly more milk than heifers sired by natural service bulls, with heifers sired by A.I. often producing almost 900 kilograms of extra milk per lactation, bringing in more profit.<sup>2</sup> Using A.I. can increase profit by \$105 to \$175 per cow per year for a dairy.<sup>2</sup> In beef herds, A.I. can reduce the transmission of infectious genital

diseases — sexually transmitted diseases — and lessen the stress of natural service on the animals and producers.<sup>3</sup> In addition, A.I. allows producers to shorten the calving season within a specific range. Producers are also able to concentrate labor on specific days during the calving season by knowing which day the most help will be needed. Finally, in beef herds, producers can also expect to wean heavier calves by introducing superior genetics.

One of the primary barriers to incorporating A.I. into beef and dairy herds is the lack of educational resources and hands-on training. To address these deficits, N.C. State University Extension and N.C. Cooperative Extension organized an artificial insemination training school in partnership with genetic companies and the Department of Animal Science at the University of Mount Olive. The resulting workshops combined technical instruction and applied learning to increase producers' confidence in using A.I. and reproductive management strategies, such as estrous detection and estrous synchronization. Such strategies are perceived as complex, but in reality, they offer producers the ability to easily control and enhance the timing and success of breeding.

Increasing confidence in A.I. techniques within local agricultural communities is essential. The objective of the workshop was to give producers, extension agents, and students training in A.I., expand their knowledge, and enhance reproductive efficiency within their operations.

**Workshop Structure and Data Analysis** – The Artificial Insemination School was conducted over two days, totaling 16 hours. Eight schools were conducted from the fall of 2023 to the spring of 2025. Each day contained four hours of classroom teaching and four hours of hands-on training. Topics included bovine reproductive anatomy and physiology, estrous detection, estrous synchronization protocols, sire selection and mating decisions, semen handling and thawing, A.I. technique and equipment use, and rectal palpation. The 82 participants included 43 producers, 33 university students, and 6 Extension agents, representing 18 counties and 5 North Carolina universities. Among the producers, 84.44 percent were beef producers, 5.17 percent were dairy producers, and 10.34 percent were mixed.

Evaluation data were collected using a Likert scale to measure self assessed knowledge before and after training. The data were analyzed with the GLIMMIX procedure of SAS as ordinal responses using a generalized linear mixed model to determine statistical significance in knowledge gain across topics. The model included the fixed effects of question (evaluated topic), time (before and after

**Hay Needs? Hay Sales?**  
NC Hay Finder knows!

[www.NCHAYFINDER.com](http://www.NCHAYFINDER.com)

**Have hay to sell?**  
List your hay for free!

**Need hay?**  
Search for hay near you!

**CATTLEMAN'S**  
NORTH CAROLINA  
ASSOCIATION

**NC STATE**  
EXTENSION

**FARM**  
BUREAU  
NORTH CAROLINA

workshop), and their interaction, along with the random effect of the participants. In the post hoc analysis, probabilities and odds ratios were calculated and used to make comparisons. The statistical significance was stated at  $\alpha = 0.05$ .

**Survey, Results, and Importance** – On the last day of the workshop, participants were given a self assessment evaluation containing three main sections.

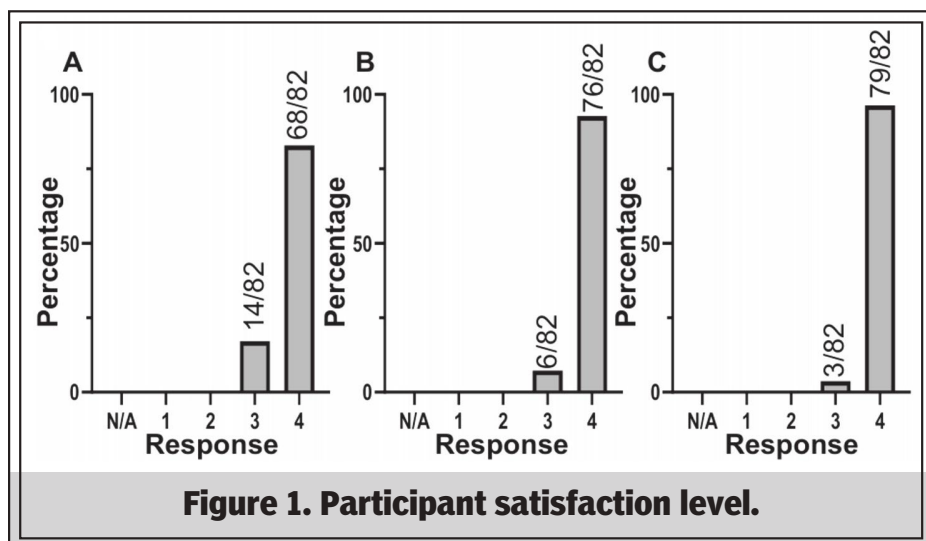
- *Section 1* – Participants were asked to rate their satisfaction level with the content of the workshop, workshop structure, instructors, facilities, and overall quality of the training provided.

- *Section 2* – Participants were asked to rate their perceived knowledge pre- and post-workshop in five main areas – cattle reproductive anatomy and physiology, A.I. technique, A.I. equipment and semen handling, heat detection, and estrous synchronization protocols.

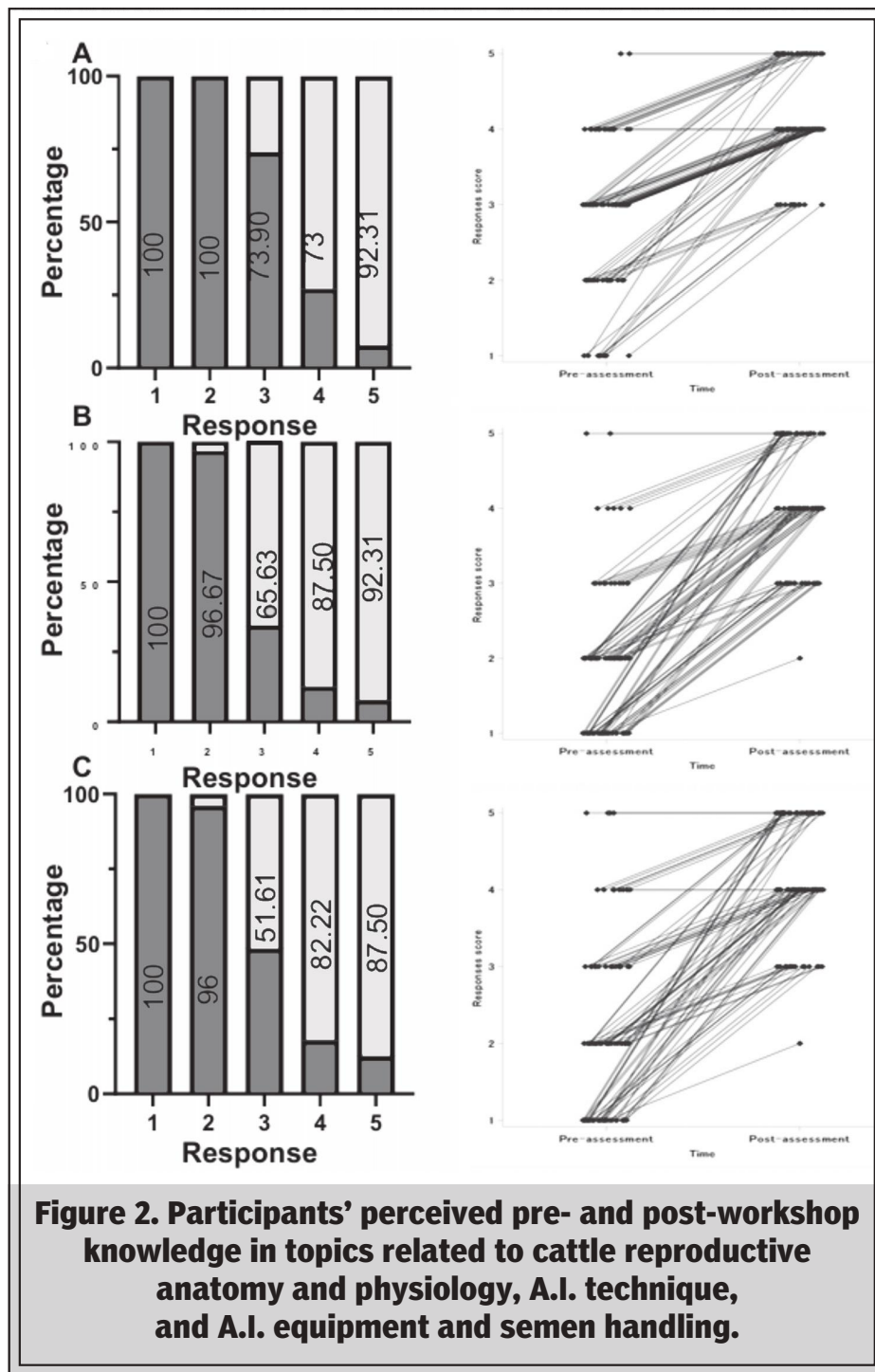
- *Section 3* – Participants were asked to rate their intention to adopt techniques they learned. In addition, they were asked to state whether they were already adopting any of the techniques.

The self assessment evaluation was conducted to assess the perceived knowledge gained after the workshop as well as the effectiveness of the training. Based on responses, we concluded that there was a high satisfaction rate with the workshop, a significant knowledge gain across all topics, and a high rate of intention by the participants to apply or consider applying the skills they learned to their operations.

The satisfaction section’s overall score demonstrated high satisfaction rates, with the majority of participants feeling very satisfied with the presentation, training, and information being given to them, as seen in Figure 1. When rating the relevance of the information to their operation’s needs, 82.9 percent of participants selected “very satisfied,” and 17 percent selected “satisfied.” The instructor’s presentation quality was also highly rated, with 92.7 percent of participants reporting that they were “very satisfied” and 7.3 percent reporting that they were “satisfied.” The participants reported the greatest satisfaction with the overall quality of the training workshop, with 96.3 percent selecting “very satisfied” and 3.7 percent selecting “satisfied.” In summary, the responses confirmed the effectiveness of the workshop in creating a relevant, comfortable learning environment for producers, students, and extension agents, and in accomplishing our mission to give them a positive outlook



**Figure 1. Participant satisfaction level.**

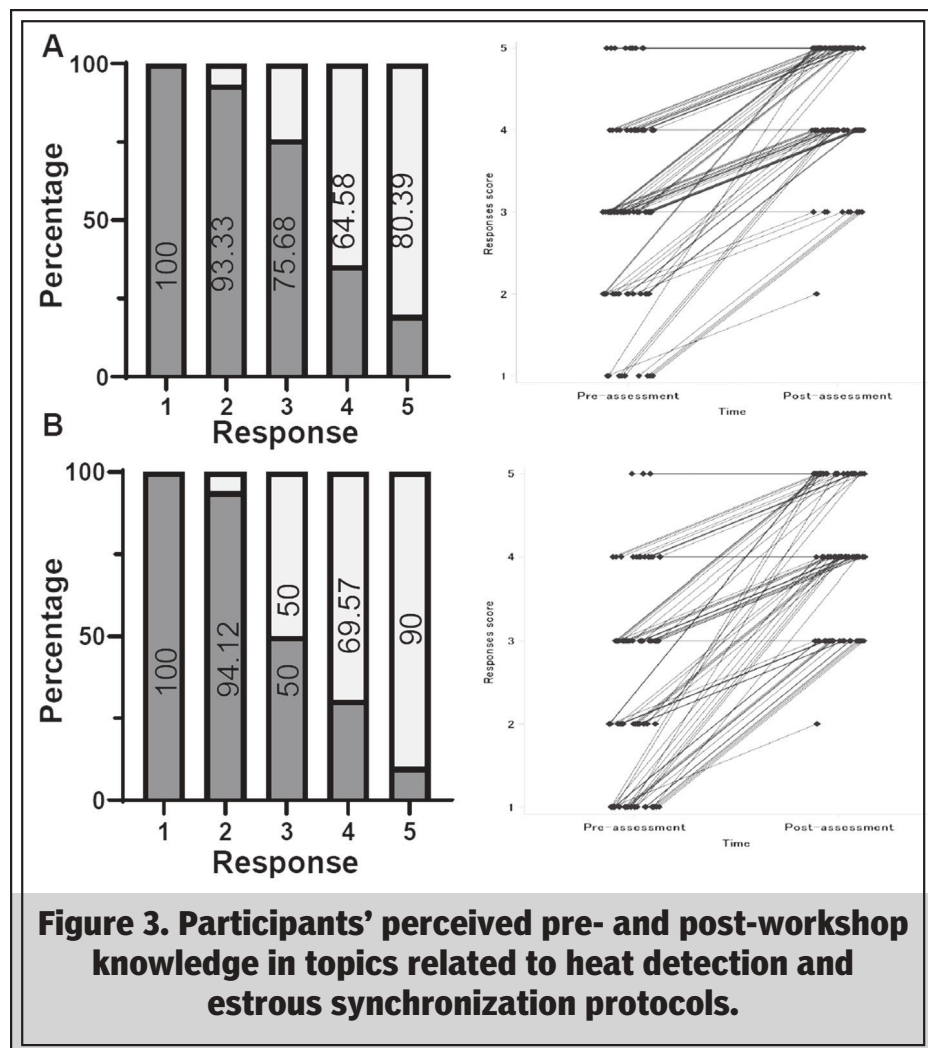


**Figure 2. Participants’ perceived pre- and post-workshop knowledge in topics related to cattle reproductive anatomy and physiology, A.I. technique, and A.I. equipment and semen handling.**

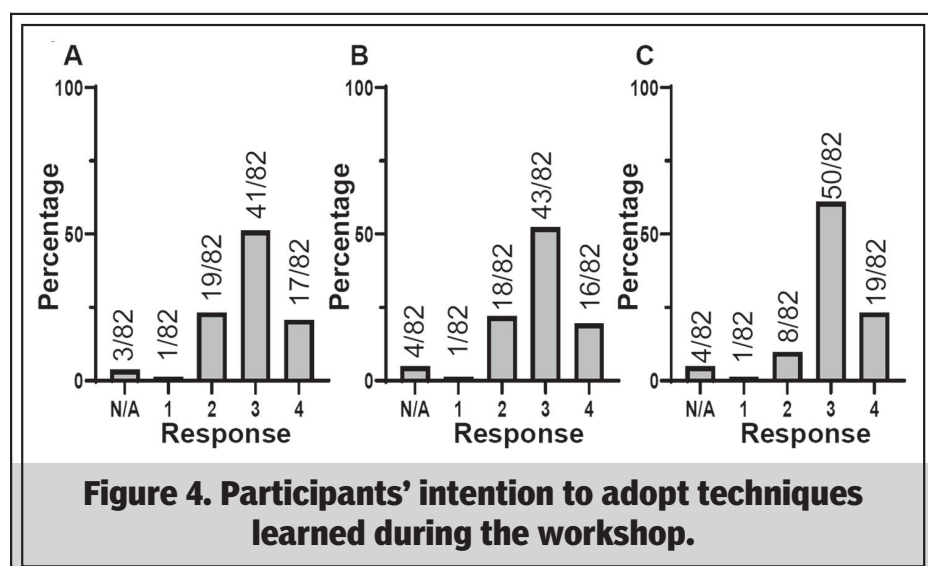
on artificial insemination. Finally, the survey generated feedback on potential areas for improvement of the workshop.

The participants’ perceived pre- and post-workshop knowledge was assessed across five main areas in Section 2. In Figures 2 and 3, the bar graphs represent the percentage of participants per score (1–5), where the bottom of each bar is the pre-workshop knowledge and the top is the post-workshop knowledge, while the scatterplot dots represent each participant’s knowledge score, varying from their perceived pre-workshop rating to the post-workshop rating. Broadly, the bar graphs depict a greater improvement in participants’ perceived gain of knowledge, which can be observed by a greater percentage of lower scores – for example, 1 and 2 – during the pre-workshop evaluation and a greater percentage of higher scores – for example, 4 and 5 – during the post-workshop evaluation. In addition, individual self assessment can be observed on the right half of the figures, where pre- and post-workshop evaluations can

## A.I. Schools continued from the previous page



be observed per participant. Interestingly, improvements were different across topics per participant, although all participants self reported improvements across all topics. In Figure 2, the greatest improvement is indicated on Panel B, where the estimated odds of participants reporting lower knowledge before the workshop were 186 times greater than the estimated odds of their reporting lower knowledge after the workshop. In contrast, participants reported the least improvement in knowledge of cattle reproductive anatomy and physiology in Figure 2, where the estimated odds of lower knowledge before the workshop were 30 times greater than the estimated odds



of lower knowledge after the workshop. The latter response suggests that participants with no previous biological background may still find the amount of information and nomenclature somewhat daunting.

Similarly, Figure 3 focuses on heat detection (Panel A) and estrous synchronization protocols (Panel B). Like the other topics, many participants showed a lower knowledge score before the workshop and a higher knowledge score after the workshop. Across all five topics, heat detection and estrous synchronization protocols ranked as a medium-scale improvement, with participants' estimated odds of knowledge 41 times lower before the workshop and 55 times greater after the workshop. Altogether, Figures 2 and 3 indicate greater perceived knowledge across each topic after the workshop, demonstrating that although A.I. can seem very complicated, after two days of intensive training, producers, students, and extension agents can understand the topics, grasp the process behind A.I., and master the tools needed to implement it. It is noteworthy that the majority of participants had no previous experience with artificial insemination.

The last question in the survey assessed the intent of participants to incorporate what they learned into their operations or routine, as seen in Figure 4. The response options were no (1), maybe (2), yes (3), and already doing this (4), where numbers represent the number of participants out of the 82 total participants. When asked whether they would incorporate artificial insemination, 50.7 percent selected "yes," and 23.2 percent selected "maybe." For incorporating estrous synchronization protocols, 52.4 percent selected "yes," and 22 percent selected "maybe." The highest level of intent was reported for developing a reproduction management program for their farm, with 61 percent selecting "yes." Finally, about 20 percent of the participants reported they were already incorporating each of these techniques in their operation or routine. Across all data, 74 percent of participants showed interest in the adoption of A.I., and 84 percent of participants showed interest in the adoption of a reproductive management program, which accomplishes the workshop's goal of encouraging producers to incorporate assisted reproductive technologies that can increase return on investment and maximize reproductive efficiency.

Overall, these results demonstrate the workshops' effectiveness in increasing the confidence and knowledge in A.I. among participants, necessary to increase the adoption of A.I. throughout North Carolina operations, whether small or large, to help reduce labor and cost while increasing yield, productivity, and profitability.

**Acknowledgments** – This project was funded in part by the N.C. Cattlemen's Association. This work is supported by the Research and Extension Experiences for Undergraduates Program, Project Award No. 2021-673037-34642, from the U.S. Department of Agriculture's National Institute of Food and Agriculture.

Thank you to all the participants, collaborating universities, genetic companies, extension offices, and research stations for their contributions to making this project a success.

**Future Artificial Insemination Schools** – For information on

future artificial insemination schools, contact your local Extension livestock agent. In addition, subscribe to the N.C. State Extension Beef Portal to receive research based information and learn about upcoming events.

#### References

<sup>1</sup>Binelli, M., A. Gonella, and J. Bittar. 2021. *Analysis of the USDA's 2017 Cow-Calf Management Practices Results: Part 2 – Breeding Practices/Reproductive Technologies*. Ask IFAS -

Powered by EDIS.

<sup>2</sup>Mohammed, A. 2018. "Artificial Insemination and its Economical Significance in Dairy Cattle: Review." *International Journal of Research Studies in Microbiology and Biotechnology* 4 (1): 30-43. 10.20431/2454-9428.0401005.

<sup>3</sup>Patel, G. K., N. Haque, M. Madhavatar, et al. 2017. "Artificial Insemination: A Tool to Improve Livestock Productivity." *Journal of Pharmacognosy and Phytochemistry SP1*: 307-313.

## Don't Forget Your 2025 Beef Checkoff & State Cattle Assessment Obligations!

As 2025 draws to a close, our cattle producers have a timely opportunity to reflect on the contributions that help shape the future of our industry. Among the most impactful – and often overlooked – are the Beef Checkoff, the North Carolina Cattle Assessment, and the South Carolina Cattle Assessment programs. These investments may seem small, but they have a big impact on the future of the industry. A concerted effort is underway to ensure maximum benefit for our industry and its producers.

#### NORTH CAROLINA

**What's Required?** By statute, a total of \$2 per head is required on every bovine animal – beef or dairy – sold. Here's how it breaks down:

- *Beef Checkoff* – \$1/head – 50¢ goes to the national Beef Checkoff program, overseen by the Cattlemen's Beef Board, for promoting beef in the U.S. and abroad; 50¢ stays in North Carolina to support local beef promotion efforts.

- *N.C. Cattle Assessment* – \$1/head – The full dollar remains in North Carolina to fund producer education, youth programs, research, advocacy, and statewide beef promotion efforts.

#### Who Remits?

- If you sell cattle privately or retain ownership through harvest, you are responsible for remitting the assessment yourself.

- Markets, dealers, packers, and processors collect and remit these funds as part of their sales process.

**Where Your Dollars Go?** Each month, *The Carolina Cattle Connection* features articles showcasing how producer dollars are put to work – from consumer outreach and promotional campaigns to cutting edge research and educational initiatives funded by the Beef Checkoff and N.C. Cattle Assessment. These stories – such as the previous article – offer a transparent look at the return on your investment.

#### How to Remit?

- *Option 1* – Download the Beef Checkoff & N.C. Cattle Assessment Remittance Form from the N.C. Cattlemen's Association website at [www.nccattle.com/Media/NCCA/Docs/](http://www.nccattle.com/Media/NCCA/Docs/private-treaty-form.pdf)

[private-treaty-form.pdf](http://www.nccattle.com/Media/NCCA/Docs/private-treaty-form.pdf).

- *Option 2* – Tear out the form on page 23 of this issue.

- Mail your completed form and payment to the N.C. Cattlemen's Association office at the address found on the form.

#### SOUTH CAROLINA

**What's Required?** By statute, a total of \$1.50 per head is required on every bovine animal – beef or dairy – sold. Here's how it breaks down:

- *Beef Checkoff* – \$1/head – 50¢ goes to the national Beef Checkoff program, overseen by the Cattlemen's Beef Board, for promoting beef in the U.S. and abroad; 50¢ stays in South Carolina to support local beef promotion efforts.

- *S.C. Cattle Assessment* – \$50¢/head – The full amount remains in South Carolina to fund a variety of statewide cattle industry and beef promotion efforts.

#### Who Remits?

- If you sell cattle privately or retain ownership through harvest, both the buyer and the seller are responsible for making sure the \$1.50 per head assessment is collected and remitted.

- Markets, dealers, packers, and processors collect and remit these funds as part of their sales process.

#### How to Remit?

- *Option 1* – Download the Beef Promotion and Remittance Assessment Form or the Private Treaty Sales Checkoff Investment Form from the S.C. Beef Council website at [sccattle.org/index.php#resources](http://sccattle.org/index.php#resources).

- *Option 2* – Tear out the form on page 120 of this issue.

- Mail your completed form and payment to the S.C. Beef Council office at the address found on the form.

**Why It Matters?** Every dollar you contribute helps build a stronger, more sustainable beef industry, one that supports producers, families, and communities across our states. Your support ensures that our voice is heard, our products are promoted, and our future is protected.

Thank you for your continued investment in both North Carolina and South Carolina's cattle industry.

# 2025 Senator James D. Speed Achievement Scholarship

The Senator James D. Speed Achievement Scholarship is presented to a deserving junior beef exhibitor, age 14–18 years old, in the junior market steer and/or junior beef heifer competition. The scholarship continues the legacy that Senator Speed created as a 32 year member of the North Carolina State Legislature and through his commitment and dedication to agricultural interests. One of his significant contributions to agriculture was his long term support of providing working agricultural lands with “Present Use Value.” Farm land would not be able to be productive and owned today by many farm families across North Carolina without the “Present Use Value Taxation” program.

Thank you to the late Senator Speed for allowing us to farm in this great state of North Carolina.

To honor his memory, the Franklin County Cattlemen’s Association honored him by establishing and presenting an academic scholarship to an outstanding achiever in the N.C. Junior Beef Program. The scholarship is funded through an endowment in the N.C. Agricultural Foundation. In the past, the scholarship committee has increased the amount of the scholarship awarded to \$1,500. However, due to the competitiveness of the outstanding applications this year, the committee is presenting two scholarships at a total combined amount of \$1,750. The scholars selected for 2025



demonstrate strong leadership skills, integrity, good sportsmanship, achievement of goals, and an advocate of today’s agricultural industry. The scholars were selected by a committee of Franklin County cattle producers and announced on October 26 at the N.C. State Fair Sale of Champions.

The Senator James D. Speed Achievement Scholarships will be awarded during the scholar’s freshman year and will be made payable to the scholar’s selected institution of higher education on behalf of the named scholar.

Other financial support this year was given by Ingrid Volk of Hill and Dale Farms, the Leonard-Mobley Small Farm Fund, with tremendous regional support for the annual local farm to fork fundraiser, Dinner in the Meadow, and the N.C. Small Farm Association — all based in Franklin County.

This year’s winners are Caleb Anthony Davis, 17-year-old son of Brian and Pamela Davis of Franklin County, and Mazie Elizabeth Bunn, 17-year-old daughter of Josh and Emily Bunn of Wake County. Please congratulate these two outstanding young cattle showmen who represent livestock agriculture well, with winning this prestigious statewide award.

For more information, contact the Franklin County Cooperative Extension office at 919-496-3344 or Martha Mobley at [martha\\_mobley@ncsu.edu](mailto:martha_mobley@ncsu.edu).

**SAVE THE DATE! THURSDAY, DECEMBER 18<sup>TH</sup>**

## IT'S ALL ABOUT BEEF MARKETING

NC COOPERATIVE EXTENSION



Join us for the annual Franklin County Region Annual BEEF Marketing Dinner Meeting for discussions on cattle trends and marketing information. Dr. Derrell S. Peel, Livestock Marketing Specialist in Ag Economics, Oklahoma State University, guest speaker will give his forecast for cattle pricing, futures, marketing trends via ZOOM.

When: Thursday, December 18<sup>th</sup> - 5:30pm

Where: Franklin County Plaza  
279 S. Bickett Blvd.  
Louisburg, NC 27549  
(beside Tractor Supply)



Cost: \$10 per person.

Register: Please Register Online by 5:00pm Dec.17<sup>th</sup> at the below link or scan the code.

[go.ncsu.edu/2025-beef-marketing-meeting-and-dinner](http://go.ncsu.edu/2025-beef-marketing-meeting-and-dinner)

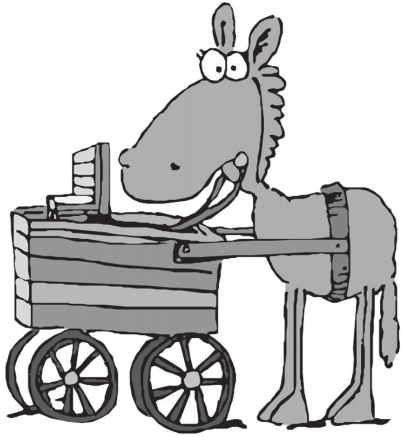


NC COOPERATIVE EXTENSION



NC Cooperative Extension is an equal opportunity provider.

Contact Franklin County Cooperative Extension, 919-496-3344, Martha Mobley, [martha\\_mobley@ncsu.edu](mailto:martha_mobley@ncsu.edu) for accommodations related to a disability.



Don't put your cart before your horse... advertise that sale ahead of time! You'll see positive results.



# Nut Crusted Top Sirloin Roast with Fennel-Radish Salad

**Total Time – 1 hour, 45 minutes**

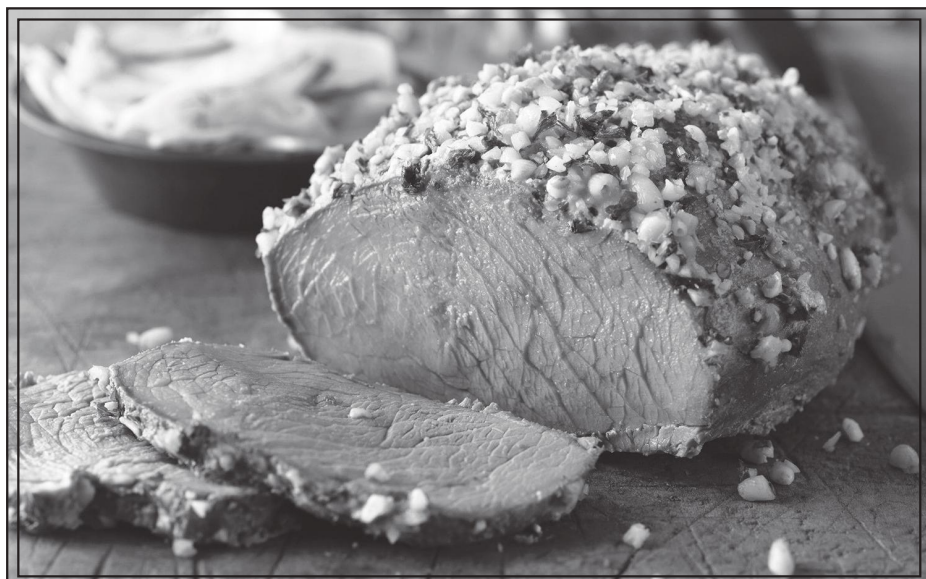
- 1 beef top sirloin petite roast (1½–2 pounds)
- ¼ cup finely chopped pine nuts
- 4 tablespoons finely chopped fresh parsley, divided
- 3 tablespoons plus 1 teaspoon Dijon style mustard, divided
- ½ cup reduced fat dairy sour cream
- 3½ cups thinly sliced fresh fennel bulb
- 1 cup thinly sliced radishes
- Salt and pepper

Preheat oven to 325°F. Combine pine nuts, 2 tablespoons parsley, and 3 tablespoons mustard in a small bowl. Spread mustard mixture onto all surfaces of beef top sirloin petite roast.

**Cook's Tip** – Pine nuts may be substituted with ¼ cup chopped walnuts may be for pine nuts.

Two tablespoons of chopped fresh fennel fronds may be substituted for parsley in fennel and radish salad.

Place the roast, fat side up, on rack in shallow roasting pan. Insert an ovenproof meat thermometer so the tip is centered in the



thickest part of the beef. Do not add water or cover. Roast in a 325°F oven 60–75 minutes for medium rare to medium doneness.

Meanwhile, combine sour cream, the remaining 2 tablespoons of parsley, and the remaining 1 teaspoon of mustard in a large bowl. Add fennel and radishes, tossing to coat evenly. Season with salt and pepper, as desired.

Remove roast when meat thermometer registers 135°F for medium rare or 150°F for medium. Transfer roast to carving board; tent loosely with aluminum foil. Let it stand 10 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare and 160°F for medium.)

Carve the roast into slices. Season with salt and pepper, as desired. Serve with fennel-radish salad.

Makes 6 servings.

## S.C. Cattle Receipts, Trends, and Prices for the Month of OCTOBER 2025

**Cattle Receipts: 7,309** • Previous Month: 9,952  
*Feeder supply - 20% steers • 40% heifers • 40% bulls*

### SLAUGHTER CLASSES

	Avg. Wt.	Price
<b>Cows - % Lean</b>		
Breaker	1,437	\$158.42
Boner	1,219	\$156.43
Lean	1,107	\$141.00
<b>Bulls - Yield Grade 1-2</b>	1,700	\$186.53

### FEEDER CLASSES

#### FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	416	423.52	\$1,761.84
450-500	461	407.88	\$1,880.33
500-550	527	377.40	\$1,988.90
550-600	563	370.21	\$2,084.28
600-650	619	354.73	\$2,195.78
650-700	680	334.02	\$2,271.34

#### FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	418	423.62	\$1,770.73
450-500	468	393.01	\$1,839.29
500-550	520	362.62	\$1,885.62
550-600	567	343.88	\$1,949.80
600-650	610	321.97	\$1,964.02
650-700	660	314.00	\$2,072.40

#### FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	423	360.56	\$1,525.17
450-500	470	335.35	\$1,576.15
500-550	523	318.45	\$1,665.49
550-600	577	311.44	\$1,797.01
600-650	619	296.95	\$1,838.12
650-700	670	292.58	\$1,960.29

Source: S.C. Department of Agriculture - USDA Market News Service  
Columbia, S.C. - 803-737-4491

# A Message from the CEO

## A.I., But Not THAT A.I.

By COLIN WOODALL, *National Cattlemen's Beef Association*



In our world today, A.I. is a daily topic. However, it's not the A.I. we, as cattle producers, are used to. A.I. in 2025 is all about artificial intelligence rather than artificial insemination, and it is quickly becoming a part of cattle and beef production. As with any new technology, there are pros and cons, but I believe artificial intelligence is here to stay.

One of the most impactful applications of A.I. in cattle production is in real time health monitoring and disease prediction. Using sensors and machine learning algorithms, A.I. systems can track individual animal behavior, movement patterns and feed intake, along with environmental conditions like temperature and humidity. These data points help establish a baseline for each animal's normal behavior. When deviations occur — such as reduced feed consumption or abnormal movement — A.I. can flag potential health issues before they become critical. This early detection allows producers to intervene promptly, reducing any negative impact on animal welfare. For example, A.I. can detect signs of lameness or respiratory illness days before visible symptoms appear, thus enabling faster treatment.

When it comes to feeding cattle, there are companies that have developed A.I. powered bunk management systems that analyze hundreds of data points, such as feeding rates, cattle behavior, ration types, and weather conditions. This information is used to generate daily feeding recommendations. These systems replicate the expertise of seasoned employees, offering precise guidance that reduces waste, improves animal health and boosts weight gain. As more data is collected, the algorithms continue to learn and refine their predictions, making feeding protocols increasingly accurate and cost effective.

It should come as no surprise that A.I. is also transforming cattle breeding by analyzing genetic data and reproductive cycles to optimize outcomes. This leads to a higher percentage of bred females, healthier calves, and improved meat quality. By integrating data from wearable devices and health records, A.I. can predict the best time for insemination and monitor pregnancy progression. In addition, A.I. can help producers identify animals with desirable traits such as disease resistance or superior marbling, thus allowing producers to make informed decisions about which cattle to breed and which to cull. This accelerates genetic improvement and enhances the overall quality of beef produced. Imagine taking the contents of a production sale catalog, add in current cattle market

information, then in a few quick seconds have A.I. tools provide a recommendation on the best cattle to buy along with an analysis of what you should pay to get the return you are looking for.

Beyond the barn, A.I. is empowering producers with data driven business insights. By aggregating information from across the operation — feed costs, market prices, weather forecasts, and animal performance — A.I. tools can help producers make smarter financial decisions. For instance, predictive models can forecast future feed needs or estimate the optimal time to sell cattle based on weight gain and market trends. This level of insight enables producers to reduce costs, maximize profits, and remain competitive in an increasingly data driven agricultural landscape. A.I. analysis of risk management tools and USDA programs such as LRP will speed up your ability to analyze outcomes and determine the best marketing plan for your operation.

Despite its promise, A.I. adoption in the cattle industry faces hurdles. High upfront costs, limited internet connectivity in rural areas, and the need for technical learning or training can slow implementation. There are also concerns about the confidentiality of your information if you use a public A.I. tool. A.I. tools can also “hallucinate” by including fake facts, nonexistent studies or incorrect details. As with most technology, A.I. isn't fool proof. However, as technology becomes more accessible, experienced and user friendly, these barriers are expected to diminish. In some ways, the majority of us are already behind. Many of you reading this have been utilizing A.I. for quite some time and are seeing it as a very useful management tool.

I encourage all of you to explore artificial intelligence and see if it might work as a tool in the management of your operation. One way to “test drive” A.I. is to see it in person, so make plans to attend CattleCon in Nashville to see the latest A.I. driven tools and discover how they could make your life a little easier. Artificial intelligence is no longer a futuristic concept. It's a practical tool that's already reshaping cattle and beef production in the United States. By enhancing herd health, optimizing feeding, improving breeding, and supporting marketing decisions, A.I. will be key to meeting the challenges of tomorrow while focusing on producer profitability and delivering high quality beef to our consumers. If you made it this far, you need to know that I used A.I. to write most of this article. It wasn't fool proof, and it required significant edits and fact checking, but I was impressed with what it came up with. I also need to explore A.I. more. See you at the A.I. booths during the NCBA Trade Show at CattleCon.



# Invest in something **real.**



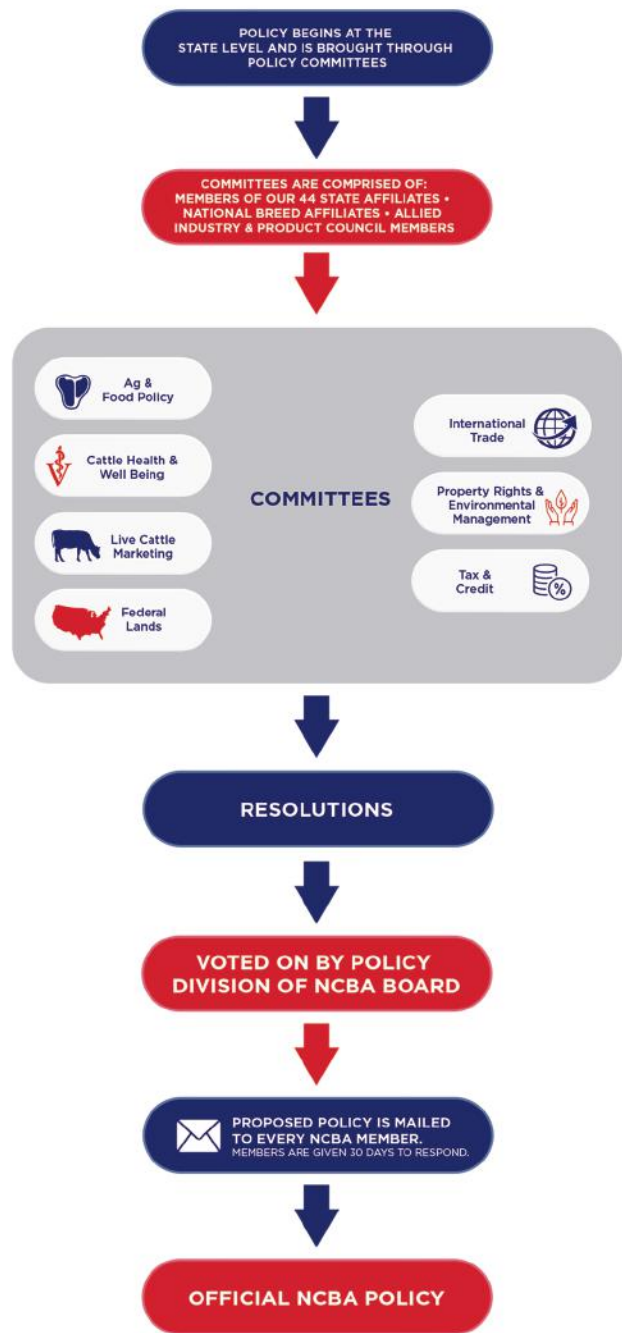
We know you put in the **long hours** and hard work necessary to produce the **finest beef in the world.** Just like you invest in high quality cattle, invest in your future by joining NCBA. We are **leading the fight** against the celebrities and **fake meat companies** looking to put farmers and ranchers out of business. Help secure the **future of our industry** by recruiting your friends, family and neighbors to **join our fight.** Recruit new members and be rewarded for your support with special gifts and prize drawings!



Scan QR code and join us today!

To learn more, visit [NCBA.org](https://www.ncba.org) or call us at 866-233-3872

# HOW NCBA DRAFTS POLICY



The National Cattlemen's Beef Association serves your interests through defending your operation and property from government overreach, protecting the legacy of your farm/ranch with tax relief, expanding trade opportunities that add value to your cattle, and protecting the beef industry from attacks by animal rights activists.

NCBA's policy process begins and ends with individual members. As a grassroots driven organization, individual producers set the course for NCBA's advocacy work in Washington, D.C. by submitting policy resolutions on the local and state levels. NCBA's state affiliate associations then present their proposed resolutions at our annual national meetings. From there, passed resolutions are collected on a ballot and mailed to every NCBA member where they have the choice to vote for or against all proposed policies. Once approved, passed resolutions then become official NCBA policy.

**Our grassroots policy process ensures that cattle producers of all sizes and in every region are well represented in the halls of Congress, the White House, and federal agencies.**

## AS AN NCBA MEMBER, WE SERVE YOUR INTERESTS BY:

- Promoting the policy of cattlemen in our Nation's Capital.
- Defending your personal liberties and private property rights against government overreach.
- Protecting the legacy of your farm or ranch by advocating for tax relief.
- Adding value to your cattle by expanding trade opportunities.
- Delivering new and innovative education opportunities to help you improve the management of your farm and ranch.
- Protecting the beef community from attacks by animal rights activists.

**JOIN TODAY!**



NAME \_\_\_\_\_

BUSINESS/RANCH NAME \_\_\_\_\_

ADDRESS LINE 1 \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

CELL PHONE \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

RECRUITED BY \_\_\_\_\_

### NCBA PRODUCER

#### COW-CALF PRODUCER

- HERD SIZE
- 1-100 \$160
  - 101-250 \$320
  - 251-500 \$480
  - 501-750 \$693
  - 751-1000 \$960
  - 1001-1250 \$1,227
  - 1251-1500 \$1,493
  - 1501-1750 \$1,760
  - 1751-2000 \$2,027
  - 2001+

**\$2,027 + \$0.4053/head =**

#### STOCKER/FEEDER

**\$160 + \$0.4053/head =**

### ASSOCIATE MEMBERS

#### NON-CATTLE OWNERS, NON-VOTING

- Individual \$160
- Business \$213
- Student \$53 (24 or younger)

#### TOTAL AMOUNT PAID

#### PAYMENT METHOD

- Check  Visa  Mastercard  American Express

Card # \_\_\_\_\_

EXP \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_



Checks payable to National Cattlemen's Beef Association



National Cattlemen's Beef Association

Initiated 1898, the National Cattlemen's Beef Association is the oldest and largest national trade association representing America's cattlemen and women. With more than 25,000 individual members and 60 state and breed affiliates, NCBA serves as the collective voice of the U.S. beef industry. We strive to advance the economic, political, and social interests of the U.S. cattle industry and to advocate for its policy positions and economic interests.

With less than 2% of American's producing the food for the entire US and beyond, we must stand together. Anyone with a stake in the beef and cattle industry needs to be a member of NCBA to ensure our voices are being heard loud and clear.

NCBA is working every day to fight for your rights with policy created by cattle producers, for cattle producers. To continue our fight, we need your help. Join NCBA today and help protect the future of our industry.

Beyond the political insurance that NCBA provides, members also receive exclusive benefits and publications. **Join NCBA today and receive a FREE 1L bottle of Cydectin Pour-On from Elanco and an NCBA pocket knife!**

**JOIN TODAY!**



866.BEEF.USA

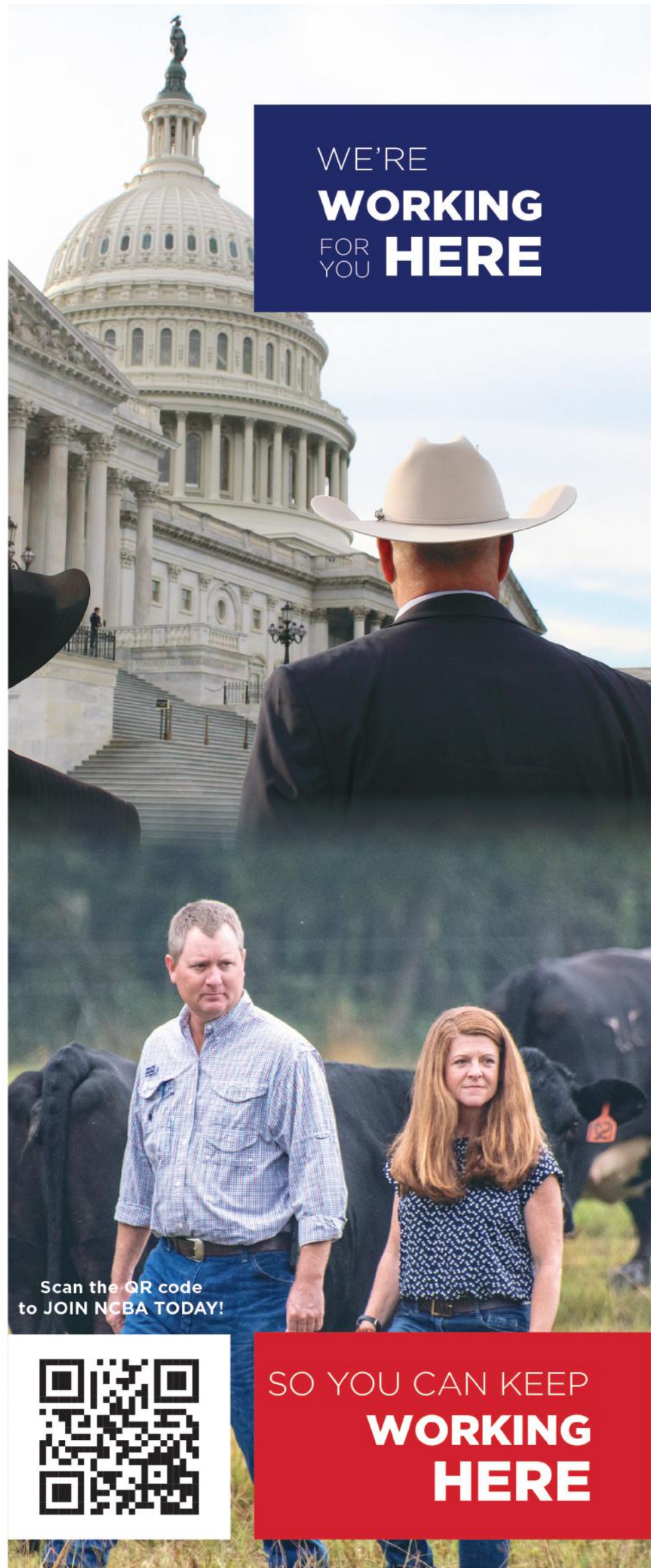


membership@beef.org



ncba.org

@BeefUSA



WE'RE **WORKING** FOR YOU **HERE**

Scan the QR code to JOIN NCBA TODAY!



SO YOU CAN KEEP **WORKING** **HERE**



The National Cattlemen’s Beef Association is fighting for American Cattle Producer’s rights in Washington, D.C. with policies created by cattlemen, for cattlemen. NCBA begins and ends with individual members.

As a grassroots driven organization, individual producers set the course for NCBA’s advocacy work in Washington, D.C. by submitting policy resolutions on the local and state level. NCBA’s 44 State Affiliate associations present their desired proposed policies at NCBA national committee meetings. From there, proposed resolutions are voted on. After proposed policies pass through national meetings, a ballot is sent to every NCBA member where they have the choice to vote for or against all proposed policies. Once approved, passed resolutions become official NCBA policy for the next 5 years.

**NCBA MEMBER BENEFITS:**

- **New Members** receive a FREE 1L Bottle of Cydectin Pour-On from Elanco
- **Members receive BIG discounts at:**
  - » AmeriWind Fans
  - » Big Bend Trailers
  - » Cabela’s & Bass Pro Shops
  - » Caterpillar Equipment
  - » Cowboy Cauldron
  - » Dell Technologies
  - » Ferrellgas
  - » John Deere
  - » Montana Silversmiths
  - » New Holland
  - » Roper & Tin Haul Apparel
- **Communication**
  - » Monthly subscription to National Cattlemen Newspaper and Magazine
  - » Weekly Beef Bulletin email newsletter

**NCBA POLICY WINS:**

- Secured a Supreme Court victory to curb Waters of the United States (WOTUS) regulation.
- Sued the Environmental Protection Agency to block further WOTUS regulation.
- Led the call to halt beef imports from Brazil and Paraguay for animal health concerns.
- Secured reauthorization of animal health legislation to keep cattle medicines and treatments available to cattle producers.
- Defended farmers and ranchers from burdensome environmental regulations.



SCAN QR CODE TO JOIN ONLINE

JOIN NCBA TODAY.

# NCBA President's Report

## Let the Market Work

By **BUCK WEHRBEIN**, *National Cattlemen's Beef Association*



Over the past few weeks, I have watched with growing concern as rhetoric about beef prices increased in Washington, D.C., and across the nation. By now you're aware that numerous economists have weighed in and put current beef prices in context. Beef prices aren't overly inflated. They have responded to the reality we are experiencing — historically low cattle numbers and high demand for our product. As cattle producers, we have worked for generations to produce the safest, highest quality product in the world, and we are receiving fair prices for our animals. That's the free market working, and history tells us that government interference in the markets will only end badly.

I often say, "History teaches us some of our most valuable lessons." I remember the early 1970s, when President Richard Nixon believed prices were too high. Under the Economic Stabilization Act of 1970, he imposed wage and price controls, including a cap on beef prices. At the time, inflation hovered around 5–6 percent and unemployment was moderate — conditions not unlike today.

This intervention disrupted the market. Producers held back market ready cattle, creating supply chain bottlenecks. Fewer cattle were processed, grocery store shelves emptied, and chaos followed. Despite the disruption, the broader economy saw little improvement. Eventually, Nixon was forced to lift the price caps, acknowledging the policy's failure. Livestock producers and the agricultural sector suffered significant economic harm. This was the market wreck of all market wrecks. As I broke into this business — actually, for the first 20 years of my career — everyone went back to that, citing Nixon's actions as a cautionary tale. When governments manipulate prices, they distort supply and demand, leading to shortages, supply chain issues, reduced investment, and broader market instability.

Fast forward to this most recent episode and two very critical lessons are worth remembering as our president, once again, considers cattle and beef market manipulation.

The first lesson is that market signals matter. When prices aren't allowed to rise, to reflect higher input prices, cattle producers will cut back. This inevitably leads to a reduced future supply of beef, which in turn drives prices higher down the line.

The second lesson is that even short term manipulations, like increasing imports from Argentina, can echo for years to come. An attempt to lower beef prices for consumers ignores the fact that the

cattle business will respond to the disruption. A problem will be created somewhere in the form of cattle producers holding back, and another shortage of cattle or beef will ripple across the industry. We all know these ripples can take years to work themselves out, simply because of our long production cycle. Recovery takes time, but recovery will ultimately occur — absent government interference.

Patience is thin when recovery timelines are capped by events such as elections. President Trump is sharply focused on mid-term elections. He needs beef prices to come down now to avoid voters thinking about grocery prices when they head to the ballot box, hence his recent efforts to increase shipments of beef from Argentina.

Now, it's also important to note that this isn't a shift in policy. NCBA has and continues to believe in the importance of trade. We have been importing beef from Argentina and elsewhere and, if the market continues without interference, we will continue to do so. We need lean beef trim to mix with the fat trim from our high quality beef. An absence of imported lean trimming would cause a harmful devaluation of the price of products like the fat that is put into ground beef. So, in no way am I advocating against imports. However, market participants must be allowed to decide where those imports are sourced — as long as those nations first meet U.S. safety standards — and at what price. Those decisions should not be made or tampered with by the government.

The effort to "lower consumer prices" misunderstands how our supply chain functions. The domestic cattle herd is down; drought and input pressures are real; and two-plus year biological lead times required to deliver market ready cattle remain inflexible. Imports may offer a short term easing of retail costs, but they do not rebuild domestic capacity, ensure herd health, or honor the investment timelines of American ranchers. Any attempt to do so causes chaos for us now and, ultimately, failure for the administration later. Simply put, this kind of action ends up being a kick to producers and does virtually nothing to help the consumer.

The message from beef producers to President Trump and other policymakers who consider this a path to success is simply — history has already demonstrated that you cannot simply press a button and lower prices without consequences. Let's work together — cattle and beef producers, policymakers and consumers — to support a free and healthy beef market, rather than one manipulated by the government.

**U MO Announces 2026 AgPrime Funding for Farmers and Agribusinesses.** *University of Mount Olive's Lois G. Britt Agribusiness Center oversees the program.* The University of Mount Olive (UMO) Lois G. Britt Agribusiness Center announces the 2026 AgPrime Cost Share Grant Opportunity in partnership with the N.C. Tobacco Trust Fund Commission (NCTTFC).

AgPrime funding is available to North Carolina farmers and agribusiness owners for new and innovative ideas that can increase farm profits. The University of Mount Olive's Lois G. Britt Agribusiness Center oversees the program, which will serve 33 counties in North Carolina from Montgomery to Currituck.

Edward Olive, director of the Lois G. Britt Agribusiness Center, said, "The program is designed to strengthen farms and communities that have been impacted by changes in the tobacco economy. The creativity and innovation that exist within the 33 North Carolina counties included in the AgPrime program are inspiring, and we are excited to be part of helping those farms and agribusinesses attain capital to reach the next level within their business plan."

UMO AgPrime grants are available to farmers and agribusiness owners in Beaufort, Bertie, Bladen, Brunswick, Camden, Carteret, Chowan, Columbus, Craven, Cumberland, Currituck, Dare, Duplin, Gates, Hertford, Hoke, Hyde, Jones, Lee, Lenoir, Montgomery, Moore, New Hanover, Pamlico, Pasquotank, Pender, Perquimans, Onslow, Richmond, Robeson, Scotland, Tyrrell, and Washington counties.

Funding proposals of up to \$10,000 will be considered for farmers and agribusinesses that are agriculturally dependent and have viable ideas for new and innovative agricultural projects. Priority is given to applicants who earn at least 50 percent of their personal income from their farm operation or agribusiness entity and to current and former tobacco farmers or former quota holders. Funding is made available by the NCTTFC and administered by the Lois G. Britt Agribusiness Center at the University of Mount Olive.

"The success of the AgPrime program depends on the innovative ideas for replicable projects that will help farmers expand and diversify their enterprise with the continued transition of tobacco production," Olive said. "We are excited to continue our partnership with the NCTTFC to bring this important program to our local agricultural communities."

Those engaged in agriculture in the targeted counties are encouraged to apply for funding and share the opportunity with others that may qualify. AgPrime is designed to help farmers and

# UMO Highlights

agribusiness owners test creative ideas, implement new marketing strategies, and find new ways to keep more profit on the farm.

The grant application cycle closes on December 15. For more information, visit [www.umo.edu/ag](http://www.umo.edu/ag). The direct link for the application is [www.surveymonkey.com/r/agprime2026](http://www.surveymonkey.com/r/agprime2026). Interested applicants are encouraged to reach out to discuss their application. Contact the AgPrime program coordinators for assistance — Stan Dixon at 252-526-1587 or Ed Emory at 910-290-1002. For funding opportunities in other counties, visit [agventures.ces.ncsu.edu](http://agventures.ces.ncsu.edu) or [wncagoptions.org](http://wncagoptions.org).

**U MO Hosts Groundbreaking Celebration for New Educational Livestock Facility.** *Another milestone in the university's expanding investment in hands-on ag education.* On October 29, UMO hosted a groundbreaking celebration for its new educational livestock facility, marking another milestone in the university's expanding investment in hands-on agricultural education and community engagement.

Due to inclement weather, the ceremony was held indoors at the NCTTFC Agricultural Commodity Building, located at the Kornegay Student Farm on 408 Garner Chapel Road in Mount Olive. The event included a mock groundbreaking ceremony and luncheon attended by approximately 100 guests, including donors, legislators, alumni, faculty, staff, students, and friends of the university.

UMO President Dr. H. Edward Croom welcomed guests and expressed appreciation for the supporters and partners who helped bring the project to life. "Today represents much more than turning the soil for a new building," Croom said. "It represents turning opportunity into action, creating spaces where our students can learn by doing and where education connects directly to community and industry. This is what it means to transform lives through learning."

Dr. Sandy Maddox, special projects coordinator for the university, shared the project's history and scope. She noted that the new facility, located on UMO's Shady Grove Road property, builds upon the legacy of the Kornegay Student Farm, established in 2014 through the generosity of George R. Kornegay, Jr., and family, and later expanded through a 2017 gift of a 79 acre farm from the family of the late Lorrelle Martin, a beloved UMO biology professor.

"The new facility is designed to provide multispecies, hands-on animal training unlike anything else in the region," Maddox said. "Phase One includes 34,000 square feet of educational and livestock handling space, while future phases will expand into small animal handling facilities and commodity processing space." Maddox recognized key contributors to the project's planning and design,





including David Herring, Bryan Blinson, Stephen Broadwell, Stuart Jennings, and Jackson Builders, as well as UMO faculty and staff who provided input and expertise.

Dr. Steve Matthis, Dean of the School of Agriculture and Biological Sciences, emphasized the facility’s impact on student learning. “Many of our students come to UMO without a farming background,” Matthis said. “Our goal is to give them real world experiences that prepare them for successful agricultural careers. This facility will allow students to work safely with multiple species while earning certifications and developing valuable workforce skills.”

UMO junior Hannah Schmidt, a veterinary bioscience major from Nash County, shared her excitement from a student’s perspective. “This new facility will allow students like me to connect classroom learning with real life experience,” she said. “It’s going to make our education more practical, more engaging, and more impactful.”

Dr. Steven Brake, CEO and CFO of the N.C. Center for Poultry Education, spoke about the broader importance of collaboration. “This project represents what can happen when universities, industry, and community come together with a shared mission to teach, to innovate, and to serve,” he said. “The Educational Livestock Facility is an investment in people. It’s about preparing a workforce that understands agriculture from the ground up.”

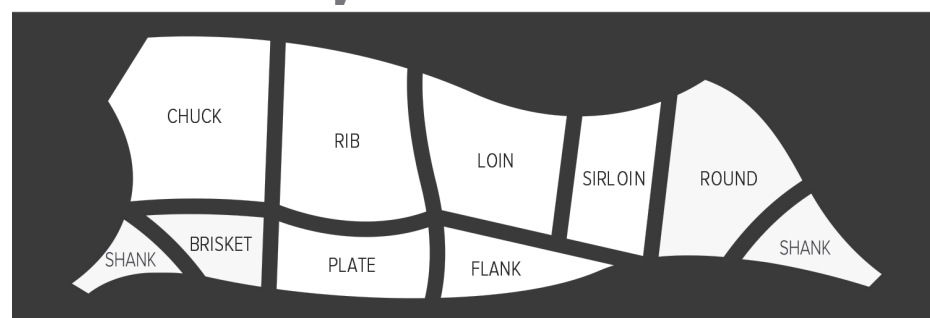
Edward Olive said, “As both an alumnus and an employee, it’s been amazing to see the transformation of facilities that provide spaces for students to gain real world experience.” “This new Educational Livestock Facility will serve as a learning hub not only for our students but also for the agricultural community through outreach and training. It reflects our ongoing partnerships with FFA, 4-H, commodity associations, and other organizations to promote awareness, education, and understanding of agriculture.”

Funding for the facility has been made possible in part through generous support from B&S Enterprises, Golden LEAF Foundation, N.C. Farm Bureau, N.C. Tobacco Trust Fund Commission, Paul and Cynthia Dunn with Mule City Specialty Feeds, and the North Carolina General Assembly. “We are deeply grateful for the commitment of these partners who believe in the power of agricultural education,” said Croom. “Their generosity is helping to lay the foundation for a facility that will not only benefit our students but also serve farmers, educators, and communities across North Carolina. As this project continues to take shape, we welcome additional partners to join us in bringing this vision to full fruition.”

The celebration concluded with a mock groundbreaking photo opportunity and an invitation for guests to tour the educational livestock facility site, located at 385 Shady Grove Road in Mount Olive, at a later date.

**About the University of Mount Olive.** UMO is a private institution rooted in the liberal arts tradition with defining Christian values. It was founded by the Convention of Original Free Will Baptists. For more information, visit [www.umo.edu](http://www.umo.edu).

## Want to buy beef from a farmer?



Scan with your phone's camera to open a directory of North Carolina beef farmers. [meatsuite.com](http://meatsuite.com)



## Want to Sell More Meat in Bulk?



## List Your Farm Online for FREE



[www.meatsuite.com](http://www.meatsuite.com)

Visit the site and click “sign up” to add your farm.

Sign up

MEATSUITE is an online directory of farms selling meat in bulk. The site is promoted in counties across NC and receives thousands of page views per month!

For more information about Meat Suite, contact Lee Menius at [lamenius@ncsu.edu](mailto:lamenius@ncsu.edu)



United States Department of Agriculture  
National Institute of Food and Agriculture



# NEOGEN LIVESTOCK NEWS

**B**uilding Back a Quality Cow Herd and Moving “Quality Forward, Faster.” As the industry works to build back the cow herd after reaching historic low numbers, quality genetics will remain key to continue progressing herds, and the industry, forward.

Paul Mathews, general manager of Cannon Ranch in Nevada, shared they run around 2,000 Hereford-Angus mother cows on 480,000 acres of Bureau of Land Management (BLM) land. With three cow herds, they manage a registered Angus herd and a purebred herd of non-registered Angus, which are bred to Hereford bulls to create F1 females. With a focus on heifer development, raising commercial cattle, and managing a feedlot, the operation implemented genomic testing in 2021.

“We were selecting visually and over the years, we figured out our visual selection leaned heavier toward terminal traits and good looking heifers; we had a 12% open rate and got into genetic testing. Our thought in doing this is, ‘we can move our calf herd quality forward, faster.’”

Paul shared that they tested only the heifers selected at the beginning of their genomic testing journey. However, over the last two years, they have started testing 100 percent of their heifer crop so they can have a DNA profile to reference during the selection process.

“I talk to other ranchers who think I’m crazy for spending the

amount of money we spend on this, but I try to convince them I started half in, half out on this, but not for the future. We’re all in because we are building the DNA profile,” Mathews said.

For Cannon Ranch’s program, they are testing all heifers across their purebred and commercial herds so they can tighten up those herds even more in the future by looking at the low producers, weaning weights and other key traits. Heifer ID tags are numbered based on the rank of their maternal index score. It’s all about referencing back — and it’s working. By placing focus on maternal traits to boost pregnancy rates and stayability, using their Cannon Maternal custom index, their operation now has a 94 percent breed-up rate. They retain the top 50 percent of heifers.

“It’s expensive to develop replacement heifers, and they’re worth a lot of money when they are right, uniform, and correct,” Mathews said. “Our goal is to take out the inefficiencies. If we get the DNA data, and stayability is not good, the RFI feed conversion is not good, and we see that the heifer pregnancy rate is not as efficient as others, I want to get them out of the way up front, so then I have a valuable feeder heifer and not an open two- or three-year-old cow.”

**Investing in Better Genetics** – “By investing in high quality genetics, producers can have higher profit margins moving forward, as they will select for better genetics while rebuilding and be able to capitalize on those quality genetics through offering lower risk cattle to buyers,” shares Paige Pratt, Ph.D., Neogen.

Producers can also use data as a form of risk management for their operations. Instead of purchasing unknown genetics from the sale barn, producers are able to glean a clear genetic outlook of the animals’ maternal and terminal values earlier in life.

“When purchasing unknown cattle at a stockyard, the inherent risk is high, as the big, pretty heifers might not have any carcass traits, or they might be terminal cattle with no stayability. Genomic testing helps remove this risk. This also benefits the seller, as they can get paid an above average price because the females are proven

to be above average females,” shared Dr. Pratt.

On that topic, Paul shared his thoughts.

“In my experience, people are willing to pay for quality. As I continue to build this cow herd, I put the best quality I can into the selection process to develop momma cows and develop a good product with the steers. It reflects in the markets and in the reputation of the ranch,” said Mathews.

**Progressing Individual Herds and the Industry Forward** – As the industry looks toward building herd numbers, it’s important to understand how genomics implementation can be a

## Conquest Insurance



## Your Revenue Experts for:

- *Crop Insurance*
- *Dairy Revenue Protector*
- *Pasture, Rangeland, & Forage*

Call Cody Waters  
(252) 903-0217

[www.conquestinsurance.com](http://www.conquestinsurance.com)

helping hand in progressing the best genetics forward. Dr. Pratt outlined five benefits made possible through genomic technology.

1. *Clear Direction to Navigate Biological Variation* – “We see a lot of variation in cattle, even when we utilize full sib sire groups,” shares Dr. Pratt, who explained how cattle have 30 pairs of chromosomes. Also, due to the recombination of genes during reproduction and the genetic diversity present within breeds, significant variation is likely even among closely related animals.

2. *Retaining the Best Replacements* – With today’s strong cattle prices, using genomic technology helps producers retain the best replacements and market the rest. “Genomics is our tool to be able to keep back the very best replacement heifers to improve our herd. Producers have a valuable tool allowing you to not only select the best for the traits you desire and keep those females, but also market open heifers, bred heifers, and feeder calves on their maternal and terminal values,” shares Dr. Pratt.

3. *Progressing Favorable Genetics* – “Genomics allows us to be able to find the outliers that are going to move our programs forward, as well as find the animals that are going to hold us back from making progress in traits of importance,” Dr. Pratt said.

4. *Custom Multi-trait Indexes* – One of Dr. Pratt’s favorite tools is the ability to build custom indexes. This means, “You can select from multiple traits at one time, even putting negative weights on some traits and positive weights on others. This allows you to put up the guard rails and find cattle that are optimal for your environment, therefore producing the highest quality, most profitable cow for your operation.”

5. *Genomically Enhanced Expected Progeny Differences (GE-EPDs)* – Rather than relying only on one side of the mating, producers can help accelerate the genetic progress for both bulls and females more effectively. “By using genomic insights, we are able to ensure that we are not just simply selecting bulls and heifers on a whim – because without this data, we would not know whether they are big, productive cows that stay in the herd and produce pounds of calf, or if they are the big cows that eat a lot of feed and don’t produce a high percentage of their body weight in pounds of calf weaned.”

For Paul – who spent years leasing the land now known as Cannon Ranch with his dad and brother before returning as general manager in 2016 – genetics has always been a top priority.

“We have always focused on good genetics. We want to do the best we can, and this is a tool that helps us do that,” shared Mathews.

In building back the herd, keep these perspectives shared from Paul and Dr. Pratt in mind. To continue learning, visit with your Neogen representative or visit [neogen.com](http://neogen.com).

**About Neogen Livestock.** *Neogen Corporation is committed to fueling a brighter future for global food security through the advancement of human and animal well being. Harnessing the power of science and technology, Neogen has developed comprehensive solutions spanning the food safety, livestock, and pet health and wellness markets. A world leader in these fields, Neogen has a presence in over 140 countries with a dedicated network of scientists and technical experts focused on delivering optimized products and technology for its customers.*

## 2026 SCCF Scholarship Program to Award Youth Scholarships

The S.C. Cattlemen’s Foundation (SCCF) will fund one \$1,000 and one \$500 youth scholarship to a college Freshman to Senior whose intent is to pursue a four year degree in a curriculum of applied agricultural sciences. The SCCF will also fund one \$1,000 and one \$500 youth scholarship to a college Freshman to Senior whose intent is to pursue a four year degree in a curriculum that is non-agricultural.

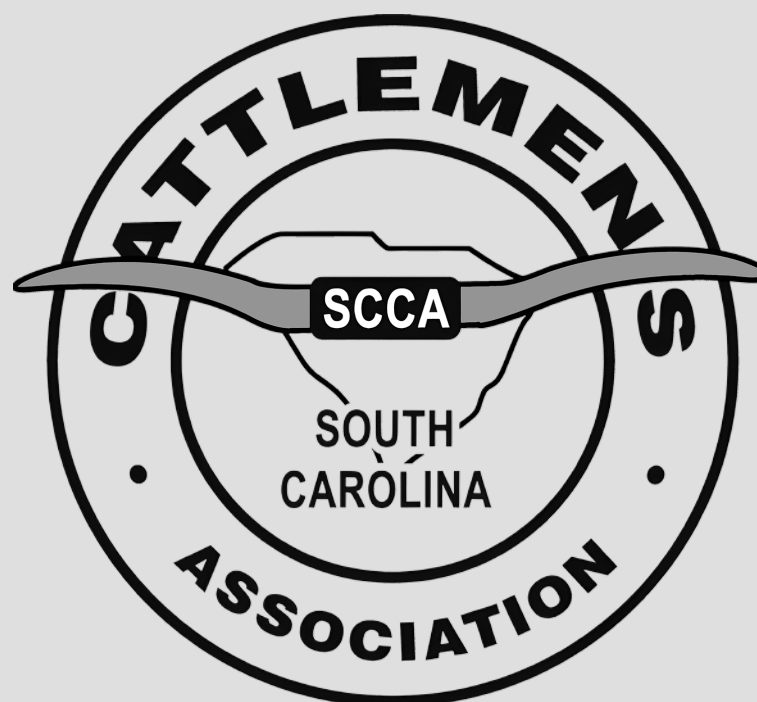
The SCCF will fund two \$500 youth scholarships to students whose intent is to pursue a two year degree in applied agricultural sciences, a non-agricultural field, or a technical college.

Scholarship winners will be selected and notified on February 10. Winners will be recognized and receive their scholarships at the S.C. Cattlemen’s Association (SCCA) Annual Meeting.

Information about the SCCF Youth Scholarship Program is now available on the SCCA website at [sccattlemen.wildapricot.org/Scholarship-Programs](http://sccattlemen.wildapricot.org/Scholarship-Programs). For additional information, contact Amber Starnes at (843) 623-2130 or [sccattlemen@gmail.com](mailto:sccattlemen@gmail.com). Completed applications must be postmarked by January 15 and returned to the SCCA state office at:

### S.C. Cattlemen’s Association

c/o Amber Starnes  
101 Main Street Road  
Chesterfield, SC 29709



**The 2026 NCBA Redbook Is Now Available.** The 2026 Redbook from the National Cattlemen’s Beef Association (NCBA) is now available. The pocket sized booklet can help cattle producers effectively and efficiently record their daily production efforts by simplifying recordkeeping, which can enhance profitability and reduce stress levels.

In addition to Beef Quality Assurance (BQA) practices and proper injection technique information, the 2026 Redbook includes current information about the judicious use of antibiotics in cattle, fitness for transport, and how to build a biosecurity plan. Additional pages have been added to this updated version providing plenty of room to record calving activity, herd health, pasture use, cattle inventory, body condition, cattle treatment, A.I. breeding records and more. It also contains a calendar and notes section.

Redbooks can be purchased online at [store.ncba.org](http://store.ncba.org) for \$8.25 each, plus shipping. Customization, including adding a company



National Cattlemen’s  
Beef Association

# NEWS

logo on the cover, is available in quantities of 100 books or more. For more information on custom orders, contact Grace Webb at [gwebb@beef.org](mailto:gwebb@beef.org) or 303-850-3443.

You can order you 2026 Redbook directly from the N.C. Cattlemen’s Association by filling out the form to the left or

contacting Kim Burdge at [kim@nccattle.com](mailto:kim@nccattle.com) or 919-552-9111.

**NCBA Supports Legislation to Expand Local Beef Sales.** NCBA recently announced continued support for the Direct Interstate Retail Exemption for Certain Transactions (DIRECT) Act. This legislation introduced by Senators Roger Marshall (R–Kansas), Tommy Tuberville (R–Alabama), and Cindy Hyde-Smith (R–Mississippi) would increase marketing opportunities for smaller meat processors and give consumers more options to buy local beef.

“The cattle business benefits greatly from expanding marketing opportunities, and the DIRECT Act opens the door to the growing number of cattle producers who seek to grow their market across state lines,” said NCBA President Buck Wehrbein. “The increased market exposure for those cattlemen and women who are selling beef direct to consumers adds value and provides tremendous benefit for our farmers and ranchers.”

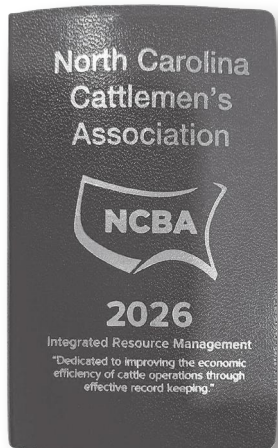
The DIRECT Act would allow state inspected meat processors to sell beef across state lines, in limited quantities and through e-commerce, direct to consumers. The bill also protects food safety by ensuring a paper trail exists for tracing and containing potential food safety issues. Many of these direct-to-consumer marketing methods have rapidly increased in popularity during the last several years and consumers have recognized the convenience of buying local beef online.

**Cattle Producers Pleased to See Government Reopen.** NCBA Senior Vice President of Government Affairs Ethan Lane released the following statement in response to Congress passing a Continuing Resolution to end the government shutdown:

“American cattle producers need the federal government running at full capacity to provide critical services and market data. We thank Speaker Johnson and Majority Leader Thune for passing the funding package to end the shutdown and extend the Farm Bill. While we’re grateful to the Trump administration for easing the burden of the shutdown on producers, it still caused widespread disruptions, and we are glad it is now resolved.”

## IRM RED BOOKS ARE HERE

**We would like to thank  
Performance Livestock & Feed Company and  
Carolina Stockyards for again sponsoring this book.**



The 2026 version is now available to help cattle producers effectively & efficiently record daily production efforts, which can help enhance profitability and reduce stress levels. In addition to Beef Quality Assurance (BQA) best practices and proper injection technique information, it has more than 100 pages to record calving activity, herd health, pasture use, cattle inventory, body condition, cattle treatment, A.I. breeding records, and more. It also contains a calendar and notes section.

Simply return the order form below, along with \$10.00 for each book to:  
N.C. Cattlemen’s Association  
P.O Box 1207  
Cary, NC 27512

You can now order them through our website at  
[www.nccattle.com/resources/merchandise/red-book-order-form](http://www.nccattle.com/resources/merchandise/red-book-order-form).  
You can also call our office at 919-552-9111 or email us at [kim@nccattle.com](mailto:kim@nccattle.com).

**Order Form**      Number of Books \_\_\_\_\_ x \$10.00 = \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Regular copy deadline is  
**DECEMBER 5** for  
the **JANUARY** issue.  
*Is there a problem?*

**NCBA Secures New WOTUS Proposed Rule that Protects Family Farmers and Ranchers.** NCBA recently announced support for the new proposed Waters of the United States (WOTUS) rule released by the Environmental Protection Agency (EPA). The revised WOTUS rule comes after decades of advocacy by NCBA and our state affiliate partners to remove confusing and burdensome regulations on cattle farmers and ranchers.

“Waters of the U.S. has been a longstanding and frustrating issue for family farmers and ranchers. Every few years, the definition of a ‘water of the U.S.’ has changed. Often, this meant that small water features like prairie potholes or dry ditches suddenly fell under federal regulation,” said Buck Wehrbein. “NCBA has spent years fighting to protect cattle producers from excessive red tape. We went to the EPA, advocated on Capitol Hill, and even took this issue all the way up to the Supreme Court to protect our members from federal overreach. We appreciate the EPA finally fixing previous WOTUS rules and supporting America’s family farmers and ranchers.”

The revised WOTUS rule ensures that only large bodies of water and their main tributaries fall under federal jurisdiction. Past WOTUS rules issued under the Obama and Biden administrations placed small, isolated water features under federal regulation. Prairie potholes, playa lakes, and even ditches that only carried water after large storms became regulated as if they were a large lake, river, or ocean.

In addition to congressional advocacy and technical comments to the EPA, NCBA also stood up for cattle producers’ rights in court. We filed an amicus brief in the U.S. Supreme Court case *Sackett v. EPA* and received a major victory in 2023 that rolled back previous overreaching WOTUS rules. NCBA also initiated numerous lawsuits under the Obama and Biden administrations to prevent harmful rules from impacting cattle producers. Since the Trump administration entered office at the start of 2025, NCBA has been working with newly appointed EPA officials to craft a new WOTUS rule that ends the uncertainty caused by previous regulations.

“This WOTUS announcement finally acknowledges that the federal government should work to protect lakes, rivers and oceans, rather than regulating ditches and ponds on family farms and ranches,” said NCBA Chief Counsel Mary-Thomas Hart. “NCBA is pleased to see the EPA stand up for cattle producers, and we look forward to providing input on this proposed rule.”

NCBA and its state affiliate partners will submit comments to the agency on the rule, which will be considered before the rule is finalized.

**About the National Cattlemen’s Beef Association.** NCBA has represented America’s cattle producers since 1898, preserving the heritage and strength of the industry through education and public policy. As the largest association of cattle producers, NCBA works to create new markets and increase demand for beef. Efforts are made possible through membership contributions. To join, contact NCBA at 866-BEEF-USA or [membership@beef.org](mailto:membership@beef.org).

**KEEP MOVING FORWARD**

**ARROWQUIP Q-CATCH 74 SERIES**

**THE Q-CATCH 74 SERIES MANUAL CATTLE CHUTE. TAKING YOUR NEXT STEP IS EASIER THAN YOU THINK.**

**Rusty Thomson & Family CATTLE FENCING & EQUIPMENT**

CONTACT YOUR AUTHORIZED DEALER, RUSTY THOMSON CATTLE FENCING & EQUIPMENT:  
864-429-7062 | 2390 Thomson Quarter Rd, Sharon, SC

1-866-383-7827  
ARROWQUIP.COM

**ARROWQUIP**

**NCBA National Anthem Contest Winner Announced.** Gracy Stevens of Kirklin, Ind., is the winner of the 13<sup>th</sup> Annual NCBA National Anthem Contest, sponsored by Norbrook. Stevens will sing the “Star Spangled Banner” at CattleCon 2026. Online voting by the public determined the winner.

“Cattle have nutritional and economic value, but to me their value is immeasurable; it is an honor to win this contest to represent an industry I love,” Stevens said. “I will strive to make a meaningful impact for years to come.”



Stevens appreciates the lessons she learned growing up showing cattle in 4-H. The cattle industry taught her that success is not about the banners, but the effort and passion put into each project. She looks forward to leaving a lasting footprint in the industry past her 4-H career.

As the winner of the contest, Stevens will receive roundtrip airfare to Nashville, hotel room, convention registration, plus a pair of boots, jeans, and a shirt from Roper or Stetson. Stevens will sing the National Anthem during the Opening General Session and before both “Cowboys Night at the Opry” shows at the historic Ryman Auditorium.

CattleCon is the oldest and largest convention for the cattle industry and features education, entertainment, and meetings of the National Cattlemen’s Beef Association, Cattlemen’s Beef Board, CattleFax, National Cattlemen’s Foundation and American National CattleWomen.

**CattleCon 2026 Prepares Next Generation of Producers.** College students and recent graduates are encouraged to attend CattleCon 2026 to help them prepare for careers in the cattle industry. Future agricultural leaders will have the opportunity to engage with potential employers during the new “Career Crawl” at the NCBA Trade Show on February 5.

“The largest cattle industry event of the year is a great place for the next generation to network with some of our industry’s most impactful companies,” said NCBA President Buck Wehrbein. “We hope this new career event opens doors for future leaders.”

Attendees can visit participating “Career Crawl” companies at the



# UPDATE!

NCBA Trade Show on Thursday to explore internships, job openings and career opportunities while engaging in meaningful conversations with agriculture professionals. In addition, the first 250 FFA members and 250 4-H members to register will receive complimentary One Day Thursday Registration, courtesy of Culver’s and Nationwide.

Collegiates are also invited to join American National CattleWomen for an engaging and educational session dedicated to shaping the future of the cattle and beef industries. During the Emerging Leaders event on Thursday morning, attendees can connect with industry leaders, gain valuable insights and explore exciting career and networking opportunities.

Education is a cornerstone of CattleCon and, in 2026, all registration options include Cattlemen’s College sessions and demonstrations. In





addition, while roaming the NCBA Trade Show attendees can stop in the Learning Lounge to enjoy informal, face-to-face talks and listen to Cattle Chats which will feature beef industry educational sessions.

National Block and Bridle will be hosting their annual convention in conjunction with CattleCon 2026. Block and Bridle members will be able to attend select CattleCon activities.

To receive free One Day Thursday Registration, FFA members must use the code FFACULVERS, and 4-H members, 4HNW. In addition, children 12 and under receive free One Day admission with a paid guardian.

**E**xperience Tennessee Cattle Country Following CattleCon 2026.

After experiencing the biggest cattle industry event of the year, CattleCon 2026 attendees are encouraged to stay a little longer to see Tennessee cattle country firsthand. Tours on February 6 including a Grazing Management Workshop & Tour and Agricultural Tour, are available to add onto CattleCon 2026 registrations.

The immersive Grazing Management Workshop & Tour at Red Hill Farms in Lafayette, Tennessee, sponsored by Envu, will focus on practical grazing solutions including cover crops, winter feeding and cattle nutrition. Farm owners Sarah and Bart Jones will host the group, joining University of Tennessee genetics expert Dr. Troy Rowan for a discussion on adapting cow herds to their environment. The event will wrap up with speakers discussing tech based resources. Each attendee will receive a Grazing Management Workbook, allowing the opportunity to craft a personalized grazing plan, while better understanding the key components within it.

Deer Valley Farm in Fayetteville, Tenn., where tradition meets innovation in cattle production, will host the full day Agricultural Tour. Knowledgeable staff will share insights into the farm's operations, including breeding practices, pasture management and herd care. Guests will observe various areas of the farm and have the opportunity to ask questions throughout the tour. Attendees will also have the chance to view penned cattle and engage with Deer Valley's team, including their herd manager and local representatives. This

tour offers a unique behind-the-scenes look at one of the country's premier Angus operations.

Both tours include transportation and lunch. The Grazing Management Workshop & Tour is \$150/person, and the Agricultural Tour is \$200/person, and space is limited. Tours can be added to existing registrations or included during the registration process, based on availability.

A variety of CattleCon 2026 registration options are available, and all include Cattlemen's College education sessions and demonstrations. For more information and to register, visit [convention.ncba.org](http://convention.ncba.org).

## West End Precast

**276-228-5024**

**Wytheville, Virginia**

### 8 ft Concrete Feed Bunks

**U or J Bunks - \$200-\$225 • Calf Bunks - \$150**




**Water Troughs • Pads • Silo Sides**

**Septic Tanks • Reservoirs**



# Boehringer Ingelheim

## NEWS

**D**on't Let Winter's Cold Open the Door to BRD. Manage bovine respiratory disease this winter with cold stress management and animal husbandry. Winter weather isn't just tough on producers — it's tough on cattle, too.

“There are reasons why we see more BRD challenges in cold and damp conditions,” said Nathan Meyer, DVM, Ph.D., Boehringer Ingelheim. “It really comes down to stress. When animals are stressed, they're less able to fight off infections as effectively as they would under more ideal conditions.”

Bovine respiratory disease (BRD) remains the costliest disease impacting U.S. beef cattle.<sup>1</sup> The brisk winter months are the perfect time to reevaluate management practices to improve animal health, comfort, and BRD control.

**Prioritize husbandry during winter** – Good animal husbandry is a crucial component of cold stress management.

“Muddy, cold, and wet conditions can really draw heat out of an animal,” said Dr. Meyer. “Not only does mud make it harder for cattle to stay warm, but it also increases their nutrient needs, because it takes more energy just to move around, eat, and drink.”

When cattle are putting a lot of energy toward staying warm, they become more susceptible to disease challenges. Windbreaks, plenty of quality bedding, and clean, dry areas can minimize the impact of the damp and cold temperatures.

Maintaining appropriate stocking density can also reduce the



risk of disease spread. BRD is a communicable disease that is easily transmitted from animal to animal. Giving animals the room they need slows down fast spreading illness and keeps animals more comfortable.

**Support cattle through nutrition** – Providing a balanced diet that meets or exceeds nutritional requirements is critical during extremely cold conditions. Nutritional support keeps animals warm and also supports their overall health and immune function.

For every degree below an animal's lower critical temperature (LCT) — the lowest temperature they can comfortably experience — their energy requirements increase by 1 percent.<sup>2</sup> Depending upon body condition score and thickness of winter coat, cattle may have an LCT around 18–20°F.<sup>3</sup> Providing extra feed and ample bedding during a storm or cold snap will set cattle up to better handle the added stress.

Access to sufficient quantities of clean water is one critical

### USE THE D.A.R.T. ASSESSMENT TO IDENTIFY SICK ANIMALS EARLY.

## D.EPRESSION

A sick calf will have droopy ears and hold its head lower than normal. The calf's movement will be stiff, and you may notice its tail is tucked slightly.

## A.PPETITE

At feeding time, watch carefully for animals that are slow to come to eat or have a reduced appetite.

## R.ESPIRATION

Look for abnormal patterns such as exaggerated, deep breathing, flared nostrils and a soft, persistent cough.

## T.EMPERATURE

The normal temperature for a calf is between 101.5 and 102.5 degrees Fahrenheit. If it has a temperature above 104 degrees, the calf has a fever and should be treated accordingly.

nutritional component to keep in mind. “Keep an eye on recharge rates, and break ice when necessary,” emphasized Dr. Meyer. He added, “Testing water periodically is also important to ensure there are no high levels of minerals or harmful bacteria.” The importance of monitoring both water quantity and quality cannot be underestimated, as deficiencies in either can compromise cattle health.

**Detect BRD early for best treatment outcomes** – Even with the best prevention and husbandry measures in place, BRD can sometimes bypass defenses. When it does, early detection and treatment intervention are essential to minimizing long term lung damage and production setbacks.

“I’m a fan of the DART acronym when it comes to identifying early signs of sick cattle,” said Dr. Meyer. “DART refers to the key indicators of **(D)**epression, low **(A)**ppetite, abnormal **(R)**espiration, and high body **(T)**emperature that caretakers should watch for.” Correctly identifying sick cattle within a group can require a trained and experienced eye. He encourages managers to provide routine training for employees to help them recognize signs of illness and evaluate whether BRD treatment is needed.

“The sooner we can intervene against BRD, the more likely we are to have successful treatment,” stated Dr. Meyer. He notes that not all antibiotics are created equal and that producers should collaborate with their veterinarians to select products tailored to their herds’ needs. Dr. Meyer recommends choosing a fast acting,

long lasting antibiotic with broad pathogen coverage to effectively combat BRD infections.

“Working with your veterinarian to establish a health plan is vital,” concluded Dr. Meyer. “They bring valuable insights from working with multiple operations and have access to the latest research to help tailor effective strategies for your herd.”

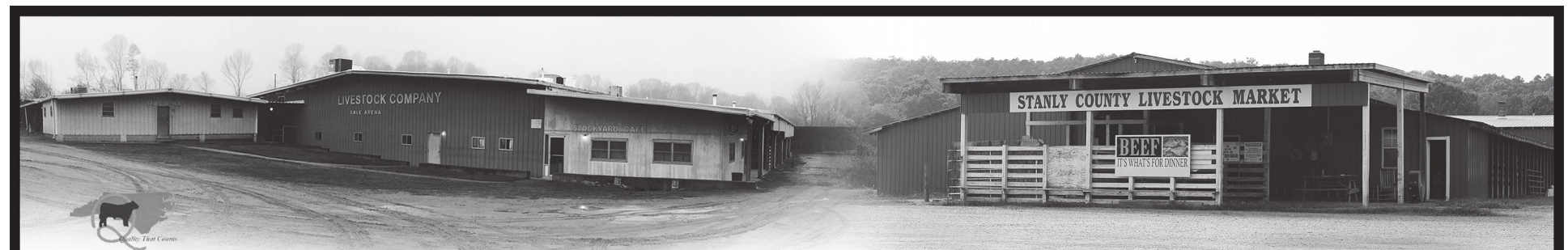
**References**

<sup>1</sup>Taylor J.D., Fulton R.W., Lehenbauer T.W., et al. *The epidemiology of bovine respiratory disease: What is the evidence for predisposing factors? Can Vet J* 2010;51(10):1095–1102.

<sup>2</sup>Wyffles S.A., Dafoe J.M., Parsons C.T., et al. *The influence of age and environmental conditions on supplement intake by beef cattle winter grazing northern mixed grass rangelands. J Anim Sci* 2020;98(7):skaa217. doi: 10.1093/jas/skaa217.

<sup>3</sup>Hartman D. “Cold stress and beef cattle.” Penn State Extension. Accessed January 6, 2025. <https://extension.psu.edu/cold-stress-and-beef-cattle>.

**About Boehringer Ingelheim.** Boehringer Ingelheim provides innovation for preventing and treating diseases in animals. The company offers a wide range of vaccines, parasite control products, and medicines for pets, horses, and livestock to veterinarians, animal owners, farmers, and governments. As a leader in animal health, Boehringer Ingelheim values that the health of humans and animals is deeply connected and strives to make a difference for people, animals, and society. Learn more at [www.bi-animalhealth.com](http://www.bi-animalhealth.com).



**HARWARD BROTHERS LIVESTOCK MARKET**

2207 Turnersburg Hwy. Turnersburg, NC  
 Phone: 704-546-2692  
 WWW.TURNERSBURGSTOCKYARDNC.COM

**STANLY COUNTY LIVESTOCK MARKET**

13215 Indian Mound Rd. Norwood, NC  
 Phone: 704-474-7683  
 WWW.NORWOODSTOCKYARDNC.COM

**Weekly Sales - Every Monday at 11:30 am**  
 Take in livestock on Sunday (12 pm - 6 pm) and Monday  
 3:00 pm - Holstein & Dairy Influenced Feeder Cattle  
 MONDAY - Small Animal Sale (Baby Calves, Goats, Sheep)

**Weekly Sales - Every Wednesday at 10:30 am**  
 Take in livestock on Tuesday (10 am - 7 pm) and Wednesday  
**Thank you for your business this past year.**  
**MERRY CHRISTMAS AND HAPPY NEW YEAR!**

Marcus Harward • 704-322-0840  
 Brooke Harward • 704-322-9770

*Watch the sales live every week!*

Marcus Harward • 704-322-0840  
 Catherine Edwards • 704-550-7920  
 Will Edwards • 919-449-8064

**CATCHING, HAULING, AND CATTLE WORK SERVICES AVAILABLE**



**MAC-VAC FEEDER CALVES**

A marketing program available at both sale locations for vaccinated steers and heifers. Calves that meet vaccination requirements and have the sale tag in their ear will sell in the MAC-VAC portion of the sale at the beginning of the feeder calf sale each week. For more information, please visit [www.norwoodfeeder calf.com](http://www.norwoodfeeder calf.com) or contact any of the numbers listed here.

**Catching, hauling, and cattle work services:**  
 For hauling services, contact Marcus at 704-322-0840.  
 If you need help working your cattle, contact Marcus Harward at 704-322-0840 or Chuck Doolittle at 704-221-1447 for more information.

**D**airy Checkoff Leaders Share Results, Momentum at 2025 Joint Annual Meeting. DMI President and CEO Barbara O'Brien discusses research, marketing, partnerships, and innovation across the dairy industry. Dairy is winning with consumers, and the national checkoff is helping lead the charge, thanks to investments in research, marketing, partnerships, and innovation.

DMI will conclude its funding and operational support for GEThat was the message from Dairy Management Inc. (DMI) President and CEO Barbara O'Brien at the 2025 Joint Annual Meeting of the United Dairy Industry Association, the National Dairy Promotion and Research Board, and the National Milk Producers Federation, which drew nearly 800 farmers and industry representatives to Arlington, Tex., on November 10–12.

"Over the last few months, I spent time visiting local promotion boards and going on farms in Michigan, Maine, Kansas, and more," O'Brien said. "Visiting farms offered valuable insights into various business operations, technology, and teamwork that define dairy farming today, regardless of geography or scale."

"Their story is our story — rooted in tradition, fueled by innovation, and united by a belief that together, we can achieve what no single farmer can do alone. That's the premise on which the dairy checkoff was founded, and it's the spirit that drives our industry forward today."

O'Brien said the checkoff's mission is clear: to turn farmers' and importers' investment into momentum by building trust, growing demand, and securing a strong future for U.S. dairy.

"We bring science, scale, and speed-to-market on behalf of farmers and importers," she said. "Together, that collective strength drives results for dairy in powerful, measurable ways."

According to Circana retail data, dollar and unit sales are up across eight of ten top dairy segments, and real dairy products are growing nearly six percent year over year. Across key refrigerated categories, dairy products generate seven times more sales than plant based alternatives, which are now in decline.

Three out of four U.S. households purchased a dairy product in the past week, O'Brien said, while nearly 2/3 specifically bought milk, cheese, or yogurt.

"When it comes to dairy, consumers are looking for the real thing," she said. "And that didn't happen overnight. It's the result of years of research, collaboration, and consistent farmer investment."

**Analysis Confirms Checkoff's Value** – The meeting featured a presentation by Dr. Oral "Jug" Capps Jr., executive and regents professor at Texas A&M University, who has evaluated dairy promotion programs since 2011. His independent economic analysis showed substantial positive impacts from checkoff-funded efforts in four key areas — domestic foodservice partnerships, fluid milk innovation, whole fat science, and dairy exports.

The findings — though not comparable to one another — found:

Foodservice partnerships with McDonald's, Taco Bell, and Domino's contributed to 18.5 billion additional pounds of dairy sold at retail, providing \$875.9 million cumulatively to farmers from 2009 to 2024. For every dollar invested by dairy farmers and importers, Capps' research found the net return is \$3.49.

Fluid milk innovation from 2018 to 2024 contributed 10.4

additional pounds sold per dollar spent, totaling \$121.5 million in benefit and a return of \$1.68.

Whole fat science research from 2012 to 2024 generated 8.2 billion additional pounds sold and nearly \$400 million in cumulative value for a return of \$34.55.

Dairy export promotion resulted in 43.5 additional pounds exported per dollar spent, translating to \$4.6 billion in value to farmers from 2013 to 2024, returning \$12.17 on the dollar.

Dr. Capps emphasized that each analysis was independently verified and met rigorous economic and statistical standards.

"The bottom line when examining each of the four areas is that there are healthy returns to dairy farmers and importers," Capps said. "The investments are highly successful in boosting volumes of dairy products sold."

**Building Trust Through Science, Storytelling** – O'Brien said a major emphasis of the past year has been building consumer trust by addressing what DMI calls "Fuels and Frictions" — the factors that either strengthen or challenge dairy's reputation. Checkoff programs leaned into dairy's "fuels" of taste, health, and science backed nutrition while addressing "frictions" such as questions about animal care and sustainability.

One example was an educational campaign focused on dairy's role in the First 1,000 Days of Life, developed by DMI and promoted through the checkoff founded U.S. Dairy Export Council (USDEC), state and regional checkoff teams, and MilkPEP. This work — highlighting dairy's important role in brain health and cognition — reached more than 60,000 pediatric specialists and generated 21 million media impressions.

On the sustainability side, the "See Dairy Differently" campaign placed stories about dairy farmers' environmental progress in major media outlets such as *The Economist*, *Washington Post*, and *Forbes*, earning above average engagement and driving consumers to learn more at [www.USDairy.com](http://www.USDairy.com). Consumer surveys showed significant gains, with perceptions of dairy's relevance and nutritional value both rising in 2024.

"Trust builds when people understand who we are, what we stand for, and how we care for our animals, land, and communities,"

**MAKING EVERY DROP COUNT**

**your DAIRY CHECKOFF**  
Dairy Management Inc.

**UPDATE**



**Barbara O'Brien delivering her address to attendees at the meeting.**

O'Brien said. "That's why our marketing and communication efforts meet consumers where they are — whether it's in schools, fitness programs, food shows, or even online gaming platforms."

**Partnerships Continue to Deliver Growth** – DMI's partnerships with leading foodservice and retail brands remain a cornerstone of demand growth. Despite a challenging economy and cautious consumer spending, dairy use increased more than eight percent each at Domino's, Taco Bell, and Raising Cane's.

These results come from checkoff led menu innovation that highlights cheese, milk, and other dairy ingredients in new and exciting ways, from Domino's four cheese mac & cheese and Taco Bell's dairy based beverage line to Raising Cane's menu that features dairy in multiple components.

Beyond foodservice, retail collaborations such as DMI's "We Are Family" e-commerce campaign with Instacart, Walmart, and Costco are keeping dairy top of mind with families and young adults. The 2025 back-to-school activation generated 1.5 percent sales growth in participating markets and brought new buyers into the category.

DMI's checkoff funded research continues to yield new insights that strengthen dairy's position in the health and wellness landscape. More than 40 active studies are underway exploring dairy's benefits for heart, gut, and mental health, along with the Mayo Clinic collaboration to advance understanding of dairy's role in cardiovascular and metabolic wellness.

O'Brien said innovation extends across the supply chain.

"Producers are diversifying their operations and focusing on milk that meets modern market needs," she said. "You've driven remarkable progress in milk composition and efficiency, and processors have followed suit, investing over \$11 billion in new and expanded processing capacity. That's transformation in motion, and checkoff funded science helped spark it."

**Farmers at the Heart of Dairy's Progress** – Marilyn Hershey, DMI chair and Pennsylvania dairy farmer, told attendees that the checkoff's success depends on collaboration across the national, regional, and local systems.

"This year's meeting theme, Driving Results for Dairy, captures what we're doing together — less duplication, more action," she said. "National programs rely on local engagement, and local programs depend on unified national priorities that make every farmer dollar

work harder."

Hershey encouraged farmers to take pride in dairy's momentum.

"Our dairy consumption is at an all time high, full fat is celebrated, protein is powerful, and we want to keep that momentum rolling," she said. "And we need to! A few years before my parents started dairy farming, each farmer was feeding 25 people. Today, we are responsible for approximately 166 people worldwide. And that number will only grow, but the responsibility is real."

O'Brien closed her remarks by thanking farmers for their partnership and perspective.

"At the heart of every result we deliver is your dedication," she said. "Your investment fuels a future where dairy doesn't just keep up with food trends — it sets them."

For more information about how the dairy checkoff is driving sales and building trust, visit [www.dairycheckoff.com](http://www.dairycheckoff.com).

**About Dairy Management Inc.** DMI is funded by more than 24,000 dairy farmers and dairy importers. DMI manages the national checkoff program and collaborates with state and regional checkoff teams across the United States to boost domestic and global dairy sales through research, education, and marketing initiatives. The checkoff also is focused on fostering consumer trust in dairy products and the farm families behind them. DMI manages the National Dairy Council and founded the U.S. Dairy Export Council, Innovation Center for U.S. Dairy, Newtrient, and GENYOUth.

## NC WINTER DAIRY MANAGEMENT SERIES

NC STATE

EXTENSION

**DECEMBER 16, 10AM - 1PM @ PIEDMONT RESEARCH STATION**

**CATTLE MARKET DYNAMICS & PRICE PROTECTION**

**BRYCE WINDECKER & OWEN TEVELDE, EVER.AG**

**BEEF X DAIRY CALVES—RESEARCH REPORT**

**TAYLOR BURRELL & DR. STEPHANIE WARD, ANIMAL SCIENCE, NC STATE**

Join us in Salisbury at the Piedmont Research Station for a program focused on cattle owners - both dairy and beef! Bryce Windecker and Owen TeVelde will join us from [Ever.Ag](http://Ever.Ag), a leader in technology and risk management services for the dairy, agribusiness and livestock/animal protein sectors. They will discuss cattle markets and risk management tools available to mitigate your risk exposure as dairy and beef cattle owners.

Taylor Burrell, PhD student, and Dr. Stephanie Ward will report their research on the feeding trials they have conducted on beef and dairy x beef cross calves. Lunch will follow the program.

SPONSORED BY:



Please scan the QR code to register for this event by 12pm on Monday, December 8th!



**NMPF**  
**NATIONAL MILK**  
**PRODUCERS FEDERATION**

# NEWS

**NMPF Helps Secure Market Access Gains in Asia.** NMPF's ongoing advocacy bore fruit in October with new trade agreements with Malaysia and Cambodia that include strong market access provisions, along with opportunities to extend similar benefits to Thailand and Vietnam, that together open new doors for U.S. dairy in Southeast Asia's growing markets.

The trade deals better position the United States to compete with global suppliers such as the EU, New Zealand, and Australia. "With these new agreements, the administration has delivered big wins for America's dairy farmers," Gregg Doud, president and CEO of NMPF, said in a statement celebrating the agreements.

The agreements deliver meaningful, concrete results for U.S. dairy exporters:

- The Malaysia agreement eliminates nearly all remaining dairy tariffs, creates a new tariff rate quota for fluid milk exports, recognizes the U.S. dairy safety system, and streamlines facility registration and certification requirements, all long-standing priorities highlighted and championed by NMPF.

- The Cambodia agreement achieves similar gains, including a complete elimination of tariffs on U.S. dairy exports and a prohibition on future facility listing requirements that could block trade. Both agreements also include a groundbreaking new model for protecting common food names. The frameworks with Vietnam and Thailand lay out the foundation for similar progress ahead, outlining commitments to address tariffs and regulatory barriers that have challenged U.S. competitiveness in those key markets.

NMPF was able to leave its fingerprints on the agreements through its access to negotiations and longstanding efforts in these markets, coordinating with the U.S. Dairy Export Council. NMPF staff, along with NMPF member Dairy Farmers of America's Michael Lichte, serve as cleared advisors to the U.S. negotiating team, providing critical technical input on agreement text and dairy priorities.

Earlier this year, NMPF also provided the U.S. Trade Representative (USTR) and USDA with a detailed, market-by-market analysis outlining tariff disparities, key interests, and non-tariff barriers, which helped shape the U.S. approach to negotiations.

NMPF's persistent advocacy helped make these results possible — from elevating the challenges caused by changing certification rules and facility registration requirements to defending fair use of common food names to highlighting competitive disadvantages facing exporters to emphasizing Southeast Asia's strategic importance through congressional testimony, public comments, and direct engagement with U.S. officials.

**NMPF Urges Caution on Ultra Processed Foods.** NMPF filed comments on October 23 in response to USDA and the Food and Drug Administration's request for information as the agencies explore options for creating a uniform definition of ultra processed foods.

Researchers have found links between the consumption of highly processed foods and a range of negative health outcomes. However, more research is needed, and there is currently no standard for what amount of processing would make a food "ultra processed." The FDA and USDA are attempting to bridge the gap by creating a uniform definition, which would allow for consistency in research and policy.

Because of the processing techniques used for some dairy foods like flavored yogurts, flavored milk, cheeses, and powdered dairy products, the way ultra processed foods are ultimately defined could affect how these products can be marketed and whether or not they will be included in federally funded programs such as SNAP, WIC, or school meals programs.

In its comments, NMPF urged USDA and FDA to use caution when developing any definition of UPFs, highlighting that previous attempts and currently available UPF classification systems have failed to account for nutrient density and affordability. "If the administration moves forward with developing a definition, it must be developed carefully to avoid misclassification of nutrient dense foods and recognize that not all foods being processed are equal," the comments said.

NMPF also urged the administration to exempt all dairy foods from any future definition or "ultra processed" classification, based on decades of research supporting dairy's health benefits in American diets.

**NMPF Identified Dairy Trade Barriers for U.S. Government.** NMPF and USDEC filed extensive comments on October 30 as part of the U.S. Trade Representative's (USTR) request for global trade barriers for its 2026 National Trade Estimate report.

The list of issues compiled by NMPF and USDEC highlights dairy trade irritants in 34 different markets, including regional blocs like the European Union and parties to the Central America-Dominican Republic Free Trade Agreement.

Several key issues that the organizations cite include Canada's refusal to comply with its dairy commitments under USMCA, dairy facility registration challenges across various markets, and the European Union's long list of trade distorting measures ranging from certification requirements to the abuse of geographical indications to monopolize common names like "parmesan."

Supplementing NMPF's engagement with USTR as cleared confidential advisors, the comments serve as a key resource for the U.S. government as it engages in negotiations with trading partners.

The 2025 National Trade Estimate report has served as a guide for crafting the Trump Administration's reciprocal trade plan. It also offers details on priority dairy markets and products as the U.S. government seeks to resolve barriers to dairy trade and expand market access opportunities.

**NMPF Prepares for USMCA Review Process.** NMPF and USDEC submitted comments on October 31 to the office of the U.S. Trade Representative (USTR) in response to the agency's request for input into priorities for the upcoming USMCA 2026 joint review.

The organizations call for the U.S. government to ensure that both Canada and Mexico uphold their dairy related obligations in the agreement.

This includes addressing Canada's evasion of its market access commitments through its intentionally limited dairy tariff rate quota administration and circumvention of the USMCA export disciplines intended to limit Canada's propensity to offload dairy proteins onto the global market at artificially low prices that undercut U.S. producers.

NMPF and USDEC also call on USTR to ensure Mexico fully implements the USMCA side letters pertaining to the protection of common cheese names like "feta," particularly as the European Union seeks to conclude a trade agreement with Mexico that includes restrictions on the free use of generic terms. NMPF and USDEC remain focused on ensuring that U.S. dairy producers and processors receive the full benefits of U.S. trade agreements and are not subject to distortionary trade practices that limit global market opportunities.

**Jonker Honored as NMPF Represents U.S. Producers at World Dairy Summit.** An NMPF delegation collaborated with counterparts on shared dairy priority areas, including trade, animal welfare, the use of dairy terms, dairy promotion, and other topics at the International Dairy Federation (IDF) World Dairy Summit in Santiago, Chile, on October 20–23.

The summit marked the end of NMPF Chief Science Officer Jamie Jonker's five year term as chair of IDF's Science Program Coordinating Committee. Jonker spoke at the IDF Forum session, which featured a review of IDF's key projects this year and priorities for 2026.

Jonker also received an honorary IDF membership recognizing his tenure as SPCC chair and his contributions to the organization and to dairy globally. Jonker has "demonstrated remarkable leadership, guiding the Federation through numerous changes and challenges with purpose," the IDF Board of Directors cited in its recognition.

Gregg Doud and NMPF Executive Vice Presidents Jaime Castaneda and Shawna Morris participated with U.S. Dairy Export Council and checkoff program leaders in bilateral meetings, including with the Indian Dairy Development Board, Dairy Farmers of Canada, Eucolait, European Dairy Association, Nestle, the Mexican dairy sector, and the Chilean dairy sector. The meetings provided the opportunity to exchange information on developments in key markets of interest to the U.S. dairy industry and explore the potential for further work together on shared interests.

Castaneda and Morris spoke on a panel discussion about ensuring that government led dairy nutrition policies are guided by objective scientific evidence, a key message that will frame next year's Latin American Dairy Nutrition Conference in Lima, Peru, coordinated by NMPF and the U.S. Dairy Export Council in

collaboration with the National Dairy Council.

Additionally, William Loux, who heads NMPF and the U.S. Dairy Export Council's Joint Economics Team, shared the U.S. perspective of the current economic landscape on a separate panel session.

As a precursor to the summit itself, NMPF co-led a roundtable session of animal care programs around the world. Launched in Chicago during the summit hosted by the U.S. in 2023, the roundtable provides a valuable avenue for fostering information sharing and alignment steps by leading animal care programs such as FARM.

The annual gathering of more than 1,000 dairy industry professionals from around the world provides an opportunity to promote the U.S. industry and collaborate with global partners on the sector's most significant trends and opportunities.

**Marks-Yant Joins Economics Team.** NMPF economics department, co-managed with the U.S. Dairy Export Council, in October welcomed its newest staffer, Katriel Marks-Yant.

Marks-Yant will serve as the team's Director of Economic Affairs, leading domestic market analysis.

Prior to joining NMPF, Marks-Yant was an international economist with the USDA Foreign Agricultural Service. She has also worked with NMPF member cooperative Land O'Lakes in international development and government relations functions.

Marks-Yant holds a master's degree in international economics and international development from the Johns Hopkins School of Advanced International Studies and studied agricultural economics at Purdue.

Originally from Carmel, Ind., she maintains close ties with her family's farms in the Midwest.

**NMPF Summer Internship Now Accepting Applications.** The National Milk Producers Federation is offering a 10–12 week summer internship in the Washington, D.C., metro area. This internship offers students the unique opportunity to better understand the intersection of U.S. dairy industry policy, regulatory affairs, and trade. Interns will have the opportunity to learn from NMPF's expert staff, covering areas including government relations, regulatory affairs, trade, communications, membership services, and the National Dairy FARM Program. More information and the application can be found at [apply.workable.com/national-milk-producers-federation/j/5BF32435EF](https://apply.workable.com/national-milk-producers-federation/j/5BF32435EF). Applications close December 31.

**Annual Meeting Reflects Commitment to Policy, Market Improvements.** NMPF's members convened to review the past year and strategize dairy's future in Arlington, Tex., for the organization's 2025 Joint Annual Meeting held with the United Dairy Board and United Dairy Industry Association.



## NMPF News *continued from the previous page*

This year's theme for the November 10-12 gathering, "Driving Results for Dairy," reflected policy and promotion group commitment to deliver tangible results for dairy farmers and their cooperatives across the dairy value chain.

Featured speakers included nutrition policy expert Nina Teicholz, author of "The Big Fat Surprise," and dairy economist Dr. Oral Capps from Texas A&M University. Agriculture Secretary Brooke Rollins was also invited to speak at the meeting.

Other general sessions focused on immigration policy and what it will take for the dairy sector to achieve meaningful progress to improve the farm labor situation. Another general session addressed the trade policy environment at a time when shifting trade policies are affecting customer relationships around the world. That session also provided an update on the start of NMPF's new NEXT export assistance program. Speakers explored fresh strategies, technologies, and partnerships that can open new revenue streams on the farm in a final general session.

Attendees were able to attend up to three of six different breakout session topics, including those examining the checkoff's work with NMPF to ensure consumer sales and trust and how the groups leverage science strategically to secure positive positioning for dairy with key opinion leaders. NMPF led breakout sessions shared the latest on dairy's economic outlook for the coming year, along with a session on how farmers can best deal with immigration enforcement issues.

NMPF Young Cooperators were also part of the event, with a two day track of YC events and educational sessions. NMPF's Board of Directors also elected a new chairman, as current Chair Randy Mooney stepped down from that position after 17 years.

This year's annual meeting Dairy Bar was in a grand ballroom that allowed attendees an opportunity to network, meet with our 2025 exhibitors, and enjoy the milk, cheese, yogurt, and ice cream donated by our Dairy Bar sponsors. The schedule also included longer breaks to offer attendees more time to connect with each other at the Dairy Bar between sessions.

The gathering of roughly 750 farmers and industry professionals featured breakout sessions on industry topics ranging from an economic outlook to dairy labor challenges.

**R**ollins Keynotes NMPF Annual Meeting – Touts Milk Action Plan. U.S. Secretary of Agriculture Brooke Rollins joined hundreds of dairy farmers and cooperative leaders for a special keynote address during NMPF's portion of its Joint Annual Meeting with dairy organizations on November 11 in Arlington, Texas.

Rollins was sworn in as the 33<sup>rd</sup> U.S. Secretary of Agriculture on February 13. Prior to this role, Rollins served as the founder, president, and chief executive officer of the America First Policy Institute. During President Trump's first administration, she was the Director of the Domestic Policy Council and Assistant to the President for Strategic Initiatives in the White House. She also previously served as Director of the Office of American Innovation. In these roles, she developed and managed the domestic policy agenda of the Trump administration.

"Dairy farmers and their cooperatives extend a warm welcome to Brooke Rollins and appreciate the chance to hear from her and speak with her," Gregg Doud said. "As an energetic advocate for dairy and for all of agriculture, we can't imagine a more exciting opportunity than to learn more from her on how USDA is building a stronger future for farmers and for the entire nation."

Secretary Rollins touted the Trump administration's milk action plan to support American dairy farmers.

"I want to be very clear. We will never stop fighting for those of you in the dairy industry and across rural America, we have reached that golden age for our producers," said Rollins. "Dairy farmers have delivered for America for 250 years, and now it's time for us to deliver for you."

In her remarks, Rollins outlined USDA's dairy priorities, outlining the administration's four point approach to support the industry, including:

- Incentivizing dairy consumption through changes to the Dietary Guidelines for Americans, expected in December or early January;
- Working to drive down input costs;
- Facilitating investments in American milk processing; and
- Expanding markets to help milk producers prosper.

Rollins also noted the importance of farm labor issues, pledging to seek federal changes to rules and regulations in coordination with the departments of Labor and Homeland Security while noting that broader changes will require congressional action. "We are acutely aware of the unique labor needs of the dairy industry," she said.

**R**exing Elected New NMPF Chairman. Brian Rexing, an Indiana dairy farmer and a member of the Dairy Farmers of America cooperative, was chosen as NMPF's 15<sup>th</sup> chairman at the organization's Joint Annual Meeting.

"Thank you for giving me the opportunity to serve as your chairman," said Rexing in his first remarks after being named to the position by NMPF's Board of Governors.

"I may be stepping into this role, but it isn't about me," he said. "It's about who we represent, and the future we're building together."

Rexing and his wife, Ranell, operate New Generation Dairy, near Owensville, Ind., milking 1,200 cows and farming 3,500 acres of corn, beans, wheat, and alfalfa. Brian is a fourth generation farmer. Brian and Ranell have four children. He is the vice president of Evansville Young Dairyemen and received the Indiana Dairy Producer of the Year award in 2010. In 2021, Brian purchased a meat processing plant with a retail store. Brian is a member of DFA's Executive Committee.

Rexing succeeds Randy



Mooney, who has served as NMPF's chairman for the past 17 years. Mooney, who also serves as chairman for Dairy Farmers of America, will remain on NMPF's Executive Committee.

"It is one of the great honors of my life to work alongside so many dedicated farmer-leaders who care deeply about the future of dairy," said Mooney. "I'm proud to pass the baton to Brian Rexing — a leader who carries forward the spirit of dedication, vision, and integrity that defines NMPF and our entire industry."

NMPF's officers and executive committee will consist of:

Chairman Brian Rexing – Dairy Farmers of America

- 1<sup>st</sup> Vice Chairman Cricket Jacquier – Agri-Mark
- 2<sup>nd</sup> Vice Chairman Simon Vander Woude – California Dairies Inc.
- Secretary Craig Caballero – United Dairymen of Arizona
- Treasurer Pete Kappelman – Land O'Lakes
- Sheryl Meshke – AMPI
- Rob Vandenheuvel – California Dairies Inc.
- Melvin Medeiros – Dairy Farmers of America
- Randy Mooney – Dairy Farmers of America
- Joel Eigenbrood – Foremost Farms
- Brian Hemann – Lone Star
- Jon Cowell – Maola Local Dairies
- Doug Chapin – Michigan Milk Producers Association
- Frank Doll – Prairie Farms
- Jacob Larson – Southeast Milk Inc.

Also at the meeting, NMPF's Board of Directors approved the organization's policy positions and elected new members. New board members approved by NMPF delegates, a broader group than the board, include:

- Amy Humphreys – Northwest Dairy Association
- Kurt Williams – Lanco Pennland
- Stephen Mancebo – Land O'Lakes
- Brian Hemann – Lone Star Milk Producers
- Will Dyt – California Dairies Inc.

The members awarded Honorary Directors for Life recognition to former NMPF Board members Jim Werkhoven of the Northwest Dairy Association and Joey Fernandes of Land O'Lakes.

**NMPF Annual Meeting Spotlights Farmer Progress.** U.S. dairy farmers are thriving in the marketplace even as labor shortages and a volatile policy environment remain challenges, dairy industry leaders stressed at NMPF's annual meeting.

U.S. dairy is well positioned for growth, Gregg Doud said in remarks at the meeting held jointly by NMPF, the National Dairy Promotion and Research Board, and the United Dairy Industry Association.

"I love where we are in this industry right now, today, folks," he said, noting \$11 billion in new dairy plant investment currently underway nationwide. "Yes, there's going to be uncertainty. My goodness, there's uncertainty. But we're in expansion mode. And I love it."

Dairy producers in the past year have grappled with workforce instability and a shifting trade environment even as consumer demand has remained strong and the benefits of dairy are increasingly recognized in the nutrition and policy communities. But the firm foundation built for dairy over the past several years bodes well for the industry's future, said outgoing NMPF Chairman Randy Mooney, who used his remarks to reflect on 17 years leading NMPF's

Board of Directors.

"We've built a stronger foundation for dairy farmers across the country by ensuring that each and every day, farmers, no matter the size of their operation are where they call home, have the tools, the support, and the representation they need to succeed on their operation for generations to come," he said. "We've moved the industry forward on major policy fronts, and together, we've made collective voice stronger in Washington."

Featured panelists at the meeting's general session included Doud, who appeared with fellow dairy CEOs Barb O'Brien of Dairy Management Inc. and Krysta Harden of the U.S. Dairy Export Council. A session on revenue opportunities for dairy farmers featuring Katie Cook, Vice President, Farm Animal Sustainability, Elanco Animal Health; Mark Purdy, Director of Product and Portfolio Management, Meristem; and Joel Ysselstein, General Manager, Meadowvale Dairy, also highlighted the event.

The meeting included discussions of dairy workforce challenges, how the MAHA movement is shaping consumer taste, and how A.I. is upending agriculture.

**U.S. Dairy Praises Latin American Trade Frameworks.** The USDEC and the NMPF praised the recent announcement of new trade frameworks with Argentina, Ecuador, El Salvador, and Guatemala, which collectively position U.S. dairy exporters for further gains in the Western Hemisphere.

"U.S. dairy exports to U.S.-Central America-Dominican Republic Free Trade Agreement partners have almost doubled over the past five years. The frameworks the administration has negotiated with Guatemala and El Salvador position our exporters to really capitalize on that landscape during the first duty free year of dairy trade under the CAFTA-DR trade agreement by ensuring that nontariff trade barriers don't slow our progress," said Gregg Doud. "Non-tariff barriers tend to sprout up like weeds when tariffs disappear, which is why these commitments are so important in this region. The nontariff commitments announced with Argentina and Ecuador also may help resolve multiple long standing issues in those markets. Dairy farmers look forward to seeing the details on them as well as on the tariff commitments the deals include."

"The U.S. Dairy Export Council has been keenly focused on maximizing export opportunities into our FTA partner markets so that we make the most of markets where we have a level playing field against other competitors. Central America has been a key part of that strategy of growing our exports of cheese and other dairy products and creating partnerships that have been crucial to the economic well being of our dairy farmers, which is why these frameworks with Guatemala and El Salvador are particularly welcome," said Krysta Harden, president and CEO of USDEC. "Ecuador has the potential to be a good market, but too often nontariff barriers have impeded access to this and other markets where opportunities exist. The commitments the administration has secured on these topics in Latin America are crucial to avoiding those problems. Dairy exporters and farmers hope that the Argentina and Ecuador deals will

## NMPF News continued from the previous page

deliver predictable access and also include additional market access, especially for dairy ingredients and cheese.”

The U.S.-Central America-Dominican Republic Free Trade Agreement (CAFTA-DR) has delivered important gains for U.S. dairy exporters in Central America. This year marked the point at which all CAFTA-DR dairy tariffs were finally eliminated. Under the frameworks recently announced, El Salvador and Guatemala will provide valuable new nontariff commitments to allow U.S. dairy exporters to fully capitalize on those FTA opportunities, including expediting product registration requirements for U.S. exports, removing apostille requirements, committing to continue accepting currently agreed dairy certificates, ensuring that market access for U.S. agricultural exporters will not be restricted due to the mere use of certain cheese terms, and assurances of transparency and fairness regarding geographical indications.

The framework with Argentina included commitments to not require facility registration for U.S. dairy products, not restrict market access for products that use certain cheese terms, and provide preferential market access for “a wide range of [U.S.] agricultural products.”

The framework with Ecuador included commitments to reform its import licensing and facility registration systems for food and

agricultural products, not restrict market access due to the use of certain cheese terms, and “reduce or eliminate tariffs...[for] certain agricultural products [and] establish tariff rate quotas on a number of other agricultural goods.”

U.S. dairy exports last year to Guatemala and El Salvador totaled \$127 million and \$50 million, respectively. U.S. dairy sales to Ecuador and Argentina have to date been much more limited due in key part to the lack of a bilateral trade agreement with either partner; exports amounted to only \$6 million and \$3 million, respectively, last year.

**NMPF Praises Senate Passage of Whole Milk for Healthy Kids Act.** The National Milk Producers Federation celebrated the latest step toward better nutrition for children, as the Senate passed the Whole Milk for Healthy Kids Act by unanimous consent.

The Senate’s unanimous support for the legislation means that only House passage and a presidential signature remain before improved access to dairy nutrition in schools becomes law. This bill would provide schools with the option of serving whole and 2% milk in addition to the 1%, fat free, and flavored options currently offered.

Whole and 2% milk are the most consumed varieties at home, offering the same 13 essential nutrients, including protein, calcium, and vitamin D, with a taste kids often prefer.

“Restoring schools’ option to offer whole and reduced fat milk will mean more schoolkids will get the essential nutrients they need,” said Gregg Doud. “This commonsense legislation will help American children get back on solid nutritional footing. We’re grateful that both sides of the aisle can come together and agree on the importance of making informed, science backed decisions that prioritize the health and future of our children.”

The Senate measure is sponsored by Senators Roger Marshall, R–Kansas; Peter Welch, D–Vermont; Dave McCormick, R–Pennsylvania; and John Fetterman, D–Pennsylvania. Senate Agriculture Chairman John Boozman, R–Arkansas, and Ranking Member Amy Klobuchar, D–Minnesota, led the committee in approving the bill by voice vote in June.

“We thank Senators Marshall and Welch for their passionate advocacy for getting this bill over the finish line in committee and on the floor. Their leadership made this win possible,” Doud said.

Whole and 2% milk were removed from school meal programs beginning in 2012 as part of an effort to slow obesity in American kids that was based on science and nutrition advice that is now outdated. Research over the past decade has found that milk at all fat levels has a neutral or positive effect on health outcomes, ranging from obesity and diabetes to heart disease.

With Senate approval, the next step is House passage. A similar bill overwhelmingly passed the House of Representatives in 2023 but stalled in the Senate. House Committee on Agriculture Chairman G.T. Thompson, R–Pennsylvania, has led the charge in the House on this issue for years, with Representative Kim Schrier, D–Washington, as coauthor, and this bill is expected to pass with strong bipartisan support once again.

**About the National Milk Producer’s Federation.** NMPF was

### 2025

## ANNUAL MEETING

Farmer-led event.

Friday, December 5<sup>th</sup>

Juneberry Ridge

Norwood, NC

**\$85** **FREE** For NCSHC Members

**REGISTER TODAY!**

Scan the QR Code or visit

[www.ncsoilhealth.org/  
annual-meeting](http://www.ncsoilhealth.org/annual-meeting)



Visit the website for more details including agenda, accommodations, speakers, and more!

NORTH CAROLINA   
**Soil Health Coalition**

Join farmers from across North Carolina for our largest event of the year! Network with other farmers and learn from mentors about practices they are using to boost soil health and profitability on their farms! Walk away with new connections and newfound inspiration!

Featuring world renowned expert Dan Kittredge, Founder, Bionutrient Food Association!

Lunch prepared with regeneratively raised beef provided by Running T Farms!

## 2025 Sponsors

**TOPSOIL**

**KS TRUST**

**BEDROCK**

**NC FARM BUREAU**

**FARMERS FOR SOIL HEALTH**

**SOUTHEAST AGRISEEDS**

**FARM CREDIT ASSOCIATIONS OF NC**

[info@ncsoilhealth.org](mailto:info@ncsoilhealth.org)

North Carolina  
Soil Health Coalition

organized in 1916 to provide a forum for dairy producers and the cooperatives they own to participate in public policy discussions. NMPF advocates policies to Congress, U.S. and foreign government agencies, industry organizations, the news media, and the public.

We use our unique resources to harness the ever changing climate in the politics and marketing of milk and dairy products from farm to table to promote the economic well being of dairy producers and their cooperatives through coordinated industry efforts.

NMPF addresses policies concerning milk pricing, domestic and international market development, agriculture credit and taxation,

environmental issues, food safety and health, animal welfare, product standards and labeling, and research and biotechnology.

Our mission is to foster an economic and political climate in which dairy producers and the cooperatives they own can thrive and prosper. Achieving such success assures consumers of adequate supplies of wholesome and nutritious dairy products at affordable prices.

This helps improve the bottom line of the associate members who provide services to dairy producers and cooperatives that they represent. For more information, visit [www.nmpf.org](http://www.nmpf.org).

## 4-H Dairy Heifer Program Wraps Up Its 21<sup>st</sup> Successful Year

By MARTI DAY, N.C. State University

**O**n November 22, at the Duplin Livestock Facility in Kenansville, 4-Hers from Duplin and Pender counties will wrap up their eight week Dairy Heifer Projects at the 2<sup>nd</sup> Annual Sandhills Junior Dairy Show. These 4-Hers have had the unique experience of having a calf of their own to train and prepare for this show, thanks to the hard work of extension agents in these counties and the generosity of the Koopman family, who run Kooba Dairy in Roseboro. The Koopmans believe in the value of this hands-on learning experience and have been loaning us calves for these projects since 2022.

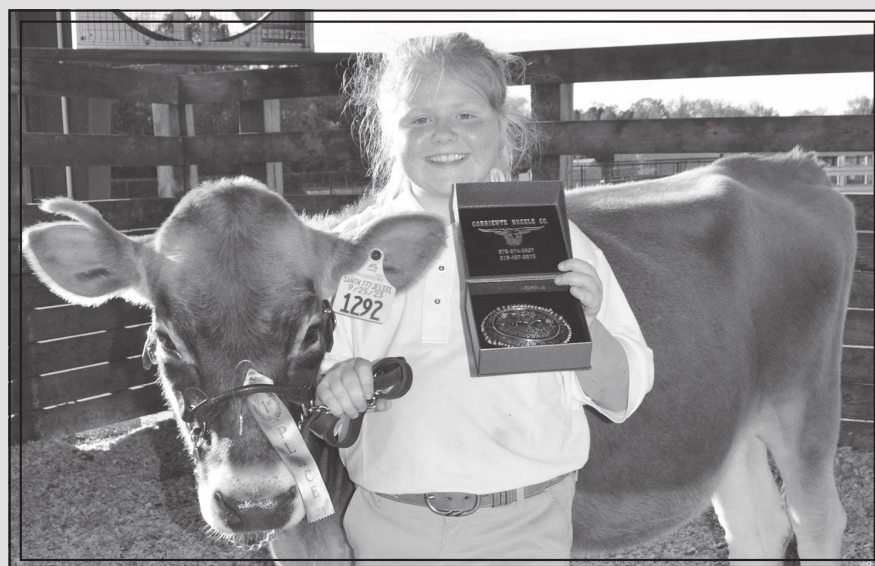
This program — now offered in 24 counties — started back in 2005 when we convinced parents and teachers at a Montessori school in Durham County to offer this project to their entire kindergarten class. Since then, we have been pairing non-farm kids with dairy heifers across the state to create a 4-H livestock experience for kids who would not otherwise have the opportunity.

**The 4-H Dairy Heifer Program — Lessons from a Dairy Heifer** — This 4-H Livestock program offers incredible family based projects that build community, character, and life skills like no other piece of the 4-H program. The hard work, dedication, and perseverance required for a child to take an animal that outweighs him or her ten times and learn to handle, train, and show it are unmatched by any other project. The opportunities for learning about agriculture, animal husbandry, science, and food systems add experience layers that make these projects a life changing opportunity for participants and their families.

Our 4-H Dairy Heifer Program opens the door for any youth to participate in these high impact programs. Many of the traditional projects are beyond the reach of the average

family because of the need for land, facilities, equipment, and funds to dedicate to a livestock project lasting six months or more. We borrow dairy heifer calves from generous farmers and research partners, find volunteers to house the calves and open their farms for calf practice, and have supporters who donate feed, money, equipment, supplies, and labor, all with the goal of eliminating barriers to participation and providing the whole experience with minimal expense to participating families. In 2024, we had over 260 youth participating from more than 24 counties competing in seven different dairy shows across the state! In the 20 years this program has been operating, we have reached over 2000 youth and their families!

Contact your local Cooperative Extension Agent for more information.



## The CEO's Corner



### When Washington Is Stuck, We Don't Have To Be

By GREGG DOUD, *National Milk Producers Federation*

Despite the legislative branch grinding to a halt this October, it didn't impair NMPF's ability to make progress for dairy farmers. For all you may have read about Washington at an impasse, October was not a month of rest at the National Milk Producers Federation.

Some highlights:

- Trade talks worldwide continued full steam ahead, with a fully staffed office of the U.S. Trade Representative working on agreements that have significant implications for dairy. New framework trade agreements announced with Asian nations — including Malaysia, Cambodia, Thailand, and Vietnam — are a big win for the industry. NMPF and the U.S. Dairy Export Council followed that by filing extensive comments as part of the U.S. Trade Representative's (USTR) request for global trade barriers for its 2026 National Trade Estimate report.

In them, we spotlight dairy trade irritants in 34 different markets, including regional blocs like the European Union and parties to the Central America-Dominican Republic Free Trade Agreement. Several key issues cited include Canada's refusal to comply with its dairy commitments under USMCA, dairy facility registration challenges across various markets, and the European Union's long list of trade distorting measures, which range from certification requirements to the abuse of geographical indications to monopolize common names like "parmesan."

- Also on trade, NMPF and USDEC submitted comments to USTR on its upcoming USMCA 2026 joint review, calling for Canada

and Mexico both to uphold their dairy related obligations in the agreement. That includes addressing Canada's evasion of its market access commitments and Mexico's need to fully implement USMCA side letters pertaining to the protection of common cheese names.

- Regulatory processes also continued during the shutdown, and an important one is the government's attempt to define "ultra-processed" foods, a key priority for the MAHA movement. MAHA's emphasis on whole and natural foods holds great promise for dairy, but a definition of ultra-processed that's poorly thought out also carries great risk of unintended consequences for public health, affecting food safety, accessibility, and affordability.

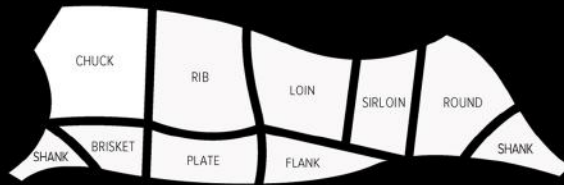
Our comments on the definition, sent October 23 to the Food and Drug Administration, ensure that dairy farmer voices are included in this critical definition, which will affect every part of the food chain. And it's only the latest input we've had with the government, as it's our 11<sup>th</sup> set of regulatory comments filed this year, on everything from plant based naming practices to front-of-pack labeling to the upcoming Dietary Guidelines.

- At USDA, we sought, and received, assurances that the Emergency Livestock Relief Program 2023 and 2024 Flood & Wildfire application process is up and running again. When the shutdown began, farmers only had about two weeks with a fully operational USDA to submit ELRP applications online or to their local FSA office. USDA reassured NMPF it planned to extend the ELRP application deadline. Interested farmers should contact their local FSA office to learn more about details on local hours and services and ask to set up a time to discuss their ELRP applications.

These are only a few of the tangible results we achieved in October, even as important conversations continued on immigration, the threat of New World screwworm, and other issues. Even amid dysfunction, functions continued, and we continued to do our best for farmers.

It's what we've been sent to Washington to do. We made progress during the government shutdown, regardless of how frustrating the situation was. Please contact us with any questions or concerns at [info@nmpf.org](mailto:info@nmpf.org) so we may continue to be a resource for you.





# BEEF CUTS

## AND RECOMMENDED COOKING METHODS

CHUCK		RIB		LOIN		SIRLOIN		ROUND		INGREDIENT CUTS	
<b>Arm Chuck Roast</b> 	<b>Cross Rib Chuck Roast</b> 	<b>Prime Rib Roast</b> 	<b>Porterhouse Steak</b> 	<b>Top Sirloin Steak</b>   LEAN 	<b>Top Round*</b>   LEAN 	<b>Kabobs*</b> 					
<b>Arm Chuck Steak</b> 	<b>Shoulder Roast</b>   LEAN 	<b>Ribeye Steak, Bone-In</b> 	<b>T-Bone Steak</b> 	<b>Top Sirloin Petite Roast</b>   LEAN 	<b>Top Round Steak*</b>   LEAN 	<b>Stew Meat</b> 					
<b>Blade Chuck Roast</b> 	<b>Shoulder Steak*</b>   LEAN 	<b>Back Ribs</b> 	<b>Strip Steak, Bone-In</b>   LEAN 	<b>Top Sirloin Filet</b>   LEAN 	<b>Bottom Round Roast</b>   LEAN 	<b>Strips</b> 					
<b>Blade Chuck Steak*</b> 	<b>Ranch Steak</b>   LEAN 	<b>Ribeye Roast, Boneless</b> 	<b>Strip Steak, Boneless</b>   LEAN 	<b>Coulotte Roast</b> 	<b>Bottom Round Steak*</b>   LEAN 	<b>Cubed Steak</b> 					
<b>7-Bone Chuck Roast</b> 	<b>Flat Iron Steak</b> 	<b>Ribeye Steak, Boneless</b> 	<b>Strip Petite Roast</b>   LEAN 	<b>Coulotte Steak</b>   LEAN 	<b>Bottom Round Rump Roast</b>   LEAN 	<b>Ground Beef and Ground Beef Patties</b> 					
<b>Chuck Center Roast</b> 	<b>Top Blade Steak</b> 	<b>Ribeye Cap Steak</b> 	<b>Strip Filet</b>   LEAN 	<b>Tri-Tip Roast</b>   LEAN 	<b>Eye of Round Roast</b>   LEAN 	<b>Shank Cross-Cut</b>   LEAN 					
<b>Denver Steak</b> 	<b>Shoulder Petite Tender</b>   LEAN 	<b>Ribeye Petite Roast</b>   LEAN 	<b>Tenderloin Roast</b>   LEAN 	<b>Tri-Tip Steak</b>   LEAN 	<b>Eye of Round Steak*</b>   LEAN 	<b>Tenderloin Tips</b> 					
<b>Chuck Eye Roast</b>   LEAN 	<b>Shoulder Petite Tender Medallions</b>   LEAN 	<b>Ribeye Filet</b>   LEAN 	<b>Tenderloin Steak (Filet Mignon)</b>   LEAN 	<b>Petite Sirloin Steak</b> 	<b>BRISKET</b>   LEAN 		<b>Inside Skirt*</b> 				
<b>Chuck Eye Steak</b> 	<b>Short Ribs, Bone-In</b> 	<b>KEY TO RECOMMENDED COOKING METHODS</b> Grilling Oven Roasting Stewing Braising Skillet-to-Oven Stir-Fry Broiling Skillet Cooking Pressure Cooking Indirect Grilling Smoking <p>*Marinate before cooking for best results</p>		<b>Sirloin Bavette Steak</b> 	<b>Brisket Point</b> 	<b>Flank Steak*</b>   LEAN 					
<b>Country-Style Ribs</b> 	 <b>Funded by Beef Farmers and Ranchers</b> <small>© 2021 Cattleman's Beef Board and National Cattleman's Beef Association ARMSF</small>	 <small>These cuts meet the government guidelines for lean, based on cooked servings, visible fat trimmed.</small>		<small>A cut of cooked fresh meat is considered "lean" when it contains less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 mg of cholesterol per 100 grams (3 1/2 oz) and per RACC (Reference Amount Customarily Consumed), which is 85 grams (3 oz).</small>	<b>Short Ribs, Bone-In*</b> 						

# Trending in Food & Media

## NEW RESEARCH INTO BEEF'S BENEFITS



New research from Canada's McMaster University found no increased risk of death associated with higher intake of animal protein. The research found eating animal-sourced protein may offer protective benefits against cancer.<sup>2</sup>



More than 200 mentions were made worldwide about the McMaster University research. The mentions had the potential reach to reach 659 million consumers.<sup>1</sup>



Fox News and more than 40 other media outlets reported on a new study from South Dakota State University on how red meat can benefit your mental health.<sup>1,3</sup>

## NEWS & NOTES



Hamburger Helper sales are up 14.5% this year through August. Several national outlets including The New York Times discussed the reasons, which include a mention on an episode of 'The Bear' in June.<sup>1,4</sup>



Hundreds of media outlets discussed the decision by 2017 World Restaurant of the Year, Eleven Madison Park, to add meat back to its menu, ending a four year vegan experiment in New York City.<sup>1,5</sup>



Deals, discounts and promotions for National Cheeseburger Day on September 18 were mentioned more than 2,000 times by news outlets across the United States.<sup>1</sup>

## FROM THE ISSUES MANAGEMENT & PUBLIC RELATIONS TEAM



Chef Josh Capon presented ideas for beef sliders during a satellite media tour from the Little League World Series (LLWS). *Beef. It's What's For Dinner.* has been a sponsor of the LLWS for the last two years.<sup>6</sup>



More than 500 news outlets posted a new *Beef. It's What's For Dinner.* release on making weeknight meals easy for back-to-school season. The mentions had a potential reach of more than 235 million.<sup>1,7</sup>



Florida's Deseret Ranch is featured in the latest episode of Cattle Calling. An article about the series, and the work at Deseret Ranch to care for the land, has been posted in more than 600 news outlets.<sup>1,8</sup>

ARMS #100225-12

1. National Cattlemen's Beef Association. (2025). Retrieved from Meltwater: [www.meltwater.com](http://www.meltwater.com)
2. McMaster Univ: <https://news.mcmaster.ca/animal-protein-not-linked-to-higher-mortality-risk-study-finds/>
3. Fox News: Red meat can help your mood if part of a healthy, balanced diet, <https://shorturl.at/INKui>
4. The New York Times: <https://www.nytimes.com/2025/09/20/business/hamburger-helper-food-prices.html>
5. The Washington Post: <https://www.washingtonpost.com/food/2025/08/27/eleven-madison-park-vegan-meat-menu/>
6. KEYE-TV: Chef Capon joins us from the Little League World Series, <https://shorturl.at/hmSfc>
7. The Associated Press: Ease into schooltime with beef, <https://shorturl.at/ABWsW>
8. SFGATE: The ranching life: Stewards of the land, animals and community, <https://shorturl.at/LxDjl>





# Beef Promotion and Research Program

## PRIVATE TREATY SALES CHECKOFF INVESTMENT FORM

Information is required by (7 CFR 1260.201). Failure to report can result in a fine.  
Information is held confidential (7 CFR 1260.203).

Today's Date: \_\_\_\_\_

Seller's Name: \_\_\_\_\_

Buyer's Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Seller's Signature: \_\_\_\_\_

Buyer's Signature: \_\_\_\_\_

Both the seller & the buyer are responsible for making sure that the \$1.50 per head assessment is collected and remitted to the Beef Promotion & Research Board.

Total Number of Cattle Sold: \_\_\_\_\_ x \$1.50 Per Head = \$ \_\_\_\_\_

Date of Sale: \_\_\_\_\_

Person remitting assessment form: Seller  Buyer

\* State of Origin of Cattle: \_\_\_\_\_

\* If cattle purchased came from another state within the last 30 days, indicate from which state the cattle were purchased.

Send Report and Remittance to:  
**SOUTH CAROLINA BEEF COUNCIL**  
P.O. Box 11280  
Columbia, SC 29211

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0093. The time required to complete this information collection is estimated to average 1.8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14<sup>th</sup> and Independence Avenue SW, Washington, DC 20250-9410 or call 202-720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.



**The Science of Beef Reaches the Classroom.** Nearly 1.2 million students in more than 100 school districts from San Francisco to San Antonio to New York City are now learning about genetics, sustainability, and methane through the lens of beef production. These lessons, funded in part by the Beef Checkoff and developed by the American Farm Bureau Foundation for Agriculture (AFBFA), are giving students across the country a real world understanding of agricultural science.

Since 2019, the number of school districts using these Checkoff funded classroom tools has grown from just 19 to more than 100. Teachers play an influential role in shaping students' views and perspectives. Beyond imparting academic knowledge, they serve as mentors, role models, and guides, fostering a deeper understanding of the world's complexities. By connecting with the young minds of schoolchildren through their teachers, the Beef Checkoff engages with tomorrow's beef consumers today.

Here's how AFBFA is helping to reshape how science education connects to food and agriculture.

**Methane Education** – One of the newest additions to the AFBFA resource library is the Methane Transfer Task, released in fall 2025. This “transfer task” is designed to help students apply concepts like cellular respiration and systems thinking to real world examples, specifically how cattle produce methane and its role within the broader environmental and biological systems.

Students examine charts and models from peer reviewed science journals, EPA emissions data, and resources from Checkoff funded Beef. It's What's For Dinner. to explore natural processes in cattle. The lesson is built to support student understanding of energy and matter flows, a core standard in environmental and life sciences.

This lesson is currently being introduced at science education conferences and spring workshops around the United States. The lesson is already gaining attention as a science driven way to bring agricultural topics into mainstream classrooms.

**National Recognition** – One of AFBFA's Beef Checkoff funded high school biology units, “Unravel Genetics to Raise the Steaks,” recently earned the NGSS Design Badge, a top recognition awarded by NextGenScience.

This badge is granted only to the highest quality instructional materials aligned to the Next Generation Science Standards (NGSS). The Checkoff funded genetics unit was reviewed by a national panel of educators and passed with distinction. For teachers, this badge makes a difference in deciding whether a new unit gets adopted in

the classroom.

This unit stands out because it teaches core genetics concepts like inheritance, trait variation, and selective breeding through the real world example of how cattle have changed over time. Students see how selective breeding decisions have led to more efficient beef production, all while mastering required science standards.

**Tools That Fit** – While some units replace traditional content, others serve as flexible add-ons for educators. The methane task, for instance, can be dropped into lessons on energy flow or chemical processes. Teachers also use the Beef Phenomena Toolkit to kick off a lesson with a real world scenario or question, sparking curiosity and showing how science connects to students' daily lives.

According to the 2024 survey, teachers reported using Checkoff funded lessons across multiple classes and grade levels, often over multiple years. The average reach – nearly 200 students per teacher annually.

**Strategic Partnerships** – AFBFA's impact goes beyond the individual classroom. Thanks to partnerships with state education departments, STEM ecosystems, and national institutions like Boston University's Center for STEM Professional Learning, these resources are making their way into statewide curriculum efforts.

Additionally, AFBFA has On The Farm STEM Ambassadors, a network of educators trained in beef science. These ambassadors are helping expand beef's reach through local and regional teacher workshops.

In Maryland, for example, Montgomery County Public Schools curriculum director Jim Braymeyer participated in an On The Farm training and then organized a district wide professional development event to introduce the beef curriculum to teachers. In New York, state education leader Andrew Ferrone worked with the New York Beef Council to host a full day teacher training and is now planning a multi-day summer program to deepen statewide adoption.

Kansas and Colorado are already following suit, with additional teacher engagement events in the works.

**More Than Lessons** – Science based education about agriculture is not only being accepted but sought out. Teachers are hungry for accurate, real world materials that help students connect classroom concepts to the systems that feed them.

And when that content is high quality, standards aligned, and

**BEEF.**  
**IT'S WHAT'S FOR DINNER.®**

backed by the science of beef production, it's not just educators who benefit — it's the entire beef community.

The Beef Checkoff's investment in classroom education is doing more than putting agriculture on the syllabus. It's giving the next generation of students, consumers, and decision makers a grounded understanding of how beef fits into sustainable food systems, environmental science, and the future of farming.

Explore the free Checkoff funded curriculums at [www.onthefarmstem.com](http://www.onthefarmstem.com).

**S**cience That Sticks. *How Checkoff Funded Research Strengthens Beef's Role in Health and Nutrition Conversations.* In today's changing food landscape, consumers are questioning everything from nutritional benefits to the best protein sources. Now more than ever, consumers are turning to healthcare professionals and dietitians as the most trusted sources for what foods to eat or avoid.<sup>1</sup>

That's why the Beef Checkoff invests in human nutrition research and outreach efforts to provide these influential audiences with science backed beef research and information.

"Science education for the public is more important than ever," says Dr. Shalene McNeill, executive director of nutrition science at the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. "We're not just funding research. We're extending that research into the medical and scientific communities — and increasingly, to the public — in a way that provides needed education and builds trust in beef."

**From Research to Real Impact** — Beef Checkoff efforts not only fund research but also ensure the results of those studies extend to nutrition scientists, physicians, dietitians, and ultimately, the public.

In September, the Beef Checkoff's nutrition team convened a workshop for scientists, helping train the next generation of Ph.D.s and R.D.s in how to communicate their findings responsibly and effectively. That workshop was part of a larger push to expand the impact of beef focused science in public discourse, not just among scientists, but also health professionals, through media outlets and social media.

"We're proud to support scientists as they take their research beyond academic journals," McNeill said. "Our goal is to ensure the public has science based information so they can make informed decisions about enjoying beef as part of a healthy diet. Researchers who conduct Beef Checkoff supported research are some of the nation's most respected scientists. It's important the public hears from them, and we help extend their work to the public for broader impact."

**Study Spotlight — Red Meat and Obesity** — A recently released study examined whether unprocessed red meat contributes to obesity. Obesity affects 40 percent of adults in the U.S. and elevates the risk of chronic diseases such as cardiovascular disease, type 2 diabetes, and high blood pressure. Nutrition scientists and health professionals increasingly aim to understand how specific nutrients, foods, and dietary patterns may contribute to obesity risk. Animal sourced foods, such as red meat, are often called into question as part of this public health dialogue.

Dr. Nikhil Dhurandhar and his team at Texas Tech University reviewed 19 clinical intervention trials and found no significant

relationship between unprocessed red meat consumption and weight gain, body fat, or poor cholesterol outcomes.<sup>2</sup>

This study's findings were shared with media and health publications as a news release and featured in the *Beef Checkoff Nutrition Research Newsletter*, which was distributed to 170 Ph.D. nutrition researchers and scientists. The media interest has also been strong, with over 174 total mentions of the research, reaching an estimated 70 million consumers.

**Reinforcing Beef's Role in Heart Health** — Another key area of Beef Checkoff nutrition research focuses on cardiovascular disease, an ongoing concern among consumers. A recent meta-analysis of 20 randomized controlled trials found that eating two daily three ounce servings of lean, unprocessed beef had minimal to no impact on cardiovascular risk factors like LDL cholesterol, blood pressure, and triglycerides.<sup>3</sup>

In fact, incorporating lean beef into a Mediterranean style diet helped improve cholesterol levels, lower blood pressure, and improve arterial function, even when participants consumed up to 5.5 ounces of beef per day.<sup>4,5</sup>

The Beef Checkoff's Nutrition team has incorporated these findings into toolkits that are distributed to food and nutrition scientists, medical doctors/nurses, and registered dietitians. Additionally, a Mediterranean Diet toolkit, led by Kansas Beef Council, that also used this research, was distributed to 795 health professionals through state beef council efforts in fiscal year 2025 and continues to help healthcare providers educate patients on how lean beef can fit into a heart healthy diet.

**Latest Research** — Beyond obesity and heart health, additional beef nutrition research studies include:

**Protein and Mortality Risk** — Using data from nearly 16,000 U.S. adults, this study found that eating animal protein is not associated with higher overall or cardiovascular mortality risk and may even provide a protective effect against cancer mortality.<sup>6</sup>

**Eating Red Meat & Mental Health** — Using data of nearly 5,000 adults from the American Gut Project, researchers found that eating red meat within high quality healthy diets was associated with improved adequacy of essential nutrients and may support mental health.<sup>7</sup>

These studies build on the consistent message that beef can fit into balanced diets across life stages and health goals. Efforts to extend these important findings to health professionals, the media, and ultimately consumers are ongoing and being met with great interest.

The focus on practical, real world concerns is part of what makes Checkoff funded research so effective and so easily extended across audiences. They're designed to answer the questions consumers want to know with science backed research first. Rather than focusing on "beef is good" research, Beef Checkoff research is focused on improving the understanding of beef's role in health.

"The expectation that researchers publish their results, regardless of outcome, is a key factor in protecting the scientific integrity and credibility of Beef Checkoff research," McNeill said.

## Beef Checkoff continued from the previous page

**Turning Research into Reach** – The studies, toolkits and science backed messaging begin with the investment of beef farmers and ranchers in the Beef Checkoff. Nutrition research is more than just an ongoing program; it's a cornerstone of how the Beef Checkoff helps beef maintain its relevance in a crowded, competitive food landscape.

And increasingly, that science isn't staying stagnant in research journals. It's being extended, translated, and used by physicians, dietitians, and consumers, making a positive impact on beef demand.

### References

<sup>1</sup>2024 International Food Information Council Food and Health Survey

<sup>2</sup>Akheruzzaman, M., Hefner, M., Baller, D., Clark, S., Feizy, Z., Thomas, D.M., Dhurandhar, N.V. (2025). Effect of unprocessed red meat on obesity and related factors: A systematic review and meta-analysis. *Obesity*.

<sup>3</sup>Sanders, L.M., Palacios, O.M., Wilcox, M.L., Maki, K.C. (2024). Beef consumption and cardiovascular risk factors: A systematic review and meta-analysis of randomized controlled trials. *Current*

*Developments in Nutrition*.

<sup>4</sup>Fleming, J.A., Kris-Etherton, P.M., Petersen, K.S., Baer, D.J. (2021). Effect of varying quantities of lean beef as part of a Mediterranean style dietary pattern on lipids and lipoproteins: a randomized crossover controlled feeding trial. *American Journal of Clinical Nutrition*.

<sup>5</sup>Fleming, J.A., Petersen, K.S., Kris-Etherton, P.M., Baer, D.J. (2025). A Mediterranean Style Diet with lean beef lowers blood pressure and improves vascular function: Secondary outcomes from a randomized crossover trial. *Current Developments in Nutrition*.

<sup>6</sup>Papanikolaou, Y., Phillips, S., Fulgoni, V.3<sup>rd</sup>. (2025). Animal and plant protein usual intakes are not adversely associated with all cause, cardiovascular disease, or cancer related mortality risk: an NHANES III analysis. *Applied Physiology, Nutrition, and Metabolism*.

<sup>7</sup>Dhakal, S., Hossain, M., Parajuli, S. (2025). The inclusion of red meat in higher quality diets supports nutritional adequacy, microbial diversity, and mental health with no observed adverse effects. *Current Developments in Nutrition*.



**Premier Select Sires Scholarship Opportunities Total \$20,000 in 2026.** Premier Select Sires will award up to \$20,000 to students within the Premier territory through the 2026 Premier Future Ag Leaders Scholarship Program. Two exemplary students will receive \$2,500 scholarships through either the Johnny Daniel Memorial Scholarship or the Wayne Dudley Scholarship. Several other students will receive scholarships of \$500–\$1,000 in value.

Scholarship application forms are currently available under the “News” tab of [www.premierselectsires.com](http://www.premierselectsires.com), by calling 570-836-3168, or by emailing [office@premierselect.com](mailto:office@premierselect.com). Completed scholarship applications are due January 31.

Eligible students include high school seniors through

college seniors presently enrolled or planning to enroll in an undergraduate agriculture related major. The student or his/her parent or guardian must reside in the Premier membership area and must be an active Premier customer in good standing. Previous scholarship winners remain eligible during subsequent award years; however, a student can only receive a \$2,500 scholarship once in his/her school career.

The Premier Future Ag Leaders Scholarship Program provides financial support to eligible college undergraduates in agricultural majors. The program provides additional return to the cooperative's member-owners by supporting the next generation of young people desiring to study and work in the agriculture industry. The Premier Select Sires, Inc. board of directors has made a commitment to providing money to support this scholarship program on an ongoing annual basis.

**About Premier Select Sires.** Premier Select Sires is a farmer owned cooperative that serves beef and dairy producers in its 23 state member area. Dedicated to providing its members with all they need to achieve success, Premier provides:

- Industry leading genetics from the Select Sires, Accelerated Genetics, and GenerVations brands
- Effective herd health and management products, as well as artificial insemination supplies
- Reliable services and programs backed by years of success
- Knowledgeable industry experts who are easily accessed for consultation, advice, and on-farm assistance

Together with its two sister cooperatives, Premier owns and controls Select Sires Inc., the world's most recognized name in bovine genetics.



**7AN768 RISEABOVE**  
20516965 | STAGECOACH x Jet Black



SCAN HERE!

RISEABOVE's progeny are turning heads from coast to coast offering impeccable structure and athleticism with added performance. Male or female, his offspring are favorites by all. He is an improver for Claw, Angle and HS.

CED	BW	WW	YW	DMI	SC	DOC	Claw	Angle	PAP	CEM	Milk	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
5	2	99	155	1.48	1.05	22	.47	0.33	2.87	5	21	83	.57	.83	-.009	104	99	122	53	175	331
.79	.93	.91	.77	.4	.77	.62	.62	.55	.38	.31	.32	.49	.43	.45	.39	-	-	-	-	-	-
60	70	1	10	75	40	35	45	3	85	75	80	3	55	30	25	2	2	10	45	25	10

From: STgenetics, TX; Stellflug Cattle Co, WY; and Hoffman Ranch, NE



**7AN773 SQUARE DEAL**  
20509700 | Fair-N-Square x Step Ahead



SCAN HERE!

As progeny is added, his data set only improves! Modest for BW, yet a breed leader for WW, SQUARE DEAL offers the optimal spread. His daughters are standouts in replacement pens with added frame, depth and foot quality. Backed by a proven Pathfinder® dam and deep cow family, SQUARE DEAL's maternal roots run deep.

CED	BW	WW	YW	DMI	SC	DOC	Claw	Angle	PAP	CEM	Milk	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
4	2	85	146	1.49	1.45	24	.34	.36	-.38	6	29	66	.96	.77	.044	109	89	114	67	182	345
.69	.89	.85	.63	.39	.63	.4	.52	.53	.27	.33	.35	.47	.4	.41	.37	-	-	-	-	-	-
70	70	10	15	75	20	25	10	10	20	70	30	20	20	35	80	1	10	20	25	20	4

From: Deep Creek Angus Ranch, SD and Bruner Angus Ranch, ND



**7AN861 PURSUIT**  
20909438 | Gable x COMPASS



SCAN HERE!

PURSUIT is the newest and hottest sire in the breed as he offers balanced trait selection, exceptional phenotype and maternal cow power all in one package. His dam is the ideal cow that has posted six calves at weaning for a 109 ratio!

CED	BW	WW	YW	DMI	SC	DOC	Claw	Angle	PAP	CEM	Milk	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
11	.5	94	159	1.88	1.65	19	.27	.42	.72	10	33	73	.86	.82	.04	122	109	107	63	170	342
.36	.55	.48	.43	.31	.48	.45	.35	.35	.26	.31	.32	.39	.37	.36	.34	-	-	-	-	-	-
15	35	3	5	90	10	55	1	25	40	30	10	15	40	35	75	1	1	30	35	30	10

From: Poss Angus, NE and Stellflug Cattle Co, WY

**Contact your local representative today!**

\*Your Success Our Passion is a registered trademark of Select Sires Inc. Pathfinder is a registered trademark of the American Angus Association. EPDs as of 11/7/25.



*Beef*

**YOUR SUCCESS** *Our Passion.*

(570) 836-3168 ♦ www.premierselectsires.com



**How Cold Can Cows Tolerate?** As livestock producers, we have a lot of concerns. We worry about input costs, if we made the right breeding decisions, and where cattle prices will be when we are ready to sell. All these are issues that you likely deal with regularly. Another concern for many ranchers is the weather.

Now, cattle are hardy animals. They can typically manage most weather thrown at them, and when weather becomes an issue, it's often a result of extreme heat. However, as we transition seasons, it is time to think about cold stress in cattle. So, how cold can cows tolerate?

The BioZyme team is actually comprised of several cattle producers. Although we might not love being in cold weather, our cattle are typically fairly cold tolerant. However, with the recent string of more severe winters and genuine interest among our customers, we thought it was worth discussing. After all, our goal here at VitaFerm is to empower you to excel in all aspects of cattle production.

**Cattle Nutrition Experts** – Although we have some cattle producers on the team, our main focus is on animal nutrition. VitaFerm is an established brand of vitamin and mineral supplements designed to maximize energy and forage utilization for successful beef production. Our products support cattle producers looking to maximize their operations. Best of all, VitaFerm products ensure balanced nutrition for livestock.

# BIOZYME<sup>®</sup>

## INCORPORATED

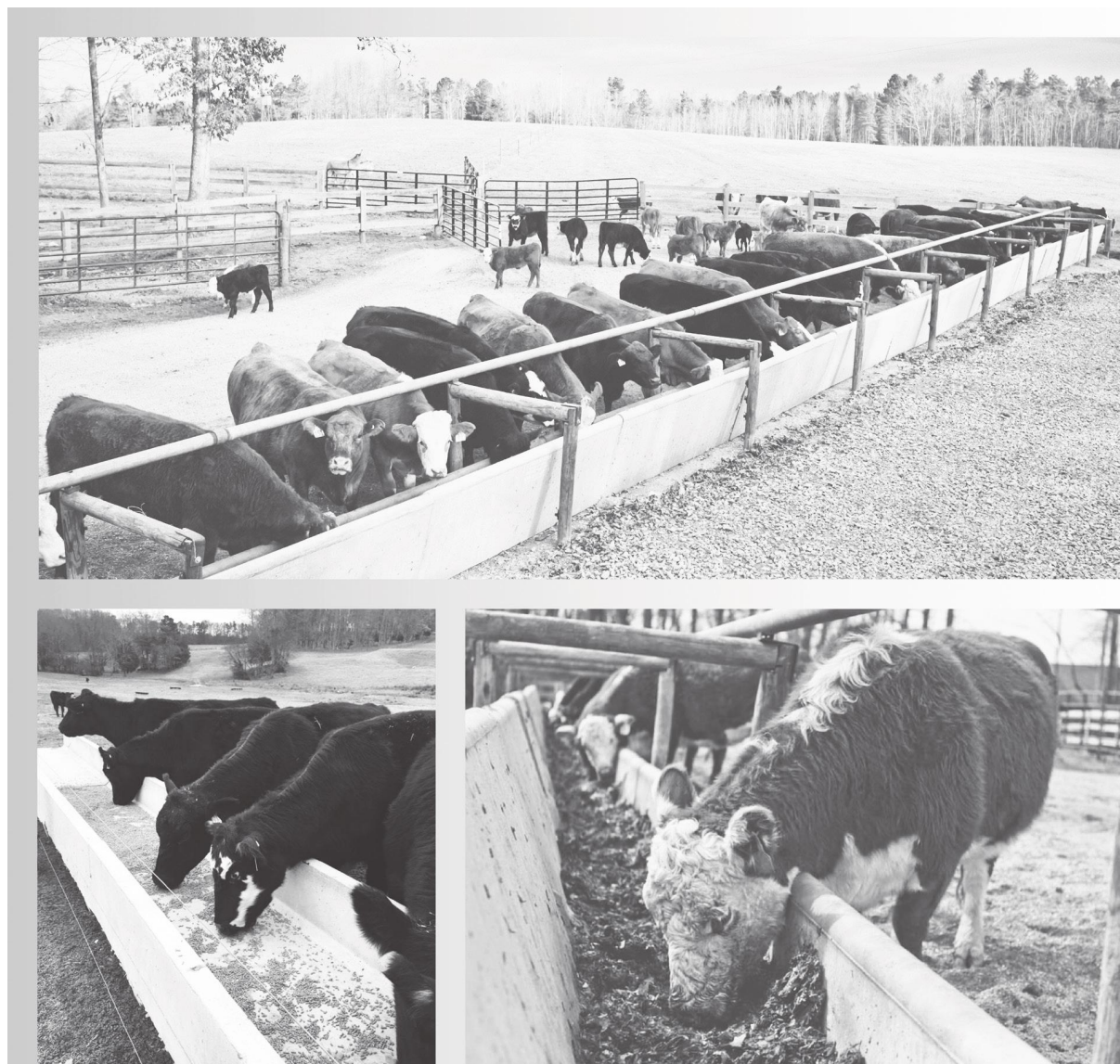
# NEWS

The VitaFerm brand is the flagship brand of BioZyme Inc. BioZyme creates powerful solutions that improve animal performance and support producer profitability in the agricultural industry.

Our mission – undeniable positive impact on the health and wellness of your animals and your business.

**So, How Cold Can Cows Tolerate?** Cows are generally hardy animals that can tolerate cold temperatures very well, especially when acclimated and properly cared for. They can endure a lot, but it does change them metabolically, we just can't see it. Typically, a lower critical temperature (LCT) is around 18°F with a full winter coat.

“So will they survive? Yes. But will it potentially cause metabolic



Concrete Company, Inc.

Childers Concrete,  
your source for precast  
concrete J Bunks, U Bunks  
(with and without feet)  
and Water Troughs.

**(336) 841-3111**

200 Wise Avenue/P.O. Box 777  
High Point, NC 27260

changes and stressors? Also, also yes. While they can survive harsh colds, what we can't see internally is what we need to focus on," said Chris Cassady, Ph.D., BioZyme Director of Beef Technical Sales.

Beef cattle can typically endure temperatures as low as -20°F, and even colder, especially when they have good nutrition, are in good health, and have adequate shelter or windbreaks.

Dairy cows, on the other hand — especially those in peak production — are more sensitive to cold. While they can still handle temperatures down to around 0°F, they require more energy from feed to maintain body heat and production levels.

Since VitaFerm is a line of nutritional supplements for beef cattle that maximize energy and forage utilization for successful production, the focus here will primarily be on beef cattle.

**Factors Influencing Cold Tolerance in Beef Cattle** – Cold tolerance in beef cattle is influenced by a combination of physiological, genetic, environmental, and management factors.

- **Genetics & Breed** – How cold can cows tolerate? Well, it depends on the breed. Some breeds of cattle are more cold tolerant than others. For example, breeds like Angus, Hereford, and Highland cattle originated and evolved in colder climates. They have thicker coats and more body fat than Brahmans, for instance, making them more resilient in cold weather.

Cattle that are raised in colder regions tend to develop adaptations over time, such as thicker hides and coats. One example is cattle raised in colder climates, like Montana or the Dakotas, are likely to be hardier and will hair up more than their counterparts raised in the Deep South, even within the same breed.

- **Body Condition & Fat Reserves** – A good body condition score (BCS) with adequate fat reserves helps insulate cattle against cold weather. Fat serves as insulation, reducing the loss of body heat. That said, you don't want a cow that is overly conditioned as you move into your winter calving season. When you are considering what to feed cows during the various production phases, remember that you want your cows to have a BCS of at least 5 — but preferably a 6 — prior to calving.

Additionally, cattle with more muscle mass tend to produce more body heat, which improves cold tolerance.

- **Hair Coat** – A thick winter coat provides insulation by trapping warm air near the skin. Cattle with a thicker and longer coat are better at withstanding cold temperatures. Furthermore, a clean, dry coat provides better insulation than a wet or dirty one. Wet coats lose their insulating properties, leading to increased heat loss. That is why it is important to provide windbreaks and adequate bedding during storms if feasible.

- **Environmental Conditions & Shelter** – How cold can cattle tolerate? It might seem like an obvious answer at first, but that depends on how cold it is outside. Climate plays a major part in cattle's performance, and understanding that is key to preventing it from hurting your bottom line. Wind chill and high humidity can intensify cold stress by increasing heat loss. Providing windbreaks or shelter reduces the impact of wind chill and wet conditions.

Dry bedding, such as straw, helps cattle stay warm by providing insulation from cold, wet ground. Especially as cows get close to calving, be sure to provide dry bedding, in case one does deliver

early. Wet, frozen, or muddy ground can lead to cold stress.

- **Age & Size** – Young calves, especially newborns, are more susceptible to cold stress due to their smaller body size and thinner coats. They have less body fat, muscle, and hair, making it harder to generate and retain heat.

Larger animals have a lower surface area-to-body mass ratio, which helps conserve heat. Smaller animals are at greater risk of cold stress.

- **Health Status** – Healthy cattle with a robust immune system are more effective at withstanding cold stress. Illness can compromise the animal's ability to cope with cold. Cattle with chronic health issues or respiratory problems tend to struggle more in cold environments.

"Adding cold stress on top of an already nutrition taxing immune system makes it harder for the calf to recover from disease as well," Cassady said.

- **Behavioral Adaptations** – Cattle will often huddle together to conserve heat and protect themselves from wind. They may also seek shelter wherever they can, like in barns, near windbreaks or from tree rows. And guess what? When cattle are huddled or in closed in areas together, they spread germs. That is why increasing their immune status in the winter is critical as well.

- **Nutrition & Metabolic Heat Production** – During cold weather, cattle require more energy to maintain body temperature. A higher energy diet, particularly one with increased roughage, helps cattle produce heat through digestion. Undernourished cattle are more prone to cold stress due to reduced fat reserves and lower metabolic heat production.

"Basically, once the animal falls below her LCT, she's going to start putting energy toward thermoregulating herself. Obvious implications that if she's in survival mode instead of production mode, we lose opportunity revenue," Cassady said.

He suggests two ways producers can combat this: supplement with energy dense grain products or increase their intake of hay. Two problems with this exist. First, they haven't been adapted to grain, so there will be a potential drop in rumen pH, which is where Amaferm can help. Secondly, if the forage quality isn't high enough, the cows can't get enough hay consumed to meet this energetic demand because they are full. Amaferm helps break that down and increase VFA production.

We'll discuss further how VitaFerm mineral supplements powered by AO-Biotics Amaferm can help with both nutrition and digestion a little further. Keep reading for more information about how cold cows can tolerate!

**How to Improve the Cold Tolerance in Your Herd** – So, how cold can cows tolerate? Well, there's actually a lot you can do to impact that. Here are a few strategies you can implement in your operation to improve the cold tolerance, and thus performance, of cattle in winter.

1. **Grow Winter Coats** – You might be in your trusty coveralls, winter boots, and cap with ear flaps. However, your cattle have a built-in winter coat. As the seasons change and temperatures drop,

## BioZyme News *continued from the previous page*

they naturally hair up, especially in colder climates. These thicker, longer coats that cattle grow serve as self insulation.

**2. Shelter & Bedding** – Protection from wind and moisture, like snow or rain, significantly improves a cow's cold tolerance. A shelter like a barn or windbreak, even a natural one like a tree row, is important to stop the harsh winds that many experience. If you are putting your cattle in a barn, make sure it is well ventilated. Ventilation allows humidity, so the moisture can cause an even greater chill on your cattle.

Especially closer to calving and during mud situations, be sure to provide fresh, dry straw bedding. The bedding will keep your cattle dry and warm, especially when there is a chill in the air. In extreme cold and moisture, newborn calves need to be monitored. Move the pair inside if possible to dry bedding and a warmer area.

**3. Provide Quality Nutrition** – In addition to increasing the quality and quantity of energy that your cattle receive, increasing the amount of feed helps cattle generate more body heat through fermentation. However, the key point of Amaferm is using it as a tool to get more energy metabolized by the cow.

More forage digestibility leads to less physical fill, so she can eat more. More VFA production provides the extra energy needed for thermoregulation.

All VitaFerm vitamin and mineral supplements are powered by Amaferm, a prebiotic research proven to increase digestibility. By increasing digestibility, your cattle are automatically increasing their body temperature internally.

“Amaferm can help unlock the nutritional value of all types of forages. Amaferm goes beyond stimulating the growth of beneficial rumen bacteria and can also promote rumen fungal growth and enzymatic activity. This increases fiber digestibility and volatile fatty acid (VFA) production by 17 percent and 16 percent, respectively. As such, more energy becomes available to your cows, leading to more performance,” Cassady said.

In addition to increasing body temperature, Amaferm also helps your feedstuffs and forages go further, helping decrease the overall cost.

“Research proves that cattle fed Amaferm synthesize 143 more grams of microbial protein each day. That's enough protein equivalent to a pound of supplemented soybean meal available for the cow or heifer. This additional protein generated from Amaferm in a year round supplemental program can help producers reduce their need for additional protein by up to 40 percent annually, a huge continuous savings on feed costs,” Cassady said.

**VitaFerm Provides Options** – The VitaFerm brand offers various product lines for your cow herd's reproductive success.

• **VitaFerm ONE** – VitaFerm ONE provides one solution to conveniently and consistently promote cattle performance in all seasons. All VitaFerm ONE products contain Amaferm to enhance digestibility. They meet or exceed nutrient requirements throughout the production cycle and are formulated with research-proven organic copper and zinc for enhanced bioavailability.

Several other formulas exist, in addition to the original ONE formula, which offers one solution for all seasons and comes in both loose mineral form and a 35 pound block.

Free choice mineral formulas also exist that are designed:

- To help control anaplasmosis
- Control flies
- Contains the patented HEAT technology

• **VitaFerm Concept•Aid** – The Concept•Aid products promote effective, easy breeding when fed 60 days pre-calving through 60 days post breeding. All Concept•Aid products include Amaferm and organic copper, iodine, and zinc for maximum bioavailability, innate immunity, and hoof health. They also contain high levels of vitamin E to support reproductive tract repair and milk quality.

Concept•Aid products come in numerous loose minerals and two tub formulas. There are formulas that help control anaplasmosis, grass tetany, and flies. Some formulas contain MOS (*mannan oligosaccharides*) or our HEAT technology. Some contain a combination of the above.

To discover the Concept•Aid formula best for your management scenario, use our Concept•Aid Navigator.

• **VitaFerm ReproMaxx** – VitaFerm ReproMaxx is a premium free choice vitamin and mineral supplement for beef cattle designed to maximize reproductive success with research proven levels of Zinpro organic trace minerals.

ReproMaxx provides producers with another level to maximize their reproductive success with verified, research proven levels of Zinpro organic zinc, copper, and manganese. Still with Amaferm, ReproMaxx also supports colostrum quality and bull soundness and fertility.

**Get Your VitaFerm Today** – Although cows are typically cold hardy, we hope we have answered your question of “How cold can cows tolerate?” We want to continue to provide producers with answers as part of our commitment to care that comes full circle.

**About BioZyme Inc.** *With a continued commitment to excellence, the BioZyme Stockyards location earned the American Feed Industry Association (AFIA) and Feedstuffs 2024 Feed Facility of the Year honor. BioZyme Inc., founded in 1951, develops and manufactures natural, proprietary products focused on animal nutrition, health, and microbiology. With a continued commitment to research, BioZyme offers a complete line of feed additives and high density, highly available vitamin, mineral, trace mineral, and protein supplements for a variety of animals, including cattle, pigs, poultry, sheep, goats, horses, and dogs. BioZyme brands include AO-Biotics, VitaFerm, Gain Smart, Sure Champ, Vitalize, DuraFerm, and Backyard Boost. With headquarters in St. Joseph, Mo., the company reaches a global market of customers that stretches into countries across five continents. For more information about BioZyme, visit [www.biozymeinc.com](http://www.biozymeinc.com).*

# The 5% Factor for Improving Profitability for Cow/Calf Producers

By AARON BERGER, University of Nebraska – Lincoln

The late Dr. Danny Klinefelter was an agricultural economist from Texas A&M who developed and coordinated the well known course, the Executive Program for Agricultural Producers, which he initiated in 1991. Over 2,000 producers have completed the program since it started.

Dr. Klinefelter wrote numerous articles about his experiences working with agricultural producers and the consistent characteristics he observed in those who were successful business managers. In 2017, he wrote an article titled “Farewell, It Has Been an Interesting Ride,” in which he highlighted sixteen things he identified that he saw top farmers and ranchers consistently did in their businesses.

One of those things he identified is “The 5% Rule.” According to Dr. Klinefelter, “A 5 percent increase in price received, a 5 percent decrease in costs, and a 5 percent increase in yield (production) will often produce more than a 100 percent increase in net returns. The effect is cumulative, multiplicative, and compounding.”

How might the 5 percent principles apply to an “average” cow/calf herd? Consider the following example:

Let’s assume an “average” 100 head cow herd with an annual economic cost of \$1,500 per cow and an 85 percent calf crop weaned per cow exposed. Calves average 550 lbs when sold at weaning for \$3.50 per pound.

<b>Gross income from calf sales</b> <b>85 x 550 lbs x \$3.50 per pound =</b>	<b>\$163,625</b>
<b>Annual cow cost of</b> <b>\$1,500 per cow x 100 cows in herd =</b>	<b>\$150,000</b>
<b>NET INCOME =</b>	<b>\$13,625</b>
<b>This is a profit per cow of \$136.25.</b>	

Now, let’s assume a 5 percent improvement in the percentage of calves weaned per cow exposed (89 percent), a 5 percent reduction in annual cow costs (\$1,425), and a 5 percent increase in the price received for calves (\$3.68 per pound) when sold at weaning. The weaning weight of 550 lbs stays the same.

In this scenario, when management of the cow herd improved the number of calves weaned per cow exposed to breeding by 5 percent, decreased annual cow costs by 5 percent, and captured a 5 percent increase in sales price, it resulted in a 276 percent increase in net income from the cow herd.

“Studies show that the most sustained success comes from doing

<b>Gross income from calf sales</b> <b>89 x 550 lbs x \$3.68 per pound =</b>	<b>\$180,136</b>
<b>Annual cow cost of</b> <b>\$1,425 per cow x 100 cows in herd =</b>	<b>\$142,500</b>
<b>NET INCOME =</b>	<b>\$37,636</b>
<b>This is a profit per cow of \$376.36, or \$240.11 more per head than the “average” production cow herd.</b>	

20 things 5 percent better, rather than doing one thing 100 percent better,” Klinefelter says. “Also, the most profitable producers tend to be only about 5 percent better than average farmers in terms of costs, production, or marketing.”

Nickels and dimes add up to dollars! The continuous pursuit of improvement through several small changes can make a significant difference in cow/calf profitability. In this year of historically high cattle prices, consider strategic investments that will improve the long term economic competitiveness of the cow/calf enterprise. Are there “points of leverage” where tactically utilizing an input could have a substantial improvement in production? Assess also returns on inputs. Are there any processes that could be reduced or eliminated without significantly impacting production?

The framework of “the 5% rule” provides a tangible goal and thought process to evaluate ways to improve production and marketing while also reducing costs. It is also a reminder that minor improvements across several areas can significantly improve overall profitability.





**C**argill's Nick Wolfenden to lead Animal Agriculture Alliance board. National Pork Board's Brett Kaysen, Ph.D., appointed chairperson-elect. The Animal Agriculture Alliance announced new upcoming board leadership following its fall board meeting, held November 12 in Washington, D.C. Nick Wolfenden of Cargill will serve as board chairperson beginning January 1. Brett Kaysen, Ph.D., of the National Pork Board, was appointed chairperson-elect with a term also beginning in January. Tom Super of the National Chicken Council will continue to serve as the board's treasurer.

"The Alliance board of directors and executive leadership play a vital role in providing direction to support the organization's mission to safeguard the future of animal agriculture," said Hannah Thompson-Weeman, Alliance president and CEO. "Nick, Brett, and Tom are longtime members of the Alliance board and stand out leaders of the animal agriculture community. I have no doubt they will be exceptional leaders in these important roles."

Wolfenden is the global director of sustainable animal welfare at Cargill. In his role at Cargill, he leads collaboration for a team of welfare and sustainability professionals in the development and implementation of the company's animal welfare strategy, policies, and operational standards. Cargill or one of its subsidiaries has held a seat on the Alliance board since 2004, and Wolfenden has represented them since 2020.

Wolfenden takes the helm from Lisa McComb, strategic communication consultant at Vision Media, who completes her term as chairperson on December 31 and will continue to serve as immediate past chairperson.

"The Alliance staff and board are deeply grateful to Lisa for her year of service," said Thompson-Weeman. "Her passion for developing and empowering people, coupled with her years of experience navigating issues and crisis situations for farmers and food brands, proved to be invaluable as we worked through the challenges and opportunities of the past year."

Dr. Kaysen is the senior vice president of producer and state engagement for the National Pork Board. He leads the organization wide grassroots relations efforts, empowering state associations to address the evolving needs of pork producers while driving long term success for the U.S. pork industry. The National Pork Board has held a seat on the Alliance board since 2000, represented by Dr. Kaysen since 2018.

Super is the senior vice president of communications at the

National Chicken Council (NCC). At NCC, Super is responsible for day-to-day media relations, media outreach, social media management, and strategic communications planning to supplement NCC's legislative, regulatory, and public affairs efforts.

In addition to new board leadership, Perdue Farms Inc. will join the board as a new member starting January 1. Perdue will be represented on the board by Herb Frerichs, general counsel and director of government affairs.

Several board seats were also renewed or extended at the meeting, including:

- Alltech, Inc., represented by Claire Geegan, Global Product Launch Manager
- American Farm Bureau Federation, represented by R.J. Layher, Director, Government Relations
- American Feed Industry Association, represented by Leah Wilkinson, Chief Policy Officer
- Cooper Farmers, represented by Lisa Kahlig, Corporate Communications Manager
- Dairy Management Inc., represented by Joe Micucci, Vice President, Corporate Communications – Crisis & Issues
- Hy-Line North America, LLC, represented by Pete Block, President
- Meat Institute, represented by Eric Mittenthal, Chief Strategy Officer
- Merck Animal Health, represented by Dave Sjeklocha, DVM, Technical Services Manager
- National Corn Growers Association, represented by Michael Granché, Director of Trade, Transportation, and Animal Agriculture
- National Pork Producers Council, represented by Jeff Pigott, Vice President of Industry Relations
- New Mexico State University, represented by Robert Hagevoort, Ph.D., Professor and Extension Dairy Specialist
- Nutrien, represented by Adam Proctor, Senior Director, Feed Sales
- U.S. Poultry & Egg Association, represented by Hannah Keck, Director of Communications
- United Soybean Board, represented by Jesse Patrick, Director
- Zoetis, represented by Michele Barrett, DVM, Medical Lead, Veterinary Specialty Operations, U.S. Cattle Technical Services

The complete list of Alliance board members and organization representatives is available on the Alliance website at [www.animalagalliance.org/about/board](http://www.animalagalliance.org/about/board).

**About the Animal Agriculture Alliance.** *The Alliance safeguards the future of animal agriculture and its value to society by bridging the communication gap between the farm and food communities. We connect key food industry stakeholders to arm them with responses to emerging issues. We engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We protect by exposing those who threaten our nation's food security with damaging misinformation. For more information, visit [www.animalagalliance.org](http://www.animalagalliance.org).*

## Secretary Rollins Leads Largest USDA Trade Mission to Mexico, Participates in New World Screwworm Joint Reviews .

Recently in Mexico City, Mexico, U.S. Secretary of Agriculture Brooke L. Rollins led the largest U.S. Department of Agriculture (USDA) agribusiness trade mission in the history of our country. During the mission to Mexico, 41 U.S. businesses, 33 cooperators and agriculture advocacy groups, six state departments of agriculture, and 150 participants conducted more than 500 business to business meetings over three days. This was a critical opportunity for American business to further trade ties and for USDA to continue its aggressive response to New World Screwworm (NWS) in Mexico and continue to hold Mexico accountable for its commitments to the 1944 Water Treaty.

“The trading and diplomatic relationship between our two countries is of the utmost importance to President Trump and American farmers and ranchers. Whether it is securing the Southern Border from illegal migration, combatting NWS, or expanding market access for American agricultural products, we are working every day to put American interests first. I thank President Claudia Sheinbaum for welcoming me to the Presidential Palace. We had a productive and positive conversation about how we will continue to work closely together to eradicate the NWS, which is negatively impacting both our economies, including conducting a comprehensive joint review of our NWS response and efforts to ensure enforcement of our joint responsibilities in the 1944 water treaty,” said Secretary Rollins. “This was an incredible opportunity to connect buyers and sellers with over 500 meetings over three days, pushing for American exports into Mexico’s ethanol market, and discuss the upcoming review of the United States-Mexico-Canada Agreement.”

In addition to participating in this trade mission, Secretary Rollins met with the team at Mexico’s National Service of Agro-Alimentary Health, Safety, and Quality (SENASICA) Headquarters NWS Control Room to showcase bilateral efforts to combat the spread of NWS in Mexico. Under Secretary for Marketing and Regulatory Programs Dudley Hoskins accompanied Secretary Rollins on the trip and visited the State of Chiapas to review NWS containment practices and enforcement.

Secretary Rollins and Under Secretary for Trade and Foreign Agricultural Affairs Luke Lindberg visited a Walmart Supercenter in Mexico City and Bimbo Bakery, both major importers of U.S. products for use in their operations. Grupo Bimbo imported nearly \$400 million in U.S. ingredients in 2024, including wheat, dairy, eggs, potatoes, and nuts.

The American delegation was joined by Chanel Tewalt, Director of Idaho State Department of Agriculture; Sherry Vinton, Director of Nebraska Department of Agriculture; Derek Sandison, Director of Washington State Department of Agriculture; and officials from the California, Tennessee, and Wisconsin state departments of agriculture.

Mexico was the top market for U.S. agricultural exports in 2024, with shipments valued at \$30.2 billion. Consumer-oriented products, including meat and meat products, dairy, processed food, fruits, and beverages, constituted nearly 50 percent of that trade, with a value of \$14.6 billion. Bulk commodity exports to Mexico accounted for 1/3 of all agricultural shipments, valued at \$10.0



billion, led by corn, soybeans, wheat, rice, and pulses.

**USDA Announces Opening of Sterile Fly Dispersal Facility in Tampico, Mexico.** Facility will increase range of sterile fly release and bolster preparedness for New World Screwworm. USDA recently announced the next milestone in the fight against NWS — the opening of a sterile fly dispersal facility in Tampico, Mexico. The Tampico facility will allow USDA to disperse sterile flies aerially across northeastern Mexico, including in Nuevo Leon.

“The opening of the Tampico sterile fly dispersal facility is another incredibly important tool in our arsenal to stop the spread of screwworm. The facility will ensure flexibility and responsiveness in northern Mexico, giving us a greater ability to drop sterile flies and continue to push the pest south,” said Secretary Rollins. “Stopping the spread of screwworm is a top priority for the entire Trump Administration. I had a productive meeting with Mexican President Claudia Sheinbaum and my counterpart Secretary Julio Berdegue on the joint response to screwworm. We are boosting our efforts and completing a joint review of our screwworm operations in Mexico to ensure our protocols are being followed. As we enter the winter months, we continue to prioritize the response in Mexico and the rest of our five pronged plan to protect U.S. livestock and the livelihoods of American farmers and ranchers.”

There are two methods of dispersing sterile insects — aerial dispersal and ground release chambers. Aerial operations are preferred because they allow for dispersal at a steady rate through a large area and also because sterile insects may be dispersed in areas that are unreachable from the ground. Ground release chambers are used when there’s a need to quickly deploy sterile insects outside the dispersal facility range.

USDA continues to disperse 100 million sterile flies per week in Mexico, but until now, aerial operations have been limited to southern Mexico, necessitating the use of ground release chambers in more northern areas of the country. Mass production and targeted dispersal of sterile flies remain critical components of our effective response.

*USDA News continued on the next page*

## USDA News *continued from the previous page*

Although Mexico continues to confirm new cases of NWS, the overwhelming majority of these remain in the far southern part of the country, with no significant northward expansion over the past several months. Should that change, the Tampico facility will allow USDA to immediately tackle any cases that occur elsewhere in Mexico.

The two northernmost detections — approximately 70 and 170 miles from the U.S. border, respectively — occurred in Nuevo León, on September 20 and October 5, in young cattle transported from Chiapas, Mexico. Neither of those cases is still active and there have been no additional detections of NWS flies in traps or cases in animals in Nuevo Leon. USDA continues to disperse sterile insects in Nuevo Leon, and will now transition from ground release chambers to aerial dispersal in those areas.

USDA produces sterile flies for dispersal at the COPEG facility in Panama. USDA is also investing \$21 million to support Mexico's renovation of an existing fruit fly facility in Metapa — which will double NWS production capacity once complete. With ongoing support from APHIS technical experts, Mexico anticipates this sterile fly production to begin as soon as summer 2026.

To expand our domestic response capacity, USDA has also begun construction on a sterile fly dispersal facility at Moore Air Base in Edinburg, Tex., that is projected to begin operating in early 2026. APHIS is also expediting design and construction of a sterile fly production facility in Southern Texas, with a targeted maximum capacity of 300 million sterile flies per week.

USDA continues to work with Mexico's agriculture authority, SENASICA, to implement the collaborative NWS Action Plan and guide trapping, surveillance, and movement protocols to help stop the northward spread of NWS.

**T** **Trump Administration Delivers Second Stage of Crop Disaster Assistance for Farmers.** Three days after the government reopened, President Trump and Secretary Rollins continue to put Farmers First, including the unprecedented move to reopen over 2,000 county FSA offices in the middle of the government shutdown so farmers could continue to access USDA services during harvest. USDA will continue to support farmers and will release billions in disaster assistance for those recovering from natural disasters across the country.

“President Trump continues to put Farmers First and provide relief to American farmers reeling from the devastating natural disasters that struck across the United States in 2023 and 2024. The continued financial success of our farming and ranching operations is a national security priority,” said Secretary Rollins. “USDA is doing whatever it takes to make good on President Trump's promise to expedite disaster recovery assistance to U.S. farmers and ranchers, ensuring viability, prosperity, and longevity for these men and women who dedicate their entire lives to our nation's food, fiber, and fuel production. The majority of payments from the first stage are already in the hands of producers helping them prepare for and invest in the next crop year.”

USDA's Farm Service Agency (FSA) is delivering more than \$16 billion in total Congressionally approved SDRP assistance. This

is on top of over \$9.3 billion in Emergency Commodity Assistance Program (ECAP) assistance to over 560,000 row crop farmers and over \$705 million in Emergency Livestock Relief Program (ELRP) assistance to over 220,000 ranchers. Stage Two of SDRP covers eligible crop, tree, bush, and vine losses that were not covered under Stage One program provisions, including non-indemnified (shallow loss), uncovered, and quality losses. For Stage Two program details, including fact sheets, please visit [fsa.usda.gov/sdrp](https://fsa.usda.gov/sdrp).

The first stage, announced in July, remains available to producers who received an indemnity under crop insurance or the Non-insured Crop Disaster Assistance Program (NAP) for eligible crop losses due to qualifying 2023 and 2024 natural disaster events. FSA county offices began accepting SDRP Stage Two applications on November 24. Producers have until April 30 to apply for both Stage One and Stage Two assistance. FSA is establishing block grants with Connecticut, Hawaii, Maine, and Massachusetts that cover crop losses; therefore, producers with losses on land physically located in these states are not eligible for SDRP program payments.

Since March 2025, USDA has supported U.S. farmers and ranchers with more than \$16 billion in supplemental disaster assistance mandated by Congress in the American Relief Act, 2025 including \$9.3 billion through the Emergency Commodity Assistance Program, over \$1 billion through the Emergency Livestock Relief Program and, to date, more than \$5.7 billion in SDRP Stage One payments.

**Milk and On-Farm Stored Crop Loss Assistance** – The Milk Loss Program provides up to \$1.65 million in payments to eligible dairy operations for milk that was dumped or removed without compensation from the commercial milk market because of a qualifying natural disaster event in 2023 and/or 2024.

Producers who suffered losses of eligible harvested commodities while stored in on-farm structures in 2023 and/or 2024 due to a qualifying natural disaster event may be eligible for assistance through the On-Farm Stored Commodity Loss Program, which provides for up to \$5 million to impacted producers.

The enrollment period to apply for milk and on-farm stored commodity losses is November 24–January 23. Information and fact sheets for both programs are available online at [fsa.usda.gov/mlp](https://fsa.usda.gov/mlp) for milk loss and [fsa.usda.gov/ofscplp](https://fsa.usda.gov/ofscplp) for on-farm stored commodity losses.

**U** **SDA Launches [Screwworm.gov](https://screwworm.gov), Centralizing New World Screwworm Information Across the Federal Government.** USDA is excited to highlight the launch of the NEW Unified New World screwworm (NWS) website, [screwworm.gov](https://screwworm.gov). This dynamic new site centralizes NWS information available across the federal government and reflects our whole-of-government effort to fight this pest through implementation of Secretary Rollins's comprehensive five pronged plan.

In “The Trump Administration is leading a whole of government effort to protect our nation's cattle industry from the New World Screwworm. To ensure timely and effective communications, this new unified website will be a one stop shop for all screwworm related information and will help our stakeholders be better informed as new information comes available,” said Secretary Rollins. “We are

grateful for the robust interagency collaboration, and we continue to work every day with our state and industry partners to implement our screwworm plan. This is a national security priority and it has the full attention of our team.”

[Screwworm.gov](http://Screwworm.gov) has targeted resources for a wide range of stakeholders including livestock producers, veterinarians, animal health officials, wildlife professionals, healthcare providers, pet owners, researchers, drug manufacturers, and the general public. It also has the latest USDA verified information on cases and response activities in Mexico and U.S. preparedness efforts.

Under the decisive leadership of Secretary Rollins, USDA is leading an aggressive, whole-of-government response to protect the Nation’s livestock, wildlife, and public health from NWS. The U.S. One Health Coordination Unit for NWS, co-led by USDA, the Centers for Disease Control and Prevention, and the Department of the Interior, is actively working to ensure the United States is prepared, should NWS be detected here.

[Screwworm.gov](http://Screwworm.gov) includes information from these partner agencies as well as the following collaborating agencies: the Food and Drug Administration, the Department of Energy, the Department of Homeland Security, the Environmental Protection Agency, and Department of State.

This new site was built with customers in mind and will help all visitors to the [Screwworm.gov](http://Screwworm.gov) website, whether they are protecting

their herds, traveling internationally with or without pets, endorsing health certificates, conducting research, seeking answers to questions, or looking for other ways to help. USDA will continue to work with our partners to update and enhance this site to ensure it has the latest information and updates.

Visit [Screwworm.gov](http://Screwworm.gov) today!

**About the U.S. Department of Agriculture.** *USDA is made up of 29 agencies and offices with nearly 100,000 employees who serve the American people at more than 4,500 locations across the country and abroad. We provide leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management.*

*We have a vision to provide economic opportunity through innovation, helping rural America to thrive; to promote agriculture production that better nourishes Americans while also helping feed others throughout the world; and to preserve our Nation’s natural resources through conservation, restored forests, improved watersheds, and healthy private working lands.*

*Our strategic goals serve as a roadmap for the Department to help ensure we achieve our mission and implement our vision.*

*When President Lincoln established the United States Department of Agriculture, he called it the “People’s Department.” At USDA we are working tirelessly to be a model department that serves all people of our great Nation. For more information, visit [www.usda.gov](http://www.usda.gov).*

# S.I. FEEDERS



**Wagons**

Arrow Front

12', 16', 20', 24', 30', 36'



**Fenceline Bunk**

8', 14', 20'



**Wasteless Bunk**



1475 National Highway • Thomasville, NC 27360

Store - 336-886-1737 • Cell - 336-250-0572

[www.thebarnloft.com](http://www.thebarnloft.com)

# Classified Section

## Angus

**4K Farms/  
Tarheel Angus** 

**RICHARD KIRKMAN, DVM**  
20416 US 64 West  
Siler City, NC 27344-0350  
919-742-5500 • rdkirkman@spectrum.net

 **BACK CREEK  
ANGUS**

Joe and Robin Hampton  
345 Withrows Creek Lane  
Mt. Ulla, NC 28125  
704-880-2488

 **Black Crest  
Cattle Farm**

**Ricky McLeod**  
1320 Old Manning Rd., Sumter, SC 29150  
803-983-0816  
wrricky@ftc-i.net • www.blackcrestfarm.com

 **BLACK GROVE**  
*Breeding Registered Angus  
since 1962*

**Walter D. Shealy III and Family**  
20977 US Hwy 76 • Newberry, SC 29108  
803-924-1000 • 706-590-0451  
walter@blackgrove.com  
www.blackgrove.com

**Brubaker Family Angus**  
Specializing in Wye Genetics for calving-ease,  
fertility, and fleshing-ability on grass

*More at www.brubakerfamilyangus.com*

We will increase your profitability with genetics that have  
proven for decades their ability to be problem-free

Marketing Agent: **Jon Brubaker**  
Ken Brubaker **Asheboro, NC**  
540/908-5799 **336/465-0702**

 **SMITH  
ANGUS FARM**  
*Registered Angus Since 2001*

**Randall Smith**  
1957 Cleve Rd., Snow Camp, NC 27349  
336-516-4558  
smithangusfarm@yahoo.com

## Beefmaster

**FOR SALE**  
BBU Registered Beefmaster Bulls and Females  
**WHITEHALL BEEFMASTERS**

**Joe and Ann Logan**  
214 Cowhead Creek Road  
Greenwood, SC 29646  
**Telephone: 864-538-3004**

*Brangus*

**H+**  
Hunt's  
Brangus

www.huntsbrangus.com  
Calhoun, GA  
770-548-7950

*"Cattle with Something Extra"*

## Hereford

**DOUBLE J FARM LLC.**

REGISTERED POLLED HEREFORDS • EST. 1998  
"Quality Cattle For Quality People"

**Cattle Available Private Treaty**

**John Wheeler • 910-489-0024**  
doublejfarm@yahoo.com • www.doublejfarmllc.com  
Headquarters • 775 Clacton Circle • Earlysville, VA 22936  
*Cattle located in Traphill, N.C.*

## Limousin

**Howard Bros. Farms**

Bulls For Sale  Heifers For Sale

**Limousin, Angus, Limflex  
Cattle**

Autryville, NC 28318 **Darryl Howard**  
www.howardbrosfarms.com **Cell: 910-990-2791**

## Red Angus

**JOHN M. LANGDON**  
OWNER  
919-796-5010

**HUNTER LANGDON**  
Cow Boss  
919-625-5452

**JOHNLANGDON5@GMAIL.COM**

 **LANGDON  
FARMS**  
*RED ANGUS & SIMMENTAL*  
EST. 1937

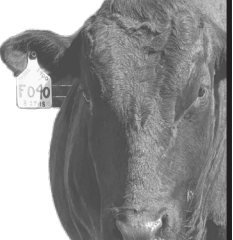
**7728 RALEIGH ROAD • BENSON, NC 27504**  
LANGDONREDANGUSSIMI.COM

## Simmental

 **EXTRA effort  
SALE**  
October 17, 2026

**FRED SMITH COMPANY  
RANCH**  
Selling Registered SimAngus™ Bulls & Females  
**Fred Smith • (919) 422-4092**  
Clayton • NC • FSCRanch.com

## Wagyu

**WILDERS**  
WAGYU 

**FULLBLOOD WAGYU**  
BULLS, HEIFERS, STRAWS,  
EMBRYOS & BEEF

Jake Newbold, Director of Agriculture  
919-316-0643 | jake@wilders.com  
WILDERSWAGYU.COM

**LET THIS SPACE  
EARN \$\$\$\$ FOR YOU!**

## Animal Health

**C. A. H.**



Brent Glenn, DVM  
Lancaster, S.C.

Jim Traynham  
Wingate, N.C.  
704-233-5366  
Cell - 704-292-4217

**Carolinus Animal Health, LLC**  
519 Morgan Mill Rd., Monroe, NC 28112  
704-289-5083 • 704-289-1696 • 800-222-8638

## Insurance

 **AUTO • HOME • LIFE  
BUSINESS • FARM & RANCH**  
803-789-7000

**The Josey Agency, Inc.**  
**Douglas Josey**  
Multi-Line Agent

Cell: 803-385-8161 2610 Kee Moore Drive  
Email: djosey@truvista.net Chester, SC 29706

## Auctioneers

**Ernest B. Harris** Phone: 252-257-2140  
President Mobile: 252-430-9595



*Inc. / Auctioneers*

3200 NC Hwy. 58 • Warrenton, NC 27589  
NCAL #1468 • NC#C#4264 • VAL #146 • SCAL #3895  
Email: ebharris@ebharris.com www.ebharris.com

## Real Estate

 **PECAN REALTY**

Farmers Supporting Farmers: From Farmhouse to Poultry House,  
Buying or Selling Land, We Build Legacies Together,  
Serving Central and Southeastern North Carolina.

Colby "Bear" Hammonds, BIC Veteran-Owned  
NCREC# 218965 www.PecanRealty.com  
Email: CQHammonds@Gmail.com Cell: 919-577-1111

## Consulting

 **Joseph "Crockett" Wilson**  
BEEF CONSULTANT

 **CEGO**

683 Eliza Butler Road  
Cerro Gordo, NC 28430  
Cell: (910) 640-7493  
Email: cego55@yahoo.com  
www.cegoenterprises.com

 **CHI ANGUS & MAINE ANJOU CATTLE**  
Complete Line of Nutrition & Health Products

## Stockyards

 **SALUDA  
LIVESTOCK EXCHANGE**

Owners & Operators  
**Joseph Coleman** 864-992-0652  
**Tammie Shore** 864-980-3049  
**Wes Weeks** 864-980-1108

4444 McCormick Hwy.  
Saluda, SC 29138  
**864-554-2199**

*"Taking pride in serving our livestock community"*

Cattle sale every Monday at 11:00 a.m. Small animal sale every 2nd Saturday of the month at 10:00 a.m.  
Email - contact@saludalivestockexchange.com  
Find us on Facebook at Saluda Livestock Exchange

# Advertisers Index

17 <sup>th</sup> Annual EBS Farms Select Bull & Female Sale .....	41	N.C. Cattlemen’s Association Membership Application .....	78
2025 N.C. Soil Health Coalition Annual Meeting .....	112	N.C. Cattle Conference – SAVE THE DATE .....	4
2026 IRM Red Books .....	100	N.C. Forage & Grasslands Council Winter Conference	
4 <sup>th</sup> Blue Ridge Brutes Bull & Commercial Female Sale .....	29	– SAVE THE DATE .....	25
4K Farms/Tarheel Angus .....	130	N.C. Hay Finder .....	84
50 <sup>th</sup> Annual Union County Performance Tested Bull Sale .....	26	N.C. Hereford Association Directory .....	62
Alphin Crop Insurance – Livestock Risk Protection .....	5	N.C. Meat Suite .....	97
American National Insurance – The Josey Agency .....	130	N.C. Simmental Association .....	73
Apple Brandy Prime Cuts .....	65	N.C. Winter Dairy Management Series .....	107
Back Creek Angus .....	130	National Beef Checkoff/	
Baxley Family Farms Annual Production Sale .....	75	North Carolina Cattle Industry Assessment .....	23
Biltmore Livestock .....	57	National Cattlemen’s Beef Association Member Benefits .....	94
Black Crest Cattle Farm .....	130	National Cattlemen’s Beef Association Membership .....	93
Black Grove Angus .....	130	National Cattlemen’s Beef Association	
Brubaker Family Angus .....	130	Membership Application .....	92
Brushy Mountain Genetics Bull & Female Sale .....	56	National Cattlemen’s Beef Association Recruitment .....	91
Bull Hill Ranch 15 <sup>th</sup> Annual		Pasture Management & N.C. Cattlemen’s Association	
“More Bull For Your Buck” Production Sale .....	81	“Mile of Fence” Membership Program .....	76
Carolinas Animal Health .....	130	Pearson Livestock Equipment .....	14
Châtel Farms .....	39	Pecan Realty – Colby Hammonds .....	130
Childers Concrete Company, Inc. ....	122	Premier Select Sires	
Conquest Insurance Agency, Inc. – Cody Waters .....	98	– Growth You See. Maternal You Trust .....	121
Double J Farms LLC .....	130	Quail Ridge Farm .....	61
E.B. Harris Auctioneers Inc. ....	130	Red Angus Association of the Carolinas Directory .....	80
Elite Livestock Marketing Group Video Auction – LiveAg .....	66	Rusty Thomson & Family Cattle Fencing and Equipment .....	101
First Choice Insurance Partners – Donna Byrum .....	30	Saluda Livestock Exchange .....	130
Franklin County Regional Beef Marketing		Smith Angus Farm .....	130
Meeting & Dinner .....	88	South Carolina Private Treaty Checkoff Investment Form .....	117
Fred Smith Company Ranch .....	130	Superior Braunvieh Farm – CATTLE FOR SALE .....	18
Hill Angus Farm – CATTLE FOR SALE .....	54	The Barn Loft – Priefert Equipment .....	58
Howard Brothers Farms .....	130	The Barn Loft – S.I. Feeders .....	129
Hunt’s H+ Brangus .....	130	The Carolina Cattle Connection 2026 Spotlight Schedule .....	9
Joseph “Crockett” Wilson – Beef Consultant .....	130	The Carolina Cattle Connection Advertising Rates & Sizes .....	3
Langdon Red Angus & Simmental .....	130	Tokena Angus 31 <sup>st</sup> Annual Bull & Female Sale .....	40
Locust Hill Cattle Company 5 <sup>th</sup> Annual Bull & Female Sale .....	68	Vetericyn – Super 7 Ultra Navel Care .....	67
Mid-Atlantic Cattle Sales – Stockyard Schedules .....	105	Virginia Herd Health Management Services .....	74
N.C. Angus Association Directory .....	46	West End Precast – Feed Bunks .....	103
		West End Precast – Feed Bunks & Troughs .....	32
		Whitehall Beefmasters .....	130
		Wilders Wagyu .....	130
		Yon Family Farms Spring Sale .....	42

**For Your Advertising Needs, Contact:**

The Carolina Cattle Connection • 919-552-9111  
 The Livestock Advertising Network • 859-278-0899

# Upcoming Events

## ANGUS

- Dec. 5 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.  
 Dec. 6 — 50<sup>th</sup> Annual Union County Performance Tested Bull Sale, Monroe, N.C.  
 Dec. 6 — Uwharrie Ridge Farms Production Sale, Denton, N.C.  
 Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.  
 Dec. 13 — Brushy Mountain Genetics Bull & Female Sale, Taylorsville, N.C.  
 Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

### 2026

- Jan. 3 — 17<sup>th</sup> Annual EBS Farms Annual Bull & Female Sale, Norwood, N.C.  
 Jan. 10 — Baxley Family Farms Annual Production Sale, Georgetown, S.C.  
 Jan. 31 — Tokeena Angus 31<sup>st</sup> Annual Bull & Female Sale, Seneca, S.C.  
 Feb. 7 — 50<sup>th</sup> Annual Clemson Bull Test Sale, Clemson, S.C.  
 Feb. 12 — UGA Focus on Genomic Enhanced EPDs Sale, Athens, Ga.  
 Feb. 21 — 4<sup>th</sup> Annual Blue Ridge Brutees Bull & Commercial Female Sale, Mt. Airy, N.C.  
 Feb. 21 — Locust Hill Cattle Company 5<sup>th</sup> Annual Bull & Female Sale, Pelham, N.C.  
 Feb. 21 — Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.  
 Feb. 28 — Saluda County Cattlemen's Association 34<sup>th</sup> Annual Replacement Heifer Sale, Saluda, S.C.  
 Apr. 11 — Knoll Crest Farm Spring Bull & Heifer Sale, Red House, Va.

## BRANGUS

### 2026

- Feb. 7 — 50<sup>th</sup> Annual Clemson Bull Test Sale, Clemson, S.C.  
 Feb. 21 — Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.

## CHAROLAIS

- Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.

### 2026

- Jan. 3 — 17<sup>th</sup> Annual EBS Farms Annual Bull & Female Sale, Norwood, N.C.

## GELBVIEWH

- Dec. 6 — 50<sup>th</sup> Annual Union County Performance Tested Bull Sale, Monroe, N.C.

### 2026

- Feb. 21 — 4<sup>th</sup> Annual Blue Ridge Brutees Bull & Commercial Female Sale, Mt. Airy, N.C.  
 Feb. 21 — Locust Hill Cattle Company 5<sup>th</sup> Annual Bull & Female Sale, Pelham, N.C.  
 Feb. 28 — Saluda County Cattlemen's Association 34<sup>th</sup> Annual Replacement Heifer Sale, Saluda, S.C.

## HEREFORD

- Dec. 5 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.  
 Dec. 13 — Brushy Mountain Genetics Bull & Female Sale, Taylorsville, N.C.

### 2026

- Feb. 7 — 50<sup>th</sup> Annual Clemson Bull Test Sale, Clemson, S.C.  
 Feb. 28 — Saluda County Cattlemen's Association 34<sup>th</sup> Annual Replacement Heifer Sale, Saluda, S.C.  
 Mar. 28 — N.C. Hereford Classic Sale, Union Grove, N.C.  
 Apr. 11 — Knoll Crest Farm Spring Bull & Heifer Sale, Red House, Va.

## RED ANGUS

### 2026

- Jan. 17 — Bull Hill Ranch 15<sup>th</sup> Annual "More Bull For Your Buck" Production Sale, Gray Court, S.C.  
 Feb. 7 — 50<sup>th</sup> Annual Clemson Bull Test Sale, Clemson, S.C.  
 Feb. 21 — 4<sup>th</sup> Annual Blue Ridge Brutees Bull & Commercial Female Sale, Mt. Airy, N.C.

## SANTA GERTRUDIS

- Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

### 2026

- May 9 — Santa Gertrudis Breeders of the Carolinas Sale, Zebulon, N.C.

## SIMMENTAL

- Dec. 6 — 50<sup>th</sup> Annual Union County Performance Tested Bull Sale, Monroe, N.C.

- Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.

- Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

### 2026

- Jan. 3 — 17<sup>th</sup> Annual EBS Farms Annual Bull & Female Sale, Norwood, N.C.  
 Jan. 10 — Baxley Family Farms Annual Production Sale, Georgetown, S.C.  
 Feb. 7 — 50<sup>th</sup> Annual Clemson Bull Test Sale, Clemson, S.C.  
 Feb. 21 — 4<sup>th</sup> Annual Blue Ridge Brutees Bull & Commercial Female Sale, Mt. Airy, N.C.  
 Feb. 21 — Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.  
 Feb. 28 — Saluda County Cattlemen's Association 34<sup>th</sup> Annual Replacement Heifer Sale, Saluda, S.C.

## SOUTH POLL

- Dec. 6 — Southern Select South Poll Cattle Sale, Laurens, S.C.

## OTHER SALES

- Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.

- Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

### 2026

- Feb. 7 — 2026 Clemson Heifer Sale, Clemson, S.C.

## OTHER EVENTS

- Dec. 5 — 2025 N.C. Soil Health Coalition Annual Meeting, Norwood, N.C.

- Dec. 10 — Clemson Extension Hoof to Herd Sire Series, Clemson, S.C.

- Dec. 16 — N.C. Winter Dairy Management Series, Salisbury, N.C.

- Dec. 16 — Profiting with Precision: Financial Strategies for Livestock Operations, Rocky Mount, N.C.

- Dec. 18 — Franklin County Regional Beef Marketing Meeting & Dinner, Louisburg, N.C.

### 2026

- Feb. 19 — 2026 N.C. Forage & Grasslands Council Winter Conference, Hickory, N.C.

- Feb. 20-21 — 2026 NCCA Cattle Conference, Hickory, N.C.

## LIVESTOCK MARKET SALES

- Dec. 1 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Dec. 1 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

- Dec. 2 — Mid-Atlantic Cattle Sales Video Auction, via [macsvideo.com](https://macsvideo.com)

- Dec. 3 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

- Dec. 8 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Dec. 8 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

- Dec. 10 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

- Dec. 11 — Elite Livestock Marketing Group Video Auction, via [live-ag.com](https://live-ag.com)

- Dec. 15 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Dec. 15 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

- Dec. 16 — Mid-Atlantic Cattle Sales Video Auction, via [macsvideo.com](https://macsvideo.com)

- Dec. 17 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

- Dec. 29 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Dec. 29 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.



*Merry Christmas  
& Happy New Year!*

## Cattlemen Serving Cattlemen

As cattle producers ourselves, we know exactly how important sale day is for you and your family. Our experienced field reps and staff will work for you and represent your cattle before, during, and after the sale to make the process easy and efficient. And with buyers across the country bidding on your cattle through the competitive bidding process, we will also help you get top dollar for your cattle. Give us a call today to learn how we can work together to sell your load lots on the video sale.



### UPCOMING SALES

DECEMBER 2 & 16

JANUARY 6 & 20

FEBRUARY 3 & 17

MARCH 3 & 17

### LOCAL REPS

Visit our website for a full list of field reps.

**Marcus Harward • 704-322-0840**  
*Owner - NC, SC, VA, GA*

**Bruce Shankle • 704-694-8686**  
*NC, Upper SC, Southern VA*

**Chuck Doolittle • 704-221-1447**  
*NC, SC*

**Will Edwards • 919-449-8064**  
*NC, SC*

**Jeff Martin • 910-379-9173**  
*Eastern & Central NC*

**Catherine Edwards • 704-550-7920**  
*NC, SC*

**David McDannald • 864-360-0481**  
*Upstate & Midlands SC*

**Austin Landreth • 864-484-7153**  
*Upstate & Midlands SC, NE Georgia*

**Jimmy Dagenhart • 704-425-3587**  
*Western NC & Virginia*

**Romaine Cartee • 912-531-0580**  
*Georgia*

**Brooke Harward • 704-322-9770**  
*Office Manager*

[WWW.MACSVIDEO.COM](http://WWW.MACSVIDEO.COM)  
[MACSVIDEO.DVAUCTION.COM](http://MACSVIDEO.DVAUCTION.COM)

**DVAuction**  
*Broadcasting Real-Time Auctions*



# Santa Starts his Morning with Beef Breakfast Sausage.



See you at the Cattle Conference in February!

**USDA Slaughter Process**

We are a processor offering slaughter and processing service only. We DO NOT buy or sell any meat products.

**(336) 628-4949**

**[www.PiedmontCustomMeats.com](http://www.PiedmontCustomMeats.com)**