



1511 HWY 59 • Fair Play, SC • 29643 • spitzeranch@mindspring.com • 864/972-9140

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WINTER 2012 NEWSLETTER

NEWS FLASH!

It is with a great deal of pride and excitement that we announce **TCB Catawba Warrior R532** has been leased to and now resides at **GENEX COOPERATIVE, INC.** We also welcome Southern Accent Farm, Inc, Allen and Nicki Smith, Okeechobee, FL as new partners in R532. We have been convinced for quite some time that R532 was something special. He has certainly become a bull who gains popularity daily among performance oriented Brangus breeders. So much so that he is the #1 sire for registrations for the Brangus Breed for 2011. Please see his performance statistics and most current picture on our web site. There is even a direct link to GENEX to place a semen order, or semen is available through your local GENEX salesman.

FACTS ON SPITZER RANCH PROFESSIONAL CATTLEMEN'S BRANGUS BULLS

- ✓ **62%** Are True Calving Ease Bulls to Breed to Heifers.
- ✓ **77%** Have BW EPD Less Than Brangus Breed Average.
- ✓ **85%** Are Spitzer Ranch CBI (Curve Bender Index) First and Second Quartile.
- ✓ **Zero%** Are Spitzer Ranch CBI Last Quartile.

- ✓ **100%** Of These Bulls Will Put Pounds on the Ground and Dollars in Your Pocket.
- ✓ The Average Bull Selling Ranks:
 - BW EPD Top 20%
 - WW EPD Top 30%
 - YW EPD Top 30%
 - MK EPD Top 15%
 - TM EPD Top 20%

This absolutely will be one of the most useful set of Brangus bulls we have ever offered. We are consistent with using a disciplined genetic selection program which places downward pressure for lower birth weights. That's why seventy seven percent of these bulls have BW EPDs less than the Brangus Nonparent breed average. But, our customers sell pounds and we have not lost any ground what so ever on growth as the average bull in this sale ranks in the Top 30% for both WW and YW EPDS. They are called **CURVE BENDERS** and we strive with all in our power to produce lots of them!

If you have lots of virgin heifers needing bred to bulls that will virtually eliminate calving problems, look for those bulls in the catalog that carry our "Calving Ease Flag" making them ideal heifer bulls. These bulls additionally have the genetics to sire those productive Brangus females so much in demand across the cattle industry. On average their Milk EPD ranks in

the Top 15% and their Total Maternal EPD ranks in the Top 20%.

Bulls in Test 2011-1 were processed for yearling data on October 22, 2011. They had an average daily gain (ADG) of 3.25 pounds for the entire 168-day development program. Bulls in Test 2011-2 had yearling weights and measures taken December 10, 2011. Their ADG over the 168-day period was 3.11 pounds. Page 3 of this Newsletter contains the entire 168-Day Performance Reports.

These gains are exactly as expected as bulls are on crabgrass from weaning until it plays out. Then fescue for a time and then ryegrass to finish out the test and through sale day with a commodity blend ration and free choice Coastal Bermuda hay. The computer projects a gain of 3.10 to 3.25 pounds per day. Bulls in the Spitzer Ranch program are developed on a "growth test", not a "gain test", and bulls historically have less than a quarter inch of outside fat. By sale day, these bulls will be 15 to 18 months of age and will average very close to 1350 pounds without carrying excess fat. Spitzer Ranch bull customers expect these bulls to breed 20 females in a 60-70 day breeding season and not fall apart like many test station bulls that were pushed for maximum gain and have become overly fat as a result.

OUR LEGACY: the Land, the Family, the Cattle (NCBA)

SPITZER RANCH COOPERATORS

We wanted to take time in this Newsletter to make all of you aware of some of the folks that are part of the Spitzer Ranch "Partners for Quality" Cooperator Program. We are very pleased to have Hunt's H+ Brangus as the latest addition to our cooperator program. This father and three son's team of hard working, enthusiastic individuals are fun to be around. We are glad they are involved. They have a passion for Brangus developed over several years of using Brangus in their commercial herd of over 150 cows.

Hunt is certainly a name familiar to folks in NE Georgia. And, as the headquarters address of "Hunt's Gin Road" attests, their family has been involved in various phases of Agriculture for generations. We have come to really appreciate their integrity, diligence and passion for learning. You will too! You can reach Michael at home: 706/629-3444 or cell: 770/877-2098 or at Hunt's H+ Brangus, 701 Hunt's Gin Rd. NE, Calhoun, GA, 30701.



Michael, Seth, Wesley and Jamey Hunt of Hunt's H+ Brangus, Calhoun, GA

Animal Science at Oklahoma State University, he returned to SC where he is currently a loan officer with AG South Farm Credit. The Taylor livestock legacy actually goes back four generations with his dad, grandfather and great grandfather all being cattlemen. His great grandfather, John C. Taylor started Taylor's Stockyard which was a mainstay in Anderson, SC for many years. Will and Nola were married in May 2010. Totally a city girl she has had a steep learning curve, but catches on fast and is a sure partner in their operation. Will can be reached by cell: 864/871-1452 or at 4203 Shady Grove Rd. Honea Path, SC 29654.

Lee Haddon is not a cooperator, but is a Sales Representative for Spitzer Ranch. Lee represents us at

a variety of events in SC, particularly working with cattlemen from the southern portion of the state. He is certainly very familiar with our program and will give good advice as to purchases. Call Lee by cell: 803/486-9268 or at 428 Meadows Ln., Bishopville, SC, 29010. Lee's more than full time job is General Manager of Barnes Farm, LLC an extremely diversified 5000 acre cropping and commercial cattle operation headquartered out of Bishopville, SC.

We have known Lee and Laura since they were students. You will not find a more genuinely friendly, authentic couple anywhere and their enthusiasm for Agriculture is genuine as well. Lee can be very helpful if you need an opinion on what our bulls can contribute.



Will and Nola Taylor

Will Taylor grew up with our sons and bought his first Brangus cow to obtain her "show heifer" calf at side in 1998. From that start Will has meticulously increased his herd to the present twelve cows; always staying true to our philosophy, genetics and breeding system. He has been selling bulls in our sale since 2002. After a four year stint in OK where he earned a BS in



Lee and Laura Haddon and Children Trey, Edie and Lydia

SPITZER FAMILY NEWS

Fall turned into a sad time for our family. Within days of us sharing the failing health of John's mother in our Summer Newsletter, she declined rapidly and died September 11. We were thankful we had been there to celebrate her ninety second birthday August 31.

However, when we get a little sad, we choose to remember the life she lived. Growing up poor in a family of 11 in a small English village, serving five years during WW II in the first women's British army unit, marrying a "yank" and moving to the US to a middle class lifestyle, and earning the title American would be the obituary. But, she was a strong woman who raised four children, survived a divorce and a second husband's death and did it with determination and the British "stiff upper lip".

She loved her children with a passion and the deepest devotion. I contracted polio in second grade and, they tell me, endured a life and death struggle of several months. I left the hospital with a crippled right leg and a right arm so weak it was strapped to my side. For no less than thirty minutes, four times a day, seven days a week for over two years she supervised my exercise program. She came to school every day at lunch and she made me do it right and consistently. Because of her I gradually improved and by the age of 10 had totally recovered all muscular function. That's the kind of loving mother she was to me!

A few days before my mother passed away Jim and Joyce Pope (Tricia's sister from Colorado) came to visit. They got "dumped on" but Jim has farmed and owned a construction company until he retired so nothing new to him. Once we returned we helped them be tourists with lots of day and overnight trips. One thing we did

was the ride and lunch on the Smokey Mountain Railroad out of Bryson City, NC. Very nice trip to see the fall leaves in the mountains. They stayed almost a month and sure brightened our spirits. Unfortunately in retirement they have become very good at a host of dominos games and embarrassed us regularly.

Doc attended the Regional Delegates meeting for GENEX in Atlanta in early October. Then late October gave both of us a three day weekend in Charleston, SC. John is co-chairman of the SC Association of Veterinarians Large Animal Academy. He planned the bovine portion of this year's program around management of cows for synchronization of estrus programs and procedures.

Maybe in a future edition we will discuss SYNC Programs in detail. As for now, the short story is data is narrowing the available systems to the 14-day CIDR plus Prostaglandin 16 days after with GnRH at timed AI 60 HR later as achieving best results in heifers. Best pregnancy rate in cows seems to be with GnRH plus 7-day CIDR plus Prostaglandin at removal with GnRH at timed AI 60 hours later. Of course herd health, nutrition and general management practices need to be top notch before any estrus synchronization program will achieve satisfactory results.

First heifer calved 10/28/11 so you know we have not traveled far since then. By the middle of December we are now down to those 4 or 5 who got bred later in the season.

Our Thanksgiving was pretty quiet as only one home was Jason and he only for two days. Ben and Jason will both be here for Christmas, but no Brain and Loretta and no Grandchildren. Try as they might, they just could not work out holiday schedule for a long trip.

POINTS TO PONDER

These are from the book "Wit and Wisdom of the American Presidents", Edited by Joslyn Pine. Maybe a few of our current government leaders should re-learn a little history. "Just saying!"

"To contract new debts is not the way to repay old ones."

---George Washington

"And after all that can be done to disseminate knowledge, you can never equalize it."

---John Adams

"Never spend your money before you have it"

---Thomas Jefferson

"I go on the principle that public debt is a public curse."

---James Madison

"Wealth can only be accumulated by the earnings of industry and the savings of frugality."

---Martin Van Buren

"Under our scheme of government the waste of public money is a crime against the citizen."

---Grover Cleveland

"The first requisite of a good citizen in this republic is that he shall be able and willing to pull his own weight."

---Theodore Roosevelt

"Nothing is easier to spend than public money. It does not appear to belong to anybody. The temptation is overwhelming to bestow it on somebody."

---Calvin Coolidge

TEN STEPS TO BUYING THE RIGHT BULL

{We discovered this article written by Dr. Scott P. Greiner, Extension Animal Scientist, Virginia Tech and wanted to share.}

1. Identify Herd Goals

Herd goals serve as the foundation for sire selection and provide guidance as to traits with the most relevance. Defining the production and marketing system, along with management strategies and environment, are key factors that warrant consideration:

- ✓ Will the bull be used on heifers, mature cows, or both?
- ✓ Will replacement females be retained in the herd?
- ✓ How will the calf crop be marketed (sold at weaning? backgrounded? retained ownership? sell females?)
- ✓ What are the labor and management resources available?
- ✓ What are the feed resources and environmental conditions of the operation?

2. Assess Herd Strengths and Weaknesses

Fundamental records are necessary to identify herd strengths and weaknesses. Basic performance parameters such as calving percentage, weaning percentage, weaning weights, sale weights, carcass merit, feed usage, etc. are necessary to serve as the basis for assessing areas of strength and those needing attention.

3. Establish Selection Priorities

Concentrate on those factors which stand to have the largest impact on profitability. Remember that income is derived from performance (sale weight, % calf crop weaned, carcass merit, etc.). Performance is a function of both genetics and environment and management. Superior genetics can be negated by poor management,

which emphasizes the importance of separating the impact of management (nutrition, health program) from that of genetics when specific priorities for the herd are established.

Considering both the genetic and management influences on various traits is important. Focus on the handful of priority traits rather than attempting to change many traits simultaneously. Establishing the few traits to focus on is the key factor.

4. Utilize Selection Tools

Once selection priorities have been established through close examination of herd goals and current status, a number of useful tools are at the disposal of beef producers to assist in making genetic improvement. Genetic differences across breeds have been well established, and utilization of different breeds in a complimentary fashion through structured crossbreeding plans provides the opportunity for improvement in multiple traits.

Most importantly, heterosis attained through crossbreeding has been shown to have significant favorable impacts on traits such as reproductive efficiency and cow longevity which are critical for herd profitability. The limited ability to select for reproductive traits in the form of EPDs further emphasizes the importance of capturing the value of heterosis.

EPDs are available for many traits of economic importance. The introduction of economic indexes which combine several related traits and their economic values into one EPD are available to assist with simultaneous improvement in multiple traits which impact areas such as carcass merit and post-weaning profit. Again, with the large number of EPD tools available, the critical step is to determine the EPDs which are most

important and establish benchmarks relative to each.

5. Establish Benchmarks

Several tools can be utilized to assist in the determination of EPD specifications. EPD values for current and past sires can be used as benchmarks. With these benchmarks, EPD specifications can be set to reflect the desired increase or moderation in performance for a particular trait. As an example, establishing a benchmark for milk EPD can be determined through the relationship between previous sires' genetics for milk and the performance of his daughters in the herd.

6. Find Source

With the above defined, we can now begin to look at individual bulls. There are many sources of bulls that warrant consideration—production sales, test stations, and private treaty sales. Of critical importance is that the bull be from a reputable source which will stand behind their product. It may be necessary to look at several sources in order to find the correct bull.

7. Do Your Homework

The first step to doing so is to evaluate the sale catalog, performance pedigree, and data. By examination of the bull's performance record, determine which bulls meet the EPD and other specifications that have been established (and likewise eliminate those that do not meet the specifications).

Be prepared to make trade-offs, as the perfect record may not be attainable. Do not be surprised or alarmed when bulls you have highlighted appear scattered throughout the sale order.

Remember to stick to the selection criteria and qualifications and specifications that have been established. All this can and should be accomplished prior to departing for any sale.

“With the price levels we are now receiving for our calves, what’s a bull worth to the profit minded commercial beef producer?”

One of the really good economists, Dr. Ernie Davis, now retired from Texas A & M University, said he got tired of answering that question as prices changed from year to year. Being a thrifty and practical man, he came up with a simple “rule of thumb” which he says always makes economic sense regardless of current selling price. Dr. Davis says, “From an economic standpoint a new bull is at least worth five weaned steer calves or three finished steers.”

The December 12, 2011 CME Daily Livestock Report lists 600 pound calves FOB Oklahoma City at 150.81/CWT. Let’s knock off \$7/CWT transportation from the SE to OK which lowers that to 143.81/CWT or \$863. The five steer calves would net **\$4315.**

That same December 12 report listed a finished 1300 pound steer coming out of the feedlot at 122.28/CWT or \$1590. The three finished steers would bring **\$4770.**

In today’s market, a beef producer selling all calves at weaning can pay about \$4000 for the right bull. If calves are retained through the feedlot, \$5000 would not be an outlandish price. Additionally this does not take into account the increased performance of daughters back into your herd from superior genetics. **If he’s the right bull, he’s worth a lot!**

8. Take a Look

Once the list has been narrowed to only bulls which meet the criteria, these bulls can be further evaluated and selection refined. Having a list of suitable bulls prior to arrival at the auction or farm will not only save time, but also assist in making sure the right bull for the situation is purchased. Upon narrowing the potential candidates on paper, the bulls can be evaluated for suitability of phenotypic traits and the potential candidate list shortened even further. Not all relevant traits have EPDs (examples include disposition, foot soundness, fleshing ability, etc.), and therefore must be evaluated visually.

9. Make a Sound Investment

For many cow-calf producers, purchasing a new bull is a relatively infrequent occurrence. This emphasizes the importance of selecting the right bull, particularly in single sire herds. The value of the right bull cannot be underestimated. Investments in good genetics will pay dividends both short and long-term through the influence the bull has on each calf crop as well as his daughters that are retained in the herd.

10. Manage the New Bull Properly

Of equal importance is the care and management of the newly acquired bull. Proper management and nutrition are essential for the bull to perform satisfactorily during the breeding season. With most new herd sires purchased as yearling bulls; management prior to, during, and after the first breeding season is particularly important. Plan ahead by acquiring a new yearling bull at least 60 to 90 days prior to the breeding season so that ample time is available to allow for adjustment to a new environment, commingling with other bulls, and getting the bull in proper breeding body condition.

COMMERCIAL FEMALE SALE AT BULL SALE

Over the last two years we have not been able to get any of our bull customers to turn lose of their Brangus sired females. We have pushed hard the concept of the Brangus X British two breed rotational female as the basis for a productive cow herd. Bull buyers say, “Why would I sell my Brangus crossbred females when that’s why I bought Brangus bulls?”

But, we now have several operations far enough along with replacing original cows and **we will have commercial Brangus females for sale.** Choestoea Farms has consigned fifteen open heifers (ten ½ and ¾ Brangus and five Angus out of mostly ¾ Brangus cows). The Hunt family will bring ten ½ Brangus open yearling heifers and there will be a few others with about 30 open heifers in all. We are also expecting a dozen bred cows.

All of these females will be sired by Spitzer Ranch bulls (those females will carry BRANGUS GOLD ear tags) or be crossbred females out of BRANGUS GOLD cows sired by Spitzer Ranch bulls from a planned two breed rotational crossbreeding system. All were calf-hood vaccinated against Brucellosis, “ear notched” BVD-PI free, been dewormed several times since weaning and have a complete vaccination program. We would be pleased to discuss these females with you and would provide details concerning all management, health and vaccination procedures.

These are really top quality elite females that are increasingly hard to find. They will make tremendous mother cows and you will not be disappointed in the “step on the scales heavy” kind of calves they will raise. Open heifers will be old enough and big enough to breed the day of the sale!

MATT DILLON WILL NEVER DIE

By Jim Whitt

James Arness, who passed away last week at the age of 88, was a natural fit for the role of lawman Matt Dillon on *Gunsmoke*.

A World War II veteran who was awarded a Purple Heart and a Bronze Star, Arness looked every bit the part of the western hero. He was 5 inches short of being seven feet tall and in the tradition of John Wayne talked low, talked slow and didn't say too much. In the character of Matt Dillon his response to those who kept or broke the law was appropriately measured. He showed kindness and respect where it was due. He wasn't violent but didn't tolerate violence.

The western story will always hold a powerful place in our imaginations and *Gunsmoke* defined that story on television for 635 episodes. Reruns of those episodes can still be seen every day and I think the reason it's still popular is because it represents the world the way we think it should be. We live in a time where all too often justice isn't served, where politicians talk too much and do too little and where third world dictators behave like drunken cowboys in Dodge City on a Saturday night. We need Matt Dillon to stroll out in the middle of all this and say, "All right, that's enough."

No, that will never happen, but at least we can tune into another episode of *Gunsmoke* and be assured that no matter what happens in Dodge, Marshal Dillon will have order restored by the time the credits roll at the end of the show.

Maybe the most fitting eulogy for James Arness was spoken by Matt Dillon in a 1958 broadcast, "I've seen a lot of men buried up here on Boot Hill, and most of them

really earned what they got. They cheated at cards, robbed banks, stole horses, murdered innocent men, and picked fights with friend and enemy alike. They lived and died as though they'd never heard of the law, and they treated me like a trespasser. Someone who had no right to interfere with their bloody little games. But I shot it out with 'em anyway, and I guess I'll go right on doing it. As long as I last."

James Arness has been laid to rest, but Boot Hill will never have a grave big enough to hold Matt Dillon. Matt Dillon will never die. And James Arness will always be Matt Dillon.

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LONGING FOR NOSTALGIA

{For those of us who grew up in the 50s and 60s our movie adventures and Saturday morning TV revolved around COWBOYS. And you could be in a fan club of your favorite star; if you followed the code or creed or rules. In the last several newsletters we've used them all; Gene Autry, Hopalong Cassidy, Wild Bill Hickok, The Lone Ranger, Roy Rogers and the Texas Rangers. We hope you have enjoyed each one. If you missed one, contact us and we will send the list.}

TEXAS RANGERS

“DEPUTY RANGER” OATH

1. Be Alert
2. Be Obedient
3. Defend the Weak
4. Never Desert a Friend
5. Never Take Unfair Advantage
6. Be Neat
7. Be Truthful
8. Uphold Justice
9. Live Cleanly
10. Have Faith in God

WE HOPE
EACH OF
YOU HAD A
VERY
MERRY
CHRISTMAS

AND

WE WISH
YOU A
BLESSED
NEW
YEAR

THE SPITZERS

SPITZER RANCH

Professional Cattlemen's
Performance Tested Brangus Bull Sale
AND
Brangus Gold Commercial Female Sale

Saturday, February 25, 2012 at 1:00 PM
At the Ranch in Fair Play, SC

Exit North off I-85 at Exit 2, Go North on SC HWY 59
for 2 miles and look for our ranch sign on your left.

Spitzer Ranch
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John and Patricia Spitzer
1511 HWY 59 • Fair Play, SC 29643
864/972-9140
spitzeranch@mindspring.com



Brangus Seedstock Producer
Profitable Genetics from Performance Cattlemen

RETURN SERVICE REQUESTED