



THE TRUSTEE

A Look Back

by **Vernon Suhn**

I was born and raised on a 10,000 head commercial operation in South Dakota with primarily Angus based genetics. In the 1960's my Dad was approached by a group that had started to collect semen on bulls and wanted a large herd to test artificial insemination. Local cattlemen questioned the feasibility of trying something that was so labor intensive



Vernon Suhn, far right, on the Hyland Angus Ranch in South Dakota in the 1960s.

and different. But Dad persisted—he had a vision of what this could bring to cattle production.

When we first started fresh semen was flown into an airport an hour away from the ranch and it had to be used within two to three days. It was quite an endeavor and required refinement of management techniques. We bred approximately 80% of the females on the ranch through the use of artificial insemination without the use of any synchronization protocols. Thus, during that time in the beef cattle industry we saw a tremendous number of changes with the addition of frozen semen and then continental breeds being presented for the first time to the US. Several of these breeds were used extensively in our AI program in the 1970's and put the ranch on cutting edge of using some of the exotic breeds as they first entered the US.

It was also during that time that we saw yearling performance tested bulls being used on a large scale in commercial operations. In the late 70's I took a job as manager of a large registered Angus operation in California. We successfully developed and merchandised yearling bulls so I had seen it work first hand on both sides of the coin. In 1980, I had the opportunity to move south and go



Utilizing A.I.

by **Craig Green**

The use of artificial insemination is on the increase. I had an opportunity last July to travel with some of the GENETRUST members to Argentina. Our ultimate destination was to gather at a ranch called "Estancia Flor de Lis" located in the La Pampa region of Argentina. The ranch is owned by Alabama cattleman, Wat Johnston, a longtime friend and customer of GENETRUST.

The trip was headed-up by Wat's brother Ray Johnston, Alabama rancher, as well as a GENETRUST partner. While in the country we were able to meet with representatives of three major semen marketing companies. We had the opportunity to visit one of the bull collection centers as well.

I was most impressed by the type of cattle they strive to breed: moderate frame, easy fleshing, docile, structurally correct and functional. We were especially pleased to hear the Brangus breed is showing the most growth in Argentina, principally in the northern regions. Angus cattle still have a stronghold and have for decades but, the cattlemen of Argentina realize in the more arid regions of the North they need Brangus influence for the same reasons Brangus thrive in the U.S., Mexico, Central America and many parts of the world.

In Argentina the ranches are

massive in land mass as well as herd size. In our conversations they understand the different synchronization protocols and that artificial insemination is paramount to moving their programs forward.

Bulls fitting the data they require can be purchased through GENETRUST and they have a high level of comfort in purchasing semen on our young bulls as well as older more proven bulls.

We are seeing growth in the use of AI here in the U.S. as well. GENETRUST is working with several large commercial ranches in the mid-west as well as the southeast to supply semen and assist with the entire AI program. We also have several small breeders we work with annually.

With technology as it is today, economically it makes sense to AI. Below are some of the reasons:

- Proven bulls available only through AI
- Shorter calving season means calves are older and will weigh more.
- On registered calves across the board popular known sires command a premium
- On commercial calves, bull name recognition is starting to take hold especially from known bulls with solid data.



- Commercial replacement heifers that are half sibs are very impressive, makes marketing much easier.
- The same could be said about half sib steers.

The new modern synchronization protocols, timed AI can reduce many of the short comings of older methods. In my travels the most common reason for not using AI has been stated "I don't have anyone in my area to help do the AI work and synchronization." This is no longer an issue.

Contact us and we will look at your program individually, we will help you make an assessment, guide you in your mating decisions and can provide you with qualified personnel to help you with your synchronization and AI program. AI may not be for everybody but in most cases it is a proven tool to genetic progress.



Carcass Premiums and End Product Value

Carcass premiums and end product value are buzz words we continually hear at beef cattle conferences around the country.

Are they important?

Definitely. But we tend to forget the other important factors that play into the profitability of every cow calf operation. In my personal visits with other cattlemen their comments to me reflect their concerns for the convenience traits — calving ease, mothering ability, milking, and disposition. Moreover, I receive calls from folks expressing disappointment in the breeds they are using in relation to excessive eye problems, environmental adaptability (fescue toxicity problems, heat tolerance, poor shedding ability), and decreased harvest weight plus reduced vigor with the use of straight bred



Brangus calves on Gelbvieh-cross cows.

**Market Report For—Saturday, July 30, 2011,
1415 Cattle Sold**
Butcher cows strong to \$1 higher. Stocker & feeder cattle steady. Cattle carrying longer fescue hair selling cheaper.

genetics.

We feel very fortunate that we are working with a breed of cattle that possess the genetics to meet a majority of the quality grid premiums such as CERTIFIED ANGUS BEEF while still adding value and the convenience traits that we often take for granted.

Quite often I hear talk of \$40-50 or more premiums per harvested animal. However, when I examine the data on numerous Brangus sired cattle their numbers reflects a higher dressing percentage that in most instances overcame any of the quality grade premiums. i.e., the same amount of money in

your pocket. PLUS, when Brangus bulls are crossed back on English and continental genetics the increase you see through heterosis and hybrid vigor in pounds weaned again offsets some of these premiums.

Furthermore,

Brangus influenced cattle are more heat tolerant. They naturally possess added environmental adaptability which make them an ideal fit for a variety of states with high cow calf populations as they utilize the available forages while still weaning slick haired, thrifty animals. A report from one producer with both Angus and Brangus calves documented treatment of bad eyes and overall health to be \$18 more for the Angus sired calves up to weaning than that for his Brangus sired calves.

Yes, we definitely need to keep our eye on improving more consistency of carcass quality. However, that is not the only trait that affects profitability and with escalating input costs from energy and feed sources we need to constantly monitor what we can do. Our goal is a factory that is working for us and not against us that require less intense labor and will adapt without extra input costs to their surroundings in a cost effective manner.

A Look Back

...continued from page 1...

to work as operations manager for Brinks Brangus. It was my first exposure to an eared influenced breed I have come to respect, admire and have a passion for Brangus. This is coming from someone who had exposure to MANY breeds of cattle and working with them on a day to day basis.

One of the first startling things that I experienced in my move to south Texas was the amount of phone calls we would receive in 1980 with people wanting to buy not 2 year old bulls BUT 3 year old bulls. Glenn Brinkman and I sat down and put together a plan to start scrotal measuring the bulls at yearling and putting them through a performance process that would develop them to a maturity level so they would be fertile and useable at 12-14 months of age. We put extreme pressure on the progeny of the bulls used so both the bulls and heifers produced would reach sexual maturity at a younger age. I have continued to do that through my own operation and have encouraged that throughout GENETRUST. For the past 18 years at SCC we have sold predominately 12-14 month old bulls and have seen a customer base develop so that the demand in our sale for yearling bulls exceeds the older bulls.

I feel strongly that we are entering a total new phase in beef cattle production. We are competing against chicken and swine genetics that see a much faster turnover of generations than we can ever attain. I feel strongly that with the current prices of feed and the competition for them for as an energy source combine to make grass also at a premium value. Our product must be positioned to use the superior genetics we are producing at as young an age as possible. Yes, this will require some changes in management and thought process by both commercial and purebred breeders alike. When yearling bulls are used for approximately 60 days the first year and then managed separately from the older bulls until next turn out season, these bulls will last longer and service more cows and sire more progeny in their lifetime as compared to older bulls.

When I reflect on my Dad's commitment to trying AI, especially when others were saying it wouldn't work, it truly involves changing one's mindset as to what will work and what won't. Situations change within this industry. I am a firm believer that one change this industry needs to make is more acceptance of the use of yearling bulls to help keep this industry a more viable entity. As in the era of my Dad, changing your mindset and developing a vision of the benefits you could potentially reap in your individual operation will inspire us all to reach outside our comfort zone.

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From Our Customers...



"To stay in business these days with input cost as they are we cannot afford to purchase bulls of inferior quality. We have been purchasing GENETRUST bulls exclusively since they

had their first sale in 2009.

Consistency and uniformity in type and kind is important to our program. We have seen an increase in depth of body of our replacement heifers sired by GENETRUST bulls. Our steers are bigger topped and we feel we have added more bone overall to our herd.

We have seen in years past traveling to sales across the country it was difficult to meet our orders at single location mostly because of feet and leg issues. The GENETRUST group have put strong emphasis on feet and legs.

One of the most important things we look for are quality people to work with. The GENETRUST group are all men of integrity, they stand behind their genetics."

Alan Haney, Ranch Manager
Johnston Cattle Company
Letohatchee, AL



"At Cornelius Farms, we feel that utilizing AI genetics in the herd is very beneficial. It is the quickest and most economical way to improve quality through the use of the foremost bulls the breed has to offer.

With more than twenty years experience breeding and raising horses, we have found that AI breeding is the best way to stay competitive. Looking back, when we did not AI to the elite stallions and try to raise the very best colts we could, it cost us money in the long run. We think the same applies to the cattle business.

With costs increasing and the premium calves bringing top dollars, a good AI breeding program is the most effective way to raise the best product for commercial or purebred operations."

Cornelius Farms
Jay & Rob Cornelius, Rogersville, AL

"Not only does GENETRUST provide quality Brangus bulls for our commercial cow-calf operation, but they also provide top-notch service that keeps us coming back.

With two calving seasons on the McKnight Ranch, we push our bulls hard. The forty plus bulls we have purchased from GENETRUST over the past two years hold their condition and stay active throughout the season. When you run the number of mamma-cows that we run, you expect to have complications every now and then. That's just part of being in the cattle business.

The key is to find a seed-stock producer that will stick by his word and by his sale of quality genetics when something happens. GENETRUST is quick to stand by their guarantee and give timely service whenever called upon — and that is why we keep coming back."

Trent McKnight
McKnight Ranch
Throckmorton, TX



GT at Suhn Cattle Company Sale Proves the Reliability of our Genetics

A blustery day with moderate temps greeted buyers on Tuesday, March 22 and enthusiastic cattlemen packed the Suhn sales facility for the 18th Annual Suhn Cattle Company Bull Sale.



Highlighting this year's sale offering was Lot 36, TJM Coronado 535X, sired by CB Hombre. He was purchased by the partnership of John Milam, Draggin' M Ranch, El Dorado, AR and Todd Garrett, Garrett Brangus, Midlothian, TX for \$25,000. David and Nadia Wood, Double W Ranch, Houston, TX purchased Lot 1, Suhn's Affirmed 30T for \$9,000.

Lot 34, Oaks Escalante 1302X2 a deep, thick, structurally sound son of Hill of Brinks was purchased by Watson 3 Ranch in Garrison, TX for \$8750. Suhn's LTD 919W23, sired by LTD of Brinks

commanded a selling price of \$7,500 from Duane Hahn, Platte Valley Brangus, Columbus, NE.

The enthusiasm for the Ultrablack bulls was again strong this year. Lot 10, a grandson of the super calving ease sire, Newt of Brinks was purchased by Troy & Cindy Lemay, Lemay Cattle Co.; Winfield, KS for \$7000.

Headlining the Angus offering was Lot 151, Valley View Protégé 0237, a son of the immortal sire GAR-EGL Protégé—purchased by Kates Angus Farm, Rosamond, IL and Betzold Farms, Nokomis, IL for \$10,000. Brian Hind, Madison, KS purchased lot 146 a son of Connealy Network, Valley View Network 9218 for \$5000.

Bulls sold into twelve states from this offering. Volume buyers included Danny Wright, Hinton, OK and his ranch manager PeeWee Brookshire; Frosty Tipton, Winnemucca, NV; and Trent McKnight, Throckmorton, TX.



Cattlemen Place Extra Value Behind GT's Future Focused Genetics

A great spring day plus an excellent offering of Brangus genetics bred for the future needs of the cattle industry greeted Brangus enthusiasts for the GENETRUST at Cavender's Neches River Ranch registered and commercial Brangus female sale. Bidding was active, both from the seats and over the internet with ninety-one registered lots grossing \$316,550 to average \$3,479.

The high selling lot at \$9,000 was from Cavender Brangus as Lot 66, 541P96, a proven donor and daughter of the feed efficiency sire, Good Fortune of Brinks 14H3, sold to the Oaks Farm, Joe & Catherine Kassler, Newnan, GA; and Tom & Betty Davis, Cold Creek Ranch, Marietta, GA. Second high seller was Lot 95, an excellent high performing open heifer, sired by LTD of Brinks 415T28 from Vorel Brangus, Luther, OK. She sold to Scott Henderson, Bossier City, LA

for \$8,500. The third high seller, Lot 40, was from Suhn Cattle Company and sold to Jack Moore, Ingram, TX, sired by the calving ease sire CRC Specialist 392T2, she sold for \$7,250. Volume registered buyers were new Brangus breeders, Tony Westbrooks, Olla, LA; who purchased fourteen lots and Roger Richardson, Nixa, MO; added nine head to his program.

An active crowd evaluated an excellent group of commercial Brangus females. The high selling group of females were an outstanding set of F1 Brangus pairs that sold to Richard Baetz, Lindale, TX for \$1750. Four hundred forty-nine Brangus females averages \$1,381 with volume purchases being made by Don Thomas & Sons, Madison, MO; Mike Pope, Little Rock, AR; Clay Barnhouse, Bolivar, MO; Dean Hummer, Parsons, KS; and Mike Coggins, Lake Park, GA.



2011 - 2012 SALE DATES

November 4-5

Chimney Rock Cattle Co.
Concord, AR
Bulls, Reg. & Comm. Females

December 3

Cavender Ranches
Jacksonville, TX
Bulls & Comm. Females

March 27

Suhn Cattle Company
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April 28

Cavender Ranches
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Reg. & Comm. Females



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Brangus Breeders for the 5th Annual Heifer Pen Show at Chimney Rock

GENETRUST at Chimney Rock Cattle Company will host once again on November 4th and 5th, 2011, to give each and every Brangus breeder an opportunity to showcase their finest quality heifers in the famed "Chimney Rock Unaltered Heifer Pen Show".

This is an un-haltered event with classes divided by age as would be recognized by IBBA ruling. Premium money is awarded to division winners as well as Champion and Reserve Champion cattle.

Winning this prestigious event will entitle you to sell your heifer in the GENETRUST sale at Chimney Rock if you desire.

Please contact Melanie Fuller for rules as well as entry forms and other pertinent information. Deadline for entry October 15!

Melanie Fuller • 979-828-5300 • mwfuller@hotmail.com

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at Chimney Rock Cattle Company's Cow Palace, Concord, AR

NOVEMBER 4-5, 2011



LTD Selling 1/2 int & possession
BW WW YW Milk TM SC IMF REA FT
0.3 30 58 14 30 1.4 -0.05 0.63 -0.01



263X2 LTD x Bright Side
BW WW YW Milk TM SC IMF REA FT
1.6 37 72 13 32 1.1 0.89 0.03 0.009



263X4 Blanda x 314C
BW WW YW Milk TM SC IMF REA FT
-1.1 16 33 18 26 0.6 0.01 0.28 0.009



607X6 Alydar x Bear Bryant
BW WW YW Milk TM SC IMF REA FT
1.3 26 49 12 25 1.2 -0.01 0.56 -0.003



99X32 Duke x Blackhawk
BW WW YW Milk TM SC IMF REA FT
1.8 37 66 14 33 1.0 0.04 0.45 0.002



504X7 Magnum x Lead Gun
BW WW YW Milk TM SC IMF REA FT
3.7 34 52 15 32 0.8 0.05 0.33 -0.005



535X42 LTD x Newsman
BW WW YW Milk TM SC IMF REA FT
1.2 32 57 12 28 1.1 -0.17 0.42 -0.011



415X24 Blanda x 607L11
BW WW YW Milk TM SC IMF REA FT
1.7 28 46 17 31 0.8 -0.07 0.28 -0.005



129T8 Tank x Forefront
BW WW YW Milk TM SC IMF REA FT
4.5 48 77 18 42 0.2 0.06 0.82 0.007



468R18 Leader x Cadence
BW WW YW Milk TM SC IMF REA FT
-0.5 22 38 10 21 0.3 0.05 0.48 0.002



535R6 Sleep Easy x Angelo
BW WW YW Milk TM SC IMF REA FT
0.7 28 52 14 28 0.7 -0.17 0.21 -0.001



561X18 Hombre x Advancer
BW WW YW Milk TM SC IMF REA FT
-1.9 31 55 13 29 1.1 -0.09 0.29 0.005



541X49 Patton x Next Step
BW WW YW Milk TM SC IMF REA FT
0.5 22 51 16 27 0.9 0.0 0.42 -0.014



535X48 LTD x BT
BW WW YW Milk TM SC IMF REA FT
0.4 23 50 13 24 0.8 -0.13 0.41 -0.007



607Y10 Abrams x Affirmed
BW WW YW Milk TM SC IMF REA FT
0.5 32 61 16 32 0.6 0.08 0.6 0.002



9UBY5 Hombre x Best Bet
BW WW YW Milk TM SC IMF REA FT
0.8 36 58 15 33 1.2 0.04 0.27 0.004

