

March, 1990



**FOUNDATION  
BEEFMASTER  
ASSOCIATION**

200 LIVESTOCK EXCHANGE BUILDING  
4701 MARION ST.  
DENVER, COLORADO 80216

# FOUNDATION FACTS

Volume XIX, No.3



## Lasater Honored in Cattlemen's Book

Tom Lasater of Matheson, Colorado has been acclaimed in a book, entitled *Courageous Cattlemen*, written by Dr. Robert C. de Baca of Huxley, Iowa. The book is a chronicle of the development of America's cattle breeding technology in the 20th century. It outlines the evolution of some of America's greatest herds. It has been described as a landmark history--a bible for cattle breeding of the future. Tom Lasater developed the Beefmaster breed of cattle during the past 59 years. The breed was officially recognized by USDA in 1954. Lasater's method for development of the breed is unique. He and Mother Nature did it together. He provided the evaluation, selections and matings and Mother Nature provided the environment. He never bucked nature, but he made his cattle excel within the environment. Tom Lasater describes a number of criteria that he has used to develop his breed. These are discussed in this new book and are of great interest to all who are interested in the future of the beef industry. The book is timely and timely. Customers vie for position in buying the book. The system has worked many years for Lasater. It is a chronicle of the beef cattle breeding history and portrays their development. The book includes the names of cattlemen such as Lasater in this history. The book is a must-read for all and former Executive of Beef Improvement Federation. *Courageous Cattlemen* is a refreshing and informative book that covers the scientific to the practical. The book is informative and living history. Owning and reading it is a must for all who are interested in the history of the beef industry. Friends of Lasater can order the book, *Courageous Cattlemen*, each for 3 or more) to *Courageous Cattlemen*, Box 17, Lott, TX 76656. Regular price after April 1 is \$49.95.

Ronald C. Ranly  
RANLY BEEFMASTERS  
Route 2, Box 17  
Lott, TX 76656

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# Editor's Memos

## FBA Member Letter

I can remember as a small boy growing up, my mother expounding on the virtues of the Christian. One virtue has continued to follow me through out my adult life, that of patience. One characteristic of man is the acquisition of possessions, whether it be materialism or knowledge. Man desires these things at an alarming rate. In his pursuit for these things he tends to proceed so rapidly he leaves behind well thought out plans for the end result. Ultimately, the end result often does not meet expectations. If we desire certain goals we need to exhaust all possible avenues to that goal. This exhaustive research can alleviate failure in the future and accomplish a more rewarding end result. We at FBA need to be cognizant of where we want to be and where we want to go with our Association and cattle. Once we have laid this foundation for advancement we can proceed. At the Convention in Little Rock, someone asked Dale Lasater what he thought FBA could benefit from. Dale spoke of a program of goal development. Any business or organization that aspires to growth does so with a well thought out program of goal development. I believe that FBA needs to establish this sort of goal oriented program. By establishing steps to goal attainment FBA, can measure growth and development now and in the future. As we proceed thru this program we can weed out the negative aspects that hinder our journey. Our philosophy and cattle coupled with a goal directed program will ultimately achieve a prosperous foothold in the marketing of our animals and our Association. It is my hope that our Directors can put together just this sort of program. With the implementation of such a program we can monitor our advancement and long term growth. But this program can not occur unless we have a mixing of ideas and opinions from the general membership. Active participation on the part of our membership will afford FBA a strong mixing of ideas to formulate a good solid program for future growth and advancement. So members, make your thoughts known to your Directors. Your ideas are worth hearing, They are what make our Association a viable entity now and in the future. I urge you to actively seek FBA growth and direction. This expression from membership is an avenue that our Directors have to regulate and monitor their decision-making.

Thanks for listening  
Ron Freeman

## Sympathy To.....

Richard Springs III's father passed away Feb. 17, 1990. We want to extend our condolences to Dick and his family.

Gene Perkins of Bruneau, Idaho held his annual spring Beefmaster Bull Sale Feb. 13, 1990 at his new sale facilities. There were buyers from six states and Mexico. 95% were repeat buyers. Sold were 107 coming two year bulls averaging \$1,764. and 46 fall bulls averaging \$1,195. Charlene Perkins & daughter served a delicious lunch. Gayle Evans, FBA President was in attendance & he reported the sale barn is one of the best he's seen. Our congratulations to Gene & family for representing the Beefmaster breed in such grand style.

## FBA Convention

The Nov. 8-11, 1990 convention will be headquartered at the La Mansion Hotel in San Antonio. A ranch tour of the Campbell's operation will be just one of the highlights. Our featured luncheon speakers will be Jimmy Owen, newly elected President of Texas & Southwest Cattle Raisers Assn.

Plans are in the works for a "UMPA" or Mariachi band to entertain us. Trolley's have been chartered to take spouses to three tourist spots. Exhibitors are signing up daily for our trade show. See enclosed flyer for more details PLAN TO COME.



Mary Wilkinson pictured in FBA booth at NCA Convention in Nashville, TN. Photo by Cattlemen's Communications

## Attention

The 1990 membership books have gone to the printer and will be mailed to all members on March 22nd.

**You Did Mail in Your Renewal Notice,  
Didn't You?**

**Foundation Facts articles deadline is the  
9th of each month..**



This is a copy of the check we received from Calf News Magazine, publisher of our FBA 1990 YEARBOOK. We received 5,000 yearbooks and this check. To me that seems like quite a "deal". All of you who advertised will each benefit by it being mailed and given out to nearly 5,000 interested cattlemen who specifically have asked for Beefmaster information. Your ad in this book will do you more good than any placed elsewhere. As you can see, it also benefits your association. You may also use your ad cost in the co-op program. Thanks to all advertisers who made the book a success.

Mary Wilkinson

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*[Signature]*  
Secretary

⑈001126⑈ ⑆107004527⑆ 0023472⑈

## New Beefmaster Members in February

**CATT BEEFMASTERS**

Herbert, Jeffrey & Tammy Catt  
920 Peach Orchard Rd.  
Floral, AR 72534  
(501) 345-2307  
Rendition: 14  
Prefix Name Change-Formerly Catt's  
Hilltop Beefmasters

**CEDAR COVE  
BEEFMASTERS**

Rodney Drinkard  
Rt. 3, Box 135A  
Hartselle, AL 35640  
(205) 773-4547  
Rendition: 29  
Reinstatement-Previously a member  
in 1987

**B K BEEFMASTER**

Boise Evans  
Kimball Evans, Rep.  
R.F.D., Box 431  
Lehi, UT 84043  
Rendition: 0  
Associate member

**J.E.T. BEEFMASTERS**

J. E. and T. Cattle Co.  
Jeff Christian  
Route 5, Box 538  
Springfield, MO 65803  
(417) 886-4173 Res.  
(417) 732-7211 Office  
Rendition: 9  
Origin: Charles A. Bird Jr.

**MERCER BEEFMASTERS**

Charlene Scott & Lucille Packard  
Route 1, Box E221  
Laneville, TX 75667  
(214) 863-5688  
Rendition: 14  
Origin: B.C. York

**STRYDOM CIRCLE S  
BEEFMASTERS**

C.J. Strydom  
Jacobs Ladder Farm  
P.O. Box 227  
Karoo, Zimbabwe  
164-627120  
Rendition: 5  
Origin: J. Zietsman

**C E FINCH BEEFMASTERS**

Charles E. Finch  
R.R. #2, P.O. Box 118  
Ottawa, KS 66067  
(913) 878-3765  
Rendition: 8  
Origin: Cotulla Beefmasters

**DAVIS CIRCLE D BEEFMASTERS**

Benson & Joyce Davis  
Rt. 1, Box 244G  
Winder, GA 30680  
(404) 725-2936  
Rendition: 2  
Origin: Peters Beefmasters

**J.R.'S BEEFMASTERS**

Jeff & Rory Still  
Route 1, Box 714  
Logan, AL 35098  
(205) 747-6286 or (205) 747-2449  
Rendition: 38  
Prefix Name Change-Formerly  
Dripping Springs Farm Beefmasters

**LONG L F BEEFMASTERS**

R.A. Long & J.E. Forbis  
Route 1, Box 171-L  
Decatur, TX 76234  
(817) 627-2000  
Rendition: 29  
Origin: Bonner 3B, Hix, Lasater  
Ranch, Klose

**QUARTER CIRCLE FIVE  
BEEFMASTERS**

Thomas G. Brooks  
1975 W. 5800 S.  
Wellsville, UT 84339  
(801) 245-3979  
Rendition: 17  
Origin: Gayle Evans

**WILSON RANCH BEEFMASTERS**

Mark Wilson Lyle & Karey Orth Lyle  
Route 1, Box 143  
Barry, TX 75102  
(214) 354-6748  
Rendition: 240  
Origin: Isa Cattle Co.

**FBA Windbreakers Available**

I would like to order the FBA blue nylon Dunbrooke big leaguer windbreaker. Please send me the total number of jackets indicated next to each size: (Adult) Small \_\_\_\_\_ Medium \_\_\_\_\_ Large \_\_\_\_\_ Ex-large \_\_\_\_\_

Enclosed is \$25.00 for each jacket (Children) Small (6-8) \_\_\_\_\_ Medium (10-12) \_\_\_\_\_ Large(14-16) \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_





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Rancho El Miragro  
Sabinas, Coahuila Mexico

Ed Morava  
Marsland, NE 69354

Rich Moore  
P.O. Box 663  
Red Bluff, CA 96080

Bill E. Britton  
42 Timber Lane  
Ronan, MT 59864

James Patrick  
Route 1  
Homer, GA 30547

Alberto E. Muzquiz  
Rancho La Rosita  
Muzquiz, Coahuila, Mexico

JG Four Ranch  
P.O. Box 813  
Angels Camp, CA 95222

John Rego  
13579 No. Devries Rd.  
Lodi, CA 95240

W & L Beefmasters  
P.O. Box 185  
Mirando City, TX 78369

Arturo Siller Berain  
Rancho Agua Linda  
San Juan de Sabinas  
Coahuila, Mexico

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Covington, GA 30209

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Ola, ID 83657

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Orlando, CA 95963

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Milano, TX 76556

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78582-4904

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Rafter J Lazy S  
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Comine, CA 96021

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Destrehan, LA 70047

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San Diego, TX 78382

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508 Rodgers  
San Diego, TX 78384

77 Cattle Co. (Sam DeSpain)  
P.O. Box 194  
Bruni, TX 78344

Jiggs Redding  
Rt. 1, Box 116  
McRae, AR 72102

James K. Cliburn  
Rt. 2, Box 613  
Silver Creek, MS 39663

M & M Cattle Co.  
1105 Hardman Ave.  
Napa, CA 94558

77 Ranch (Russell)  
Box 309  
Besio, LA 70515

M & M Cattle  
Box 18  
Liberty, TX 77575

Kitner Rispole Cattle  
3200 South Most Rd.  
Brownsville, TX 78361

Roldan Montalvo  
101 So. Smith St.  
Hebbronville, TX 78361

Ramiro Guerra  
205 E. San Benito St.  
Rio Grande City, TX 78582

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P.O. Box 25  
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Laredo, TX 78040

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## REPEAT OFFER

We have made a bulk purchase of "The Lasater Philosophy of Cattle Raising" in a hardback edition to accommodate the many inquiries we receive. If you want to order one and/or several to pass out to new buyers, please fill out this coupon and enclose \$8.00 for each copy to cover postage and handling.

Mail To: Foundation Beefmaster Association  
200 Livestock Exchange Building  
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NC -National Cattleman    ED - Educational    WFS -Western Farmer Stockman    ACB -Arkansas Cattle Business  
 PF -Progressive Farmer    FC - Florida Cattleman    WLJ -Western Livestock Journal    SS -Stock Show  
 CM -Cattleman    HPJ -High Plains Journal    TEL -Telephone    AC -Alabama Cattle  
 MM -Mail & Miscellaneous    IMD -Livestock Market Digest    BF -Beef    MBC -Missouri Beef Cattleman

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 P.O. Box Drawer 10  
 Florence, AL 35631

AC Ronald Nabors  
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 Sulligent, AL 35586

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 R & K Farm  
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 Haleyville, AL 35565

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 Valdez, Alaska 99686

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 Oakdale, CA 95361

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 Lamar, CO 81052

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 Russellville, KY 42276

PF John McGuire  
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 Bogalusa, LA 70427

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 Coushatta, LA 71019

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 Columbus, MS 39701

PF Raymond Marby  
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 Kosciusko, MS 39090

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 Missoula, MT 59807

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 Skager Rt., Box 4079A  
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MM Jason Kubik  
 Prague Public School  
 Box 98  
 Prague, NE 68050

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 301 W. St. Louis  
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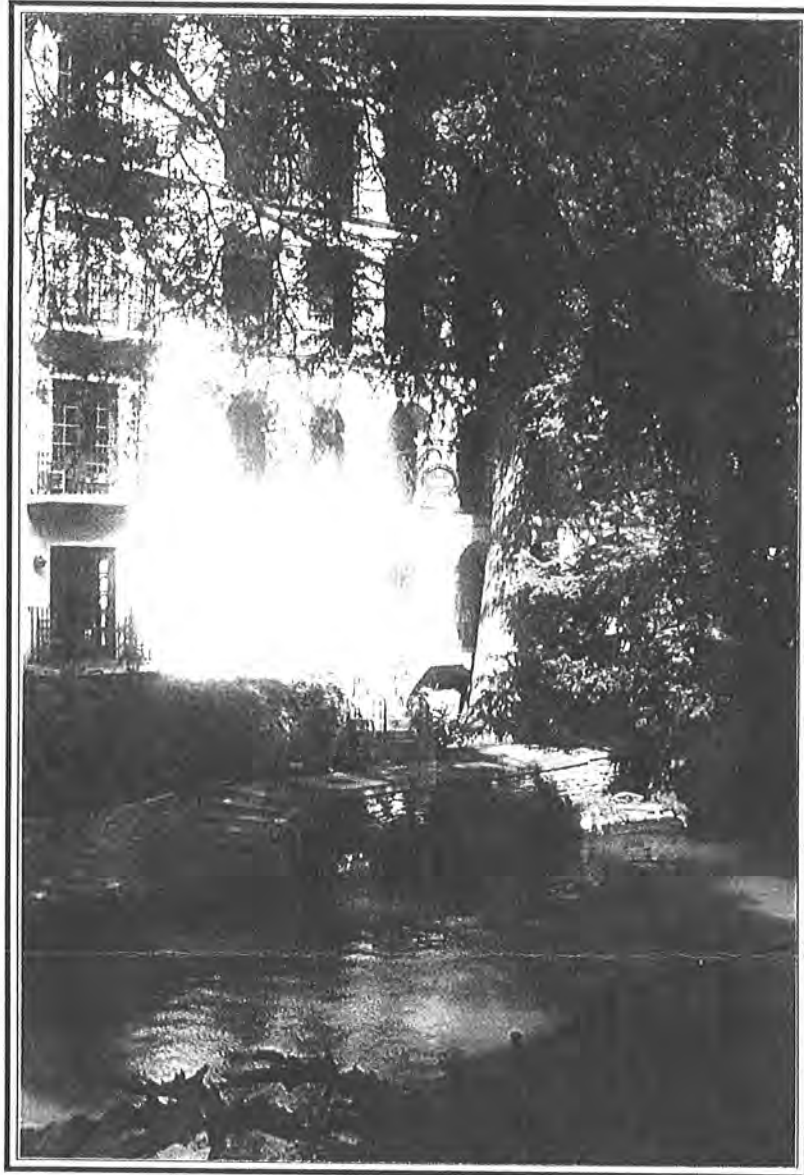


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| MM Nancy Morgan<br>3445 Popular Ave.<br>Suite 6, Box 200<br>Memphis, TN 38111       | TFS Emil L. Seidel<br>41 Royal Crest<br>New Braunfels, TX 78130           | TFS Newell G. Smith<br>P.O. Box 348<br>Kosse, TX 76653                |   |
| TEL <u>TEXAS</u><br>James A. Robertson, Jr.<br>HCR 34, Box 1114<br>Uvalde, TX 78801 | TFS Tim Bartel<br>Rt. 2, Box 264<br>Muenster, TX 76252                    | TFS Chris Williams<br>R.R. 1, Box 299<br>Lamesa, TX 79331             |   |
| TEL Tony Prisil<br>P.O. Box 147<br>Bailey, TX 75413                                 | PF Roy L. Stanely<br>7006 Miami Ave.<br>Lubbock, TX 79413                 | YBK Rickey Shaw<br>Box 354<br>Happy, TX 79042                         |   |
| TFS Ronny Kinabrew<br>Rt. 2, Box 2800<br>Athens, TX 75751                           | TFS Cynthia D. Alexander<br>12115 Los Cerdos Dr.<br>San Antonio, TX 78233 | NMS Buddy Bennett<br>P.O. Box 2.<br>Dell City, TX 79837               |   |
| TFS K. R. Langford<br>Rt. 3, Box 169<br>Ranger, TX 76470                            | CM Scott Peyton<br>2102 W. Loop 289 - #127<br>Lubbock, TX 79407           | MM Ed Garcia<br>P.O. Box 12789<br>Houston, TX 77217                   |   |
|   | PF Lee Raymos<br>P.O. Box 313<br>Jourdan, TX 78026                        | PF Lloyd C. Smith<br>Ivan Star Rt., Box 180<br>Breckenridge, TX 76024 |   |
|   | PF Joseph Richter<br>4206 Jarbet<br>San Antonio, TX 78220                 | TFS Tim Rangow<br>A & M Rt., Box 19-E<br>Cuero, TX 77954              |   |





*Come and be welcomed at the La Mansion del Rio Hotel. The very essence of San Antonio beckons you, for the lovely river walk, for business, for meetings.*

### Itinerary

Thursday Nov. 8, 1990 Will be devoted to committee & board meetings.

Friday Nov. 9, Will be taken up with a morning board meeting continued from the day before and the afternoon will be filled with seminar and spouse's tour.

Saturday Nov. 10, As usual the general membership meeting and election will be on Saturday.

Sunday Nov. 11, Morning we will ride buses to Walter & Joyce Campbell's for a ranch tour & lunch.

*We want you to attend.* Please mark your calendars & make plans to come and help conduct the business of the Association and share great fellowship.







### **The Alamo Shrine of Texas Liberty**

The present building is the old chapel of Mission San Antonio de Valero, founded in 1718 by the Franciscan padres. In 1836, during the war for Texas independence, the Alamo was the scene of one of the most heroic events in the history of our nation. All of the 189 defending Texas soldiers were killed here while being besieged by Mexican troops under the Mexican General Santa Anna. The now renowned battle cry, "Remember the Alamo," later carried the Texans to victory.

### **Itinerary**

November 8-11, 1990 will be the scene of one of the greatest FBA Conventions in history. We will meet for an annual board meeting, general membership meeting and election. We will have a trade show & seminar. Spouse's will be treated to an afternoon trolley ride & tour of the Alamo, El Mercado (Mexican Market), & King Williams homes district.





## Buyers' and

## Director's Message

### ARKANSAS

For Sale: 1 Deep Red Yearling Bull - Casey/Lasater Breeding  
1 16-month old Dun Bull - Casey/Lasater  
Tom & Pat Ward

### ILLINOIS

For Sale: 10 Open heifers to breed in the spring,  
Package deal with free lease bull for the breeding season. Will  
deliver for expenses.  
Freeman's Ranch Beefmasters  
Ron Freeman  
Route #1  
Jacksonville, IL 62650  
(217) 243-6693

### OKLAHOMA

For Sale: Polled Beefmaster heifers and bulls.  
Cotulla Beefmasters  
E.R. Cotulla  
Route 1, Box 100  
Hugo, OK 74743  
(405) 326-8151

Dear FBA Members,

First of all I would like to thank everyone for allowing me to serve on the Board of Directors. I may not get another chance to say what a pleasure it has been. I have learned a lot about the association and how it operates. There are a lot of things that go on that, as a member, we take for granted. These things take time and thought. We as an association are exceptionally fortunate to have a secretary like Mary. This association is unique in that it has participation from large and small breeders alike. There are no individual groups that run, or try to run, the association. I have talked to many breeders and it is generally thought that FBA is an association on the rise. We do not want everyone to be FBA members. We want members that have a true interest in Beefmaster cattle and the philosophy of Tom Lasater. This is the basis of the Foundation Beefmaster Association and we as breeders need to tell the story of FBA and its philosophy. As an individual I have to run from this philosophy, but at a later date came back and wondered why I ever doubted it. The six essentials are all it takes to have the best cattle for use as Beefmaster breeders or commercial breeders. Thank you for your help. I hope to see each and every one of you at a later date. If you are a member of FBA but not involved, I urge you to take part in your association. You won't know how great the people are in Foundation Beefmaster Association unless you get to know them. They are as good as the cattle they raise.

Roy Gene Britt  
Director

## STANDARDIZED SIGN

1. Sign outside measurements: 24" x 30"
2. Scale: 1 in. = 1 ft.
3. Background: PMS 342 (dark green)
4. Red is PMS Warm Red.

In recent months the office has received several requests from members asking for a standard Foundation Beefmaster Association ranch sign.

### After a great deal of research and putting the job out for Four Countries Want Fair Trade

Leaders of NCA, the Canadian Cattlemen's Association, the Cattle Council of Australia and the New Zealand Meat Producers Board gathered in Rotorua, New Zealand, in mid-February for producer-to-producer talks. Representatives of the four countries agreed to support the U.S. position taken at on-going GATT negotiations that aim to phase out all trade distorting practices. The countries agreed to oppose any GATT proposals that might lead to unfair trade practices, including export subsidies or production-related supports. The delegates also agreed unanimously to endorse a universal beef inspection program based on the current USDA system. NCA President John Lacey, who was accompanied by NCA Past President Bob Josserand and Foreign Trade Committee Chairman Jim Mullins, gave a report on the state of the U.S. beef industry and outlined NCA's efforts to improve the image of U.S. cattlemen. A cooperative, generic beef promotion program for world markets was also discussed.

As per the By Laws we are advising all members that the annual mid-year Board of Directors meeting will be held at the Denver Office May 4-5, 1990.

## 65 Bulls Sell April 7 La Esperanza and Flint Hills Beefmasters

This will be an attractive set of young  
bulls priced for the commercial cattleman  
and ready to work. Offering will include  
45 yearling bulls and 20 long yearling-  
bulls.

Call Dale Lasater  
719-541-BULL  
evenings: 719-495-3432



FOUNDATION  
BEEFMASTER  
ASSOCIATION



# Beefmas

## March Observations

Most of us are at some point in spring calving, seems some years all goes quite well and losses are very minimal. Other years it seems like much goes wrong. This is a good time to make some important decisions and mark cows that don't qualify for good mothers for a various number of reasons. Cows that lose calves are often in good condition in quite a short time and after calving is over it is a good opportunity to round them up and send them to market. If you keep them around thinking they will be "Fat in the fall" they often breed back and you yield to the temptation to keep them. The bottom line is the commercial cattle business for all of us and when a cow fails to wean a calf there is no way she will ever return enough pounds of calf to put her back in the profit margin, so the best time to bail out is as soon as possible. Slaughter cow prices are usually good in the spring when the supply is short, so its not all bad. First calf heifers, as we all know, bring about more problems than any other. Heifers that need assistance calving have bad genetics. Some females have bad milk and on occasion, what appears to be a healthy calf dies for no apparent reason. Possibly bad genetics. Sometimes we feel we have too great of an investment to cull a cow, but if she fails that's what should happen to her. We tend to rationalize that what happened wasn't really her fault so maybe we should give her another chance, remember her classmates didn't fail and if she remains on the ranch "she is out of step with her peers" (Tom Lasater). Bad genetics. So what's the answer- keep more heifer replacements so you can be tough without sacrificing numbers. Your future lies in the best genetics you have and they are found in the newest generation on the ranch. More often than not the best cows come from the more petite, feminine, middle-of-the road heifers so it behooves us keep a large number of replacements so we don't overlook our better females. If we are going to remain at the head of the pack we have to ruthless in our business.

Gayle Evans  
FBA President

## U.S. Beef Exports Record High

According to newly released Department of Commerce figures, the United States exported a record high \$1.42 billion worth of beef and veal in 1989-a \$300 million increase over 1988 export levels. Japan received about two-thirds of all U.S. beef exports in 1989. Total dollar value 1989 exports to Japan more than \$1 billion-an increase of \$172 million over 1988. Korea more than tripled the dollar value of its U.S. beef and veal imports, from \$26 million in 1988 to \$80 million in 1989. Canada received \$126 million worth of beef and veal in 1989, a 50% increase over 1988, while both Mexico and Taiwan doubled the value of their imports of U.S. beef and veal in 1989. U.S. exports of variety meats decreased by \$75 million in 1989, largely because of the EC directive banning imports of beef from cattle raised with growth promotants.



to use 7/8 bulls, horned and polled and things look worse still. Yes, I'm familiar with the argument that says a "my customers want polls so I'm gonna give 'em polls". You better give them what they need or not make a sale! The more professional cattlemen of the future will not even notice the price of dehorning calves, but they will certainly notice, and reject, unpredictable, low quality cattle. What I espouse is not a change of rules as much as it is a call to real breeder integrity. I call for our members to be BREEDERS with long range vision, not cattle-multipliers with only short term goals. I call for an attitude that says "what do I need to do to raise better, more predictable cattle", instead of the mind set that says "if its within the bylaws, it must be okay". Cattle BREEDING is a slow process. Lets not make mistakes now that will take a lifetime to correct.

Miles Wylie Albright  
Cull-Man Beefmasters  
Baileyton, AL





# Buyers' and Sellers Guide

## ARKANSAS

For Sale: 1 Deep Red Yearling Bull - Casey/Lasater Breeding  
16-month old Dun Bull - Casey/Lasater  
Tom & Pat Ward

## ILLINOIS

For Sale: 10 Open heifers to breed in the spring,  
Package deal with free lease bull for the breeding season. Will  
deliver for expenses.

### Freeman's Ranch Beefmasters

Ron Freeman  
Route #1  
Jacksonville, IL 62650  
(217) 243-6693

## OKLAHOMA

For Sale: Polled Beefmaster heifers and bulls.

### Cotulla Beefmasters

E.R. Cotulla  
Route 1, Box 100  
Hugo, OK 74743  
(405) 326-8151

## OREGON

For Sale: 24 head of bred females - will calve February/April.

### Kuykendall Beefmasters

Rt. 1, Box 131  
Richland, OR 97870  
(503) 893-6167 or  
(503) 893-6525

## TEXAS

For Sale: Four 16-month old bulls. Complete performance information  
available. One 6-year old herd sire - number 1 bull at the fall Isa Bull Sale.  
Progeny information Available.

### Frenzel Bros. Beefmasters

Gary & Terry Frenzel  
Rt. 4, Box 286  
Temple, TX 76501  
(817) 983-2901  
(817) 985-2411

For Sale: 1989 Open Heifers at the Ranch.

### Starr Beefmasters

Jerry Hicks  
Box 79  
Quail, TX 79251  
(806) 447-2601 (Ranch)  
(806) 381-9351 (Res.)

## STANDARDIZED SIGN

1. Sign outside measurements: 24" x 30"
2. Scale: 1 in. = 1 ft.
3. Background: PMS 342 (dark green)
4. Red is PMS Warm Red.

In recent months the office has received several requests from members asking for a standard Foundation Beefmaster Association ranch sign.

After a great deal of research and putting the job out for bids we have selected a company who will manufacture and ship a sign direct to our members.

In order to obtain this special low price we must place orders in lots of 25 at a time. The initial order would take two weeks for the master signs and one week to personalize them. If personalized orders are received individually, a one day turn around would be typical.

All signs would have three holes drilled across the top and three across the bottom for mounting. Signs will be made of 24 gauge steel with baked enameled paint. There can be no changes or different colors. The colors being used are those used by FBA in all advertising and logos.

If you would like to order a sign for your ranch please fill out the coupon below and send it with your check to the FBA office. Only member interest will keep this offer available.

I would like to order \_\_\_\_\_ metal FBA ranch signs at \$50.00 plus \$5.00 for shipping and handling.

Personalization to read as follows (please print or type):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail to: Foundation Beefmaster Association  
200 Livestock Exchange Building  
Denver, Colorado 80216

## NBC Response On The Way

After weeks of ignoring telephone calls and letters from NCA, its affiliates and angry cattlemen, NBC finally acknowledged industry outrage over the Jan. 9 Today Show segment attacking cattle grazing in the West. NBC Vice President Betty Hudson told NCA last week that NBC is working on a response to cattlemen's concerns. She explained that all letters and inquires were sent to the West Coast office during an upheaval in management at the Today Show, which coincidentally occurred only hours after the airing of the program. Hudson said that the cattlemen's complaints sat on someones desk for three weeks and that she and new Today Show Executive Producer Tom Capra discussed the situation last week during a management conference. Hudson said that NBC currently is retracing the circumstance of the incident so that the network can respond appropriately. Meanwhile, on the same day that Hudson spoke with NCA, one of the nation's most highly respected newspapers, the Wall Street Journal, ran a letter to the editor from NCA President John Lacey regarding the segment. The letter, headlined, "NBC Branded Us, Then High Tailed It," explained how NCA and the Arizona Cattlemen's Association fully cooperated with NBC during the production of the program only to have the network disregard the facts.

## Cholesterol Report Okays Beef

A recently-released National Cholesterol Education program (NCEP) report recommends six ounces a day of cooked, trimmed lean meat, poultry without the skin or fish. The NCEP coordinating committee met last week to review the report, which incorporates many changes submitted by NCA with regard to meat in the diet, while urging low-fat diets for everyone. The report notes the role of meat in supplying nutrients such as protein, iron and zinc. "Hamburger is not bad food," said NCEP spokesman Dr. Richard Carleton.





# CORRAL OF EVENTS

- March 31, 1990- Panhandle New Mexico Beefmaster Breeders Satellite Sale in Amarillo, TX. More details Gale Stafford (806) 347-2804
- April 7, 1990- Six L Bull Sale. 65 La Esperanza and Flint Hills Beefmaster Bulls. Matheson, Colorado. Call Dale Lasater (719) 541-BULL or evenings (719) 495-3432.
- April 14, 1990- Heart of America Annual Spring Beefmaster Sale. Sale will be held at Melton Sale Barn Mt. Vernon, MO 1:00 pm. Sat. Hoover Case, Auctioneer, Walter Triutt Sale Manager. Dinner followed by Membership business meeting Fri. the 13th at 7:00 pm. at the Lions Club in Freistatt, MO.
- April 21, 1990- Arkansas Beefmaster Breeders Annual Satellite Seminar, Mulberry, Arkansas. For details call Roy Gene Britt (501) 274-3202 .
- April 21, 1990- Intermountain Beefmaster Breeders Satellite Seminar at Evans Beefmasters, Enterprise, UT. For details call Gayle Evans (801) 878-2355
- April 28, 1990- Arkansas Beefmaster Breeders Satellite Spring Sale. More later.
- April 28, 1990- Panhandle New Mexico Beefmaster Breeders Satellite Seminar at Roy, N.M.. For details contact Charles DureeIII (505) 673-2241
- May 4-5, 1990- FBA Board Meeting, Denver, CO.
- May, 19, 1990- Southern Beefmaster Breeders Satellite Seminar at Falkville, AL. For details call Gerry Holmes (205) 482-4265
- June 2, 1990- Beef "On" Forage Test meeting will be held at Clifton Marek ranch at Lexington, TX. More details later.
- August 25, 1990- Southwest Beefmaster Breeders Satellite Annual Seminar at Tuba City, AZ. More details later.
- September 29, 1990- Border Beefmaster Breeders Satellite Seminar. More details later.

FOUNDATION BEEFMASTER ASSOCIATION  
200 LIVESTOCK EXCHANGE BUILDING  
DENVER, CO 80216  
TELEPHONE (303) 294-0847

BEEFMASTERS  
A PLAN FOR  
PROFIT



Ronald C. Ranly  
RANLY BEEFMASTERS  
Route 2, Box 17  
Lott, TX 76656

