

The Complete Package

Judd Ranch

www.juddranch.com

Winter 2023



*This super stud, JRI Porterhouse 140G42 was photographed at the side of his third-calf Dam of Merit honored 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 4, three homozygous polled purebred ET full brothers to Porterhouse sell and the trio features a 76 lb. birth weight average with a scalebusting 965 lb. actual weaning weight average.***

Don't Miss Judd Ranch on The American Rancher!

**Judd Ranch will be featured on
The American Rancher
Monday, February 13 at 8 p.m. central time.**

The episode will also air again at midnight
February 13 and 11 a.m. Sunday, February 19.

The American Rancher, hosted by Pam Minick, is in its 19th 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 13.

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 25 years — 1998 through 2022 — 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 2022, Judd Ranch was recognized as one of the top owners of Dams of Merit and Dams of Distinction with 17 Dams of Distinction and 74 Dams of Merit —

91 total honored females.

In the breeder category, Judd Ranch was recognized with 97 honored females — with 18 Dams of Distinction and 79 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 5.5% of the registered females in the Gelbvieh breed qualified for 2022 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 breed-leading, elite females that excel in productivity and longevity, two key economic traits that contribute significantly to profitability in the cattle business.

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

324 Bulls Sell March 4

**194 17-19 month old
Fall Yearlings
and
130 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
25 years, 1998-2022.**



*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 4, Triple Threat's homozygous polled purebred brother, JRI Change of Command 285J809 sells. His stats: 82 lb. birth weight, 839 lb. 205-day weight, whopping 970 lb. actual weaning weight with a big ol' 16.8 square inch yearling ribeye.***

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 maternal EPDs in your selection system will help assure a successful calving season and decreased dystocia in your first-calf heifers,” Weaber summarizes.

“Rest assured, Judd Ranch sale bulls are equipped with excellent calving ease,” says Roger Gatz, Judd Ranch consultant. This year’s sale will include 147 purebred Gelbvieh bulls in the top 20% calving ease direct EPD. The 167 Balancer bulls feature top 20% calving ease direct EPD strength average. ❖

Want to know more 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.

Call him today at
800-743-0026.



Oh man, checkout this beautiful Judd Ranch female, JRI Ms Tootsie Pop 254B921. Her calving ease/powerhouse black, homozygous polled fall yearling Balancer son JRI Resolution 254J221 sells March 4. His stats: 83 lb. birth weight, whopping 970 lb. actual weaning weight with a humongous 17.7 square inch yearling ribeye.

2022 Judd Ranch Bulls Sold Into 22 States, Canada

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 22 states: Alabama, Arkansas, California, Colorado, Illinois, Iowa, Kansas, Kentucky, Mississippi, Missouri, Nebraska, North Carolina, Ohio, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, West Virginia and Wisconsin. There were attendees from 28 states and Canada.

Many of these buyers were repeat buyers.

Last year’s sale offered 267 bulls and had 277 registered bidders, with 171 producers taking

home one or more bulls. As might be expected, 21% of buyers were from Kansas and 26% were from Missouri. Oklahoma cattle producers accounted for 11% of the buyers.

A check of the last 29 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.

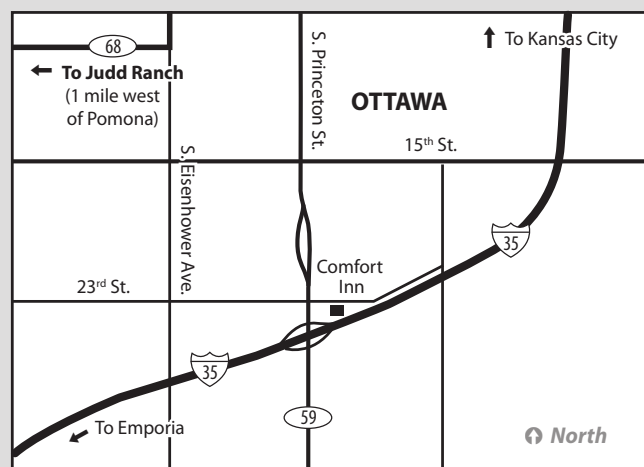
While a purchase of \$20,000 or more entitles a buyer to free trucking, buyers purchasing one, two or three head — or less than \$20,000 worth of bulls — can save on trucking fees since bulls are typically hauled across the country. ❖

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.

This newsletter is brought to you by Judd Ranch Inc.



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Nick & Ginger Judd & family
Brent & Ashley Judd & family
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JUDD RANCH PRIORITIES: Producing Stout, Profitable Bulls while Developing 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."

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



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.

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 25 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."

"Red Angus excel in carcass
(Continued on Page 5)

Wow, 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 black polled purebred ET son, JRI Bojangles 253J632 ET sells March 4. His stats: 832 lb. 205-day weight, scalebusting 960 lb. actual weaning weight and the meatwagon posted a feed conversion-plus 7.09 lb. ADG (No. 1 top gainer in the sale).



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

Rancho Sisquoc purchased its first Judd Ranch bulls in 2021.

Located in Santa Maria, California, the ranch is located in rough, mountainous country. This is why the ranch wanted to start incorporating Gelbvieh genetics in their herd, according to manager Ronnie Davis.

"The sight unseen program has worked for us," Ronnie explains. "Roger sends us a list of bulls that fit to our specifications and EPDs. We then go through list and rank the ones we would prefer."

Davis purchased five bulls using the SUS program in 2021 they were happy with the purchase and bought three more in 2022. "It was a good option for us, you just have to trust Roger and the Judd family. And honestly, if they would fail, people wouldn't keep coming back."

Rancho Sisquoc tries to keep a ratio of 20 cows to one bull and currently has a bull battery of 35. Davis is using the Gelbvieh bulls on their predominate Angus cow herd.

Davis summarizes he is happy with the program, plans to continue utilizing the option and would recommend others who can't be in Pomona on sale day to reach out to Gatz.

Located more than 1,000 miles from the Judd headquarters, David Edwards admits his only option to purchase Judd genetics is by utilizing the SUS program. "It worked for me and I would recommend the process to others," he says.

Edwards purchased his first Judd Ranch bull in 2022. His operation includes more than 150 cows. He decided to buy a Judd Ranch Balancer to bring frame size down and to increase the efficiency of his herd.

Edwards maintains a fall calving herd so since the sale his new purchase has been managed on fescue. "We turn out bulls the first week of December," Edwards explains. "The Judd bull has maintained well on fescue all summer. I told Roger I needed a bull that would hold up on fescue and had a good temperament. He's done both."

He also complimented Gatz on



JRI Ms Bella 148Y44 was photographed here as a first-calf heifer and note her powerhouse son who weaned off with an actual 990 pound weaning weight. This Dam of Merit female is currently 10 years of age and she's still one amazing producer. Her black, homozygous polled Gelbvieh son, JRI Requisite 148J440 sells with an 82 lb. birth weight and the beef machine pegged the actual weaning weight scales at 980 lbs.



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 the 2021 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.

his organizational skills and thanked him for doing a great job purchasing a bull that fit his criteria. Edwards said he hopes to make it to the Judd Ranch someday, but until he can make it to Kansas, he will continue to utilize the SUS program.

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 10 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 3. ❖

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.

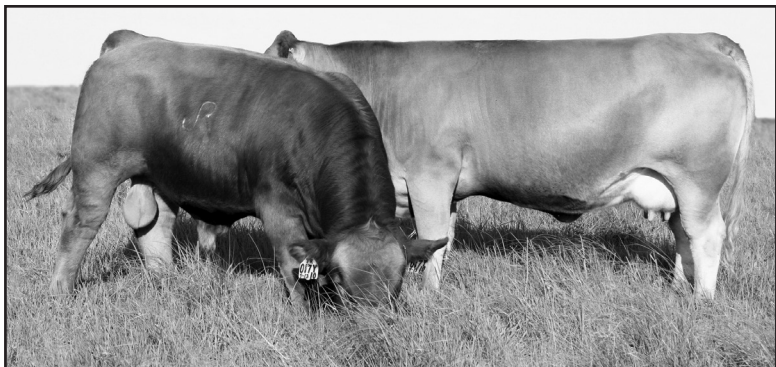
All Sight Unseen orders must be placed with Roger by noon on Friday, March 3 (the day prior to the bull sale).

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.



Super mom JRI Ms Amber 017S9 flat knows how to raise babies and wowsa, note the testicular development on her fall 2011 bull calf. This incredible producer still maintains a 365-day annual calving interval at 15 years of age. Four of Ms Amber grandsons sell March 4 and the foursome feature a 79 lb. birth weight average with a whopping 986 lb. actual weaning weight average.

Judd Family Ranch

(Continued from Page 3)

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 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.”

In recent years the Judd family has worked to improve structural soundness and feet and legs. “The new buzzword today is ‘feet,’” Dave explains. “We are concentrating to make sure any new genetics we bring into our program are good footed.”

The Judd family strives to provide unmatched customer service, because they believe when a customer purchases Judd Ranch genetics, they are making an investment in their herd. “We invite you to call or visit us anytime so we can discuss your operation and how our genetics can help meet your goals,” Dave says.

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.

“I’ve got a good family and a heck of a wife who all give 110% to this ranch and work their tails off,” Dave says with pride.

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 recipis — 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 (18), Levi (15) and Lacy (12).

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 (9) and Avery Jo (6).

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 6-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.

“It is fun and rewarding to be able to have a family so involved,” Dave adds. “They all step up to the plate and handle whatever task in front of them. We can’t wait till Grandma and Grandpa can sit back and just watch them do it. We get so much enjoyment watching our grandkids making decisions and being involved. We are so blessed to be involved in agriculture.”

Dave expresses his gratitude for the entire family stepping in to get things accomplished. “Ashley oversees heat checks on all heifers when they are synchronized and her, Oliver and Avery feed the fall calvers every night. Ginger fills in the gaps helping with fall harvest by moving trucks, weighing trucks and unloading grain. In the spring and fall Cindy, Ashley and Ginger all serve as truck drivers with silage and haylage.”

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

Dave summarizes, “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 because they are.” ❖

Wowsa, 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.



Mercy, look at the powerhouse bull calf nursing this calf raising machine Judd Ranch honored Dam of Merit mama. Her black, homozygous polled Balancer grandson, JRI To The Max 254J397 sells March 4. His stats: 62 lb. birth weight, scalebusting 1,407 lb. 365-day weight with a humongous 17.0 square inch yearling ribeye.



Oh my, checkout this 1,155 lb. actual weaning weight bull calf photographed with his Dam of Merit mama, JRI Ms Pure Elegance 254B451.

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. ❖



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.

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." ❖

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 45th 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. ❖



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.

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

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 a multi-generational family operation located near Langford, South Dakota. 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.

Seven 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.)

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."

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

**195 Black Polled Bulls
sell March 4**

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." ❖



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

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.*



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. March 4th, two black ET full brothers to Prescribed Remedy sell along with 42 calving ease/powerhouse Prescribed Remedy sons.



Trade Secret 253G486 sold in the 2020 bull sale and today, this homozygous polled purebred calving ease/meatwagon ranks as one of the top selling AI sires in the Gelbvieh breed. Trade Secret's calving ease/meatwagon full brother, JRI The General 253K486 sells March 4th and you bet, these full brothers feature a fertility-plus/calf raising machine Dam of Merit dam.



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 105 calving ease/powerhouse sons selling March 4th.

Judd Ranch 45th Bull Sale

Offering Gelbvieh, Balancer & Red Angus

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

Averages of Spring-Born Bulls

Birth Weight: 79#

205 Day Weight: 716#

Actual Weaning Weight: 820#

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

125 are Homozygous Polled

77 are Black & Polled

100% are Sired by breed leading AI Sires

Breed & Number of Each Selling

21 Black Polled Purebred Gelbvieh Bulls

29 Red Polled Purebred Gelbvieh Bulls

56 Black Polled Balancer Bulls

15 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 – 40

JRI Secret Instinct 2 – 10

JRI Bandito – 9

Seminole Wind – 6

JRI Secret Instinct – 3

JRI Remedy – 15

JRI Alan – 6

JRI Secret Sensation – 1

JRI Real McCoy – 1

JRI Pop A Top 2 – 2

JRI Marshall - 1

Basin Payweight – 14

Payweight Plus – 1

SAV Resource – 1

SAV Rainfall – 8

Growth Fund - 3

Red Angus Sires

Domain A163 – 4

Enterprise 8180 – 5



JRI In Pursuit 017B50 (deceased) was Judd Ranch's pick of the fall 2014 calf crop and oh my, In Pursuit features one incredible dam. In Pursuit's fertility-plus/calf raising machine Dam of Merit/Dam of Distinction dam features a whopping 981 lb. average weaning weight on her 6 natural born sons. March 4th, three ET homozygous polled full brothers to In Pursuit sell and the trio posted an 80 lb. average birth weight with a scalebusting 1,008 lb. actual weaning weight average.

Saturday, March 4

at the ranch, Pomona, Kan.

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



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

Averages of Fall-Born Bulls

Birth Weight: 78#	Yearling Scrotal: 37.3 cm
205 Day Weight: 773#	Average Daily Gain: 4.48#
Actual Weaning Weight: 879#	Yearling Ribeye: 14.6
365 Day Weight: 1,192#	Yearling Rib Fat: 0.21
Yearling Frame: 5.6	Yearling IMF: 3.6
Yearling Pelvic: 182 cm	

Additional Statistics

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

Breed & Number of Each Selling

46 Black Polled Purebred Gelbvieh Bulls
51 Red Polled Purebred Gelbvieh Bulls
72 Black Polled Balancer Bulls
24 Red Polled Balancer Bulls
1 Purebred 1A Red Angus Bull

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

Gelbvieh & Balancer Sires

JRI General Patton – 65	JRI Real McCoy - 3	JRI Bottom Line – 2
JRI Secret Instinct – 2	JRI Pop A Top 2 – 5	JRI Chuck Wagon - 5
JRI Secret Instinct 2 – 18	JRI Optimizer – 13	Capitol Hill – 2
JRI Remedy – 27	JRI Painted Black – 10	Basin Payweight – 11
JRI Pop A Top – 3	JRI Marshall – 10	SAV Resource – 1
JRI Alan – 12	JRI Overachiever – 4	Domain A163 – 1 (RA)

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 any time after Feb. 1.**



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 Change of Command 285J809 sells March 4. His stats: 82 lb. birth weight, 839 lb. 205-day weight, whopping 970 lb. actual weaning weight with a big ol' 16.8 square inch yearling ribeye.



JRI Optimizer 148A24 is one of Judd Ranch's top herd sires and this calving ease/powerhouse breed trait leader posted a 72 lb. birth weight with an actual 990 lb. weaning weight off his first-calf dam. Optimizer's black, homozygous polled fall yearling brother, JRI Requisite 148J440 sells March 4. Requisite's stats: 82 lb. birth weight with a whopping 980 lb. actual weaning weight off his 10-year-old Dam of Merit honored dam.



This young Judd Ranch homozygous polled Balancer herd sire, JRI Alan 68G3 posted the following incredible stats: 82 lb. birth weight, 1,065 lb. actual weaning weight off his first-calf dam, 16.0 square inch yearling ribeye, 5.0 carcass-plus IMF. March 4th, four ET full brothers to Alan sell along with 18 powerhouse Alan sons. Oh I might add, Alan's phenomenal dam possesses an impeccable teat & udder system.

Not All Fluff: Judd Ranch Bulls Are Strong, Stout, Good Bulls

A Judd Ranch customer for more than 20 years, Lee Broyles from Baldwin City, Kansas, keeps returning because of the consistency, quality and dependability of Judd Ranch bulls.

Broyles recalls how the Judds would annually send him a catalog and he would look through it. "They were the Cadillac at the time," he describes. "I was having feet trouble with my predominate Red Angus herd at the time and someone suggested Gelbvieh. So, I started going to the Judd Ranch sale with a friend. What I found was the Judd bulls were sturdy and stout with good feet. They are just a better 'ox' than other guys' 'ox'. I bought my first Gelbvieh from Judds in 1994."

A commercial producer focused on raising red genetics, the Broyles cow herd is 75% Red Angus and 25% Gelbvieh and includes about 120 spring and 120 fall calvers.

"The one thing that has always impressed me when you go to the Judd Ranch Sale and you walk around those pens of bulls it is

almost like the quality is too good to be true," he says. "When you bring them home, they hold their flesh and do their work. They are not all fluff, they are strong, stout, good bulls."

His marketing program is to sell weaned calves. "I have a feeder who buys all my calves. Every year he calls me and wants them again," he explains. "Good cattle are easy to sell. Once you realize that you have a commodity, if you take care of pounds the price will take care of itself."

Bottomline Broyles says using Judd genetics helped increase his weaning weights. "Twenty years ago, I sold 5-weight calves and today my heifers and steers average 7-weight at weaning," he explains.

Broyles also keeps his own replacements. What he likes about the Judd-sired females is that they have good udders and how they make good moms.

Along with good cattle Broyles says the Judd family are honest, good people. "You can't find better people and sure won't find harder

working people who believe in what they do," he says. "Dave and Cindy are always willing to talk and answer any question you ask. And Nick always has time to help. I do business with them because all it takes is a phone call and a situation can get fixed or a question answered. I had a little trouble with one bull and Nick handled situation."

In his area, the Broyles herd is a testimonial to the quality of Judd genetics. "I have recommended Judd bulls to lots of people," he explains.

Broyles and his friend who attended that first sale together both continue to utilize Judd genetics in their herds. "Both of us believe in the Judd program. We both like cattle and we both want to continually improve the cattle we produce and the Judds have certainly helped us both do just that." ❖

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



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.



Wow, check out this beauty, JRI Ms Striking Image 254E325 photographed as a first-calf heifer with her awesome heifer calf at side.

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."

52% of all bulls selling March 4 are Balancers

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.

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 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 envi-

ronmental 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. ❖

Join us for Burgers on March 3!

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.

Sold on Judd Bulls for Three Generations

The Milani family from near Centerville, Iowa, has always focused on producing a heavy calf at weaning that backgrounds well and does well on grass. Since the 1980s, Judd Ranch bulls have been the common denominator in helping them achieve that goal as well as produce heifer mates that become fantastic mommas.

Three generations of Milanis — first Jim, then his son Greg, and now grandson Jim have made the decision to buy Judd Ranch bulls. The Milani cow herd includes 500 head — 300 spring and 200 fall calvers.

“When Grandpa started buying bulls from Judds in the ’80s we had a purebred Gelbvieh herd,” Jim Milani explains. “We were in the seedstock business for a while but through the years moved to a commercial Balancer operation.”

Jim took over the management of the cow herd in 2018 and for the last four years he hasn’t bought bulls from anywhere else. He buys only Judd Ranch bulls — specifically black Balancer and Gelbvieh bulls. “We continue to buy Judd Ranch bulls today because the Judd family is great to work with — they sell quality bulls and they stand behind their product.”

He adds the two traits that keep him returning every year are weaning weights and disposition. “One of the huge things for us is a good disposition,” he explains. “Not only in calves but also in the mommas we keep.”

Jim says the Judd-sired calves are bred to grow beyond weaning. “They continue to grow after weaning, which is important to us

because we grow them on grass through the summer or in the lots through the winter to 700 to 900 lbs. before selling. And most of all, they make a good cow that does good on grass.”

Judd genetics efficiently convert grass to pounds. After weaning, the Milani family backgrounds their calves and then sell them when they are between 700 to 900 lbs. at the local sale barn. The last four years they have retained ownership on 30 calves to feed out and sell as beef direct to the consumer.

“We’ve seen a real demand for direct-to-consumer beef,” he adds. He credits the increase in demand to the quality of the product, plus an increased desire for home-grown meat.

The Milani family retains the heifer mates as replacements. “The Judd-sired females make outstanding momma cows with outstanding longevity and a great disposition,” he explains. They have also seen udder quality really improve the last 10 years.

Through the years either Grandpa Jim, son Greg or now grandson Jim have gone to the sale every year. “It is amazing to walk through the pens and see the quality and docility of the bulls,” he says. “I’d recommend making the trip to the sale and buying Judd genetics to anyone. They are an honest family with great genetics. There’s no doubt our plan is to continue buying Judd genetics for generations to come.”

Jim summarizes, “The outstanding genetics and the amazing family is why we go back year after year.” ❖



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

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.

CROSSBREEDING: More Pounds, More Maternal Power, More \$\$ in Cowman’s Pocket

If you want to produce calves that cost less to raise, draw the attention of cattle buyers, rank high on the “we like ’em” list at feedyards and harvest plants and put more dollars in the bank then consider crossbreeding.

The advantages don’t end there. Research shows that crossbred calves give you a 5% increase in weaning performance and 4% more in calf yearling performance. Having a crossbred cow gives you much more over her lifetime: 16% more longevity, 25% more lifetime productivity.

Crossbreeding is proven science and taking advantage of the heterosis resulting from a crossbreeding system is a “free lunch.”

A tool forefathers of ranching recognized they needed to create a better beef animal; crossbreeding has been used throughout the livestock industry for years. The poultry industry has been crossbreeding since the 1930s and has seen numerous benefits, including increased chicken growth rate and meat yield, decreased days to first egg and increased bird health. The swine industry has used crossbreeding for decades to make an animal that meets industry and consumer demands while adding efficiencies to production. Many dairy producers are now using crossbreeding to either improve longevity or increase butter fat content in milk.

Crossbreeding is not limited to livestock. Today, close to 99% of U.S. corn is grown from hybrid seed. The same is true for wheat, soybeans, grain sorghum, cotton, peanuts and many other crops. Hybrid seeds give farmers increased yield, less time to plant maturity, increased

resistance to pests and diseases and other benefits.

Experts in the beef industry say this about crossbreeding:

“Because of the emphasis we’ve seen on quality grade and the emphasis favoring Angus cattle, some commercial breeders are going the purebred route instead of crossbreeding. That concerns me because, with purebreds, you lose the hybrid vigor, which means replacement costs for cattle are higher, and less longevity means production costs are higher. The cattle industry can’t afford to lose the advantages that crossbreeding provides with more consistent gains and disease resistance. That British and Continental cross provides the most carcass advantages.” — *Dr. Larry Cundiff, retired Meat Animal Research Center*

“Crossbreeding is one of the most effective low-input, high-output management practices that cattlemen can adopt. Straightbred commercial cattle are not profit makers. A commercial cattleman’s goal should be to maximize heterosis in his herd. Those who cross a British breed and a Continental breed achieve more heterosis. Within breeds, if the cattle selected are somewhat inbred, heterosis will be greatest.” — *Eric Mousel, University of Minnesota cow-calf educator* (Editor’s Note: Judd Ranch is strong on linebreeding, thus resulting in increased heterosis for its customers.)

“Because no single breed excels in all areas that affect profitability, ‘breed combinations (by crossbreeding) can be engineered to accommodate environmental

constraints and meet marketing objectives.” — *Matt Spangler, beef geneticist, University of Nebraska-Lincoln*

“The collective advantages of heterosis over time can be quite staggering. A commercial producer running 200 cows and weaning 500-lb. calves could increase his weaning weight per cow exposed by 25% through maximizing heterosis in his cow herd and calves. Over a 20-year period, this would be like getting 1,000 free calves.” — *Crossbreeding — A Guide to Profitability*

“Heterosis should be a driving factor in bull breed selection, as well-designed crossbreeding systems deliver proven benefits. There are not many free lunches in the cattle business, and a quality crossbred cow herd in a good crossbreeding program using high-quality herd sires is as close to a free lunch as it gets. Because a well-planned crossbreeding system will not overcome poor bull selection, the use of quality sires is a critical aspect of crossbreeding.” — *Jane Parish, beef extension specialist, Mississippi State University*

“Recently, I am hearing concern from some very large progressive producers as their cows become more straightbred in a tough environment. Longevity, rebreeding and calf survivability all become important issues. I don’t think these challenges are because these producers have bought lesser quality bulls or managed their ranches incorrectly. It is because they have forgotten or ignored heterosis.” — *Dave Daley, California State University- Chico professor emeritus* ❖

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



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 30 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 20-plus 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 for more

than 15 years.

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

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

Genetic Defect Free

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

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

Buyers Demand Genetic Defect Free Status

When Michigan State University surveyed beef producers who purchased performance-tested bulls topping the list of what they wanted when selecting a herd sire was 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 the Judd Ranch 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.

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 324 bulls selling in this year's sale shows they averaged 78 lb. at birth, 750 lb. at 205-days and averaged 856 lb. when weaned off their dams. That 856 lb. 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.

New research from scientists at University of Nebraska-Lincoln and U.S. Meat Animal Research Center (USMARC) was published on breed and heterotic effects for mature weight in beef cattle. This research was conducted using more than 5,000 crossbred cows from the USMARC's Germplasm Evaluation Program and 108,957 weight records collected from weaning up to six years of age. The Germplasm Evaluation Program provides a comprehensive comparison for various traits of the most economically important breeds within the U.S.

In the study, "Breed and heterotic effects for mature weight in beef cattle" released in the August 2021 Journal of Animal Science the estimate of heritability for mature weight from the data was 0.56, meaning a response will be seen when selection pressure is applied to the trait. Looking at the breed differences, there were 16 different beef breeds evaluated in the study and the results were expressed as deviations from Angus. When comparing the seven major beef breeds in the U.S., Gelbvieh showed the most moderate mature cow weight at -145.4 lb. when compared to Angus.

When compared to all 16 breeds in the study, Gelbvieh showed the third most moderate size, only behind Braunvieh (-300.7 lb.) and Beefmaster (-151.4).

Mature weight has an impact on the costs and efficiencies of an operation. Of course, there is no "one size fits all" when it comes to mature cow weight; the ideal size of cow can be variable depending on the type of environment and production system. According to this study, the average weight of cows at slaughter increased from 1,047 lb. in 1975 to 1,369 lb. in 2005, meaning average cow

weights increased by roughly 322 lb. in those 30 years.

Increasing cow weights can be attributed to increased selection pressure on growth traits. Producing heavier, faster gaining feeder cattle can come with trade-offs when we look at mature cow weights. Heavier cows require more feed resources to maintain, and with feed costs typically being the largest line item on any operation's budget, extra pounds of calf doesn't always offset the extra feeding costs of a heavier cow.

This study is not the first time Gelbvieh has been noted for a moderate mature cow size. According to the USMARC Progress Report #22, released in 2004, Gelbvieh were shown to have the most moderate mature cow size of the seven major beef breeds listed earlier in this article.

Although these studies only focused on cow size, Gelbvieh cattle are also known for growth and heavy weaning calves. Having more moderate cows that consume less while still weaning heavier calves creates efficiency on an operation and optimizes resources. As we are at a time where input costs continue to rise and resources are decreasing, moderate females will be in even greater demand.

"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." ❖

Judd Ranch Bulls: Top End Genetics that PERFORM

Twenty years ago, Brent Bettels, Amoret, Missouri, made the decision to transition his Angus bull battery to Gelbvieh bulls, particularly Judd Ranch bulls. He admits this decision was based on calf checks.

An agricultural lending officer at the time, he witnessed a number of loan payments that were calf checks from his customers. "A couple of our customers handed over big checks that were quite impressive. The 'big' wasn't due to number of calves sold; it was due to the pounds of calf weaned and the price the calves received at the sale barn.

"When I started comparing my calf checks with those of a couple of our bank customers, I realized that they knew something that I didn't and that I needed to find out what they were doing different."

In his research when visiting with bank customers, he discovered that many of those producers were using Judd Ranch bulls which lead him to buy two Judd Gelbvieh bulls in 2002 and three more in 2003.

"Through the years, we have slowly switched all bulls from Angus to Gelbvieh – Judd Ranch Gelbvieh," Bettels says. He has purchased at least one bull every year since 2002 other than a couple years when they didn't need to replace any bulls.

"I keep buying Judd Ranch bulls because of the work that the Judd family puts into combining genetics to create bulls with offspring that consistently perform... no matter what price range they fall in at the sale," he explains. "When I go to the sale, I always have my bull wish list, and then I have my back-up list, because my budget and needs don't always allow me to shop from the wish list."

The Bettels herd includes 750 cows – half spring calving and fall calving cows. The herd is Angus-based with a recent shift from black to Red Angus.

"A couple years ago I moved to AI breeding a large part of the herd," Bettels explains. "This has helped tighten the calving window and bring uniformity to my calf crop. I am using semen collected from Judd Ranch bulls that I have purchased over the last couple years."

Bettels says using Judd Ranch

bulls added at least 100 pounds to his weaning weights. "The Judd Ranch genetics continue to show up after weaning when I am backgrounding my calves," he explains. "I am able to add pounds efficiently with the Judd Ranch sired calves. Given the high cost of feed, that is really important."

Focused on trouble-free calving

In 2007, Bettels' calves averaged around 85 pounds at birth. "That worked great and with no issues," he says. "Having no calving issues was important as I was the one out there taking care of the cows during calving season while also doing my bank job.

"That said, as my responsibility at the bank increased, I was forced to hire farm managers to manage the day-to-day cattle operation. The first thing that some of the managers were concerned about was the birth weight — even though we were not having calving issues. It was a mindset/philosophy versus actual concern," he says.

He said knowing that he would not be the one out there taking care of the cattle during calving season, he gave in to pressure. "With that came the move to purchase bulls that had a lower birthweight EPD," he says. "That was a mistake. Our birth weights dropped to the 60-to-70-pound range on mature 1,100-to-1,250-pound cows. With the lower birth weight, we had about the same amount of calving issues — maybe two to four a year with the issue being limited to leg/head back or breech."

He says another thing they do to ensure a trouble-free calving season is check pelvic measurements of replacements. Anything with a pelvic measurement that would be of concern is culled before there can be an issue.

"So calving ease continued as it had previously but I watched my weaning weight start to decrease," he explains. "The calves still performed well before and after weaning but they weaned off smaller than in the past. I am now back to selecting bulls with a higher birthweight EPD. I want to get back to that 85-pound average birthweight.

"Right or wrong, in my mind, I was buying bulls whose birthweights were complimentary to smaller framed cows versus my

more moderate, and sometimes large, framed cows. Simply put, I didn't do a good job of pairing Judd Ranch genetics with my herd. All of this said, Judd Ranch bull buyers should not be concerned about calving issues but they need to evaluate their herd and pick the correct genetics that will help their herd excel."

Bulls that work

Through the years, Bettels has found that Judd Ranch bulls just work in his herd. One trait he has appreciated is docility. "Of all of the bulls that I have purchased from Judd Ranch over the years I cannot recall any bull that had a bad disposition," he says.

The only time when he has had to try other breeds or other suppliers is in emergency situations. "I have only tried other breeds when I ran into an emergency situation during breeding season and my bull battery was suddenly or unexpectedly thinner than I like," Bettels says. "I have tried Gelbvieh and Balancer bulls from other breeders in those situations in an attempt to keep breed consistency, but I could tell a difference in the calves. I have also utilized Sim-Angus in those situations. The 'emergency bulls' are replaced with Judd Ranch bulls at the next sale."

Bettels' calves are annually marketed through the sale ring. "My marketing goal is to have large, consistent groups of calves that are attractive to my buyers and

top the market," he adds. "I am also working on direct marketing with companies that have a growing online retail presence. They like the idea of consistent genetics that will perform well in the feedlot and provide a product that will meet the quality standards that their patrons demand."

Customer service

When you buy Judd genetics you get both outstanding genetics and amazing service. "Working with the Judd family and Roger is easy," he explains. "My choices of who I do business with are deliber-

ate. I do business with those who are honest, easy to work with and have a history of integrity. They check all the boxes."

Looking forward, Bettels says the big change taking place now is that he is retiring from banking and taking over the day-to-day management of the cattle operation. "I'm really looking forward to being more involved in continuing the genetic improvement and performance of the herd and expanding the herd over the next few years," he says. "Continuing that improvement and herd growth will include Judd Ranch genetics." ❖



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 105 calving ease/meat machine sons selling on March 4.



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



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



← →
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.
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**All photos used in
 the newsletter are
 Judd Ranch
 born and raised.**

Increase Profit, Reduce Management Issues Using Homozygous Polled Bulls

Judd Ranch is always striving to add more value to your next calf crop.

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."

**308 of the 324 bulls
selling on March 4 are
Homozygous Polled**

Data confirms the value of hornless cattle. University of Arkansas data shows 86% of that state's feeder cattle arrive to market hornless. The Arkansas data also showed a \$4 per cwt. increase for polled cattle, whereas data from Kansas showed a \$2.18 per cwt reduction for horned cattle.

In Missouri value-added sales, higher premiums are gained when dehorning requirements are met during preconditioning programs. This same research also shows that Missouri cattle producers receive higher premiums for polled versus dehorned cattle.

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



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. March 4th, ten purebred 1A Red Angus bulls sell with several tracing back to this phenomenal Red Angus cow family.

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



HOW TO PARTICIPATE ON

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CREATE AN ACCOUNT

Click "Register to Bid" on the top right corner of LiveAuctions.tv. Fill out the required information to bid online. Agree to the terms of service and finish with the "register" button.

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From the home page or the "all auctions" page, choose the sale you're interested in. Once selected, click the "request a buyer number" button. Verify your email address with the email verification link. To verify your mobile number, click "send token". Follow the steps to authorize your mobile device and click "submit".

3

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You will only have to complete the two-step verification process one time. After that, you will be able to immediately request a buyer number on any auction without verification. If you're a winning bidder, your lots will appear in your cart on the bottom of your screen. You will be contacted by the ranch or sale manager for your payment and shipping plans.

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*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.*



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
194 fall yearling bulls
averaged 37.3 cm at yearling

Puberty in heifers is a heritable trait — probably 30 to 40% 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 cir-

cumference 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, respec-

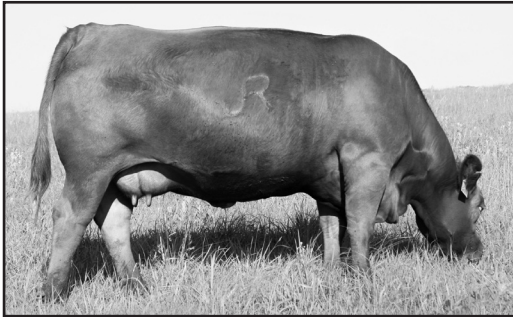
tively. Again, the negative correlation is favorable in this situation.

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.

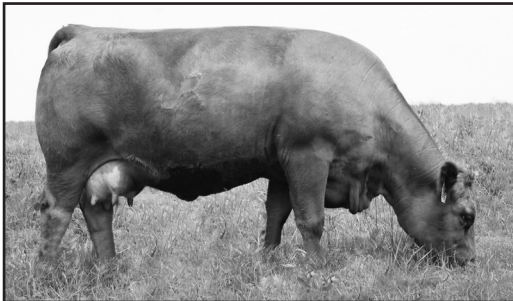
Editor's The 194 fall bulls selling in this year's sale averaged 37.3 cm on yearling scrotal. Industry average for bulls measured at one year of age should be at least 32 cm, and preferably 34 to 36 cm. Because the spring-born bulls will not be measured until January, their scrotal circumference average was not available at the printing of this publication. Each yearling bull's scrotal circumference measurement will be printed in the sale catalog. ❖

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



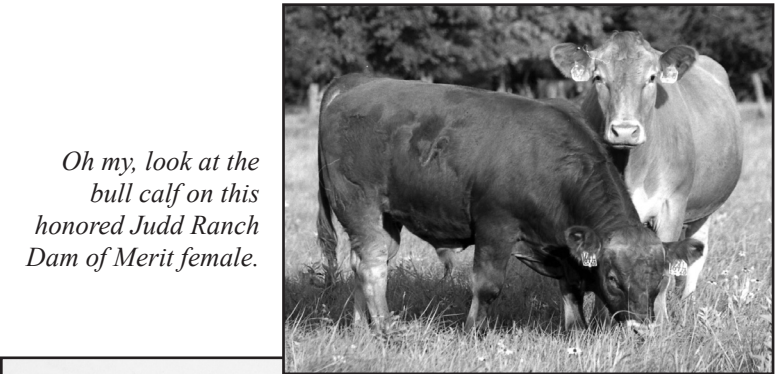
This many-time honored Judd Ranch Dam of Merit female JRI Ms Freedom 9M11, produced big ol' strapping calves for 15 plus years.

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



Teat and udder excellence is standard equipment at Judd Ranch.

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".



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



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.

Sale Catalog Request

____ Please send me a sale catalog for Judd Ranch's 45th Bull Sale, Saturday, March 4.

____ 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 3. 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 45th Gelbvieh, Balancer & Red Angus Bull Sale

Saturday, March 4, starting at Noon
at the ranch, Pomona, Kan. (1 hour southwest of Kansas City)

Sale Offering:

- 195 BLACK and POLLED bulls
- 308 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

324
Gelbvieh,
Balancer &
Red Angus
Bulls Sell

147
Purebred Gelbvieh
167
Balancers
10
Purebred
Red Angus

Bull Offering by Age

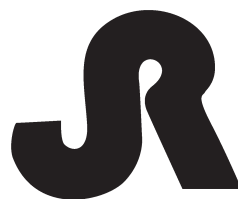
194 Fall-born,
17- to 19-month-olds

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

Ranch Consultant
Roger Gatz
Cattlemen's Connection

Call today for a sale catalog:

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Judd Ranch Inc.

Dave & Cindy Judd
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