



# The GAR REPORT

Summer 2004

PROUD TO BE A FOUNDING MEMBER OF U.S. PREMIUM BEEF

Editor's note:

The Summer issue of The GAR Report focuses on the increased value of Gardiner genetics. As beef producers explore diverse marketing options available because of value-based marketing systems, GAR customers are realizing the importance of their investments in GAR genetics.

We have reprinted and edited, with permission, Troy Marshall's, The Seedstock Digest, "Eleven Deadly Mistakes of Breeding Season". We have used 9 of 11 of the 'Mistakes'—those most relevant to our commercial customers. As always, we appreciate Troy's willingness to allow the use of his information in The GAR Report.

Also, the Grid Maker progeny continue to sell very well across the country. Take a look at the results of some of the top sellers reported by Select Sires.

## 25th Anniversary Production Sale Sets New Record at Gardiner Angus Ranch



Steven Jorstad, OakTree-Gaffney, Barneveld, WI; Edward Block, Sunny Valley Farms, Dr. Gary Minish, Consultant, Sunny Valley Farms; Chris Earl, Vice President, Sunny Valley Farms, Yorkville, IL. Buyers of Lot 1, GAR Integrity.

Twenty-fifth anniversaries should be special. The occasion is particularly special in the beef business since few operations reach such a milestone. April 3, Gardiner Angus Ranch reached the milestone with their 25th anniversary sale offering of 959 head. Three hundred thirty-six buyers from 38 states made the event historic from every perspective. Nine hundred fifty-nine head grossed \$5,918,050. The sale was completed in eight hours.

The high selling bull, GAR Integrity, sold as

Lot 1. Half interest in Integrity, currently leased to Select Sires, sold to Sunny Valley Farms, Yorkville, IL, and OakTree-Gaffney Cattle Co., Barneveld, WI, for \$255,000. Integrity, sired by Bon View New Design 1407 and out of GAR Precision 1019, posted some of the most remarkable numbers of any non-parent bull ever raised at Gardiner Angus Ranch. The next high selling bull, Lot 4, GAR 1407 New Design 5072, a full brother to Integrity, sold to Mark Boggess, Twin Falls, ID, for \$38,000.

**Since 1999, GAR customers using our USPB delivery rights have averaged \$64.98 per head premiums above cash market. For every 100 head sold, that's an additional \$6,498. If you retain ownership, that's valuable marketing information!**

Since 1885



If you have industry related questions or specific issues that may be addressed in The GAR Report, please submit to:

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## GAR Sired Steer Wins 2004 Beef Empire Days



Sam Hands, Triangle H Grain & Cattle Co. receives the Earl C. Brookover Memorial Award from Tim Stone, Live and Carcass Show Chairman.

Triangle H Grain & Cattle Company, Garden City, KS, received top honors in the 2004 Beef Empire Days steer show with entry

number 223, a GAR-sired steer weighing 1,278 lbs. The steer was owned by Randy Browning, Appleton City, MO. The steer was selected as Grand Champion of the live show and also won the Earl C. Brookover Memorial Award, which is given based on feedlot and carcass merit. The Browning steer had a live wt. of 1,278 lbs. and a carcass wt. of 792 lbs., 14.24 sq. in. REA, .40 in. fat, USDA Choice, YG 2.45.

Another GAR-sired steers, fed at Triangle H Grain & Cattle placed in the 124 head show. Mike McCarty, Ashland, received 10<sup>th</sup> place in the carcass contest.



Tim O'Neil, Bonnieview Ranch, Prineville, OR. Female buyer.



David Brown, Riverbend Ranch, Idaho Falls, ID. Female buyer.



Charlie Hoffman, Eureka, SD. Bull and female buyer.



Bill Greving, Prairie View, KS. Bull buyer.



Keith and Pam Robertson, Sayre, OK. Bull and female buyer.



Paul Durfene III, Cut Off, LA. Bull and female buyer.



Dale Beasley, Creal Springs, IL. Female buyer.

The next bull in the ring, Lot 5, also a full brother to Lots 1 and 4, sold to Gary Wattis, Casper, WY, for \$32,000. Lot 121, another 1407 son out of the great Precision daughter, 810, sold to Parker Ranch, Waurika, OK, for \$17,500. Express Ranches, Yukon, OK, took Lot 8, GAR 1407 New Design 5682, home with a winning bid of \$17,000. Doug Smith, Jamestown, TN, and Charlie Hoffman, Eureka, SD, each purchased bulls for \$15,000, selecting Lots 35 and 61, both 1407 sons. Lot 9, GAR 1407 New Design 7062, sold to Harold O'Neal, Amarillo, TX, for \$14,000. 7062 is the #1 IMF non-parent bull of the Angus breed. Long-time customer Charlie Goad, Reedsburg, WI, purchased Lot 12, a 1407 son out of 2536's sister, for \$13,500. Lots 2, 6 and 7 sold for \$13,000 each to Virgil Lawlis, Austin, TX, Tom Davis, Yates Center, KS, and Kenny Woodard, Princeton, NC, respectively. Lot 139, GAR 616 Rito 7722, the top 1% \$B ranking son of 616, sold to Leachman Cattle of Colorado, Wellington, CO, for \$12,000. Stanley and Glenda Haag, Coffeyville, KS, purchased Lot 11, a stout Traveler T510 son, for \$11,000. Four bulls, Lots 14, 36, 37 and 46 sold for \$11,000 each to Charles Williams, Jena, LA, Frank Bills, Severy, KS, Eric Schmitz,

Argyle, TX, and Select Sires, Plain City, OH, respectively. Bob Keifer, Guide Rock, NE, took home Lot 183, another 1407 X Precision mating, for \$10,500. Four more bulls, Lots 20, 22, 32 and 55 sold for \$10,000 respectively to Tim O'Neil, Prineville, OR, Bill Greving, Prairie View, KS, Charlie Hoffman, Eureka, SD and Tom Ayres, Stevensville, MT. At the end of the day, 404 bulls averaged \$6,164.00.

The most popular female in the sale this year was Lot 427, GAR New Design 80, an 036 daughter out of GAR Precision 2536, one of the most proven females in the breed. Tim O'Neil, Bonnieview Ranch, Prineville, OR, purchased this tremendous female for \$250,000. The second high selling female was Lot 441, GAR Precision 1660, a Precision daughter out of GAR EXT 614 and was purchased by Riverbend Ranch, Idaho Falls, ID, for \$85,000. Jim Coleman, Vintage Ranch, Modesto, CA, took home a pair of donors. Lot 447, another 2536 daughter sold for \$60,000

and Lot 443, another 614 daughter sold for \$55,000. Stan Thomas, Three Trees Ranch, Sharpsburg, GA, purchased Lot 440, an 036 daughter out of GAR Precision 706, to add to his impressive donor list for \$45,000. Terry Horton, Westlake, TX, purchased the top two high selling bred heifers. Lot 598, GAR 1407 New Design 1082, was the high selling bred heifer at \$45,000 and her mate, Lot 595, an 036 daughter out of 2114 for \$35,000. Tim O'Neil and Michael Shrader, Hickman, NE, each purchased donors, Lot 432 and Lot 449 for \$42,000 respectively. Both females were daughters of 036 and Lot 432 is a GAR Precision 706 granddaughter while Lot 449 is a 706 daughter. Riverbend Ranch added Lot 438, GAR EXT 4540, to his load with a winning bid of \$40,000. Gary Wattis, Casper, WY, paid \$40,000 for the high selling spring ET heifer, Lot 751, GAR Grid Maker W23, a Grid Maker daughter out of GAR 6148 Emulation 2509. Repeat buyers Tim O'Neil and Stan Thomas added 2 more donors to their loads

### 2004 Gardiner Angus Ranch 25th Annual Production Sale Totals/Averages

Total Lots	Category	Gross	Average
287	18-mo.-old bulls	\$1,753,000.00	\$6,108.01
1	AI stud	255,000.00	255,000.00
116	Spring ET yearling bulls	482,250.00	4,157.33
21	2003 Donor females	572,000.00	27,238.10
13	2004 Donor females	495,000.00	38,076.92
78	Cow/calf pairs	549,000.00	7,038.46
40	Bred registered cows	178,500.00	4,462.50
144	Bred 18-month-old registered heifers	947,500.00	6,579.86
8	Open 18-month-old registered heifers	23,000.00	2,875.00
61	Spring ET heifers	398,750.00	6,536.89
106	Bred & open commercial heifers	249,800.00	2,356.60
1	Quarter horse brood mare	3,000.00	3,000.00
5	Quarter horse yearlings	11,250.00	2,250.00
959	Total Head	\$5,918,050.00	\$6,717.42

(25th Anniversary Sale—continued from page 2)

with Lots 446 and 444, selling for \$37,000 and \$35,000 respectively. Camp Cooley Ranch, Franklin, TX purchased Lot 458, GAR Precision 4560, for \$32,000. The second high selling spring ET heifer, Lot 778, sold to Eldon Flinn, Fittstown, OK, for \$31,000. Two more donors, Lots 442 and 445 and a bred heifer, Lot 590, sired by GAR Retail Product, sold to Autry DeBusk, Ewing, VA, Fred Weiker, Fayette, MO and Tim O'Neil respectively for \$30,000 each.

The top selling pen of 8 commercial heifers sold to Gary Matthews, Clarksville, TN, for \$2,875 each. Gary also had the winning bid on 2 subsequent pens of 7 commercial heifers at \$2,750 each.

Bill Freeman, Cunningham, TN, purchased the top selling brood mare, Paulines Three, out of Sancho Lit at \$3,000. Keith Robertson, Sayre, OK, purchased the top selling yearling filly, GAR Desert Rose, out of a Tee J Jolly Jack mare at \$3,000.

Female volume buyers: Darol Rodrock, Bucyrus, KS; Terry Horton, Westlake, TX.

Bull volume buyers: W.T. Waggoner Estate, Vernon, TX; Keith Robertson, Sayre, OK; Joe Mayer, Guymon, OK; Sam Hands, Garden City, KS; and Phillip Renner, Gruver, TX.

Additional note of interest: 23 bulls and 73 females sold for \$10,000 or more.

## A Note From Henry Gardiner

Dear Cattlemen,

*I want to take this opportunity to extend a heartfelt thank you to all who attended our recent 25<sup>th</sup> Anniversary Production Sale. Without each and every one of you, we could not have had such an historic event.*

*However, at this time, I also want to offer congratulations to the entire Angus breed and the American Angus Association. Without the dedication, foresight and commitment by the breeders to continue to develop databases and programs that explore virtually every genetic trait, we simply would not have the information necessary to make valuable breeding decisions. Many times, objective information is not always popular. Yet without objective and accurate data, we can't make informed, scientific decisions to improve our product. Our breed today is perceived as a clear industry leader in regard to performance and profit potential. That perception is no accident. The largest, most accurate beef breed database in the world, a successful branded beef program born out of necessity to identify and improve the quality of beef and numerous commercial programs designed to return valuable information to the producer only serve to make our job at Gardiner Angus Ranch simpler.*

*We, at Gardiner Angus Ranch, have been trying to breed better cattle for over 50 years. From 1947 to 1980 we did not have genetic information (EPDs) based on large amounts of data. From 1980 till now we have more information available every year to guide us in our breeding decisions. EPD information saved Gardiner Angus Ranch and the Angus breed. It has made it possible for our ranch to support four families of Gardiners. Our commitment to improving GAR genetics is stronger today than ever before. As we have more tools to use, we will use them. As we have more marketing opportunities, we will use them and pass those opportunities on to our customers.*

*The beef business is our only business. So it is with complete humility and gratitude that we continue to extend a sincere thank you for your business and confidence in our brand.*

Sincerely,  
Henry Gardiner

# The Deadly Mistakes of Breeding Season

— Reprinted with permission, Troy Marshall, The Seedstock Digest, April 26, 2004

Bull sale season is winding down and breeding season is right around the corner. As hectic as things are this time of year, it is easy to not put the effort into breeding season that it requires. Of course, we are not talking about implementing an AI program, or providing the level of nutrition necessary to get optimal conception rates, but instead we are talking about making sure that resulting matings will move the profitability of your operation and your customers' operations forward. It is a more difficult task than it first appears. It is easy to lose track of the site that the matings made this spring will not be marketed for two years and the progeny of these matings will not have a significant impact until five to ten years from now. The breeding decisions you make this spring should be made with the perspective of looking out at least five years in front of the industry. It is vitally important that a seedstock producer and commercial producer has a good understanding of both the trends and direction of the industry and where they will fit into the scheme of things when deciding what genetics to use. This is not a simple undertaking. With the variety of signals and new tools available to producers, and the wealth of new information that they create, most seedstock producers face more uncertainty about the right direction to head than in any time in the recent past. By talking with numerous seedstock producers, *The Seedstock Digest* has compiled a list of eleven of the most common pitfalls producers should avoid when making breeding decisions.

**1. Assuming you know all there is to know.** The longer a person is involved in the seedstock industry the more they know about genetics and particular lines of cattle, but with that experience comes the danger of thinking that he/she believes he knows all the answers about that industry. The longer you have been breeding cattle, the stronger your vision grows, but with that a person has to guard from becoming too immersed in their point of view, that they miss the big picture and significant changes that are occurring. By falling into this trap you tend to make bad decisions. Mating decisions based on yesterday's knowledge of industry trends, directions, and customer needs, leads to producing genetics that are already outdated when it comes time to market them. It also leads to producers making marketing plans based on how the market used to be. Not all change is good, but the status quo can be a dangerous thing in an ever-changing, ultra-competitive marketplace. Everyone can look back and remember those breeders who knew exactly what their commercial customers wanted, what the ideal bloodline was and refused to change their breeding program when the industry began to move forward. Another breeder eventually came along and provided the genetics that producer's customers really wanted. They failed because they did not continue to learn and expand their knowledge base. Get off the ranch, and away from your normal crowd and listen. Refresh your knowledge at conferences and trade shows. Open your mind by attending events far removed from what you do. The broader perspective you have on your industry, the more likely you are to avoid costly mistakes that leave you trailing behind your competitors. Any program can develop intense customer loyalty if they are providing the proper genetics and are full-service genetic suppliers. But if the genetics will not improve the profitability of a customer's operation relative to another, that loyalty will not last long. For a seedstock producer that hasn't developed a strong commercial base, the risk of breeding season is even greater. Not only your sale average, but also the perception of your operation can change almost overnight when the wrong breeding decisions are made.

**2. Make sure you are asking the right questions.**

Often times a purebred breeder starts out with the best intentions, especially when it comes to things like mating decisions. They set out to do the necessary research to help them make great decisions, but they may skew the research by asking only questions that will produce the answers they want to hear. Breeding off of pictures, perceptions, sale reports, or one breeder's comments is often a recipe for disaster. The key is to deliver what your customers want. How can you know what they want if you don't ask questions designed to produce honest, valid answers?

**3. Relying too heavily on yourself to make all the decisions, and not seeking expert advice when it is needed.**

The reality is that seat-of-the-pants decisions based on one person's knowledge is riskier than ever before. Recognize the fact that in today's world, it is easy to go beyond the limits of your knowledge. Be willing to seek out and talk to experts.

**4. Letting your ego get in the way.**

Don't get caught in the trap of only using cattle with certain herd prefixes or forming perceptions of bloodlines that will not let you use a bull even after his progeny and proof is well established. One could argue that confidence is a prerequisite to being a good cattle breeder, but if your ego gets in the way, your prejudices and thoughts may be all that is left. We have all seen producers who insisted on using genetics that were not well received in their locale, but continued to do it, because they were going to prove they were right. Or have you ever paid too much for a cow that really doesn't fit your breeding program? More times than not these types of bad decisions are fed by ego. The best way for a purebred breeder to keep his ego in check is to ask his customers "Could you survive without my genetics?" Their answers will probably shock you enough to let that ego slip away for a bit.

**5. Be careful about playing follow-the-leader.**

Using a bull strictly because he is popular or the "hot" bull of the day is not always the answer, and certainly using a bull because a certain breeder may, will do little to advance your breeding program. Following the latest trend or fad may carry with it some marketing advantages, but usually fads only pay off for those who started them. Before making any breeding decision based on what others are doing, ask yourself if this is the direction I really need to take my breeding program? Are my customers asking for these types of genetics? What are the industry indicators that are telling you to move in this direction? And finally, would you still do it, if the leading breeders weren't doing it? Certainly, if you are

adept at it, playing follow-the-leader can be a sound business strategy, but the key to playing this game is being smart enough to know who the real leaders are at the moment. Make sure they are in step with the industry and haven't let their egos get in the way. The leaders certainly make mistakes as well, often the only difference is they can afford to make a wrong turn, but can you? If you elect to be a multiplier of genetics, your success is highly dependent on multiplying the right genetics and providing impeccable customer service, because your product will not be unique or new. That is why focusing on your customers and taking the time to truly develop a breeding program is so important, because at that point you are no longer merely duplicating someone else's efforts, but you are bringing a unique contribution to the overall marketing equation.

**6. Being a cheap skate.** At breeding time, this often manifests itself as one of the worst of all purebred breeder ailments—typically referred to as "I already have semen on this bull in the tank so I better use it." Those 10 units of semen sitting in your tank may have initially cost you \$200 that you won't fully recover, but what will five calves out of that bull compared to another bull cost you? One or two bids at your sale on the bulls offered will more than make up that difference, and when you are trying to build genetics for the industry five years in the future, can you afford to lose another year? Perhaps the question should be, can you afford to not use a better bull? The same principal applies to a cleanup bull. Cleanup bulls inevitably make a big contribution to an operation. Several breeders remarked on the irony of spending tremendous dollars on females that even if placed in an embryo program probably won't provide you with more than 15 calves a year, yet not investing in an equally good cleanup bull will probably make a much greater impact on the overall genetic improvement of your herd. Do you continually find yourself using bulls in place of other bulls that you would prefer, strictly because you have already purchased semen on them? The real problem lies in purchasing the right inventory of semen (inventory management). Are you sitting down and planning your matings enough in advance that the right amount of semen can be ordered? Of course, there is nothing wrong with buying bulls in volume, especially those that you know you want to use heavily in your program, but if you are not sure you want to use the bull the next breeding season, don't buy more than you are going to use.

**7. Getting too comfortable with the status quo.**

Every breeding program has weaknesses and strengths, and over time the weaknesses often

grow more pronounced. To capitalize on the strengths of the program this often means using genetics that correct the shortcomings. The problems surface because correcting program shortcomings often entails a departure from a breeder's overriding breeding philosophy. Becoming too comfortable often shows up on the management side as well and results in a breeder failing to continually strive to improve the overall management of their operation. Marketing, advertising and customer service programs have been adequate in the past and a producer continues to do things as he always has done. If you are guilty of falling into the pitfall of being too comfortable, you are often aware of potential problems, but more times than not the remedy will require major changes—the type of changes that demand a significant investment of time, effort and/or capital to fix, so they never get changed. Every purebred breeder should sit down and make a list of the risks he took to get into the purebred business, and the risks he took that paid off when they were establishing their program—things like instituting an embryo transfer program, collecting carcass data, or buying that really good herd bull. Certainly, not all risks are advisable, and in no way is anyone advocating the broad use of unproven genetics; but accept the fact that you must keep taking risks to keep your operation strong. Embrace change.

**8. Failing to understand that not making a decision is often the worst decision you can make.**

If you don't take an active role in making decisions, if you fail to make a decision or if you fail to act on the facts, as you understand them, everything you built could be lost. Bill Gates often talks about always running scared, knowing that the company he built, one of the largest and most profitable companies in the world, could be put out of business almost overnight by someone else in a garage coming up with a better product. More times than not the price of standing still is higher than that of acting.

**9. Viewing genetics as the end of all end alls.**

Genetics are only part of the equation. When analyzing past successes and failures it is easy to blame everything on the genetics being offered, when in reality the problem may be in marketing, management, promotion, advertising, or customer service. No amount of genetics will overcome these weaknesses. Mating decisions are a vital part of a seedstock operation's success, but once those decisions are made for the year, your focus should be on developing those genetics, marketing them and building customer relationships. Don't cuss the purebred breeder who is selling inferior cattle at higher prices than you are receiving for your cattle; learn from him.

# Grid Maker Progeny Sought After in Spring Sales Across U.S.

According to recent information published by Select Sires, GAR Grid Maker progeny have been in high demand in production sales across the U.S. this spring. GAR Grid Maker sold in our 2000 Grand Plan Sale. He is sired by GDAR Traveler 044 and out of 2536, one of the most proven females in the Angus breed. Grid Maker's performance places him in the top 1% for WW, top 1% for YW, Top 1% for UREA, Top 1% \$F, Top 1% \$B and Top 3% for RP. Grid Maker is co-owned with Charlie Hoffman, Eureka, SD and Select Sires.

Some of the Grid Maker high selling calves are listed below:

- Grid Maker bulls sold extremely well at Connealy Angus, NE. Four sold for \$21,000, \$14,000, \$13,000 and \$11,000.
- Top 2 Angus bulls at the Hart Farms Sale, SD, were sons of Grid Maker at \$5,600 and \$5,500.
- Top 2 bulls at Vollmer Angus, ND, sold for \$6,750 and \$5,750.
- 14 Grid Maker sons sold for Sam Carter, IN, averaging \$3,110, with a top selling bull of \$6,250.
- Top selling bull at Smith Angus Ranch, NE, sold for \$5,800.
- 3<sup>rd</sup> High selling at Jac's Ranch, AR, for \$4,000.
- 3<sup>rd</sup> high selling at Belle Point Ranch, AR, for \$5,000.
- 5<sup>th</sup> high selling at TC Ranch, NE, at \$13,500.
- 2<sup>nd</sup> high selling at the Rancher's Choice Sale, WA, for \$3,100.
- Top selling bull at Littlerobe Angus Ranch, TX, for \$4,750. Top heifer, also a Grid Maker, sold for \$2,700.
- Top 2 bulls at Raven Angus, SD, for \$6,000 and \$4,700.
- 5<sup>th</sup> high selling bull at Daigger Angus, NE, for \$3,600.
- Top seller at Vision Angus, NE, for \$6,250.

## USDA Yield Grades Explained

—Brian Bertelsen, USPB Director of Field Operations

*Editor's Note: The following is a portion of the comprehensive article explaining USDA quality grades and yield grades written by Brian Bertelsen. If you are interested in obtaining the complete article, go to [www.uspb.com](http://www.uspb.com), click on Media Center and go to Brian's Items of Interest.*

USDA Yield Grades are an indication of cutability or yield of boneless, closely trimmed, retail cuts. The yield grade of a carcass is determined by (1) external fat, (2) kidney, heart and pelvic fat, (3) ribeye area and (4) hot carcass weight. Yield grades measure the combination of fat and muscle, not just fat. Yield grades can be determined by using the following formula:  $2.50 + (2.5 \times \text{adj. fat thickness in inches}) + (0.2 \times \text{percent kidney, heart and pelvic fat}) + (0.0038 \times \text{hot carcass wt.}) - (0.32 \times \text{ribeye area in sq. in.})$ . Or, yield grades can be determined by a "shortcut method". USDA yield grades are expressed as a whole number. They range from 1 (lean and heavy muscled) to 5 (fat and light muscled). The fractional part of the yield grade is always dropped and is never rounded up. For example, if a calculated YG is 2.8, the final YG is 2.

External fat is measured in terms of thickness of fat over the ribeye muscle, measured three-fourths of the length of the ribeye from its chine bone end. The fat thickness may be adjusted to reflect unusual amounts of fat (or leanness) on other parts of the carcass. Using the shortcut method, this fat measurement is converted to a preliminary YG (PYG). The grader looks at the amount of external fat over the round, cod or udder, flank, plate and brisket. If the carcass is leaner in these locations, he will adjust down. If these areas are fatter, he can adjust up. As external fat increases, the percent of retail cuts decreases. Each one-tenth inch in adj. external fat changes the YG by 25% of a YG.

Kidney, heart and pelvic fat, or internal fat, is evaluated subjectively and expressed as a percent of the carcass weight. As internal fat increases, the percent of retail cuts decreases. Each one percent of internal fat changes the YG by 20% of a YG.

Ribeye area is measured between the 12th and 13th rib (where marbling is also evaluated). Graders usually estimate the area subjectively; however, they may use a grid calibrated in tenths of a sq. in. An increase in the ribeye area increases the percent of retail cuts. A change of one sq. in. in ribeye area changes the YG by approximately 30% of a YG.

Hot carcass weight is taken into consideration when determining the final YG. As carcass weight increases, the percent of retail cuts decreases. A change of 100 lbs. in carcass weight changes the YG by approximately 40% of a YG.

As mentioned previously, the official USDA YG equation may be used to calculate the exact YG number or the following short cut method may be used:

1. Determine a PYG from the external fat measurement according to the schedule below in Table 1.

Adj. Fat Thickness (in.)	PYG
0.0	2.0
0.2	2.5
0.4	3.0
0.6	3.5
0.8	4.0
1.0	4.5
1.2	5.0
1.4	5.5

The fat thickness may be adjusted, either upward or downward, as necessary to reflect unusual amounts of fat on other parts of the carcass.

Hot Carcass Wt. (lbs.)	Required Ribeye Area (sq. in.)
550	10.4
575	10.7
600	11.0
625	11.3
650	11.6
675	11.9
700	12.2
725	12.5
750	12.8
775	13.1
800	13.4
825	13.7
850	14.0
875	14.3
900	14.6
925	14.9
950	15.2

2. Determine the final YG by adjusting the PYG for ribeye area and internal fat. (A) Ribeye area adjustment in relation to hot carcass wt. Each carcass wt. has a ribeye area that results in no adjustment to the final YG. This is often referred to as "required ribeye area". Those are listed in Table 2.

For each sq. in. of actual ribeye area greater than the required ribeye area, subtract 0.3 of a grade from the PYG. For each sq. in. less than the required ribeye area, add 0.3 of a grade to the PYG.

If the deviation of ribeye area from the required ribeye area is a fraction of an inch(es), the deviation is multiplied by 0.3, rounded to the nearest tenth and that adjustment is made to the PYG. For example, a 1,250 lb. steer produces an 800 lb. carcass. From the table above, its required ribeye area is 13.4 sq. in. If its actual ribeye area is 14 sq. in., we take  $14 - 13.4 = 0.6$  to get the difference in ribeye area. Then, we multiply  $0.6 \times 0.3 = 0.18$ . We then deduct 0.18 (or 2/10ths) from the PYG because he was heavier muscled than average.



# GAR Marketing Update

As a Gardiner customer, we want to periodically update you regarding value-added marketing opportunities available because you have invested in GAR genetics. As your trusted seedstock supplier, we are committed to exploring every opportunity and relaying that information to you.

We are very grateful for your trust in us and for every animal you have purchased from Gardiner Angus Ranch. We hope you will take advantage of many of the marketing opportunities listed below.

■ **U.S. Premium Beef** — Our customers can sell cattle through U.S. Premium Beef by using GAR delivery rights free of charge. The delivery rights are available on a first come, first serve basis. Due to the success of Gardiner Angus cattle sold through USPB, the demand for our delivery rights are at an all-time high. USPB continues to be one of the very best grids available for Angus genetics and has returned over \$1.5 million in premiums and dividends to GAR customers. If you would like to use these delivery rights, please contact me as soon as possible at 620.635.2932 or 620.635.2760 or email gar@ucom.net.

■ **Feedlot relationships** — Several feedlots are willing to purchase or partner with you on your calves. These feeders are familiar

with the feedlot and carcass performance of GAR cattle. Sam Hands, Triangle H Grain and Cattle, Garden City, KS; Irsik & Doll, Cimarron, KS; HRC Feed Yard, Terry Ryan, manager, Scott City, KS; and Pratt Feeders, Jerry Bohn, manager, Pratt, KS, are all U.S. Premium Beef certified feedyards with an excellent track record for feeding and managing GAR genetics. John Rule, Ranchers Integrated Genetics, LLC, and Kelly Giles, Premium Beef Network, LLC, are custom procurement companies with other value-added options available for GAR customers.

■ **AngusSource Program** — The AngusSource tag is a visual I.D. tag with coded information documenting herd location, farm or ranch of origin and national ID number. In addition, documentation will accompany the cattle showing birth date, sire registration number, breed make-up and health, management and marketing information. Gardiner Angus Ranch is offering 25 AngusSource tags/enrollments for each bull purchased in the past two years. These tags should be used for calves sired by GAR bulls and tags must be purchased and applied in 2004. The tags cost \$1 each and Gardiner Angus Ranch will rebate \$1 for each qualifying tag. As our industry moves toward a national identification and source verification system, GAR customers can be on the leading edge of industry progress. We are

already seeing more dollars paid for cattle displaying the AngusSource tag.

■ **Special Video Auctions** — Each year through video auctions, special sections feature Gardiner-influenced cattle and are noted as such in the catalogs. GAR cattle continue to do very well in video auctions. Give me a call if we can assist in providing comprehensive genetic information prior to cataloging or the sale.

■ **Genetic information and assistance** — As an added customer service, Gardiner Angus Ranch continues to serve as an information resource. Whether you are considering new market targets or improving performance in your current market, the genetic information available to you is invaluable.

■ **Profit Proven Group** — Monday, November 29, 2004, is the date chosen for the 3<sup>rd</sup> Annual Profit Proven Commercial Replacement Female Sale. The sale will again be held at the Pratt Livestock Auction, Pratt, KS. The 2004 sale will offer over 1,500 head of GAR-influenced genetics.

The programs and opportunities listed above are all viable, value-added options for you to increase the profitability of your investment in Gardiner genetics. If we may be of any further assistance in your breeding and/or marketing decisions, please do not hesitate to give us a call.

## Irsik and Herman Cattle Return Healthy Premiums through USPB

Long time GAR customer and Profit Proven Group member, Steve Irsik, Irsik Ranch, Ingalls, KS, recently sold a 192 steers through U.S. Premium Beef that were processed 5/17, 5/22 and 5/24. The steers returned an average of \$96.96 per head premium above cash market for a total premium of \$18,617.44. The steers averaged \$1,223.09 per head. The average of the 3 pens graded

90.90% USDA Choice or higher with 4.19% grading prime. Over 26% qualified for CAB and 13.10% met National Black Angus certification, with 88.89% YG 1, 2 and 3's. The Irsik steers had a live weight of 1285 lbs., hot carcass weight of 818 lbs. and finished with a 63.7% yield.

Another GAR customer, Randall Herman, Seibert, CO, has realized added value on 154

steers and heifers processed through U.S. Premium Beef. All Herman cattle have averaged \$98.55 premium above cash markets. The cattle had an average yield of 63.47%, 19.60% USDA Prime, 97.49% USDA Choice, 43% met CAB<sup>®</sup> specifications, 94.04% were YG 1, 2 and 3. The Herman cattle had an average live weight of 1,189 lbs. and average carcass weights of 755 lbs.

Plan now to join us Saturday,  
April 2, 2005, for the Gardiner Angus  
Ranch 26<sup>th</sup> Annual Production Sale.



Ashland, KS 67831  
HC 1, Box 290



RETURN SERVICE REQUESTED

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