

◀ THE EAR MARK

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The System is Working

BY MATT REZNICEK

My first lead article in this *Ear Mark* flows with mixed emotions. As most of you are aware, Dad, the author of every lead article prior to this one, is no longer with us. His absence is felt in many ways in circles of family, friends, clients and associates. That absence, or it may be better described as a lack of Dad's presence, should surely prove to be most profound right here on Cow Creek Ranch. However, as I look around this property, I realize that his presence will in fact be with us here for untold time to come. The cattle, the relationships, and the commitments to ongoing projects that he developed over numerous years and even recent months are major factors to this business enterprise and its future. So, Dad left us with his confidence that we had all of the right tools in place at Cow Creek Ranch to continue to provide consistent, superior genetics to our customers along with the valuable customer service that Cow Creek Ranch has brought to the table for the past 25 years.

As I have spoken with numerous cattlemen over the last few months, the common theme of conversation has been the rain and the cold. First came the rain, then the cold and then even more rain. Rain last fall led to missed cuttings of hay for a lot of folks and then to reduced quality or utilization of seasonal forages in many cases. The cold drove winter forages to a standstill. The combination of cold and wet has been hard on the cattle affecting weaning weights and breed back rates on fall calvers; early spring calvers have been watched closely to get a live calf going.

Our cows have always had to prove themselves in production here. Although we have maintained strin-

gent selection (or culling) criteria based on production within the Cow Creek management system, the winter our cattle have just endured gives me a great perspective on where to look to continue improving. That is in efficiency and hardiness. Both express themselves under normal conditions, but when a stressor such as this past winter is involved it really demonstrates how cattle respond. We'll continue to use these events as inputs to make selection decisions as I hope you will. Doing so will only improve your cow herd and operation.

Around this time of year we typically host a group of South American cattlemen as they tour a few seed-stock operations before or after their attendance at the Houston Livestock Show and Rodeo. This year was no exception as we had the good fortune to host a group

from Argentina and another group mainly from Paraguay. It's an intense time. These guys are not tourists; they want to know everything about the cattle, climate, genetics, and management practices-**EVERYTHING**. When they left, I realized what a profound exercise it was for me to demonstrate and explain the Cow Creek Ranch operation from top to bottom. We looked at practically every cow, calf, heifer and bull that Cow Creek Ranch owns viewing multiple generations of genetics moving in the right direction in terms of phenotype and functionality. As I am writing this we are into a

really good set of fall bulls with a great set of spring bulls right behind them. As our visitors and I went through them it is hard to hone in on a particular sire that stands out over all others. That to me means the system is working.





John McKnight, left, presented the Reznicek family with a M.L. Russell bronze to honor Joe Reznicek as the Pioneer Breeder of the Year. Joe's son Matt, wife Joy, and daughter Carrie, accepted the award in Houston, Texas.

Pioneer Breeder Award Presented Posthumously to Joe Reznicek

JOSEPH J. REZNICEK, WAS HONORED AS THE PIONEER BREEDER OF YEAR during the 2010 International Brangus Breeders Convention in Houston, Texas. Reznicek family friend and Cow Creek Ranch customer, John McKnight, presented the family with the award.

"Let me tell you about Joe, the man. Joe didn't just talk the talk. He walked the the walked. In the late 1980s when Cow Creek Ranch was operating in North Carolina, Joe told me that Brangus breeders couldn't make money by feeding their cows. So Joe put together a set of pairs and ran them on grass. After they had been on grass a while, he took me out to look at them. Some of them looked bad – about 25 percent looked like they were going to die. Another 25 percent looked real good. And the other 50 percent looked just so-so. Joe took those top 25 percent and began developing genetics to survive on grass. Many cattlemen talk about forage based genetics, but Joe did it. That's the kind of man Joe Reznicek was," said John McKnight.

The Brangus breed has lost one of its top leaders, mentors, and friends to literally hundreds both here and abroad. Joe had a profound and enduring effect on the Brangus breed and his fellow breeders.

Juicy Juice for Brain Development

SOMETIMES I'M STUNNED BY PRODUCTS ADVERTISED IN TV COMMERCIALS. Here's one that had me scratching my head; Juicy Juice for Brain Development. Imagine the hoards of eager moms and dads who'll grab Juicy Juice in hopes of making their kids much smarter.

As consumers we're challenged daily with evaluating product advertising and gauging its integrity. In the seedstock business, solidity of breeding programs are proven through bull production, which is precisely the strength of the Cow Creek Ranch. Without doubt, Cow Creek Ranch is producing the most honest, consistent, predictable Brangus and Ultrablack bulls with volume and muscle mass en masse in the business. The proof of our message is our bulls.

What's Ahead for the Beef Cattle Industry

IT'S NO SECRET U.S. CATTLE INVENTORIES are at a 50 year low. Though more tonnage of beef is being produced per cow than in 1963, declining numbers are still significant. At the same time, we're experiencing weaker consumer beef demand and declining restaurant sales are tugging on the consumption side. Consumer spending is down, unemployment is up and personal savings are up. All in all, people seem to be reeling it in. For 2010, Cattle-Fax projects:

- Fed steer prices with average \$86 to \$88 per hundred weight in 2010 compared to \$83.50 in 2009.
- Yearling feeder steers weighing 750 pounds will average \$99 to \$113 compared to \$95.50 in 2009.
- Steer calves weighing 550 pounds will reach \$111 to \$113 compared to \$107 in 2009.
- Utility slaughter cows will average \$53 to \$54 compared to \$47 in 2009.

The Best Advice I Ever Got Focus on Performance, Not Power

THE BEST ADVICE COLIN POWELL ever received. The story: There was a brand-new second lieutenant who was very ambitious and wanted to be a general. One night at the officer's club the young officer spotted this old general sitting at the bar. So he went up and said, "How do I become a general?" And the old general answered, "Son, you've got to work like a dog. You've got to have moral and physical courage. There may be days you're tired, but you must never show fatigue. You'll be afraid, but you can never show fear. You must always be the leader."

The young officer was so excited by this advice. "Thank you, sir," he said, "so is this how I become a general?" "No," said the general, "that's how you become a first lieutenant, and then you keep doing it over and over and over."

Throughout my career, I've always tried to do my best today, think about tomorrow, and maybe dream a bit about the future. But doing your best in the present has to be the rule. You won't become a general unless you become a good first lieutenant.

Cow Creek Ranch Celebrates 25th Anniversary

COW CREEK RANCH IS CELEBRATING ITS FIRST QUARTER-CENTURY IN THE SEEDSTOCK CATTLE

business as it completes 25 years of operation. Since its founding in 1985, Cow Creek Ranch has grown to become the largest breeder of Brangus and Ultrablack® cattle and the 21st largest seedstock operation in the U.S.

“Twenty-five years is a major milestone for any business. As we reflect on our past, first and foremost, we are deeply grateful to our customers, says Joy Reznicek. Our reflections, however, are somewhat bittersweet. In January, we endured the loss of Joe Reznicek. November 2008 saw the passing of Allen Mebane, Cow Creek Ranch founder, who, until 1999, partnered with Joe Reznicek to grow Cow Creek Ranch to one of the industries’ premier seedstock breeders. Both men were instrumental in laying the foundation of Cow Creek Ranch. Today, Joe’s legacy lives on through all of us and will continue to impact Cow Creek Ranch for generations to come.”

As early as the first year of operations, Cow Creek Ranch began blazing trails in the beef cattle industry. In July 1985, Cow Creek Ranch undertook what was then a fairly unusual practice of harvesting a test group of purebred Brangus steers. At the time, few seedstock breeders, if any, were collecting harvest data.

In 1989, Cow Creek Ranch launched their company newsletter, *The Ear Mark*. This year marks the 22nd year of this publication. The newsletter was the first of its kind in the Brangus business. The same year Cow Creek Ranch initiated its joint venture bull program to assist Brangus seedstock breeders in marketing their bull calves to the commercial market. The program continues today and has grown exponentially.

1988 also marked our first year for the Reznicek



family to attend the Florida Cattlemen’s Convention and recognize Florida as a viable, fertile market for Brangus range bulls. The Rezniceks attended their 23rd consecutive convention in 2009.

Yet another landmark in 1988 was the use of ultrasound on Cow Creek’s yearling bulls.

In 1993 Cow Creek Ranch bred their registered Angus cows to Brangus bulls and called their progeny Ultrablacks.

They began actively marketing them in 1996 and trademarked the Ultrablack name in 1998. In 2005, Cow Creek Ranch sold the Ultrablack trademark to the International Brangus Breeders Association.

In 1995, Cow Creek Ranch initiated a commercial bred heifer sale in which Cow Creek Ranch’s commercial bull customers could market commercial heifers sired by Cow Creek Ranch bulls; another first for the breed. Today, Cow Creek Ranch markets 600 to 800 heifers a year for commercial bull customers.

Cow Creek Ranch’s flagship is its approach to practical, efficient and profitable genetics as well as unique marketing and customer service initiatives which stimulate a near ideal mix of repeat customers and new business. Cow Creek Ranch has positioned themselves as a premier supplier of consistent, predictable range bull genetics.

“We’re proud to have achieved this benchmark, says Joy. Because we’re family owned, our major drivers are our customers, genetics and commitment to long-term sustainability. Our goal is to build business relationships, not just to be a bull supplier who sells you a bull. Thanks to the principle vision and energy of Joe and Allen, the next 25 years should be more fun than the first 25 because we’re a well-established company with a great product and reputation to build on.”



South American visitors from Argentina toured Cow Creek Ranch, Aliceville; Cow Creek’s heifer development site Blocker Farms, Crawford, Mississippi; and Cow Creek’s bull development facility in Rose Bud, Arkansas this month. Over the past 25 years, Cow Creek Ranch has worked hard to develop a genetic product that is thrifty, efficient and can flourish on grass and high roughage diets which mirrors the management and genetic systems of South American cattle operations.

Cow Creek Ranch Holds 15th Annual Bred Heifer Sale

THE DAY PRIOR TO THE COW CREEK RANCH BULL SALE, THE RANCH HOSTED ITS 15TH CONSECUTIVE CUSTOMER-OWNED commercial bred heifer sale, the longest running customer sale of this kind in the beef industry.

Cow Creek Ranch has offered its customers the opportunity to market bred heifers the day prior to the Cow Creek Bull Sale since 1995. The program originated to provide a marketing outlet for Cow Creek customers. The sale has grown from 50 head to nearly 600 head. Today, few seedstock operations offer bred heifers only sired by, and bred to, a single genetic program.

When the gavel fell for the final time 445 heifers sold for an average price of \$1264. Cow Creek customers marketing heifers were 12-year consignor, Williamson Cattle Co., ranching in Faunsdale, Alabama, and Okeechobee, Florida; River Oaks Farm, Searcy, Arkansas, 11-year consignor; two 10-year consignors, Cedar Ridge Ranch, Ecru, Mississippi, and CP Bar Ranch, Holcomb, Mississippi; 8-year consignors, Mallette Farms, and C & E Farms, both of Vancleave, Mississippi; Megehee Cattle Company, Macon, Mississippi, 5-year participant; Hawkins Farms, 4-year consignor from Wartrace, Tennessee; another 4-year consignor, Oakley Brangus, Romance, Arkansas; three-year participants, Big Prairie Farm, Greensboro, Alabama, Weatherford Brangus, Beebee, Arkansas, and Lazy MM Bar Farms, Tylertown, Mississippi; along with first year consignors, Addison Brangus Farms, Winfield, Alabama; and Burleson Farm, Haleyville, Alabama.

The 2010 Cow Creek Ranch customer-owned commercial bred heifer sale is Friday, October 8, 2010. Customers who wish to participate must contact Joy at the Cow Creek Ranch office by June 1st.

Cow Creek Ranch Bull Sale Credit Auctioned in Florida

IN 1988, THE REZNICEK FAMILY ATTENDED their first Florida Cattlemen's Convention and saluted Florida as a fertile market for Brangus range bulls. In 2009, Joy and Joe Reznicek attended their 23rd consecutive convention. Much of Cow Creek Ranch's growth during the past 25 years can be attributed to Florida's range bull market.

In appreciation for our long-standing, loyal customer base in Florida, Cow Creek Ranch donates a \$2000 credit toward purchasing bulls in our fall bull sales. The credit is auctioned during the Florida Cattlemen's Convention and used for.

A big thanks to Williamson Cattle Company and the Williamson family of Okeechobee, Florida, for purchasing the credit.

Commercial Cattleman of the Year Presented to John McKnight

JOHN MCKNIGHT OF SEARCY, ARKANSAS, WAS PRESENTED THE INAUGURAL COMMERCIAL CATTLEMAN OF THE YEAR AWARD at the 2010 International Brangus Breeders Association Annual Convention, Houston, Texas.

"He is a man of honor and integrity. He is known across the country, in all breeds, as a person with tremendous knowledge of the cattle industry. Whether he is out in the pasture with a local customer or at the capital building advising lawmakers, people listen to, and respect, this man's opinion," said presenter Bill Felton.

John began his professional life in the registered Hereford business producing nationally recognized herd sires and females. He later dispersed his herd and became involved with the Brangus breed.

Today, John is known for marketing functional, high quality Cow Creek Ranch sired commercial Brangus females.

"Marketing commercial Brangus has become John's passion and calling. With is his good friend Joe Reznicek, he has become very successful and continues to be a huge proponent of the commercial Brangus female," said Felton.



Cow Creek Ranch Interns – Cow Creek Ranch is privileged to have youth from all parts of the world spend time with us on the ranch. Fernando Waihrich (left) of Brazil returned to Cow Creek Ranch to be with us for another spring. From Texas, Lexus Weinheimer spent her spring break working with the Cow Creek Ranch remuda. And, Alex Johannsen (right) of Paraguay is spending six months on the ranch with the Cow Creek Ranch team.

A Man and Sermon That Has Stuck With Me

by Joy Reznicek

What struck me about Father Mike was how his authenticity was so captivating. He never budged an inch from who he was and from where he came. He spoke passionately of his roots in Ireland and without fail spent his two weeks of vacation there every year.

I loved him instantly. In 1995 when we made our move from North Carolina to Alabama, Father Mike O'Brien was the pastor of the small Catholic Church I chose as my new church home.

Father Mike observed people carefully, almost as though it was part of his calling. Not long after attending mass, Father Mike pulled me aside and asked me why I wasn't receiving communion. Joe and I had not been married in the Catholic Church, I told him. Father Mike replied, "Let's see what we can do about that."

I received a call from Father's secretary the next week. Within a matter of a month, due diligence had been done to make things happen. On a peaceful Sunday evening Father Mike married Joe and me in our home in a Catholic ceremony. As I received Holy Communion at the next mass, tears flowed from my eyes. How can you not love a guy like Father Mike?

Years passed by and our tiny mission parish grew. Father Mike knew how to keep a parish moving. His compassion drew in people. Then, the unthinkable happened. Ten years after Father Mike arrived at our parish, news was delivered that he was being moved to another parish. He was as devastated as we were.

During Father Mike's last sermon he explained how difficult it was to move to a new parish. He knew it would be hard for us too. As wisdom and insight flowed from the pulpit, as it often did, Father Mike asked us to remember what he was about to say. He told us next week we'd have a new priest and many of us wouldn't like him just because he'd do

things differently. Father Mike asked us to give him a chance. He asked us to accept the changes and look at them as opportunities. "Open your hearts to him like you have with me. That's what I want you to remember about this sermon." Father Mike said.

Those words stuck with me.

The change that has overcome us here at home is heart wrenching. In November 2008 as Joe laid in a hospital bed, I remember the words he spoke to me as though it were yesterday, "Joy, our life will never be the same." Joe knew a big bad monster was lurking inside.

How we deal with change becomes a test of our character. Joe never had to be reminded of what it was to live. He expected no less from the people who surrounded him. He pushed and prodded every day of his life. He just kept at it.

In the end, Joe wasn't ready to go and we weren't ready to let him go. He was at the peak of his life and career. He had way too much life to live. He had four granddaughters to influence and so much wisdom yet to share. Joe said to me, "I wish I could put all my experience in a bottle and hand it to Matt."

I can see now Joe spent his life preparing us for the journey we're on, though sometimes we were oblivious to his undertaking. There were measured calculations in every decision he made.

Joe had the foresight to take Cow Creek Ranch to a place so that when the torch was passed, it would be a seamless moment in time. Still, for those who had the grand opportunity and privilege to have been touched by Joe, the passing comes with deep, heartfelt sadness and loss.

Joe's life's work was shaping the future for upcoming generations. Though, no one wanted to see his work end, he knew, and we know, he had prepared us well.

Thank you Joe.

Sleeping Easy with Cow Creek Ranch Genetics

I've used Cow Creek Ranch Bulls for so long that I actually cannot remember when I pulled the last calf. Then I tried to remember if I had ever pulled a calf sired by a Cow Creek Ranch bull and I can't say that I have. But, I am glad that I didn't throw my calf pulling equipment away and did remember where it was stored, because I've had to pull two calves for a neighbor this week, as told by 15-year Cow Creek Ranch customer and cooperater bull producer, Ron Flake of E cru, Mississippi.

Cow Creek Ranch Bull Sale to Air on Superior Livestock on RFD-TV

Cow Creek Ranch and Superior Livestock Auction have teamed up to broadcast the October 9, 2010, bull sale on RFD-TV. Cow Creek Ranch will market approximately 300 bulls during the broadcast. Sale time will be announced.

The American Rancher to Feature Cow Creek Ranch, Monday, July 26

The Reznicek family, Cow Creek Ranch and Cow Creek Ranch customers will be featured on *The American Rancher* on Monday, July 26, at 8 pm CDT; Tuesday, July 27, at 11 am CDT; and Sunday, August 1 at 11 am CDT on RFD-TV.

A new episode of *The American Rancher* featuring Cow Creek Ranch will be aired in September.

Nature's instructions are always slow, those of men are generally premature.

-ROUSSEAU

Joseph J. Reznicek Memorial Established to Fund Scholarships

The Reznicek family has established a Memorial Fund to honor the life of Joe Reznicek and his contributions to the beef industry. The memorial will be used to fund an annual scholarship for youth in the beef cattle industry in Joe's name.

Joe spent his life mentoring. He had a special interest in young people who had passions for production agriculture. The Reznicek family received hundreds of cards and letters remembering Joe. Here's one of many letters which shared personal stories of Joe. After learning that Joe was sick, fraternity brother Ron McClelland, wrote Joe to express his gratitude.

Dear Joe,

We make a thousand decisions in our lifetime. There are only a few that have a major impact in our lives. You played an important part of one of the big ones of my life.

At the University of Illinois, I was a homesick freshman that felt I was needed at home because my dad was recovering from an operation. I was considering dropping out of college and was going home for the weekend to decide. You walked in the room one night and said, "I'm going to invite myself along for the weekend," and offered to drive me home. We drove to my home in Bowen on Friday night and had a four-person discussion. It was my Dad, my brother, you and me. We decided I would finish the semester. The rest is history. I finished the semester, the year, and received both undergraduate and master degrees.

The decision to stay in college is probably the best one of my life. You were the proponent for staying in college.

Joe, the offer to drive me home was sacrifice that didn't need to be made. The trip was 180 miles one way. I question whether I would have done that for someone I had only known for a few weeks. I'm sure I said thank you, but it surely needs to be voiced again after 47 years.

*Ronald McClelland,
Mendon, Illinois*

This letter speaks to the life Joe lived. The Reznicek family, friends and customers were profoundly impacted by Joe's passionate and visionary leadership and legacy he leaves behind.

Memorials may be made payable to Pershing - FBO Reznicek Memorial Fund and mailed to Cow Creek Ranch, 1170 Cow Creek Road, Aliceville, Alabama 35442.

Growing Up Under the Guidance of Joe Reznicek

by Traci Middleton, Puyear, Tennessee

Traci Middleton was just 12-years-old when she met Joe Reznicek. Traci shared her thoughts of growing up under Joe's tutelage during his memorial service celebrating his life on January 22. Traci reminded us, once again, just how lucky we all were to have had Joe Reznicek in our lives.



TRACI MIDDLETON

I was asked to take this opportunity to share with you some of the experiences of growing up in the cattle industry under the guidance of one of the most successful and respected men in the business, Joe Reznicek.

Only on a rare occasion does a person become so influential and so widely renowned that society refers to them by only one name. Elvis. Cher. Oprah...for example. For those of us here today, we were graced with knowing one of the most widely recognized and influential people in the beef industry, often, solely referred to as "Joe".

In the eighth grade, I had to write a paper on someone that I considered to be a great leader. The choices of my classmates ranged from Michael Jordan to John F. Kennedy, Jr. I wrote my paper on Joe Reznicek. I will admit that I was probably a little bias, but to me Joe exhibited every quality embedded in a great leader: Strength, Integrity, Motivation, and a Clear Vision.

I, along with many others, learned the cattle business from Joe. I was 12-years-old when we first met and I began to absorb the wisdom that he shared like a sponge. I knew that I was extremely fortunate that he took me under his wing. With his guidance and support, we built a cow herd from the ground up that has produced several National Champions. If I had a heifer that I thought was destined to be the next great one, he would fault her. This taught me to never be satisfied and to work harder.

I was honored to serve as the President of the International Junior Brangus Breeders Association. I knew that I wanted to try to take this organization to a new level. Joe helped me find a way to get it there.

I grew up and began to, what Joe called, "Run with the big boys, because I wasn't a kid anymore." His plans for me didn't stop there.

He asked me to come to Alabama last year, after hearing the news of his cancer. He told me, "I am not finished yet. I still have a lot more that I need to teach you." While I have no doubt that he certainly did have more words of wisdom for me, I know that he had already, selflessly, taught me a lifetime of knowledge.

He always had witty remarks to teach me some of life's most important lessons. For instance, on many

occasions, we would be eye to eye in a heated discussion, usually regarding the cattle business, and he would say to me "You can't learn with your mouth open." I would interrupt, with one last opportunity to make my point, with a "But, I.." and he would say "AAAHHH, you can not learn with your mouth open."

Joe expected a lot from me, often times, more than I knew that I was capable of. He expected me to be stronger, think smarter, and accomplish more than I even knew I could. He had confidence in the people around him and he expected them to excel. He was one of

the first to congratulate me on a success and one of the first to help me address a failure and analyze what I could have done differently.

Joe taught me, along with many others, the importance of friendships, to be ambitious, yet charismatic, and when failure is staring you in the eye, not to blink. I am not sure what he saw in that 12-year-old kid on the day of his bull sale in 1997. But, I am certainly grateful that he did, because his confidence, guidance, and direction helped to make me the person that I am today.

This week I have spoken with several cattlemen that told me how much Joe had influenced their lives as a young person in the beef industry. Joe's family received a note from Kat Kelling Hayman, another past president of the International Junior Brangus Breeders Association and another life that Joe so strongly impacted. She wrote:

"Please know that the words, life, and legacy of Joe lives on...in the hearts of many. Thank you, Joe, for believing in an awkward, gangly girl from the sticks in the Texas Panhandle...who had no experience at all. Thank you, Joe, for taking a chance on me...because it was that 'chance' that made me who I am. Thank you, Joe, for being a shining star...carrying yourself with grace, poise, and dignity. Thank you, Joe, for your amazing work ethic, fine example, and savvy brain. The world will definitely miss you."

This is further proof of Joe's compassion, desire, and his undeniable ability to inspire a new generation of leaders. He was always available to answer questions, offer brilliant advice in tough situations, and to serve as an extraordinary example for us to follow as we matured. I, personally, know that every step I take in this industry and in life, he is partly responsible for.

We have lost a great cattleman, but more notably, we have lost a mentor. Even though he is no longer just a phone call away, he helped us to lay a foundation that will sustain us for years to come.

Valuable But Often Overlooked Advantages of Brahman Influenced Cattle

While speaking to cattlemen at the Alabama Cattlemen's Association Convention, Dr. Dan Scroggs of Pfizer remarked that ranchers are realizing the need for, and benefits of, ear in cattle in our part of the world. We followed up with Dan to further explain his observations.

First, some of our southern ranchers have come to the conclusion that they have gone too far in diminishing Brahman influence in their cow herds. Consequently, they are trying to reintroduce a higher percentage of Brahman influence back in to their herds. Most cattlemen indicate that they see a diminished heat tolerance and suspect that results in cows less favorably adapted to our part of the country, especially the climate we encounter from June to late September.

Secondly, most cattle feeders and stocker back-grounders will concede that cattle with one-eighth (1/8th) to three-eighths (3/8ths) Brahman are hardier and have more favorable health outcomes in feedlots and back-grounder lots. This is an area where Brahman cross cattle have a favorable bias from cattle feeders. I have heard this for years from feedlot consultants and backgrounders. There are some who go as far as to imply that the increasing trend of health related problems in fed cattle relate back to the diminished Brahman influence we have seen over the last 15 years.

I am coming to the conclusion that heat stress is probably a more difficult problem for us in terms of respiratory disease control than cold weather is (absent the extreme cold of course which we rarely see here). Our fall calving herds that produce summer and early fall weaned calves are much more capable of managing that heat stress when they are carrying that Brahman influence. Recent studies indicate that heterosis from tropically adapted cattle crossed with English breeds produced more respiratory disease resistant calves than English X English crossbreds. Unfortunately, there are limited controlled studies in this area of Bovine Respiratory Disease.

This topic of heat adaptation may be even more important this upcoming summer, since there were large numbers of cattle that died in Iowa and Nebraska feedyards June of 2009 because of heat stress. Most of those cattle were straight Angus cattle. Midwestern feeders have come to realize that Brahman cross cattle are good property if they are placed on feed in May and fed through the summer. They are, however, still a little skittish about having them on feed after October.

Thirdly, as we refine selection of carcass traits on either defined pedigrees, genetic markers or the basis of EPDs or selection indexes, we see the opportunity to refine selection of Brahman influence bulls and heifers without sacrificing carcass traits.



South American Paraguayan and Argentine visitors toured Cow Creek Ranch, Aliceville, its bull development facility in Rose Bud, Arkansas, along with Milton Sundbeck's Town Creek Farm, West Point, Mississippi, in March. Pictured with guests are Cow Creek Ranch South American representatives, Federico Maisonnave and Fernando Barros Waihrich, and Matt Reznick.

Exchanging concepts and opinions with cattlemen from South America is an educational opportunity. Cow Creek Ranch has come to appreciate the efficient and productive management structure from South American cattlemen. Their ability to manage large groups of cattle on grass year round at a profit presents substantial advantages to their management systems.

Optimum Health Proven to Add Calf Value

OVER THE PAST SEVERAL YEARS COW CREEK RANCH has developed a strong working relationship and partnership with Pfizer Animal Health. We believe Pfizer Animal Health offers the broadest line of products in the world to improve the health and productivity of our cattle.

Cow Creek Ranch is confident that Pfizer products satisfies our needs with the most innovative new vaccines and medicines available. Here on the ranch, Pfizer's area veterinarians have helped us address and solve significant medical challenges from time to time as they have beset our herd.

The purpose of a vaccination program is to raise the level of resistance to viruses and other pathogens before a disease challenge occurs. For optimal response, proper vaccines must be administered and adequate time must be allowed to develop immunity in an environment where stress is minimized.

Pfizer offers a SelectVAC program which is designed to get calves ready to enter the various marketing and production channels after they leave the ranch. Calves managed with these regimens are proven to be more consistent, predictable, and with favorable health results.

Recent market studies document the price differential among calves managed under these different

health programs. Feedlot studies confirm higher gains and increased profit of up to \$33 per head on calves on WeanVAC verses calves of unknown health history.

Wide acceptance of buyer's willingness to pay more for these calves is evidence of the added value as calves move through the segments of the beef industry. In our own experience, marketing companies like National Livestock, Oklahoma City, Oklahoma, not only appreciate and promote Cow Creek Ranch genetics, but also offer preferred selling positions to sellers who verify (with a free SelectVAC card) their use of Pfizer SelectVAC program. For more information on National Livestock, contact Jim Reynolds at 405/620-1560.

To verify your Pfizer program or learn more about SelectVAC and WeanVAC programs, contact Pfizer at 800/760-9946. Area Pfizer representatives include South Alabama and Northwest Florida, Billy Arrighi - 334/322-1462; Mississippi, Robert Pegues - 601/896-2300; West Tennessee and North Alabama, Jennie Schutte - 646/306-6131; South Georgia, Henry Jones - 229/344-6883; Arkansas, Rocky Morgan - 501/412-1006; East Tennessee and North Georgia, Alan Thomas - 423/956-0387; Kentucky, Brad Brockman - 916/759-6577.

**EARN AT LEAST \$10 CASH BACK ON QUALIFYING PURCHASES*
IN TWO OF THE FOLLOWING THREE CATEGORIES:
CATTLE VACCINES • DECTOMAX OR VALBAZEN • DRAXXIN** (50 mL ONLY)**



The Pfizer Animal Health 2010 Performance Pays Promotion

Earn a 4% rebate on all purchases of \$250 or more of Pfizer Animal Health products from **two of the following three** categories:

- Cattle vaccines
- DECTOMAX® or VALBAZEN®
- DRAXXIN® (*tulathromycin*) Injectable Solution 50 mL

Products must be purchased from Feb. 1 through May 31, 2010.



ScourGuard 4KC



One Shot®



*Participation requires a minimum \$250 purchase in two of the following three product categories: cattle vaccines, DRAXXIN (50 mL only), DECTOMAX or VALBAZEN. Qualifying products include all cattle vaccines: DRAXXIN 50 mL; DECTOMAX 1% injectable 200 mL and 500 mL sizes; DECTOMAX Pour-On 2.5 L and 5 L sizes; and VALBAZEN 5 L size. This offer expires May 31, 2010, and is subject to the limitations and conditions stated on the reverse side hereof.

**Caution: Federal (USA) law restricts the use of DRAXXIN by or on the order of a licensed veterinarian.

Arkansas Cowkids Build a Snow Bull

Beth and Phillip Desalvo of Center Ridge, Arkansas, shared this picture of their children's day in the snow. Brother Ben and sister Isabella pooled their creative



minds to build a snow bull with a Cow Creek Ranch brand. Beth wrote, "We had about 8 inches of snow and the kids could not wait to get out to play. Ben wanted to build an Alabama bull. I thought that you might get a kick out of his Cow Creek Bull. Notice the brand on the side..."

A Look Back at Past Issues of the Ear Mark

FALL 1998 - River Ridge Cattle Co., Independence, Virginia, - A load of Cow Creek Ranch sired calves grade 100 percent choice and all qualify for Certified Angus Beef (CAB) program Cost per pound of gain - .49¢.

SPRING 2001 - Cow Creek Ranch Donates Youth Foundation Heifer - Heifer commands \$15,000 to support the youth Brangus leadership team.

SPRING 2002 - 90 Years Old and Still Going - Lesley Steward, LJ Ranch, Oxford, Mississippi, is still going strong in the cattle business. At 90 years old, Lesley purchased his fifth Cow Creek Ranch bull. During the visit he recalled the story of buying his homeplace for \$400, much less than \$1 per acre. He said that piece of land was the most challenging land to pay for. He said that as land got more expensive, it was easier to pay for.

Suggestions for Managing Breeding Bulls

- Separate young bulls from mature bulls after breeding season.
- Provide adequate nutrition to young bulls to compensate for growth cycle, stress in breeding pastures and high metabolism.
- Perform breeding soundness exams (BSE) on bulls prior to turn out. Know how to interpret information on BSE.

2010 PERFORMANCE PAYS PROMOTION FORM

Send a copy of eligible invoices dated between Feb. 1 and May 31, 2010, with this form by July 31, 2010. Fax to 1-888-390-0043, or mail to Pfizer Animal Health Performance Pays Promotion, P.O. Box 815396, Dallas, TX 75381.

If you have questions about this program, please call 1-866-611-2626. Promotion form and invoices must be submitted by July 31, 2010.

business name*									
contact first name					contact last name				
mailing address 1									
mailing address 2									
city							state		zip
phone			e-mail*						
herd size			number of invoices			attached invoice numbers			

*Participation requires a minimum \$250 purchase made between Feb. 1 and May 31, 2010, in two of the following three product categories: cattle vaccines, DRAXXIN (50 mL only, DECTOMAX or VALBAZEN. Qualifying products include all cattle vaccines; DRAXXIN 50 mL; DECTOMAX 1% Injectable 200 mL and 900 mL sizes; DECTOMAX Pour-On 2.5 L and 5 L sizes; and VALBAZEN 5 L size. Leaders' Edge Executive, Elite and above are not eligible. Maximum rebate of \$2,000 per customer, based on mailing address. One form must accompany all invoices submitted. Incomplete forms or failure to submit corresponding invoices will nullify rebates. Rebates less than \$10 will not be processed. Rebates will be paid to qualifying customers by Sept. 15, 2010. Pfizer Animal Health reserves the right to modify or discontinue this program at any time or for any reason.

**By providing your e-mail address you are agreeing to receive e-mail communications from Pfizer Animal Health. We promise to never sell your e-mail address to a third party. Visit www.pfizerah.com/privacy.asp for the Pfizer Animal Health privacy policy.

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FOR SALE FROM COW CREEK RANCH

Private Treaty Bulls for Sale

We currently have private treaty bulls for sale (in Alabama and Arkansas). Bulls are thick topped, thick butted and downright good. Bulls are ultra-sounded and ready for the breeding pastures. Call **Matt Reznicek** for more information at 205/373-2269 (office) or 205/399-6516 (cell).

Registered Brangus and Ultrablack Females for Sale by Private Treaty

For the first time in three years Cow Creek Ranch is offering registered females for sale. Now is the time to take advantage of Cow Creek Ranch's 25 years of breeding functional, economically-driven genetics. Progeny are eligible for Cow Creek Ranch alliance marketing channels. Call **Matt Reznicek** for more information at 205/373-2269 (office) or 205/399-6516 (cell).

COW CREEK RANCH EVENTS

SPRING '10

All Spring – Private Treaty Bulls and Females for Sale. Call Matt at 205/373-2269 or 205/399-6516 (cell).

JUNE '10

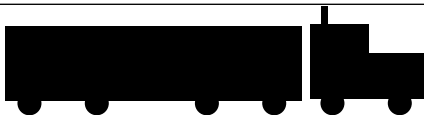
June 1 – Deadline for committing heifers to the October 8, 2010, Commercial Bred Heifer Sale

June 5 – Cow Creek Ranch Joint Venture Bull Customer Meeting and Educational Day, Cow Creek Ranch, Aliceville, Alabama

OCTOBER '10

October 8 – 500-Head Cow Creek Ranch Customer Alliance Commercial Heifer Sale, 1:30 pm, Cow Creek Ranch, Aliceville

October 9 – 300-Head Cow Creek Ranch Bull Sale, Cow Creek Ranch, Aliceville



LIVESTOCK TRANSPORTATION

US DOT 776512 • ICC Authority MC 348299 C • Licensed and Insured

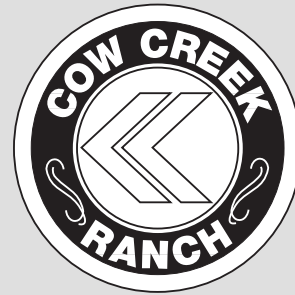
ROSE BUD ENTERPRISES, LLC

Joy Reznicek • 205/373-2269 • 205/399-0221 (cell)
1170 Cow Creek Road, Aliceville, Alabama 35442

The Earth is our mother, She cares for us.
The Earth is our mother, we care for Her.

-NATIVE AMERICAN SAYING

The *Ear Mark* welcomes your inquiries and responses. The *Ear Mark* is produced and published by Cow Creek Ranch.



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Let us know about your change of address.

Pass the *Ear Mark* on to a fellow cattleman or neighbor. Let us know if you have a change of address or, if you no longer want to receive the *Ear Mark*.

We hope you enjoy the *Ear Mark*.



HELP US HELP THE ENVIRONMENT!

If you no longer want to receive our newsletter, please let us know! Email us at cowcreek@cowcreekbulls.com, call us at 205/373-2269, or write us (above address).

We need your name and zip code as it appears on the label.

Or, if you would like to receive *The Ear Mark* electronically, via email, please let us know.

Cow Creek Ranch Bull Sale and Commercial Bred Heifer Sale Set for October 8 & 9, 2010

COW CREEK RANCH 300-HEAD BULL SALE AND 500-HEAD COMMERCIAL BRED HEIFER SALE is scheduled for Friday and Saturday, October 8 and 9, 2010, at the ranch in Aliceville, Alabama. Cow Creek Ranch will again offer a powerful set of bulls and source-verified commercial bred heifers all sired by and bred to Cow Creek Ranch bulls.

“As I go through this young set of sale bulls, I find the right kind of bulls for every sale group. That is proof the program is working,” says Matt Reznicek.

If you would like to receive a sale catalog, please call Cow Creek Ranch at 205/373-2269 or email to cowcreek@cowcreekbulls.com.

Consider making your room

reservations early as area motels fill up early.

Voyager Inn, Aliceville, Alabama.....205/373-6344
8 miles from Cow Creek Ranch

Oak Tree Inn, Macon, Mississippi.....662/726-4334
20 miles from Cow Creek Ranch

Scooba Western Motel, Scooba, Mississippi662/476-5700
27 miles from Cow Creek Ranch

Cochrane Campground (RV Park).....205/373-8806
4 miles from Cow Creek Ranch

Days Inn, York, Alabama205/392-9675
40 miles from Cow Creek Ranch

Comfort Inn, Columbus, Mississippi662/329-2422
50 miles from Cow Creek Ranch

Comfort Inn, Livingston, Alabama...205/652-4839
38 miles from Cow Creek Ranch

Pasture Management Tips to Prepare for Grazing

- Choose the pastures most likely to be grazed at the start of the season, and fertilize only those. Avoid early nitrogen (N) fertilization and grazing on swampy pastures, where early grazing can do a lot of soil damage. With the high cost of N, use it as a specific management tool, not a blanket treatment.
- If you intend to drag pastures, do it as soon as the manure pats are soft from winter. Drag the pastures with the heaviest accumulation from winter grazing or hay feeding first.
- Overseeding legumes in pastures is a good way to reduce dependence on high-priced N fertilizer and increase summer productivity and quality in pastures.