

The Complete Package

Judd Ranch

www.juddranch.com

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Crossbreeding Maximizes Production Traits, Cuts Costs

Kashly Schweer, livestock production agent, Kansas State University Extension, says one of the most tried-and-true principles to maximize production traits while simultaneously reducing costs in commercial beef systems is crossbreeding.

“Crossbreeding gives commercial beef systems two primary benefits: heterosis (hybrid vigor) and breed complementarity,” Schweer states.

Travis Meteer, University of Illinois, beef extension educator, calls leaving hybrid vigor on the table in a commercial herd “a big loss.”

“Otherwise lowly heritable traits like reproduction, health and cow longevity are best improved by crossbreeding,” he adds.

“Crossbred cows and maternal heterosis is a key to profitability on commercial cow/calf operations. Studies have shown net profit per cow is increased by \$75/cow/year as a result of maternal heterosis.”

Jim Gosey, beef extension specialist, University of Nebraska (retired) points out that ranchers would be wise to crossbreed “even if heterosis was zero, due to the complementary effects of matching strengths of one breed to offset weaknesses of another breed.”

“The opportunity to mate bulls and cows of different breeds or paternal / maternal lines to take advantage of complementarity is an important part of the total crossbred advantage. . .Maternal heterosis accounts for about two-thirds of the total crossbreeding advantage,” Gosey explains. “Maternal heterosis has more impact because of the effect on reproductive performance through earlier puberty, higher conception rate, faster breed back, greater longevity and the maternal impact on calf performance. Individual heterosis generally accounts for the other one-third of the potential 25 percent increase in lifetime productivity and is realized due to early vigor resulting in more live calves plus greater early calf growth rate.”

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JRI Extra Sassy 140S65 is a typical Judd Ranch female. Photographed at 10 years of age, this homozygous polled purebred Gelbvieh has a profit-driven 365-day annual calving interval. Yes, longevity, fertility and teat and udder excellence are all part of the “Complete Package.”

#1 DOM, DOD Owner, Breeder

For the past 19 out of 20 years—1998 through 2017, Judd Ranch has topped two prestigious lists: the American Gelbvieh Association’s No. 1 breeder of Dams of Merit and Dams of Distinction and the AGA’s No. 1 owner of Dams of Merit and Dams of Distinction.

Judd Ranch earned the No. 1 position as Owner of Dams of Merit and Dams of Distinction in 2017 with 23 Dams of Distinction and 96 Dams of Merit (119 total honored females).

In the breeder category, Judd Ranch led the way with 126 honored females: 24 Dams of Distinction and 102 Dams of Merit.

This puts Judd Ranch with not only more Dams of Merit/Dams of Distinction in its pastures than any Gelbvieh herd in the United States but also with a higher percentage of Dams of Merit/Dams of Distinction in its pastures than any Gelbvieh herd in the United States.

The American Gelbvieh Association is extremely particular regarding what females are designated as a Dam of Merit or Dam of Distinction. Only 5.6 percent of the registered females in the Gelbvieh breed qualify as a Dam of Merit, and fewer than 1

percent meet the criteria for the Dam of Distinction honor.

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. The breed association’s 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.

But what do these honors mean to you? Bottom line: It means that Judd Ranch genetics are stacked with top-of-the-line performance, fertility and maternal power—and nowhere else can you get this combination in a bull package.

Every purebred Gelbvieh and Balancer bull selling in this year’s sale has one or more Dams of Merit/Distinction in his pedigree. That’s extra maternal power for you.

Genetically Engineering Cows to Optimize Potential

If your cows weaned calves that were close to 50 percent of their mature weight every 365 days, would you be happy? After all, numerous beef specialists and nutritionists think achieving that goal is pretty darn good.

“That 50 percent figure wouldn’t work for us,” states Dave Judd. “We’ve put too much work into our cowherd to be satisfied with cows just weaning 50 percent of their body weight.”

“We’ve worked hard at reducing cow size and increasing cow efficiency. Our fall cows and fall first-calf heifers typically wean more than 60 percent of their body weight. The spring cows typically average more than 55 percent, and the spring first-calf heifers typically average weaning 65 percent or more of their body weight.”

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 202 fall yearling bulls selling in this year’s sale shows they averaged 80 pounds at birth and averaged 930 pounds when weaned off their dams. That 930 pounds is actual weaning weight average straight off their dams.

Judd Ranch’s cows are not big

cows. They are moderate-framed with significant depth of body and capacity—cows that fit what research conducted by U.S. Meat Animal Research Center in Clay Center, Neb., shows.

When MARC researchers studied cow size, they 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 pounds, followed by Hereford at 1,348 pounds, Angus at 1,342 pounds, Charolais at 1,339 pounds and Limousin at 1,330 pounds. The average mature weight of four-year-old Gelbvieh cows at MARC was just 1,282 pounds.

“Our pastures are filled with moderate-framed females that convert grass to pounds,” Dave states. “That’s what it’s all about—each Judd Ranch female is a factory and we want the most output possible from the least amount of input.”

Herd consultant Roger Gatz of Cattlemen’s Connection adds, “No matter what breed we’re talking about, Judd Ranch has some of the best females in the country. If you want to produce moderate-framed, highly efficient, highly fertile replacement heifers, then be at this sale and take home a Judd Ranch bull.”



JRI Triple Threat 285A209 grazes beside his first-calf dam just prior to being weaned. Triple Threat sold in the 2015 bull sale. Triple Threat’s black, homozygous polled purebred Gelbvieh maternal brother, JRI Intuition 285D810, sells March 3. His stats: 956 lb. actual weaning weight off his Dam of Merit dam, 1,327 lb. 365-day weight and 7.19 ADG. Yes, JRI Intuition is a beef machine!

Do You Want Polled Calves? Go with Homozygous Polled Bulls

If you were asked if you would like to get \$2,000 or even \$5,000 more on a group of 50 commercial calves and this added profit required just one simple change in management, would you do it? Would you be more enticed if you knew that the management change wouldn't involve even an extra five minutes of time?

Tom Troxel, Arkansas extension beef specialist, says research shows that horned calves marketed at weaning age were discounted \$8/cwt. On a 500-weight calf, that's \$40 removed from your pocket when you sell a horned calf. Turn the scenario around. That means if you sold polled calves, no discount would have occurred and you would benefit with getting that \$40 per head in your pocket. On a group of 50 calves, that's an additional \$2,000.

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

Joseph Stookey, associate professor at the Western College of Veterinary Medicine, says there is an easy management solution to producing polled calves. That solution is breeding cows to homozygous polled bulls.

"In one breeding season, a producer can take a herd of horned cows and breed them to a polled bull (homozygous for the polled condition) and have an entire polled calf crop," Stookey elaborates.

Jeremy Powell, DVM, associate professor, University of Arkansas, agrees with Stookey, adding, "The simplest way to produce calves without horns is to use a homozygous polled herd sire."

Noting that using homozygous polled bulls that will result in polled calves may seem like one of the "simpler management processes," Justin Rhinehart, beef cattle specialist, Mississippi State University Extension Service, says this management practice still gets overlooked. And he's baffled why cow-calf producers don't avoid horned calves by simply using homozygous polled bulls.

"Horned feeders sell for less be-

cause they require dehorning when they arrive to the feedlot and that negatively impacts their performance and health," Rhinehart states. "If they are not dehorned, they decrease the value of the entire pen they feed with."

Cow-calf producers who have horned calves that require dehorning are familiar with the time and labor involved with dehorning and understand the stress calves undergo when dehorned.

University of Tennessee researchers found that calves dehorned when they are more than two months of age can require up to 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.

While working with a Wyoming seedstock producer who weighed his spring-born calves twice in the fall, Judd Ranch consultant Roger Gatz put pencil to paper and found 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," Gatz 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 with homozygous polled bulls and not be bothered with manual dehorning.

"Plus, dehorning beef cattle via genetics is a welfare friendly practice that everyone in the industry should embrace and support."

(Editor's Note: Continually striving to produce sires that will add more value to your next calf crop, Judd Ranch DNA tests individual herd members for the homozygous polled factor. While each test comes with a price, Dave Judd calls the amount spent "an investment in what our customers want."

To date, more than 80% of Judd Ranch animals that have been DNA tested have proven to be homozygous polled. This year's sale features 297 homozygous polled bulls.)



This bull calf shows off the power of a Judd Ranch first-calf 293 cow family daughter. This female's black, homozygous polled purebred Gelbvieh brother, JRI Polo 293D4, sells March 3. His stats: 832 lb. 205-day weight, 1,060 lb. actual weaning weight off his 11-year-old honored Dam of Distinction dam, 1,367 lb. 365-day weight, 5.12 lb. ADG and a 16.0 sq. in. yearling ribeye.

Linebred Cattle 'Breed Truer,' a 'Powerful Tool' for Herd Improvement

When you talk to a beef extension specialist, he or she will advise you not to inbreed. And that is wise. So then, you may ask, why does Judd Ranch linebreed? Isn't linebreeding inbreeding?

Well, yes and no.

Linebreeding is a form of inbreeding. But there is a BIG difference between inbreeding and linebreeding: linebreeding is inbreeding with selection.

Linebreeding is the deliberate mating of closely related animals with the objective to concentrate desirable characteristics of the progeny and to breed consistency. Using this strategic inbreeding program allows a seedstock producer to concentrate the genetics of a particular bloodline and keep the relationship of the next generation with this particular ancestor at a high level.

"If a breeder linebreeds a superior male only with superior females, this program can quickly produce a superior population," states a research document published by the Food and Agriculture Organization of the United Nations.

One Georgia cowman contends that "linebreeding is how real genetic progress is made in cattle."

In a basic genetics class, you learn that the genetic contribution a herd bull makes to a population is halved each generation: 50 percent in its offspring, 25 percent in its granddaughters and grandsons, 12.5 percent in its great-granddaughters and great grandsons, etc. After seven generations, a herd sire contributes less than 1 percent of its descendants' genes.

Linebreeding reverses this trend. For example, in a linebreeding program, a bull might be mated AI with its granddaughters, increasing the bull's contribution to those offspring from the normal value of 12.5 percent to 62.5 percent.

Linebreeding Dates Back to 1930s

Linebreeding isn't a fad or a trend. Linebreeding of livestock actually 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," Jim Lents states in his book *The Basis of Linebreeding*.

Lents emphasizes that "by using a high-quality bull that has been selected from proven lines of maternal efficiency, good disposition, longevity and phenotypic correctness, they imbue far more predictability and consistency into their subsequent

Crossbreeding

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Acknowledging that it is important to keep uniformity in the cow herd for a variety of reasons—and that some cowmen worry about keeping uniformity in their cowherd when crossbreeding, Schweer says one way to help maintain cow herd uniformity is to use bulls of similar frame score.

"With a strong relationship between frame score and mature size, minimizing differences in frame scores of bulls used to produce replacement females will help maintain cow herd uniformity," Schweer states. "Capturing the benefits of heterosis allows producers to optimize genetic progress in economically important traits, especially those associated with reproductive efficiency and maternal performance."

calf crops."

Animal geneticist Dr. Sally Northcutt, Oklahoma State University, agrees, noting that linebred cattle have fewer genetic defects and breed truer. Northcutt says the "why" behind cattle breeding 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, stands on the same linebreeding platform as Lents and Northcutt, adding that linebreeding typically increases the uniformity of a herd's genetics.

Dr. Bob Long, Oklahoma State University, now deceased, was a strong proponent of linebred cattle.

"Inbreeding with selection (linebreeding) can be a powerful tool for herd and/or breed improvement," Long stated. "If someone else has already created such a strain, buy them if you can. They are the best."

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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

98% of all bulls in a Judd Ranch Bull Sale typically sell to commercial cowmen. Last year, 47 of the 50 top-selling bulls sold to commercial cowmen.

Judd Ranch: It's All About Family, Cows & Customers

Auburn University's College of Agriculture categorizes purebred operations into three groups: 1) elite or master breeders; 2) multipliers; and 3) propagators. As defined by Auburn University's College of Agriculture, an "elite or master breeder" is one that...

1) Produces sires or families of females that leave their influence for generations to come

2) Is not swayed by trends or fashions and

3) Sells bulls and semen primarily to other purebred herds throughout the United States.

By this definition, Judd Ranch is "an elite or master breeder." But the one part that doesn't fit to a "T" is #3 as Judd Ranch bulls and semen also end up in the hands of a significant number of commercial cow-calf producers. In fact, 98 percent or more of Judd Ranch bulls in the ranch's annual sale go to commercial cow-calf producers.

"The commercial cow-calf producers who purchase Judd Ranch bulls are your progressive cowmen," states Roger Gatz, Judd Ranch's herd consultant. "These commercial cowmen are at the top of their game and know the value of a good bull and that a really good bull pays for itself."

"It's not the title or name 'elite or master breeder' that we were after," Cindy explains. "It just so happens that one of our initial goals was to produce sires or families of females that leave their influence for generations to come. Our program has never been based on being a part of the bull of the month club. We don't chase fads. Our goal has always been to engineer genetic change by breeding and developing bulls with bred-in profit drive and balanced traits that



Meet the Judds, left to right: Nick and Ginger and their kiddos Lacy, Levi and Lily; Ashley and Brent with Oliver; Cindy and Dave. Photo taken in 2015 before Avery Jo, Ashley and Brent's daughter was born.

add value at the ranch and beyond. We haven't deviated from our goal since the start.

"One thing we would add to Auburn University's elite or master breeder definition is treating a customer as you would want to be treated and the importance of honesty and integrity. You can have the best bulls in the nation but that means nothing if honesty, integrity and a customer-first attitude are not a part of equation."

Gelbvieh, Balancer, Red Angus

When Dave and Cindy entered the seedstock business in 1981, Gelbvieh was their breed of choice. That initial decision was made primarily from U.S. Meat Animal Research Center data that showed Gelbvieh produces more pounds of weaned calf per cow than any other widely

used breed; Gelbvieh was the only breed that excelled in calving ease, weaning growth, yearling growth, milk yield and retail yield; and Gelbvieh was known for its heat tolerance and maternal qualities such as fertility and milk.

"Now, 30 years later, Gelbvieh still possess those qualities," Dave shares. "And MARC data shows that Gelbvieh has reduced mature cow size, has the lowest birth weight of the four main Continental breeds, has the earliest age at puberty and has the highest retail yield of the most widely used breeds."

Dave says Judd Ranch's experience with Gelbvieh has been exactly what research data had shown.

Judd Ranch expanded and added Balancers to their program when customers wanted a breed of bull beyond Gelbvieh. This coincided with the American Gelbvieh Association recognizing Balancer as a registered hybrid seedstock.

"Balancer bulls are an excellent option for cowmen who want some benefits of heterosis but don't want 100 percent Gelbvieh influence," Dave states.

Implementing a Balancer program was fairly simple. It meant Aling Gelbvieh females to either Angus or Red Angus, then continuing a breeding program to get Balancer bulls.

In 2000, Judd Ranch added a Red Angus herd to its program. (See article on Page 10.)

"While our Red Angus herd is relatively small, it receives the same time and attention as our Gelbvieh and Balancer cows," Dave states

"The same principles apply to

our Balancer and Red Angus herds as our Gelbvieh herd. Our program is centered on disciplined breeding strategies of stacking proven AI sires, generation after generation, along with raising the best breeding stock we can. Our cows have been genetically designed to have a quiet temperament, natural thickness and fleshing ability and to excel in longevity, reproductive efficiency and maternal strengths such as fertility. We also demand excellence in teat and udder quality.

"We focus on calving ease for two key reasons: us and our customers. We all like to have peace of mind knowing calves will be born unassisted and alive. Getting more live calves on the ground is the first step to getting more pounds of calf weaned per cow exposed—and also equates to increased potential for future profit.

"We know our customers have options, and we realize that we need

our customers more than they need us. After all, there are a lot of seedstock producers selling bulls every year. To that end, we do our best to raise bulls with the best available genetics that will help our customers be profitable."

No matter the breed, Judd Ranch cows have to breed on schedule, calve in a 45-day window and raise a stout calf, or they are shipped.

At Judd Ranch, every mating is extremely valuable. Dave and ranch consultant Roger Gatz of Cattleman's Connection spend hours and hours matching each Gelbvieh, Red Angus and Balancer female with the "ideal" bull.

Every female is AI bred one round, then pasture exposed to a Judd Ranch herd sire.

"Judd Ranch has a distinct advantage when it comes to their pasture breeding program," Roger elaborates

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JRI Ms Hot Pursuit 207U33 is a many-time honored Dam of Merit known for producing tremendous daughters and beef machine sons. Her red, homozygous polled purebred Gelbvieh grandson, JRI Hurricane 207D54, sells March 3. His stats: 910 actual weaning weight, 6.05 lb. ADG and 15.9 sq. in. yearling ribeye.



Mike Herren, Kampsville, Ill.—

Bulls, Program & People Matter

Mike and Tammy Herren of Kampsville, Ill., live near the Mississippi River north of St. Louis in an area where, Mike says, “cows are secondary to big farming.”

“But cows are important to me,” he interjects. “If I am going to have cows, I want the good ones.”

Focused on improving their commercial cowherd, Mike and Tammy purchased 25 Balancer second-calf females at an auction eight years ago. The females were a three-in-one package, selling with calves at side and bred back. Bred and raised by a New Mexico cowman who was forced to sell them due to drought in his area, the females were steeped in Judd Ranch genetics.

Four years after buying those females and liking their performance and their calves, Mike convinced himself to buy a Judd Ranch bull. And he ended up purchasing not one bull but two!

“While the price I paid for my Judd Ranch bulls landed them in the top-selling category at the sale—and some people may think I’m nuts to pay so much for bulls that will be used in a commercial cowherd, those bulls have been great investments,” Mike tells.

“Buying Judd Ranch bulls is the best money I ever spent. Heck, even my banker likes looking at my cowherd and he smiles when the check from selling our calves is deposited.”

Mike adds that, in addition to their weaning weights increasing, their cow herd “has improved 150 percent” since adding Judd Ranch bulls to their program.

Over the past five years, the weaning weight average of the Her-

ren’s steer calves have jumped 75-100 pounds—up from 400 pounds to 500 pounds. Heifer weights have increased an average of 50 to 75 pounds per animal. He says each calf born looks like a tank since it has so much depth, and the calves take advantage of their mama’s milk to put on the pounds.

“When I wean depends on which comes first 500 pounds or six months of age,” Mike explains. “Right now most of my bull calves are hitting close to that 500-pound mark before they are six months of age.”

While the Herren’s don’t creep feed prior to weaning, they do feed range cake to their cows, and the calves quickly learn how to eat. Once weaned, the calves are back-grounded for three to four months and are marketed weighing 600 to 700 pounds.

Mike and Tammy run about 80-90 head of crossbred mama cows in what they call their “rainbow herd.” Some of their cows are black, others are red and still others are yellow or even white. Mike points out that they are more concerned about the performance of their cows and the quality of the calves than with color.

“I never thought I would ever have red cows because black rules the roost around here. But, bottom line, I sell pounds, not color,” Mike tells. “And color has not negatively impacted prices received.

“In midNovember, we sold a group of black and red calves and topped the market at the EMCC livestock auction in Bowling Green, Mo. Those calves weighed an average of 642 lbs. and brought \$1.60. That’s more than \$950 per calf.

“Topping the market this last



Photographed here as a first-calf heifer, JRI Ms Bella 148Y44 grazes beside her first powerhouse son that weaned off at 990 lbs. This Dam of Merit is one amazing producer. Her homozygous polled purebred Gelbvieh son, JRI VIP 148D54, sells March 3. His stats: 990 lbs. actual weaning weight, 1,332 lb. 365-day weight, 6.63 lb. ADG and 15.8 sq. in yearling ribeye.

time wasn’t a first time thing. Our calves typically top the market, and they sell right along with all the black calves.”

He and Tammy are working at increasing the number of Gelbvieh-cross females in their herd every year.

“We love our Judd Ranch-influenced cows. They make great mamas and are so sweet and gentle,” Tammy states. Mike adds that their Judd Ranch-sired females are docile and “really good milkers.”

The Herren’s spring calve Feb. 15 through April 15 and fall calve Aug. 1 through Oct. 1. Having two calving seasons allows them to use their bulls twice a year rather than just once a year.

The Herren’s Balancer females that are 5/8 Gelbvieh X 3/8 Red Angus are mated to Balancer bulls that are 50 percent Gelbvieh X 50 percent Red Angus. The resulting red heifers are then mated to a Charolais bull while the black heifers are mated to black Gelbvieh bulls to try to capitalize on hybrid vigor of both breeds.

“Our Gelbvieh X Charolais offspring are some outstanding calves,” Tammy interjects.

Once upon a time, the Herren’s sold all of their steer and heifer calves and purchased replacement heifers. Since using Judd Ranch bulls, they’ve been raising their own replacement heifers.

“We save most of the heifers that we think will make good mamas,” Mike explains.

Mike says, even when a heifer got accidentally bred at six months of age by a liked-aged sibling, she calved at 15 months without a problem and was a good mama to her calf. When another “oops” occurred and a heifer got bred to a neighbor’s Hereford bull and calved at 20 months, no problem again.

Linebreeding

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Stringent Approach Required

Beef extension specialists, geneticists and top-of-the-line seedstock producers point out that a successful linebreeding program must start with genetically sound individuals and the person in charge of the program must be strategic and stay dedicated to the project.

Judd Ranch implemented its linebreeding program when it found out the power of Rolls Roych and wanted to increase this outstanding individual’s contribution to their herd for succeeding generations. Dave didn’t agree with the “bigger is better” route that a majority of seedstock producers were taking back at that time. He wanted more moderate-framed, highly fertile cattle that had capacity and were excellent grass converters.

“Rolls Roych was so superior to any bull we had ever seen. He was moderate-framed, thick and combined outstanding performance with structural soundness and a huge scrotal circumference. We knew that we wanted to capitalize on his traits,” Dave Judd states. “He had the genetic power to give us a herd that excelled in reproductive efficiency, calving ease and growth.”

Roger Gatz, herd consultant for Judd Ranch, points out that Dave’s solid understanding of the principles of genetics and how to apply the 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 Partner, a Rolls Roych son; followed by Grand Prix, a Rolls Roych grandson; 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.”



This beautiful Judd Ranch female is JRI Ms Tippie 132R10. Her black, homozygous polled purebred Gelbvieh grandson, JRI Inner Realm 132D40, sells March 3. His stats: 72 lb. birth weight, 942 lb. actual weaning weight off a four-year-old Dam of Merit, 1,280 lb. 365-day weight and 6.81 lb. ADG.

**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.**

‘Free Lunch’ is Yours with Hybrid Bulls

If you want to capitalize on hybrid vigor—the commercial cowman’s “free lunch,” then Scott Greiner, Virginia Tech Extension beef cattle specialist, suggests using hybrid bulls. Greiner says hybrid bulls allow for practical crossbreeding, with hybrid bulls working great for cow-calf operations of any size, including producers who have only one breeding pasture and one bull.

What’s the big deal with hybrid bulls? Hybrid bulls introduce heterosis or hybrid vigor to a herd.

“By keeping the heifers, maternal heterosis can be added, in a simple and practical fashion,” Greiner states.

Jack Whittier, Colorado State University Extension beef specialist, adds that another important benefit of hybrid bulls, independent of heterosis, is the complementarity that hybrids bring.

“You don’t have to deal with the big swings in cow size and biological type that occur when using purebred bulls of one breed and then another breed,” Whittier states.

If you want to take advantage of the heterosis offered by a hybrid bull, then you’re in luck, as this year’s March 3 sale offers 147 Balancers, a hybrid recognized and registered with the American Gelbvieh Association.

Balancer bulls capitalize on the relative strengths of two breeds: Gelbvieh and either Red Angus or Angus. A registered Balancer—and

Judd Ranch’s 40th Bull Sale Offering:

- 159 Purebred Gelbvieh
- 147 Balancers (Hybrids)
- 17 Purebred Red Angus

all Balancer bulls sold in this year’s sale will be registered—are 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 or Red Angus.

Research performed several decades ago by the U.S. Meat Animal Research Center (MARC) on hybrids clarified that not only do they have a role in the beef industry, but that they breed true.

Balancers have shown to offer as much consistency as using the parental breeds separately. Research documents no difference between composites and purebreds for birth weight, weaning weight, yearling weight, finished weight, percent retail product, puberty, gestation length or scrotal size.

“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 herd consultant Roger Gatz of Cattlemen’s Connection.

“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.”

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.”

Whittier contends that one of the driving factors behind increased use of hybrid bulls is the fact that many cowherds have become less crossbred and “using a crossbred or composite bull can restore heterosis – in a much more simple way than using elaborate rotational crossbreeding systems.”

If you would like to learn more about Balancers and the Balancer bulls offered in this year’s sale, please contact Roger Gatz, Judd Ranch’s herd consultant, at 800-743-0026.



JRI Ms Jitterbug 254Y38 has been designated a Dam of Merit every year of eligibility. And perform she does, as her four calves to date have averaged 926 lbs. at weaning. Her homozygous polled purebred Gelbvieh son, JRI Shilo 254D48, sells on March 3. His stats: 960 lb. actual weaning weight, 1,248 lb. yearling weight, 5.81 lb. ADG and a 15.1 sq. in. yearling ribeye.

Herd Health a Major JR Focus

Herd health has been a high priority at Judd Ranch since Day 1.

The ranch’s herd health program focuses on preventive herd health, with the program re-examined on a regular basis to adjust for changes in herd management and to incorporate the latest health practices.

“Vaccination, medicine and management are used to prevent disease,” Dave explains. “We keep disease at a minimum by preventing exposure to disease and keeping disease resistance high through nutrition, management and housing programs. This takes a continual effort but is well worth the investment.”

Brucellosis

Judd Ranch is an Accredited Brucellosis Free herd—Certification #271—and has achieved this brucellosis-free status for more than five years.

All cows and herd bulls at Judd Ranch are tested annually for brucellosis.

Johne’s Disease

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

“Although we had never seen or suspected any cases of Johne’s disease in the herd, we tested for Johne’s disease,” Dave states. “That’s the only way you sometimes know if you have Johne’s disease or not. As we thought, Johne’s disease was not found in our 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.

“Producers should be aware that no herd can say it’s a Johne’s-free herd,” Dave explains. “Only the herds that have tested for Johne’s disease and know they are a low-risk herd can state with confidence that they are a low-risk Johne’s disease herd.”

“I’m darn happy that we tested and know that we fall into that low-risk Johne’s disease herd category,” Dave adds.

BVD Tested

Local veterinarian Dr. Larry Mages, Cottonwood Animal Hospital, Ottawa, Kan., probably knows each and every animal in the Judd Ranch herd as well as anyone, as he’s served as the ranch’s local veterinarian for more than 20 years. In addition to overseeing the ranch’s day-to-day veterinary needs—from routine vaccination programs to testing the herd for BVD, Dr. Mages performs each and every breeding soundness exam on the sale bulls.

“All Judd Ranch sale bulls have been tested for BVD and are clean,” Dr. Mages states.

Dr. Thomas Linfield, a Montana State veterinarian, underscores the importance of a herd testing for BVD. Dr. Linfield contends that the beef industry has spent so many years vaccinating when tests weren’t available that producers often overlook the importance of

Continued on Page 6



JRI Ms Amber 017S9 has it down when it comes to raising calves—and note the testicular development of her bull calf. Amber’s red, homozygous polled purebred Gelbvieh son, JRI Herd That 017D4, sells March 3. His stats: 831 lb. 205-day weight, 1,040 lb. actual weaning weight, 1,323 lb. 365-day weight, 5.93 lb. ADG and a 16.3 sq. in. ribeye. Amber’s red, homozygous polled purebred Gelbvieh grandson, JRI Prince 017D59, also sells in this year’s sale. His stats: 72 lb. birth weight, 982 lb. actual weaning weight, 1,343 lb. 365-day weight, 6.81 lb. ADG and a 15.6 sq. in. yearling ribeye.

Genetic Defect-Free Bulls Important

When Michigan State University surveyed beef producers who purchased performance-tested bulls what they wanted when selecting a herd sire, topping the list was purchasing a bull “free of lethal genetic defects.” The next four popular answers were disposition, breeding soundness, negative for TB and negative for BVD.

All of the bulls selling in Judd Ranch’s 40th Bull Sale are 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.

If You Can't Make the Sale, Use FREE Sight Unseen Program—Satisfaction Guaranteed

In an ideal world, every person wanting a bull would be able to attend sale day. But we don't live in an ideal world. Reality means scheduling conflicts and distance limitations enter the equation.

Never fear, however, as Judd Ranch has an option for individuals unable to attend its annual bull sale on Saturday, March 3. That option is our Sight Unseen program which allows individuals to participate in the bull sale on an absentee basis.

When you use our Sight Unseen program, a person represents you in the bleachers and does your bidding for you. Your proxy bidder knows what bulls you want to bid on and your maximum bid for each bull and tries to purchase the bulls on your behalf.

Never does the bidder go over your maximum amount.

The program is so popular that 15 percent of all bulls offered in the sale will be sold to Sight Unseen customers.

The Sight Unseen program, which has been in operation for more than 10 years, takes the risk out of purchasing bulls as it comes with a Customer Satisfaction guarantee. You either like the bull/bulls purchased for you or they are returned to the ranch at no cost to you.

Bull buyers who use our Sight Unseen program typically use it for one of three key reasons:

- 1) They have a conflict with sale day and can't make the sale.
- 2) They live a significant distance from the sale and this service saves them time and money driving to and from the sale and allows them to spend the day as needed.
- 3) They've used the Sight Un-

seen program before and liked the bulls purchased for them better than if they had attended the sale and chosen bulls for themselves.

Sight Unseen bidding assignments are handed out so proxy bidders do not know what bulls fellow proxy bidders are seeking. In addition, there are no "rafter bids."

"The program has been built on honesty, and it is in everyone's best interest that we keep the program honest," Dave Judd states.

Judd Ranch herd consultant Roger Gatz, Cattlemen's Connection, adds, "If we can purchase a bull for less money than a Sight Unseen customer has given us, we will, and numerous bulls are purchased for less than their SUS customers' maximum bid."

Here are a few examples of how Sight Unseen customers have used this free service:

Example A: A cowman has studied the sale catalog and identified 10 to 12 bulls that meet his specific criteria. He wants just one bull out of the 10 to 12 on his list. The cowman calls Judd Ranch consultant Roger Gatz of Cattlemen's Connection. He or she tells Roger the lot numbers on his/her list, specifies the maximum amount he/she wants to spend on a bull and requests that a proxy bidder handle his/her bidding for him.

Example B: A commercial cow-calf producer wants five bulls and knows that he wants two Gelbvieh and three Balancers. He's sorted through the sale catalog but is open to bulls Roger thinks might work in his program. This guy calls Roger, and the two of them discuss his cow-herd and what he wants in a herd

sire. At the end of the discussion, the producer and Roger have identified 17 bulls that he wants to bid on. But, he doesn't want all 17; he wants five. While some Sight Unseen customers set a specific maximum dollar amount for each bull, this guy says he has X amount of dollars to spend on all five bulls and doesn't want to go over X dollars for any one bull.

Example C: A person wants a bull and, despite going through the sale catalog, cannot decide what bulls to bid on. He calls Roger, and the two of them talk. Since Roger has visually inspected and rated every bull listed in the sale catalog and knows the Judd Ranch program in depth, he can offer some pretty valuable insight. Before the person hangs up the phone, he instructs Roger to find a bull that meets his criteria and not to spend above a particular dollar amount. The bidder knows that, if the bull arrives at his place and he's not satisfied with him, the bull will be returned to Judd Ranch at no charge.

"It doesn't matter how many bulls you want, what color, breed or age of bulls you want, if you've picked out the bulls you want to bid on or have me help you decide what bulls might work best for your program, we're here to work for you," Roger adds.

Past SUS Customers' Experiences

When Eric Hansen, North Platte, Nebr., started buying Judd Ranch bulls 10 years ago, he went to the sale. But when he became aware of the Sight Unseen program, he decided to use it rather than drive the six hours to the sale.

"No one else has such a great selection of Gelbvieh bulls, so it's worth the drive," Eric explains, "but why drive when you can use the Sight Unseen program."

Recalling his first conversation with Judd Ranch herd consultant Roger Gatz, Eric says Roger remembered the exact bull that Eric had purchased the year prior.

"Because Roger remembered the bull I bought, he had a real feel for the type of bulls I want," Eric states. "Each time I need a bull, I call Roger and tell him my price range. He'll find me bulls in the sale catalog that he thinks will fit my needs and price range and share those lots with me."

"After some discussion, I give him a set price for each bull. Then I wait until after the sale to find out which bulls got purchased for me. I've always been happy with the results."

Eric adds that Dave and Cindy Judd have delivered his bulls the last

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 2 (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. During sale week, please call Roger on his cell phone: 785-547-6262.

few years.

"They take time to talk with me, and they seem like really nice, down-to-earth people," Eric says. "I've only purchased a handful of bulls through the years, and they treat me like I am their No. 1 customer."

"Part of the reason the Sight Unseen program works so well is because you're buying Judd Ranch bulls from good, honest cowmen."

Robert Frymire, Thomas, Okla., is a commercial cow-calf producer who uses Judd Ranch bulls and in the initial stages of putting together a top-quality group of purebred Gelbvieh females from Judd Ranch.

"I try to buy the best heifers and best bulls each year—and I have been using the Sight Unseen program every step of the way," Robert states.

"The Sight Unseen program is primarily a convenience factor for me. I've got kids involved in sports and simply can't make the bull sale or the female sale."

Robert says he has developed a relationship with Roger Gatz, Judd Ranch's herd consultant, and values the knowledge that Roger imparts.

"Other people in our area go to Judds, so I have them look over the bulls that Roger suggests," Robert states. "To date, their opinion matches Roger's report."

Last year, Robert decided to up his game and try to purchase one of the top bulls in the sale. He wanted a bull that "had phenomenal numbers and an impressive pedigree, was moderate-framed, would produce females with milking ability plus was docile." He said he told Roger his plans for the bull if he got him—use him in his herd and sell semen on him.

In the end, Robert purchased Lot 1, JRI Sugar Daddy 246C4, a black, homozygous polled purebred Gelbvieh and immediately re-registered him as JRI Oklahoma 246C4.

"This bull was as good and powerful as Roger described him," Robert elaborates. "I've used the Sight Unseen program for years and am very happy with it."

"That said, I am going to get

to Judd Ranch one of these days. Maybe not to a sale since I can use the Sight Unseen program, but a day when there's not so much happening. I want to see the Judd's entire cow-herd and meet Dave and Cindy and the boys—and Roger."

Call Sooner Rather than Later

Because the key to a satisfied Sight Unseen customer is knowing what that person wants, Gatz asks that anyone wanting to use the Sight Unseen program call and talk to him about their bull needs sooner rather than later.

"I can give a person the time and attention he or she deserves when I'm called two or three weeks prior to the sale," Roger explains. "Calling by Feb 16 would help us both big time."

"These conversations can last 30 minutes or so. I don't like to hurry when it comes to helping a person find the bulls that will best fit their situation."

Calls made to Roger to learn more about the Sight Unseen program and to talk about the bulls in the sale need to be made on Roger's toll-free office number: 800-743-0026.

Calls placed to Roger sale week should be to his cell: 785-547-6262. Because Sight Unseen orders need to be organized and proxy bidders assigned, Gatz requests that all Sight Unseen orders be placed by Friday noon, March 2.

Herd Health

Continued from Page 5

testing for BVD. As with John's disease, Dr. Linfield maintains that biosecurity is neglected when producers purchase cattle from herds that have not been tested for BVD.

Overall Herd Health

"We like to be proactive with our herd health program," Dave Judd states. "You can get yourself into one heck of a pickle if you don't test and wait until you think your herd has a specific disease."

"Plus our customers deserve to know that the cattle they purchase are disease-free."



It's no surprise that the dam of this scale-busting calf is a Dam of Merit. This female's black, homozygous polled purebred Gelbvieh son, JRI Pride 253D63, sells March 3. His stats: 85 lb. birth weight, 804 lb. 205-day weight, 1,040 lb. actual weaning weight, 1,330 lb. 365-day weight, 5.81 lb. ADG and a 15.4 sq. in. yearling ribeye.



This Judd Ranch honored Dam of Merit, JRI Sweet Reality 213T771 ET, can certainly raise ‘em right. Sweet Reality’s black, homozygous polled Balancer grandson, JRI Prince Charming 213D38, sells March 3. His stats: 81 lb. birth weight, 946 lb. actual weaning weight, 5.79 lb. ADG and a 16.4 sq. in. yearling ribeye.

Who Buys Judd Ranch Bulls?

Commercial cowmen purchase 98 percent of Judd Ranch bulls. In last year’s bull sale, 47 of the top-selling 50 bulls went to commercial producers. In 2016, 17 out of the top selling 18 bulls were purchased by commercial cow-calf producers. And these commercial producers have herds from 50 head up.

Judd Ranch bulls in last year’s sale sold into 22 states: Alabama, Arkansas, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Nebraska, New Mexico, North Carolina, North Dakota, Oklahoma, South Dakota, Tennessee, Texas, Wisconsin and Wyoming. Many of these buyers were repeat buyers.

Last year’s sale offered 278 bulls and had 308 registered bidders, with 166 cowmen taking home one or more bulls. As might be expected, 29 percent of buyers were from Kansas and 20 percent were from Missouri. Oklahoma cowmen accounted for 16 percent of the bull sales.

A check of the last 10 sales shows that bulls sold into an average of 19 states.

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



Here’s the power of the 53 cow family. Four fall yearling 53 cow family sons sell March 3. Among the 53 cow family sons selling is JRI Attention Getter 53D39, a homozygous black, homozygous polled Balancer. His stats: 78 lb. birth weight, 1,248 lb. 365-day weight and 6.88 lb. ADG.

Justin Branson, Collins, Mo.—

100 Pounds More Per Calf Thanks to JR Bulls

Impressed with the calves owned by several of his neighbors and noticing the improvement in their cowherds, Justin Branson, Panther Creek Ranch, Collins, Mo., decided to get a piece of the action. Eight years ago, Justin asked his neighbors, Dave Freeman and Paul Harryman, long-time Judd Ranch customers, to buy him a Judd Ranch bull or two.

“They picked out two really good bulls for me,” Justin states. “I was very happy when those bulls walked off the trailer.”

“The following year I wanted to see the bull sale for myself so I went with a group of guys who regularly attend the sale, and I have been going to Judd Ranch’s bull sales ever since.”

In addition to enjoying his time with his neighbors traveling to and from the sale, going through the sale bulls and being a part of the sale action, Justin says his Judd Ranch bulls have boosted his herds’ weaning weights and upped the quality of his cows. Thanks to his bulls from Judd Ranch, the average weaning weight of his steer calves jumped from 450 pounds to 550 pounds. The average weaning weight of his heifer calves increased from 400 pounds to 500 pounds.

Since introducing Judd Ranch’s bulls to his operation, Justin has been keeping selected heifers from the spring herd. “The heifers out of our Judd Ranch bulls typically

calve 100% unassisted,” Justin states. “The calves get right up and are ready to go. Whether we’re talking cows or heifers, we seldom pull calves.”

He adds that his herd—which is a mix of Gelbvieh, Angus and Balancers—now has a significant number of females steeped in Judd Ranch genetics, and he’s liking how they perform. He points out that his Judd Ranch-influenced females are “good milkers, strong in maternal traits and docile.”

Panther Creek Ranch has two cowherds: 290-300 females in its spring herd that calve Feb. 1 to April 1, and 100 females in the fall herd that calve Sept. 1 through Nov. 1. Heifers calve approximately one month prior to the cows. Justin explains that having two breeding and calving seasons allows him to better utilize his bulls. Plus he can move that occasional open cow to the next breeding season.

After calves are weaned, they are backgrounded for 60 to 90 days, then sold when they reach 800 to 850 pounds. Some of the calves will be sold via video auction while others will be marketed through local livestock auction barns.

“They sell pretty darn well,” Justin states.

Prior to heading to a Judd Ranch bull sale with his neighbors, Justin goes through the sale catalog and marks the bulls he favors. While he prefers polled, homozygous black

bulls, he says he also wants more than color and polled. Calving ease is high on his preferred trait list, along with milking ability, weaning weight, average daily gain and yearling frame score.

Once at the ranch, Justin goes through the pens to visually inspect the selected bulls. This time he zeroes in on each bull’s length, muscle pattern and docility. But he doesn’t just take his assessment of his favored bulls. He seeks the opinion of those that have more experience.

“If you’ve ever been to a Judd Ranch bull sale, you know that the bulls are just all-around good bulls,” he states. “There’s a lot of choice, and all are pretty darn docile. Docility is a big deal to me.

“Dave and Paul help me pick the bulls we all think will work best for my operation. Then I play the waiting game and see which bull of those I like I can buy that meet my budget.

“It pays to stay for the entire sale. This is one sale where you won’t find tail-end quality bulls. Every bull that is going through the ring is worthy of your attention.”

Justin believes that Judd Ranch has lived up to what his neighbors had told him.

“A bit of everything keeps us going back to Judd Ranch: the cattle, the breeding program, the people,” he summarizes. “Plus, they stand behind their bulls, and they are quite honest about what they tell us.”

**The 159 purebred
Gelbvieh bulls in this
year’s sale rank
in the Top 10%
of the breed
for Calving Ease.**

**The 147 Balancer bulls
in the sale rank
in the Top 15%
for Calving Ease.**



JRI Ms Madeline 132P11 has earned numerous Dam of Merit honors. And it’s no surprise as she’s part of the 132 cow family that is known for its amazing low birth to super growth spread. On sale day, you will find JRI Perry Ellis 132D62, a red, homozygous polled purebred Gelbvieh bull from the 132 cow family that herd consultant Roger Gatz declares is “darn good.” JRI Perry Ellis’ stats: 85 lb. birth weight, 984 lb. actual weaning weight, 1,299 lb. 365-day weight, 5.95 lb. ADG and a 15.1 sq. in. yearling ribeye.

Judd Ranch 40th Gelbvieh, Balancer & Red Angus Bull Sale



JRI Triple Threat 285A209—who weighed 80 lbs. at birth and posted a 1,015 lb. actual weaning weight off his first-calf dam—sold in the 2015 bull sale. His black, homozygous polled purebred Gelbvieh brother, JRI Intuition 285D810, is out of a Dam of Merit and sells March 3. His stats: 956 lb. weaning weight, 1,327 lb. 365-day weight and 7.19 lb. ADG.



JRI In Pursuit 017B50 is a homozygous polled purebred Gelbvieh Judd Ranch herdsire and breed-leading AI sire. In Pursuit's black, homozygous polled purebred Gelbvieh maternal brother, JRI 5 Star General 017D50, sells March 3. His stats: 1,095 lb. weaning weight off his Dam of Merit dam, 1,361 lb. 365-day weight and a 6.40 lb. ADG.




JRI Super Duty 9Y53 sold in the 2013 bull sale—and today he's one of the Gelbvieh breed's leading AI sires. Three ET black, homozygous polled purebred Gelbvieh maternal brothers to Super Duty sell March 3. Their stats (average for the three): 84 lb. birth weight, 1,015 lb. actual weaning weight and 15.1 sq. in. yearling ribeye. And their mama is a Dam of Merit.



JRI Top Gun 254X822, right, is a black, homozygous polled purebred Gelbvieh. He's also a Judd Ranch herd sire and a breed-leading AI sire. This year's sale includes four black, homozygous polled purebred Gelbvieh maternal ET brothers to Top Gun: two fall yearlings and two spring yearlings. The stat averages on the two fall yearlings: 80 lb. birth weight, 807 lb. 205-day wt., 1,015 lb. weaning weight, 1,293 lb. 365-day weight and 15.1 sq. in yearling ribeye. Their dam is a many-time honored Judd Ranch Dam of Merit.

121 Spring-born 13- to 14-month-old Bulls



Averages of Spring-Born Bulls

Birth Weight: 79#
205 Day Weight: 700#
Actual Weaning Weight: 784#
This group of bulls is on gain test. Remaining data will be available in mid January.

Additional Statistics

- 100% feature JR Dam of Merit/Distinction cow families
- 100% are polled
- 114 are homozygous polled
- 73 are black & polled
- 100% are sired by breed-leading AI sires

Breed and Number of Each Selling

- 30 Black Polled Purebred Gelbvieh Bulls
- 21 Red Polled Purebred Gelbvieh Bulls
- 43 Black Polled Balancer Bulls
- 15 Red Polled Balancer Bulls
- 12 Purebred Red Angus Bulls

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

Gelbvieh & Balancer Sires		
Secret Instinct - 35	Pop A Top - 6	General Patton - 13
Secret Sensation - 8	Secret Powers - 1	Top Gun - 5
In Pursuit - 6	About Time - 5	TAU Sniper - 1
Optimizer - 5	Marshall - 5	SAV Resource - 7
Basin Payweight - 2	SAV Final Answer - 2	Schiefelbein Effective - 7
LSF TBJ Takeback - 1		

Red Angus Sires	
LSF TBJ Takeback - 3	CCF Gold Bar - 1
SLGN X-Files - 6	HXC Conquest - 2

Saturday, March 3, at the ranch, Pomona, Kan.

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

202 Fall-born 17- to 19-month-old Bulls

Averages of Fall-Born Bulls

Birth Weight: 80#	Yearling Scrotal Circ: 38.9 cm
205 Day Weight: 737#	Pelvic Measurement: 177 cm
Actual Weaning Weight: 930#	Yearling Frame: 5.5
365 Day Weight: 1,196#	Yearling Ribeye: 14.3 sq. in.
Average Daily Gain: 4.79#	Yearling Rib Fat: 0.21 in.
	IMF: 3.6

Additional Statistics

- 100% feature JR Dam of Merit/Distinction cow families
- 100% are polled
- 183 are homozygous polled
- 144 are black & polled
- 99% are sired by breed-leading AI Sires

Breed and Numbers of Each Selling

- 66 Black Polled Purebred Gelbvieh Bulls
- 42 Red Polled Purebred Gelbvieh Bulls
- 78 Black Polled Balancer Bulls
- 11 Red Polled Balancer Bulls
- 5 Purebred Red Angus Bulls

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

Gelbvieh & Balancer Sires

Secret Instinct - 31	Pop A Top - 25	Secret Sensation - 28
General Patton - 10	Pedro - 12	Top Producer - 9
Poppin Good - 3	Top Secret 2 ETN - 1	FMGF Blue's Impact - 1
Oliver - 1	Iver's Hurricane - 1	Optimizer - 11
Marshall - 11	Secret Component - 5	TAU Sniper - 8
Infiniti - 4	About Time - 5	LSF TBJ Takeback - 1
Basin Payweight - 1	SAV Final Answer - 1	Sitz Dash - 8
Schiefelbein Effective - 20		

Red Angus Sires

LSF TBJ Takeback - 4	Brown JNJ Redemption - 1
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JRI Optimizer 148A24 is a young Judd Ranch herd sire and a breed-leading AI sire. Optimizer's maternal brother, JRI VIP 148D54—a homozygous polled purebred Gelbvieh—sells March 3. He weaned off his Dam of Merit mama at 990 lbs., then went on to post a 1,332 lb. 365-day weight and 6.63 lb. ADG. And his yearling ribeye measurement was an impressive 15.8 sq in.

Sale Facts:

- Every sale bull is Judd Ranch bred and raised.
- The sale includes 297 homozygous polled bulls and 217 black polled bulls.
- 100% of the Gelbvieh and Balancer bulls are out of Judd Ranch Dam of Merit/Distinction cow families.
- 99% 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 Secret Sensation 140A43 is a Judd Ranch herdsire and a breed-leading AI sire. Secret Sensation's stats: 73 lb. birth weight, 787 lb. 205-day weight, 1,060 lb. weaning weight (off his Dam of Merit dam), 1,318 lb. 365-day weight and 16.9 sq. in. yearling ribeye. Secret Sensation's ET full brother, JRI Impluse 140D48—a black, homozygous polled purebred Gelbvieh—sells March 3. His stats: 81 lb. birth weight, 749 lb. 205-day weight and 1,195 lb. weaning weight.

**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 any time after Feb. 1.**

Jeremy Ellsaesser.
Hugoton, Kan.—

‘They’re the Best’

When some people speak, you listen. And you especially listen when their words might just help you achieve your goals.

“Dad and I learned about Judd Ranch bulls from my brother-in-law, Ben McClure,” Jeremy Ellsaesser, Ellsaesser Land & Cattle LLC, Hugoton, Kan., states. “Ben had been using Judd Ranch bulls and keeping replacement heifers out of his bulls. He told us how Judd Ranch bulls were increasing his weaning weights and improving his cowherd.

“Who doesn’t want that?”

Thinking Judd Ranch bulls might just work in their herd, Jeremy attended a Judd Ranch bull sale eight years ago and bought a bull. One calf crop later, they knew they were on to something and that Ben had been right in his analyses of Judd Ranch bulls.

While weaning weight is an important criterion, yearling weights are even more important. Rather than market calves at weaning, Ellsaesser Land & Cattle runs its calves on wheat pasture until they are close to a year of age.

“Our yearling weights shot up using Judd Ranch bulls,” Jeremy shares. “Our steers and heifers now come off wheat pasture weighing 900 to 1,000 pounds. That’s an extra 100 pounds per animal over the days before we began using Judd Ranch bulls.”

As for the heifers, well, they keep only 10 percent. Jeremy says those 10 percent are a whole lot better than the heifers they produced before introducing Judd Ranch genetics into their herd.

Jeremy says you can pick out the Judd Ranch-influenced females in their herd as they are bigger boned, better looking cows that raise better calves.



This beautiful purebred 1A Red Angus female, JRI Ms Pay Day 47L, exemplifies the cow power in our Red Angus program. Her fall yearling purebred 1A Red Angus grandson, JRI Judd Takeback 47D12, sells March 3. His stats: 78 lb. birth weight, 1,045 lb. actual weaning weight, 4.77 lb. ADG and 14.4 sq. in. yearling ribeye.

“It’s all about the pounds in the end,” he continues. “You can tell which calves come out of our Judd Ranch-influenced females. They are bigger, healthier and overall better.”

He tells about a blizzard that hit their ranch last spring, resulting in the loss of a significant number of calves. But only one of those calves lost was sired by a Judd Ranch bull. The others were out of cows he had purchased elsewhere and were not Judd Ranch-influenced calves.

“Maybe that was a fluke but I think our Judd Ranch-sired calves were just healthier, thriftier than the other calves,” Jeremy elaborates. “You can bet that the group of cows we purchased are now bred to Judd Ranch bulls.”

Jeremy and his dad run about 100 head of Angus-cross mama cows that calve Feb. 15-March 30.

Heavy into calving season when Judd Ranch’s sale rolls around, Jeremy and his dad have used the Sight Unseen program for the past seven years.

“Roger knows more about cattle than I will ever know,” Jeremy states.

“Plus, he knows my program and what I want.”

Jeremy says he follows the same SOP each year. He first goes through the sale catalog, then he gives Roger a call to discuss his picks. He says Roger agrees with his picks sometimes but not all of the time.

“Roger tells me his thoughts about every bull I pick out,” Jeremy shares. “He tells me why I might want a particular bull and why I might want to take another bull off my list. He also adds to my list and explains why I should consider those bulls. In the end, I listen to him because he has always done a phenomenal job selecting bulls.

“Using the Sight Unseen program is a trust issue, and I know I can trust Roger to get us the best bulls for our money. I’ve liked every bull he has picked out for us.”

While Jeremy points out that he pays a bit more for Judd Ranch bulls, he says each bull has been worth the investment.

“I am just like every other bull buyer—I want as much bull for my money as I can get,” this commercial cow-calf producer states, adding that he will pay more for a bull that he knows will put more pounds on his calves.

“On paper, I spread out the cost of a bull over five years,” Jeremy says. “With a bull siring 20 to 25 calves per year, he doesn’t have to put on very many additional pounds per calf to quickly recoup the difference in his purchase price and the purchase price of a lesser-quality bull. And we’re averaging about 100 pounds more per calf since using Judd Ranch bulls.

“I buy Judd Ranch bulls because they’re the best. And the Judds are super nice people.”

Sale Includes 17 Red Angus Bulls

Among the 323 bulls representing three breeds going on the auction block at our March 3 sale will be 17 purebred 1A Red Angus bulls.

“When commercial cowmen requested another breed of bulls in our sale in addition to Gelbvieh and Balancer, we listened and added a third breed,” Dave Judd states. “Our choice of breed was Red Angus.”

Judd Ranch pinpointed their foundation Red Angus herd in the same manner as when they started in the Gelbvieh breed. They searched the country for a small herd of highly fertile, moderate-sized, performance-tested cows where the owner had placed strict selection for calving ease and continuous short calving intervals—and found that herd. The Judds purchased the small herd and moved the cows to Judd Ranch. They then implemented a first-rate AI program and continued to increase the herd size.

Judd Ranch’s Red Angus herd is comprised of moderately framed cows that are strong in maternal traits and excel in production efficiency. Each female must meet the same standards as Judd Ranch’s purebred Gelbvieh and Balancer herds, with any female not making the grade sent to town.

Dave calls Red Angus “a natural third breed” for Judd Ranch.

“In addition to Red Angus being a homozygous polled breed, Red Angus has a reputation for being docile, and we’re big on calm temperament cattle,” he explains. “Red Angus is also a solid red non-diluter. Our customers won’t get gray calves when their Red Angus bulls are mated to black females.”

Dave adds that Red Angus also has a solid reputation for being 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 advantage over black Angus-sired calves.

Ranch consultant Roger Gatz, Cattleman’s Connection, explains that Red Angus bulls work fantastic

on high-percentage Gelbvieh females and other Continental breed females to produce that highly sought-after Continental X British offspring. Red Angus bulls also produce amazing calves when crossed on Hereford, black baldy and British-breed females.

“Red Angus is a pretty hot breed,” Roger interjects.

Every Red Angus bull in the March 3 sale is AI sired, and a vast majority of the 17 Red Angus bulls selling feature multi-generations of breed-leading AI

sires in their pedigree. The Red Angus sires you will find in pedigrees of bulls selling in this year’s sale include LSF TBJ Takeback 4856B, Brown JYJ Redemption Y1334, HXC Conquest 4405P, CCF Gold Bar 0251 and SLGN X-Files 006X. (Editor’s note: If you’re looking for bulls that excel in carcass traits, check out the sons of LSF TBJ Takeback as he scanned a yearling 8.48 IMF.)

The average of Calving Ease Direct (CED) EPD for the 17 fall yearling and spring yearling purebred 1A Red Angus bulls in this year’s sale puts them in the Top 20% of the breed.

This set of 17 purebred 1A Red Angus bulls also excel when it comes to EPD strength in two other critical areas: 1) Top 15% Herd-Builder EPD and 2) Top 10%, Grid-Master EPD.

Bottom line: These bulls will give you Judd Ranch maternal power, moderate frame and eye appeal coupled with tremendous calving ease and carcass traits.

Strengths of Judd Ranch Purebred 1A Red Angus

- High carcass quality for both marbling and tenderness
- Light birth weight... Excellent calving ease
- Moderate mature size/easy keeping females with lower maintenance costs
- Reproductive efficiency
- Red color is highly adaptable to hot environments
- Calves sired by Judd Ranch’s purebred 1A Red Angus bulls can take part in the Red Angus Association of America’s popular Feeder Calf Certification Program age and source program



You will see pair after pair of first-calf heifers like this in Judd Ranch pastures.

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

Scrotal Circumference, Fertility Linked

by Dr. Larry W. Olson, Extension Animal Scientist, Research & Education Center, Clemson University

“Reproductive efficiency certainly plays a major role in determining profit potential for beef herds. Since most heifers are now bred as yearlings, age at puberty is of critical importance to reproductive efficiency. Cattle with inherent ability to reach puberty at earlier ages will most likely reach puberty with less investment of feed dollars and management effort than cattle with a later inherent age at puberty.

“Puberty in heifers is a heritable trait—probably 30 to 40 percent heritable—that can and should be selected for directly.

“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.

“I’ve been asked ‘How do puberty in heifers and scrotal circumference relate?’ In the early 1970s, studies reported in both sheep and mice indicated that as testicular size

of a sire increased, his daughters ovulated more eggs and both twinning rates in sheep and litter size in mice were higher. This really should not be surprising, since the gonads (ovaries in female and testicles in male) are stimulated by the same hormones and appear to be under the same genetic control.

“These studies prompted researchers in Montana, Colorado and North Carolina to look at relationships between scrotal circumference in bulls and reproduction in sisters and/or daughters. While the North Carolina group did not look at puberty directly, they did look at which replacement heifers became pregnant when placed with bulls during the normal breeding season as heifers neared yearling ages. They found a correlation of -.39 between scrotal circumference and age at first breeding (correlations range between 1.0 and -1.0). In this case, a ‘negative correlation’ is favorable since it indicates that as scrotal circumference in bulls increases, age at first breeding in their sisters and/or daughters decreases.

“Colorado and Montana re-

searchers actually measured age at puberty directly and reported correlations of -.71 to -1.0, respectively. Again, the negative correlation is favorable in this situation.

“What does all of this mean to you as a beef producer? I will not bore you with calculations of formulas involved with statistics, but here is what you can expect to occur. 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.”

(Editor’s Note: The 202 fall bulls selling in this year’s sale averaged 38.9 centimeters on yearling scrotal. Because the spring-born bulls will not be measured until January, their scrotal circumference average was not available at the printing of this publication. Each yearling bull’s scrotal circumference measurement will be printed in the sale catalog.)



JRI Ms Copy Cat 254R64 is an honored Dam of Merit and from the highly prolific 254 cow family. Among the 24 fall yearling 254 cow family sons selling March 3 is JRI The Baron 254D75, a homozygous polled purebred Gelbvieh meat machine. His stats: 802 lb. 205-day weight, 1,035 lb. actual weaning weight (off his Dam of Merit dam), 1,301 lb. 365-day weight, 6.05 lb. ADG and 15.7 sq. in. yearling ribeye.

Can’t attend the sale or don’t want to travel to the sale? Use our Sight Unseen Program. It’s a FREE service. Customer satisfaction is guaranteed!



This many-time honored Judd Ranch Dam of Merit, 9M11, is still bringing home big strapping calves at 15 years of age. On March 3, you will find 11 fall yearling bulls from the 9 cow family in the sale. Make sure to check out JRI Master Plan 9D32, a black, homozygous polled Balancer. His stats: 68 lb. birth weight, 970 lb. actual weaning weight (off a first-calf dam) and 5.58 lb. ADG.

“The investment in a higher-priced bull that can contribute to improved production of more market acceptable calves and better weaning weight for the cow-calf producer is not that costly when numbers are put into perspective for calves sired and as a percent of the breeding cows’ total annual cost.”
—James McGrann, Texas A&M University professor and extension specialist emeritus

Philip Westhoff, Walnut, Kan.— Keeping Heifers Leads to Better Herd

Not all Gelbvieh bulls are created equal. That’s the findings of Philip Westhoff of Walnut, Kan., who runs about 75 mama cows.

Philip had been running Gelbvieh bulls on his commercial cowherd and keeping Gelbvieh-influenced replacement heifers for 15 years when he decided to try a Judd Ranch bull.

“I was a fan of Gelbvieh and was drawn to Judd Ranch because of its reputation,” Philip states. “I couldn’t make the sale my first time so I used their Sight Unseen program.

“I got along real good with the Sight Unseen program. The bull purchased for me was a good one, and he cost me less money than I had to spend.”

Philip says the calves out of his first Judd Ranch bull upped the weaning weight average of his steer calves by 100 pounds or more, from 450 pounds to 550 to 600 pounds. The average weaning weight of his heifer calves increased as well.

Since his initial Judd Ranch bull purchase eight years ago, Philip has purchased two more Judd Ranch bulls.

“Each bull has been a pretty

good investment,” he adds. “I like them and their offspring enough to keep going back for more bulls.”

By having a spring-breeding season and a fall-breeding season, Philip gets double duty from every bull.

Every female in his herd is a Gelbvieh cross, with the other breed being either Hereford or Angus. His Judd Ranch-sired females have quickly become his favorite females in the herd.

“There is a noticeable difference in size and quality of the calves that are sired by Judd Ranch bulls and out of Judd Ranch-influenced females,” he shares.

This commercial cowman describes his Judd Ranch-sired females as moderate-sized, docile and good milkers. He adds that the females are “easy to be around—I don’t have to look over my shoulder.”

When it comes to bull selection, Philip says his program doesn’t allow him to buy one bull strictly for heifers and another bull for cows. One bull must work for heifers and cows.

Thus, he zeroes in on calving ease and birth weight while keep-

ing a close eye on weaning weight. Since he wants highly fertile replacement heifers and bulls that get his cows serviced, he also pays attention to scrotal circumference.

Impressed with his first Sight Unseen bull and wanting more Judd Ranch influence in his herd, Philip said he was pleased he didn’t have a conflict with sale day the next two times he wanted a Judd Ranch bull.

“I wanted to see all of the bulls offered in the sale,” he states. “And I was impressed with how even the quality was from pen to pen.

“Even though I went to both sales the last two times I purchased bulls, I called Roger (Judd Ranch’s herd consultant, Roger Gatz with Cattlemen’s Connection) before I went to both sales. Roger knows every bull in the sale—and that is so very helpful. I particularly value his knowledge of Judd cow families. I appreciate Roger’s insight and opinion about every bull I’m interested in or bulls he thinks I should consider.

“I like the older 17- to 19-month-old bulls, and I can get them at Judd Ranch. By going with Balancers, I can keep the hybrid vigor up in my herd.”



This 406 cow family daughter, JRI Ms Triple X 406Z35, was photographed as a first-calf heifer. 406 cow family members have earned a reputation with us for their modest birth weight to superb growth spread. On sale day, you have the opportunity to purchase a 406 cow family member: JRI Secretariat 406D57 ET. His stats: 67 lb. birth weight, 808 lb. 205-day weight, 1,100 lb. actual weaning weight, 1,285 lb. 365-day weight and 16.4 sq. in. yearling ribeye.

**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.**



JRI Ms Choice Agent 02M7 was photographed here as a first-calf heifer, with her impressive heifer calf nursing. On March 3, you have the opportunity to purchase Ms Choice Agent's red, homozygous polled purebred Gelbvieh grandson, JRI Brut 02D49. His stats: 958 lb. actual weaning weight, 1,265 lb. 365-day weight, 5.05 lb. ADG and 16.1 sq. in. yearling ribeye.

First-Time Sale Attendees: Travel Expenses Covered by Customer Satisfaction Guarantee

If you like what you've read in this newsletter, talked to us about this year's sale offering and are curious if the bulls are as described, then check us out by attending the sale. If you are attending the sale for the first time and the offering is not as described to you, talk to us after the sale and we will reimburse your travel expenses.

"The Judds and I are confident in the program and my ability to accurately describe the bulls that a travel expense reimbursement customer satisfaction guarantee is offered to first-time sale attendees," states herd consultant Roger Gatz, Cattlemen's Connection.

"We don't care if you drive or fly to the sale. Judd Ranch will reimburse your travel expenses if the bulls don't measure up to our assessment of them to you."

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 you will be reimbursed 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 satisfaction guarantee or to discuss the sale offering, contact ranch consultant Gatz toll-free number: 800-743-0026.



Homozygous black bulls will give you black calves, just like this guy. This powerhouse bull calf is out of a first-calf Judd Ranch 285 cow family daughter. Fifteen fall yearling 285 cow family sons sell March 3. One of those 285 cow family members is JRI Preferred Stock 285D272, a black, homozygous polled Balancer. His stats: 85 lb. birth weight, 996 lb. actual weaning weight, 6.02 lb. ADG and a 16.0 sq. in. yearling ribeye.

Judd Ranch Honors

Although Judd Ranch doesn't chase honors, many have come their way through the years, including. . .

- American Gelbvieh Association's 2017 Gelbvieh Hall of Fame honoree
- Seedstock Producer of the Year," Kansas Livestock Association
- "Outstanding Stockman," Kansas State University's Block & Bridle
- "Kansas Grassland Merit Award," Kansas Association of Conservation Districts
- Top 25 seedstock ranches in the U.S., National Cattlemen's Beef Ass'n
- 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—19 out of 20 consecutive years
- American Gelbvieh Association's Dam of Merit/Dam of Distinction Breeder—19 out of 20 consecutive years

**Call today
for a sale catalog:
1-800-743-0026.**

**Roger can answer any questions you might have about
the sale offering.**



This is Dave Judd in his “happy place”—riding a horse and moving cows. Horses are a way of life at Judd Ranch.

Survey Shows How Judd Ranch Bulls are Performing, What Bull Customers Looking for

Judd Ranch cares about how its bulls are working and wants to know how it can improve its bull sales and customer service. To that end, a two-page survey was mailed to all bull buyers who had purchased Judd Ranch bulls in the past five years.

Of the 507 bull buyers receiving a survey, 18 percent returned it. And that’s a darn good return rate, considering the average paper-based survey results is only a 10 percent return rate.

Survey responses were received from cattle producers from 18 states: Idaho, Illinois, Iowa, Kansas, Kentucky, Missouri, Nebraska, Oklahoma, Texas, Arkansas, Georgia, New Mexico, New York, North Carolina, South Dakota, Virginia, West Virginia and Wisconsin.

Of those responding, the size of cowherds ranged from 720 head to 12 head.

Producers responding to the survey indicated that they had been purchasing Judd Ranch bulls for an

average of seven years.

Additional survey responses related directly to their bull purchases showed that. . .

- 91% rate their Judd Ranch bulls as “extremely docile” or “docile.”

- 93% are “very satisfied” or “satisfied” with their Judd Ranch bulls and their offspring.

- Judd Ranch bulls boosted their average weaning weight by 68 pounds per calf.

The survey also asked the open-ended question “What characteristics do you like best about your Judd Ranch-sired females?” The top five characteristics cited by the 57 respondents were docile disposition, milking ability, udder quality—with several noting “great teat/udder quality,” moderate size and maternal strength. Other qualities listed include feet and legs, easy fleshing, calving ease, “make good cows,” fertility/breed back, longevity, efficient, early puberty, good structure, genotype, phenotype and heterosis.

Asked to rate their Judd Ranch-sired replacement females, 87 percent circled the answer “Top 10% of herd” or “above average.” Not one person returning a survey responded with a not positive comment about their Judd Ranch-sired replacement females.

“This survey indicates that Judd Ranch bulls are working across the country and that commercial cow-calf producers with large herds and smaller herds are buying Judd Ranch bulls,” states Roger Gatz, herd consultant for Judd Ranch. Roger adds that other information gleaned from the survey will be used to help direct Judd Ranch’s program.

“We pay attention to the survey responses regarding target birth weights, color preference, preferred Balancer percentage, traits most important to you, etc. This survey told us not only how you are using Judd Ranch bulls but what you want in a Judd Ranch bull. When you speak, Judd Ranch listens.”

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 2.)

Flashback, Then A Look at Today

Twenty-five years ago, Lloyd Meier 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, Marion, Kan. “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.

“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 couple of years 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.”

Below left: Judd Ranch’s pastures are filled with beautiful first-calf heifers that do a heckuva lot more than look good—they perform. One of these first-calf heifers is JRI Ms Faithful 270Y25. Take note of her super bull calf that weaned off at an amazing 74 percent of his dam’s body weight. Fourteen fall yearling 270 cow family sons sell March 3. One example of a 270 cow family son in the sale is JRI Prospector 270D270, a black, homozygous polled Balancer. His stats: 73 lb. birth weight, 1,065 lb. actual weaning weight, 1,351 lb. 365-day weight, 6.74 lb. ADG and a whopping 17.4 sq. in. yearling ribeye.

Below right: Look at the bull calf nursing this Judd Ranch Dam of Distinction female, JRI Ms Eternal Echo 148K60. Eternal Echo’s black, double-polled purebred Gelbvieh grandson, JRI Well Equipped 148D80, sells March 3. His stats: 79 lb. birth weight, 1,000 lb. actual weaning weight, 1,268 lb. 365-day weight, 5.23 lb. ADG and a 15.8 sq. in. yearling ribeye.



Judd Ranch

Continued from Page 3

rates. “Their pasture bulls are often the same bulls other seedstock producers use in their AI programs.”

To propagate its very best genetics, Judd Ranch also has an extensive ET program. In the bull sale catalog, any bull with “ET” in its name is the result of embryo transfer.

Family Owned, Family Managed

Judd Ranch started out in the early 1980s as a working family ranch with just Dave and Cindy. Today, Judd Ranch is still a working ranch, but it now involves three families: Dave and Cindy, plus their oldest son Nick and his family and youngest son Brent and his family.

“It takes every one of us—who has different strengths—to make Judd Ranch function on all four cylinders,” Dave states.

At the helm of Judd Ranch are Dave and Cindy. Dave oversees the overall management of the ranch and works side-by-side with herd consultant Roger Gatz of Cattlemen’s Connection to make all mating decisions and decide which animals go into the female sales and bull sales.

Cindy is in charge of night calving, serves as Judd Ranch’s office manager and is Dave’s No. 1 sidekick when delivering bulls. When she gets time off from cattle chores, you will find her either cooking for the crew or riding horses for fun.

“Horses around the ranch are used primarily for work, but I get to sneak in a few rides with friends from time to time,” Cindy tells.

Dave and Cindy’s oldest son Nick grew up tagging along with

mom and dad, helping around the ranch. Today, Nick manages the embryo transfer center, is in charge of hay sales and grain storage and handles the certification of chemicals for crop and pasture management. Plus, he oversees the clipping of all sale cattle.

Like Nick, Brent became acquainted with ranch life from birth. Today, Brent is Judd Ranch’s No. 1 AI technician. He also processes all newborn calves, preg checks, heads up the row crop planting and assists with sale duties.

Nick’s wife Ginger is Judd Ranch’s payroll specialist and 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 and DNA bookwork, the ranch’s web site and details such as the female sale’s judging contest.

The next generation of Judds—Dave and Cindy’s grandchildren Lily, Levi, Lacy, Oliver and Avery—vary in age from 13 to one.

“Judd Ranch appears to be in good hands for generations to come,” Cindy states. “I don’t know if liking cows is genetic or environment or just wanting to imitate Pa (Dave) or their parents, but every grandchild is very happy when they are around the cows.

“When the older grandkids—Lily and Levi—aren’t in school, you will find them either helping around the ranch or begging to help. Oliver and Lacy go with their parents when they can. Our grandchildren are definitely ranch kids.”

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

This strapping big bull calf is nursing his calf-raising machine dam. A grandson of this female sells March 3. He’s JRI General Patton 254D18. His stats: 81 lb. birth weight and 904 lb. actual weaning weight off a second-calf dam.



Hardy Hilbun, Richards, Texas—

‘Consistently Topping the Run That Day,’ Plus Cows that Milk Better

When Hardy Hilbun, Richards, Texas, purchased his ranch 25 years ago, he started with Santa Gertrudis, a breed his father had had, and Hardy admits to being “a bit sentimental about going Santa Gertrudis.”

After running Santa Gertrudis on the ranch, which is located about 65 miles north of Houston, for 12 to 14 years, he became unhappy with inconsistent calves.

“I was getting some really good calves and more mediocre calves,” Hardy states. “And the cows weren’t giving enough milk to please me.”

Call it serendipity or chance, Hardy came across a Judd Ranch newsletter in a farm paper that he enjoyed reading. He liked what he read about Gelbvieh and Judd Ranch, particularly other cowmen telling about their improved weaning weights and the maternal power of their Gelbvieh-influenced females. He made a phone call to Roger Gatz, ranch consultant for Judd Ranch, and asked Roger to find him a bull.

Hardy has been a Judd Ranch customer now for 10 years and currently owns two Judd Ranch bulls: a black Balancer and a red purebred Gelbvieh.

While Hardy has been to a couple of Judd Ranch female sales, he hasn’t attended a Judd Ranch bull sale. Instead, he has always used the Sight Unseen program.

“When I need a bull, I tell Roger what I would like to have and he does the picking,” Hardy relates. “I’ve talked to him a lot.

“Roger can sure pick out bulls. Every bull has been really good.”

Through the years, Hardy has

moved his herd of 75 mama cows from 100 percent registered Santa Gertrudis to having only a handful of older cows that are 50 percent Santa Gertrudis. A majority of his herd are now Gelbvieh- and Balancer-influenced. About half of his herd are red to golden in color while the other half is black.

“Switching to Gelbvieh has made a big difference,” he tells. “My Santa Gertrudis cows were so big and took up too much pasture. When I had Santa Gertrudis, a cow would require three acres of pasture or three Santa Gertrudis cows for every nine acres.

“I now put five Gelbvieh cows on the same nine acres. That gives me two more calves to sell each year for every nine acres.” (*Editor’s note:* Pushing a pencil and using Hardy’s situation, 75 Gelbvieh cows can run on 135 acres—and Hardy would have 75 potential calves to sell—or he can run 45 Santa Gertrudis cows on the same 135 acres and have only 45 calves to market.)

Hardy and his wife live in hay country and sell quite a bit of Tift 85 hybrid Bermuda grass to horse customers. Their cows benefit from this Tift 85 as that is their pasture once all the hay has been cut. The couple’s other pastures are primarily Bahia grass which, while only 4 percent to 5 percent protein, is high in carbohydrates.

This Texas commercial cow-calf producer makes his cows make it on pasture and a good mineral program. Cows aren’t pampered and only get worked once a year when he vaccinates and worms.

“My females with Judd Ranch genetics are excellent cows and give just the right amount of milk,” Hardy states. “I would guess that milk production comes close to doubling with my second-calf heifers.”

Hardy lets his calves stay with their mamas for eight months before weaning them. With plenty of pasture, he backgrounds his calves and sells them at one of two nearby auction barns when they are about a year of age. He says his Judd Ranch-influenced calves have sold “real good, consistently topping the run that day.”

“I’ve always been real pleased with the price I’ve got for them,” he adds. “This year’s crop should be at the top as well. I’ve got a beautiful crop of calves by our Judd Ranch bulls—just what I’m looking for.” Hardy admits that, initially, he was a bit concerned with taking a Kansas-raised Judd Ranch bull to southern Texas. Those concerns dissipated, however.

“Our bulls acclimated to the area in fine style,” he states. “They didn’t fade away at all.

“And talk about docile. I can walk up to either bull. I take my four-wheeler right up to my black Balancer—who needs more spraying because he’s black—and spray him for flies and he barely bats an eye.

“I couldn’t ask for more from my Judd Ranch bulls. They’ve increased calf weights, my cows now have a lot more milk, I can run more cows on every nine acres and I have not pulled a calf in four years.”

“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 the end of February. Roger’s toll-free phone number is 800-743-0026.)

SALE FACT:

**Birth-to-growth spread average on the 323 sale bulls:
79# birth weight & 875# actual wng weight off dams!**



Another honored Dam of Merit doing what JR cows are bred to do: performing!

*Join us for Steaks, Conversation
on Friday, March 2*

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-off-the-grill steak dinner with all the fixin's.

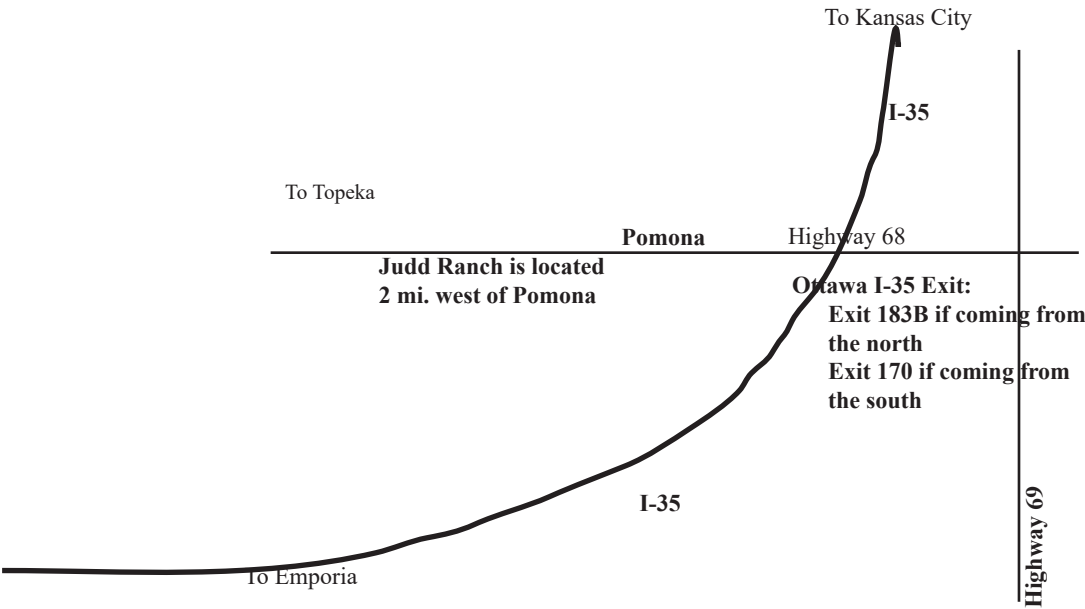
Dave, Cindy, Nick, Brent and a majority of the Judd Ranch crew will be on hand to talk bulls after the meal.

“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.

*“With the technology and information available
for selecting breeding cattle, there is no reason
to buy inferior bulls. And when you consider the long-term
impact of a bull, you can never buy a bull that is too good.”*
—Daniel Kniffen, Assistant Professor of Animal Science,
Pennsylvania State University

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 and offers a complimentary breakfast. You can get a room within this block, by calling the Comfort Inn at (785) 242-6150 and telling the receptionist you are attending the Judd Ranch bull sale. Rooms at the Comfort Inn will be blocked for Judd Ranch customers through Feb. 18.

Other nearby motels:

Best Western, Ph (785) 242-2224 Econolodge, Ph (785)242-3400 Super 8, Ph (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 2.

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 23rd St. Turn left or east onto 23rd St. and go 1 mile. As you go through the traffic light, the motels are located on your immediate right.

Sale Catalog Request



____ Please send me a sale catalog for Judd Ranch’s 40th Bull Sale, Saturday, March 3.
____ I would like to learn more about Judd Ranch’s Sight Unseen Program. Please call me.
____ I/We plan to attend Judd Ranch’s Customer Appreciation Steak Dinner on Friday evening, March 2. 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

Judd Ranch 40th Gelbvieh, Balancer & Red Angus Bull Sale

Saturday, March 3, starting at 12 Noon
at the ranch, Pomona, Kan. (1 hour southwest of Kansas City)

Sale Offering:

- 217 BLACK and POLLED bulls
- 297 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
- 99% are sired by breed-leading AI sires
- Sight Unseen purchases are backed with Quality Acceptance Guarantee
- Every animal photographed in this publication is Judd Ranch born and raised.
- Trucking is typically extremely affordable as Judd Ranch bulls annually sell into more than 20 states
- **FREE TRUCKING** in the continental U.S. on purchases totaling \$20,000 or more



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

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



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

323
Gelbvieh,
Balancer &
Red Angus
Bulls Sell

159
Purebred Gelbvieh

147
Balancers

17
Purebred Red Angus

Bull Offering by Age

202 Fall-born,
17- to 19-month-olds

121 Spring-born,
13- to 14-month-olds

WOW!

Birth-to-growth spread
average on the
323 sale bulls:

79# birth weight &
875# actual weaning weight
off dams!

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