

JANUARY 1994



**FOUNDATION
BEEFMASTER
ASSOCIATION**

100 LIVESTOCK EXCHANGE BUILDING
4701 MARION STREET
DENVER, COLORADO 80216

Volume XXIII, No. 1

FOUNDATION FACTS

PRESIDENT'S MESSAGE

Happy New Year!

I would like to thank you for the opportunity and privilege to serve as your FBA President for 1994.

It appears there is some concern from some of our FBA members about the recent mailouts from BBU (Beefmaster Breeders Universal). They are trying to make you believe they are having great success in members of FBA and NBA joining BBU to have their cattle inspected. As membership chairman for 1993, I can assure you we had more members join FBA from BBU than we lost to them. They are now aware that we have the best Beefmaster people and Beefmaster genetics and they need us. As long as we stick to the six essentials, we sure don't need a college graduate to inspect our cattle for appearance only and tell us which ones are the best.

Since we changed our certificate and transfer structure in 1991, the number issued has increased over 300%. It is now very affordable to get certificates and transfer them on all animals sold. As always, you still do not have to certify all your animals, but we encourage you to do so before they are one year old. After one year of age, the certificate cost increases.

One of the long range plans for 1994 is to be included in the American Breeds Coalition. This coalition is a group that has joined forces to counter perceptions of "ear" cattle. This group met in San Antonio in August 1993. Next meeting date is set for April 22nd in Baton Rouge. I have requested information from their last meeting and will report to you when I have this information.

If you have newsworthy articles or questions, please get in touch with me or the office in Denver.

In closing, please remember Gerry's Hint:

*You are writing a gospel
A chapter each day
By the deeds that you do*

*By the words that you say;
Men read what you write
Whether faithless or true.
Say - what is the gospel
According to you?*

Others are observing us each day. Does our light flicker and fail, or do we shine as stars on someone's horizon?

Thanks,

Gerry Holmes, President

SOUTHERN BEEFMASTER BREEDERS FORAGE TEST UPDATE

22 of the 124 bulls being tested on the South Mississippi forage test are consigned by SBB members. Leading the Beefmaster group after the first 39 day weight period is Gowan 3/157 at 3.72 pounds per day. Also, ranked 5th overall in weight per day of age.

He was followed closely by Wallace #333 & War Eagle #9251 weighing in at 3.59 pounds per day of age.

Eight of the top 25 weight per day of age bulls were FBA bulls.

This is the strongest set of FBA bulls every consigned to the Mississippi forage test. Several potential herd sires are in this group and will sell in the Southern Mississippi Forage Test Sell on April 9, 1994 at Tylertown, Mississippi.

For more information call Frank Holmes at (601) 876-9204



Editor's Mail

The following letter was mailed to all BBU Directors:

I am a fourth generation rancher grounded in tradition, living by my principles and standing on my word. It was for these reasons I chose to become a member of the Foundation Beefmaster Association.

It is also for these reasons that I find it necessary to decline your offer of BBU membership.

I would find it impossible to belong to an organization whose governing body find it necessary to produce information other than the truth to promote the sale of their cattle.

I would find it also impossible to align myself with an organization whose members surgically alter their cattle so as to promote a fraudulent sale.

Your offer of membership and the avenue you chose to use disconcerts me. You and those that govern your organization are an insult to anyone with an ounce of integrity. You and those that are in agreement with you are the very core of the problems we face today.

YES SIR, THERE IS A DIFFERENCE!!!

There is a difference between RIGHT and WRONG, GOOD and BAD, FBA and BBU.

If there is ever to be one Beefmaster organization the foundation must be built upon HONESTY with the cornerstone being the Lasater philosophy. Any other platform is unacceptable, at least to this former FBA Director.

Signed,
Ron Freeman

SEEING IS BELIEVING

In 1966, on St. Patrick's Day, Walt and I arrived in Vernon County, in southwest Missouri, from Dawson County Texas, with all our worldly possessions and three children. We had come to make a new life for ourselves in the "Show Me" state. It looked like the promised land to us, for there was grass everywhere and the average rainfall was 42 inches.

We assumed the ranchers living in our community were wiser about the livestock industry as related to their climate, terrain, and markets than we might be, so we decided it would be best to remember "When in Rome . . ." **WRONG!!!** Now we know to do what you know is right, or do what you know is proven right, and it was time for us to

live up to the "Show Me" motto.

So after one fiasco of a calf crop, (because we tried to heed the warnings given by our neighbors about "eared-cattle" not doing well) we brought in some "eared-cattle". And the folks in southwest Missouri, and southeast Vernon county in particular, got a look at the first Beefmaster in the immediate area.

And – they raised their eyebrows, cleared their throats, and some of them even laughed outright when we proudly unloaded the first potload of cattle to show them the cows we bought from Texas and the bulls from Colorado and Oklahoma. But we knew we didn't want to take any more 300-400 pound black baldies to market. We decided we may have to take a lot of snide remarks about the size and shape and color of our Beefmasters, but we really had been embarrassed with the low weaning weights of the calves we sold that fall. With our heads held high and a pasture full of Beefmasters we thought we could fit into this community that held dearly to the tradition of "Show Me".

Then the first calves began arriving, and the sneers and guffaws from our neighbors were back. (At this time the community was really getting into the Charlois Cross Breeding Program in a big way.) We had to be polite and kind, but we did have to point out that our calves were all born alive, didn't pull a one, lost none of our heifers, and did not even know the name of the vet. A few took note but didn't show much interest in changing breeds. And the vet drove a new pick-up every year while the ranchers weren't trading nearly so often.

Well, it's twenty-eight years later now, and although we have learned the name of the vet, and we still have to "Show Me" a few neighbors, still, there are few pastures surrounding us that are not filled with Beefmasters or at least running Beefmaster bulls. I think the first thing that got the attention (after the original shock) was the small birth weights and the easy calving our cattle had, and the "Six Essentials" caught on.

With the calving season just beginning in our part of the world, we have some mighty appreciative neighbors. Now we can read in many of the livestock publications that the very things that the Lasater's themselves developed in the 30's and 40's in the cattle we brought to Missouri in the 60's, are proving still in the 90's, are the very things being touted as the thing for cattlemen to be doing to meet current consumer demands for better food, and also show bottom line profits for the cattleman himself.

So thanks Ed and Tom Lasater, for having the foresight to provide us the animal to meet that demand. And to all the other producers who have helped in providing us with the quality of cattle we need to survive and live in this community, hold our heads up high, and greet each other with a smile and a friendly handshake and share a few minutes conversation about the cattle business.

We are doing it with the animal the consumer wants . . . **NOW!!** One it won't take us years to develop. And even here in Missouri, they do know, because they really do believe what they see!! (eventually!!)

Barbara Truitt - FBA Director

BEEF OUTPUT TO RISE 3 PERCENT IN '94

Beef production is expected to increase by approximately 3 percent this year increasing from 23 billion pounds, carcass weight, in 1993 to 23.8 billion pounds in 1994, says Chuck Lambert, NCA Director of Economics. Production of competing meats, especially chicken, also will increase, says Tom Brink, director of market research for Cattle-Fax. Increases in meat supplies will keep pressure on meat and livestock prices.

Several years of profitability in the cow-calf business have brought herd expansion. During the past year, total cattle numbers rose 2 percent to approximately 102.7 billion pounds annually by 1996. "The cow herd is now the largest since 1985," Brink pointed out. "We expect further growth in the herd before production increases or cost increases hurt cattlemen's returns enough to halt expansion." Higher feed costs, along with bigger meat supplies, are likely to reduce feeders' returns, causing feeders to bid less for feeder cattle and calves. But, unless there is more adverse weather in 1994 – hurting pastures and grain production – herd expansion will continue.

WATCH FOR MORE BEEF ADS ON TV

You will soon see new and additional beef commercials on television. Two new commercials are being added Jan. 10 to the successful "Beef. It's What's For Dinner" campaign. These commercials, reflecting recent consumer research findings, will focus on kids and dinner and special occasions for celebrating, said Monica Eorgoff, director of advertising for the Beef Industry Council. "In both commercials," she said, "we try to relay to consumers that beef is the logical choice for these situations." Focus group sessions have shown that consumers like the current ads and that they get new ideas for beef meals from the ads. Surveys indicate that almost three-fourths of consumers are now aware of the beef ads and that most consumers now intend to eat beef more often than they did previously.

Beef will get an extra boost in February advertising. The industry will have 32 commercials on TV during coverage of the Winter Olympics, being held Feb. 12-27 in Norway. The Olympics broad cast in 1992 drew more than 184 million viewers—77 percent of Americans—and advertisers reported outstanding sales results.

FOOD SAFETY WILL BE HIGH IN NEWS

The beef industry can expect to see increased media attention to meat inspection and food safety in the next few months. Many media are preparing one-year-later stories about the E.coli O157:H7 outbreak in the Northwest last year. The stories also are expected to focus on USDA's newly released regulation requiring safe-handling labels on all meat and poultry products and on a USDA public service announcement that features a family who lost a child during last year's outbreak.

Television programs planning food safety and E. coli follow-up stories include: CBS This Morning, CBS's 48 Hours, CNN and ABC's Turning Point. State and local coverage is expected to follow these programs. NCA supports a meat-inspection system that ensures a safe and wholesome meat supply for the nation's consumers. NCA has submitted comments in support of the concept of the USDA safe-handling label. NCA will provide information and video footage on how the beef industry has dealt with food safety and inspection.

NCA COMMENTS ON HEDGE PROPOSAL

NCA submitted comments in support of an Internal Revenue Service (IRS) proposed rule clarifying tax treatment of hedging transactions often known as "legitimate hedges." The IRS proposal would treat such hedging transactions as ordinary business gains or losses, rather than as capital gains or losses.

NCA pointed out that risk management and the practice of hedging are a fundamental business practice for many cattle producers. The IRS's final rule on the issue should further clarify how the rule will apply to partial- or full-hedging transactions, how hedging transactions are identified, and the tax treatment of hedging transactions administered through cash accounting methods. "In the absence of such clarification, the uncertainty which troubles the use of modern risk reduction strategies will continue, and the long process of seeking guidance will not be complete," NCA said.

WELCOME NEW MEMBERS

ALABAMA

Dion Carroll
THE MASTER'S BEEFMASTERS
Dion Carroll
8230 Hwy 67 South
Joppa, AL 35087
205-796-6690
Origin: Miles Albright, Barry Wallace
& H. Garza

ARKANSAS

Merritt Beefmaster Farm
MERRITT BEEFMASTERS
Jimmie Merritt
162 Hwy 225 E
Greenbrier, RK 72058
501-679-2269
Rendition: 3
Origin: Howard Froud & Pauline
Johnston

CALIFORNIA

North Star Management Co.
NORTH STAR BEEFMASTERS
James & Laurine North,
General Partners
807 E. Alamar Ave.
Santa Barbara, CA 93105
805-682-7717
(Prefix change: previously Oakridge
Beefmasters)

Michael B. & Susan A. Toth
TOTH'S BEEFMASTERS
5902 Penfield Ave.
Woodland Hills, CA 91364
818-888-5902
(Prefix change: previously Toth's
Snobird Beefmasters)

MISSOURI

HIGH HOPES BEEFMASTERS
James K. & Re Ann Howe
Rt. 1, Box 195
Rockville, MO 64780
816-598-2633
Rendition: 3
Origin: 07 Ranch, Gene Bicknell

NEVADA

DIAMOND I BEEFMASTERS
Melvin & Ione Hughes
P.O. Box 152
Mesquite, NV 89024
702-346-5388
Rendition: 83
Reinstatement (Previously a member
in 1991)

Dana Weishaupt
KDK BEEFMASTERS
3775 Lawrence Lane
Fallon, NV 89406
702-423-2078
Rendition: 3
Origin: Karla Schwoerer

OREGON

BOB LAMB BEEFMASTERS
Bob & Jane Lamb
9735 SW McDonald
Tigard, OR 97224
503-639-7205
Rendition: 21
Origin: Dean Webster

TEXAS

BUCKMASTER BEEFMASTERS
R. W. Buckmaster
Rt. 2, Box 57-A
Holland, TX 76534-9802
817-947-0251
Rendition: 29
(Prefix change: previously
Buckmaster Brothers Beefmasters)

James W. & Bessie Garner, Sr.
GARNER BEEFMASTERS
Route 3, Box 2674
Hallettsville, TX 77964
512-798-3912
(Prefix change: previously LaVaca
Ranch Beefmasters)

Straub, Inc.
STRAUB, INC. BEEFMASTERS
Martin R. Straub, V.P.
P.O. Box 192
Stanton, TX 79782
Rendition: 9
905-756-3489
Origin: Bobby Straub

SAFE-HANDLING LABEL IS GOOD IDEA

NCA supports the concept of an instructional safe-handling label to "enlighten and remind consumers of the importance of following proper storage, handling and cooking procedures for all foods," NCA wrote in comments on a USDA proposal requiring safe-handling labels on meat and poultry products. NCA also supports inclusion of the statement, "This product was inspected for your safety," on the label; the use of point-of-purchase materials to further inform customers about the product; and the statement that "all food products may contain bacteria."

NCA urged USDA to extend implementation of the labeling program for whole-muscle meats until July 6, 1994. "NCA is concerned that the proposed 'cook thoroughly' label recommendation will lead to overcooking of most whole-muscle meat products, leading to consumer dissatisfaction," NCA wrote. The beef industry has organized a research project to determine the cooking methods that will kill harmful bacteria, such as *E. coli* 0157:H7, but the results will not be available before February, when USDA's labeling proposal is scheduled to go into effect.

100 BEEFMASTER BULLS



SALE

April 16, 1994

These bulls are fully guaranteed to perform. The herds they originate from are the product of strict selection solely for production traits.

If we want repeat bull customers, we have to hold our cows' feet closer to the fire than their counterparts in top commercial herds. This means we have to set demanding standards which keep the genetic pressure on and stand back and let nature and the selection process sort those which can't stand the heat.

SALE LOCATION
THE LASATER RANCH
Matheson, Colorado

For Details, Call:
DUKE PHILLIPS, Sale Manager
(719) 948-2289
Fax: (719) 541-2888

DALE LASATER (719) 541-BULL
The Lasater Ranch, Box 38, Matheson, CO 80830

Top Performance

for results you can count on...

Butler Ranch Beefmasters: Pueblo County, Colorado



Our management program combines the use of top performing bulls and a rigorous culling and selection process, carried out on native ranges. These bulls exhibit good muscling, clean underlines and gentle dispositions.

Results you can count on:

- Good doing cattle on native pastures that will perform well in the feedyard
- Fertile and aggressive bulls from multiple-sire herds
- Strong, active baby calves
- Outstanding replacement heifers: hardy, heavy milkers, good mothers



Sale Day: April 16, 1994

BEEFMASTER
"The Pedigree is in the Name"

Select females available.
Private treaty, inquire at sale time.



here's a lot of clamor in the industry about composite breeding. Beefmasters were born of a three-way cross back when cross-breeding was unheard of. And we've rigorously selected them for The Six Essentials for over sixty years. The result is a built-in heterosis with a stable, predictable gene pool.

Accept no imitations...

The Six Essentials

Disposition

Fertility

Weight

Conformation

Milk Production

Hardiness



Lasater Beefmaster Semen Bull 0563

BEEFMASTERS.

The Original Composite

Isa Cattle Co.'s
February Bull Sale
February 26, 1994
10:00 a.m.

Producers Auction
San Angelo, Texas
(915) 653-3371

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

On February 26, 1994, we will feature 200 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.

Please send a free cassette of Laurie Lasater's talk
"Matching Cattle to Range Environments" to:

Name _____

Address _____

Phone _____

Please return coupon to: Isa Cattle Co. • Box 60327 • San Angelo, TX 76906

EIGHT ITEMS SOME OF US HAVE FORGOTTEN

- 1) A cow is a scavenger, which converts grass to protein-rich, nutrient-dense beef. She can do this efficiently with a minimal supplement of protein and minerals and no grain. Our national cow herd is an important part of our dwindling industrial infrastructure and a vital element in the critical issue of watershed management.
- 2) A cow-man is anyone who correctly fits his cows to his environment, i.e., they breed young, and reproduce themselves regularly with minimal expense.
- 3) The environment and the task assigned to the cow determines ultimately the genetic finished weight on her steer progeny coming out of the feedlot.
- 4) It just so happens that beef cattle, which calve at 24 months over several generations under practical management, will produce steer progeny that genetically finish at the desired 1050-1250 weight, regardless of their environment of origin.
- 5) Cows that are required to be productive will put down enough back-fat to winter, calve and breed back under reasonable conditions. It just so happens that their steer progeny will, if fed a high-quality finishing ration starting at weaning, have just the right amount of intramuscular fat for tenderness and palatability.
- 6) Cattle selected for weight-for-age at weaning under practical conditions, will be heavy-weaning, heavy-milking, fertile, good-converting high-cutability cattle. Cattle selected for weight-for-age as yearlings improve more rapidly than those selected for weaning weight.
- 7) It is said that a heifer can have a calf weighing about 7% of her body-weight. If the average heifer weighs 950-1000 at calving, that means we need calves averaging 65-70 pounds at birth or less. A bull that cannot be bred to heifers should not be bred to cows.
- 8) A cow from any beef breed adapted to her environment for several generations, from a line of females that calve at 24 months, bred for 90 days or less to a bull of the same breed that has been performance-tested under practical conditions will produce steer calves at or above the 90th percentile industry-wide and an optimum heifer calf to keep or sell. It's really pretty simple!

Laurence M. Lasater
Isa Cattle Company

January 21, 1992

MEXICAN-CATTLE IDENTIFICATION SUPPORTED

NCA basically supports a USDA proposed rule that would require all cattle imported from Mexico to be individually identified with an officially recognized blue ear tag and to be accompanied by a certificate of inspection when being moved in interstate commerce. State veterinarians would be notified of Mexican-origin cattle being moved into their states. The proposed rule is aimed at curbing the high number of tuberculosis-infected cattle of Mexican origin. Mexican cattle moving directly to slaughter would be exempt from the certification requirement.

NCA requested an extension of the comment period on the proposal since logistical and economic problems need further consideration. NCA said in comments on the proposal, "Many NCA members background and feed Mexican cattle and recognize the role they play in commerce and the responsibility they have in helping to protect the health of the domestic cow herd and the integrity of the 'TB-free' status of their respective states." However, to be most effective, this regulation should be "accomplished in a producer-friendly and efficient manner, as stress-free as possible," NCA pointed out. USDA

has extended the comment period on the proposal to February 11, 1994.

NO HAZARDOUS RESIDUES IN BEEF

USDA's annual report on residue monitoring has confirmed that beef is virtually free of violative residues. The report, covering 1992 tests, showed no violative residues in fed-steer and heifer beef—which accounts for most of the beef supply—and very limited residues in meat from cows.

"We are confident that we are producing a safe product without hazardous residues," said Dr. Wes Bonner, Veribest, Texas, chairman, NCA's Animal Health and Inspection Committee. "USDA's 1993 monitoring report confirms that Americans need not be concerned about hormone, antibiotic, pesticide or other possible residue problems with beef." Bonner noted that the industry's Beef Quality Assurance Program, now being carried out by 41 state cattle organizations and NCA, is one reason for beef's outstanding safety record.

? INQUIRIES ?

ARIZONA									
NMS	Buddy & Chyrell Reich P.O. Box 68 Duncan, AZ 85534	MM	IDAHO Colby Aherin Genesee High School P.O. Box 98 Genesee, ID 83832	PF	John L. Redhage 1637 West Casco Rd. Leslie, MO 63056	PF	TENNESSEE Keith Shoemaker 435 Old Lebanon Dirt Rd. Hermittage, TN 37076	MM	John Street P>O. Box 103 Fries, VA 24330
CALIFORNIA				MR	Katie Shrout Rt. 2, Box 176C Rayville, MO 64084-9511			WYOMING	
CC	Ralph M. Chapman 31634 Blair Road Exeter, CA 93221	MM	ILLINOIS Mr. Ron Jackson RR 3, Box 5633A Vienna, IL 62995			MM	TEXAS Ronnie Martin 533 Larkin Abilene, TX 79605	MM	Sam Albright P.O. Box 3 Pavillion, WY 82523
MM	Mike Baker 2729 Pioneer Rd. Merced, CA 95340	MM	KANSAS Denis Buche c/o Gypsy Meadows Box 783 Arma, KS 66712	NMS	NEW MEXICO Jason Mike Rrijalra 800 Loma EnContanda Locorro, NM 87801	Tele	Deb Pool Rt. 1, Box 655 Wolsworth, TX 79382	MM	FOREIGN Karsten Lassen Schwansenberg 19 23454 Kosel German
Tele	FLORIDA Joe Braxton Rt. 4, Box 96 Westfield, FL 32464	CC	Brian L. Millearetta Rt. 2, Box 140 Pittsburgh, KS 66762	MM	OHIO Kerry Mason 415 S. Carlisle Ave. Cridersville, OH 45806	CM	Mr. John Samuelson P.O. Box 99 Thorndale, TX 76577	MM	Travis Bond PSC 1003 Box 27 NAS Keflavic, IC FPO AE 09728-0327
ED	Lance Stark 13127-018 Dorm 4D P.O. Box 600 F.P.C. Eglin A.F.B., FL 32545-7606	DJ	KENTUCKY Warren Barton 191 Maple Leaf Estates Leitchfield, KY 42754	Tele	OKLAHOMA Skip Brush P>O. Box 267 Strang, Oklahoma 74367	MM	Larry Young Rt. 5, Box 38 Alvin, TX 77511	MM	D.M. Kriedemann Shanwari Ranching (Pvt) Ltd. Murray Field and Mazuri Farms P.O. Box 151 Macheke, Zimbabwe
Tele	GEORGIA Lamar Chandler Rt. 1, Box 83 Comer, GA 30629	PF	Jimmy Shipley 615 1/2 South 6th St. Scottsville, KY 42164	ED	SOUTH DAKOTA Dr. Dough Zalesky Extension Beef Specialist Agricultural Research & Extension Center 801 San Francisco Street Rapid City, SD 57701-3097	BF	Alan S. Bias Box 90 Schuyler, VA 22969	PF	CC Kirkpatrick 2512 Lineman Ct. Virginia Beach, VA 23454
PF	Mrs. Loye McCranie Rt. 1 Rhine, GA 31077	Tele	MISSOURI Mr. Ankrom Rt. 3, Box 46 Middletown, MO 63359						
AA -	Agricultura De Las Americas	ED -	Education	MR -	Missouri Ruralists	TCB -	Tennessee Cattleman		
AC -	Alabama Cattleman	FC -	Florida Cattleman	NMS -	New Mexico Stockman	Tele -	Telephone		
ACB -	Arkansas Cattle Business	KS -	Kansas Cattleman	NCA -	Nat'l Cattleman Assn.	TFS -	Texas Farmer Stock		
BF -	Beef	LC -	Louisiana Cattleman	OC -	Oklahoma Cattleman	WFS -	Western Farmer Stockman		
CG -	Colorado Cattle Guard	LMD -	Livestock Market Digest	PF -	Progressive Farmer	WLJ -	Western Livestock Journal		
CM -	Mexican Cattleman	LN -	Livestock News	RM -	Ranch Magazine	WSF -	Wyoming Stockman Farmer		
CM -	The Cattleman	MBC -	Missouri Beef Cattle	RS -	Record Stockman	YB -	Yearbook		
CSC -	Cascade Cattlemen	MI -	Missouri Cattle Business	SGF -	Stockman Grass Farmer				
DJ -	Drovers Journal	MM -	Mail & Miscellaneous	SBP -	Southern Beef Producers				

BUYERS' AND SELLERS' GUIDE

ARIZONA - CALIFORNIA

For Sale: Long yearling bulls-all performance tested and 100% guaranteed. NCA discount available. 21 heifers and 50 spring bred FBA cows - all Lasater and Casey genetics.

SCHELLER BEEFMASTERS

Carson E. Scheller
P.O. Box 408
Los Alamos, CA 93440
805-344-5901

COLORADO

For Sale: Weaned heifers reds and brockle - big and fertile. \$560.00 per head. Lasater, Musser and Snowflake bloodlines. **Till 1/1/94**

CUNNINGHAM BEEFMASTERS

Harold Cunningham
Rt. 1, Box 113
Crawford, CO 81415
303-921-6241

For Sale: 9 coming two year old bulls and 8 yearlings.

HOTCHKISS BEEFMASTERS

Dick Hotchkiss
3377 J. 80 Road
Hotchkiss, CO 81419
303-872-3617

MISSOURI

For Sale: Weaning age bulls, select now. 18 to 20 month old bulls. 5 POLLED cows, start calving end of January, 2-5 year olds.

Roy & Tanya Schoenbeck

Rt. 1, Box 158
Bourbon, MO 65441
314-732-4590

MISSISSIPPI

For Sale: 20 Spring Calvers

Barry Wallace
WALLACE BEEFMASTERS
Route 4, Box 122
Magnolia, MS 39652
601-736-3551 (evenings)

NEW MEXICO

For Sale: Bankers to pay. Bull and heifer calves. Priced right. Neal Mortensen, Leon Autrey and Shockey bloodlines.

SHOCKEY BEEFMASTERS

Pete Shockey
148 Alamotero
Alamogordo, NM 88310
505-437-7630 (Evenings)

For Sale: Bred Females

Shelby Phillips, III

PHILLIPS BEEFMASTERS

P.O. Box 2089
Deming, NM 88031
505-546-6052

OKLAHOMA

For Sale: 19 bulls you need for commercial or purebred herd.

HARGIS AND DAVID HARGIS BEEFMASTERS

L.G. Hargis & David Hargis
Route 2, Box 226
Waurika, OK 73573
605-228-2540

TEXAS

For Sale: 20 service age bulls. \$1,000 to \$1,500 per bull. All sired by Casey bulls.

Bunky Smith

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

For Sale: 10-15 month old bulls, several herd sire prospects. Sired by Lasater 5367 ("Ole Yeller") Performance information available.

Gary or Terry Frenzel

FRENZEL BROTHERS BEEFMASTERS

Temple, TX 56501
Gary - 817-983-2901
Terry - 817-985-2411

Our sympathy and condolences go out to Gerald and Shirley Anderson. Gerald's mother Juanita Anderson passed away on December 20th. She was 86 years old.



accept the challenge

The cattle industry faces many challenges today and in the future. Your membership in the National Cattlemen's Association will help meet those challenges head on and protect your future in the cattle business. IVOME[®] (ivermectin) Pour-On for Cattle will help you meet the challenge of parasite control in your cattle herd. During February 1994, new members can "Accept The Challenge" to protect the cattle industry and receive a bottle of IVOME[®] Pour-On for Cattle.

● Join both your state and the National Cattlemen's Association (minimum of \$60 NCA dues), receive two 250 ml bottles of IVOME[®] Pour-On.

● Join NCA (minimum \$60), receive one 250 ml bottle of IVOME[®] Pour-On

● Members who recruit at least two new NCA members will receive one 250 ml bottle of IVOME[®] Pour-On.

● Recruit three or more new NCA members and receive an additional bottle.



Affiliate Competition

Help your state cattlemen's association win valuable prizes!

A grand prize valued at \$2000!

\$500 cash for the most new NCA members!

\$500 cash for the highest percentage increase in NCA members!

Top individual recruiter wins six (6) 1000 ml bottles of IVOME[®] (Ivermectin) Pour-On for Cattle!

Each of the prizes will be awarded in four different groups based on the size of your state association. Please call your state association or NCA for further details. The IVOME[®] Pour-On and prizes are all compliments of Merck AgVet, the exclusive sponsor of the "Accept The Challenge" program.

HURRY!! The IVOME[®] Pour-On offer expires on February 28, 1994.

Use the attached membership application to "Accept The Challenge" and join NCA or recruit a new member!

MEMBERSHIP APPLICATION

Please indicate your type(s) of operation(s): Cow/Calf Purebred
 Feeder Stocker Associate (*business — no cattle*)
 Supporting (*individuals with no cattle*) Student

NAME _____
 RANCH NAME _____
 ADDRESS _____
 TOWN _____ STATE _____
 ZIP _____ PHONE _____

Total Number of Cattle Owned or Managed _____
 ● Cow/Calf Operators add 20¢ per head + _____
 ● Feeder/Stocker Operators add 10¢ per head + _____
 NCA Base Membership Dues: + \$60* _____
TOTAL DUES = _____

Recruited by: _____

My Check is Enclosed Please Bill Me
 MasterCard/Visa
 Card Number _____
 Expiration Date _____
 Signature _____

Subscriptions: \$5.00 of your dues are for the monthly magazine *National Cattlemen*; \$30.00 of your dues are for the weekly newsletter *Beef Business Bulletin*.

A portion of NCA membership dues are tax deductible for most members as an ordinary and necessary business expense. However, charitable contributions or gifts to NCA are not tax deductible for federal income tax purposes.



National Cattlemen's Association
 P.O. Box 3469, Englewood, CO 80155
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CORRAL OF EVENTS

- January 15, 1994** Violeta Ranch - 33rd Annual Beefmaster Production Sale.
Contact Eduardo Garza (512) 527-3885
- February 26, 1994** Isa Cattle Co., Inc. Spring Bull Sale.
10:00 am Producers Auction - San Angelo, Texas
Contact: Laurie Lasater at (915) 949-3763
- March 5, 1994** Panhandle New Mexico Field Day - Las Vegas, New Mexico
Contact: Charlie Duree (505) 673-2241
- March 26, 1994** Annual PNM Beefmaster Sale at Amarillo, Texas
For details call O.C. Rampley at (806) 847-2635
- April 16, 1994** Annual Bull Sale (100 bulls) will be held at Lasater Ranch
Call Dale Lasater at (719) 541-BULL (See flyer in this months newsletter)
- April 25, 1994** ABB Booth at Green Forest Super Cow Clinic
Contact Roy Gene Britt (501) 274-3202
- May 13-14, 1994** FBA Board of Directors meet in Denver office.
- May 21** SPBB Annual Field Day to be held at Scheller Ranch at Los Alamos, California
Details available next month.
- September 13, 1994** Lasater Ranch - 10:00 am Bred Cow & Heifer selection
4:00 pm retired here sire auction
- September 14-15, 1994** Lasater Ranch - 8:00 am Yearling Bull Selection

FOUNDATION BEEFMASTER ASSOCIATION
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