

CERTIFIED ANGUS BEEF® 2018 SEEDSTOCK COMMITMENT TO EXCELLENCE AWARD

GAME CHANGER

2 Bar Angus wins CAB seedstock award.

by *Miranda Reiman, director of producer communications, Certified Angus Beef LLC*

When Steve Knoll went to buy a few Angus bulls to put on his registered Salers herd, it changed everything.

“I was blown away with what the bulls were bringing. The bulls I thought I would just go and buy and bring home, I couldn’t afford,” says the Hereford, Texas, rancher. Instead, his trailer carried two registered Angus cow-calf pairs — one nursing a heifer, the other, a bull.

With one flush, he’d start his embryo transfer (ET) program. Today, it’s still about 75% ET and 25% artificial insemination (AI).

It’s been more than two decades now, and they’ve since grown into a program sought after by large commercial ranchers who want high-performance genetics that work back at the ranch, too.

Steve and Laura Knoll’s focus on quality earned their 2 Bar Angus business the *Certified Angus Beef®* (CAB®) brand’s 2018 Seedstock Commitment to Excellence Award.

Repeat buyers depend on functionality.

“Most of them have been here generation[s], and they make a living off of these cattle,”

Knoll says. “Fertility is first and

foremost. They’ve got to have a calf every year.

“Then if you can add these other bells and whistles, like a little more growth and maybe a little more marbling — that’s more money they can put in their pocket, pay their bills to keep their place,” he says.

The bulls in their March sale book had an average marbling expected progeny difference (EPD) of 0.93, compared to a breed average of 0.53.

“Cattle that marble don’t cost any more to have in your herd,” Knoll says.

Having HD50K DNA-tested bulls

that can handle the heat, mesquite and wind is part of the draw for customers.

Last fall, CAB started a *Targeting the Brand* incentive program to encourage Angus producers to use that trademark to identify bulls more likely to improve the number of CAB qualifiers in a herd. Cattle must meet minimum requirements for grid value (\$G) and marbling before the mark can appear next to specific animals in the sale book.

Out of 117 bulls in their sale, 97% qualified for that logo — the highest of any breeder using it.

Goals for the next 10 years aren’t long or complicated.

“I want to get all my kids graduated from high school and college,” he says. “My job’s to raise a family, and that’s still my goal. We’ll do it with Angus.”

Editor’s note: A more in-depth feature is available in the October 2018 *Angus Journal*.

CERTIFIED ANGUS BEEF® 2018 PROGRESSIVE PARTNER AWARD

ADDING VALUE

Missouri Angus breeder earns Progressive Partner.

by *Nicole Lane Erceg, producer communications specialist, Certified Angus Beef LLC*

To the naked eye, it looked like a mess of weeds. In 1994, Kenny Hinkle saw the pasture near Nevada, Mo., as his own Wild West waiting to be tamed. The land was barren: no fence, no barn, no cattle-working pens. There wasn’t even a house. Cattle didn’t pay the bills yet, and his swing shift at 3M occupied most daylight hours.

Hinkle purchased the 30 acres anyway, and proved a lot can get done between 8 p.m. and 3 a.m. Cows were bred, a house was built, and fence and working facilities slowly took shape.

In those days, wife Janyce says, they mainly communicated through notes left on the kitchen counter. What chores he couldn’t

finish, she added to her list. Her work checking heats, moving cattle and feeding bulls became vital to maintain the growing herd.

For all of that and today’s reality forged from years of diligence, the Hinkles earned the 2018 *Certified Angus Beef®* (CAB®) Progressive Partner Award.

It began by selling a few bulls to folks down the road. The pennies earned were reinvested into the business, helping them improve each year. The seeds Hinkle planted grew to a flourishing business that now markets 300 Angus bulls annually.

Hinkle makes the most of limited resources. His bulls are entirely the product of artificial

insemination (AI) and embryo transfer (ET).

“We don’t have a big cow herd, because we don’t have anywhere to put them,” Hinkle says. Making the best of what he has, the cow herd and bulls are developed on about 500 acres of forage and through the help of a few local cooperating herds.

Flip through the pages of the Hinkle’s Prime Cut Angus (HPCA) sale book and you’ll find more than expected progeny differences (EPDs) and genomic profiles. There’s a carcass data record showing his bull customers’ past feedlot and rail performance. It’s a story of how Hinkle genetics add value to the person next in line.

“It’s important to us because it’s important to our commercial customers,” he says. “Some years the only way these guys make money is by feeding these cattle, and it’s because these cattle feed well.”

“I know I’ve hit my mark when I see my customers’ kill data,” he says. “I’ve got the genomics, the ultrasound numbers, but nothing shows success like that individual performance data.”

Words like “maternal” and “terminal” aren’t what Hinkle will use to describe his program. It’s a collective mission to produce a calf that comes easy and grows rapidly with the genetic capacity to excel in performance and profitability at every point in the chain.

“Some people call them carcass cattle; I just call them good cattle,” he says. “Don’t tell me we can’t raise cattle in this breed that do everything and still have marbling.”

Editor’s note: A more in-depth feature is available in the October 2018 *Angus Journal*.