

FEBRUARY 1993



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

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FOUNDATION FACTS

WE HAVE A STORY TO GET OUT

Along about 1968, a Texas rancher started casting about for a breed that would satisfy his wish to reduce pinkeye, cancer eye and calving problems. A friend told him about Foundation Beefmasters. He bought a couple of bulls, liked the calves and the switch was on.

The newly elected president of the Foundation Beefmaster Association, O.C. Rampley, has lived on the same ranch near Silverton, Tx. since he was three years

old. Rampley Beefmasters is located near the famous Palo Duro Canyon, in the flat caprock country of Texas southeast of Amarillo. "Wheat and cows" is how Rampley describes agriculture in his area ... the wheat being for grazing and baling, rather than grain.

A convert to Beefmasters in 1968, Rampley feels strongly about the breed and its basis.

"I don't think Tom Lasater, the founder of the Beefmaster breed, has gotten the recognition he deserves," Rampley said. "There are so many other breeds now carrying around a lot of Tom's ideas or coming around to many of his ideas.

"Part of that philosophy is simplicity ... getting down to the basics ... the things that count."

Rampley cited the advantages that Beefmaster cattle offer cattlemen.

"They are easy calving, extremely good milkers and there is no pinkeye or cancer eye. They pretty much take care of themselves — they are good rustlers. If there is anything out there to eat, they'll find out. They have a gentle temperament, too."

Rampley tells of a young couple who were out at his place looking at an 18-month-old bull. The bull came up and Rampley started scratching it. Pretty soon the young lady, who was a little scared and apprehensive about the whole deal, started scratching the bull. Her husband said to Rampley, as an aside, "Well, that bull's sold."

"We sell some bulls locally, but we are selling more in New Mexico than anywhere else. We have a pretty good market for our cattle there. I think New Mexico is new at getting into Beefmasters and we are a good source for them."

Rampley also sells bulls in Oklahoma, Arizona and Arkansas.

"Our best advertising is Beefmaster cattle. Get a bull into a community and people will see what they will do.



Faye and O.C. Rampley with their massive grandfather clock at the ranch near Silverton, Texas.

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WE HAVE A STORY TO GET OUT *(continued from page 1)*

to realize how much each breeder puts his stamp on his cattle, regardless of the breed." That's the reason Foundation Beefmasters are required to have their name as a prefix on every animal's certificate.

Rampley also said there is an excellent market for the Rampley heifers. He can sell them most any day. The problem is, there aren't very many of them to sell. He raises most of his own replacements, culls hard and then culls after the first calf. That takes a lot of heifers.

"Buyers are more discriminating on females today," Rampley said. "People are realizing how important females are. They have to concentrate on good females to get a good animal."



One of the herd bulls for Rampley Beefmasters.

Concerned About The Future

Rampley is concerned about the cattle industry in the future.

"Our big problems are the environmentalists and animal rights groups," he explained. "I hate to say environmentalists because we as cattlemen are environmentalists. I am frustrated with people trying to put us out of business, with no regard for jobs or people."

Rampley is also concerned with the movement to destroy private property rights, which are the basis for American freedoms.

"Too often, their attitude is totally selfish. They only want it their way. People talk about endangered species. My opinion is that endangered species are the rancher and the rancher's children."

Rampley is a former school superintendent and his wife, Faye, was a school teacher. Faye is very fond of Quarterhorses and their kids gave them colts for a Christmas present a few years ago. O.C. and Faye trained and broke them. The Rampleys do all of the cattle work themselves, and use the horses they broke to do it.

Meanwhile, O.C. and Faye are proud of the cattle they raise and the country they live in.

CATTELMEN GEAR UP TO TELL THEIR STORY

PHOENIX, AZ, Jan. 30, 1993—Cattlemen have one of the best stories to tell of any business in America and now they're ready to tell it, according to NCA Public Affairs Committee Chairman Pat Adrian of White River, SD.

During the NCA annual convention, Adrian announced a comprehensive industry communications campaign that will help cattlemen tell that story. "We're one of the best kept secrets in America. We're the biggest segment of American agriculture, representing nearly one-fourth of all farm marketings. Yet people don't know about us because we've been spending our time hard at work out in rural America, raising the beef they eat," said Adrian.

"So, through this campaign, we'll be letting consumer thought leaders and the general public know that American cattlemen are still out there; that we're family farmers and ranchers with a vested interest in protecting the environment and in responding to consumer demands. We still have many of the same traditions that Americans associate with cattlemen who settled the West (like hard work and independence), but we're now in every single state of the union and we've modernized our business practices as much as anyone."

Prior to developing the program, NCA conducted attitude research, which showed that the general public has very favorable attitudes about cattlemen.

Adrian says there are many "good news" stories about the cattle industry that haven't been heard yet, including the fact that cattlemen have been responsive to consumer demands for beef that is lean and a good value, and are responding on other issues, such as environmental stewardship and production of safe beef.

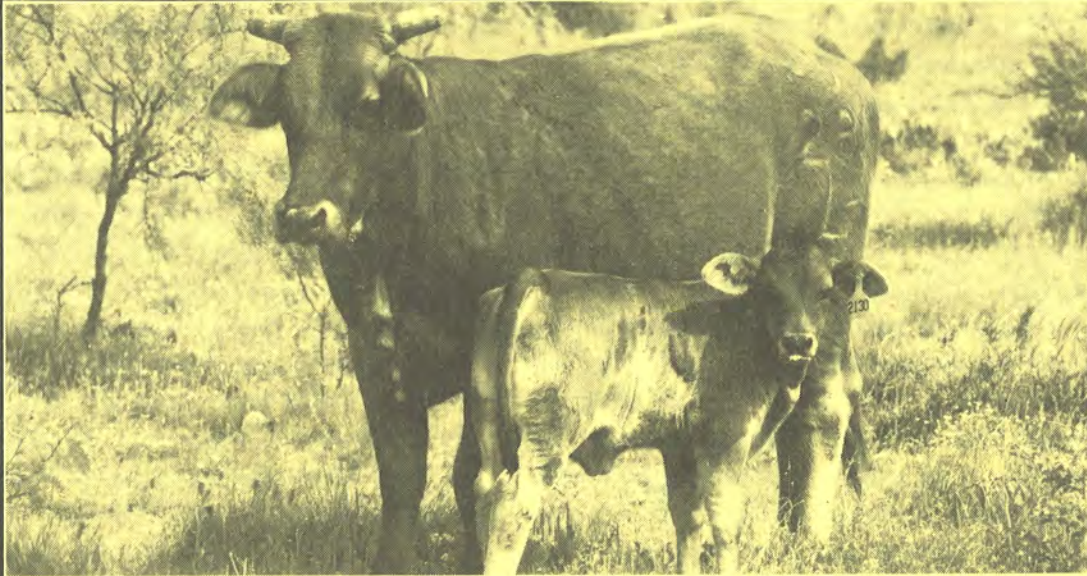
Adrian adds that most people don't know that the cattle business is a family business, made up of nearly one million families who are committed to doing a good job of producing beef for today's consumers. In fact, forty-two percent of U.S. cattle farms and ranches with more than 100 head of cattle have been in the same family for more than 50 years.

In the past two years, NCA's tracking of consumer news media coverage of cattle industry issues, in the top 130 newspapers in the country, has shown that news articles dealing with cattle production and the environment have accounted for the most serious misinformation about the cattle business.

Environmental activities to be highlighted during NCA's industry communications campaign include the NCA Environmental Stewardship Award and cattlemen's positive efforts in areas such as land use, water quality, wildlife habitat and beneficial management of renewable resources. The industry communications campaign will also communicate initiatives such as the industry-wide Beef Quality Assurance Program, the industry's War on Fat and cattlemen's use of Integrated Resource Management.

The industry communications campaign is part of the Industry Information program, which is a checkoff-funded program conducted under contract with the Beef Promotion and Research Board. NCA is the national spokesperson for the beef cattle industry. It represents 230,000 professional cattlemen, including members of 75 affiliated state cattle and national beef breed organizations.

Looking for cattle with consistency and predictability?



3-YEAR-OLD
COW with
SECOND CALF

by Watt Casey, Jr.

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Beefmasters. We've spent 100 years perfecting the superior beef breed.

*Our thirtieth bull sale, **FEBRUARY 27, 1993**, will feature 225 two-year-old performance-tested **BEEFMASTER** bulls. These bulls were developed on rugged West Texas country and will sire the kind of replacement heifers and feeder steers you're looking for. Free delivery on volume purchases.*

February Bull Sale
10:00 AM
February 27, 1993
Producers Auction
San Angelo, Texas

Laurie Lasater
P.O. Box 60327
San Angelo, TX 76906
(915) 949-3763
Sale Headquarters:
Holiday Inn (915) 658-2828

Se Habla Español

CATTLEMEN MUST MAINTAIN PROACTIVE STANCE

PHOENIX, ARIZ., Jan. 28, 1993—Jimme Wilson, retiring president of the National Cattlemen's Assn., today called on cattlemen to maintain a "proactive" approach in dealing with the environment and other public issues.

If the industry is to improve its image and be more successful in the public affairs arena as well as in the marketplace, cattlemen must take positive actions, not just react to criticism of beef and beef production practices, Wilson said.

Speaking at the opening general session of NCA's 1993 convention, Wilson observed, "We definitely are becoming more proactive. We are not just putting out fires. We still have our critics; we still run into public relations problems. But we have discredited our most severe critics, and we are gradually improving our image among thought leaders and consumers." In government affairs work, too, NCA is anticipating problems and opportunities and moving ahead in a more positive way than in the past.

Wilson had three specific suggestions for individual members attending the convention:

1. "Consider being a spokesman on environmental and other issues in your own community, in your own state," he said. "Become one of NCA's Myth Busters — a specially trained corps of grass roots spokespersons for the beef industry."
2. "Help increase NCA's clout in Washington. Be involved yourself, and also go out and sign up a new member. Our effectiveness on Capitol Hill relates directly to the involvement and strength of NCA and affiliate membership."
3. "Continue to be a good steward of the resources for which you are responsible. Work for improved quality in all aspects of your business — including management methods as well as beef products. Our image, our opportunity for profits, can be no better than our products, no better than the collective actions, or inactions, of industry members."

Wilson noted that the industry often is a target of radical environmentalists and government regulators because cattlemen own or manage more land than any other industry. Grazing land alone accounts for more than 40% of the 1.9 billion acres of land in the contiguous United States; it represents two thirds of the nation's agricultural land. Add crop and hay land controlled by cattle producers, and one sees that cattlemen are responsible for more than half the U. S. land area.

"That situation may be a problem in some respects,"

Wilson said. "But it's also a strength. When we get into debates about wildlife or water quality, let's remember that we represent more than half the land under debate. The cattle industry is a sleeping giant. If we are proactive, if we are united and speak with one voice, we can deal effectively with our challenging issues.

"We must truly be good stewards of our land resources, and then project an image of responsibility and strength. . . We can be proud of our conservation and management practices. We don't have to cave into the radical environmentalists. We must continue to do good things and then stand up and take credit for them."

Wilson listed several "proactive" NCA and industry projects which are improving cattlemen's performance and, at the same time, improving the industry's image. The programs include projects leading to beef with less excess fat, while maintaining palatability; beef quality and safety assurance programs, now in place in 41 states, covering virtually all of the fed beef supply; a new National Feedlot Quality Award program; the increasingly successful Environmental Stewardship Awards; and the continuing Cattle Businessman of the Year Award. "As the awards programs demonstrate," Wilson said, "the best public relations for the industry is doing good and then telling about it—not just responding to never-ending negative criticism from some of the activists."

Environment-related issues with which NCA will deal in Washington in the new Congress include reauthorization of the Endangered Species Act and the Water Quality Act. Wilson noted that NCA had assumed a leadership position on these issues. Poor example, NCA chairs two endangered species coalitions which involve a broad spectrum of groups, including timberland owners, tree farmers, miners, sawmill workers and fishermen, as well as agricultural groups.

"A bigger bureaucracy, still more restrictions on the private sector, won't provide real solutions to environmental problems," Wilson warned. "The most promise for Planet Earth lies in tapping the free enterprise system and extending individual property rights — principles which account for America's strength in producing food and also in protecting the environment. It is up to us in NCA to turn environmental challenges — challenges that sometimes are perceived as a negative — into a real positive. Again, let's be proactive, not just reactive."

WELCOME NEW MEMBERS

COLORADO

Max Wright
MAX WRIGHT BEEFMASTERS
 8019 W.C.R. 78
 Fort Collins, CO 80524
 303-686-2422
 Rendition: 9
 Origin: Conrad Kinnaman

NEW MEXICO

H & B BEEFMASTERS
 Herbert A. Jones
 Route 2
 Melrose, NM 88124
 505-372-6671
 Rendition: 5
 Origin: Danny Watts

TEXAS

WILGANOWSKI BEEFMASTERS
 David & Susan Wilganowski
 301 Krenek Tap Road #160
 College Station, TX 77840
 409-693-0159
 Rendition: 27
 Previously Schneider Sisters
 Beefmasters

UTAH

LOVIN U RANCH BEEFMASTERS
 Robert & Tenne Vanderwood
 P.O. Box 126
 Huntsville, UT 84317
 801-745-3604
 Rendition: 5
 Origin: Rob & Karen Straub

WEST VIRGINIA

James K. Egnor, II
EGNOR BEEFMASTERS
 921 Highland Terrace
 St. Albans WV 25177
 304-727-5502
 Rendition: 2
 Origin: Charles Hillsman

? Inquiries ?

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<p>ARIZONA ED Frank W. Adams c/o Travis Autrey Agriculture/Rodeo Cochise College Douglas AZ 85607</p>	<p>Tele COLORADO Stan Whinnary P.O. Box 866 Lake City CO 81235</p>	<p>BF KENTUCKY J. Thomas Ross, D.V.M. 3635 Perryville Road Danville KY 40422</p>	<p>PF Charles K. Shumate 275 SW 58 Hwy Centerview MO 64019</p>
<p>ED Curt Bertelsen Agriculture Teacher Flowing Wells FFA Chapter 3725 N. Flowing Wells Road Tucson AZ 85705</p>	<p>BF Carlos Pinzon 300 E. 77 Ave. #414 Denver CO 80203</p>	<p>BF Rick Wilson 160 Terr-Matt Rd. Columbia KY 42728</p>	<p>MM Alvin Kueger Rt. 1, Box 111 Truxton MO 63381</p>
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<p>WL Dale W. Sobek 42080 Osgood Rd. #5 Fremont CA 94539-5004</p>	<p>LMD Sherry Neufeld 23038 N. Kingsbury Ln. Middleton ID 83644</p>	<p>BF MINNESOTA Randy Tribitt Bar T Ranch Rt. 1, Box 7A Hillman MN 56338</p>	<p>ED MONTANA LeRoy Michal Stacey Route Volborg MT 59351</p>
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<p>NC - National Cattleman PF - Progressive Farmer CM - Cattleman MM - Mail & Miscellaneous ED - Educational TFS - Texas Farmer Stock</p>	<p>FC - Florida Cattleman AA - Agricultura De Las Americas LMD - Livestock Market Digest WFS - Western Farmer Stockman WLJ - Western Livestock Journal TEL - Telephone</p>	<p>BF - Beef YB - Year Book ACB - Arkansas Cattle Business SS - Stockshow AC - Alabama Cattleman MBC - Missouri Beef Cattleman</p>
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Buyers' and Sellers' Guide

CALIFORNIA

For Sale: 50 Long yearling bulls. Performance tested.

SCHELLER BEEFMASTERS

Carson E. Scheller
805-344-5901

KANSAS

Wanted: Would like to buy a few Beefmaster females, pairs or bred.

Bob Hill
Rt. 1, Box 91
Solomon, KS 67480
913-488-3415

MISSOURI

For Sale: 1992 Beefmaster bulls, weaning weights available. Also, 2-year olds, clean sheaths and acclimated for cold winters.

RS RANCH BEEFMASTERS

Roy & Tanya Schoenbeck
Rt. 1, Box 158
Bourbon, MS 65441
314-732-4590

NEW MEXICO:

For Sale: Yearling bulls, Autrey & Lasater bloodlines. \$900 - \$1000 each.

SHOCKEY BEEFMASTERS

Pete Shockey
Route 2, Box 532
Alamogordo, NM 88310
505-437-7630 or 434-2845

OKLAHOMA

For Sale: We have weaned our best bull crop ever. These bulls will work in any herd. Also a few good yearling bulls left. Bulls are located at the Waurika Ranch.

L.G. Hargis

Rt. 2, Box 226
Waurika, OK 73573
405-228-2540

David Hargis

601 No 18th St.
Frederick, OK 73542
405-335-2685

TEXAS

For Sale: I have a good selection of Beefmaster bulls for sale now. They are from 20 to 30 months old. All are from Watt Casey bulls. I have bangs free herd No. 6148.

Bunky Smith

Rt. 1, Box 79
Detroit, TX 75436
903-632-5760

WYOMING

For Sale: 25 open Beefmaster heifers for sale, yearling in April. Your choice out of 42 head.

Conrad Kinnaman

Laramie Cty. Rd. 156
Pine Bluffs, WY 82082
307-245-3508

CORRAL OF EVENTS

- February 27, 1993** Spring Beefmaster Bull Sale. Isa Cattle Company at Producers Auction, San Angelo, Texas. Contact Laurie Lasater at (915) 949-3763 for details.
- February 27, 1993** Opening Day Wallace Beefmasters Bull Sale. Magnolia Mississippi. Contact Barry Wallace 601-736-3357 nights
- February 27, 1993** Panhandle New Mexico Beefmaster Breeders Field Day at Canyon Texas (see page 3 for details)
- March 20, 1993** SWBB Field Day at Hurricane, Arizona. Details next month
- March 27, 1993** PNMBB Sale. Contact O.C. Rampley at 806-847-2635
- April 10, 1993** Southern Beefmaster Breeders Mississippi Forage Test Sale
For more information contact: Barry Wallace (601) 736-3557 (night) or Frank Holmes (Test Manager) (601) 876-5204
- April 17, 1993** Annual Bull Sale at the Lasater Ranch. For Details, call: Duke Phillips, Sale Manager (719) 541-BULL; home (719) 948-2289 or Dale Lasater (719) 495-3432.
- May 14-15, 1993** FBA Mid-Year Board Meeting, Denver, Colorado
- June 5, 1993** 6th Annual CTBB Field Day, Lexington, Texas. Contact Gary Frenzel (817) 983-2901
- June 26, 1993** Sierra Pacific Beefmaster Breeders Satellite will hold a field day at George P. Denny III's Goose Valley Ranch, Burney, CA. Contact: Carson Scheller at (805) 344-5901 or George Cominos (408) 678-2503
- June 12, 1993** SBB will hold Annual Field Day at Crescent J Ranch, St. Cloud Florida. Call Dr. William Broussard or the ranch at (407) 777-0088
- November 4, 5, 6, 1993** FBA Annual Convention. Red Lion Hotel, Colorado Springs, Colorado

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

**BEEFMASTER'S
A PLAN FOR
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