

The Complete Package

Judd Ranch

www.juddranch.com

Winter 2022

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 24 years — 1998 through 2021 — Judd Ranch has been at the top of two prestigious American Gelbvieh Association (AGA) lists — breeder of Dams of Merit and Dams of Distinction and owner of Dams of Merit and Dams of Distinction.

In 2021, Judd Ranch was recognized as one of the top owners of Dams of Merit and Dams of Distinction with 19 Dams of Distinction and 64 Dams of Merit — 83 total honored females.

In the breeder category, Judd Ranch was recognized with 97 honored females — with 20 Dams of Distinction and 77 Dams of Merit.

AGA Program

The AGA's Dam of Merit program recognizes cows that meet strict selection criteria including

early puberty and conception, regular calving intervals and above-average weaning weights on at least three calves. The Dam of Distinction honor acknowledges cows that meet the same high standards for superior, long-term production with at least eight calves.

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

AGA requires each female designated a Dam of Merit or Dam of Distinction to earn her award. Only 5.3% of the registered females in the Gelbvieh breed qualified for 2021 Dam of Merit honors, and just more than 1.1% met the criteria for the Dam of Distinction honors.

AGA's Dam of Merit/Distinction program recognizes breeding, elite females that excel

in productivity and longevity, two key economic traits that contribute significantly to profitability in the cattle business.

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



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 5, Triple Threat's homozygous polled purebred brother, JRI Struttin My Stuff 285H809 sells. His stats: 833 lb. 205-day weight, whopping 975 lb. actual weaning weight with a mighty impressive 5.63 lb. ADG.

**294 Bulls
Sell March 5**

**170 17-19 month old
Fall Yearlings
and
124 13-14 month old
Spring Bulls**

**View sale catalog
online after
February 1 at
www.juddranch.com**



**The No. 1 honored
Dam of Merit program for
21 of the past
24 years, 1998-2021.**



This super stud, JRI Porterhouse 140G42 was photographed at the side of his third-calf dam, JRI Ms Sugar and Spice 140C32. Porterhouse posted the following phenomenal stats: 81 lb. birth weight, 996 lb. actual weaning weight, big ol' 17.6 square inch yearling ribeye/carcass-plus 4.1 IMF score. March 5, Porterhouse's homozygous polled purebred ET full brother, JRI Potomac 140H425 ET sells. His stats: scalebusting 1,085 lb. actual weaning weight with a big ol' 16.7 square inch yearling ribeye.

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

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

The episode will also air again at midnight
February 14 and 11 a.m. Sunday, February 20.

The American Rancher, hosted by Pam Minick, is in its 18th 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
feature on RFD-TV the week of February 14.**

Consider Free Sight Unseen Program

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

The Judd family understands their customers are busy. 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 Gatz. "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 driving 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

Nick Scott, a commercial cattleman located near Checotah, Oklahoma, purchased his first Judd Ranch bulls in 2018. Before the sale, he says he contacted Gatz and visited with him about the bull offering and explained what he was looking for. "Roger suggested several bulls he thought would fit my program," Scott says. "I intended to buy one that day but ended up buying two and I'm very pleased with how they have worked in my program."

Happy with the results, Scott was looking for another bull to add to his battery in 2021. He reached out to Gatz again to discuss the offering. Unable to attend the sale, this time he utilized the SUS program giving Gatz a bid and a list of bulls. He was able to get the bull he wanted for \$5,250, a savings of \$850 off his max bid.

Scott's herd includes 120 head of mostly Angus-influenced cows. He calves about 80% in the spring and 20% in the fall. He retains his calves through the stocker phase as well as keeps replacement females to improve his herd. He says the Judd bulls have improved growth in his steer calves as well as produced outstanding replacements to keep in

his herd.

Scott says he would recommend the SUS program to other producers in a heartbeat. He complimented Gatz's knowledge and quick response.

Likewise, Iowa commercial producer Willis Jones is a satisfied Judd Ranch customer.

Jones says he visited the Judd Ranch about three years ago on a bus tour. "I had the opportunity to meet the people and see the cattle. The Judds treated us like family during the tour and they are the type of people I want to do business with."

The Jones herd includes about 125 commercial cows that are all Red Angus-based.

He said the SUS option worked well for him since he calves in the spring and it is hard for him to leave his farm at that time.

Sold on the cattle and the people after his visit, he says he felt comfortable working with Gatz and the SUS program to purchase a bull in the 2021 sale. Prior to the sale Jones discussed the Red



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 sold in last year's sale. 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.

Angus offering with Gatz and narrowed down his choices and placed an order. Jones' SUS proxy bidder purchased Lot 296 for \$2,500 less than his maximum bid.

"The SUS program sure worked well for me," he summarizes. "I look forward to my first Judd Ranch-sired calves hitting the ground in March."

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," Gatz 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 Gatz 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 made to Gatz 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 4. ❖

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 4 (the day prior to the bull sale).

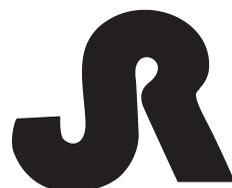
Prior to sale week, please call Roger's toll-free office number:

1-800-743-0026.

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

785-547-6262.

This newsletter is brought to you by Judd Ranch Inc.



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↔
FREE TRUCKING

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not to a
central location.



JUDD RANCH PRIORITIES: Producing Stout Bulls, Developing 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



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.

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.”

Judd family members agree that they are constantly trying to improve their genetics to meet customer demands. “We all have the same goal of producing a great product for our customers,” Cindy says, explaining customers to include those who buy beef at the grocery store and those who buy Judd Ranch bulls and females.

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 (USMARC) that showed Gelbvieh produced more pounds of weaned calf per cow than any other widely used breed. Gelbvieh had also earned a reputation for its heat tolerance and maternal qualities, such as fertility and milk.

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

Since 1981, Dave and Cindy have built the Judd Ranch from the ground up, adding land and cattle while raising their family. Today, Judd Ranch with Gelbvieh, Balancer and Red Angus seedstock

ranks in the top 25% of seedstock operations in the country and both sons are back on the ranch with their families.

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

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

The Judd program

Producing the complete 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 24 years.

In 2000, when customer demand revealed the 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.

(Continued on Page 4)



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 homozygous polled purebred grandson, JRI Hyannis 017H58 ET sells March 5. His stats: 823 lb. 205-day weight, scalebusting 1,095 lb. actual weaning weight with a feed efficiency 5.31 lb. ADG.

Look at the bull calf nursing this Judd Ranch honored Dam of Distinction female, JRI Ms Eternal Echo 148K60. Eternal Echo produced scalebusting progeny for 15 years with a remarkable 366-day annual calving interval. Her homozygous black, homozygous polled Balancer grandson, JRI Ruger148H270 sells March 5. Ruger's stats: 965 lb. actual weaning weight, 1,350 lb. 365-day weight and the meatwagon posted a sale leading 7.81 lb. ADG.



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. ❖

Judd Family Ranch

(Continued from Page 3)

"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%, but not more than 75% Gelbvieh, with the remaining percentage either Angus or Red Angus. A Balancer combines the fertility, growth, muscle and leanness of Gelbvieh with the maternal and marbling qualities of Angus or Red Angus.

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

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 overall 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 recips — 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 Gelbvieh and Balancer Pen Bull Show including halter breaking and preparing to show. She also helps with payroll. Their three children are Lily (17), Levi (14) and Lacy (11).

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 (8) 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 for."

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."

Oldest grandchild Lily says it is a privilege to be able to spend time with family working on the ranch.

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

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

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



Judd Ranch females are widely known for their superb teat/udder quality and this Judd Ranch Dam of Merit mama, JRI Ms Perfect Replica 140C76 ET flat knows how to raise babies. Perfect Replica's black, homozygous polled purebred son, JRI Superstar 140H86 sells March 5. Superstar's stats: 852 lb. 205-day weight, 975 lb. actual weaning weight with a feeder delight 5.73 lb. ADG.

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.

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

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

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 44th 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.

says. "I wish I could say we're a Johne's-free herd, but no cowman can say that. We're a Level 4 Johne's-free herd."

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

Genetic Defect Free

Dr. Ron Lemenager, Purdue University beef extension specialist, urges cattle producers to avoid purchasing animals that carry 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.

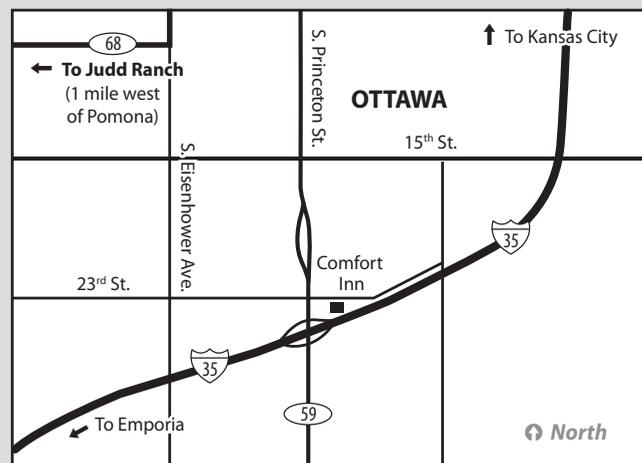
Every bull selling through the Judd Ranch Bull Sale and every female selling at a Judd Ranch Cow Power Female Sale in the fall sells with a genetic defect-free guarantee for known genetic defects. ❖

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.



Oh my, checkout this 1,155 lb. actual weaning weight bull calf photographed with his Dam of Merit mama, JRI Ms Pure Elegance 254B451. Pure Elegance's black, homozygous polled purebred grandson, JRI Special T 254H310 sells March 5. Special T's stats: 917 lb. 205-day weight, 1,045 lb. actual weaning weight and the beef machine pegged the yearling weight scales at 1,335 pounds.

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% Prime and 70% Choice. And they either meet or surpass the averages of the American Gelbvieh Association's 2017 Steer Challenge and Scale and Rail Carcass Contest when 85% or more of the 107 Balancer steers from across the country graded Choice or better.

Performing on the rail

Commercial cowman Gerald Merz from Missouri had a "happy camper" experience 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% of their fat cattle went Prime. "We're getting right at 50% 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 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% on yield. Tracy estimates that, on average, his steers hit about 10% Prime and 70% 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 missing 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 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% of his calves are grading Prime and another 80% are grading Choice. That's 90 to 91% 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." ❖



Wowsa, check out the scalebuster nursing this Judd Ranch mama, JRI Ms Secretly Inspired 253Z53, photographed as a first-calf heifer. Secretly Inspired is currently a 9-year-old Dam of Distinction honored female with a 359-day annual calving interval. Her homozygous polled purebred son, JRI Bring It On 253H63 sells March 5. His stats: 71 lb. birth weight, 822 lb. 205-day weight and the scalebuster posted an actual weaning weight of 1,115 pounds.



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

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



Check out this beautiful 8-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 79 calving ease/meat machine sons selling on March 5. Mary Poppins' black, homozygous polled purebred son, JRI Black Image 213H18 sells March 5. Black Image's stats: 828 lb. 205-day weight, 975 lb. actual weaning weight. Mary Poppin's also has four ET full brothers to Black Image selling and this foursome of beef machines feature a calving ease 76 lb. average birth weight with a whopping 949 lb. actual weaning weight average.



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



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

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 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 focusing on selecting bulls with calving ease EPDs in the top 20% of the breed or better.

“Combining the use of calving ease direct and calving ease mater-

nal 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 Balancers 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 142 purebred Gelbvieh bulls in the top 15% calving ease direct EPD. The 143 Balancer bulls feature top 20% calving ease direct EPD strength average. ❖

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. Ad-

ditional survey responses related directly to their bull purchases showed that:

- 91% rate their Judd Ranch bulls as “extremely docile” or “docile.”
- 93% are “very satisfied” or “satisfied” with their Judd Ranch bulls and their offspring.
- Judd Ranch bulls boosted their average weaning weight by 68 pounds per calf.

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

Asked to rate their Judd

Ranch-sired replacement females, 87 percent circled the answer “Top 10% of herd” or “above average.” Not one person returning a survey responded with a 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 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 Struttin My Stuff 285H809 sells March 5. His stats: 833 lb. 205-day weight, 975 lb. actual weaning weight with a mighty impressive 5.63 lb. ADG.



JRI In Pursuit 017B50 is a Judd Ranch homozygous polled Balancer herd sire and breed-leading AI sire. In Pursuit's black, homozygous polled Balancer ET full brother, JRI Hyannis 017H58 ET sells March 5. Hyannis' stats: 823 lb. 205-day weight, scalebusting 1,095 lb. actual weaning weight with a feed efficiency 5.31 lb. ADG.



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 5th, Marshall's ET homozygous polled purebred maternal brother, JRI Per Se 214H984 ET sells. Per Se's stats: 837 lb. 205-day weight, 970 lb. actual weaning weight with a feed conversion-plus 5.94 lb. ADG.

Judd Ranch 44th Bull Sale

Offering Gelbvieh, Balancer & Red Angus

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

Averages of Spring-Born Bulls

Birth Weight: 83#

205 Day Weight: 720#

Actual Weaning Weight: 816#

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

121 are Homozygous Polled

72 are Black & Polled

100% are Sired by breed leading AI Sires

Breed & Number of Each Selling

30 Black Polled Purebred Gelbvieh Bulls

25 Red Polled Purebred Gelbvieh Bulls

47 Black Polled Balancer Bulls

12 Red Polled Balancer Bulls

9 Purebred 1A Red Angus Bulls

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

Gelbvieh & Balancer Sires

JRI General Patton – 32

JRI Secret Instinct 2 – 19

JRI Optimizer – 4

JRI Secret Instinct – 5

JRI Secret Powers – 1

JRI Transformer – 1

JRI Remedy – 19

JRI Alan – 9

JRI Overachiever – 2

JRI Infiniti – 1

Basin Payweight – 9

Payweight Plus – 4

SAV Resource – 5

SAV Rainfall - 4

Red Angus Sires

Domain A163 – 6

Merlin 018A – 3



Herd sire JRI Cowboy Cut 213S67 (deceased) left a tremendous impact at Judd Ranch. Cowboy Cut's phenomenal Dam of Merit/Dam of Distinction honored dam, JRI Ms Pld Grand Prix 213G57 produced incredible sons, daughters and granddaughters. One such granddaughter, JRI Ms Extravagant 213T87 was honored numerous times as a Dam of Merit/Dam of Distinction female and her 2014 son, JRI General Patton 213B97 ET has 79 calving ease/powerhouse sons selling March 5th.

Saturday, March 5 at the ranch, Pomona, Kan.

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



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

Averages of Fall-Born Bulls

Birth Weight: 81#	Yearling Scrotal: 37.7 cm
205 Day Weight: 781#	Average Daily Gain: 5.14#
Actual Weaning Weight: 894#	Yearling Ribeye: 14.3
365 Day Weight: 1,195#	Yearling Rib Fat: 0.18
Yearling Frame: 5.6	Yearling IMF: 3.4
Yearling Pelvic: 184 cm	



JRI On The Money 270F252 (photographed as a yearling) sold in the 2019 bull sale with a 1,317 lb. 365-day weight, big ol' 16 square inch yearling ribeye/carcass-plus 4.5 IMF score. March 5, On The Money's black, homozygous polled purebred maternal brother, JRI Epic 270H852 sells. Epic's stats: 78 lb. birth weight coupled with a scalebusting 1,035 lb. actual weaning weight off his 8-year-old dam.

Additional Statistics

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

Breed & Number of Each Selling

43 Black Polled Purebred Gelbvieh Bulls
44 Red Polled Purebred Gelbvieh Bulls
64 Black Polled Balancer Bulls
19 Red Polled Balancer Bulls



JRI Bandito 253H32 (photographed as a yearling) was Judd Ranch's pick of the spring 2020 calf crop and this young Judd Ranch herd sire posted the following phenomenal stats. Calving ease 86 lb. birth weight, 955 lb. actual weaning weight, 1,377 lb. 365-day weight, 17.8 square inch yearling ribeye/5.1 IMF score. March 5, two spring born ET full brothers to Bandito sell.

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

Gelbvieh & Balancer Sires

JRI General Patton – 47	JRI Pop A Top 2 – 3	JRI Top Protocol – 6
JRI Secret Instinct – 6	JRI Optimizer – 11	Basin Payweight – 1
JRI Secret Instinct 2 – 30	JRI Painted Black – 17	SAV Resource – 7
JRI Secret Powers – 5	JRI Secret Link – 3	Domain A163 – 1
JRI Remedy – 7	JRI Transformer – 1	SAV Final Answer – 2
JRI Pop A Top – 2	JRI Marshall – 3	SAV Catalyst – 9
Hannibal – 2	JRI Overachiever – 5	KG Justified – 2

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

Sale starts promptly at Noon.

*Call Cattleman'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 any time after Feb. 1.**



This Judd Ranch herd sire, JRI Secret Powers 254C821 (photographed as a yearling) posted a 78 lb. birth weight, 819 lb. 205-day weight, 1,342 lb. 365-day weight. March 5th, four powerhouse spring born ET full brothers to Secret Powers sell. Their calf raising machine donor dam, JRI Ms Poppy Love 254Z72 has been honored as a Dam of Merit/Dam of Distinction female in every year of eligibility.

Judd Genetics Make an Impact: Improve Weaning Weights, Docility

Judd Ranch bull customer Mike Jenkins says he purchased his first Judd Ranch bull in 2011.

“My wife and I took a road trip to Judd Ranch in March of 2011 and purchased a red Pop A Top bull,” he says. “We called him Big Red and he stayed in the bull battery for nine years. Big Red made a major impact on my herd and we have purchased several bulls from Judd Ranch since that time.”

Jenkins explains that his East Texas farm/ranch has been in his family since 1904 when his grandfather purchased 200 acres just south of Hughes Springs. “My father started working the farm/ranch in the late 1930s and purchased adjoining property accumulating just over 1,500 acres,” he adds. “I came to the farm/ranch in 1967 and also purchased adjacent property accumulating just over 2,000 acres.”

Mike’s cow herd includes

250 mostly Angus and Brangus females. He says his decision to buy a Gelbvieh bull was because of the value of heterosis and how the hybrid vigor of a Gelbvieh cross would benefit his operation.

“The Gelbvieh bulls have added approximately 85 lb. to all my weaning weights; they have added muscle, depth of body and all the replacement females are usually the first to breed in my herd,” Jenkins says with pride. “My replacement Gelbvieh females are smooth, easy keepers with good udders, good feet and legs and raise good calves. What else could I ask for?”

After fall weaning, Jenkins keeps his calves on feed until about February before he starts any marketing. “Most of my heifers are sold as replacement females and I market my steers through internet sales, off the farm, and sometimes I ship to the Oklahoma City sale

for marketing,” he explains.

Jenkins admits attitude can be a problem with his Brangus cows and some of their offspring will carry that gene. “The Gelbvieh bulls and 50% females are all docile and easy to handle with a few exceptions,” he says.

Jenkins has sold a few 50% Gelbvieh bulls to his neighbors. “They all say when they look at the hindquarters, they can always pick out the Gelbvieh crosses,” he adds.

Jenkins is sold on Judd Ranch bulls. Increased weaning weights, improved docility and daughters that are easy keepers, good uddered, good legged and raise good calves keep him coming back. “I am very pleased with the Gelbvieh influence on my cow herd,” Jenkins summarizes. ❖



Oh man, check out this beautiful 7-year-old Judd Ranch mama, JRI On Cue 254B93 and she’s mighty fertile with a 355-day annual calving interval.

View sale catalog online at juddranch.com after February 1.

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.

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.

Researchers in Colorado and Montana 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 170 fall bulls selling in this year’s sale averaged 37.7 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. ❖



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 purebred Red Angus female’s red, homozygous polled Balancer grandson, JRI Sir Loin 47H37 sells March 5. Sir Loin’s stats: 881 lb. 205-day weight, 1,080 lb. actual weaning weight off his first-calf dam and the meat machine hammered the yearling weight scales at 1,359 pounds.

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.



Judd Ranch
170 fall yearling bulls
averaged 37.7 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.

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."

**278 of the 294 bulls
selling on March 5 are
Homozygous Polled**

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

"If you plan to breed for smooth polled cattle it is important to understand the genetic action of the poll/horn gene and the scur gene; however, you will learn that avoiding horns is relatively easy, but eliminating scurs can be much more difficult," Bullock says.

The basics of genetics tell us that since the polled gene is dominant over the horned gene, animals with one copy of the polled gene and one copy of the horned gene

will not have horns, and a naturally hornless animal can be created in one generation; it also means it is easier to make more polled animals faster than if the polled gene was recessive.

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

PP = homozygous polled — 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 homozy-

gous 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 278 homozygous polled bulls — bulls that can help Judd Ranch customers add profit to their calf crop. ❖



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

*Wow, check out this beauty,
JRI Ms Striking Image
254E325 photographed as
a first-calf heifer with her
awesome heifer calf at side.
Striking Image's, homozy-
gous black, homozy-
gous polled maternal brother,
JRI Ante Up 254H326 sells
March 5. Ante Up's stats:
79 lb. birth weight coupled
with a scalebusting 1,010 lb.
actual weaning weight.*



*Join us for
Burgers on March 4!*

Plan to join us Friday evening before the sale for our

Judd Ranch

Customer Appreciation Hamburger Fry.

Come early and view the bulls at the ranch and then enjoy a burger and fellowship.

Hamburgers will start coming off the grill around 5 p.m. and will continue to be served until 7:30 p.m. We invite you to come to the ranch Friday afternoon, look over the bulls, narrow your choices, then join us for a grab-and-go meal. There will be tables set up to enjoy the meal.

The Judd Ranch crew will be on hand to talk bulls all day and evening. "Guests can eat and then go back to look at bulls or visit with our crew about the bulls," Cindy Judd explains. "This format actually gives people more of an opportunity to speak one-on-one with our family and crew."

Please RSVP and indicate the number of people planning to attend so sufficient food and beverages will be on hand. You can RSVP when you complete the sale catalog request form, returning it to ranch consultant Roger Gatz.

CROSSBREEDING: Increase 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 contributes 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 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.” ❖



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



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



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



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



Check Out *JuddRanch.com*

Did you know you can find Judd Ranch online at JuddRanch.com? We invite current and potential customers to visit the ranch virtually at JuddRanch.com. When you arrive at the site you will first see a “Watch Now” button that takes you to a video to see what customers are saying about Judd Ranch.

On the site you’ll also 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 44th Gelbvieh, Balancer and Red Angus Bull Sale. Watch this site for the sale catalog and updated offering information as sale time grows closer.

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

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

Judd Genetics Improve Carcass Quality, Add Pounds

Transitioning to Judd Ranch bulls improved the Olson family's quality grade from 75% Choice or better to 86% while also improving performance.

South Dakota cattleman Travis Olson was looking to improve both carcass quality and increase performance. He was a believer in using Gelbvieh bulls on his Angus-based females.

"We are still paid by the pound, it is a guarantee to get more money if you produce more pounds of beef," Travis says.

Triple O Ranch is located near Langford, South Dakota. A multi-generational family operation, Triple O Ranch includes Travis and his wife, Lisa; Travis' dad, Milo, and mother, Connie; his uncle Neil; and his brother and sister-in-law, Troy and Angie. Travis and Lisa's son, Chance, will finish college in December and plans to return to the farm. Their daughter, Chesney, is a sophomore in college.

Along with the 300-head cow herd, the Olsons farm corn and beans as well as puts up alfalfa.

The Olson family feeds out all 300 calves each year in their on-farm feedlot. This has been their marketing strategy for 25 years. Typically, the calves are harvested at the Tyson plant in Dakota City. Prior to buying Judd Ranch bulls, Travis was concerned with how he was losing performance while improving carcass quality with his current bull battery.

Six years ago, wanting it all – performance (pounds) and carcass quality – Travis started looking for a new bull supplier. He says he first learned about the Judd Ranch program reading the Gelbvieh World. Intrigued with what he read, he did more research reading the Judd Ranch newsletters. This

led him to making the 600-mile drive to Pomona to check out the Judd Ranch program. Impressed with what he saw, the Olsons have been a customer ever since.

Travis says the Judd bulls increased average finished weights 50 to 75 lb. per head. That's more than 15,000 total pounds — money in the bank.

As farmer-feeders, the family's goal is to finish calves at 13 months of age. Prior to buying Judd Ranch bulls, they were averaging 76% Choice or better and were losing performance at the same time. The family is excited about the carcass results of their 2020 calf crop that averaged 86% Choice or higher and 85% Yield Grade 2s and 3s. (See sidebar graphic for complete results.)

The Triple O Ranch herd includes 300 Angus cows. To maintain a consistent, productive cow herd, they have bought 80 replacement heifers from the same ranch for the past 15 years. A 100% spring-calving herd starts calving April 10 with typically 90% calving during the first cycle and all are done by June 1.

All Triple O females are bull bred. For the most part Travis says they maintain a 100% black bull battery. They are using Balancer bulls on the heifers and purebred Gelbvieh on the mature females. Today all 35 bulls used in the Triple O Ranch pastures were purchased from the Judd Ranch.

Along with increased performance and carcass quality, another trait Travis says he appreciates from Judd Ranch bulls is

their docility.

"It is pretty amazing how docile these bulls are, and you see that trait carried through to their offspring. We have definitely seen improvements in that trait as well."

Travis also appreciates the longevity of a Judd Ranch bull. They are bred to last. He says three of the original bulls he bought six years ago are still working and doing their job.

Along with the genetics, Travis also appreciates the customer service at Judd Ranch. "Their customer service is second to none," Travis explains. "I appreciate their willingness to work with you and learn about your program."

A few years ago, Roger Gatz, Judd Ranch consultant, visited the Triple O Ranch. "He understands now what I'm looking for and what will work in our program. After I make the first sort from the catalog, I can now visit with Roger and he can help me narrow down to 20 bulls to then visually appraise."

Travis adds that one year he could not attend the sale due to weather and he felt comfortable having Roger buy for them when he couldn't be there in person.

Sold on the Judd Ranch program, Travis summarizes, "If you are feeding and finishing straight Angus cattle, I highly recommend you try a Judd Ranch Gelbvieh bull and see how much you will gain." ❖

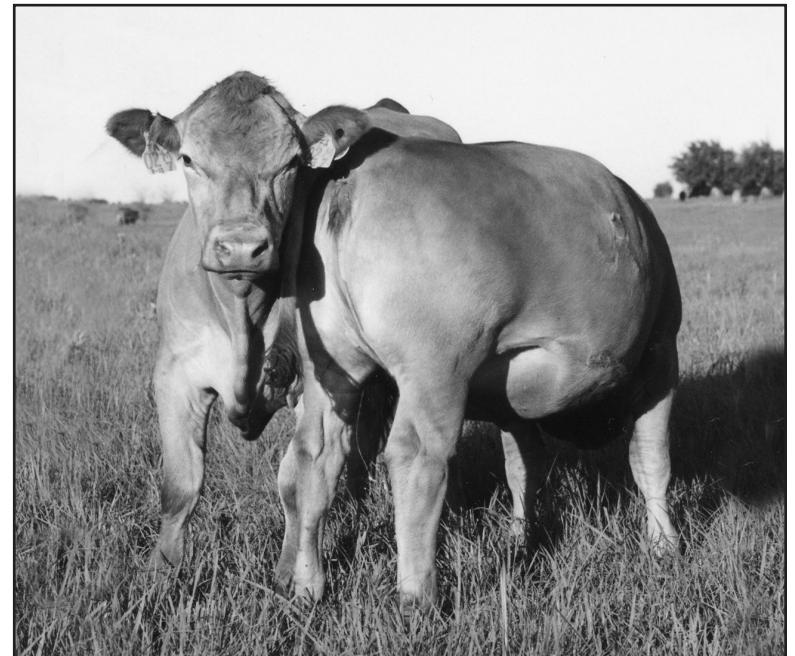
**184 Black Polled Bulls
sell March 5**



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



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



Oh my, look at the whopping heifer calf nursing this Judd Ranch honored Dam of Merit mama. Cow efficiency is all part of "The Complete Package" at Judd Ranch.

2021 Triple O Ranch Carcass Data

	Avg. Harvest Weight	Average ADG	Average Yield	Average Quality Grade
155 Heifers	1,300 lb.	3.33 lb./day	63%	87% Choice or better
145 Steers	1,425 lb.	3.65 lb./day	63.25%	86% Choice or better

**Calves were harvested at 13 months of age and 85% were Yield Grade 2s or 3s.*

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% 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% 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% of their body weight. The spring cows typically average more than 55%, and the spring first-calf heifers typically average weaning 65% 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 294 bulls selling in this year's sale shows they averaged 82 pounds at birth, 756 pounds at 205-days and averaged 862 pounds when weaned off their dams. That 862 pounds is actual weaning weight average straight off their dams.

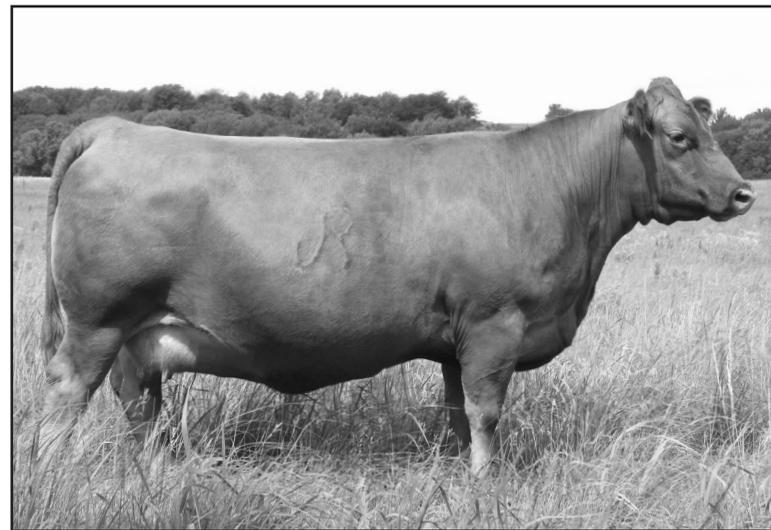
Judd Ranch's cows are not big cows. They are moderate-framed with significant depth of body and capacity — cows that fit what researchers discovered at U.S. Meat Animal Research Center (USMARC) in Clay Center, Neb.

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 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." ❖



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.



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

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.

**48% of all bulls
selling March 5
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 unequalled 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 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 profitability. 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. ❖

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



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".

2021 Judd Ranch Bulls Sold Into 21 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 21 states: Arkansas, California, Idaho, Illinois, Iowa, Kansas, Kentucky, Maryland, Minnesota, Mississippi, Missouri, Nebraska, North Carolina, Oklahoma, Oregon, South Dakota, Ten-

nessee, Texas, Virginia, Wisconsin and Wyoming. There were attendees from 26 states and Canada.

Many of these buyers were repeat buyers.

Last year's sale offered 282 bulls and had 354 registered bidders, with 188 producers taking home one or more bulls. As might be expected, 28% of buyers were from Kansas and 21% were from Missouri. Oklahoma cattle producers accounted for 14% of the buyers.

A check of the last 28 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. ❖

Watch and Bid Online LiveAuctions.TV

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- Go to 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



Mercy, look at the powerhouse bull calf nursing this calf raising machine Judd Ranch honored Dam of Merit mama.



Sale Catalog Request

____ Please send me a sale catalog for Judd Ranch's 44th Bull Sale, Saturday, March 5.

____ 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 Hamburger Fry on Friday evening, March 4. Number of people attending: _____

Name _____

Ranch Name _____

Address _____

Town _____ State _____ ZIP _____

Telephone w/Area Code _____ Best time to call _____



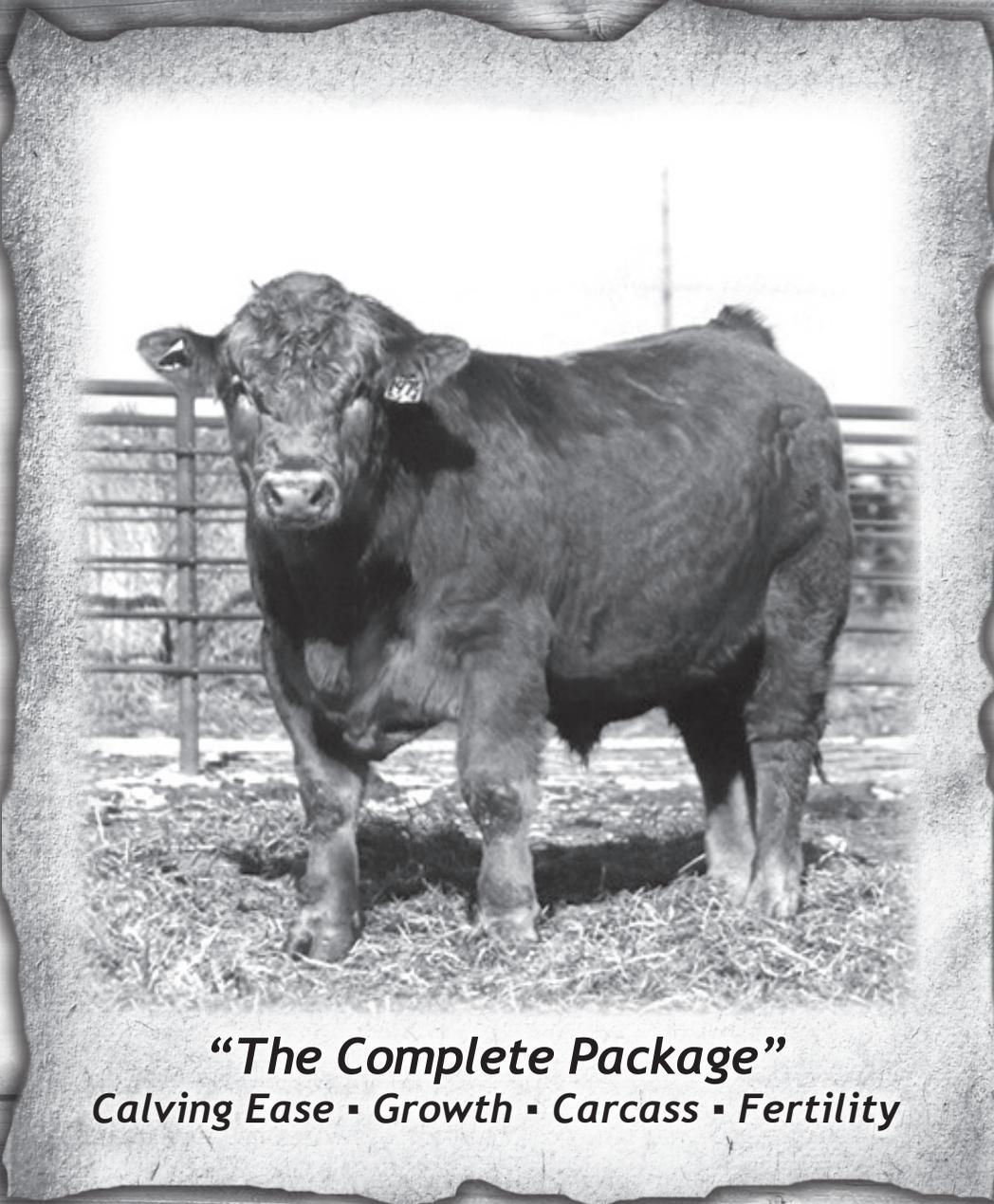
Please return to
Cattlemen's Connection, PO Box 156, Hiawatha, KS 66434
or fax to (785) 742-3503

Judd Ranch 44th Gelbvieh, Balancer & Red Angus Bull Sale

Saturday, March 5, starting at Noon
at the ranch, Pomona, Kan. (1 hour southwest of Kansas City)

Sale Offering:

- 184 BLACK and POLLED bulls
- 278 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

294
**Gelbvieh,
Balancer &
Red Angus
Bulls Sell**

142
Purebred Gelbvieh

143
Balancers

9
**Purebred
Red Angus**

Bull Offering by Age

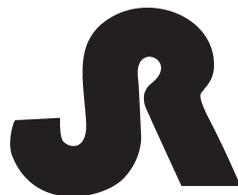
**170 Fall-born,
17- to 19-month-olds**

**124 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
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WOW!

Birth-to-growth spread
average on the 294 sale bulls:
82-lb. birth weight &
862-lb. actual weaning weight
off dams!

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