

## Practical. Profitable. Genetics.

Recently, Dalebanks has had a bit of “work” done. Late last spring, our logo got a facelift, as did our website, social media pages and this newsletter. All of these were done to better communicate our goal of providing Practical, Profitable Genetics to the beef industry.

Last June, many of you attended our “Ranch Gathering.” It was a pleasure to see so many friends, neighbors and customers enjoy a beautiful afternoon and evening of learning and socializing in the Flint Hills. We were also pleased to have several articles written about the conversations held that day. Two of these articles are included in this newsletter.

Our great-grandfather (and founder of the Angus herd at Dalebanks in 1904), E.L. “Bert” Barrier, used to say that “We strive to produce an animal that profits its owner through its production.” Regardless if that owner is our family, your family, or the family who purchases your cattle or beef, we still strive to embody Mr. Barrier’s century-old mission statement.

It seems ironic that as we add technology to beef cattle selection with genomics, multi-trait indexes and more robust EPDs, the practicality—and sometimes profitability—of these cattle are often overlooked. *This is not the case at Dalebanks Angus.*

While we continue to implement the most current, reliable selection tools, we also recognize that it is not these cutting-edge tools that no-nonsense cattlemen truly desire; they want more profitable progeny produced by these genetics. And they don’t want to sacrifice practicality to get it.

So, yes we will continue to implement technologies like genomics, ultrasound and new genetic prediction tools, but we do not plan to replace fundamental practices like rigid culling for poor fertility, udders, structural soundness and docility. We will continue to focus on fault-free cattle that offer a balance of profit-driving traits to commonsense cattlemen across the nation.

## Bring on the Bulls – November 18, 2017

Once again, we are pleased to offer some of the top genetics in the beef industry on the Saturday prior to Thanksgiving. The 130 top-cut bulls that will sell were selected from nearly 250 bull calves born in the Dalebanks program in 2016.

As always, they are backed by generations of proven sires and have been selected for a balance of traits like calving ease, early growth, end product merit and docility. They have been developed on a forage-based ration that should result in sound, rugged bulls and will maintain their flesh and efficiently breed cows for years.

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.

We look forward to visiting with you prior to the sale. See you at the ranch on November 18!

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### DALEBANKS BULLS SHOULD:

*Stay home, stay sound, maintain their flesh and get cows bred.*

*Sire calves that come easily, grow rapidly to marketing time, & deliver quality beef to the consumer.*

*Leave fertile, functional moderate-sized replacement females that stay in the herd for years.*

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# Bonding Over Beef

By Raney Rapp

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## Dalebanks Angus Ranch Gathering builds community in the beef industry

Simultaneously progressive and traditional, conservative and radical, American beef producers are continuously striving to efficiently compete in an ever-changing market while protecting a centuries-old way of life.

To celebrate a ranching lifestyle, while planning for the future of American beef, Dalebanks Angus Ranch gathered friends, customers, neighbors and experts together at their ranch for a reunion-style celebration. The gathering featured ranch tours, a cattle-handling seminar and a panel of experts featuring Doc Talk TV show host Dr. Dan Thompson, cow-calf producer and AI specialist Tim Adams, and feedlot owner Shane Tiffany.

Dalebanks Ranch owner Matt Perrier found inspiration for the gathering in advice he often gives his children, urging them to “continuously improve”, whether it be as a handler of animals, a student, a sportsman, or in life.

“This collaboration notion is real,” Perrier said. “We get better, we help our neighbor get better, and we help our industry get better.”

The need for collaboration in the beef industry is directly related to beef’s ability to compete with other proteins, especially those utilizing vertical integration.

“For the last 20 years of my life, I have been told by my father and others who I consider mentors and forward thinkers in this business, that beef cannot afford to be a strict commodity,” Perrier said. “We cannot compete head to head with chickens and pigs.

“They are more efficient than us and they will out produce us. We have to be better than them and command a much higher price than them to stay viable.”

For Perrier, the key to competing with other protein sources without integration is collaboration and cooperation between U.S. beef producers which became a core concept in the panel discussion, with the diversity and uniqueness of American beef producers as an equally important concept.

*“This collaboration notion is real. We get better, we help our neighbors get better, and we help our industry get better.”*

“When I think about the U.S beef industry and the people that we represent on a day-to-day basis, there are 750,000 beef producers in the United States,” Thomson said. “It’s the greatest small business that there is in this country as far as I’m concerned, and that’s partly because of the versatility of our industry.”

While versatility of operation and versatility of product are both key components, Thomson said versatility of consumer is the U.S. beef industry’s most outstanding achievement.

“The No. 3 purchase by food stamps or SNAP coupons in grocery stores today is ground beef,” Dan Thomson said. “We serve the elite with middle meats, and we serve the people who live in poverty in this country with ground beef. The cow serves all of them, equally.”

Thompson was also quick to address the concept of cooperation as a distinctly different idea from either consolidation or a lack of competition.

“When we think about global competition, there’s no one that can touch the United States of America for the wholesomeness, the nutrition and the quality of the beef product we produce,” Thompson said.

For Thompson, traceability is one key aspect of helping top notch American beef producers distinguish their products and receive the most value possible. Panelists Tim Adams and Shane Tiffany reinforced the idea of traceability as a key concept by speaking to the value-added benefits of source-verified and genetically tested cattle.

Adams and Tiffany also spoke about their experiences as young cattlemen trying to build their businesses from the ground up. Both encouraged older producers to collaborate with young producers in order to keep both traditions and new ideas flowing throughout the industry.

The Dalebanks gathering itself was a picture of the kind of community it endeavored to perpetuate, with families of all ages and producers from all sectors coming together to share experiences. Matt Perrier encouraged his guests to use the gathering as a jumping off point for new ideas and strategies in the future.

“Creativity is part of this,” Perrier said. “We need to begin not just doing things because our fathers and grandfathers did them, but really being willing to learn valuable tools from neighbors.

## Retaining Ownership, Data and Profits

By Wyatt Bechtel

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Each operation is different, and each marketing year is different. Retaining ownership of your calves through the finishing phase can be risky, but it also offers rewards for producers who know their genetics' value and have a firm grasp on a marketing plan. An important factor in developing a successful retained ownership program is to find a feedlot that will partner in marketing calves and sharing data.

In 1991, Tim Adams purchased his first bull from Dalebanks to breed his herd of 20 cows on his ranch near Wakefield, KS. Through the years Adams has increased his herd to 380 cows and uses AI to improve his program. Adams knew he was investing in good genetics, but wasn't seeing the prices he thought his cattle were worth. With some encouragement, Adams began sending his cattle to a feedlot. "If you truly want to get what they are worth and know what you've got, then you need to feed your own calves," Adams says.

In addition to running his own cows, Adams breeds a lot of cattle through his custom AI business. "Tim is as collaborative a person as I know," Perrier says. "He goes out of his way to make sure his neighbors, friends and family members have all of the information available to make good decisions in their cow herds." Many of Adams' AI customers are retaining ownership on their cattle and are getting back carcass and feedlot performance data to aid in breeding decisions down the road. "They've been able to make better decisions on what to breed their cattle to the next spring or fall," Adams says.

Adams feeds the majority of his calves through Tiffany Cattle Co. near Herington, Kan. Since 2007, Shane Tiffany and his brother, Shawn, have owned and operated the 19,000-head custom feedlot. "We've been so fortunate that we're 100% customer owned cattle. We don't own any of them ourselves. We get to feed some of the best cattle in the country," Shane Tiffany says. They started out with eight customers, and have grown to 180 customers in the past 10 years. The added customer base helped fuel the brothers' decision to purchase McPherson County Feeders, 70 miles to the west, this summer. With the new feedlot, the capacity will jump to 32,000 head and the plan is to continue building on what they started. "We work really hard in our company, we want to be known as the guys who can take above average cattle and generate above average prices," Tiffany says. For four consecutive years customers have averaged more than 90% Choice at their original feedlot. "If you are the type of producer who has invested in some high power genetics, you've got to figure out what you've got," Tiffany says.

One of their customers had a set of Angus-cross calves grading 80% Choice on the heifers and 84% Choice on the steers. The customer made the decision to change his genetics program by breeding with a terminal-cross sire in hopes of capturing more growth. After two years, the heifers had dropped to 69% Choice and steers were grading 75% Choice.

Tiffany consulted with his customer who decided to breed with Dalebanks Angus bulls the next season. The change paid off with the heifers grading better than ever at 90% Choice and steers hitting 99% Choice. It also paid off in improved feedlot performance.

Tiffany's customer switched sires to get growth, "but at the same point in time the heifers gained 3.2 lb. per day—this year they gained 3.65 lb. per day. The steers went from gaining 3.8 lb. per day to 4.1 lb. per day," Tiffany says. "We would have never known that if all we did was take them to the sale barn."

Adams had a similar experience the past three years after changing to a crossbreeding program on his predominately Angus cows. "I was above what Shane was saying, for many years I was in the high 90s for percent Choice," he says. By crossbreeding with a different sire, Adams immediately "chopped off 13%" of his percentage of Choice-graded carcasses.

Adams has been pleased with the data he gets from Tiffany. "If your feedlot won't give you the carcass data back then go feed somewhere else," Adams says. Most years Tiffany recommends customers take their cattle to the feedlot. However, he regularly works with his customers to project out if the calves will earn more at the sale barn or being fed out, depending on what current market situations are like.

"The only way to get the true value of your cattle is to own them all the way," Tiffany says. "You've got to get carcass data, whether you feed them or sell them to someone, ask for the carcass data back. It is the only way to know what you've got."

Thomson says when seeking out anyone to collaborate with we want to trust them, because the beef industry still has a handshake business mentality. Also, when seeking out partnerships we want to work with people who have shared values. "When you have quality cattle and quality genetics, you want to work with someone who has the shared value in quality cattle feeding," Thomson says. "They should have the packer partnerships that have the shared value of hitting that high end market."





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## 113<sup>th</sup> Anniversary Bull Sale

**Sat. November 18, 2017 \* 12:30 pm**

At the ranch, 3 ½ mi NW of Eureka

**Selling 130 bulls**

55 coming 2's, 75 fall yearlings

*Forage-developed, evaluated and ready to work.*

*Sires: Composure, Upshot, Uptown, Thunder, Comrade, Complement, Sure Fire, Rt Answer, Prophet, Hoover Dam, Southside and others.*

Come see our family's 113-year commitment to offering practical, profitable genetics to commercial cattlemen nationwide.

## Private Treaty Females

We have the following groups of registered females for sale currently:

10 Fall-calving heifers	Due in October
15 Fall-calving cows	Due in early Nov.
10 Spring-calving heifers	Due in Feb-Mar
15 Spring-calving cows	Due in April-May

Contact us today for info about these balanced-trait, hard-working females from the heart of our registered herd.

## The Perriers:

Tom 620-583-6956 [tperrier@dalebanks.com](mailto:tperrier@dalebanks.com)  
Matt 620-583-4305 [mattperrier@dalebanks.com](mailto:mattperrier@dalebanks.com)

