

# The Complete Package

Judd Ranch

www.juddranch.com

Winter 2017

## Key Way to Take More \$\$ to the Bank

If you are a commercial cowman and you've been using what Robert Wells, PhD, and livestock consultant with the Samuel Roberts Noble Foundation, calls "any old bull," then Wells urges you to rethink your program and crossbreed—and he advises using a crossbred bull of known ancestry—so you can reap more dollars at marketing.

Writing for the Noble Foundation, Dr. Wells made the following statements: ". . . simply put, heterosis is hybrid vigor—the added advantage in performance of a crossbred over the average of its purebred parents."

"Hybrid vigor is most fully expressed when you use bulls and cows of known ancestry. . .," he adds.

"One of the most effective and simplest ways for calves to exhibit hybrid vigor is to use an F1 cow and a pureblood bull of known performance and ancestry. . . Use of a pureblood bull allows the producer (you) to have some predictability of how the bull's progeny will perform."

Marty Ropp, founder and executive officer of Allied Genetic Resources, is another strong proponent of crossbreeding.

"It is an absolute given that, if you make your living in agriculture production, then you will make more money by utilizing heterosis than by ignoring its value," Ropp writes in the article "Crossbreeding. . . Simplified!"

"There are hundreds, if not thousands, of research reports showing the value of hybrid vigor with almost no dispute. Its positive effects on reproductive traits, growth and production efficiency are well documented and substantiated."

In addition to being big fans of crossbred calves, Wells and Ropp both favor commercial crossbred cows over commercial straight-bred cows.

Wells points to a Foundation article written by Don Kress and Michael MacNeil that states that an average F1 crossbred cow returns up to \$70



*The 285 cow family flat knows how to raise beef—just look at this first-calf dam and her son, JRI Triple Threat 285A209, just prior to his being weaned. JRI Triple Threat 285A209—a homozygous black, homozygous polled Balancer that had an 80 lb. birth weight, 895-lb. 205-day weight and 1,015 lb. actual weaning weight off this first-calf dam—sold in the 2015 sale. Nine fall yearling bulls, 17 to 19 months of age, from the 285 cow family sell Saturday, March 4. These nine averaged an actual weaning weight of 942 lbs.*

more per cow per year than the average straight-bred cow. To arrive at this number, they looked at the various traits (Table 1) that crossbreeding affects and the advantage that hybrid vigor afforded to or detracted from the calf.

"After studying the table, it becomes obvious that a well-thought-out terminal crossbreeding program can work for many beef producers. Breeding a pureblood bull to a crossbred cow is one way to maximize hybrid vigor," Wells states.

"It does not matter if you are selling your calves at weaning, as yearlings or retaining ownership through the feedlot, you cannot afford to give up the advantages that hybrid vigor will convey to your bottom line."

Ropp notes another advantage of the crossbred cow: A crossbred cow produces, on average, the equivalent

to 1 to 1.5 more calves during her lifetime than a straight-bred cow.

*Editor's Note:* Judd Ranch's pureblood Gelbvieh and Red Angus bulls have known ancestry and genetic power to work ideal on straight-bred Angus, Hereford, black baldies, Charolais and other breeds of females. Judd Ranch Gelbvieh bulls work fantastic on straight-bred Red Angus females, and Judd Ranch Red Angus bulls work amazing on straight-bred Gelbvieh females. Judd Ranch Balancer bulls will inject Gelbvieh and either Angus or Red Angus into your calves, for added heterosis. Check out what fellow commercial cowmen say about their experiences with Judd Ranch bulls (See Pages 4, 6, 10, 11 and 14) and how they use Judd Ranch bulls to boost calf weights and cow power.

Trait	Individual's Heterosis <sup>a</sup>	Maternal Heterosis <sup>b</sup>	Total Heterosis <sup>c</sup>
Calving ease	0	6%	6%
Weaning rate	6%	8%	8%
Weaning weight	5%	6%	11%
Yearling weight	4%		4%
% reaching puberty at 15 months	15%		15%
Cow longevity		38%	
USDA carcass grade	2%		2%
Days on feed	-4%		-4%

<sup>a</sup> Individual heterosis = single crossbred (A X B); <sup>b</sup> Maternal heterosis = crossbred cow X purebred bull (AB X C)

<sup>c</sup> Total heterosis = the additive effect of both systems

## Judd Ranch's Focus on Cow Size, Efficiency Pays Dividends

If you were able to start fresh with a cowherd, what size of female would you choose? With color aside, most cowmen would go with the most efficient female possible. But how efficient should females be?

"It is a reasonable goal of efficient operations that a cow wean a calf that is close to 50 percent of her mature weight every 365 days," states Brian McMurray, beef nutritionist with Cargill Animal Nutrition.

That begs the question: What size of female can help a producer reach that 50 percent goal?

A North Dakota State University study evaluating the size of cows at the Dickinson Research Extension Center reported that cows weighing more than 1,600 lbs. weaned 34 percent of their body weight, 1,501-1,600 lb. cows weaned 39 percent, 1,401-1,500 lb. cows weaned 41 percent, 1,301-1,400 lb. cows weaned 45 percent, and 1,200 lb. cows weaned 50 percent of their body weight.

From the beginning, Judd Ranch

has focused on cow efficiency and reducing cow size—and that focus is paying dividends. A check of records shows that Judd Ranch cows typically wean significantly more than 50 percent of their mature weight.

Info gleaned from last year's sale 286 bulls shows the following: Fall cows weaned an average of 62 percent of their body weight; the fall first-calf heifers weaned an average 65 percent of their body weight; the spring cows averaged 57 percent and the spring first-calf heifers averaged weaning 66 percent of their body weight. Cowmen, we're talking amazing cow efficiency.

When the U.S. Meat Animal Research Center in Clay Center, Neb., compared cow size, researchers found that Gelbvieh posted the lowest average mature weights of four-year-old cows of the six breeds evaluated. Simmentals had the largest average cow size at 1,353 lbs., followed by Hereford at 1,348 lbs., Angus at 1,342

*Continued on Page 2*



*10 years of age! Yes, cattlemen, this beautiful purebred Gelbvieh female, JRI Extra Sassy 140S65, was 10 years of age when this photo was taken. And look at her excellent teat and udder structure. She has maintained a 365-day annual calving interval, and her six sons have averaged a scale-busting 952 lbs. at weaning. JRI Extra Sassy's 19-month-old black, homozygous polled fall yearling Balancer grandson, JRI Equalizer 140C26, sells March 4. He weighed just 80 lbs. at birth and weaned off his first-calf dam at 946 lbs.*

## Cow Size, Efficiency

*Continued from Page 1*

lbs., Charolais at 1,339 lbs. and Limousin at 1,330 lbs. The average mature weight of four-year-old Gelbvieh cows at MARC was just 1,282 lbs.

If you toured the Judd Ranch pastures, you'd find moderate framed, beef-producing machines that excel in teat and udder structure and know how to convert grass to pounds. A check of the 315 bulls selling in this year's sale shows they averaged 82 lbs. at birth and averaged 878 lbs. when weaned off their dams.

"No matter what breed we're talking about, Judd Ranch has some of the best females in the country," states ranch consultant Roger Gatz of Cattlemen's Connection. "If you want bulls that will produce moderate-framed, highly efficient replacement heifers, then be at this sale and take home a Judd Ranch bull."



*Photographed when she was a second-calf heifer, JRI Ms Exposure 207N64, raises an awesome calf year after year. Today, JRI Ms Exposure 207N64 is 12 years of age, and she's still producing scale-busting bull calves and highly fertile replacement daughters. 207N64's fall yearling homozygous black, homozygous polled purebred Gelbvieh son, JRI Calling The Shots 207C44, sells March 4. Calling The Shots weaned off his 12-year-old dam at 1,026 lbs.*

## Crossbreeding for Market

*by Wesley Tucker, Agriculture Business Specialist, University of Missouri Extension*

More and more beef producers are switching to "black" cattle since that seems to be what the market wants. Black Angus heifers are sold for a premium and we search for the best black Angus bulls we can find to ensure that the calves will turn out black. However, this mass conversion to "black" may be costing us as much as \$100/cow/year in what we give up by not crossbreeding.

Let's review why crossbreeding is important. Crossbreeding offers two distinct and important advantages over the use of a single breed. First, crossbred animals have heterosis or hybrid vigor. Second, crossbred animals combine the strengths of the parent breeds or what's known as breed complementarity.

Heterosis refers to the superiority of a crossbred animal relative to the average of its straight-bred parents. For example, if bulls from Breed A have an average weaning weight of 550 pounds and are mated to cows of Breed B which have an average weaning weight of 500 pounds, the average of the two parents would be 525 pounds. However, the F1 (first cross) calves have an average weaning weight of 546 pounds. That means there was a 4 percent heterosis advantage  $(546-525)/525 = 4\%$  from crossbreeding. The heterosis advantage results from an increase in the heterozygosity of the crossbred animal's genetic makeup. It is therefore dependent on having two different forms of a gene from different breed parents. In general, animals that are crosses of more unrelated breeds will exhibit higher levels of heterosis. For example, a cross of Angus and Brahm will exhibit higher levels of heterosis than a cross of more genetically similar breeds such as a cross of Angus and Hereford.

There are two types of heterosis: individual heterosis and maternal heterosis. Individual heterosis is the advantage of the crossbred calf from parents of two different breeds.

Research shows that crossbreeding would yield 16.3 lb. of additional weaning weight/calf or 3.9 percent more than the average of the straight-bred parent breeds. Survival rate of calves would increase by 2 percent.

The advantages of individual heterosis will have a tremendous impact on a farm's bottom line.

However, the largest economic benefit of crossbreeding to commercial producers comes from having crossbred cows. Maternal heterosis improves both the environment a cow provides for her calf as well as improves the longevity and durability of the cow. She improves the maternal environment for her calf by improvements in calf survivability to weaning and increased weaning weight. But crossbreeding also improves many of the low heritable traits such as reproduction and longevity. . . Crossbred cows will increase the weaning weight per exposed cow by between 23 percent and 30 percent. Crossbred cows exhibit improvements in calving rate of nearly 4 percent and will stay in the herd (longevity) more that one additional year due to heterotic effects. Heterosis results in an additional calf and 600 pounds more cumulative weaning weight over a cow's lifetime.

There have been many studies to measure the economic effect of crossbreeding. When individual heterosis is combined with the improvement in reproduction and longevity of maternal heterosis, crossbreeding is valued at approximately \$100/cow/year. So when planning your breeding program don't be too quick to focus in strictly on one breed, trait or color, because you might be giving up much more in the long run.

*(Reprinted with permission from Ozarks Farm & Neighbor)*

**FREE door-to-door trucking within the continental United States on purchases totalling \$20,000 or more. Trucking is usually very affordable for all bulls as bulls typically sell into 20-plus states.**

## DOM/DOD Awards: #1 in the Nation, Again

Powerful genetics and relentless culling to keep only the best help separate Judd Ranch from other Gelbvieh and Balancer seedstock producers across the country and the key reason behind Judd Ranch being the American Gelbvieh Association's No. 1 breeder and the No. 1 owner of Dams of Merit and Dams of Distinction for this past year. 2016 marked the 18th year Judd Ranch has earned both prestigious honors. In fact, Judd Ranch has earned these honors for 18 out of the past 19 years: 1998 through 2016.

Judd Ranch received notice in August that 87 females in their pastures earned Dam of Merit honors and another 26 females met the criteria to receive Dam of Distinction honors.

Judd Ranch is also the breeder of 91 Dams of Merit and 27 Dams of Distinction. That's a total of 118 Dams of Merit and Dams of Distinction.

The ranch has the highest percentage of Dams of Merit and Dams of Distinction in its pastures than any other Gelbvieh herd in the country.

The American Gelbvieh Association truly makes each honored female earn her Dam of Merit or Dam of Distinction honor. Only 5.6 percent of females—or 2,167 total head—registered females in the Gelbvieh breed qualify for Dam of Merit, and just 1 percent meet the criteria for the AGA's Dam of Distinction honor.

So what do the Dam of Merit and Dam of Distinction awards mean to you?

"When you purchase a bull that has Dams of Merit and/or Dams of Distinction in his pedigree, you get more genetic power," states ranch consultant Roger Gatz, Cattlemen's Connection. "The good news is that every Gelbvieh and Balancer bull in this year's sale comes with a Dam of Merit and/or Dam of Distinction in its pedigree.

"If you want to add powerful, breed-recognized genetics to your cowherd, this is your opportunity,"

Roger states. "There is only one No. 1 Breeder and only one No. 1 Owner of Dam of Merit and Dam of Distinction cows, and that is Judd Ranch."

### AGA Program

The AGA's Dam of Merit program recognizes cows that meet strict selection criteria including early puberty and conception, regular calving intervals and above-average weaning weights on at least three calves while the Dam of Distinction honor acknowledges cows that meet the same high standards for superior, long-term production with at least eight calves.

Dam of Merit and Dam of Distinction females must qualify each year. Thus, earning the No. 1 spot one year does not guarantee a repeat performance. All depends on each cow's performance and the performance of her offspring year after year.

The AGA's Dam of Merit/Dam of Distinction program started as a way to recognize females that excel in productivity and longevity, two key economic traits that contribute significantly to profitability in the cow business. Research shows that cows that calve as two-year-olds and get the job done year after year, with no problems, simply make more money.

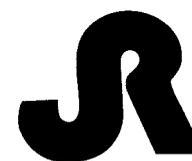
Roger adds that, while most cowmen appreciate the extra pounds Judd Ranch bulls put on their calves, those added pounds are just the beginning if cowmen keep Judd Ranch-sired replacement females.

"If you keep replacement heifers, three years from now you'll see the total impact of Judd Ranch genetics when your first Judd Ranch-sired daughters are contributing to your herd," Roger interjects.

"In overall economic importance, fertility has been proven to be 10 times more important than carcass traits. For a profitable cowherd, you gotta keep a focus on fertility.

"I would challenge you to find a better herd in the country than Judd Ranch when it comes to fertility and teat and udder quality. Couple that with every bull offered March 4 sells with a free from known genetic defect guarantee."

This newsletter is brought to you by Judd Ranch



Dave & Cindy Judd  
Nick & Ginger Judd & family  
Brent & Ashley Judd & family  
Pomona, KS  
www.juddranch.com

# Judd Ranch: Three Generations Strong in Kansas Flint Hills

When Tim McGraw's song "Humble and Kind" reached No. 1 on the charts in June 2016, many people were singing along with him—either aloud or in their heads—and thinking about people who reminded them of the song.

"One of the first people I thought of when I heard that song was Dave Judd," states an employee who has worked with Judd Ranch for more than 20 years. "And Cindy and the boys and their wives as well.

"The Judds are always humble and kind. Like the song says, they don't steal, don't cheat and don't lie. They put in the work to realize their dreams and they probably feel the pride but they always stay humble and kind.

"That takes a unique kind of person. The Judds are highly successful, but they are always humble and kind. Like Tim McGraw says, they'll hold the door and say please and thank you. They listen to their customers and they care about your success."

## It All Began 35 Years Ago

Judd Ranch's beginning trace to 1981 when a fresh-out-of-college Dave Judd and his wife Cindy purchased a ranch on the edge of Pomona, Kan., in the Kansas Flint Hills. After significant research and liking the findings of the U.S. Meat Animal Research Center regarding Gelbvieh, a large group of ½- and ¾-blood Gelbviehs was grazing the pastures.

"Gelbvieh was our breed of choice," Dave states. "The key reason we went with Gelbvieh was the data from the U.S. Meat Animal Research Center.

"This data showed that Gelbvieh produced more pounds of weaned calf per cow than any other widely



Meet the Judd Ranch family, left to right: Oldest son Nick, his wife Ginger and their three children, Lacy, Levi and Lily; Daughter-in-law Ashley, youngest son Brent with son Oliver; matriarch Cindy and patriarch Dave. Missing in this photo is Brent and Ashley's new daughter, Avery Jo, born this summer.

used breed," Dave states. "Gelbvieh were shown to be heat tolerant and excelled in fertility and milk."

With the goal of becoming a seedstock producer that provides high-quality range bulls to commercial cowmen, along with a smattering of top-of-the-line bulls to fellow seedstock producers, the young couple took the Billy Beane—think the movie "Moneyball"—approach to raising cows. They got rid of the hunches, the "I thinks" and guessing and implemented a science-based breeding program that relied on data. After all, numbers don't lie. And each female is what her numbers show.

Focused on raising Gelbvieh strong on performance and pedigree combined with eye appeal and structural soundness, Judd Ranch

was stringent when it came to keeping and culling females. Back then and still today, to remain in the herd, a female must have balanced EPDs, calve annually, produce a keeping-quality calf and meet a high standard when it comes to acceptable birth weight, excellence in teat and udder structure, fertility and milk.

## Power of Gelbvieh

Data from USMARC continues to show the power of the Gelbvieh breed, and this information coincides with Judd Ranch's findings. Gelbvieh has reduced mature cow size, has the earliest age at puberty and has the lowest birth weight of the four main continental breeds.

Judd Ranch cows have to thrive in both extremes when it comes to the weather. Summers in eastern Kansas are extremely hot and humid, and winters can be harsh with a lot of moisture. On average, the area has about 111 days below freezing each year and has an average of 38 inches of precipitation.

"These type of conditions call for hardy cattle, and, as a result, we're finding our females and bulls thrive and breed well in all parts of the country," Dave states. "Gelbvieh are known for their heat tolerance, which we think helps them hold pregnancies.

"Our Gelbvieh females do more than get bred and raise a calf. They raise calves that are thick, deep-bodied and add pounds at weaning. That, perhaps, is the most impressive thing about our Gelbvieh females—their ability to get bred easily and produce

more pounds at weaning time and do this year after year." (Editor's Note: The 315 bulls in this year's sale averaged 82 pounds at birth and posted an average actual weaning weight of 878 lbs.)

When customers requested a second breed, Judd Ranch turned to Red Angus.

"Identifying a second breed required as much research as when we were looking for a breed back in the early 1980s," Dave states. "We chose Red Angus because they complement Gelbvieh. Red Angus excel in carcass quality, and they have excellent maternal characteristics and moderate size. They also have great disposition and feeding characteristics."

Through the years, Judd Ranch has added Balancer cattle to its herd.

The composition of Balancer is 25% to 75% Gelbvieh with the balance being Angus or Red Angus. Balancers combine the fertility, growth, muscle and leanness of Gelbvieh with the maternal and marbling qualities of Angus or Red Angus.

Dave adds that Balancers are filling a niche among their customers—and Balancers make darn nice mama cows.

"Every mating—whether it's Gelbvieh, Balancer or Red Angus—is important to us," Dave explains. "Roger Gatz with Cattlemen's Connection and I spend a lot of time going through females and their production records and identifying the bull that has the highest chance of producing a keeping-kind of replacement heifer

*Continued on Page 14*

## Judd Ranch Honors

Taking care of the land for future generations and producing honest, practical, efficient females and bulls that work for them and their customers has led to numerous honors awarded to Judd Ranch. Honors accumulated to date include:

- American Gelbvieh Association's 2017 Gelbvieh Hall of Fame honoree
- Kansas Livestock Association's "Seedstock Producer of the Year"
- Kansas State University's Block & Bridle "Outstanding Stockman"
- Kansas Association of Conservation Districts' "Kansas Grassland Merit Award"
- National Cattlemen's Beef Association list of Top 25 seedstock ranches in the United States
- National Western Stock Show's Grand Champion Pen of 3, Pen of 5 (Gelbvieh and Balancers) 28 times—Ranking Judd Ranch third for number of pen show wins among all breeds since the beginning of Denver's Stock Show in 1906
- American Gelbvieh Association's Dam of Merit/Dam of Distinction Owner—18 out of 19 consecutive years
- American Gelbvieh Association's Dam of Merit/Dam of Distinction Breeder—18 out of 19 consecutive years



Judd Ranch's emphasis on maternal strength and balanced traits show big time as JRI Ms Bella 148Y44, a first-calf heifer, grazes with her bull calf at side. Bella's homozygous polled purebred fall yearling 19-month-old son, JRI Paparazzi 148C54, sells March 4. His stats: 76 lb. birth weight, 998 lb. actual weaning weight off Bella, 1,340 lb. yearling weight and 6.49 lb. ADG.

Jim Miller, Kansas—

## JR Genetics Advanced His Herd

The popular 1960's slogan "You've come a long way" applies 100 percent to commercial cowman Jim Miller.

More than 40 years ago, commercial cow-calf producer Jim Miller, Satanta, Kan., had a cowherd comprised of Hereford, black and black baldy cows. While Jim was a fan of crossbreeding, he wanted even more out of his cows than he was getting.

Then he discovered Gelbvieh.

"There was this pen of Gelbvieh-sired feeder calves in my feedlot that out-performed all other pens," Jim states. "That caught my attention."

After trying Gelbvieh bulls, he knew the breed could take his herd where he wanted it to go.

"But the bulls I purchased weren't just any bulls," Jim states. "They were Judd Ranch bulls. We've been purchasing and using Judd Ranch bulls ever since the Judds entered the Gelbvieh business.

"And our herd has benefitted from Judd Ranch's excellence in cattle production.

"In my opinion Judd Ranch has the best Gelbvieh herd in this United States. They have more Dams of Merit/Dams of Distinction than any Gelbvieh breeder. And it's not just a one-time honor. It's year after year. They breed functional, eye-appealing, high-performing, down-right good cattle."

While Miller Ranch purchased only purebred Gelbvieh bulls for many years, they adjusted their program quite a few years back and began adding Judd Ranch Red Angus bulls to their program. Today,

Jim and his wife Connie maintain a two-way cross of Gelbvieh and Red Angus.

"I truly believe that Gelbvieh X Red Angus is the premier cross," Jim states. "They are the best cross you can get.

"Gelbvieh X Red Angus will perform amazingly in the feedyard and will grade before they're a year of age."

While Jim and Connie once ran 1,200 to 1,500 crossbred mama cows, their commercial cow-calf operation is down to 800 Gelbvieh and Red Angus cross cows, with the cows located on three ranches: Ashland, Kan.; Clayton, N.M.; and Roy, N.M. Every female is either  $\frac{3}{4}$  Gelbvieh and bred to a Red Angus bull or  $\frac{3}{4}$  Red Angus and bred to a Gelbvieh bull. The reason for today's fewer number of cows is simple: drought and cow size.

Four years ago, Jim and Connie sold every cow that was four years of age or older. The buyer of their cows was a Judd Ranch customer who knew the value of Judd Ranch in the pedigrees.

Drought also caused Jim to sell his heifer calves this fall.

"We just haven't had any grass down in New Mexico," Jim states. "I hated like heck to sell those heifer calves but they topped the market in Dodge City. The sale barn guy estimated that the heifers might bring as high as \$1.22 to \$1.25 a pound but they hit \$1.29 a pound."

Despite being in drought conditions for several years, Jim says his Judd Ranch-influenced females excelled in fertility. Conception rates

at the three ranches annually go over the 95 percent mark.

"Between increased fertility and increased weaning weights, it pays to buy good bulls," Jim says. "We've doubled our weaning weights since going with Judd Ranch bulls."

When Jim and Connie weaned the steer calves this year, the pay weight shrunk 2 percent at Clayton was 726 pounds and 709 pounds at Roy, N.M. The Kansas steers weighed 628 shrunk 2 percent.

But Jim is quick to point out that these weights are higher than normal. The last three years' averages at the three ranches have been 692 pounds.

"I don't know why but the dry grass made this year's calves do amazingly well," Jim tells. "I've been told that the best gain is often during the drier years.

"I have to give a lot of that credit to the cattle, however. These Gelbvieh and Red Angus cows may have their hip bones sticking out but they will have a big ol' calf at their side."

Jim's cows and hefty weaning weights have gotten where they are because he's one selective bull buyer.

Jim studies each and every bull in the Judd Ranch sale catalog, eliminating those that don't meet his specific criteria and starting the lots that have a possibility of making his final list. He might even call Roger Gatz, Judd Ranch's ranch consultant, and pick his brain about the sale offering. The day before the sale, you'll find Jim walking the sale bulls checking out each of his starred lots.

"Visual inspection is important to me," Jim states. "I like a moderate-framed bull that has a square body and a large scrotal circumference. While I have purchased a bull with an 85 or 90-lb. birth weight, I prefer those with a lighter birth weight. And, with our rugged New Mexico country, attention to feet and legs is important."

After going through the bulls, Jim will track down Dave Judd and the two of them will discuss Jim's top picks.

"I've done this routine now for more than 25 years," Jim states. "I trust Dave Judd. He's one helluva cattleman and he's a man of his word.

"And he, Cindy, the boys and Roger are so damn honest. You can believe everything they tell you. Everybody in the cattle business isn't that way."



This Red Angus female, 47L, is typical of the Red Angus females you'll find in the Judd Ranch pastures. This beautiful lady's homozygous polled fall yearling grandson, JRI Per Se 47C51, sells March 4. His stats: 83 lb. birth weight coupled with a 970 lb. actual weaning weight off his three-year-old dam.

## 18 Red Angus Bulls Sell March 4

After using purebred Judd Ranch Gelbvieh bulls for years, numerous Judd Ranch customers who ran commercial herds found themselves in a quandary. They wanted to continue buying bulls from Judd Ranch, but they also wanted to continue to crossbreed. And, while Judd Ranch began offering Balancer bulls in the late 1990s, some producers wanted a breed without any Gelbvieh influence.

Believing that you have to listen to your customers or you won't stay in business, Judd Ranch decided to add a third breed. Their breed of choice, after significant research, was Red Angus, and Judd Ranch was fortunate to purchase a small high-quality herd of high-performing Red Angus females. Utilizing a first-rate AI program, these females are bred to produce purebred Red Angus calves and, when bred to Gelbvieh bulls, Balancer calves.

"Red Angus was a natural third breed for us," Dave Judd states. "In addition to Red Angus being a homozygous polled breed, Red Angus is a solid red non-diluter so our customers won't get gray calves when the bulls are mated to black breeds. Plus, Red Angus have a reputation for being

docile, and we're big on calm temperament cattle.

Dave also liked the fact that, over the last decade, Red Angus has also chipped away as a highly desired feeder cattle. A study of 3.3 million head of feeder calves which sold through 16 different video auctions between 2010 and 2015 showed Red Angus-sired calves had a \$1.92/cwt over black Angus-sired calves.

A check of Judd Ranch's Red Angus herd reveals moderately framed cows that are strong in maternal traits and excel in production efficiency. They have to meet the same standards as Judd Ranch's purebred Gelbvieh herd, with any female not making the grade sent to town.

Every Red Angus bull in the March 4 sale is AI sired, and a vast majority of the 18 Red Angus bulls selling feature multi-generations of breed-leading AI sires in their pedigree. Red Angus sires include LSF TBJ Takeback 4856B, Brown JYJ Redemption Y1334, HXC Conquest 4405P and SLGN X-Files 006X. (Editor's note: If you're looking for bulls that excel in carcass traits, check out the seven sons of LSF TBJ Takeback as he scanned a yearling 8.48 IMF.)

"A solid seed stock supplier should be a tremendous resource for you in selecting your next sire. Communicate to them what you want and ask what bulls they recommend. See if the bulls you have identified are ones they believe will meet your goals."—Aaron Berger, Nebraska Extension Educator (Editor's Note: Roger Gatz, ranch consultant for Judd Ranch, will gladly discuss the bulls that are in the sale. Roger has visually inspected each bull, takes handwritten notes on each bull and is a straight-shooter when it comes to providing information. Please contact him between now and Saturday, Feb. 25.

Roger's toll-free phone number is 800-743-0026.)



Indeed, cattlemen, this is a first-calf heifer that this bull calf is nursing. This beef machine bull sold in the 2014 sale. His stats: 79 lb. birth weight, 912 lb. actual weaning weight off this first-calf heifer and a 1,353 lb. yearling weight. You will find a sale catalog filled with bulls such as this impressive individual.

# Linebreeding Increases Uniformity, Consistency of Calf Crop



*JRI Ms Choice Agent 02M7 was photographed as a first-calf heifer, with her daughter at side. On March 4, a homozygous polled purebred fall yearling Ms Choice Agent grandson, JRI High Stakes 02C10, sells. His stats: 77 lb. birth weight, 969 lb. weaning weight coming off his five-year-old dam and 1,315 lb. yearling weight.*

## Balancer Bulls Combine Maternal Power of Gelbvieh with Angus/Red Angus

Judd Ranch's 39th Bull Sale gives you a choice of three breeds of bulls: Gelbvieh, Red Angus and Balancer. While the Gelbvieh and Red Angus bulls are purebreds, Balancer bulls are a recognized composite breed that is 25 percent to 75 percent Gelbvieh with the remaining percentage either Angus or Red Angus. Balancer bulls combine Gelbvieh's growth, muscle, leanness, fertility and unequaled pounds of calf weaned per cow exposed with the calving ease and marbling of Angus/Red Angus.

Judd Ranch Balancer bulls come with recorded pedigrees, EPDs and registration papers issued by the American Gelbvieh Association.

"If you're a commercial producer with a herd of high percentage Gelbvieh or other Continental females and want crossbred offspring, then Judd Ranch Balancer bulls or Red Angus bulls are a great choice," states ranch consultant Roger Gatz of Cattlemen's Connection. "When either Balancer or Red Angus bulls are used on Continental females, you get the industry's free lunch known as hybrid vigor.

"If you have a herd of straight Angus or British breed cows and want to take advantage of crossbreeding's hybrid vigor, you should probably consider Balancer bulls or purebred Gelbvieh bulls. Which breed you go with would depend on how much Continental you want in your final product. Either way you will get to benefit from some of that hybrid kick."

Commercial cowmen using Gelbvieh bulls on Angus cows, Balancer bulls on Angus females or Balancer bulls on high-percentage Gelbvieh females report weaning weight increases from 30 pounds per calf to 75 pounds per calf. When you spread those extra pounds across a group of calves sired by one bull, you have a lot of "free lunch" pounds: 600 to 1,500 extra pounds on a group of just 20 calves.

Composite breeds such as Balancers capitalize on the relative strengths of existing breeds

Angus and Gelbvieh, with documented research from the U.S. Meat Animal Research Center showing composites such as Balancer offer as much consistency as using the parental breeds separately. Research shows there is no difference between composites and purebreds for birth weight, weaning weight, yearling weight, finished weight, percent retail product, puberty, gestation length or scrotal size.

Dr. Harlan Ritchie, distinguished animal science professor, Michigan State University, (now deceased) once stated, "Hybrid genetics are successful in combining reproduction, growth and carcass traits into simple, well-designed breeding programs for the commercial industry. The use of F1 (first cross resulting from two purebred parents) bulls much like the Balancer program goes a long ways towards providing a simple crossbreeding solution."

When you purchase a bull, you most likely envision his calves looking just like him. And it can be highly disappointing when you get 15 or so calves by that sire and no two of them look alike or look like him. You probably shook your head and thought "What the heck!"

If you want bulls that breed true and produce consistent, predictable offspring, then look for linebred bulls. Focused linebreeding builds more consistent and predictable genetics.

Linebreeding—inbreeding with selection—involves a seedstock producer implementing a program that breeds one sire line and is a way to preserve an exceptional ancestor's influence. Linebreeding provides, so to speak, a ratchet mechanism for holding any gains already made by selection, while attempting to make further gains.

Animal geneticist Dr. Sally Northcutt, Oklahoma State University, points out that linebred cattle have fewer genetic defects and stresses that linebred cattle breed truer. Northcutt says the "why" behind cattle being truer is because they possess more homozygous or identical gene pairs.

Jim Wilton, director of the University of Guelph's Centre for Genetic Improvement of Livestock, agrees, adding that line breeding typically increases the uniformity of a herd's genetics.

Linebreeding of livestock traces to the 1930s when agriculture's success with hybrid corn caught the interest of cattle breeders. In 1934, the USDA's Agricultural Research Service's Fort Keogh Livestock and Range Research Laboratory in Miles

City, Mont., undertook a long-term study on genetic selection and linebreeding of cattle. Those studies today involve a successful linebreeding program in which a high degree of relationship—39 percent—to the founding sire has been maintained for 18 generations. Without linebreeding, the researchers note that the relationship to an ancestor 18 generations ago would be less than one one-thousandth of a percent.

"Linebreeding fixes and maintains certain traits within a population of cattle that then have the prepotency to pass on consistently to future generations those characteristics that have been fixed," writes Jim Lents in his book *The Basis of Linebreeding*.

### Stringent Approach Required

A successful linebreeding program must start with genetically sound individuals, and the person in charge of the program must know what he/she is doing and stay dedicated to the project.

Linebreeding at Judd Ranch was a calculated decision that started back in the days when a majority of breeders were focused on breeding really big females and bulls. Dave Judd didn't agree with the "bigger is better" route. He wanted more moderate-framed, highly fertile cattle that had capacity and were excellent grass converters.

Since Day 1, the Judd Ranch linebreeding program has focused significantly on reproductive efficiency, calving ease and growth."

So back in the day when other breeders were heading the "bigger is better" route, the Judd Ranch program used a moderate-framed, thick bull named Rolls Roych that

combined outstanding performance and structural soundness and a huge scrotal circumference. Rolls Roych was what many a cattleman would call a beef-packed machine.

"We did a lot of research before embarking on a linebreeding program," Dave tells. "While we were aware of the work it would take to develop a successful program, we knew this was the direction we wanted to take since it would increase the uniformity and prepotency of our cattle—providing we started with the right sire.

"And Rolls Roych proved to be the 'right' sire."

Roger Gatz, ranch consultant for Judd Ranch, points out that Dave's solid understanding of the principles of genetics and how to apply the technology and strategies needed to have a successful linebreeding program were critical components to Judd Ranch's successful linebreeding program.

Using Rolls Roych as its foundation, Judd Ranch's linebreeding program advanced with a Rolls Roych son named Partner, followed by Rolls Roych grandson named Grand Prix and then Freedom, who has Rolls Roych in his pedigree.

The Judd linebreeding program also includes Free Agent, a Freedom son; and Top Secret, a Free Agent son.

"One of our goals from the start has been to increase uniformity and consistency, and linebreeding has helped us achieve that goal," Dave Judd states. "Linebreeding has also helped us eliminate genetic defects and attain genetic purity.

"Linebreeding benefits us, and our customers benefit from it as well. It's a win-win all around."

All photos in this newsletter feature females/bulls that are Judd Ranch bred and raised.

*This super bull calf at side of his Judd Ranch first-calf dam is a twin that hit the ground at 63 lbs., then went on to peg the yearling scales at 1,309 pounds. He also had a 17.5 sq. in. ribeye scan at a year of age.*



James Wischkaemper, Texas—

## Wanted Bulls to Increase Weaning Weights, Give Him Top-end Replacement Heifers to Improve Cowherd

Commercial cowman James Wischkaemper, Wischkaemper Ranch of Shamrock, Texas, has been crossbreeding for years and taking advantage of crossbreeding's added benefits.

"We've never pursued having straight-bred cattle," James tells. "We've always crossbred because we like the hybrid vigor achieved from crossbreeding."

At this point in time, James' herd of about 600 mother cows is primarily Angus and Angus cross, with the crosses being Simmental X Angus and Charolais X Angus.

But his herd is about to change. Gelbvieh-influenced females are being added to the herd. And not just any Gelbvieh female, but Judd Ranch-influenced females.

In 2014, James became intrigued after reading a Judd Ranch newsletter inserted into one of his livestock publications. Wanting to know more about Gelbvieh and Judd Ranch, he went online and requested a sale catalog.

"When the sale catalog arrived, I instantly liked the bull on the cover and I didn't care what breed he was," James states. "That red bull said it all for me, I was immediately interested."

So James took the next step.

"I wasn't familiar with Gelbvieh cattle, so I began to research them," he adds.

James says he liked what he read about the maternal strength and the smaller cow weights of Gelbvieh. He said his herd was at a place where he wanted more cow power and a moderately sized female.

"My ideal cow doesn't cost a lot to maintain. She is a good grass converter," James explains. "Along with maternal strength, my favorite female is one that doesn't just lay around but she hustles and grazes and travels well. A lot of our country is rough and not easily acces-

sible, so a cow must have the proper conformation and size to fully utilize it. It's a lot harder to carry that extra 200 lbs over the next hill.

"I also want a herd of females that rebreed within the first 30 days of the breeding season and wean a large enough calf year after year. What I read indicated Judd Ranch-influenced females do just that."

Living in Texas and wanting a bull that's located in northeast Kansas wasn't a deterrent for James, who says he's gone all over the country looking for Simmental and Charolais bulls. Neither was James deterred by the fact that Judd Ranch's bull sale is conducted during a busy time for him.

"I just used Judd Ranch's Sight Unseen program," James states.

James explains that, back in 2014, he combed through his first Judd Ranch bull sale catalog and picked out a select group of bulls. He then called Roger and the two of them discussed each and every bull on James' list.

James says talking to Roger gave him insight to the bulls that could only be obtained visually. In the end, he removed about 50 percent of the bulls on his list and added one or two that Roger suggested.

At the start of the 2014 sale, James wanted four bulls. When the 2014 bull sale concluded, James owned four bulls.

He was so happy with the Sight Unseen bulls purchased for him in 2014 that he was a repeat Sight Unseen buyer again in 2015 and 2016.

"I have full faith in Roger. He's very good at what he does," James interjects.

When calves come off the cows in the fall at Wischkaemper Ranch, weaning weights average 620 pounds. That's without creep, and on "just what mother can give them," he adds.

James says the biggest advance

with using Judd Ranch bulls was increased weaning weights of calves and the quality of the cattle.

"My Judd Ranch-influenced heifers are really nice," James says. "They are easy to pick out from the other heifers."

Impressed with the heifers out of the bulls he purchased in 2014, James kept every one of them. Come February these heifers will calve and James says he has every confidence in them.

With a program where he sells a majority of his steer calves after backgrounding on wheat—or retains ownership through the feedlot, depending on the market—and keeps heifers as replacements, James says he considers a number of factors when selecting a bull.

He favors bulls that have impressive weaning and yearling weights coupled with a large scrotal circumference. And he likes bulls with EPDs that will produce moderate-milking, fertile daughters that have capacity.

Last year, James purchased Lot 161, JRI Profit Producer 254B32, a red homozygous polled Balancer. A son of JRI Pop A Top, Profit Producer posted an amazing birth-to-growth spread, weighing just 56 pounds at birth followed by a 740-pound 205-day weight and a 985-pound actual weaning weight. He's out of a Dam of Merit mama.

After using Profit Producer in his own cowherd, James inquired about selling semen on Profit Producer via Cattlemen's Connection.

"Profit Producer was among my absolute favorite bulls in last year's Judd Ranch sale," Roger states, adding that Profit Producer semen went on the market in late November, and 50 units sold the first day.

"Profit Producer is a definite powerhouse. You can sure tell he's Judd Ranch born and bred," Roger summarizes.



*This beef machine bull calf, JRI Rendevous 246B20, sold in last year's sale. And he had the data to back his eye appeal and structural correctness: 83 lb. birth weight, 1,230 lb. yearling weight and 6.28 lb. ADG. He weaned off his first-calf dam at 71 percent of her body weight. You'll find several Judd Ranch 246 cow family sons selling March 4. Definitely check out JRI Distinction 246C51, a black, homozygous polled fall yearling purebred. JRI Distinction 246C51 features a 74 lb. birth weight and a 946 lb. actual weaning weight off his 11-year-old Dam of Distinction mama.*



*JRI Ms Copy Cat is 10 years old and still knows how to raise babies that meet Judd Ranch's stringent criteria to remain in the herd. Her black, homozygous polled purebred fall yearling son, JRI Painted Black 254C741, sells March 4. This Copy Cat son pounded the weaning weight scales at 1,054 lbs.*



*Judd Ranch has devoted years to raising highly functional, eye appealing purebred Gelbvieh, such as this first-calf heifer. This photograph of JRI Ms Tippie was taken the day before her first scale-busting baby was weaned.*

### Genetic Defect-Free Bulls Important

A survey conducted in 2013 by Michigan State University asked beef producers who purchased performance-tested bulls what they wanted when selecting a herd sire and gave them a choice of 27 items.

The No. 1 factor cited by the cowmen was purchasing a bull "free of lethal genetic defects." This was followed by disposition, breeding soundness, negative for TB and negative for BVD.

*Editor's Note:* Those attending Judd Ranch's 39th Bull Sale are in luck, as all bulls selling on Saturday, March 4, have been determined to be free of known lethal genetic defects, have tested negative for BVD-PI, have passed a breeding soundness exam and have passed a keep/cull disposition test.

**98% of all bulls in a Judd Ranch Bull Sale typically sell to commercial cowmen.**

## Can't Attend the Sale on March 4? Sight Unseen Program a Smart Solution

Every year, 25 percent or more of the bulls going through the sale ring at Judd Ranch are sold to individuals who aren't in the seats bidding. These buyers take advantage of Judd Ranch's Sight Unseen (SUS) program.

The SUS program is a free service—and customers are guaranteed to like the bull purchased for them or it is returned to the ranch at no cost.

While the first Saturday in March is a great day for a bull sale at the Judd Ranch facility near Pomona, Kan., the date simply doesn't work for everyone. Thus, the SUS program was developed.

Through the years, the SUS program has come to work for cowmen who live out of state and don't want to make the drive to the ranch and attend the sale. Others just want to leave the bull buying to Roger Gatz, Judd Ranch's ranch consultant, who knows each and every bull—from their pedigree, performance, visual appearance and temperament.

"Heck, the bulls that have been bought for me through the years and unloaded at the ranch are better bulls than I could have selected," stated one satisfied customer from Kentucky. "I've never been to Judd Ranch, but sale bull quality must run super deep. I'm not buying the high-dollar bulls, and my bulls have been pretty impressive."

### How SUS Works

With the SUS program, an assigned person represents a SUS customer in the bleachers and does the bidding for the customer. An assigned bidder has a bidding number for the SUS customer, knows the bulls wanted and knows the maxi-

mum bid for each animal.

Never does the proxy bidder go over a SUS customer's maximum amount.

"The program has been built on honesty, and it is in everyone's best interest that we keep the program honest," Dave Judd summarizes. "No rafter bids. No bumping bids. That's simply not allowed, and every proxy bidder knows the rules."

Cindy Judd points out that if a buyer doesn't like a bull purchased at the sale when he walks off the trailer, the bull is loaded back on the trailer for a return trip to Judd Ranch.

"We want every Sight Unseen customer to be a happy customer and like their purchases when they see the bulls," Cindy states.

Ranch consultant Roger adds that, to date, not one bull has been returned to the ranch.

### Different Scenarios

Let's look at a couple of different scenarios of cowmen who have used the SUS program in past Judd Ranch sales.

**Scenario A:** You can't attend the Judd Ranch bull sale but you have thoroughly researched your sale catalog and have identified the bulls that would work in your herd. In this case, you simply call Roger Gatz, Judd Ranch's sale consultant, and tell what bull or bulls you want to try to purchase.

If you want to purchase three bulls and have picked out 10 that you like, you simply tell Roger the maximum amount you wish to spend on the three or on a per-bull basis. Once your proxy bidder has purchased three of the bulls that

you identified as possibilities, your proxy bidder is through bidding for you. You won't get stuck with four animals, and you won't go over your maximum dollar amount per head or per group.

**Scenario B:** You want a homozygous black polled bull but can't attend the auction. You have a specific amount you don't want to exceed and are uncertain which bulls might work best in your herd.

In this case, you and Roger will have a conversation about your herd, your herd's goals and the traits you like in a bull. Rog will discuss his picks with you, then he'll give your proxy bidder his selection list. Your proxy bidder will bid on the animals listed and will bid on the bulls selected. Never will your proxy bidder exceed your max price.

**Scenario C:** You want one bull and, after studying your Judd Ranch sale catalog, you have identified seven bulls. You place a call to Roger, give him your chosen lots and the max price to pay. If you have questions, Roger will answer them. After learning more about your herd and what you like in a bull, Roger might even have a couple more bulls that should work for your particular enterprise. Either way, come sale day, a proxy bidder will be in the bleachers bidding for you—and he/she will be trying to purchase your bull for the least amount possible.

"Some people want just one bull and give us just one bull to bid on," explains ranch consultant Roger Gatz, Cattlemen's Connection. "Other people want one, two, three, four or more bulls and give us 10, 15, 20 or so to bid on. Some individuals want just red bulls or just black bulls.

"It doesn't matter how many bulls you want—one or 15, what color of bulls you want or how many dollars you want to spend on a bull or group of bulls, we're here to work for you."

### Satisfied Customers

Jerry Bulman, Dorchester, Iowa, has never been to Judd Ranch but he's purchased two Judd Ranch bulls. Using the SUS program, Jerry purchased his first Judd Ranch bull, a red purebred Gelbvieh, in 2014 to use on some of his commercial Red Angus cows.

"The calves out of that bull turned out really nice," Jerry states. "You could sure tell the Gelbvieh X Red Angus calves from my straight-bred calves. The Gelbvieh cross calves were 50 to 100 pounds heavier this fall."

Jerry says he turned to the SUS

**Sight Unseen Customers:** Please call two to three weeks before the sale to discuss your bull needs. The sooner you call, the more time Roger has to help identify the best bulls for your program. All Sight Unseen orders must be placed with Roger by noon on Friday, March 3 (the day prior to the bull sale). If you call prior to sale week, please call Roger's toll-free office number: 800-743-0026. Sale week, please call Roger on his cell phone: 785-547-6262.

program simply because it's a "ways down to Judd Ranch from here and I wanted a Judd Ranch bull." After speaking in depth with Judd Ranch's ranch consultant Roger Gatz, Jerry said he was confident that Roger knew the bulls and was a straight shooter.

"Plus I knew that Judd Ranch would take the bull back if I didn't like him," Jerry adds. "I had nothing to lose."

Satisfied with the bull purchased for him in 2014—and having been impressed with Dave and Cindy Judd when they delivered the bull, Jerry tried to get another bull in 2015. But he wasn't as fortunate. Not discouraged, Jerry called Roger in 2016 and the two agreed on six head that met his criteria. He says Roger helped him sort through his picks, eliminating a couple and adding others.

Come sale day, Jerry owned his second Judd Ranch bull—a bull Roger calls "one of the best bulls ever raised at Judd Ranch."

"When Roger and I were talking before the sale, he described Lot 182 as having nuts, butts and guts," Jerry chuckles. "A guy who lives about 50 miles or so down the road hauled the bull from Judd Ranch to his place, and I went down to pick him up. When I saw the bull, Roger's description came to mind and he was 100 percent correct.

"The guy who hauled the bull to his place was impressed with the bull and asked if he could keep the bull. That didn't happen."

John Heiger, Wamego, Kan., says he thought about purchasing a Judd Ranch bull for 10 years or so but didn't. A twist of fate caused him to rethink his bull buying philosophy and, in 2015, he said he decided he wasn't going to go another year without a Judd Ranch bull.

"I lost a leg that year and couldn't get around well but that wasn't going to stop me from buying a Judd Ranch bull," John tells. "I called Roger with Cattlemen's Connection, and we went through the sale catalog.

"He knows quite a bit about the cattle—pedigree, performance, dis-

position, muscle pattern, etc.—and, knowing I wanted two bulls, he helped me narrow my list to 12 to 15 bulls. I ended up buying two Judd Ranch Balancers."

John says he was so pleased with his first SUS bulls that he used the SUS program in 2016 and bought three more bulls.

"I am well satisfied with the calves out of my first bulls," John states. "The calves weighed 600 to 700 lbs. at weaning, and they look as good as you think they should."

Howard Wood, Missouri, has purchased bulls from Judd Ranch for a number of years and has utilized the Sight Unseen program a couple of times.

"Last year I didn't have time to go to the sale and wanted a Judd Ranch bull so I gave Roger a call," Howard tells. "Roger and I talked about my choices and a couple of bulls that he liked. Using this information, I narrowed my list down to several bulls and gave those lot numbers to Roger."

When the 2016 bull sale ended, Howard was the owner of another Judd Ranch bull, a Balancer.

"My proxy bidder stayed within my price range, and I got the bull for less than I was willing to pay for it."

### Call EARLY Please

To give each SUS customer the time and attention he or she deserves, Roger asks that SUS customers give him a call between now and Saturday, Feb. 25, two weeks before the March 4 bull sale.

"We work with a lot of Sight Unseen customers and every customer is important to us," Gatz states. "Once we are two weeks before sale day, I'm so busy that I can barely see straight. Before that, I will give each person as much time as they want and discuss each and every bull in depth."

To learn more about the Sight Unseen program or to discuss your Sight Unseen bulls of choice or various bulls in the sale, call Roger toll-free: 1-800-743-0026.



*Judd Ranch Balancer females have the same natural fleshing ability combined with unsurpassed teat and udder quality as their purebred Gelbvieh and Red Angus herd mates. This black Balancer female is typical of the Balancer females you'll find in every Judd Ranch pasture.*

# Judd Ranch 39<sup>th</sup> Gelbvieh, Balancer & Red Angus Bull Sale



**JRI Triple Threat 285A209** is a homozygous black, homozygous polled, fall yearling Balancer that sold in the 2015 sale. His stats: 80 lb. birth weight and 1,015 lb. weaning weight off a first-calf dam. Triple Threat's maternal brother, JRI Reved Up 285C809, sells March 4. He's a black, homozygous polled purebred Gelbvieh fall yearling with every inch of awesomeness. Both Reved Up and Triple Threat nursed a 2016 Dam of Merit mama.



**JRI Marshall 214X2** is a black, homozygous polled Balancer that sold in the 2014 bull sale. His stats: 79 lb. birth weight coupled with an impressive 1,273 lb. yearling weight. Today Marshall is the most widely used Balancer AI sire in the breed. On March 4, Marshall's homozygous black, homozygous polled spring yearling purebred Gelbvieh maternal brother, JRI Secret Link, sells. And, cattlemen, these brothers are out of a 2016 Dam of Distinction dam.



**JRI Super Duty 9Y53** is a black, homozygous polled purebred Gelbvieh fall yearling that sold in the 2013 sale as Lot 3. Today, Super Duty is one of the breed's hottest young AI sires. On March 4, two homozygous polled purebred Gelbvieh fall yearling ET full brothers to Super Duty sell. Their average weaning weight: 950 pounds. And both are out of a Dam of Merit dam.



**JRI Top Gun 254X822** (right) is a black, homozygous polled purebred Gelbvieh Judd Ranch herdsire. The March 4 sale includes 9 powerhouse Top Gun sons. In addition, Top Gun's black, homozygous polled purebred Gelbvieh full brother, JRI Secret Instinct 254U83, has 60 sons selling March 4. You can get another piece of this genetic power as a black, homozygous polled purebred fall yearling out of Top Gun and Secret Instinct's full sister 254Y76 will sell. JRI Sixth Sense stats: 82 lb. birth weight, 816 lb. 205-day weight and 999 lb. weaning weight off his fourth-calf dam.

## 115 Spring-born 13- to 14-month-old Bulls Sell Saturday, March 4, at Judd Ranch



### Averages of Spring-Born Bulls

Birth Weight: 82#

205 Day Weight: 713#

Actual Weaning Weight: 812#

This group of bulls is on gain test. Remaining data will be available in mid January.

### Additional Statistics of the Spring-born Bulls

100% feature JR Dam of Merit/Distinction cow families

100% are polled

104 are homozygous polled

79 are black and polled

100% are sired by breed-leading AI sires

### Breed and Numbers of Spring-born Bull Offering

24 Black Polled Purebred Gelbvieh Bulls

13 Red Polled Purebred Gelbvieh Bulls

54 Black Polled Balancer Bulls

10 Red Polled Balancer Bulls

15 Purebred Red Angus Bulls

### Sires of the Spring-born Bulls with Number of Sons Selling

#### Gelbvieh & Balancer Sires:

Secret Instinct - 21

Connealy Consensus - 17

Pop A Top - 11

Secret Sensation - 7

Marshall - 7

Sitz Dash - 6

Pedro - 5

Final Answer - 5

Blue's Impact - 4

Schiefelbein Effective - 4

Basin Payweight - 4

Top Gun - 3

General Patton - 3

Secret Component - 1

Top Producer - 1

About Time - 1

Sniper - 1

Mytty In Focus - 1

#### Red Angus Sires:

Conquest - 9

Takeback - 7

X-Files - 1

# **R Saturday, March 4, at the ranch, Pomona, Kan. R**

**Sale starts promptly at 12 Noon at the Ranch, located 1 hr. southwest of Kansas City**

## **200 Fall-born 17- to 19-month-old Bulls Sell Saturday, March 4, at Judd Ranch**



### **Averages of Fall-Born Bulls**

Birth Weight: 82#	Yearling Scrotal Circ: 39.5 cm
205 Day Weight: 741#	Pelvic Measurement: 179 cm
Actual Weaning Weight: 916#	Yearling Frame: 5.6
365 Day Weight: 1,198#	Yearling Ribeye: 14.2 sq. in.
Average Daily Gain: 4.81#	Yearling Rib Fat: 0.19 in.
	IMF: 3.5

### **Additional Statistics of the Fall-born Bulls**

- 100% feature JR Dam of Merit/Distinction cow families
- 100% are polled
- 164 are homozygous polled
- 118 are black & polled
- 93% are sired by breed-leading AI Sires

### **Breed and Numbers of Fall-born Bull Offering**

- 60 Black Polled Purebred Gelbvieh Bulls
- 64 Red Polled Purebred Gelbvieh Bulls
- 57 Black Polled Balancer Bulls
- 16 Red Polled Balancer Bulls
- 3 Purebred Red Angus Bulls

### **Sires of the Fall-born Bulls with Number of Sons Selling**

#### **Gelbvieh & Balancer Sires:**

Pop A Top - 42	Oliver - 6	Top Secret 1 - 3
Secret Instinct - 39	Sitz Dash - 6	Cherokee Canyon - 2
Secret Sensation - 19	Marshall - 5	Hoover Dam - 2
Secret Component - 19	Next Step - 5	Top Secret 2 - 1
Pedro - 13	Most Wanted - 4	Top Recruit - 1
Final Answer - 9	Next Level - 3	Zach - 1
Poppin Good - 7	Mytty In Focus - 3	
Top Gun - 6		

#### **Red Angus Sires:**

Conquest - 2	Redemption - 1
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### **Sale Facts:**

- All sale bulls are Judd Ranch bred and raised.
- 273 homozygous polled bulls & 196 black polled bulls sell.
- 100% of the Gelbvieh and Balancer bulls are out of Judd Ranch Dam of Merit/Distinction cow families.
- 96% of the sale offering is sired by breed-leading AI sires.
- All Judd Ranch sale bulls sell with a genetic defect-free guarantee from known genetic defects. Each sale bull has passed a breeding soundness exam and has tested negative for BVD-PI.



*JRI Optimizer 148A24 is a homozygous black, homozygous polled Balancer and a young Judd Ranch herd sire. Optimizer's stats: 72 lb. birth weight, 851 lb. 205-day weight, 990 lb. weaning weight off a first-calf dam (79.5% of dam's 1,245 lb. body weight). A homozygous polled purebred Gelbvieh maternal brother to Optimizer sells March 4. JRI Paparazzi 148C54 sports a 76 lb. birth weight and 998 lb. weaning weight and is out of a 2016 Dam of Merit dam.*



*JRI Pedro 207Z74 is a black, homozygous polled purebred Gelbvieh and a breed-leading AI sire. Ditto for his deceased brother JRI Journey 207S74. You will find 18 meat-packing Pedro sons in the March 4 sale. Pedro and Journey's homozygous black, homozygous polled purebred Gelbvieh maternal brother, JRI Calling The Shots 207C44, also sells March 4. This meat machine weaned off his 12-year-old dam at 1,026 lbs.*

**Call today for a sale catalog: Cattlemen's Connection**

**Toll free: 1-800-743-0026.**

**You can check out the sale catalog online at [www.juddranch.com](http://www.juddranch.com) as early as Feb. 1.**

## Save Time, Money & Dehorn the Natural Way with Homozygous Polled Bulls



Judd Ranch pastures contain first-calf heifers that raise strapping big bull calves and “I like ‘em like that” heifer calves. The bull calf at side of this first-calf heifer sold in the 2014 bull sale. He came with a 1,343 lb. yearling weight and 16.9 sq. inch yearling ribeye. Bulls in this year’s sale sell with equally impressive stats.

### ‘Pricey’ Bull Ended up “A Bargain’

Twenty-four years ago, Lloyd Meier of Marion, Kan., bought a bull that changed the direction of his cow herd and helped prepare him for retirement.

“I remember my first Judd Ranch bull sale like it was yesterday,” states Lloyd, the owner of Just Me Farm. “I had just got out of the hospital from open heart surgery and I was bound and determined to go to Judd Ranch’s bull sale. My wife never thought it was a good idea but we went.

“While I thought the bull I bought was a bit pricey at the time, he ended up a bargain. Buying him was the smartest thing I’d done in a long time. And now I just keep moving forward.

“A year or so ago, my veterinarian told me that I have some of the best cattle in the state. I knew that wasn’t true so I had to tell him that the best cattle in the state weren’t at my place but were at Judd Ranch.

“He looked right back at me and said, ‘Well, then you have the best herd in the county.’ That made me smile.”



This is what you can expect production-wise out of a first-calf heifer at Judd Ranch.

**FREE trucking within continental U.S. on purchases totaling \$20,000 or more. This is convenient, door-to-door delivery.**

If you want to save time, money and frustration and not have to dehorn your calves, then buy a polled herd sire. Dr. Eldon Cole with the University of Missouri says the best time to dehorn calves is at conception, and “of course that means dehorn genetically with homozygous polled animals,” he elaborates.

Dr. Bob Schalles, professor emeritus, Kansas State University, agrees with Dr. Cole, calling homozygous polled bulls “100% dehorners.”

When you purchase a homozygous polled bull, every one of his calves will be polled. That future replacement heifer, future herdsire or steer calf sired by your homozygous polled bull won’t have to be dehorned and won’t suffer a weight setback due to dehorning. Plus each of those animals should be worth more come marketing time.

While using a polled herdsire is a definite plus, going with homozygous polled genetics is an even bigger plus.

“More than 90 percent of our semen sales for Gelbvieh and Balancer AI sires are homozygous polled sires,” states Roger Gatz, ranch consultant for Judd Ranch who also has a beef semen sales business.

“The polled trait is more than a convenience trait. The polled factor also can contribute directly to sav-

ings in time, facilities, drug and labor—and can give you a significant return on investment.”

Data collected from nine Texas livestock auctions on 1,420 lots with 7,073 head shows that polled calves sold for an average \$127.78/cwt. compared to their horned counterparts that sold for \$104.91/cwt. That’s a \$22.87/cwt. average difference—or \$114.35/head. On a group of 50 calves averaging 500 lbs./year, we’re talking an additional \$5,717.50 just for selling polled or dehorned calves.

Arkansas extension beef specialist Tom Troxel points to research that shows horned calves marketed at weaning age were discounted \$8/cwt. On a 500-weight calf, that’s an extra \$40 removed from your pocket. Turn that around, selling polled calves could put an extra \$40 per head in your pocket.

University of Tennessee researchers found that calves dehorned when they are more than two months of age may require two weeks to return to their pre-dehorning weight. Calves dehorned at six months of age or older incur a setback in performance of more than 100 days. Dehorning at three months also showed a negative performance response, although it was less than calves dehorned at six months.

Roger has experienced similar

results as the University of Tennessee findings. While working with a Wyoming seedstock producer who weighed his spring-born calves twice in the fall, Roger says a comparison of weights revealed that calves that were dehorned and castrated never gained in the three- to four-week period between the first and second weighings.

“While I realize castrating is a big event in a calf’s life, so is dehorning,” Roger states. “Freshly dehorned calves tend to be depressed. They don’t eat or gain as they would during a non-stressful time. That’s leaving money on the table when you consider you can dehorn genetically and not be bothered with manual dehorning.”

Knowing the value of having homozygous polled animals identified, Judd Ranch has DNA tested individual herd members for the homozygous polled factor. Dave Judd adds that, while DNA testing comes with a price tag for them, he calls the amount spent “an investment in what our customers want.”

To date, 90%-plus of Judd Ranch animals that have been DNA tested have proven to be homozygous polled.

This year’s March 4 sale includes 270 homozygous polled bulls—and every bull sells with a free from known genetic defects guarantee.



The female in this photo is JRI Ms Faithful 270Y25 as a first-calf heifer. Today, she continues to meet Judd Ranch stringent criteria to stay in the herd, living up to her name by faithfully producing impressive offspring. The March 4 sale includes a black, homozygous polled Balancer son out of Faithful. JRI Secret Instinct 270C35 is one meat machine, weaning off Faithful at a whopping 1,002 lbs. Yes, you read that right: he weaned off at 1,002 lbs.

**The 160 purebred Gelbvieh bulls in this year’s sale rank in the Top 10% of the breed for Calving Ease. The 137 Balancer bulls in the sale rank in the Top 15% for Calving Ease.**



*It's bull calves like this—and first-calf heifers like this one—that make the Judd Ranch crew smile. Fertility is one component of Judd Ranch's "The Complete Package," and this heifer exemplifies fertility. She shortened her gestation length with her second calf by eight days.*



*JRI Ms Madeline 132P11, a purebred Gelbvieh, can flat bring home the beef. Her homozygous polled purebred Gelbvieh son, JRI Patriot 132C51, sells March 4. He weaned off his 11-year-old dam at 974 lbs.*

## Who's Been Buying Judd Ranch Bulls?

Commercial cowmen purchase 98% of Judd Ranch bulls. In the 2016 sale, 17 of the 18 top-selling bulls went to commercial producers.

Judd Ranch bulls in the 2016 sale found new homes in 20 states: Alabama, Arkansas, Georgia, Idaho, Illinois, Iowa, Kansas, Kentucky, Missouri, Nebraska, New York, North Carolina, North Dakota, Oklahoma, Pennsylvania, South Dakota, Tennessee, Texas, Utah and West Virginia. Two bulls also sold into Canada. Many of these buyers were repeat buyers.

Last year's sale had 271 bulls and 260 registered bidders, with 175 successfully putting in a final bid. As might be expected, Kansas and Missouri had the most buyers. Fifty-nine

Kansas buyers purchased 85 bulls while 45 Missouri buyers took home 67 bulls.

A check of the last seven sales shows that bulls sold into 19 states, with bidders from an average of 23 states.

What does this mean to bull buyers? Two things: 1) Judd Ranch bulls selling into so many states indicates that they work in all kinds of environments and climates. 2) With bulls being hauled to so many states, trucking costs can be kept very reasonable. While a sale of \$20,000 or more entitles a buyer to free trucking, buyers purchasing just a couple of head can save on trucking fees since bulls are typically hauled to 20 or more states.

## Jim Neis, Neis Brothers, Kansas— Research Took Them to Judd Ranch, Results Keep Them Coming Back

Twenty years ago, Jim Neis's dad and cousin were using Hereford bulls on their Angus-based cows and getting black baldy calves. While they liked the crossbred calves, they wanted cows with better udders and wanted a touch of Continental in their calves. So they researched breeds and breeders and ended up at a Judd Ranch bull sale.

"Judd Ranch Gelbvieh bulls started taking our program in another direction," Jim states. "The crossbred calves out of our Angus-based cows and the black Gelbvieh bulls were really nice and replacement heifers were a game changer.

"Before Judd Ranch bulls, the herd had a bit of a disposition problem. We've been keeping our Judd Ranch-influenced females, and today our herd is right on track when it comes to disposition."

Through the years, Jim has become part of the cattle enterprise and he's followed his dad and cousin's footsteps and buys bulls from Judd Ranch. Their choice now is black Balancer bulls.

"When Judds started selling Balancers, we went that route,"

Jim tells.

Jim describes his cowherd as moderate framed and "excellent mothers that take care of their babies." He says the first-calf heifers know what to do when a calf is born. And the newborn calves jump up and nurse.

"Everyone's happy," he interjects.

Heifers calve starting Jan. 15, followed by the mature cows starting Feb. 20. When calves are weaned, weights are typically 550 to 600 lbs.

Neis Brothers Farm precondition its steer calves and puts them on feed until they reach about 800 pounds. The calves typically gain 3 to 4 lbs. a day. While they once retained ownership on their steer calves, times have changed, and now steer calves are marketed at one of two local auction barns.

Neis Brothers Farm keeps its top end of the heifer calves. The heifer calves are developed then bred AI to Angus bulls.

The next top cut of heifers are marketed as replacements using either the Judd Ranch web site or word of mouth.

"Because we keep heifers and sell some as replacements, we go after bulls that have big wide pelvic areas to pass on to their daughters," Jim elaborates. "We also want bulls with large testicles since there is a correlation between large testicles and the fertility of daughters."

With a program that involves two breeds—Angus and Gelbvieh, Jim says you only have to look at the calves to know which are Angus and which have Gelbvieh in them.

"The Gelbvieh-influenced calves wean off bigger and look nice when they are done," he adds. "Angus and Gelbvieh make a complete package animal."

As Jim reflects on his relationship with Judd Ranch, he says they haven't missed many bull sales.

"We're not a volume buyer—we buy two or three or perhaps even just one bull a year," Jim states. "But we firmly believe in Judd Ranch bulls and Dave Judd.

"Through the years, Dave has always stood behind the bulls we've purchased. And that is worth a lot."



*Super female JRI Ms Amber 017S9 is one calf-raising mama. Check out the testicular development on her meat-packed son. Amber's homozygous polled 2015-born fall yearling purebred Gelbvieh son, JRI Red Man 017C1, sells March 4. This "he'll get it done for you" son weaned off the 9-year-old Amber at 956 lbs.*

**Can't attend the sale? Use the FREE Sight Unseen Program.  
It's a FREE service, and comes with guaranteed customer satisfaction.**

## Scrotal Circumference Important, 'Operation's Profitability is Directly Tied to the Herd Bull's Breeding Capability'

If you've been wondering if bigger is better when it comes to a bull's scrotal circumference, consider this information from George Perry, Beef Reproduction and Management Specialist, Department of Animal and Range Sciences; Julie Walker, Beef Specialist, Department of Animal and Range Sciences; and Russ Daly, DVM, Department of Veterinary Science, South Dakota State University: "Percent calf crop weaned is the single most important factor influencing profitability, and the number of cows bred during the breeding season plays the largest role in percent calf crop weaned. Therefore, an operation's profitability is directly tied to the herd bull's breeding capability."

Alison Van Eenennaam, beef extension specialist, University of California-Davis, agrees, adding that a calf born early in the calving season, as both the markets and common sense dictate, is worth more than a calf born at the end of the calving season. Research backs Dr. Van Eenennaam's statement, showing that calves born in the first 21-day calving period, without sire effects removed, weaned an average of 723 lbs., while calves born in the fourth and last calving period (64 days or more) weaned an average of 676 lbs. The lighter calves might have sold for more dollars/lb., but were still worth less/head. What's more, Van Eenennaam says, earlier-born calves returned carcasses of greater value.

Adding it all together, the research shows that calves born the first 21 days of the calving season, regardless of how they were sold,

returned about 40% of total ranch income, and calves born in the first 42 days accounted for 72%.

"For a long time now, we have preached about scrotal circumference in bulls and relationships between scrotal circumference and measures of male fertility. Overwhelmingly, data indicate bulls with larger testicles produce more semen—and all measures of semen quality improve as scrotal circumference increases," states Dr. John C. Spitzer, professor of reproductive physiology, Clemson University.

While the beef industry has determined that minimum acceptable scrotal circumference size at 12 to 15 months of age is 32 to 33 centimeters, one study shows that seminal quality increases up through a scrotal circumference of 38 cm. And, scrotal circumference appears to be a more accurate predictor of when a bull reaches puberty than either age or weight.

For cowmen seeking a bull that will produce herd sires, there's more good news when you use a sire with a larger scrotal circumference.

"There is also a positive genetic correlation between a sire's scrotal circumference and the scrotal circumference of his sons," Perry shares. "This indicates that bulls with a larger scrotal circumference will likely sire sons with larger scrotal circumference."

Research shows that, for every 1 centimeter increase of a sire's scrotal circumference over the population average, one can expect a 0.25 increase in scrotal circumference in male offspring.

"While I will not bore you with



*Judd Ranch doesn't breed for extremes. Instead, it has focused on the predictability of balanced traits including fertility, calving ease, performance and efficiency. The result is productive females from strong cow families with proven genetics and mothering ability – cows that produce highly fertile bulls and females that help customers succeed in the cattle business.*

calculations of formulas involved with statistics, here is the skinny on scrotal circumference: If you buy a bull with a scrotal circumference 4 cm larger than average, his sons will have a 1 cm larger scrotal circumference and his daughters will reach puberty 15 days earlier. Buying a bull with 4 cm larger scrotal circumference is a pretty easy way to select for heifers which reach puberty earlier," Spitzer explains.

The South Dakota researchers echo Spitzer. They add that daughters of bulls with large scrotal circumferences should "reach puberty at younger ages, be more likely to be cycling by the beginning of the breeding season and be more likely to become pregnant early in the breeding season."

Spitzer stresses that there is a high correlation (.81) between scrotal circumference and sperm output. In yearling bulls, researchers have observed that, as scrotal circumference increases, motility, percent normal sperm, volume, sperm concentration and sperm output increase and percent abnormalities decrease.

South Dakota researchers agree.

"As scrotal circumference increases, so does the daily produc-

tion of high-quality sperm," George Perry states.

Bottom line: Purchasing a bull that excels in scrotal circumference could very well result in cows being impregnated early in the breeding season—thus, earlier-born calves and more dollars in your pocket. Plus, more fertile replacement females and sons with large testicles.

*(Editor's Note: The yearling scrotal circumference average for Judd Ranch's 201 fall yearling bulls selling March 4 was an impressive 39.5 cm. While the scrotal circumference of the spring-born bulls won't be taken until the end of December, the yearling scrotal circumference average for the spring bulls should be equally as impressive as the fall bulls. All scrotal circumference measurements taken at Judd Ranch are performed by an independent third party who has 25-plus years of experience. The scrotal circumference for each sale bull will be listed in the sale catalog that will be available online at [www.juddranch.com](http://www.juddranch.com) after Feb. 1. If you would like to have a sale catalog, please call Cattleman's Connection at 800-743-0026 or complete and return the request form found on Page 15.)*

## First Trip to Judd Ranch's Bull Sale?

If you have never attended a Judd Ranch bull sale and are curious if the trip is worth your time and travel expense, then consider this: Judd Ranch will reimburse your travel expenses if you are attending for the first time and the offering is not as described to you.

"I am confident in the Judd Ranch program and our ability to accurately describe the bulls," states ranch consultant Roger Gatz, Cattleman's Connection.

"To that end, Judd Ranch offers a travel expense reimbursement customer satisfaction guarantee. If you drive or fly to the sale and the bulls are not as described to you before you arrive, then Judd Ranch will reimburse your travel expense."

To qualify for Judd Ranch travel expense reimbursement program, you must call ranch consultant Roger Gatz prior to sale and talk to Roger about your herd and your herd sire needs. The bulls will be described to you in detail. If you attend the sale and find that the bulls not as described, then Judd Ranch will reimburse you for your travel expenses. It is that simple.

"I can honestly say that the first comment of many first-time sale attendees is that they are extremely impressed with the bulls and the depth quality of the sale offering," Roger relates. "In fact, most say the bulls were better than how we described them."

To learn more about this customer guarantee or to discuss the sale offering, contact ranch consultant Gatz toll-free number at 1-800-743-0026.



*Many an hour is spent on horseback at Judd Ranch.*



*Judd Ranch wants its customers to be successful in their endeavors. That's why fads are ignored and solid cattlebreeding principles are followed.*

## Herd Health a Priority at Judd Ranch

Brett Barham, extension livestock specialist, and Tom Troxel, Extension Beef Cattle Specialist, both with the University of Arkansas, advise cattle producers to “purchase bulls from reputable breeders who provide records of their herd health programs.” Likewise, the South Dakota Animal Industry Board stresses that “asking pertinent questions before buying is good disease control and good business.”

When it comes to herd health, two philosophies come into play at Judd Ranch: 1) It’s better to prevent disease than to treat it; and 2) Judd Ranch customers deserve disease-free females and bulls.

“Our herd health program starts the day a calf is born and continues throughout its life on the ranch,” Dave Judd tells.

Judd Ranch’s health program integrates vaccination, medicine and management to prevent disease. A targeted focus on nutrition, management and housing programs are part of the ranch’s disease resistance efforts.

“While this all-around approach takes a continual effort, it is worth the investment,” Dave relates. “We benefit, and our customers deserve this reassurance.”

Overseeing the ranch’s day-to-day veterinary needs is Dr. Larry Mages, Cottonwood Animal Hospital, Ottawa, Kan., who has served as the ranch’s local veterinarian for more than 20 years. Dr. Mages is the guy you typically see at the

settlement table on sale day signing health papers.

### Negative for Brucellosis

Judd Ranch tests all cows and herd bulls annually for brucellosis, and is an Accredited Brucellosis Free herd—Certification #271. Judd Ranch has achieved brucellosis-free status for more than five years.

### Negative for Johne’s Disease

The prevention of Johne’s disease, a silent chronic infection causing intermittent to continuous diarrhea and wasting in cattle more than two years of age, is always on Judd Ranch’s radar screen.

While Judd Ranch has never experienced, or even suspected, any cases of Johne’s disease in the herd, Judd Ranch has tested for Johne’s disease.

“Testing shows that we are an extremely low-risk Johne’s disease herd,” Dave states. “I wish I could say we’re a Johne’s-free herd, but no cowman can say that. We’re a Level 4 Johne’s-free herd.”

Only an elite group of U.S. beef herds can say that they are a low-risk herd, and testing shows Judd Ranch is among the herds that can make that statement with confidence.

### Negative for BVD-PI

Judd Ranch tests all sale bulls for persistent infection (PI) of bovine viral diarrhea (BVD). Every bull selling in the spring bull sale has tested negative for BVD-PI. BSE Exam

Every bull offered for sale at

a Judd Ranch Bull Sale has also passed a breeding soundness exam (BSE) performed by a qualified veterinarian. This BSE includes checking the animal’s scrotal size and shape, plus an internal and external examination of the reproductive tract and a semen evaluation for sperm cell motility and normality.

### Genetic Defect Free

Dr. Ron Lemenager, beef extension specialist with Purdue University, urges cattle producers to avoid purchasing animals that carry genetic defects and can pass these defects to their offspring. And, while a genetic defect is not a disease, a genetic defect is similar to a disease because it can cause significant problems in a herd.

“Almost every breed has one or more genetic defects, and they can sneak up on you if you’re not careful,” Lemenager said.

Lemenager advises producers to study every animal’s pedigrees and know which animals are free of genetic defects. The alternative is to only purchase breeding stock that have been DNA tested and declared free of known defects.

Ranch consultant Roger Gatz, Cattleman’s Connection, and the Judd Ranch crew agree with Lemenager. That’s why Judd Ranch herdsires and AI sires have been tested for known genetic defects and have been determined to be free from known genetic defects. Ditto for all sale bulls, and they sell for a known genetic defect free guarantee.



*Fertility and longevity are part of Judd Ranch’s “The Complete Package.” This beautiful purebred Gelbvieh female, JRI Ms Pld Designer 53E40, was 12 years old when this photograph was taken. Note her oh-my-goodness-gracious teat and udder structure—even at 12 years of age.*

## Judd Ranch Bulls are Affordable

If you think all Judd Ranch bulls typically sell beyond your preferred price point, you might want to attend a Judd Ranch bull sale and see for yourself. In last year’s sale, slightly more than a fourth of the spring yearling bulls—27 percent to be exact—sold in the \$2,000 to \$4,000 range.

While we cannot guarantee prices that bulls will sell for in this year’s sale since the price of each bull is based on supply and demand—and what all bidders are willing to invest in a bull, we can tell you that supply of bulls is up again this year. The number of bulls selling this year in Judd Ranch’s sale is a record 315.

We hope you can join us for the March 4 sale.

Please give me call at 800-743-0026 if you have any questions about any bull selling. I have personally evaluated every bull in the sale and would gladly give you my opinion.

— Roger Gatz, Judd Ranch ranch consultant



*Teat and udder excellence is a given on all Judd Ranch females. Just check out the teat and udder structure of this purebred Gelbvieh female. And she is more than pretty to look at. She’s also a four-time honored Dam of Merit. Editor’s Note: 100% of the Gelbvieh and Balancer sale bulls have a Dam of Merit/Dis-tinction female in their pedigree.*

## 273 Homozygous Polled Bulls Sell!

Judd Ranch continually strives to add more value to your next calf crop.

Homozygous polled DNA testing of individual herd members at Judd Ranch shows more than 90% are homozygous polled. This year’s sale features 273 homozygous polled bulls. Based on pedigree, all other bulls in this year’s sale have a 75% or greater chance of being homozygous polled.

*Longevity and impressive weaning weights are the norm at Judd Ranch. This photo of JRI Ms External Echo was taken in ‘08. This female is now 16 years of age and has a remarkable 366-day annual calving interval. Her fall yearling homozygous black, polled purebred son, JRI Crowd Pleaser, 148C40, sells March 4. His stats: 84 lb. birth weight and actual weaning weight of 1,008 lbs.*



## Judd Ranch Family

*Continued from Page 3*

or a bull that will meet the needs of our customers.

“We have a responsibility not only to ourselves to be profitable but to our customers to produce the genetics that will make them profitable.”

### Family Ranch

Judd Ranch is a family business. Throughout their childhood and youth, sons Nick and Brent were at their parents' sides. Today both sons and their families are involved in the day-to-day business. Like other cowmen, each knows long days and love the cow business.

“The only time the boys were away from the ranch was when both were in college,” Cindy tells. “And both spent many weekends away from college, returning to the ranch to help out.”

“Dave and I have been blessed that both boys and their spouses love the cattle business. The ranch has grown through the years. In addition to the seedstock operation, we also farm corn, beans and alfalfa. We raise our own feed and, most years, market a large portion of our alfalfa, prairie and brome hay.

Cindy adds that there's never a

dull moment or a week of down time, and that it definitely takes a team to accomplish all of the tasks.

While each Judd Ranch family member chips in when and where needed, certain individuals head up specific areas.

Dave oversees the overall management of the ranch and is the go-to man. He's hands-on and about the only time he takes time away from the ranch is to deliver bulls and females to customers.

“Most people would probably call Dave a workaholic,” his wife Cindy states. “Dave loves his cows, and I wouldn't have him any other way.”

The couple's older son Nick manages the embryo transfer center—including detecting heats on donors and recipients—and oversees the clipping of all sale cattle. Nick is also in charge of hay sales and grain storage and handles the certification of chemicals for crop and pasture management.

Brent is Judd Ranch's golden arm—the key AI technician for all heifers and cows. Brent also processes all newborn calves, preg checks, heads up the row crop planting and assists with sale duties.

Judd Ranch's matriarch, Cindy, serves as office manager and night

calver.

Nick's wife Ginger is Judd Ranch's pen bull wrangler. She is in charge of halter breaking all of the bulls that comprise Judd Ranch's entries into the National Western Stock Show's Pen Show.

Brent's wife Ashley handles registration work, the ranch's web site and details such as the female sale's judging contest.

“When it's time to work cattle, build corrals, rake hay, remove and build fences and the hundreds of other tasks needed to keep the ranch functioning, everyone pitches in,” Cindy tells. “Even the older grandkids.”

Judd Ranch expanded by one this past year: baby Avery Jo, born to Brent and Ashley. Other grandkids include Nick and Ginger's three—Lily, 13; Levi, 9; and Lacy, 7—and Brent and Ashley's son Oliver, 4.

“The older grandkids would spend every minute on the ranch with their mom, dad, Poppa Dave or me if they could,” Cindy states. “They love riding horses, tagging along, whatever they are allowed to do on the ranch.”

“Lily has become quite the right-hand helper, and Levi is a hard worker as well. We are indeed a family ranch, and the next generation is learning the ropes on a daily basis.”



*Most people likely couldn't guess the breed of this female. Her real identity: She's a black purebred Gelbvieh and so typical of Judd Ranch Gelbvieh females. Her fall 2014 son pounded the weaning weight scales at 980 pounds.*

## Additional Facts about Judd Ranch:

- Backed by more than 10 generations of objective performance data that is used in decision-making. Data—which is taken by an independent third party—includes weights, rate of gain and measurements for pelvic area, scrotal circumference, frame, backfat and ribeye area.

- Has a spring-calving and a fall-calving herd. Fall calving season starts in mid-August and goes through mid-October—a 60-day window. The 50-day spring calving season runs from mid-January through mid-March.

- Approximately 90 percent of all Judd Ranch females have AI calves, with the remaining females having calves sired by nationally known AI bulls.

- To propagate superior genetics, donor program consists of 15 to 20 females.

- Uses linebreeding to achieve uniformity and consistency. (See related article on Page 5.)



*This beautiful female, JRI Ms Hot Pursuit 207U33, has been honored as a Dam of Merit female every year of eligibility. You can get a piece of these top-end genetics as Hot Pursuit 207U33's black, polled purebred Gelbvieh fall yearling ET son, JRI Select Few 207C47 ET, sells March 4. You're bound to like his weaning weight: 998 lbs. Yep, he has the genetic potential to boost the weaning weights of his offspring.*

## Greg Brewer, Oklahoma—

# JR Genetics Helping Reach Herd Goals

When Greg Brewer and his wife Amy of Stuart, Okla., started increasing their cow numbers, they followed the footsteps of Amy's granddad and turned to Judd Ranch for their bulls.

“Amy's granddad had purchased bulls from Dave and Cindy and was always satisfied,” Greg states. “We wanted to improve the quality of our cowherd, and we thought Judd Ranch bulls could help us achieve that goal.”

With 200 to 300 Angus cows and wanting to keep their calves black, Greg and Amy's choice of Judd Ranch bulls was black polled Balancers: ¾ Gelbvieh X ¼ Angus. The couple purchased their first bulls from Judd Ranch in 2012 and have been repeat customers every year since then.

By keeping each calf crop's heifers as replacements, Greg says progress is being made within the cowherd.

“We've taken some of the size off our cows,” Greg explains. “Plus, we've increased their milking ability.

“Judd Ranch genetics have been taking us closer to my ideal female—one that is highly functional and fertile, weighs 1,150 to 1,200 lbs., is deep bodied and has a nice tight udder. We also want cows that have a good disposition, and we get that with Judd Ranch genetics.”

Judd Ranch genetics—and crossbreeding, Greg says, have also boosted weaning weights. The heavier end of this year's steer calves weaned off the cows at 675 to 700 lbs.

Greg and Amy wean their steer calves, then pasture them on grass pasture through the winter. They typically sell the steers in the late spring or early June. Greg says the calves the last two years have hit the scales in the mid to upper 9's. And the steers generally sell at the top of the market at the local sale barn.

Attending Judd Ranch's bull sale is an annual event for this Oklahoma couple. Greg says, while he goes through the sale catalog and picks out the bulls that meet his criteria on paper, he also likes to visu-

ally appraise his favorites.

“Some of our country is pretty rough, so I want to double check that the bulls have a clean underline,” Greg elaborates, “and that they look as good in real life as they do on paper.”

“I've never been disappointed.”

Greg describes the Judd Ranch sale offering as “darn good bulls.” He adds that Judd Ranch has a wide range of bulls to pick from, noting that many are “highly affordable.”

“If you don't have a lot to spend, you can still get a really nice bull,” he states. “Just sit through the sale and be patient.”

“I don't go to Judd Ranch thinking I'm going to buy Judd Ranch's top end of bulls. While I don't have a lot to spend, I know that I can buy a really good bull that is within my price range. Last year I bought six bulls.

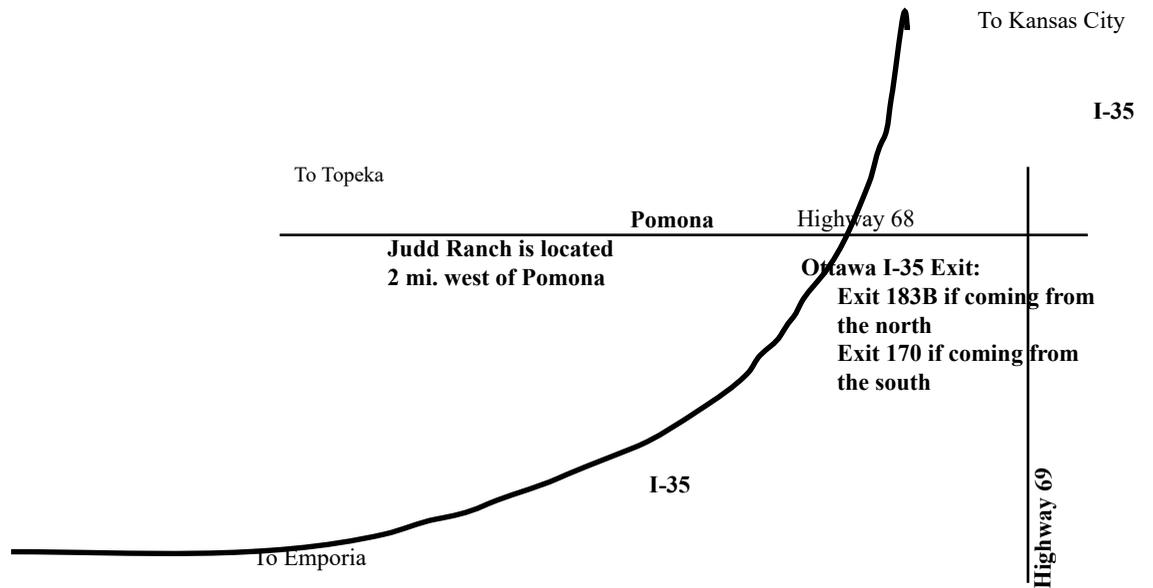
“Some of Judd Ranch's least expensive sale bulls have turned out to be some of our best bulls. Quality runs extremely deep with Judd Ranch sale bulls.”

**Can't attend the sale?**

**Use the FREE Sight Unseen Program.**

**It's a FREE service, and comes with guaranteed customer satisfaction.**

## Directions to Judd Ranch, Motel Information



A block of rooms at the **Comfort Inn in Ottawa, Kan.**, has been reserved for Judd Ranch bull sale attendees. The Comfort Inn is a clean, budget-friendly facility with an indoor-heated swimming pool, plus a complimentary breakfast. To obtain a room within this block, call the Comfort Inn at (785) 242-6150 and tell the receptionist you are attending the Judd Ranch bull sale. Rooms at the Comfort Inn will be blocked for Judd Ranch customers only through Feb. 18.

Other nearby hotels:

Best Western, Phone (785) 242-2224

Econolodge, Phone (785)242-3400

Super 8, Phone (785) 242-5551

An Applebee's and several fastfood restaurants are near all four motels. That said, you're invited to Judd Ranch's customer appreciation dinner on Friday evening, March 3.

Directions from Judd Ranch to the Comfort Inn and other motels: Travel east on Highway K-68 toward Ottawa. At the west edge of Ottawa, K68 goes north. Rather than going north, turn right on Eisenhower Road and drive about 2 miles to 23<sup>rd</sup> St. Turn left or east on 23<sup>rd</sup> St. and go 1 mile. As you go through the traffic light, the motels are located on your immediate right.



### *Join us for Steaks, Conversation on Friday, March 3*

#### **Event: Judd Ranch Customer Appreciation Dinner**

**Location:** Pomona Community Center, Pomona, Kan., one block south of Highway K68 in downtown Pomona.

Ribeye steaks will start coming off the grill around 6:30 p.m. and will continue to be served until 8 p.m.

With this 6:30 p.m. start time, you can go to the ranch the day prior to the sale, look over the bulls, narrow your choices, then join fellow cattle producers from across the country for a hot-of-the-grill steak dinner with all the fixin's.

Dave, Cindy, Nick, Brent and a majority of the Judd Ranch crew will be on hand to talk bulls after the meal.

"Our crew will arrive after the bulls are fed, right before the last steaks come off the grill," Cindy Judd shares. "We'll be around at the end of the evening so we can visit with you one on one."

**Please RSVP** and indicate the number of people planning to attend the steak dinner so sufficient food—steak, potatoes, salad, rolls and cake—and beverages will be on hand. You can RSVP when you complete the sale catalog request form, returning it to either Judd Ranch or ranch consultant Roger Gatz.



*Beauty may be in the eye of the beholder but numbers don't lie. The keep-cull criteria at Judd Ranch has always been objective data along with structural correctness, temperament and other factors important to its success and the success of their customers. This first-calf heifer and her daughter are typical of what you'll see in Judd Ranch pastures.*

**Sale catalog can be viewed online at  
www.juddranch.com starting Feb. 1**

## Sale Catalog Request



Please send me a sale catalog for Judd Ranch's 39<sup>th</sup> Bull Sale, Saturday, March 4.

I would like to learn more about Judd Ranch's Sight Unseen Program so please call me.

I/We plan to attend Judd Ranch's Customer Appreciation Steak Dinner on Friday evening, March 3. Number of people attending. \_\_\_\_\_

Name \_\_\_\_\_

Ranch Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone with Area Code \_\_\_\_\_

Best time to call \_\_\_\_\_

**Please return to  
Cattlemen's Connection, PO Box 156, Hiawatha, KS 66434  
or fax to (785) 742-3503**

JR

# Judd Ranch 39<sup>th</sup> Gelbvieh, Balancer & Red Angus Bull Sale

Saturday, March 4, at 12 Noon

at the ranch, Pomona, Kan. (1 hour southwest of Kansas City)

## Sale Offering:

- 196 BLACK and POLLED bulls
- 273 HOMOZYGOUS POLLED bulls
- All sale bulls are Judd Ranch born & raised.
- 100% of Gelbvieh & Balancer bulls feature Judd Ranch honored Dam of Merit/Dam of Distinction genetics
- 96% are sired by breed-leading AI sires
- Sight Unseen purchases are backed with Quality Acceptance Guarantee
- All major Judd Ranch herd sires are enrolled in carcass testing programs
- **FREE TRUCKING** in the continental U.S. on purchases totaling \$20,000 or more
- Trucking is typically highly affordable as Judd Ranch bulls annually sell into 20-plus states



*“The Complete Package”  
Calving Ease • Growth • Carcass • Fertility*

**315  
Gelbvieh,  
Balancer &  
Red Angus  
Bulls Sell**

**160 Purebred Gelbvieh  
137 Balancers  
18 Purebred Red Angus**

## Bull Offering by Age

**200 Fall-born,  
17- to 19-month-olds**

**115 Spring-born,  
12- to 14-month-olds**

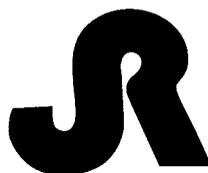
**WOW!**

Birth-to-growth spread  
average on the

315 sale bulls:

82# birth weight &  
878# actual weaning weight  
off dams!

The sale will start  
promptly at noon.  
Complimentary lunch  
will be served  
prior to the sale,  
starting at 11 a.m.



**Judd Ranch Inc.**  
Dave and Cindy Judd  
Nick and Ginger Judd & family  
Brent and Ashley Judd & family  
423 Hwy. K-68 Pomona, KS  
Ph: 785-566-8371

Call toll free 1-800-743-0026 for Your Judd Ranch “Complete Package” Bull Sale Catalog