

# The Complete Package

Judd Ranch

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

Winter 2021

## Cow Power Behind Judd Ranch Bulls

*You can buy with confidence knowing that Judd Ranch bulls will sire efficient, fertile and productive daughters.*

Behind every good bull is a good dam. 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 with 22 Dams of Distinc-

tion and 73 Dams of Merit — 95 total honored females.

In the breeder category, Judd Ranch led the way with 104 honored females — with 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 6.2% of the registered females in the Gelbvieh breed qualified for 2020 Dam of Merit honors, and just more than 1% 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



*What a scalebusting bull calf! This is JRI Black Panther 214G44 photographed at the side of his 9-year-old Dam of Merit honored dam, JRI Ms Peek A Boo 214Y34. This homozygous black, homozygous polled purebred sells March 6. Black Panther's stats: 888 lb. 205-day weight, actual 1,020 lb. weaning weight, 1,465 lb. 365-day weight, 6.06 lb. ADG and the scalebuster posted a big ol' 18.3 square inch yearling ribeye.*

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. ❖



*This super stud, JRI Porterhouse 140G42 was photographed at the side of his third-calf dam, JRI Ms Sugar and Spice 140C32. March 6, this homozygous polled purebred super stud sells with the following phenomenal stats: 81 lb. birth weight, 996 lb. actual weaning weight, 1,302 lb. 365-day weight, 17.6 square inch yearling ribeye with a mighty impressive 4.1 IMF score.*

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

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

The episode will also air again at midnight  
**Tuesday, February 9 and Sunday, February 14 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 February 8.**

**310 Bulls  
Sell March 6**

**210 17-19 month old  
Fall Yearlings  
and  
100 13-14 month old  
Spring Bulls**

**View sale catalog  
online after  
February 1 at  
[www.juddranch.com](http://www.juddranch.com)**



**The No. 1 honored  
Dam of Merit program  
for 21 of the past  
23 years, 1998-2020.**

# PROBLEM-FREE BULLS

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 prioritizes herd health. They have two beliefs when it comes to herd health. First, it's better to prevent disease than to treat it, and 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 to disease, 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.

All bulls sell with a breeding soundness guarantee. Judd bulls are tested fertile and ready to go to work for you. All bulls are also tested negative for BVD-PI, so you can feel confident in better health and performance.

## Negative for Brucellosis

Judd Ranch tests all cows and herd bulls annually for brucellosis and is an Accredited Brucellosis Free Herd — Certification #271. Judd Ranch has maintained this brucellosis-free status for more than five 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 has tested 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."

**All sale bulls are free of known lethal genetic defects, have tested negative for BVD-PI and have passed a breeding soundness exam.**

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 known 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 herd sires and AI sires have been tested for known genetic defects and are known free from known genetic defects.

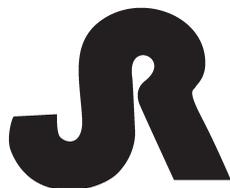
Every bull selling through the Judd Ranch Bull Sale and every female selling at a Judd Ranch Cow Power Female Sale in the fall sells with a genetic defect-free guarantee for known genetic defects. ❖

## 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 43<sup>rd</sup> 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.

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



JRI Triple Threat 285A209 grazes beside his first-calf dam just prior to being weaned. Triple Threat sold in the 2015 bull sale with an 80 lb. birth weight, 895 lb. 205-day weight with an actual 1,015 lb. weaning weight off his first-calf dam. **March 6, Triple Threat's homozygous polled purebred brother, JRI Bonanza 285G809 sells. His stats: 75 lb. birth weight, 6.91 lb. ADG with a 16.9 square inch yearling ribeye.**

## First-Time Sale Attendees:

### Travel Expenses Covered by Satisfaction Guarantee

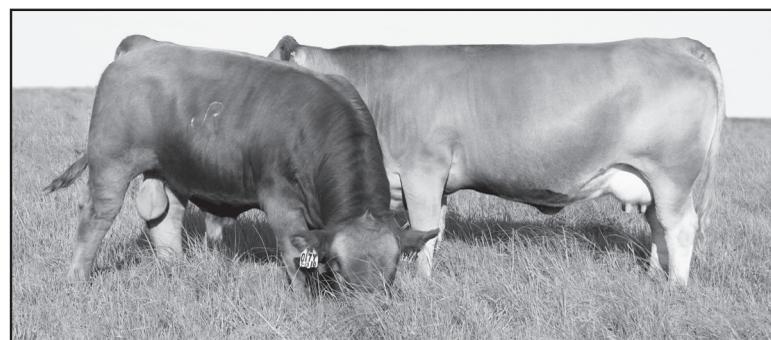
Not convinced Judd bulls are for you, but wanting to check them out? If you like what you've read in this newsletter, talked to us about this year's sale offering and are curious if the bulls are as described, then check us out by attending the sale. If you are attending the sale for the first time and 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," explains herd consultant Roger Gatz of 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 day 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 are 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 says. "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 at 800-743-0026. ❖



Super mom JRI Ms Amber 017S9 flat knows how to raise babies and wowsa, note the testicular development on her fall 2011 bull calf. Amber's black, homozygous polled purebred son, JRI Soul Mate 017G10 sells March 6. His stats: 880 lb. 205-day weight, 948 lb. actual weaning weight (off his 13-year-old dam), 1,406 lb. 365-day weight, 7.06 lb. ADG.

# 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 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 (US-



*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.*

MARC) 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 in-

ducted into the AGA Hall of Fame in 2016.

## The Judd program

Producing the complete package — 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

*(Continued on Page 4)*



*Look at the bull calf nursing this Judd Ranch honored Dam of Distinction female, JRI Ms Eternal Echo 148K60. Eternal Echo produced scale-busting progeny for 15 years with a remarkable 366-day annual calving interval. Her homozygous*

*black, Balancer grandson, JRI Midnight Rendezvous 148G27 sells March 6. His stats: 83 lb. birth weight, 1,301 lb. 365-day weight, 6.09 lb. ADG with a 42.4 centimeter yearling scrotal circumference.*

## Judd Family Ranch

(Continued from Page 3)

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.

### 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 decision-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 receipts — 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 (4).

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 4-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.”

Although everyone is ready for life to get back to normal from the

COVID-19 pandemic, Cindy says one benefit has been the grandkids being around to help more due to remote learning and no athletic practices. This has allowed the grandkids more flexibility to be at the ranch and help when needed.

She also points out the great hired crew that also helps the fam-

ily. “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.” ❖



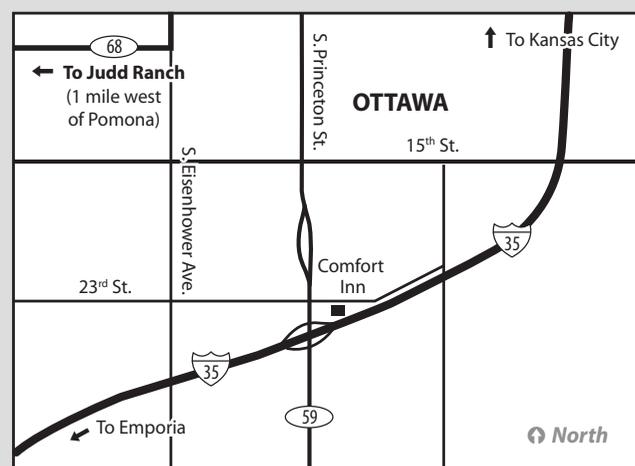
Oh my, look at this meatwagon bull calf photographed with his Dam of Merit mama, JRI Ms Pure Elegance 254B451. **Pure Elegance’s homozygous black, homozygous polled purebred grandson, JRI Irresistibull 254G31 sells March 6. Irresistibull’s stats: 81 lb. birth weight, actual 1,000 lb. weaning weight, 1,328 lb. 365-day weight with a 16.5 square inch yearling ribeye.**

## DIRECTIONS, MOTEL INFORMATION

The Comfort Inn in Ottawa, Kan., is the official sale motel for Judd Ranch’s Annual Bull 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 or 785-242-9898**, and request the Judd Ranch Bull Sale room block. Because rooms at the Comfort Inn will be blocked for Judd Ranch customers only until February 22, 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.

# Judd Ranch Customers Profit from Selling on the Grid

True or False: Gelbvieh-influenced and/or Balancer-influenced calves won't grade and won't work on the grid.

If you answered "False," you are correct.

Judd Ranch bull customers who have been following their Gelbvieh-influenced and Balancer-influenced fat cattle on the rail and selling on the grid have found that their Judd Ranch-influenced Gelbvieh- and Balancer-influenced cattle outperform the U.S. industry average of 7 to 8 percent Prime and 70 percent Choice. And they either meet or surpass the averages of the American Gelbvieh Association's 2017 Steer Challenge and Scale and Rail Carcass Contest where 85 percent or more of the 107 Balancer steers from across the country graded Choice or better.

## Performing on the rail

Greg Shilling, Shilling Brothers, Kansas, has been purchasing Judd Ranch bulls since 2013, zeroing in on bulls that combine strong maternal traits with growth and carcass traits.

In May 2018, Shilling Brothers' sold 36 head of Judd Ranch-sired fats to National Beef on the grid: 34 of the 36 graded Choice or higher, with 12 YG 1s, 17 YG 2s and five YG 3s. In July, they sold another group — this time 39 head — to National Beef. Three of those graded Prime, with the remaining 36 head grading Choice or higher. Yield grade showed four YG 1s, 18 YG 2s and 12 YG 3s.

"These two groups were high," Greg comments. "We typically average, however, 75 percent Choice or higher. I am not a professional feedyard by any means, and sometimes I move cattle quicker or slower than I should. These two groups, however, were right on the money."

Greg says he doesn't push their cattle as hard as some people. Shilling Brothers background and slow grow, utilizing their self-produced roughage. Then they grain feed for, what Greg calls, "a bit longer than conventional practices."

"I may not be the sharpest geneticist or cattle feeder in the world, but I know our Gelbvieh X Continental cattle are grading pretty doggone good."

What might surprise a lot of

people is that the calves involved were crossbred Continentals: Judd Ranch Gelbvieh and Balancer bulls X another Continental breed of cow.

Commercial cowman Gerald Merz from Missouri has had a similar "happy camper" experience as Shilling Brothers selling his Gelbvieh- and Balancer-influenced fats on the grid.

Every steer in Gerald's first load of 36 head of fats in 2018 graded Choice or better, with 14 of the 36 grading Prime and 11 qualifying for the CAB program. Sired by Judd Ranch purebred Gelbvieh bulls and out of Angus cows, these steers were what Gerald calls "the industry's highly desired Continental X British crosses."

In another group of Judd Ranch Gelbvieh- and Balancer-influenced fats, 11 out of 18 went Prime and four or five went CAB. All were Choice or higher.

The Missouri cattleman's formula for success: Judd Ranch purebred Gelbvieh and Balancer bulls on Angus and Angus X Judd Ranch-influenced females.

"I've been using performance bulls for more years than I can count and have been retaining ownership and selling on the rail for 15 to 20 years. I figure I can either get paid for my better genetics or someone else will," Gerald explains. "With the dryness, I've been weaning the middle of August. The calves go on silage and a little corn. They stay on that ration, and I increase their corn as they get bigger. They're 17 to 18 months old when they are harvested."

"As the kill sheets show, Judd Ranch Gelbvieh-sired and Balancer-sired cattle are definitely performing mighty fine on the rail for me."

Bill and Kathy Stoltz, BK Ranch, Wisconsin, are among the cow-calf producers who expect more from their Gelbvieh-influenced cattle and simply wouldn't be happy if only 7 to 8 percent of their fat cattle went Prime.

"We're getting right at 50 percent Prime, and it's been a long time since we had any cattle grade less than Choice," Bill explains.

The cattle that have been performing so well on the rail for Bill and Kathy are "more Gelbvieh than anything else." The Stoltz's cow

herd has a "bit of Angus" in them and a whole lot of Judd Ranch Gelbvieh. Bill adds that, the last five to six years, they have been using purebred Gelbvieh bulls.

"If people think Gelbvieh and Balancers won't grade, then they might want to pick different bulls," Bill interjects. "A lot of how cattle

ing the boat when they hung on the rail.

"Then I heard a guy giving a presentation say that the best animal you can feed is a Continental X British cross, and that got me to thinking," Mark elaborates.

"I knew Judd Ranch just down the road had the best Continental

*Andy Herring, PhD, Texas A&M says, "There are substantial differences in marbling ability across breeds of cattle, and within breeds of cattle." Herring notes that heritability estimates of marbling ability have ranged from .13 to .88 in particular groups, with a mean value of approximately .45. There is hope for all commercial cow-calf producers, however, as Herring notes that "marbling will respond to selection in all breeds."*

grade hinges on picking the right bulls. I am really fussy about buying bulls with good carcass values, and that has been paying off."

Tracy Lake, a cow-calf producer from Idaho, has been using Judd Ranch bulls for close to 20 years. He's also been feeding out cattle and selling them on the grid for the same amount of time. His 1,500 head of mother cows are black crossbreds, primarily Gelbvieh X Simmental or Gelbvieh X Angus.

Using Charolais bulls on his Judd Ranch-influenced Gelbvieh cross females, his calves are averaging 61 to 64 percent on yield. Tracy estimates that, on average, his steers hit about 10 percent Prime and 70 percent Choice — or better.

"Genetics are important, and feed is equally important," he tells. "We like to turn over the cattle. As soon as we think they will grade, they sell on the grid."

Tracy attributes being successful on the grid to two factors: genetics and feed. And he's adamant that it takes a darn good cow to produce a good calf that performs start to finish.

"We love our Gelbvieh-influenced cows," he continues. "I can't say enough good about our Gelbvieh crossbred cows. Their calves perform well on the rail."

Mark Wray started feeding cattle when he got out of college. At first, he purchased what he thought were "really good calves" from the auction barn. But, despite the calves being Angus, he said they were miss-

cattle out there and I could raise my own cattle and benefit from selling them on the grid. Plus, I could improve my cow herd at the same time.

"So, I started buying Judd Ranch bulls — purebred Gelbvieh — and putting them on our 300 Angus mama cows. I knew that with Judd Ranch bulls I would get bulls that excel in maternal traits and growth traits and my calves would be that highly desired Continental X British cross."

This commercial cowman from Kansas says his first set of home-raised Judd Ranch-influenced

Continental X British cross calves hung on the rail "really well."

"But the big benefit to using Judd Ranch bulls was once my Judd Ranch-influenced heifers were in production," he explains. "For the past three years, I've been putting Judd Ranch Balancer bulls on my crossbred (Angus X Gelbvieh) females and 'Wow!'. Our yield on those calves went up a full percent.

"That's a \$20 to \$30 a head premium."

Mark adds that, year in and year out, 10 to 11 percent of his calves are grading Prime and another 80 percent are grading Choice. That's 90 to 91 percent consistently grading Choice or better.

He points out that Judd Ranch genetics are giving him the yield he needs to sell on the grid, without sacrificing quality grade.

"We've been using Judd genetics to make better mama cows, and we're picking up some yield at the same time," Mark states. "The myth out there that Gelbvieh or Balancers won't sire calves that will work on the grid is not accurate. It's just that — a myth. It's a false belief.

"Our calves and the premium we've been getting are proof that Gelbvieh-cross and Balancer-cross calves work on the grid. Heck, I sure enjoy that extra \$20 to \$30 per head." ❖



*Mercy, look at the powerhouse bull calf nursing this calf raising machine Judd Ranch honored Dam of Merit mama. Her homozygous black, homozygous polled Balancer grandson, JRI Seducer 254G266 sells March 6. Seducer's stats: 70 lb. birth weight, 1,045 lb. actual weaning weight, 1,320 lb. 365-day weight with a 16.7 square inch yearling ribeye.*

*Oh man, checkout this beautiful homozygous polled purebred female, JRI Ms Tootsie Pop 254B921. Her black, homozygous polled purebred son, JRI Sir Loin 254G121 sells March 6. Sir Loin's complete package stats: 75 lb. birth weight, performance-plus 918 lb. actual weaning weight with a carcass-plus 17.2 square inch yearling ribeye.*



# Increase Calf Crop Profit Using Homozygous Polled Bulls

*Judd Ranch is always striving to add more value to your next calf crop. Homozygous polled bulls can reduce management issues and increase the value of your calves in the marketplace.*

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."

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.

**290 of the 310 bulls  
selling on March 6 are  
Homozygous Polled**

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 – this animal has no horns, and all

offspring from the animal will be born without horns

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

pp = homozygous horned – will pass on the horned gene to offspring that may or may not exhibit the gene depending on the other parent

Since polled is dominant over horned, if you mate a homozygous polled bull to a group of females 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 polled.

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 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 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," Gatz 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."

To date, more than 95% of Judd Ranch animals that have been DNA tested have proven to be homozygous polled. This year's sale features 290 homozygous polled bulls — bulls that can help Judd Ranch customers add profit to their calf crop. ❖



*Check out this beautiful 7-year-old Dam of Merit honored female, JRI Ms Mary Poppins 213A98 ET. Mary Poppins would be an ET full sister to herd sire JRI General Patton 213B97 ET who has 78 calving ease/meat machine sons selling on March 6. Mary Poppins' beefpacking machine red homozygous polled purebred son, JRI Ambassador 213G18 sells March 6. His stats: 1,075 lb. actual weaning weight, 1,372 lb. 365-day weight, 6.06 lb. ADG with a 16.4 square inch yearling ribeye.*

## Check Out JuddRanch.com

Did you know you can find the Judd Ranch online at [JuddRanch.com](http://JuddRanch.com)? We were humbled and excited to hear our site was named the 2019 Livestock Publications Council first-place breeder website.

Visitors to the site can 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 "March Bull Sale" page includes information about the upcoming Judd Ranch 43rd Gelbvieh, Balancer and Red Angus Bull Sale. Watch this site for the sale catalog and updated offering information as sale time grows closer.

"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-a-year access to Judd Ranch genetics and sale information." ❖

*View sale catalog online at [juddranch.com](http://juddranch.com) after February 1.*

Join us March 5 for  
**STEAKS**

Plan to join us Friday night before the sale for our **Judd Ranch Customer Appreciation Dinner.** Come early and view the bulls at the ranch and then join us for steaks and social time in Pomona.

The event will be at the Pomona Community Center 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. We invite you to come to the ranch Friday afternoon, 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 fixings.

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 explains. "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 ranch consultant Roger Gatz.

# Red Angus Bulls Offer Fertility, Performance, Good Disposition

*Every Red Angus bull is AI sired and the vast majority feature multi-generations of breed-leading AI sires in the pedigree.*

Among the 310 bulls representing three breeds going on the auction block at our March 6 sale will be 13 purebred 1A Red Angus bulls. This year's offering features a 73-lb. birth weight average with a whopping 812-lb. actual weaning weight growth spread.

"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 explains. "Our breed of choice was Red Angus."

Judd Ranch pinpointed its 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 moderate-framed cows that are strong in maternal traits, feature teat and udder excellence, 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, Cattlemen'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-baldie and British-breed females.

"Red Angus is a pretty hot breed," Roger adds.

Every Red Angus bull in the March 6 sale is AI-sired, and a vast majority of the 13 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 are 3SCC Domain A163 and 5L Defender 560-30Z. ❖



*Judd Ranch's purebred 1A Red Angus genetics possess the same natural fleshing ability and teat and udder excellence as their breed-leading Dam of Merit Gelbvieh and Balancer program. This foundation Red Angus female's purebred 1A Red Angus grandson, JRI Judd Domain 47G20 sells March 6. His stats: 79 lb. birth weight coupled with a pound maker 1,230 lb. 365-day weight.*

## 2020 Judd Ranch Bulls Sold Into 23 States

Annually, commercial cattle producers purchase 98% of Judd Ranch bulls. In last year's bull sale, 35 of the top-selling 40 bulls went to commercial producers. In 2019, 44 out of the top selling 50 bulls were purchased by commercial cow-calf producers. And these commercial producers have herds larger than 50 head.

Judd Ranch bulls in last year's sale sold into 23 states: Alabama, Arkansas, Florida, Illinois, Iowa, Kansas, Kentucky, Minnesota, Mississippi, Missouri, Nebraska, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas, Virginia, Washington, West Virginia and Wisconsin.

Many of these buyers were repeat buyers.

Last year's sale offered 298 bulls and had 306 registered bidders, with 202 producers taking home one or more bulls. As might

be expected, 39% of buyers were from Kansas and 38 percent were from Missouri. Oklahoma cattle producers accounted for 17% of the bull sales.

A check of the last 27 sales shows that bulls sold into an average of 20 states.

What does this mean to bull buyers? Two things: 1) Judd Ranch bulls selling into so many states, year after year, indicates that they work in all kinds of environments and climates, and 2) With bulls being hauled across the country and often into Canada, trucking costs can be kept very reasonable.

While a purchase 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. ❖

### 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



*Wowsa, check out the scalebuster nursing this Judd Ranch first-calf heifer.*



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

### Curious about the sale offering?

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

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



All photos used in the newsletter are Judd Ranch bred and raised.





*JRI Triple Threat 285A209 sold in the 2015 bull sale with an 80 lb. birth weight coupled with a 1,015 lb. actual weaning weight off his first-calf dam. Triple Threat's homozygous polled purebred Gelbvieh maternal brother, JRI Bonanza 285G809 sells March 6. His stats: 75 lb. birth weight, 6.91 lb. ADG with a 16.9 square inch yearling ribeye.*



*JRI Sustainabull 253F48 sold in last year's bull sale with an 82 lb. birth weight, whopping 851 lb. 205-day weight and today, Sustainabull is one of the Gelbvieh breed's top young AI sires. Three powerhouse ET full brothers to Sustainabull sell March 6. Their stats: 81 lb. average birth weight with multi-generations of Dams of Merit in their pedigrees.*



*JRI After Hours 706D33 sons sell on March 6. After Hours posted an actual 1,160 lb. weaning weight with a carcass-plus 16.6 square inch yearling ribeye. After Hours' homozygous black, homozygous polled purebred Gelbvieh three-quarter brother, JRI Painted Black 706G53 sells March 6. His stats: 79 lb. birth weight, 1,315 lb. 365-day weight, 7.32 lb. ADG with a carcass premium 18.3 square inch yearling ribeye.*

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

## Offering Gelbvieh, Balancer & Red Angus

### 100 Spring-born 13- to 14-month-old Bulls

#### Averages of Spring-Born Bulls

Birth Weight: 81#

205 Day Weight: 712#

Actual Weaning Weight: 858#

*This group of bulls is on gain test. Remaining data will be available in mid-January*

#### Additional Statistics

100% JR DOM Cow Families (GV and Bal)

100% Polled

96 are Homozygous Polled

57 are Black & Polled

100% are Sired by breed leading AI Sires

#### Breed & Number of Each Selling

20 Black Polled Purebred Gelbvieh Bulls

16 Red Polled Purebred Gelbvieh Bulls

37 Black Polled Balancer Bulls

16 Red Polled Balancer Bulls

11 Purebred 1A Red Angus Bulls

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

##### Gelbvieh & Balancer Sires

JRI General Patton – 26

JRI Secret Instinct 2 – 13

JRI Optimizer – 13

JRI Secret Instinct – 1

JRI Secret Powers – 2

Capitol Hill – 2

JRI Secret Sensation – 6

JRI Transformer – 5

JRI Painted Black – 2

JRI Marshall – 9

JRI Remedy – 3

Bolton Pay Day – 3

Payweight Plus – 1

Domain A163 – 1

SAV Resource – 1

Defender 560-30Z – 1

##### Red Angus Sires

Domain A163 (RA) – 6

Defender 560-30Z – 5



*JRI Marshall 214X2 sold in the 2011 bull sale and this breed trait leader for calving ease direct, (low) birth weight, calving ease maternal, docility and marbling annually ranks among the top selling AI sires in the breed. March 6th, Marshall's ET homozygous polled purebred brothers, JRI Peterbilt 214G981 ET and JRI Partner 214G983 ET sell with a 75 lb. birth weight average.*

# Saturday, March 6 at the ranch, Pomona, Kan.

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



## 210 Fall-born 17- to 19-month-old Bulls

### Averages of Fall-Born Bulls

Birth Weight: 80#	Yearling Scrotal: 38.9 cm
205 Day Weight: 735#	Average Daily Gain: 5.52#
Actual Weaning Weight: 894#	Yearling Ribeye: 15.1
365 Day Weight: 1,227#	Yearling Rib Fat: 0.23
Yearling Frame: 5.8	Yearling IMF: 3.5
Yearling Pelvic: 186 cm	



*JRI Optimizer 148A24 is one of Judd Ranch's top herd sires and this calving ease deluxe/powerhouse posted a 72 lb. birth weight with an actual 990 lb. weaning weight off his first-calf dam. Optimizer's homozygous black, homozygous polled ET brother, JRI Commotion 148G344 ET sells March 6. Commotion's pedigree features six stacked generations of Dam of Merit females.*

### Additional Statistics

100% JR DOM Cow Families (GV and Bal)  
100% Polled  
194 are Homozygous Polled  
142 are Black & Polled  
99% are Sired by breed leading AI Sires

### Breed & Number of Each Selling

67 Black Polled Purebred Gelbvieh Bulls  
49 Red Polled Purebred Gelbvieh Bulls  
75 Black Polled Balancer Bulls  
17 Red Polled Balancer Bulls  
2 Purebred Red Angus Bulls



*JRI Prescribed Remedy 253E38 is currently one of the most widely-used AI sires at Judd Ranch and his honored Dam of Merit dam, JRI Ms Special Blend 253W28 is proving to be one of the top donor females ever produced at Judd Ranch. Two spring born 2020 ET full brothers to Prescribed Remedy sell March 6, with an actual 948 lb. weaning weight average.*

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

#### Gelbvieh & Balancer Sires

JRI Secret Instinct – 25	JRI Optimizer – 13	JRI Top Protocol – 7
JRI General Patton – 52	JRI After Hours – 6	JRI Secret Instinct 2 – 2
JRI Secret Powers – 9	JRI Painted Black – 13	Astro – 1
JRI Remedy – 5	JRI Secret Link – 16	Basin Payweight – 7
Capitol Hill – 4	JRI Transformer – 7	SAV Resource – 3
JRI Secret Sensation – 5	JRI Marshall – 8	S. Effective – 9
JRI Pop A Top 2 – 4	JRI Real McCoy – 2	Domain A163 – 3
	JRI Overachiever – 7	

#### Red Angus Sire

Domain A163 – 2

*Complimentary Sale Day Lunch served at 11:00 a.m.*

*Sale starts promptly at Noon.*

*Call Cattlemen's Connection Today  
for a Sale Catalog*

Toll free: 1-800-743-0026

You can check out the sale catalog online at  
[www.juddranch.com](http://www.juddranch.com) any time after Feb. 1.



*JRI Real McCoy 270E23 posted an actual 1,105 lb. weaning weight off his calf raising machine 7-year-old Dam of Distinction dam. Real McCoy's black, homozygous polled purebred Gelbvieh maternal brother, JRI Secret Connection 270G13 sells March 6. His stats: 82 lb. birth weight, 1,329 lb. 365-day weight with a 43.6 centimeter yearling scrotal circumference.*

# Night and Day Difference

*Ohio commercial producer Justy Burleson says Judd genetics hit the mark in performance, frame score and docility.*

In March 2019, Justy Burleson and his brother made the trip to Pomona for the Judd Ranch Bull Sale. “We bought two Red Angus, one Gelbvieh and one Balancer,” he says.

This was not Justy’s first time buying Judd genetics. In 2000, Justy purchased four females from Judds. Those females were the foundation of the Burleson cow herd for many years.

Justy says his family has been in the cattle business for more than 60 years. Growing up his family had Herefords and then transitioned to a cross with Gelbvieh in the late 80s. When Justy took over the family operation he decided he wanted to transition to purebred Gelbvieh. This is what led him to Judds. “Taking the next step, I wanted to go to the best place in the country for the basis of my herd.”

He says he followed the Judd Ranch blueprint of developing bulls. During this time, he also transitioned to producing grass-finished cattle. “I was producing some amazing calves, improving weaning weights and dropping the frame score. They were spot on,” Justy recalls. “At that time, our processor told us that our calves were the best butchering cattle he’d ever seen,”

Then, Justy admits, he made a wrong move. He transitioned the herd to buying bulls from a producer who focused on low inputs. “For several years, the Gelbvieh mommas were still cranking out good calves, but I went too long using those bulls,” he says.

This decision caused his herd to have declining calf performance and reduced fertility, Justy admits. This realization led Justy back to Judd Ranch in the spring of 2019. “I remembered the good bulls and wanted those bulls again,” he says.

Justy visited with Roger Gatz, Judd Ranch consultant, about what he was looking for and needing for his breeding program. “Roger and I have talked numerous times through the years,” Justy says. “There is a lot of different ways to look at cattle, but I’ve never come across anyone with an eye like Roger has. He can narrow it down to four or five animals that will fit

your program. There are very few people with the skill he has. You tell him you need something and he can find it for you.”

After Justy and his brother bought four bulls in the 2019 sale, they returned to Ohio and put them to work. The first calves out of those bulls were born in the spring of 2020.

“Holy cow, it is night and day difference,” Justy says about his calves sired by Judd Ranch bulls. “I have no idea why I got away from Judd genetics. **In one year, we’ve improved weights by 100-lb. It’s just amazing.**”

Justy says he’s “tickled to death” with all four bulls, adding they are not big framed but that they are true powerhouses.

He also says his calves have more energy than they’ve had in about 10 years. “They have vigor but also common sense. They are super docile.”

Another bonus he’s looking forward to is the maternal ability of Judd genetics. The Burleson herd includes 150 females with one-third spring calving and two-thirds fall calving.

“I’ve told other producers they

are crazy if they are not using Judd Ranch bulls,” he says. “I believe you’ve never been to a bull sale until you’ve been to a Judd Ranch bull sale. It is a great place to network with other great cattlemen and have an opportunity to see what’s behind the program. I plan to go in the spring and take some people I talked into buying Judd Ranch bulls.”

Justy also says you can’t find a better family to work with than the Judds. “I will always remember when I called the Judd Ranch for the first time in 1999 and left a message. Dave Judd called me back and talked to me for about two hours. He asked me questions about me and my conditions. It was a fantastic conversation and that means everything.

“Both Dave and Cindy are the most honest and personable people. They treat every customer with a great amount of respect.”

Judd Ranch genetics will continue to find a home at the Burlesons. “I’m back,” Justy confirms. “I’m very happy to be working with Judd Ranch and I can’t think of a reason to ever move away from those genetics again.” ❖

## Judd Ranch Bulls are Affordable

If you think all Judd Ranch bulls typically sell beyond your preferred price point, you might want to attend a Judd Ranch Bull Sale and see for yourself. In last year’s sale, 46% of the bulls sold in the \$2,500 to \$5,000 range. And the depth of quality in this price range was loaded up with beef machine bulls. Our wonderful repeat bull buyers tell us every year, “the depth of quality of Judd Ranch bulls is unmatched.”

We cannot guarantee prices that bulls will sell for in this year’s sale since the price of each bull is based on supply and demand — and what all bidders are willing to invest in a bull.

### We hope you can join us for the March 6 sale.

Please give me a call at **1-800-743-0026** if you have any questions about any bull selling. Before the sale I personally go through and write detailed physical notes on every bull. This process usually takes five to six days and I will gladly give you my open and honest opinion.

— Roger Gatz, Judd Ranch consultant



*Judd Ranch females are widely known for their superb teat/udder quality and this beauty, JRI Ms Perfect Replica 140C76 ET flat knows how to raise babies. Perfect Replica’s red homozygous polled purebred son, JRI Good Company 140G86 sells March 6. Good Company’s incredible stats: 75 lb. birth weight, actual 992 lb. weaning weight, humongous 17.4 square inch yearling ribeye with a big ol’ 40.4 centimeter yearling scrotal circumference.*

## Crossbreeding Increases Performance, Profitability

The goal of every cattleman is to increase profitability. To increase profit, producers can increase the volume of production (pounds marketed), or increase quality or value of the products produced, or both.

The reduction of production costs, and thus breakeven prices, can also improve profitability. For commercial producers, the implementation of technologies and breeding systems that increase the quality and volume of production and reduce input costs is essential to maintain or improve the competitive position of the operation.

More and more producers are finding that a structured crossbreeding system helps them achieve their goals of increasing productivity and reducing production costs.

Bob Weaber, K-State professor and Eastern Kansas Research and Extension Centers head, says there are two primary benefits to crossbreeding: heterosis and breed complementarity. Understanding these advantages and how they can be applied to individual systems is key.

“Heterosis is the advantage in performance that crossbred individuals have over the average of their purebred parents,” Weaber explains. “Whether the crossbred animal is composed of two, three or more breeds, that little boost is often noticed in economically relevant traits, which in turn contrib-

utes to the overall bottom line.”

Crossbreeding also allows the producer to take advantage of the strengths of multiple breeds to have offspring with superior performance in a variety of traits through breed complementarity. Crossing breeds with different strengths is designed to optimize performance for a given environment and breeding objective.

“The value of heterosis affects every cow on your outfit, and it is value you can capture every year no matter how you sell calves,” Weaber adds. “More importantly, it’s not a \$20, \$40 or \$60 premium per head you might get for selling calves or carcasses ... the heterosis premium is much, much more.”

Weaber says each producer’s marketing practices and whether replacement females are raised or purchased will influence selection of a crossbreeding system. He encourages producers to implement a system that fits their unique operation and goals, and is as simple as possible to adopt. He says a well-constructed crossbreeding system can have positive effects on the ranch’s bottom line, not only by increasing the quality and pay weight of calves sold, but also by increasing the durability and productivity of the cow factory.

“A variety of crossbreeding systems yield 20 to 30% improvements in weaning weight per cow exposed, not including  
(Continued on Page 12)

# Consider Free Sight Unseen Program

*Judd Ranch offers free sight unseen program with 100-percent customer satisfaction guarantee.*

The Judd family understands their customers are busy and with the current COVID-19 pandemic, everyone may not be comfortable traveling to the sale on Saturday, March 6. For those who cannot be in the seats, the Judds offer a sight unseen (SUS) program. It's a free service allowing individuals to participate in the bull sale on an absentee basis.

Ranch Consultant Roger Gatz handles the SUS program. Roger has worked with the Judd Ranch family for 30-plus years. Roger helps decide all the ranch matings and keeps in-depth records on every female on the ranch. Thirty days prior to the sale Roger personally goes through and writes detailed physical notes on every bull, a process that usually takes him five to six days.

Anyone can use the SUS program. In addition to those who have a date conflict, it's also for individuals who prefer not to travel to the sale. You don't have to have a specific reason to use the SUS program.

"When you use our sight unseen program, a person represents you in the bleachers and does your bidding for you," explains Roger Gatz of Cattlemen's Connection and Judd Ranch herd consultant. "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 in past years, 20 to 25% of all bulls offered in the sale were sold to SUS customers.

The SUS 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(s) purchased for you or they are returned to the ranch at no cost to you.

Bull buyers who use the SUS program typically use it for one of three key reasons:

- 1) They have a conflict on 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 driv-

ing to and from the sale and allows them to spend the day as needed.

3) They've used the SUS program before and liked the bulls purchased for them better than if they had attended the sale and chosen bulls for themselves.

SUS 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 explains.

Gatz 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."

## Past SUS customers' experiences

One night last winter while Nebraska cattleman Matt Frosh was waiting for a heifer to calve, he was reading the Midwest Messenger and saw the advertisement for Judd Ranch. Intrigued, he requested a catalog.

Due to work responsibilities, Matt says he was not going to be able to attend the sale. Instead, he made the trip to Pomona prior to sale day to look through the offering and made a list of his favorites. Having read about Judd's SUS program, he reached out to Roger Gatz to discuss his options.

"Roger was very helpful; we talked through my list and he helped me pick the ones that would fit my program," Matt says. "Roger was extremely helpful. The most help I have ever had purchasing bulls. I really appreciated his help."

2020 was the first year Matt

purchased Judd Ranch bulls. His herd includes 120 Angus-based, spring-calving cows. "The last several years, I have had several cows calve late and numerous open cows. I knew I needed to do something different. After doing research, I decided to add Gelbvieh to increase fertility and improve the maternal characteristics of my herd."

Happy with how the SUS-purchased bull worked, Matt plans to become a repeat customer.

"This was absolutely a good option for me," Matt says. "The Judds were extremely fair and honest. I may have to use the program again this year because of COVID."

Missouri cattleman Jim Streck agrees with Matt about the value of the SUS program and the ease of working with Roger saying, "It is a better option than just buying a bull on your own. Roger is very knowledgeable. He really knows the Gelbvieh breed and is very honest. He's not going to sell you something you don't want or need."

Jim bought his first Judd Ranch bull in 2018. Like Matt, he wasn't able to attend the sale in 2020 so he called Roger to discuss what he needed.

Jim's herd includes 100 commercial cows. He says what he likes about the Judd Bull Sale is how uniform the offering is. "There's not a bad bull in the bunch," he adds.

Jim and Matt both encourage individuals who can't make it to the sale to consider the SUS program. Even if you plan to attend the sale, they recommend you contact Roger prior to the sale to discuss the offering. "If you tell him about your breeding program



*JRI Extra Sassy 140S65 is a typical Judd Ranch homozygous polled purebred female. Photographed at 10 years of age and note Extra Sassy's impeccable teat and udder structure. Her black, homozygous polled purebred son, JRI Sequel 140G75 sells March 6. Sequel's stats: 80 lb. birth weight, 1,283 lb. 365-day weight with a 15.3 square inch yearling ribeye. I might add, Extra Sassy sports a whopping 940 lb. actual weaning weight average on her six sons.*

and goals and give him a list of your 'favorites,' he'll shoot it to you straight and help you narrow down the list to fit your objectives. Roger and the Judd family want their customers to be happy and to make sure the purchases they make will work for them."

There's no doubt SUS program customers are treated honestly and fairly. When participating in the SUS program, producers give Roger the top bid they will place. Roger purchased Matt's choice for \$950 below his top bid and saved Jim \$1,000.

## Call sooner rather than later

Because the key to a satisfied SUS customer is knowing what that person wants, Gatz asks that anyone wanting to use the SUS program call and talk to him about their bull(s) as soon as possible.

"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 as early as February 11 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 SUS program and to talk about the bulls in the sale prior to sale week need to be made on Roger's toll-free office number: 800-743-0026.

Calls placed to Roger during sale week should be to his cell: 785-547-6262. Because SUS orders need to be organized and proxy bidders assigned, Gatz requests that all SUS orders be placed by Friday noon, March 5. ❖

**99% of the sale bulls  
are sired by  
breed-leading AI sires**



*Man oh man, note the powerhouse bull calf on this Judd Ranch first-calf heifer.*

## 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 5 (the day prior to the bull sale).*

Prior to sale week, please call Roger's toll-free office number:

**1-800-743-0026.**

During sale week, please call Roger on his cell phone:

**785-547-6262.**

# Worry Less, Sleep More

*Manage calving stress by using Judd Ranch sires that deliver calving ease and much more.*

Calving ease and neonatal vigor are two significant traits in the cattle industry. A live calf that is born unassisted and gets up and nurses right away is important in any calving environment, but is critical in a heifer program.

Judd Ranch genetics are known for their maternal traits and calving ease. Using Judd Ranch bulls allows you to sleep easy at night.

“For cow-calf producers, calving ease is the economically relevant trait (ERT) associated with dystocia,” says Bob Weaber, K-State professor and extension cow-calf specialist. “Economically relevant traits are those that directly generate revenue or incur costs in beef production systems.”

For a commercial cow-calf producer, dystocia (or lack of “calving ease”) is what generates costs in a cow herd through direct losses of calves and their dams, increased labor costs and certainly lower reproductive rates among cows that have experienced dystocia.

Dystocia in heifers due to poor selection decisions can be a very expensive mistake resulting in lost profits due to cow and calf death

loss, extended postpartum intervals and poorer conception rates in re-breeding first-calf heifers.

Weaber explains birthweight is an indicator trait and it provides some information on calving ease, but birthweight alone doesn't directly generate revenue or incur costs independent of calving ease.

“Birthweight only accounts for 55 to 60% of the genetic variation in calving ease,” he adds. “So, selection for reduced birthweight alone won't improve calving ease as much as selecting directly on calving ease. And since birthweight is strongly correlated with other growth traits, reduction in birthweight is usually associated with decreased growth performance at weaning and yearling.”

When selecting a sire for use on virgin heifers, Weaber suggests to focus on selection of bulls with calving ease EPDs in the top 20% of the breed or better.

“Combining the use of calving ease direct and calving ease maternal EPDs in your selection system will help assure a successful calving season and decreased dystocia in your first-calf heifers,” Weaber summarizes.

According to the American Gelbvieh Association, calving ease is an important factor many cattlemen consider when selecting a herd sire. Cattlemen and women like to have peace of mind knowing their 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 more potential for future profit. Gelbvieh and Balancer breeds have lowered birth weights and increased calving ease to meet the demands of today's beef industry.

“Rest assured, Judd Ranch sale bulls are equipped with excellent calving ease,” says Roger Gatz, Judd Ranch consultant. This year's sale will include 151 purebred Gelbvieh bulls in the top 20% calving ease direct EPD. The 145 Balancer bulls feature top 15% calving ease direct EPD strength average and the 13 purebred 1A Red Angus average top 25% calving ease direct EPD. ❖

## We are Listening: Survey Shows How Judd Ranch Bulls are Performing

Judd Ranch cares about how its bulls are working and wants to know how it can improve its bulls and customer service. After the 2017 Bull Sale, 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. 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 cow herds ranged from 720 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



*Cow efficiency is all part of “The Complete Package” at Judd Ranch. JRI Faithful 270Y25 is photographed here as a first-calf heifer with her scalebusting bull calf at side who weaned off at 74% of her bodyweight. Her powerhouse son JRI Sedora 270G350 sells March 6. Sedora's stats: 994 lb. actual weaning weight, 6.30 lb. ADG, 16.8 square inch yearling ribeye with a 42.2 centimeter yearling scrotal circumference.*



*This Judd Ranch beauty was photographed as a first-calf heifer and wowsa, note her natural fleshing ability and teat and udder excellence.*

### Crossbreeding

*(Continued from Page 10)*

the additional value generated through sire selection within the breed,” Weaber explains. “This represents a substantial change in output given relatively constant input. Simple examples of a 23% increase in weaning weight per cow exposed using a terminal sire/F1 (two-cross) cow can generate \$150 to \$200 additional revenue per cow per year. I'm not aware of any set of calves that have generated carcass premiums of \$150 premium per cow exposed regardless of breed or grid. With today's calf prices, the value of heterosis for a herd of 100 cows is \$15,000 to \$20,000 per year and represents a decrease in breakeven costs of more than \$30/cwt. on 500-lb. calves.”

Crossbreeding combines the strengths of two or more breeds producing offspring with optimum performance levels. As an

example, one breed may excel in marbling potential whereas Gelbvieh are superior for red meat yield (cutability), as proven with data collected at the U.S. Meat Animal Research Center. Combining the breed types results in offspring that have desirable levels of both marbling (Quality Grade) and retail yield (Yield Grade). Similarly, milk production and growth rate may be most effectively optimized by crossing two or more breeds.

Looking to offer customers the opportunity to benefit from crossbreeding, Judd Ranch added Red Angus genetics to its breeding program in 2000. The Judds also raise and offer Balancer bulls and females, which are at least 25%, but not more than 75% Gelbvieh, with the remaining percentage either Angus or Red Angus.

“The objective,” Weaber summarizes “should be to optimize everything except profit. Profit is what we want to maximize.” ❖

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 fe-

males, 87 percent circled the answer “Top 10% of herd” or “above average.” Not one person returning a survey responded with a negative 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,” explains 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.” ❖



*JRI Ms Hot Pursuit 207U33 is a many-time honored Judd Ranch Dam of Merit female known for producing tremendous daughters and beef machine sons. To date, 207U33's six beef machine sons have averaged a scalebusting 989 pounds on actual weaning weight.*

## 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.

### Judd Ranch

210 fall yearling bulls averaged 38.9 cm at yearling

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 researchers 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 210 fall bulls selling in this year's sale averaged 38.9 centimeters on yearling scrotal. Industry average for bulls measured at one year of age should be at least 32 centimeters, and preferably 34 to 36 cm. 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.** ❖

**FREE trucking within continental U.S. on purchases totaling \$20,000 or more.**

**This is convenient, door-to-door delivery, not to a central location.**

**199 Black Polled Bulls sell March 6**

## Focused on the Factory

*Kansas commercial producer uses Judd bulls to produce productive females.*

Stephen Kalb purchased his first Judd Ranch bull in 2011. This was not a decision he made in haste.

Stephen and his dad manage about 200 spring-calving commercial cows near Wellsville, Kansas. Their breeding strategy has always been to raise and retain replacements and build a herd of commercial Angus cows that would produce calves that meet the demands of the marketplace. For many years that was "black" calves.

"My main goal has always been to maintain a productive cow herd," Stephen says. "Selling big steers is fun, but if I don't have good females to keep in my herd, I'm not meeting my goal."

They have always retained and developed their own females, buying very few. But, in 2007, Stephen's dad was at the Overbrook Sale Barn when a neighbor was retiring from the cattle business and was selling some Judd Ranch-influenced females. "That neighbor would always top the sale each year," Stephen recalls. "At the time we were told our calves were too fleshy, so my dad decided to buy the red Gelbvieh females and give them a try."

The Kalbs bred those females to an Angus bull and the result was three heifer calves. "We were sold," Stephen says. This led to him attending the Judd Bull Sale in 2011 and purchasing his first red Gelbvieh bull.

"We wanted the benefit of hybrid vigor, so we used him on our best set of black cows," he explains. "We were happy with the results and bought a full brother in 2013."

The Kalbs background calves for 60-90 days after weaning and then sell at the local sale barn around 850 pounds.

Stephen says since incorporating the Judd bulls into their program, they have not had an increase in frame size, but they have increased the bone, soundness, structure and udder quality of their cow herd. "The Judd Ranch-sired females have flawless udders," he says with pride. "Using the Judd bulls, we took a predominately Angus cow herd

and produced the female we really want around. A replacement female with increased maternal ability, udder quality and milk."

Stephen says the Judd bulls sell themselves and highly recommends Judd Ranch genetics to other producers. "Sometimes you've got to let your bull go over to the neighbors," he says with a laugh. "We had a bull get into the neighbor's pasture. After seeing the resulting calves, the neighbor went and bought a Judd bull. Another neighbor followed suit and went to Judds looking to add milk to his cow herd."

Stephen says the best thing about working with the Judd family is not that they are a hard working family or their superior customer service. What he likes is their commitment to conservation. "They take care of their natural resources, just as much as they take care of their cattle. It speaks highly of their character because they take care of what they have."

For the Kalbs, Judd Ranch bulls have worked to produce the final product of their breeding program — replacement females. Heifers with structural correctness, gentle disposition, excellent udders and overall maternal ability.

"I was never skeptical of the Judd Ranch program, just slow to adopt," Stephen says. "After using the two full brothers, I knew Judd Ranch Gelbvieh genetics is what we needed; they made the cows we wanted. To us, the bottom line is the cow. We are not focused on a terminal breeding system or focused on selling pounds. The cows, the factory, are our income source, not the calves." ❖

*Oh my, look at the bull calf on this honored Judd Ranch Dam of Merit female.*



## Increased Pounds, Fertility

*Gaddis Farms has been using Judd bulls for 10 years to increase herd heterosis.*

Located in west-central Mississippi, The Gaddis Farms originated in 1897. The diversified operation managed by the Kendall family includes row crops and timber as well as a cotton gin and a general store in Bolton, Mississippi. The family manages 1,200 brood cows as well as runs 2,500 stockers annually.

The Gaddis Farms herd is Angus-based, working to maintain about 60% Angus, 20% Gelbvieh and 20% Brangus genetics. Ted Kendall IV says the family maintains a 100-day calving season that starts Dec. 15 and they keep their own replacements.

"We have been in the cattle business for a long, long time," Ted explains. "Like most folks we started with Hereford and Angus. Through the years we have tried lots of different breeds. Over time we shifted back to primarily Angus. As the herd got to be predominately Angus, we saw a need for heterosis and crossbreeding. That is when we started using Gelbvieh."

Ted says they chose the Gelbvieh breed after evaluating the research data regarding the

traits the family was looking for. "Number 1, we wanted a breed that offered maternal and carcass quality and frame moderation compared to other breeds we had tried," he adds.

After settling on Gelbvieh, they sought out a provider and found Judd Ranch. Ted says they have been buying Judd Ranch bulls for more than a decade.

"Judd bulls added heterosis which led to increased weaning weights," Ted says. He also complimented the Judd genetics on their docility and ease of handling.

Depending on the year, The Gaddis Farms retains ownership on 25-50% of its calves and the rest are sold via internet sales. The calves retained are fed in Kansas and Nebraska and many are sold on the grid. Ted says they have seen improved carcass quality since adding Judd Ranch Gelbvieh bulls to their breeding program.

Gaddis Farms females are managed in groups of up to 200, thus they turn out multiple Judd bulls together. "We are really pleased with how the Judd bulls hold up in large pasture situations

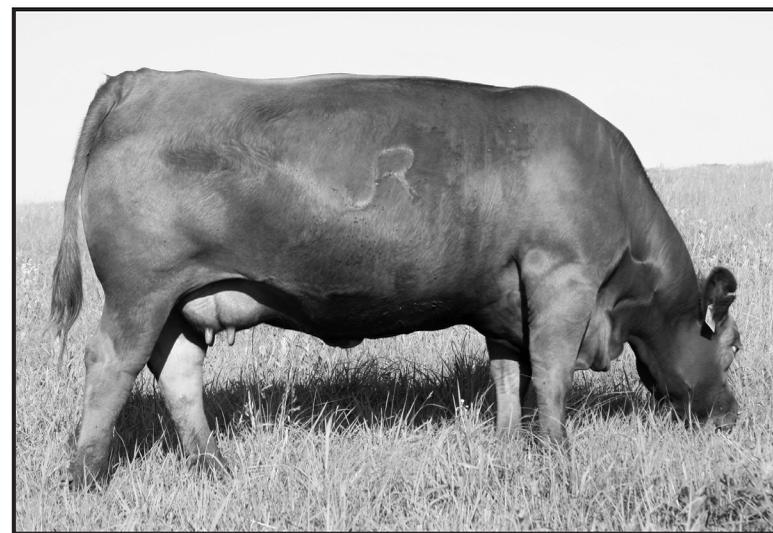
running with a large group of cows," Ted confirms.

Another bonus are the daughters. Ted says Judd Ranch bulls' daughters have been very productive and fertility rates have increased since incorporating Judd genetics.

Along with the genetics, Ted says he appreciates the people associated with Judd Ranch. "Roger Gatz has been very helpful and straight forward," Ted explains. "What I really like about the Judd sale is that the family lets the bulls sell themselves. They are good, honest people with good, honest cattle."

Ted says he proudly recommends Judd bulls to other cattlemen, sharing, "I don't know where you can go and find that number of quality bulls, at one place, that are ready to go home and go to work for you."

Bottom line: Ted says, "Judd Ranch bulls have helped our herd increase fertility, teat and udder quality and our ability to produce pounds." Those numbers add up and keep Gaddis Farms coming back. ❖



*This many-time honored Judd Ranch Dam of Merit female JRI Ms Freedom 9M11, produced big ol' strapping calves for 15 plus years.*

**100% of the Gelbvieh and Balancer sale bulls feature JR honored Dam of Merit Cow Family genetics.**



*Oh man, look at the awesome heifer calf nursing this Judd Ranch first-calf heifer.*

## Hybrid Vigor Simplified

*Balancers offer a simple and powerful way to maintain hybrid vigor and the proper blend of British and Continental genetics in your cow herd without complicated crossbreeding systems.*

Balancer cattle are registered hybrid seedstock and have documented pedigrees and expected progeny differences (EPDs). Balancers are 25 to 75% Gelbvieh, with the balance Angus or Red Angus. Producers can choose the percentage of each breed to best suit their marketing target for their calves.

According to the American Gelbvieh Association (AGA) website, "Balancer cattle combine the Gelbvieh growth, muscle, leanness and fertility with the maternal and marbling of Angus."

The sire and dam must be recorded by an officially recognized organization — AGA, American Angus Association or Red Angus Association of America. At least 75% of the pedigree must be known and documented by the AGA and/or another officially recognized registration association.

### Why Balancers?

Producers can use registered Balancer bulls to take advantage of management convenience and hybrid vigor in a single package while producing cattle that fit the pasture, the feedlot and the meat case.

**47% of all bulls  
selling March 6  
are Balancers**

Documented research proves that Balancer hybrids offer the same consistency as their purebred parents with improved uniformity of composition. Balancers are registered seedstock, complete with documented parentage and EPDs.

Balancer bulls possess paternal heterosis, resulting in improved productive and reproductive traits.

The benefits of paternal heterosis include increased servicing capacity, higher pregnancy rate and weaning rate, greater sperm concentration, larger scrotal circumference and reduced age at puberty. Research proves the reproductive advantages of crossbred bulls. Purebred Gelbvieh bulls used on high percentage Angus or Red Angus commercial cows produce Balancer calves that meet all industry demands from the pasture to the feedyard to the rail.

Registered Balancer hybrids combine Angus advantages with Gelbvieh growth, muscle leanness, fertility, moderate mature cow size and unequaled pounds of calf per cow exposed in a single animal.

Research proves that Balancer hybrids offer consistency with improved uniformity of composition.

"Take a look at the largest, most



*Whoa, look at the bull calf nursing this Judd Ranch first-calf heifer.*

successful commercial operations and you'll find crossbreeding is the standard rather than the exception," explains Matt Spangler, beef genetics extension specialist at the University of Nebraska-Lincoln. "Commercial cattle producers must realize that no single breed excels in all areas that affect profit-

ability. Breed combinations can be engineered to accommodate environmental constraints and meet marketing objectives."

Use registered Judd Ranch Balancer bulls and take advantage of management convenience and hybrid vigor in a single package backed by the Judd Ranch name. ❖

# COW EFFICIENCY: Converting Grass to Pounds

The measure of output per level of input is perhaps the greatest single factor that affects a beef producer's profitability. Whether marketing or feed prices are high or low, efficiency determines whether a producer makes a profit or takes a loss.

Health status, culling rates, reproductive efficiency, management restrictions, genetics and feeding practices are all factors that affect beef cow efficiency. And, there's the end product value to consider. Increasing biological efficiency can be antagonistic

with economic efficiency if the end product doesn't match customer needs.

If your cows weaned calves that were close to 50% 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," explains Dave Judd. "We've put too much work into our cow herd 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."

Touring the Judd Ranch pastures, visitors 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 310 bulls selling in this year's sale shows they averaged 80 pounds at birth, 728 pounds at 205-days and averaged 882 pounds when weaned off their dams. That 882 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 researchers at U.S. Meat Animal Research Center (USMARC) in Clay Center, Neb., discovered.

When USMARC researchers studied cow size, they found that Gelbvieh females posted the lowest average mature weights of 4-year-old cows of the six breeds

*JRI Ms Bella  
148Y44 was  
photographed  
here as a  
first-calf heifer  
and note her  
powerhouse son  
that weaned off  
with an actual  
990 pound  
weaning weight.*



*This Judd Ranch female was photographed at 12 years of age. Yes, longevity, fertility and teat and udder excellence are all part of "The Complete Package".*

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 4-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 explains. "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 that excel in teat and udder structure, then be at this sale and take home a Judd Ranch bull." ❖

Watch and Bid Online

## LiveAuctions.TV

*"Because every bid counts"*

The fastest real-time online broadcasting bidding and viewing

- Go to [www.liveauctions.tv](http://www.liveauctions.tv)
- Find "Judd Ranch March Bull 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. Otherwise, our support team is available @ 817-725-8595.

For those users on a phone or tablet download the LiveAuctions.TV App



LiveAuctions.TV

(817) 725-8595

## Sale Catalog Request

\_\_\_\_ Please send me a sale catalog for Judd Ranch's 43<sup>rd</sup> Bull Sale, Saturday, March 6.

\_\_\_\_ 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 5. Number of people attending: \_\_\_\_\_

Name \_\_\_\_\_

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

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone w/Area Code \_\_\_\_\_ Best time to call \_\_\_\_\_



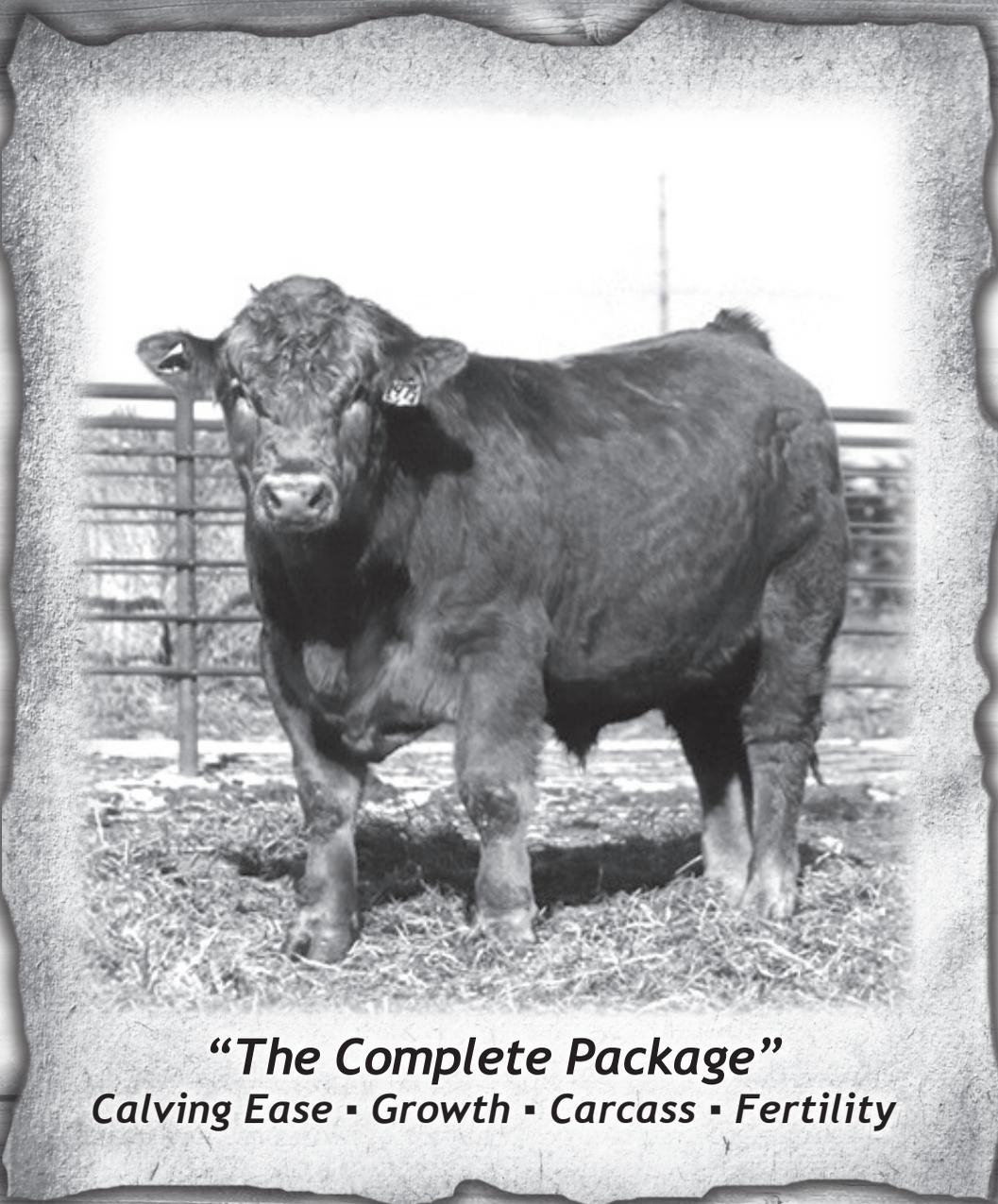
Please return to  
Cattlemen's Connection, PO Box 156, Hiawatha, KS 66434  
or fax to (785) 742-3503

# Judd Ranch 43<sup>rd</sup> Gelbvieh, Balancer & Red Angus Bull Sale

Saturday, March 6, starting at Noon  
at the ranch, Pomona, Kan. (1 hour southwest of Kansas City)

## Sale Offering:

- 199 BLACK and POLLED bulls
- 290 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 Delivery in the continental U.S. on purchases of \$20,000+



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

**310**  
Gelbvieh,  
Balancer &  
Red Angus  
Bulls Sell

**152**  
Purebred Gelbvieh

**145**  
Balancers

**13**  
Purebred  
Red Angus

## Bull Offering by Age

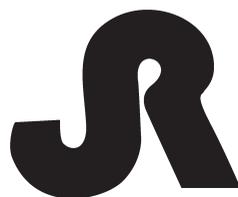
**210** Fall-born,  
17- to 19-month-olds

**100** Spring-born,  
13- to 14-month-olds

Ranch Consultant  
**Roger Gatz**  
Cattlemen's Connection

Call today for a sale catalog:

**1-800-743-0026**



## Judd Ranch Inc.

Dave & Cindy Judd  
Nick & Ginger Judd & family  
Brent & Ashley Judd & family  
423 Hwy. K-68, Pomona, KS 66076  
Phone: 785/566-8371  
[www.juddranch.com](http://www.juddranch.com)

## WOW!

Birth-to-growth spread  
average on the 310 sale bulls:  
80-lb. birth weight &  
882-lb. actual weaning weight  
off dams!

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