



FEBRUARY 1991

FOUNDATION
BEEF MASTER
ASSOCIATION

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

FOUNDATION FACTS

Volume XX, No. 2

Another Year of Profits Expected in Cattle Business

The year 1991 looks like another pretty good year for the cattle business. Based on current indicators, the cattle industry in total should experience its fifth consecutive year of profitability, Cattle-Fax analysts said today.

Partly because of continued strong feeder cattle prices, cattle feeders are expected to see their margins narrow. Efficient cow-calf operators should have relatively good profits this year, the analysts said. Comments on the industry's profit outlook were presented at the annual Cattle-Fax outlook session at the 1991 convention of the National Cattlemen's Assn. Cattle-Fax is a cattle market information, analysis and research service.

The analysts identified and commented on 10 major factors that will affect industry profitability in 1991. Presenting the information were Topper Thorpe, general manager of Cattle-Fax; Tommy Beall, director of market research; Randy Blach, director of market analysis, and Tom Brink, research analyst. The presentation covered basic supply, demand and other factors.

On average, 1991 fed cattle prices are now expected to be up slightly from 1990 levels. Feeder cattle and calf prices will be steady to slightly higher. Costs, including feed costs, are expected to be stable.

Thorpe emphasized that the 1991 situation is by no means certain. Because of international problems and other factors, there currently is considerable uncertainty in the market.

The 10 factors which the analysts said would affect profitability are: Cattle numbers and beef supplies; "currentness" in fed cattle marketings; demand for beef; beef exports; weather; production costs; economic developments; financing; competing meat supplies; and new products and innovations.

New products and innovations. Among factors which can affect meat supplies and demand in 1991 are the development of low-fat ground beef; continuing criticism of beef for health reasons; producer and company efforts to move from a strictly commodity business to more of a branded product, value-added business; and increased emphasis on food safety.

Most cattle operators have made money most of the time during the past four years. Thorpe said that there should continue to be profit opportunities for operators in all segments of the business in 1991, although feeders, whose margins have narrowed recently, could see further tightening of margins in 1991.

Expansion of breeding herds is expected to remain slow, averaging only 1 to 1 1/2% per year during the next few years. This means that average per capita beef supplies will remain in the 68-70 lb. (retail weight) range. One factor limiting herd expansion has been a need to pay off previous debt. Another has been high cattle prices, causing producers to sell heifers for feeding rather than hold them for breeding. Poor pasture and range conditions in some areas have been a factor, too.

Thorpe said he expects fed cattle prices to be more volatile in 1991 than in 1990. During the past year, the spread between high and low Choice fed steer prices was approximately \$8, compared to a typical range of \$12-13 during a year. (There always is much more variation in prices within a year - because of seasonal and other changes in supply and demand - than there is in average prices between years.)



Editor's Mail

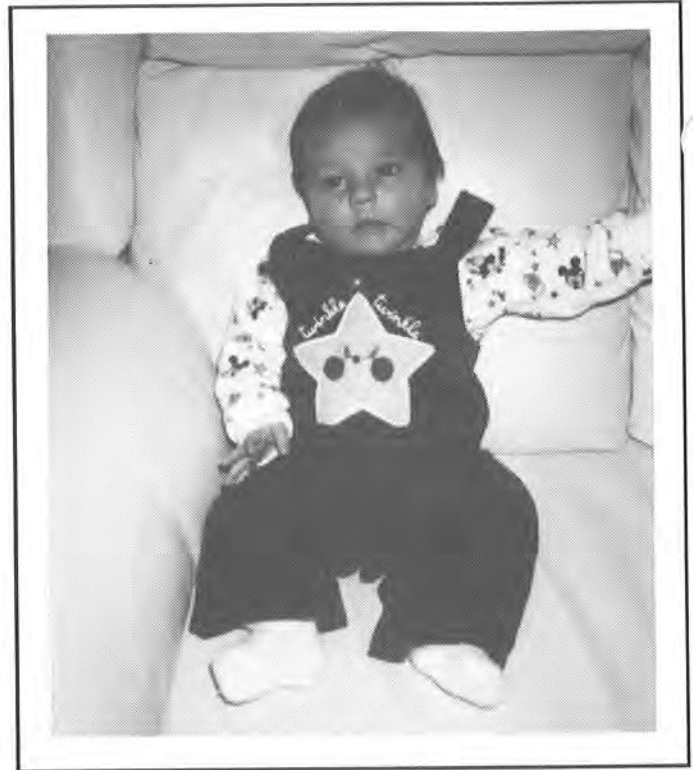
Dear Mary,

Here are two prepaid first transfers. Please send them directly to the new owners.

Beefmasters, and we, are definitely making inroads in Northern California. The pasture adjoining us on the east contains three red Beefmaster bulls, one of them a Del Capitan bull; across the street are three more, two of them from Del Capitan.

Hope you and everyone at FBA headquarters are well.

Sincerely,
Susan Nelson
Del Capitan Beefmasters



Pictured above is four week old Jordan D. Safrit future nominee for FBA Board of Directors. Jordan is the son of director Danny Safrit & wife Gina.



FBA President James Gowan, Mary Wilkinson, FBA Executive Secretary, and Shelby Phillips III, NCA Public Lands committee member & FBA member are pictured at the FBA Booth in Dallas at recent NCA convention.

Satellite News

Southern Bull-Test Update

Twenty-seven bulls on the Southern Beefmaster Breeders Bull Forage Test completed their third weigh period January 25. After 84 days the bulls had posted an average gain of 2.10 pounds per day with the top ten bulls averaging 2.79 pounds per day.

These bulls will sell April 13, 1991 in the South Mississippi Forage Test Sale at Tylertown, Mississippi. In addition to average daily gain on ryegrass the bulls will have additional information including: 205 day weights, weights per day of age, frame scores, pelvic area, rib-eye and back fat measures and scrotal circumferences. A complete health program and breeding soundness exams will be administered prior to the sale. For more information contact Frank Holmes, Test Manager, P.O. Box 372, Tylertown, MS 39667. Phone: 601-876-5204. Consignors: Cull-Man Beefmasters, Baileyton, AL; War Eagle Beefmasters, Opelika, AL; Hillview Beefmasters, Falkville, AL; JR's Beefmasters, Logan, AL; Hillsman Beefmasters, Watkinsville, GA; Wallace Beefmasters, Magnolia, MS; and North State Beefmasters, Concord, NC.

CTBB

The CTBB membership meeting was held February 2, 1991. Mark Hodges and Craig Tate were elected as new directors. Also, elected as new officers are Terry Frenzel, President; John Swearingen, Vice President; and Ron Ranly, Secretary/Treasurer.

Scheduled Saturday, June 1st is the Beef "On" Forage Field Day. A ranch tour is planned for later in June.

The 5th annual Beef "On" Forage Bull sale will be held on October 19, 1991 in Brenham, Texas.

Buyers' and Sellers' Guide

ARKANSAS

For Sale: Bulls - 10-18 months old.

RATTLER RIDGE BEEFMASTERS

Ray Howard
Rt. 75, Box 24
Concord, AR 72523
(501) 668-3004

For Sale: 4 Yearling Heifers, 4 Yearling Bulls, 3 Bred Heifers - Calve in May. Cattle for sale at all times.

ROCKY RIDGE BEEFMASTERS

Wade & Gisele Schultz
Rt. 4, Box 162
Booneville, AR 72927
(501) 675-4054

ARIZONA

For Sale: Now Available - 70 Bred two year old Heifers (Spring Calvers). 16 Pair Young Cows (Calves 2-4 months old). 18 Herd Bull Prospects (Coming two's). Plenty of Young Bulls (Yearlings and two's).

SNOWFLAKE BEEFMASTERS

HC 63, Box 5120
Snowflake, AZ 85937
(602) 536-7115

COLORADO

For Sale: Complete herd dispersal of Jarmon Beefmasters due to 3-year drought. Total of 36 head - cows, yearlings, calves and a herd bull. Call (303) 565-9409 days - (303) 562-4802 nights. The cattle are located in Cortez, CO.

TEXAS

For Sale: Yearling Bulls.

BASSETT BEEFMASTERS

P.O. Box 690
Alto, TX 75925
(409) 858-4076

New Beefmaster Owners

Anthony Thurmond
Rt. 1, Box 238A
Pisgah, AL 35765

Addie Cooper
Hobson Rt., Box 842
Chatom, AL 36518

John F. King & Sons, Inc.
Box 97E
Tucson, AZ 85702

Steve Bales Cattle Co.
Rt. 3, Box 107
Buckeye, AZ 85326

Elbert Dotson
Rt. 5, Box 249
Berryville, AR 72616

Terry Bailey
1223 N. Spruce Ave.
Berryville, AR 72616

Donald Joe Gary
Rt. 2
Berryville, AR 72616

Buck France
Rt. 2, Box 246
Pea Ridge, AR 72751

Marty & Mary Driscoll
P.O. Box 866
Greenwood, AR 72936

Lee Phillips
Box 140
Greeland, AR 72737

Allen Cleveland
309 Magnolia St.
Eatonton, GA 31024

Charles E. Roper
2489 Canton Hwy.
Cumming, GA 30130

John Henry Harris
Rt. 2
Gillsville, GA 30543

Jim Standly
3527 Pioneer
Emmett, ID 83617

Richard or Marvin Everding
Rural Rt.
Red Bud, IL 62278

Ed Isle
Rt. 2, Box 158
Chanute, KS 66720

Mike Conway
Rt. 2, Box 84
Bonne Terre MO 63628

Brad & Brian White
Rt. 2, Hwy 60 South
Perryville, MO 63775

Merle & Carolyn Stichnote
Rt. 1, Box 734
Steelville, MO 65565

Glen & Marlene Mullins
Rt. 2, Box 25A
Lancaster, MO 63548

Kenny Brewek
Rt. 2, Box 167
Spickard, MO 64679

Lester J. (Joe) Straughan
R.R. 4, Box 424
Farmington, MO 63640

Steve Maher
Etchart Ranches
Box 435
McDermitt, NV 89424

Carl L. Johnson
Tatum, NM 88267

Joe C. Chavez
Star Route, Box 355
Stanley, NM 87056

Curtis Doyal
1609 Dark Canyon Rd.
Carlsbad, NM 88220

J.D. Moore
Rt. 1, Box 345
Depew, OK 74028

Alton Ewer
1221 Smiling Hill Blvd.
Edmond, OK 73013

Brian Sampson
29 N. 129th E. Ave.
Tulsa, OK 74116

Matthew Howard
Rt. 1, Box 320
Harrogate, TN 37752

Mr. Hershel or Molly Holland
Rt. 3, Box 229-D1
Goliad, TX 77963

A.B. Ketterman
1918 S. 55th St.
Temple, TX 76501

Jesse R. Robertson
P.O. Box 949
Robert Lee, TX 76945

Ellen Steffek
Rt. 4, Box 381
Hallettsville, TX 77964

Martin Milhoan
Box 618
Lelia Lake, TX 79240

Wade Hathaway
Mobeetie, TX 79061

Jimmy Morgan
Quail, TX 79251

Bernardo Garcia
P.O. Box 72
Garciasville, TX 78547

Alberto A. Guerra
Rt. 1, Box 41-0
Rio Grande City, TX 78582

Ervin McCellon

319 Redbud St.
Gilmer, TX 75644

Mrs. D.W. Burkhead
Rt. 2, Box 216
DeKalb, TX 75559

Marty L. Griffith
13814 Pinerock
Houston, TX 77079

Rodney C. Lewis
Rt. 1, Box 41
Laneville, TX 75667

H & G Cattle Co.
Box 912
Bangs, TX 76823

Armando Galaz
Haribabi, Sonora, Mexico

Isa Cattle Company's

Spring Beefmaster Bull Sale

**200 PERFORMANCE-TESTED TWO-YEAR-OLD BULLS
200 TWO-YEAR-OLD BRED HEIFERS**

SATURDAY, FEBRUARY 23, 1991

Producers Livestock Auction
San Angelo, Texas
9:00 A.M.



Contact:
Laurie Lasater
915-949-3763

Please send me more information on the Isa Cattle Company Bull Sale, the Isa Program, and on NewBeef and how it can help me market my feeder steers.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
TELEPHONE NUMBER _____

Sale Headquarters
Holiday Inn
915-658-2828

Inquiries

AC	ALABAMA Delynn Sims Rt. 1, Box 432-B Guntersville, AL 35976	PF	Linda R. Pearson Route 2, Box 2493 Hoschton, GA 30548	NMS	J.H. Holmes R. 2, Box 343-A Siler, KY 40763	TELE	MISSOURI Arnold Dressler R.R. 4, Box 1252 Ava, MO 65608
PF	Roy Kimbrough RR #2, Box 655 Notasulga, AL 36866	PF	James M. Purcell Rt. 4, Box 504 Ball Ground, GA 30107	PF	Tim Ballard 1020 Caney Fork Rd. Bardstown, KY 40004	TEL	David Felkamp Rt. 2, Box 213 Canton, MO 63435
TELE	Rob Hale 2524 Poovey Rd. S.W. Decatur, AL 35603	SS	IDAHO Ken Adams P.O. Box 371 Rexburg, ID 83440	PF	Larry D. Martin 4300 Levec Road Mount Sterling, KY 40353	PF	Winston B. Sharp Rt. 3, Box 125 Willow Springs, MO 65793
TELE	ARIZONA Ralph Feller 5617 So. 107th Ave. Tolleson, AZ 85353	MM	Jenny Bateman Jerome Chapter Route 4 Jerome, ID 83338	PF	Harold Cravens Rt. 1, Box 267 Bethelridge, KY 42516	WFS	MONTANA Dallas Gaskill Box 46 Volborg, MT 59351
PF	ARKANSAS Dennis Smith Rt. 1, Box 72 Poplar Grove, AR 72374	DJ	ILLINOIS Michael D. Berk Rt. 1 Woodlawn, IL 62898	PF	Roy E. Adams R.R. 1, Box 291 Brodhead, KY 40409	WLJ	Steven B. Grotjohn 2411 Kootenai River Rd. Libby, MT 59923
TELE	Peggy Comer Rt. 3, Box 138 Huntsville, AR 72740	MM	Cyrus Keech Rt. 1, Box 245 Whitehall, IL 62092	PF	Donald E. Barlow 4120 Noble St. Zachary, LA 70791	DJ	Bob Rodewald 371 Wisconsin Ck, Rd. Sheridan, MT 59749
WLJ	CALIFORNIA Berry Cattle P.O. Box 175 Stevinson, CA 95374	MM	Art Lane Rt. 1, Box 221 Cave In Rock, IL 62919	PF	Patrick M. Jones, Sr. P.O. Box 7 Stonewall, LA 71078	WFS	Tom Cassidy Box 2 Circle, MT 59215
ED	Rob Thoresen 1400 Little Morro Creek Road Morro Bay, CA 93442	MM	Ted Hame Kampsville, IL 62053	PF	Lonnie D. O'Neal Rt. 1, Box 238 Shongaloo, LA 71072	BF	NEBRASKA Daniel Kessen RR2, Box 120 Oshkosh, NE 69154
CM	Romeo Hampton 232 South 54 St., Apt. 4 San Diego, CA 92114	MM	Daniel L. Bonk RR. 5, Box 312 Metamora, IL 61548	MM	Lloyd Powers 41442 Cannon Rd. Gonzales, LA 70737	WSF	NEW MEXICO Gene Cassidy 5508 Palomino NW Albuquerque, NM 87120
MM	Daniel Emry 1861 Dear Creek Rd. Central Valley, CA 96019	DJ	INDIANA Daniel A. Fischer HCR 68, Box 590 St. Meinrad, IN 47577	PF	James K. Glaser HC62, Box T-2 Torbert, LA 70781	WSF	Jerome A. Manuelito P.O. Box 1235 Gallup, NM 87305
TELE	COLORADO Bill Loring P.O. Box 147 Whitewater, CO 81527	ED	Attention: Eddie Blaschke Mooreville High School Agriculture Dept. 550 North Indiana Mooreville, IN 46148	PF	MARYLAND C.H. Wurzer 5 Willowbrook Ct. Potomac, MD 20854	WLJ	Ramiro Villanuera Box 294 Gila, NM 88038
SS	Wolf Cattle Co. Wayne E. Wolff 6805 Hwy 62 Ridgeway, CO 81432	MM	KANSAS BrokenTree Farm Bill Murphy Rt. 1, Box 203 Easton, KS 66020	DJ	MINNESOTA Jeff Hasskamp Rt. 3, Box 19 Aitkin, MN 56431	TELE	Carlos Cornay Folsom, NM 88419
WLJ	Hal Shaffer 3310 Harmony Ct Berthoud, CO 80513	PF	J.E. Cochran Rt. 2, Box 23 Caldwell, KS 67022	PF	Jerry Leon Garrison Rt. 2, Box 42A Newton, MS 39345	WLJ	Robert Sadoris Chico Rt. Box 87 Raton, NM 87740
DJ	Mary Carey P.O. Box 500 Lajunta, CO 81050	ED	KENTUCKY Robert T. Shown Ohio County High Hwy 231 South Hartford, KY 42347	PF	Larry Payne 500 Parker Dr. Clinton, MS 39056	PF	NORTH CAROLINA W.M. Dunham, Jr. Rt. 1, Box 188A White Oak, NC 28399
MM	FLORIDA William J. Whitney 3517 Lakewood Drive Tallahassee, FL 32311	PF	Stanley Porter R.R. 1 Owingsville, KY 40360	PF	Kenneth Newsome Rt. 1, Box 115 Newhebron, MS 39140	PF	Jim Woody 3544 K Farmington Dr. Greensboro, NC 27407
MM	GEORGIA Shaw Abney P.O. Box 607 Lafayette, GA 30728	PF	Billy Daniels Rt. 1, Box 201 Vaughan, MS 39179	PF	Dick Bevier Box 85 Beer Creek, NC 27304		

Inquiries

ED	OHIO Kenny Pichard 1129 Hoskins Dr. Willmington, OH 45177	SBP	Bill Bowker 7410 Bridle Dr. Nashville, TN 37221	PF	Richard Wood Ivan Star Rt., Box 76 Breckenridge, TX 76024	MM	WASHINGTON Julie Miller Route 2, Box 43B Colfax, WA 99111
MM	OKLAHOMA Stephen S. Miller 3144 S. 74th East Ave. Tulsa, OK 74145	PF	James W. Davis P.O. Box 132 Heiskell, TN 37754	PF	Clay Mamm Smith Rt. 2, Box 457-B Colorado City, TX 79512	MM	Rocky Robins HC 11, Box 28 Prescott, WA 99348
SS	Brad Bain Eastern Oklahoma State College P.O. Box 1111 Wilburton, OK 74578	PF	Sandy L. Abrams Rt. 1, Box 5 Lutts, TN 38471	CM	Landon Hawkins P.O. Box 211 Honey Grove, TX 75446	WLJ	Tim Kunka 109 University Trailer Court Pullman, WA 99163
SS	Jason Turner Eastern Oklahoma State College P.O. Box 1111 Wilburton, OK 74578	PF	Tim Chowning 302 Sage Rd. E. White House, TN 37188	PF	Johnny J. Maruna Rt. 4, Box 831 Temple, TX 76501	PF	WEST VIRGINIA Raymond H. Bragg Rt. 1, Box 183 Fayetteville, WV 25840
PF	Jeff Wiedemann Rt. 1, Box 104 Mustang, OK 73064	PF	Bobby E. Leffen Rt. 2, Box 196 Ten Mile, TN 37880	MM	Mark Winkler Rt. 2, Box 437 Lexington, TX 78947	PF	Cecil Tucker, Sr. Rt. 1, Box 959 Harper Ferry, WV 25425
PF	Jimmy Harris Rt. 5, Box 228 Weatherford, OK 73096	PF	James O. Blazer Rt. 5, Box 136 Athens, TN 37303	MM	Dorothy Poole Route 2, Box 45 Lone Oak, TX 75453	ED	WISCONSIN Kelly Segner 3722 E. Karstens Dr. #8 Madison, WI 53704
PF	C.L. Carlton Rt. 3, Box 148 Anadarko, OK 73005	TELE	Joe Beaty Rt. 2, Box 484 Jamestown, TN 38556	PF	Craig D. Wernecke 17823 Crestline Humble, TX 77396	BF	WYOMING Robert Boylar 564 Oak Creek Rd. Aladdin, WY 82710
PF	Dave Holford 11211 So. Delaware Tulsa, OK 74137	TELE	TEXAS Creative Education Video P.O. Box 65265 Lubbock, TX 79464-5265	TFS	Jerry C. Nance, D.C. 136 E. Mesquite St. Dublin, TX 76446	SS	Matt S. LeClair Rt. 1, Box 379 Riverton, WY 82501
CM	John W. Gardner Rt. 1, Box 156 Thackerville, OK 73459	TELE	Bill Gesick Rt. 1, Box 197 Seguin, TX 78155	TFS	Don Collins 1725 S. university Nacogdoches, TX 75961	DJ	McDonald Ranch 2454 Mona Road Aladdin, WY 82710
WFS	OREGON Flying "K" Ranch 22209 S. Springwater Rd. Estacada, OR 97023	TELE	Anthony Mihalsky 7320 Triple Elm North San Antonio, TX 78263	TFS	Tommy Lee Rt. 4, Box 8 Winnsboro, TX 75494	C-MEX	MEXICO Eliezer Munoz Rodvigo M. Quevedo #1914 Chiauahua, Chih., Mexico 31310
TELE	Luane Clymo Rt. 1, Box 189 Wallowa, OR 97885	MM	W.L. Griggs 1603 S. Stratton Decatur, TX 76234	TFS	Perry C. McRae Route 1, Box 79-2A Donie, TX 75838	BF	Ing. Jose Manuel Nunez Olivera Henry Ford #10, Parques Industriales Queretaro, Qro. 76000 Mexico
PF	SOUTH CAROLINA George B. Gann 350 Ridge Rd. Clover, SC 29710	SS	Panther Canyon Ranch Rt. 1, Box 232 Spur, TX 79370	TFS	Jack Kocurek Rt. 4, Box 282 Caldwell, TX 77836	MM	BOTSWANA Pelonomi Rachedi P.O. Box 700 Mahalapye Botswana Southern Africa
TELE	John E. Abney Rt. 1, Box 195 Johnston, SC 29822	PF	John P. Ballmann Rt. 2, Box 118 Riesel, TX 76682	TFS	Felix K. Johnson 10 Robinhood Cir. Dayton, TX 77535	MM	COLOMBIA SOUTH AMERICA Hatonuevo Carlos Severo Suarez, Sucesores Apartado 24843 Bogota, Colombia South America
DJ	SOUTH DAKOTA Lawrence Neuharth RR1, Box 16 Burke, SD 57523	ED	East Chambers Ag. Dept. P.O. Box 417 Winnie, TX 77665	TELE	UTAH Steve Elliott 11955 No. 10800 W. Tremonton, UT 84337	MM	
MM	TENNESSEE Wayne Alexander Route 2, Box 57 Readyville, TN 37149	ED	Taylor Wilcox P.O. Box 1780 Winnie, TX 77665	WFS	Steven Hullinger 55 S. 300 E. Box 354 Santaquin, UT 84655		
		MM	Stacey Wolnitzek 524 College Brenham, TX 77833	MM	Cliff Mitchell 1575 W. 1600 S Lewiston, UT 84320		
		TELE	James Rucker, Jr. Box 857 Proctor, TX 76468				
		TELE	Charlie Christoper P.O. 873 Hereford, TX 79045				

New Members

Math Cattle Co.
Tom Hulet
HUEY BEEFMASTERS
1957 U.S. Highway 50 South
Delta, CO 81416
303-874-4254
Rendition: 203
Origin: Lasater Ranch, Isa Cattle Co.

Joel M. Boss
BOSS BEEFMASTERS
56 Boss Rd. S.W.
Kingston, GA 30145
404-382-5744 (Res.)
404-387-8750 (Bus.)
Rendition: 28
Origin: Dr. William Smith

Steve Guerrant
MILLSTONE BEEFMASTERS
824 Prospect Ave.
Winnetka, IL 60093
708-446-0613
Rendition: 2
Origin: Perry & Lasater Ranch

COON-HOLLOW BEEFMASTERS
Arnold & Betty Droessler
RR. 4, Box 1252
Ava, MO 65608
417-683-5072
Rendition: 4
Origin: Buster & Crockett

Steve & Judy Freeman
WOODS FORK BEEFMASTERS
R.R. 2, Box 227
Hartville, MO 65667
417-741-7568
Rendition: 25
Origin: Ziler Beefmasters, &
Buster Beefmasters

ED MORAVA BEEFMASTERS
Ed or Lil Morava
HC 78, Box 24
Marsland, NE 69354
308-665-1126
Rendition: 33
Origin: Lasater Ranch, Conrad Kinnaman,
Delphin Terrell, and Heart Three
Beefmasters

SNOWCREEK RANCH
BEEFMASTERS
Rod or Lorri Coulter
Box 59, Snowcreek Ranch
Brusett, MT 59318
406-557-6240
Rendition: 59
Origin: Coulter Beefmasters

Howard Blair, Jr. & B. Wayne Blair
WHISPERING PINES BEEFMASTERS
Route 7
McMinnville, TN 37110
615-563-2564
Rendition: 10
Origin: C.H. Love & Helen Winn

WRIGHT-WAY BEEFMASTERS
Stanley D. & Brandon C. Wright
4755 West 5500 South
Hooper, UT 84315
801-825-4910
Rendition: 6
Origin: Sorensen Beefmasters

Retail Promotion Set For February

A checkoff-funded program that will help retailers sell more beef is set to begin in February. This winter point-of-purchase program, "Easy To Fix: The Skinniest Six," will provide retailers with materials and other marketing and promotional items that can be used as a tie-in with National Meat Month activities.

More than 27,000 stores are expected to participate in this marketing event which will promote the skinniest six cuts - round tip, top round, tenderloin, top loin, eye round and top sirloin. These skinniest six cuts all qualify for the "20/200" symbol, which means they can be cooked in 20 minutes or less and have fewer than 200 calories per 3-ounce, cooked serving.

Recent research indicates that convenience and nutrition are two of the most important beef purchasing factors to more than half of all beef buyers. This research indicates that consumers should respond positively to this new retail campaign.

This promotion is also supplemented by national print advertising and the third-round flight of beef checkoff-funded television advertising which will debut the new Jupiter, Fla., spot.

Retail promotion is a checkoff-funded promotion program managed on behalf of the beef industry by the Beef Industry Council of the Meat Board, a federation of 44 state beef councils that works to build demand for beef through programs of promotion, research and consumer information.

CORRAL OF EVENTS

- Feb. 23, 1991** ISA CATTLE CO. annual spring Beefmaster Bull Sale.
Producers Auction, San Angelo, TX. Contact Laurie Lasater (915) 949-3763.
- Feb. 23, 1991** Opening Day Wallace Beefmaster Bull Sale Season, Magnolia, MS.
Contact T.J. or Barry Wallace - 601-783-3105.
- March 23, 1991** Panhandle New Mexico Beefmaster Breeders will host their annual seminar at
Roaring Springs TX. For details contact Gale Stafford - 806-347-2804.
- April 6, 1991** Panhandle New Mexico Beefmaster Breeders will have their annual
spring Beefmaster sale at the Amarillo Livestock Auction Company.
For details contact O.C. Rampley - 806-847-2635.
- April 6, 1991** Annual Spring Bull Sale - La Esperanza Beefmasters, Butler Ranch
Beefmasters and Flint Hills Beefmasters. Lasater Ranch, Matheson, CO.
- April 13, 1991** HOA Annual Sale, Mt. Vernon, MO - details later.
- April 13, 1991** Southern Beefmaster Breeders Bull Sale, Tylertown, Mississippi
Contact Frank Holmes at (601) 876-5204
- April 20, 1991** ABB Seminar/Field Day at Harrison, Ark. - Contact Bill Ross - 501-423-6106.
- May 3 & 4, 1991** FBA Directors Mid-Year Meeting. Denver, CO
- June 1, 1991** Beef "On" Forage Field Day. For details contact Gary Frenzel 817-983-2901
Ranch tour is planned for later in June.
- June 8, 1991** Sierra Pacific Beefmaster Breeders seminar at Goose Valley Ranch, Burney, CA.
Contact Carson Scheller for details 805-344-5901.
- August 10, 1991** Southwest Beefmaster Breeders annual seminar will be held at Las Cruces, NM.
Contact Shelby Phillips, III for details at 505-546-6052.
- September 21, 1991** HOA annual seminar will be held at Roy Schoenbeck's Ranch in Bourbon, MO
Details later.
- October 19, 1991** 5th Annual Beef "On" Forage Bull Sale in Brenham, Texas.
For details contact Gary Frenzel 817-983-2901.

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

**BEEFMASTERS
A PLAN FOR
PROFIT**



RANLY BEEFMASTERS
Ronald C. & Lanette Ranley
Route 2, Box 17
Lott, TX 76656