

# The Complete Package

Judd Ranch

[www.juddranchinc.com](http://www.juddranchinc.com)

Fall 2020



*Oh man, check out this fall 2019 beef machine bull calf photographed at the side of his 9-year-old dam JRI Ms Peek A Boo 214Y34 and producers, this beef machine posted a whopping 1,020# actual weaning weight. Peek A Boo's black, homozygous polled granddaughter JRI Ms Patton 214G35 sells in the spring bred heifer offering.*

## Don't Miss Judd Ranch on The American Rancher!

**Judd Ranch will be featured on  
The American Rancher  
Monday, Sept. 14 at 8 p.m. central time.**

**The episode will also air again at midnight  
Tuesday, Sept. 15 and Sunday, Sept. 19 at 11 a.m.**

The American Rancher, hosted by Pam Minick, is in its 17<sup>th</sup> year of broadcasting on RFD-TV. The series began in the fall of 2004 and brings audiences in touch with the people and places that make ranching an American lifestyle.

The half-hour television series reaches a vast audience through RFD-TV (DISH-231 & DirecTV-345). The American Rancher features a variety of topics including seedstock producers, genetics companies, breed associations, western heritage and more. Each week, viewers can enjoy a glimpse into the lives of hardworking men and women who contribute to America's beef industry.

"We're excited to share the Judd Ranch story on The American Rancher," says Roger Gatz of Cattlemen's Connection and Judd Ranch consultant. "The episode will feature footage from around Judd Ranch including females and bull calves on pasture."

**Set your DVRs, you won't want to miss the Judd Ranch premiere on RFD-TV the week of Sept. 14.**

## Udder Importance

*Teat and udder structure are key to a functional cow herd.*

Cows with good udder quality not only require less labor but also may have improved longevity due to lower incidence of mastitis or injury.

"Udder suspension is important. Well attached udders (tight to moderate) are less susceptible to injury and contamination from mud and manure," says University of Wisconsin Agricultural Agent Steve Huntzicker.

Udder quality is an important factor related to cow longevity and calf performance. When cows stay in the herd longer, fewer replacement heifers need to be developed or purchased to maintain herd size. Pendulous, poorly suspended udders and large teats are difficult for newborn calves to nurse, and additional labor might be required to assist those calves.

Increased calf mortality may result from cows with poor udder structure. The calf struggles to nurse and may consume colostrum outside of the desired time frame

of 24 hours. Because many beef producers sell calves by the pound at weaning, poor udder quality can have a negative impact on profit.

"The condition of the cow's udder can have a major impact on the overall performance of the calf," Huntzicker says.

Not only is milk production key, but poor physical structure of the udder can make it a challenge for the young calf to get access to the milk it needs. This can lead to decreased calf growth even if the cow is producing an adequate milk supply."

Research shows that udder scores in beef cattle are moderately heritable. Two scores are typically taken on beef cows: suspension and teat size. The heritability for suspension is .32 and .28 for teat size. What these values tell us is that females with good — or bad — udders tend to pass that trait to their daughters.

If you're looking for a way to increase your herd's profit potential, beef extension specialists suggest raising or purchasing females that excel in teat and udder conformation.

Rick Rasby, PhD, University of Nebraska, says raising or purchasing females that have excellent or above-average teat and udder conformation can increase the number of dollars that go into your pocket. How? By increasing calf performance, reducing calf sickness, increasing longevity of the cow and reducing labor inputs.

David Kirkpatrick, PhD, University of Tennessee, agrees with Rasby, calling udder and teat conformation "one of the most important functional traits of a beef cow."

"Udder shape and conformation affect cow productivity and longevity," Kirkpatrick says. "Udder and teat quality are important functional traits and appear to be heritable. Their soundness should be an important concern because of their relationship to injury and mastitis and calf performance affected by reduction of milk flow."

Two experiments showed that clinical mastitis in beef herds occurring at the rate of 17.5 percent and 11.5 percent, resulted in a reduction in weaning weights of 12.5 percent and 7.3 percent, respectively.

*(Continued on Page 2)*



**30<sup>th</sup> Annual  
Judd Ranch  
Gelbvieh, Balancer  
& Red Angus  
Cow Power  
Female Sale**

**Saturday, Oct. 10  
12 noon at the Ranch  
Pomona, Kansas  
One hour southwest  
of Kansas City**



*Here's a typical Judd Ranch third-calf female JRI Ms Sugar and Spice 140C32 photographed with her powerhouse fall 2019 bull calf at side. This bull calf features an 81# birth weight, 789# 205-day weight with an actual weaning weight of 996 pounds. October 10<sup>th</sup> Sugar and Spice's red homozygous polled purebred ET maternal sister JRI Ms Envy Me 140G424 ET sells in the spring bred heifer offering.*



# Herd Health Prioritized

**Customers can feel confident when buying Judd genetics; they are backed by a strong herd health program and are tested guaranteed to be problem-free.**

The Judd family has two beliefs when it comes to herd health. First, it's better to prevent disease than to treat it. Second, Judd Ranch customers deserve disease-free females and bulls.

"Our herd health program starts the day a calf is born and continues throughout its lifetime or until an animal is on a buyer's truck," explains Dave Judd. "Our program integrates vaccination, medicine and management to prevent disease. We keep disease at a minimum by preventing exposure, and keep disease resistance high through nutrition, management and housing programs. While this takes a continual effort, it is worth the investment. We benefit, and our customers deserve this reassurance."

Dr. Larry Mages, Cottonwood Animal Hospital, Ottawa, Kan., oversees the ranch's day-to-day veterinary service and has served as the ranch's local veterinarian for more than 20 years. Dr. Mages is the guy you typically see at the settlement table on sale day signing health papers.

## Negative for Brucellosis

Judd Ranch tests all cows and herd bulls annually for brucellosis and is an Accredited Brucel-

losis Free Herd — Certification #271. Judd Ranch has maintained this brucellosis-free status for more than six years.

## Negative for Johne's Disease

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

Even though Judd Ranch has never experienced, or even suspected, any cases of Johne's disease in the herd, Judd Ranch tests for Johne's disease.

"I can say with confidence that we are an extremely low-risk Johne's disease herd," Dave says. "I wish I could say we're a Johne's-free herd, but no cowman can say that. We're a Level 4 Johne's-free herd."

When it comes to herd health and Johne's disease, only an elite group of U.S. beef herds can say that they are a low-risk herd, and testing shows Judd Ranch is among the herds that can make that statement with confidence.

## Genetic Defect Free

Dr. Ron Lemenager, Purdue University beef extension specialist, urges cattle producers to avoid

purchasing animals that carry genetic defects and can pass these defects to their offspring. And, while a genetic defect is not a disease, a genetic defect is similar to a disease because it can cause significant problems in a herd.

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

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

Ranch consultant Roger Gatz, Cattlemen's Connection, and the Judd Ranch crew agree with Lemenager. That's why Judd Ranch females, herd sires and AI sires have been tested for known genetic defects and are known free from known genetic defects.

Every bull selling through the spring Judd Ranch Bull Sale and every female selling at a Judd Ranch Cow Power Female Sale sells with a genetic defect-free guarantee for known genetic defects. ❖

Check out the sale catalog online  
[www.juddranch.com](http://www.juddranch.com)

## Udder Importance

(Continued from Page 1)

Rasby stresses that poor udder and teat conformation can also potentially lead to increased calf sickness as teats may be contaminated with mud and debris from a dirt pen or calving area before the calf suckles.

In addition to udder and teat quality being functional traits, Ron Torell, Nevada Livestock Specialist, and Robert Pawelek, Oregon State University, contend that anyone who has ever attempted to milk out a "sore-bagged, balloon-teated" cow will likely agree that teat and udder quality are also a "convenience trait."

The Mississippi Beef Improvement Association stresses the importance of teat and udder structure: "Poor udders set up a calf for a rough start in life. Unless your management can handle a recurring bad udder — sell her."

That begs the question: And replace her with what?

Simple answer: A female that excels in teat and udder structure — and that has the pedigree, performance and fertility to produce a profitable calf year after year without any teat and udder challenges.

Judd Ranch consultant Roger Gatz, Cattlemen's Connection, says cow-calf and seedstock producers touring the Judd Ranch

pastures typically comment on the uniformity of the cows and their excellent teat and udder quality.

"You can see the superior teat and udder quality in every photo in this newsletter, and every female photographed is Judd bred and you will see this same high quality when you check out the Judd Ranch herd," Gatz explains. "You won't find a better teat-udder program in the beef industry!"

"And, with Oklahoma State University beef researchers putting udder soundness at up to 25 percent heritable, adding Judd Ranch genetics to your herd can boost your teat and udder conformation down the road." ❖



*Amazing cow power like this is yours with Judd Ranch genetics. This bull calf at side of his first-calf 285 cow family dam posted an 80 lb. birth weight, 895 lb. 205-day weight, 1,015 lb. actual weaning weight and 1,341 yearling weight.*



*Judd Ranch females excel in natural fleshing ability, fertility and maternal power. The bull calf nursing this first-calf heifer started off at 79 lbs. and hit the yearling weight scales at 1,353 lbs. That's true Cow Power!*

*From the beginning, Judd Ranch has focused on cow efficiency and reducing cow size and that focus is paying dividends. Judd Ranch cows typically wean significantly more than 50 percent of their mature weight. This first-calf heifer is exceeding that 50 percent...just look at her heifer calf at side.*



**FREE delivery within the continental U.S.  
on purchases of \$20,000 and more.  
This is to your door delivery!**

**This newsletter is brought to you by Judd Ranch Inc.**



**Dave & Cindy Judd  
Nick & Ginger Judd & family  
Brent & Ashley Judd & family  
Pomona, KS 66076**

**Phone: 785/566-8371 | [www.juddranch.com](http://www.juddranch.com)**



# Judd Ranch Priorities: Satisfied Customers, Develop the Next Generation

*Three generations of Judds work together to raise superior Gelbvieh, Balancer and Red Angus cattle that exceed customer expectations.*



The Judd Ranch story began in 1981 when high school sweethearts Dave and Cindy Judd purchased the ranch headquarters just west of Pomona in the picturesque Kansas Flint Hills.

Judd Ranch is home to stout bulls, fertile females and a family who works together to produce superior cattle for their customers. As soon as you drive on the ranch you quickly realize it is a family operation, with three generations of Judds working together to raise quality seedstock for the commercial cattleman.

The Judd family has enjoyed decades of success and realize it all started with satisfied customers. Along with providing solid, dependable cattle, customer service is a top priority.

"You can have the best cattle in the world, but, if you don't have a person's trust, then those cattle aren't worth a dime," Dave explains. "Cattle have to meet a customer's expectations and you have to be a man of your word. Those two factors go hand-in-hand. One without the other doesn't work."

The Judds stand behind what they sell and are appreciative of the loyalty and repeat customers they have had through the years.

"Sometimes we take for granted the miracles that happen in our business, such as a healthy, newborn calf or a good rain to green pastures up," Dave says. "We feel especially rewarded when our customers return to us year-after-year to purchase seedstock."

## In the beginning

The original ranch purchase included a herd of Polled Herefords. Brangus females bred



*Meet the Judd's: (left to right), Nick and Ginger Judd with children Lacy, Levi and Lily; Ashley and Brent Judd with son Oliver (missing is daughter Avery Jo born in October 2016); and Dave and Cindy Judd. You are seeing the Judd Ranch family just as they often spend their day—on horseback. That said, it takes a lot of coordination to get everyone together in one photo. Like most ranchers, the Judd Ranch crew prefers to be working rather than posing for a family photo.*

to Gelbvieh bulls were quickly added to the herd. Impressed with the results of Gelbvieh-influenced calves, the Judds purchased a large number of half-blood and 3/4 blood Gelbvieh females in 1982 and began working toward a purebred Gelbvieh herd.

Dave says this decision was based on extensive research, including data from the U.S. Meat Animal Research Center (USMARC) that showed Gelbvieh produced more pounds of weaned calf per cow than any other widely used breed. Gelbvieh had also earned a reputation for its heat tolerance and maternal qualities, such as fertility and milk.

"Data from USMARC continues to show the power of the Gelbvieh breed," Dave says. "Through the years, Gelbvieh has reduced mature cow size and research shows that Gelbvieh has the earliest age at puberty and has the lowest birth weight of the four main

continental breeds."

Since 1981, Dave and Cindy have built the Judd Ranch from the ground up, adding land and cattle while raising their family. Today, Judd Ranch with Gelbvieh, Balancer and Red Angus seedstock ranks in the top 25% of seedstock operations in the country and both sons are back on the ranch with their families.

The Judds host two sales per year at the ranch—the Annual Bull Sale is the first Saturday in March, and the Annual Female Sale is the second Saturday in October.

Dave and Cindy have been members of the American Gelbvieh Association (AGA) since 1983. They have been very active, including Dave serving on the AGA Board of Directors from 2004-2009. The couple was inducted into the AGA Hall of Fame in 2016.

## The Judd program

Producing the complete pack-

age — calving ease, growth, carcass, fertility and being a source for heterosis — is the goal at Judd Ranch.

Strengths of the Judd Ranch cow herd are productivity, fertility, uniformity, calving ease, moderate frame, easy disposition and udder quality. The herd is genetically uniform and possesses a good balance of traits, due to stacking generations of like phenotypes and genotypes. Thus, the bulls they produce are deep bodied, thick and structurally sound.

Dave explains his focus has always been the maternal traits. "They make the cow-calf guy the most money, yet they are the least heritable. Milk and fertility can be antagonistic traits, so you have to select for both," he explains. "We require our cows to be pregnant each year and bring in a big calf."

The Judd Ranch program has both fall and spring calving seasons. About 90% of the females are artificially inseminated (AI), with the remaining 10% pasture bred to Judd Ranch herd sires. In addition to its extensive AI program, Judd Ranch's top genetics are propagated via embryo transfer (ET), flushing 15-20 females three times a year.

Dave is a stickler for timing. This attention to detail is why Judd Ranch has been the AGA's No. 1 breeder of Dams of Merit and Dams of Distinction for 21 of

the past 23 years.

In 2000, when customer demand revealed a need for a second breed, Judd Ranch chose Red Angus.

"Identifying a second breed required as much research as when we were looking for a breed back in the early 1980s," Dave explains. "We chose Red Angus as our second breed because it complements Gelbvieh."

"Red Angus excel in carcass quality, and they have excellent maternal characteristics and moderate size. They also have great dispositions and feeding characteristics."

With a Gelbvieh herd and a Red Angus herd, it was a natural fit for Judd Ranch to offer customers a third breed: Balancer. Balancers are the result of mating Gelbvieh with either Red Angus or Angus. A registered Balancer must be at least 25 percent, but not more than 75 percent Gelbvieh, with the remaining percentage either Angus or Red Angus. A Balancer combines the fertility, growth, muscle and leanness of Gelbvieh with the maternal and marbling qualities of Angus or Red Angus.

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

*(Continued on Page 4)*

Join us for a Judd Ranch

## Customer Appreciation Dinner & Party

**Friday, Oct. 9 • 7:00 p.m. • At the ranch**

You are invited to come to the ranch early on Friday, Oct. 9, to look over the sale offering, then join the Judd Ranch crew and fellow cattle producers at our annual Customer Appreciation Dinner & Party.

**This year the Judd family plans to put up a tent for the Appreciation Dinner and Sale Day meal to help allow for more social distancing. "We are taking steps and taking precautions to help our customers feel safe when attending the sale," Cindy Judd explains.**



# MATERNAL POWER

*You can buy with confidence knowing that Judd Ranch females are efficient, fertile and productive.*

Efficient, fertile and productive females are the foundation of the most successful cow herds. For 21 out of the last 23 years — 1998 through 2020 — Judd Ranch has been at the top of two prestigious American Gelbvieh Association (AGA) lists: 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.

In 2020, Judd Ranch earned the No. 1 position as owner of Dams of Merit and Dams of Distinction in 2020 with 22 Dams of Distinction and 73 Dams of Merit (95 total honored females).

In the breeder category, Judd Ranch led the way with 104 honored females — 22 Dams of Distinction and 82 Dams of Merit.

## AGA Program

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

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

AGA requires each female designated a Dam of Merit or Dam of Distinction to earn her award. Only 5.6 percent of the registered females in the Gelbvieh breed qualified for 2020 Dam of Merit honors, and just more than 1 percent met the criteria for the Dam of Distinction honors.

AGA's Dam of Merit/Distinction program recognizes breed-leading, elite females that excel in productivity and longevity, two key economic traits that contribute significantly to profitability in the cattle business. 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 type of combination in a female package. Every purebred Gelbvieh and Balancer female selling in this year's sale has one or more Dams of Merit/Distinction in his pedigree. That's extra maternal power for you. ❖

## SOCIAL DISTANCING SALE OPTIONS

*Remote bidding will be available via LiveAuctions.tv and our Sale Day Conference Line*



*The pastures at Judd Ranch are filled with first-calf heifers with big strapping bull calves. The bull calf at side of this first-calf heifer pounded the yearling weight scales at 1,343 lbs.*

*JRI Ms Choice Agent 02M7 was photographed as a first-calf heifer nursing her awesome heifer calf.*

*Ms Choice Agent's fall open black, homozygous polled purebred granddaughter JRI Ms Delta Dawn 02G9 sells with a whopping 772# 205-day weight.*



## Judd Family Ranch

*(Continued from Page 3)*

### The ranch

When Dave and Cindy put the ranch together, they tried to develop a balance of grasses.

The cattle run on native prairie and fescue grass. The bulls go through gain test in large, rocked pens. After gain test, they are turned out in pastures with no supplemental feed.

"We don't pamper the cattle," Dave says. "We don't want feet problems. We want them ready to go to work for our customers."

Cows carrying the Judd Ranch brand must thrive in both extremes when it comes to weather. Summers at Judd Ranch can be extremely hot and humid, and the Kansas Flint Hills winters can be harsh with a lot of moisture. The ranch averages about 111 days below freezing each year and averages 38 inches of precipitation.

With females and bulls selling to herds across the country, customers report that Judd Ranch cattle thrive and breed well in all parts of the U.S.

In addition to the seedstock operation, Judd Ranch has a diversified farming operation, consisting of corn, beans and alfalfa, producing its own feed. In good weather years, the family also markets a large portion of the ranch's alfalfa, prairie and brome hay.

### Built on years of data

Numbers are important at Judd Ranch — not numbers as in who has the most cows or sells the most bulls, but numbers related to objective measurements.

The Judd Ranch program has more than 10 generations of objective performance data that it relies on when it comes to deci-

sion-making. Data includes birth, weaning and yearling weights, rate of gain and measurements for pelvic area, scrotal circumference, frame, back-fat and ribeye area. In recent years, DNA testing has been added to this data.

"At Judd Ranch, every cow is viewed as a factory," Dave explains. "As a beef factory, each female's job is to cycle, breed and calve on a regular basis and then to raise a calf that is genetically superior to her and the sire of her calf. In addition to being extremely fertile and a high-quality factory, each female must be structurally correct, have a quiet disposition and have that all-important marketability. We have to keep all traits in balance and can't fall down in any area."

While almost every ranch visitor is quick to notice and comment on the herd's amazing teat and udder structure and their moderate frame, Dave adds, "our emphasis on the teat and udder structure of our cows is showing its rewards. That said, teats and udders are constantly scrutinized."

Ranch consultant Roger Gatz calls Judd Ranch "the No. 1 herd in the nation for teat and udder structure."

### Team approach

It's a team at Judd Ranch with each family member contributing their strengths to the success of the ranch.

Dave handles the over-all management of the ranch and is the go-to man. He and ranch consultant Roger Gatz of Cattlemen's Connection oversee all mating decisions and decide which animals go into the female and bull sales.

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

Dave and Cindy's oldest son,

Nick, graduated from Kansas State University in 2002 with an animal sciences and industry (ASI) degree. He manages the ET center — including detecting heats on donors and recipes — and is in charge of clipping sale cattle. He also manages hay sales and grain storage and handles the certification of chemicals for crop and pasture management. His wife, Ginger, is a 2003 K-State graduate with an ASI degree. She manages the pen bulls for the National Western Stock Show including halter breaking and preparing to show. Their three children are Lily (16), Levi (13) and Lacy (10).

Youngest son, Brent, graduated from K-State in 2005 with an ASI degree. He serves as AI technician, processes all newborn calves, pregnancy checks, heads up the row crop planting and assists with sale duties. His wife, Ashley, is a 2005 K-State finance graduate and a 2008 Washburn University School of Law graduate. She handles cattle registrations, the ranch's web site and projects such as submitting DNA tests and the female sale's annual judging contest. They have two children — Oliver (7) and Avery Jo (3).

In addition to these specific tasks, each Judd Ranch family member chips in when and where needed — and that includes the grandchildren.

"I'm a super proud grandparent," Cindy says. "Everyone works hard to get the job done daily. While working cows everybody has an 'age appropriate' job. As a family we help gather each morning, then at chute side, everyone has a station they are responsible."

Each grandchild has a role including tagging, keeping the alleyway loaded, collecting DNA samples, paperwork, etc. Even 3-year-old Avery is part of the action. "Avery makes sure we are good in snacks! That's an important job," Cindy explains. "It is definitely a team effort around here and all hands on deck."

She also points out the great hired crew that also helps the family. "They help keep the operation going daily."

Dave adds, "We raise cattle, grass, hay and feed around here, but the No. 1 thing we are doing is raising the next generation. We want our grandkids to feel like they are part of the operation and valuable to its success." ❖



# Are Judd Ranch Females Worth It?

Here are four facts about Judd Ranch that can help buyers decide whether purchasing one or more Judd Ranch females is the right decision:

1) Judd Ranch is the American Gelbvieh Association's No. 1 breeder and No. 1 owner of 2020 Dam of Merit and Dam of Distinction females. These two awards are a standard occurrence, with Judd Ranch receiving both honors for 21 out of the past 23 years. That's cow power you won't find elsewhere.

2) Judd Ranch Gelbvieh and Balancer bulls consistently bring home one or more Champion or Reserve Champion Pen of 3 or 5 banners from the National Western Stock Show.

3) Judd Ranch's annual bull sale is one of the country's top bull sales, with cattlemen from more than 20 states typically purchasing bulls. Since 2000, Judd Ranch has put 4,778 bulls through the sale ring, and these bulls have averaged \$4,703. This past spring's bull sale was one of the best in the country for all breeds. You have the opportunity to purchase some of the very best females, their daughters and/or granddaughters that have produced these extremely high-quality bulls.

4) Judd Ranch females are very affordable. Judd Ranch's past 21 female sales have seen 2,504 females go through the sale ring for an average selling price of just \$2,586. When you compare the average for the female sales with the average for the bull sales, you quickly realize there's a \$2,117 difference. That's right, the females in Judd Ranch sales have averaged \$2,117 less than what the bulls have averaged in the last 21 sales. We're talking many of the females that have been the dams — the factories — that have produced the very Judd Ranch bulls that cattlemen across the country want in their herds.

Bottom line: Judd Ranch females have only averaged 55 percent of the average selling price of the bulls over the last 21 years and those females are the factories helping produce that bull sale average.

In a nutshell, Judd Ranch females are a bargain.

As with past Judd Ranch female sales, this year's sale in-

cludes several spring- and fall-bred females. Thus, you have the opportunity to purchase a Judd Ranch female that will be carrying a Judd Ranch-bred bull or heifer calf. In addition to getting a calf that carries 100% Judd Ranch genetics, you get the female and can then go back on her with a Judd Ranch bull to produce the very same animals you find in Judd Ranch bull and female sales. What a great opportunity!

In addition to the fall-bred cows, this year's sale includes fall-born yearlings ready to breed — or they can be kept over and bred for a spring program, coming yearling spring-born heifers and spring-bred heifers and cows. Spring-bred cows will circle the sale ring with their spring-born bull calves, with the bull calves not selling. On occasion, a spring-bred cow's spring heifer calf will sell.

"I can't tell you how many discussions Roger and I have when he's at the ranch selecting females for the sale," Dave Judd explains. "He wants certain females in the sale, and I want to keep them. Roger frequently has to remind me that we have several full sisters in the herd and that we can't keep everything to ourselves."

"Bottom line is that we want to give our customers some powerful females to choose from — and it's all worth it when we hear customer success stories and how our females have worked for them."

## Glimpse of What Sold in '19 Sale

When it comes to affordable females, the Judd Ranch's 2019 Cow Power Female Sale was a typical Judd Ranch female sale and many cattle producers went home with tremendous females that exceeded their expectations.

A few of the tremendous buys in the 2019 female sale:

Lot 64, a red, homozygous polled, purebred fall-bred female was purchased by Tim Taylor, Rolla, Missouri, for \$2,800. This

calf-raising machine beauty's fall 2018 son sold for \$7,500 in the spring bull sale. He had a 71-lb. birth weight, ripping 759-lb. 205-day weight, and the meat machine posted an actual 840-lb. weaning weight. Putting cash in the bank was a common occurrence for this homozygous polled purebred producer as her first three sons averaged \$7,500 in Judd Ranch's Annual Bull Sale.

David Roberts, Anadarko, Oklahoma, purchased Lot 157 (pictured right) a black polled purebred spring bred donor female for \$3,500. Note this phenomenal donor's teat and udder excellence in the photo. Her powerhouse spring 2019 bull calf sold for \$6,250 in the spring bull sale and her spring meat wagon 2019 ET son sold for \$8,250. Her \$7,250 average on her spring 2019 sons comes as no surprise as her first son sold for \$7,250 and her second son sold for \$11,000 in the 2017 Bull Sale.

Craven Register, Clinton, N.C., purchased Lot 65, a red, homozygous polled, purebred, fall-bred female, for \$3,300. She's flawless-made and qualified for Dam of Merit in 2019. Being honored as a Dam of Merit in her first year of eligibility definitely came at no surprise as her first calf sold for \$6,000 in the 2018 Bull Sale with a 61-lb. birth weight, ripping 724-lb. 205-day weight and the beef machine posted an awesome 942-lb. actual weaning weight.

"I could list one after another females like these that have the genetic power to produce awesome offspring for their new owners," says Roger Gatz, Cattlemen's Connection and Judd Ranch consultant. "I can't tell you how many times I hear remarks after the sale such as, 'I always thought I would have to pay so much more for a Judd Ranch female simply because she is a Judd Ranch female but that wasn't the case' or 'The prices at a Judd sale



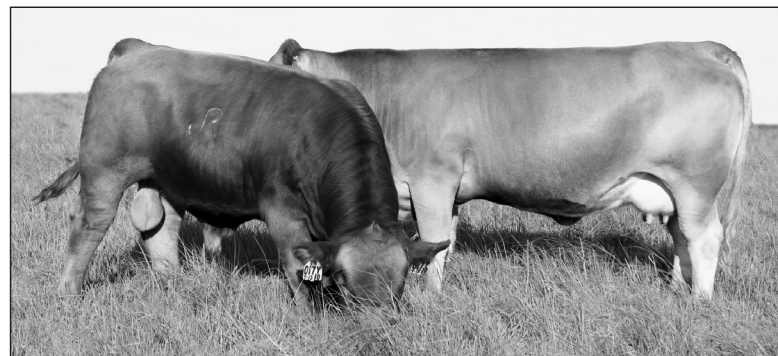
are certainly lower than I thought they would be.' Females in a Judd Ranch Cow Power Sale typically bring right in the ballpark of females in other sales. To say that a lot of females in a Judd sale are truly bargains is an understatement. Honestly, many of the females going through the sale will pay for themselves in their first or second year, thanks to the prices that their offspring bring."

To further ensure that you are purchasing elite genetics at Judd Ranch, 97 percent of the females

selling October 10 are sired by breed-leading, homozygous polled AI sires and 100 percent of the bred females are safe in calf to breed-leading homozygous polled sires.

To learn more about females offered in the Saturday, Oct. 10 sale, contact Roger at 800-743-0026. He has seen and personally inspected every female in the sale and has taken copious notes on each. He can give you input beyond what is in the sale catalog and discuss the best options for your herd. ❖

*ALL females in this sale  
are Judd Ranch born and raised.*



*Oh my, look at the bull calf this Judd Ranch 017 cow family daughter 017S9 is raising. Saturday, October 10<sup>th</sup>, 017S9's red homozygous polled purebred second-calf daughter JRI Ms Stellar 017E5 sells and producers, her first baby posted a whopping 810# 205-day weight.*

*Wow, note the teat and udder excellence and natural fleshing ability on this lovely Judd Ranch female JRI Ms Tippie 132R10. Ms Tippie's red homozygous polled purebred daughter Ms Ruby sells in the spring bred female offering on October 10<sup>th</sup>.*



## Judd Ranch

**#1 Dam of Merit & Dam of Distinction Breeder  
#1 Dam of Merit & Dam of Distinction Owner  
for 21 out of the past 23 years**





# Judd Ranch 30<sup>th</sup> Annual Cow Power Gelb

Saturday, October 10, starting at 12 Noon • Located at

## 45 Fall Yearling Open Heifers

- **27 Homozygous Polled Purebred Gelbvieh: 14 black, 13 red**
- **18 Homozygous Polled Balancers: 14 black, 4 red**

Every fall open (ready to breed) heifer features powerful Judd Ranch Dam of Merit cow family genetics.

**45 of 45 are homozygous polled to increase your earning power.** These heifers are loaded with Cow Power genetics as they posted an excellent low birth to super growth spread: 72 lb. average birth weight with a performance-plus 641 lb. 205-day weight average.

**45 of 45 are sired by a breed-leading homozygous polled AI sire:** JRI General Patton 213B97 ET, JRI Secret Instinct 254U83, JRI Transformer 254E44, JRI Secret Link 214D98, JRI Prescribed Remedy 253E38, JRI Optimizer 148A24, JRI Secret Powers 254C821, JRI Oklahoma 264C4, JRI Painted Black 254C741, JRI Overachiever 253E39, JRI Real McCoy 270E23, JRI Marshall 214X2, JRI Top Protocol 132B42, JRI Secret Instinct 2 ETN, 3SCC Domain A163, SAV Renown 3439 and Schiefelbein Effective 61.

*Here's a sample of the fall open heifers selling:*



**JRI Ms Prom Queen 207G913 ET** – This beauty is an ET General Patton daughter out of Judd Ranch's incredible donor JRI Ms Snazzy 207Z811. Ms Prom Queen's incredible 7-year-old donor dam possesses a picture-perfect teat and udder structure with a remarkable 361-day annual calving interval. Donor dam Ms Snazzy's unbelievable fertility and producing ability comes

as no surprise as her 10-year-old dam 207W711 has been honored in every year of eligibility as a Dam of Merit/Distinction female. Note the 207 cow family daughter 207U33 photographed as this big time producer sports a 989 lb. actual weaning weight average on her six sons.

**JRI Ms Touch'e 68G54** – Check out the impressive birth to growth spread on this awesome red, homozygous polled purebred Transformer daughter: 80 lb. calving ease birth coupled with a performance-plus 715 lb. 205-day weight. Ms Touch'e stems from the fertility-plus, calf raising machine Judd Ranch 68 cow family and her 5-year-old dam JRI Ms Perfecta 68B44 possesses a profit-driven 365-day annual calving interval. Fertility and calf raising machine genetics run mighty deep in this cow family as Ms Perfecta's dam 68X34 and granddam's 68T84 and 68E64 were all fertility-plus, calf raising machine honored Dam of Merit females.



**JRI Ms Goldie Hawn 9G64** – This lovely red, homozygous polled purebred Top Protocol daughter features a fertility-plus 361-day annual calving interval 6-year-old dam with a picture-perfect teat and udder structure. Teat and udder excellence and fertility are standard equipment in this Judd Ranch 9 cow family. Note the 9 cow family daughter 9M11 photographed and that

many-time honored Dam of Merit female brought home big, strapping calves for 15 years. Yes, longevity, fertility and teat and udder excellence are all part of the "Complete Package" at Judd Ranch.

## 23 Fall Bred and/or Fall Pairs

- **15 Homozygous Polled Purebred Gelbvieh: 9 black, 6 red**
- **1 Red Double Polled Purebred**
- **7 Homozygous Polled Balancers: 6 black, 1 red**

Every female features Judd Ranch Dam of Merit genetics.

**22 of 23 are homozygous polled and they are carrying guaranteed homozygous polled calves.**

**20 of 23 are sired by one of the following breed-leading homozygous polled AI sires:** JRI Secret Instinct 254U83, JRI Pop A Top 197T83, JRI Next Step 285X72, JRI Secret Sensation 140A43, JRI Top Gun 254X822, JRI Cowboy Cut 213S67, JRI Top Producer 282Z3, JRI Pedro 207Z74, Schiefelbein Effective 61 and Mytty In Focus.

**23 of 23 are confirmed safe in calf to one of these breed-leading homozygous polled AI sires:** JRI Secret Powers 254C821, JRI Secret Instinct 2 ETN, JRI Optimizer 148A24, JRI Prescribed Remedy 253E38, JRI Overachiever 253E39 and Ivers Hannibal F14.

*Here are a few highlights among the Cow Power fall-bred (and/or fall pairs) females selling Saturday, October 10:*

**JRI Ms Top That 170B41** – Check out the resume on this black, homozygous polled purebred 2020 Dam of Merit female. Ms Top That possesses a beautiful 98 teat and udder excellence score and man-oh-man, Top That flat knows how to get pregnant and bring home the beef. Her exceptional fall 2019 heifer calf 170G21 features a 78 lb. birthweight, 732 lb. 205-day weight with an actual 855 lb. weaning weight. Spreading birth to growth is a common occurrence for this 2020 Dam of Merit female as her fall 2018 heifer calf 170F51 featured a 65 lb. birthweight, 724 lb. 205-day weight with an actual weaning weight of 895 lbs.

**JRI Cowgirl Tuff 207W711** – This unbelievable black, homozygous polled purebred **donor** female has been honored as a Dam of Merit/Distinction female in every year of eligibility (2014-2020). Cowgirl Tuff has been a one-of-a-kind producer at Judd Ranch as her daughters and sons are flat phenomenal. Her daughter Ms Snazzy 207Z811 is one of Judd Ranch's top donor females and the beauty features a picture-perfect teat and udder system with a remarkable 361-day annual calving interval. Cowgirl Tuff definitely knows how to produce powerhouse sons as her first four sons averaged \$10,813. Oh, I might add, Cowgirl Tuff's meatwagon fall 2019 bull calf 207G811 pounded the actual weaning weight scales at 1,065 lbs. **Big time proven donor!**

## Judd Ranch 43<sup>rd</sup> Bull Sale

*Gelbvieh, Balancer & Red Angus*

**Saturday, March 6, 2021  
at the Ranch, Pomona, Kan.**

SELLING

**300+ Range-Ready Spring & Fall Yearling Bulls**



# Gelbvieh, Balancer & Red Angus Female Sale

at the ranch, Pomona, Kan. (one hour Southwest of Kansas City)



## 28 Spring Bred Heifers

- **14 Homozygous Polled Purebred Gelbvieh: 9 black, 5 red**
- **8 Homozygous Polled Balancers: 5 black, 3 red**
- **2 Black Double Polled Balancers**
- **4 Purebred 1A Red Angus**

Every purebred Gelbvieh and Balancer spring-bred heifer features Judd Ranch honored Dam of Merit cow families.

**24 of 24 purebred Gelbvieh and Balancer spring-bred heifers are sired by a breed-leading homozygous polled AI sire. AI sires:** JRI General Patton 213B97 ET, JRI Secret Instinct 254U83, JRI Oklahoma 246C4, JRI Extra Exposure 285L71 ET, JRI Secret Powers 254C821, JRI Marshall 214X2, Bolton Pay Day 45C and Basin Payweight 1682.

**24 of 24 purebred Gelbvieh and Balancers are confirmed safe in calf to a homozygous polled breed-leading AI sire. AI sires:** JRI Pop A Top 2 ETN, JRI Secret Instinct 2 ETN, JRI Prescribed Remedy 253E38, JRI Marshall 214X2 and SAV Rainfall 6846.

**The purebred 1A Red Angus spring-bred heifers are sired by the breed-leading AI sires 3SCC Domain A163, 5L Defender 560-30Z and 5L Independence 560-2984.**

*Here are a few highlights among the Cow Power spring-bred heifers selling Saturday, October 10:*

**JRI Ms Envy Me 140G424 ET** – This impressive red, homozygous polled purebred Extra Exposure bred heifer is an ET maternal sister to the ever-popular AI sire JRI Secret Sensation 140A43. Her incredible Dam of Merit honored 10-year-old dam JRI Maxxed Out 140W32 possesses a 75 lb. birthweight and whopping 1,015 lb. actual weaning weight average on her five sons. Note Ms Envy Me's third-calf maternal sister 140C32 photographed with her fall 2019 bull calf that features an 81 lb. birthweight, 789 lb. 205-day weight with an actual weaning weight of 996 lbs.



**JRI Ms Star 254G730** – This gorgeous homozygous black, homozygous polled purebred Secret Instinct bred heifer is the natural-born daughter out of Judd Ranch's phenomenal 8-year-old Dam of Merit donor female JRI Ms Prairie Rose 254Z630 ET. Ms Star's Dam of Merit dam sports a picture-perfect teat and udder system with performance-plus 102 weaning and 101 yearling weight ratios on her calves. Photographed is Ms Prairie Rose's ET full sister JRI Ms Crown Jewel 254Z634 ET that sold in last year's Cow Power Female Sale.



## 21 Spring Bred Females

- **17 Homozygous Polled Purebred Gelbvieh: 8 black, 9 red**
- **3 Black Homozygous Polled Balancers**
- **1 Purebred 1A Red Angus**

Every spring-bred female features Judd Ranch Dam of Merit cow family genetics.

**21 of 21 are homozygous polled and they are carrying guaranteed homozygous polled calves.**

**20 of 21 are sired by one of the following breed-leading homozygous polled AI sires:** JRI Secret Instinct 254U83, JRI Pop A Top 197T83, JRI Secret Sensation 140A43, JRI Secret Link 214D98, JRI Top Gun 254X822, JRI Top Secret 253M75 ET, JRI Top Secret 2 ETN, JRI Top Recruit 254U82, JRI Cowboy Cut 213S67, SAV Final Answer 0035, Sitz Dash 10277 and 5L Tradesman 1715-6237.

**21 of 21 are confirmed safe in calf to one of the following breed-leading homozygous polled AI sires:** JRI General Patton 213B97 ET, JRI Secret Powers 254C821, JRI Alan 68G3 (2020 Balancer Futurity Runner-Up), JRI Prescribed Remedy 253E38, JRI Optimizer 148A24, JRI Secret Instinct 2 ETN, JRI Overachiever 253E39 and 3SCC Domain A163.

*Here's the kind of big-time producers you can expect to find in this offering:*



**JRI Ms Shake It Up 140B48** – Wow, you talk about a fabulous red, homozygous polled purebred Secret Instinct daughter that flat produces awesome sons and daughters. Her powerhouse General Patton son, JRI Prime Cut 140G58 (photographed), sold in the spring bull sale for \$6,000 with an 83 lb. birthweight, 731 lb. 205-day weight, 1,239 lb. yearling weight with a 16.6 square inch yearling ribeye. Her calf-raising

machine General Patton daughter JRI Ms Peppermint Paddy 140E58 posted the following stats on her bull calf 140G68: 74 lb. birth weight coupled with an 854 lb. 205-day weight. Oh, I might add, Ms Shake It Up sells safe in calf to General Patton.

**JRI Ms Blk Diamond 47F3** – Sale day this beautiful homozygous black, homozygous polled, purebred, first-calf heifer sells with her awesome 78 lb. birthweight/704 lb. 205-day weight homozygous black, homozygous polled Optimizer heifer calf 47H3. On sale day, we'll sell buyer's choice of these spring heifer calf pairs with the buyer's option of doubling the money and taking them both home.

## 15 Spring Open Heifers

- **6 Homozygous Polled Purebred Gelbvieh: 3 black, 3 red**
- **9 Homozygous Polled Balancers: 7 black, 2 red**

Every spring open heifer features Judd Ranch Dam of Merit genetics.

**15 of 15 are sired by a breed-leading homozygous polled sire:** JRI General Patton 213B97 ET, JRI Secret Powers 254C821, JRI Transformer 254E44, JRI Oklahoma 246C4, JRI Optimizer 148A24 and JRI Marshall 214X2.



Kaitlin & Grant Smith, Keyser, West Virginia

## Judd Ranch Females Excel: Maternal Instincts, Awesome Docility, Fantastic Udders

First-time Judd Ranch buyer Kaitlin Smith from Keyser, West Virginia, says she is sold on Judd Ranch genetics.

Kaitlin and her husband, Grant, got their start in the cattle business utilizing genetics from Grant's family's cow herd. Mostly an Angus-based commercial cow herd, Kaitlin says they were looking to add performance and docility to their program, which lead her to calling Roger Gatz, Judd Ranch consultant.

"My dad has always liked Judd genetics and followed the program for many years, but never took the step to buy a Judd female," Kaitlin explains. "I did some research and liked how the cattle looked so I called Roger, which lead to me purchasing five females online."

When asked what she likes about the Judd Ranch females she replies, "Their calves are outperforming others in our herd with no creep feed. The Judd calves (four

bulls and one heifer) are big and deep. They are huge."

Along with their offspring performance, Kaitlin also explains, "The temperament is what I love about them. They are very easy to work with." She also brags about the Judd female's maternal instincts, fantastic udders and that they are easy keepers.

When describing her experience working with the Judd Ranch Kaitlin says she's extremely happy with their customer service. "Working with Roger was great," she explains. "He was very knowledgeable and helpful. I talked to him two or three times and we discussed the lots I liked and then I got online and purchased on sale day."

When the Judd Ranch females arrived in West Virginia, they were exactly what the couple expected based on their discussions with Roger. "You can feel confident in purchasing sight unseen from Judd Ranch," Kaitlin adds.

Kaitlin and Grant are expecting their second baby the week before this year's Judd Ranch Cow Power Female Sale. "We won't be making the 11-hour drive to the sale this year, but once I get a catalog, I plan to call Roger, discuss my favorites and then bid online," Kaitlin says. "Our plan is for Judd genetics to become the foundation of our growing cow herd. We're sold on Judd genetics." ❖

### Curious about the sale offering?

**Roger Gatz, ranch consultant, has worked with Judd Ranch for more than 30 years and has visually inspected every female in the sale. He will share his open and honest opinion about any female in the sale.**

**Call him today at  
800-743-0026.**



*Judd Ranch's purebred 1A Red Angus genetics possess that same natural fleshing ability and teat and udder excellence as their breed-leading Dam of Merit Gelbvieh and Balancer program.*

## Check Out JuddRanch.com

We invite current and potential customers to visit the ranch virtually at *JuddRanch.com*. On the site you'll find Judd Ranch herd bulls and upcoming sale information, as well as information about the Judd Ranch herd health and Balancer breeding program.

The "Ranch Tour" page is a collection of photos from around the ranch. The "News" page has links to Judd Ranch newsletters and other news releases about the ranch. The "Contact" page has a map and directions to the ranch, contact information for the Judd family and a form for visitors to request a catalog or other information.

The "October Female Sale"

page includes information about the upcoming Judd Ranch 30th Cow Power Female Sale. Watch this site for the sale catalog and updated offering information as sale time grows closer.

The Judd Ranch website was named the 2019 Livestock Publications Council first-place breeder website.

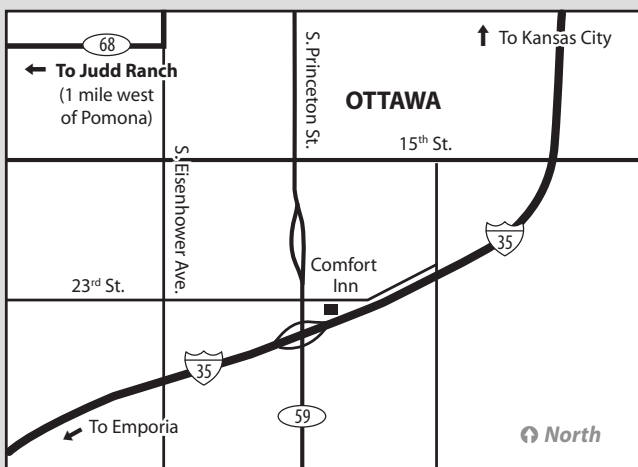
"Our goal with the Judd Ranch website is to provide you with an in-depth look at Judd Ranch's No. 1 honored dam of merit program," says Roger Gatz, Judd Ranch consultant. "The site allows current and potential customers 24-hours-a-day, 365-days-per-year access to Judd Ranch genetics and sale information." ❖

## Directions & Motel Information

The Comfort Inn in Ottawa, Kan., is the official sale motel for Judd Ranch's Annual Cow Power Female Sale. Located just off I-35 at the south end of Ottawa, the Comfort Inn has a heated indoor pool and offers a complimentary breakfast, including eggs, sausage, biscuits, waffles, muffins, coffee and fruit juice. An Applebee's restaurant is within walking distance of the motel.

To reserve a room, call the **Comfort Inn at 785-242-6150**, and request the Judd Ranch female sale room block. Because rooms at the Comfort Inn will be blocked for Judd Ranch customers only until Sept. 28, we suggest you reserve your room as soon as possible.

To get to the Comfort Inn if you are coming from the north on I-35, take Exit 183B to the first stop light and turn right. The motel is on your right. If you're coming from the south on I-35, you will get off on Exit 170.



To reach the motel from Judd Ranch, travel east on Highway K-68 toward Ottawa. At the west edge of Ottawa, K-68 goes north. Rather than going north, turn right on Eisenhower Road and go about 2 miles to 23rd St. Turn left or east on 23rd St. and go 1 mile. After you pass through the intersection, which has a stoplight, the motel is located down the road a bit on your right.

If you're traveling using a GPS, the motel's address is 2335 Oak Street, Ottawa, Kan. Additional rooms may be available at the nearby Super 8, 785-242-5551.

*Look at the scale-busting bull calf at the side of this Judd Ranch first-calf heifer. This super stud pounded the yearling weight scales at 1,309 pounds while posting a 17.5 square inch yearling ribeye.*



*This many-time honored Judd Ranch Dam of Merit female JRI Ms Extra Wonderful 254M76 ET is nursing one tremendous bull calf. Her calf raising machine black, homozygous polled purebred daughter Ms Lolli Pop sells October 10th and Lolli Pop's fall 2019 bull calf posted a scalebusting 1,045# actual weaning weight.*





*It's just another ordinary day in the Judd Ranch pastures where females do what they are bred to do. This bull calf at side of his first-calf heifer dam weighed 72 lbs. at birth, posted an 851 lb. 205-day weight, actual weaning weight of 990 lbs. and hit the yearling scales at an impressive 1,316 lbs.*



*Judd Ranch genetics are bred to perform and note the meat machine bull calf at the side of this first-calf heifer.*

## DON'T MISS THE WAGON RIDES!



Another fun highlight of the Fall Female Sale weekend are wagon rides offered by Judd Ranch customers Lee & Stacy Marriott of Rocking M Ranch, Stover, Mo.

Lee and Stacy will have their horse-drawn wagon at Judd Ranch on Friday evening and Saturday morning and will be giving ranch tours to fellow Judd Ranch customers.

For the last few years, the couple has been participating in the Cheyenne Frontier Days Parade. They have a four-up of gray Percherons. The Marriotts head to the Cheyenne Frontier Days seven days prior to the first performance with their Jack Russell, Jack, and stay until the last performance, participating in the Grand Entry. They even participate in the cattle drive the same way that the teamsters did at the end of World War II.

You can visit their Rocking M Ranch Western Emporium Facebook page — @RMRWE — and watch several videos about the horses and wagon at Cheyenne Frontier Days.

**Rocking M Ranch Wagon Rides**  
Lee & Stacy Marriott | 573-375-2768

*Eddy & Jeanie Whitehurst, Greers Ferry, Arkansas*

## The Judd Ranch Difference: Top-Notch Customer Service, Docile Females

Eddy Whitehurst, Greers Ferry, Arkansas, along with his wife, Jeanie, own and manage a 70-head commercial cow herd in northcentral Arkansas. The couple feed out their calves and sell beef directly to the consumer.

The Whitehursts had been buying Gelbvieh bulls and liked how they were working. This led them to decide to start a purebred, registered Gelbvieh herd to complement their commercial program. Looking for the best females to start their registered herd they made the decision to buy Judd Ranch genetics.

"I bought some heifers about five years ago from a guy who had been buying Judd Ranch bulls. I really liked those heifers," Eddy explains. "I read their customer testimonies and decided I wanted to go to the source and buy four or five good females to

be the foundation of our purebred Gelbvieh herd. So, I called Cindy Judd in the spring of 2019 and had a great conversation with her. I got my catalog last fall and then I called Roger Gatz and he talked through the offering with me.

"Roger's assessment of cattle, for both the female and bull sale, was spot on," Eddy says. "He is very knowledgeable. If I couldn't attend the sale, I wouldn't hesitate to call Roger and say I'm interested in Lot x and have him bid for me."

Eddy recalls when he headed to Pomona last fall for the Cow Power Sale, going with intentions to buy four or five females. When he arrived at the sale, he took the wagon ride around the ranch. "The wagon ride was the proof in pudding," he explains. "The Judd females are not huge framed; they are moderate just like I want."

Two other traits that stood out to Eddy on the wagon ride were the herd's docility and the fantastic udders. Excited about the Judd Ranch cow herd, Eddy purchased five heifers and one pair. He then returned in March and bought a Judd Ranch bull.

"There's not many places you can go and find that much selection or that type of quality," he says about the Judd Ranch sales. "There is not much difference in quality from top to bottom of the sale offering — the cattle are real consistent."

The Judd Ranch heifers Eddy bought are bred and will calve in September and October. He says he is happy with how the females have retained their flesh and he's extremely pleased with their docility and how easy they are to handle.

"I'm anxious to see how the heifers milk and how their udders develop. The calf on the pair I bought weaned really well and the bull I bought I bet he has not lost 40 lb. all summer. They hold their flesh really well."

But what really sold Eddy on the Judd program was their customer service. "They treat customers like family; like they have known you your entire life," he explains. "They make you feel important and truly want to see you prosper. I really appreciate how they are willing to help you find the genetics to fit your program."

Eddy and Jeanie's goal is to build their Blacktop Cowboy Cattle Co. LLC to 20 productive registered Gelbvieh females with Judd Ranch genetics as the foundation. "The Judd Ranch females tie all the traits we're looking for together in one package." ❖



*JRI Ms Eternal Echo 148K60, seen here nursing her powerhouse bull calf, was one incredible producer. She was honored seven consecutive years as a Dam of Merit/Distinction, receiving Dam of Distinction honors as a 16-year-old female. Her homozygous polled purebred daughter JRI Ms Magnum 148B70 sells October 10th.*

**Every female selling in this year's  
Cow Power Female Sale  
sells with a genetic defect-free guarantee  
for known genetic defects.**

**ALL females in this  
sale are Judd Ranch  
born and raised.  
NO PAMPERING.  
JUST SOLID  
PERFORMANCE.**



# HOMOZYGOUS POLLED: More than a Labor-Saving Trait

*Dehorning calves at birth or later is a nuisance and it has been proven that horned cattle are an economic disadvantage both in the cow herd and the feedlot.*

Are you confused about the genetics associated with horned, polled and scurred cattle? If so, you're not alone. There are a lot of misconceptions and confusion about horned/polled/scurred cattle.

Darrh Bullock, University of Kentucky extension professor, explains, "Horned feeder calves are not desirable; they are potential hazards for other cattle and the humans working them. For this reason, calves with horns are discounted at the sale barn."

**95% of the  
females selling on  
October 10 are  
Homozygous Polled**

Even though scurs pose no danger to other cattle or humans they are still discounted by many buyers. To avoid these discounts, beef producers either have to breed them to be smooth polled or dehorn/de-scur their calves.

"If you plan to breed for smooth polled cattle it is important to understand the genetic action of the poll/horn gene and the scur

gene, however, you will learn that avoiding horns is relatively easy, but eliminating scurs can be much more difficult," Bullock says.

The basics of genetics tell us that since the polled gene is dominant over the horned gene, animals with one copy of the polled gene and one copy of the horned gene will not have horns, and a naturally hornless animal can be created in one generation; it also means it is easier to make more polled animals faster than if the polled gene was recessive.

An animal can have one of three combinations for the polled/horned gene:

PP = homozygous polled means this animal has no horns, and all offspring from the animal will be born without horns

Pp = heterozygous polled means this animal does not have horns, but offspring may or may not have horns depending on their mate

pp = born with horns, will pass on the horned gene to offspring but they may or may not exhibit the gene

Since polled is dominant over horned, if you mate a homozygous polled bull to a group of females then all of the offspring will be polled, regardless of the

genotype of the cows. However, when mating a heterozygous polled bull (Pp) to heterozygous polled cows (Pp) there is a 25% chance the calves will be homozygous polled, 50% chance they will be heterozygous polled and a 25% chance of being homozygous horned. This means about 75% of the calves will be polled and 25% horned, even though the bull and cows were all polled.

Cow-calf producers who have horned calves that require dehorn-

ing are familiar with the time and labor involved with dehorning and understand the stress calves undergo in this process.

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 weighing.

"While I realize castrating is a big event in a calf's life, so is dehorning," Roger explains. "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."

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."

In this year's female sale, 125 of the females selling are confirmed homozygous polled and every homozygous polled female will be bred to a homozygous polled sire, resulting in a homozygous polled calf.

Roger is a big fan of homozygous polled cattle. "I don't know of any trait in the registered cattle business that will give you more return on investment than homozygous polled genetics. Cattlemen's Connection AI semen sales features 100-plus Gelbvieh and Balancer AI sires and 95% plus of all sales are homozygous polled sires." ❖



*JRI Extra Sassy 140S65 is a typical Judd Ranch female. Photographed at 10 years of age, this homozygous polled purebred Gelbvieh featured a profit-driven 365-day annual calving interval and her five sons to date have averaged a whopping 946 pounds on actual weaning weight.*

## Judging Contest Participants Can Earn Sale Credit

*Due to COVID-19, the contest may change be sure to check our website for up-to-date information.*

Each year the Judd family hosts a judging contest prior to the Female Sale. Youth and adults of all ages are encouraged to participate and have the opportunity to win sale credit, plus new this year other cool prizes.

"We're planning to have the judging contest this year, but of course, things are always changing due to COVID-19," explains Ashley Judd, who helps organize the contest. "Please check the ranch website — *JuddRanch.com* — for contest updates as the sale gets closer."

Judd Ranch awards individuals who place first or second in their age division a sale credit worth \$250 for first place and \$150 for second place. Divisions

include adult, senior (youth 13 to 18 years old), and junior (youth 12 years and under).

"This is pretty easy money when you consider that all you have to do to earn this sale credit is judge and place first or second in your division," Ashley explains. "Why not judge and give it a shot."

The annual judging contest starts promptly at 9 a.m. on sale day and takes about one hour. Pre-registration is not required. Registration begins at 8 a.m. The contest will include four classes of bulls and females.

Cindy adds that the judging contest is an important part of sale day.

"Dave judged when he was a kid, and the experience helped hone

his speaking ability and cattle selection skills," she explains. "Even with lots of data on animals, visual appraisal is an important tool when selecting animals for your herd. The animals you purchase or have in your herd must have the frame, muscle pattern, temperament and other qualities that can only be viewed with the eye.

"This judging contest is also the ideal time for parents to work with their kids. While we encourage youth to make their own final decisions, parents can take the opportunity to teach kids what traits to look for."

Sale credit for the top two judges in all three divisions will be issued as a gift certificate. This certificate or sale credit can only

be used toward the purchase of a female at the Oct. 10 sale. It cannot be saved for other sales.

The sale credit must also be used by the person who earned the sale credit or by an immediate family member. It is not transferable to a person outside the immediate family.

"A junior or senior division winner can give the sale credit to his or her mom, dad, sister or brother and a mom or dad can pass her or his sale credit to a son or daughter to use," Cindy explains. "The goal is to keep the sale credit in the family."

To learn more about the judging contest and sale credit, contact Ashley Judd at 785-453-2291 or *judd07@gmail.com*. ❖

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



# Linebreeding Increases Uniformity

While inbreeding can reduce performance, linebreeding using carefully planned matings has been shown to elevate the influence of a genetic line or individual. Some extension beef specialists call linebreeding “the cornerstone of selective breeding.”

Linebreeding is a ratchet mechanism for holding any gains already made by selection, while attempting to make further gains. It is a plan that breeds one sire line and preserves that exceptional ancestor’s influence.

Linebreeding of livestock traces to the 1930s when agriculture’s success with hybrid corn caught the interest of cattle breeders. In 1934, the USDA Agricultural Research Service’s Fort Keogh Livestock and Range Research Laboratory in Miles City, Montana, 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, researchers note that the relationship to an ancestor 18 generations ago would be less than .001 of a percent.

In linebreeding, the idea is to always keep the amount that any one animal contributes to the DNA of any descendent at or below 50 percent.

Michael Gonda, Ph.D., South Dakota State University Department of Animal Science, says there are two advantages to linebreeding for a seedstock producer. One advantage, he says, is that a seedstock producer can identify sires that are carriers of genetic abnormalities and quickly eliminate those carriers from the herd.

“This will show up if you breed those sires back to their daughters. We can identify abnormalities that we don’t yet have DNA tests for and don’t know much about,” Gonda explains.

The other advantage to linebreeding, Gonda says, is that seedstock producers can increase the relationship of their animals to a genetically valuable ancestor. Stacking the genes enables the linebred individual to transmit more characteristics than the other parent.

“We call this prepotency,” he explains. “This can be valuable to seedstock producers who want to spread the genetics of a valuable, outstanding animal.”

Jim Lents echoes this in his book *The Basis of Linebreeding*: “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.”

Animal Geneticist Dr. Sally Northcutt, Method Genetics, says that linebred cattle have fewer genetic defects and breed truer. She says the “why” behind cattle being truer is because they possess more homozygous, or identical, gene pairs.

“While we linebreed for a variety of reasons, one of the strongest reasons is that linebred cattle are more uniform and breed true,” explains Dave Judd, Judd Ranch.

## Stringent approach required

Implementing and maintaining a linebreeding program isn’t easy. A seedstock producer must start with genetically sound individuals, and the person in charge of the program must know what they are doing and stay dedicated to the project.

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

Judd Ranch’s linebreeding program started many years ago. Roger adds that seeds for a linebreeding program at Judd Ranch took root back in the days when a majority of breeders were focused on breeding really big-framed females and bulls.

Dave didn’t agree with the “bigger is better” methodology. He wanted more moderate-framed, highly fertile cattle that had capacity and were excellent grass converters. He wanted a linebreeding program that concentrated on specific traits such as reproductive efficiency, calving ease and growth.

“We did a lot of research

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

So, when other breeders were heading the “bigger is better” route, the Judd Ranch program opted for a different path.

Judd Ranch’s linebreeding program began with a moderate-framed, thickly made bull named Rolls Roych. He combined outstanding performance with structural soundness and a huge scrotal circumference and was what many cattlemen would call a “beef-packed machine.”

“We deliberately began mating related animals,” Dave explains.

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

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

“One of our goals from the start has been to increase uniformity and consistency, and linebreeding has helped us achieve that goal,” Dave adds. “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.” ❖



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

## Can't Join Us Oct. 10?

Of course, our preference is to have you join us in Pomona on October 10, but we understand traveling is not an option for all of our customers. Along with being able to watch and bid on LiveAuctions.tv, we will also have a Sale Day Conference line that customers can call in on and bid.

1. If you wish to bid by phone, please call Ashley Judd at 785-248-6005 or Ginger Judd 785-229-9266, so we can assign you a bidder number and give you the sale day conference line number. We recommend you call at least by Friday, October 9 to get your bidder number. In case of an emergency, Saturday morning requests can be accommodated.
2. On sale day, call the conference line number. Sale starts at 12:00 (noon) Central Time. We will have a representative standing by to assist you on the conference line, starting approximately 15 minutes before the sale starts.
3. Once you are on the line, state your name and bidder number to the Judd Ranch representative so that we know you are on the line.
4. When you are ready to bid, say “yes” and your bidder number. For example, if your bidder number is 230, you will say “yes, bidder 230” when you are wanting to bid.
5. If you are the winning bidder, our representative will tell you that you bought the animal, and you will be contacted by Judd Ranch after the sale regarding payment, animal pick up or delivery.
6. If you would like to mute your line, dial \*6. To unmute your line, dial \*6 again.



Judd Ranch honored Dam of Merit females are fertile/calf raising machines! Note this honored Dam of Merit female’s bull calf.

Whoa, look at the bull calf nursing this Judd Ranch Dam of Merit female JRI Ms Secretly Inspired 253Z53. That beef machine weaned off Dam of Merit mama at 1,040 lbs. JRI Ms Secretly Inspired 253Z53’s homozygous black, homozygous polled granddaughter JRI Ms One Der Ful 253G330 sells in the fall open heifer division with a performance-plus 740# 205-day weight.





# Judd Ranch 30<sup>th</sup> Annual Cow Power Gelbvieh, Balancer & Red Angus Female Sale

Saturday, October 10, at 12 Noon

at the ranch, Pomona, Kansas

(one hour southwest of Kansas City)

## 132+ Lots Sell

80 Purebred Gelbvieh

47 Balancers

5 Purebred 1A Red Angus

Look for high  
quality females like  
this to sell!



Selling females from  
exceptional Dam of Merit  
cow families!



- 100% of the purebred Gelbvieh & Balancer pedigrees feature Judd Ranch Dam of Merit cow families
- 125 homozygous polled females sell
- Every bred homozygous polled female is carrying a guaranteed homozygous polled calf
- 97% of the females are sired by breed-leading homozygous polled AI sires

**FREE DELIVERY**  
within the continental U.S.  
on purchases of  
\$20,000 and more.  
Door-to-door delivery!



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Roger Gatz  
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Call today for a sale catalog:  
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**Socially Distancing? Watch and Bid Online!**

## LiveAuctions.TV

The fastest real-time online broadcasting bidding and viewing

- Go to [www.liveauctions.tv](http://www.liveauctions.tv)
- Find "Judd Ranch October Cow Power Sale" (sales listed by date)
- Click "Watch This Event" (will take you to log-in page)
- If you have an account, log in. If not, click "create new user"

If you do not see the ranch logo, ranch address or Username/Password login box you most likely need to update flash in your web browser (Internet Explorer, Google Chrome, Firefox, etc.) and there are examples of this on the Support tab at the top of the LiveAuctions.tv home page. Another solution may be to simply use another web browser.

After logging in, you are able to view the sale. If planning to bid, register for a buyer number by clicking "register for a buyer number" in the top right-hand corner. Fill out the registration information, and click "register now". You will then be "pending approval". Once approved, a bidder status approval email will be received and the bidding number will appear in the top right of the sale page. We recommend registering for a buyer number at least 24 hours in advance of an auction. Sale day requests may still be accommodated.

**Buyers** – You will be contacted by the ranch after the sale to settle payment and confirm your shipping plans.

**Proxy Bidding** – for those not able to watch in real-time, bids can be placed using the blue video tabs on the right of the log in screen.

**Support** – for support during the sale broadcast, chat live with one of our representatives or call **817-725-8595**. Otherwise, our support team is available @ **800-431-4452**.

For those users on a **phone or tablet**  
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### Sale Catalog Request

\_\_\_\_\_ Please send me a sale catalog for Judd Ranch's 30<sup>th</sup> Cow Power Female Sale.

\_\_\_\_\_ Please call me to discuss Judd Ranch's Sight Unseen Program.

Name \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone with Area Code \_\_\_\_\_ Best time to call \_\_\_\_\_

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

JR