



Dalebanks Digest

Spring 2018

Private Treaty Bulls Available March 5, 2018

For decades, many Dalebanks customers have looked forward to selecting their genetics from our private-treaty offering each spring. The balance of performance traits, maternal function and soundness make these bulls extremely valuable to customers' cowherds across the region.

This year, we will offer 80 yearling bulls. Each one will be vaccinated, fertility tested and grown on our high-forage development program to best prepare them for spring turnout. They have also had more than 20 phenotypic measurements PLUS genomic panels submitted for the most accurate EPDs possible. Although these measurements and tests take significant amounts of time, labor and money, we believe that it is our duty as seedstock providers to offer more than simply a bull with "numbers in boxes." Those genetic predictions need to be reliable and trustworthy, just like the folks who stand behind them.

The Dalebanks breeding and management program does not result in extreme weights or EPDs, but our customers tell us that it DOES result in honest, hard-working bulls that stay sound and get their jobs done without a lot of hassles.

These bulls will be individually priced based off of the current calf market. They will be sold on a first spoken-for, first-served basis. They may be picked up anytime following purchase, or developed free of charge at Dalebanks until April 1.

Price, pedigree and EPD information will be available on Saturday, March 3. Contact Matt today if you would like to receive information on these balanced-trait genetics for your herd.

2017 "Practical. Profitable. Genetics." Bull Sale Report



Cold, blustery conditions did not deter one of the largest crowds of buyers in Dalebanks' 113 year history from actively bidding at the *Practical. Profitable. Genetics.* Bull Sale on November 18, 2017.

127 bulls averaged \$6250. While several new buyers were able to add Dalebanks genetics to their cowherds, demand from customers familiar with the Dalebanks program set the tone for the rapid auction.

The six highest-selling bulls were each purchased by long-time customers from Kansas. Lot 16, Dalebanks Thunder 6106, was purchased by the Simon Ranch of Leon for \$14,500. Lot 2, Dalebanks Comrade 6045, was purchased by Matthew & Mark Anderson of Alma for \$11,000. And Hashknife Ranch purchased Lots 1, 6, 98 and 99, sons of EXAR Upshot and Bennett Southside A545, each for \$10,000.

As always, we are immensely grateful for the confidence our customers place in the Dalebanks program. We know you have many choices in bulls today, and we **THANK YOU** for choosing Dalebanks as your genetic partner.



Are They Buying a Steak or a Story?

Lessons from Fifth-graders, Rotarians and The Pioneer Woman

By Matt Perrier

The past few weeks have reminded me that WHY and HOW we raise beef may be nearly as valuable to our consumers as the actual beef itself. These reminders came in contrasting forms: Mrs. Burden's 5th Grade Class in Eureka, the Downtown Rotary Club in Wichita, KS, and Ree Drummond's speech to 6000 cattlemen in Phoenix, AZ.

I had the chance to address the first two groups about farming and ranching. While their age, education and annual income might have been diametrically opposed, the questions at the end of both speeches were not all that different. Both the fifth-graders and the Rotarians had immense interest in the tools, technologies and costs associated with food production and both wanted to know that those of us caring for the land and animals...well...cared.

While at the National Cattlemen's Beef Association Convention, I heard "The Pioneer Woman," Ree Drummond, share the story of her successful ventures in blogging, writing, network television and retailing. What was the secret to her success?

Pretty simple, really.

She told the story of what was happening on her family's ranch each day. She took a few pictures of her kids and animals, shared a few enjoyable—sometimes embarrassing—moments. And she captivated an entire world of city-slickers who didn't know that Pawhuska, OK--or the hard-working folks who live there--even existed.

Each time I visit with a person who is not involved in production agriculture, I am reminded that they are not just interested in the product that we're selling...they're interested in why and how we produce that product. They almost feel guilty that they are dependent on the hard work of family farmers and ranchers to produce food for them daily. And they just want to hear that we are still the ones doing it... not some robot or cold-hearted factory worker, as they have been led to believe by anti-meat activists and their biased viewpoints.

I realize that I have written similar articles in this newsletter before, but I don't think I can repeat it often enough. Consumers across the world are hungry for more than just a steak. They're hungry for the story that is behind it. And there is NO ONE who they would rather hear this story from than you, America's farmers and ranchers. Whether it is outside of church on Sunday, beside the meat case in your local grocery store, at a local civic group's monthly meeting or on social media outlets, I encourage each of you to share your story of the stewardship, determination and care that goes into each product you produce. You don't have to be a professional speaker...just tell your story.

If you need help, go to BEEF.org and check out the checkoff-funded Masters of Beef Advocacy program. They have a wealth of information...even a phone app that offers quick, simple answers to challenging consumer questions that often arise in dialogue with the public.

Thanks in advance for helping us make BEEF What's For Dinner ... as often as we can!

Diltz and Charlie Lindamood used a fun T-Shirt to help tell agriculture's story during the 2016 Day at the Ranch.



So, What Do You Do?

One of my favorite Baxter Black stories was from an airplane ride he took years ago. A cute young lady found herself in the seat beside Baxter, saw his cowboy garb, and asked, "Are you a rancher?" Bax puffed out his chest, and affirmed that he was. His seatmate then pondered, "What does a rancher really do?"

"Well," said Baxter proudly, "I get up at 5 each morning, put on a pot of coffee, watch the beautiful sunrise... *and then wait for [stuff] to go wrong!*"

All of us in agriculture can relate to Dr. Black's story. And while it can be all-too-descriptive of some days at Dalebanks, we would like to share what we see as our actual "duties" for you, our customers. Like each of you, our principle focus each day of the year is to care for the land and livestock. Whether it's breeding, feeding, calving, weaning, vaccinating, treating, fencing, servicing, planting, spraying, harvesting or just praying, we perform most of the same tasks that you all do in your farming and ranching businesses.

In addition, we submit information to the American Angus Association to maintain pedigree records required of registered seedstock. Perhaps more importantly, we collect immense amounts of phenotypic data—over 25 individual measurements and observations for each animal between birth and yearling time, to be exact—for submission to the AAA. In addition, we collect blood samples for DNA genomic evaluation, and these phenotypic and genotypic components are submitted for inclusion into each animal's EPDs. We then use all of this information—as well as evaluation for structural soundness—to select animals who meet our standards for seedstock. Those who fall short are fed and marketed through commercial channels.

In our family's opinion, these are the bare minimum requirements of a seedstock provider: accurate, robust recordkeeping and disciplined culling to maintain quality. Whether it is us selecting high quality replacement females and bulls for our customers; or you pinpointing the exact genetics that will add value to your operations, reliable EPDs and indexes are only as good as the data submitted. But beyond the basics, what do we Perriers "Do" as your genetics partner?

- We strive to be cattle breeders who balance the art and science of meshing genetic lines to synergistically produce cattle that are better than merely the average of their parents.
- We develop cattle to express their genetic variation without masking their flaws or causing performance issues later in life.
- We are service providers, interpreting genetic information for customers and providing management and marketing consultation when requested.

In today's specialized world, I hope that we—like the genetics we produce—offer a balance of ALL of these roles. It is my presumption that most of you do not want to spend a lot of time learning how EPDs work...you just want to know which genetics will best meet your specific needs. You don't want to collect dozens of measurements on every calf born...you just want the group to be profitable and improve over time.

Each of these characteristics of a genetic provider are important, but it is our belief that they are most useful when offered in balance with open communication with our customers and the entire beef community. This communication is a two-way street, so feel free to contact us anytime you wish to visit.

We value these conversations and look forward to each of them.

New Study Determines Key Beef Demand Determinants

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A new study conducted by ag economists at Kansas State University and Oklahoma State University shows consumers are less sensitive to retail beef prices than in the past, making quality factors like taste, convenience and freshness even more important in purchasing decisions. Results of the study, commissioned by the beef checkoff, were released January 31, 2018, at the Cattle Industry Convention in Phoenix.

K-State ag economist Glynn Tonsor said the research updated elasticity estimates, or how sensitive purchasing behavior is to prices. He and other economists said while price still matters, a 1% increase in price has a smaller impact on beef consumption than in the past.

In addition to price, study authors looked at other key determinants affecting beef demand in the long term. The list included beef quality, consumer incomes, beef's healthfulness image in the media and shifts in race composition of the U.S. population.

Based on the research, the economists made five key recommendations for beef industry leaders to consider in making decisions about how to invest checkoff dollars. The list included focusing on important beef quality issues to grow demand and making it a priority to regularly assess beef demand.



Bulls For Sale

Private Treaty Bull Offering Opens Monday, March 5, 2018

At the ranch, 3 ½ mi NW of Eureka

Selling 80 yearling bulls

Forage-developed, evaluated and ready for spring turnout on 12 to 15 cows or heifers.

Sired by: Composure, Uptown, Thunder, Comrade, Sure Fire, Hoover Dam, Payweight 1682, Niagara, War Party 402 and others.

This year's bull offering illustrates our family's 114-year commitment to *Practical. Profitable. Genetics.* produced to work for the commercial beef producer.

Contact Matt today to receive information on this select group of genetics!

Females For Sale

35 Yearling heifers

Ready to breed late this spring

15 Fall bred heifers

Calving Oct 2018

25 Fall bred cows

Calving Oct-Nov 2018

Contact Us Anytime!

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