

# Meeting Their Targets

**Commercial producer Leonard Hogan has switched to Angus to achieve his production goals.**

*Story and photos by*  
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A sandy beach path winds its way where once stood an old crop and whiskey farm in eastern Georgia. During the 20 years since the purchase of the farm in Waynesboro, Leonard Hogan, with the help of his son, David, has turned it into a productive Angus-based operation.

Hogan and his son have made the 780-acre farm a show place, rebuilding it from top to bottom. New fences, beautiful pastures and hay fields surround the property Hogan is so proud of. Each year the diligent farmer makes new additions to the farm.



Through selection of high-quality Angus bulls and matings to replacement females from his existing herd, **Leonard Hogan** has developed a reputation for a consistent calf crop.

He started out with a Hereford-based commercial operation, then switched to Brangus and finally to Angus. The 200 head of commercial cattle that currently graze the lands of Hogan Farm are predominately black through the use of registered Angus bulls.

Hogan used Brangus bulls for years because of the heat and sandy land of Burke County. Two years ago he switched to using only Angus bulls because of market demand and so he could use high-accuracy expected progeny differ-

ences (EPDs) to select for growth characteristics.

Other breeds didn't offer an economic advantage for his program. Hogan realized the recognition of the Angus breed, and he values it as having the best overall marketing program.

## **Achieving hard goals**

Hogan Farm has two primary goals. The first is zero calving problems. Since switching to Angus bulls, Hogan has experienced almost no calving problems. The second goal is to raise steers and heifers weighing 800 and 700 pounds (lb.), respectively, at 12-14 months of age. With two years of experience, Hogan has found he can accomplish his targets with Angus bulls.

Now that Hogan's operation is on the right track for those two priorities, he has added a goal that is possible by using Angus herd sires — producing calves for the Certified Angus Beef (CAB) Program. With this goal in mind, he uses high-quality Angus bulls with desirable carcass traits.

In the past, Eastern Livestock Company, Louisville, Ky., has bought Hogan's calves. Starting this year he plans to keep track of his calves through harvesting to discover what kind of end product he is producing.

In addition, he plans to send cattle through the Georgia Cattlemen's Georgia Beef Challenge Program or other similar programs. They also will allow him to see the end product of his genetics and will guide his decision making with the goal of producing more cattle that meet *Certified Angus Beef*<sup>™</sup> product requirements in the future.

## **High standards**

The quality of the Hogan family's calf crop speaks for itself. Through selection of high-quality Angus bulls and matings to replacement females from his existing herd, Hogan has developed a reputation for a consistent calf crop. This reputation has led to many repeat buyers for his Angus-sired calves.

After selecting replacement females for use in his own herd, the rest of the heifers are sold by private treaty. Local buyers come to



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Hogan Farm each year for breeding stock. Hogan says it's because of the Angus influence. He has found that his customers are pleased with the females produced.

## **Creative selling**

Hogan has discovered an innovative way to reach steer buyers across the nation. All of his steers are sold through Superior Livestock Auctions, a teleauction operated in Fort Worth, Texas. Hogan has been selling his steer crop in teleauctions for eight years.

A representative from Superior, John Henderson, travels to Hogan Farm to videotape the steers for prospective buyers. As the seller, Hogan has the right to state the terms and conditions under which he is willing to sell. Normally, he will send a truckload consisting of 50,000 lb.

Prospective buyers can receive information on the cattle from catalogs provided by the auction. The

actual sale is viewed by satellite. Each load is given about 2 minutes in the ring. As a seller, Hogan does have the option to "no sale."

From the promotion to the actual sale, Hogan finds satellite teleauction to be a convenient way to market his calves.

## **Noticeable improvement**

Henderson has noticed a change in Hogan's calf crop since his switch to Angus. "His cattle are more uniform," says Henderson. "Angus-sired calves will bring the most money — always."

Hogan takes pride in his switch to Angus. What once was a multi-breed commercial operation is slowly turning into an Angus operation. He plans to continue using registered Angus bulls with hopes of his female base becoming 100% Angus.

Raising all of his own herd replacements, Hogan believes the time and effort put forth in buying

the right Angus bulls is worthwhile. He has chosen to use bulls with the best pedigrees and EPDs from some of the top farms in the country.

"The cheapest thing you can do is to buy a good bull," says Hogan. The Angus bulls he has chosen have made consistent improvements in his commercial cattle operation.

"He takes a lot of pride in his cattle and concentrates on buying the top end of the bulls," says Henderson. "He has an outstanding set of cows."

David Gazda, American Angus Association regional manager, has had the opportunity to work with Hogan and has played a role in some of the decisions that have been made at Hogan Farm. Says Gazda, "Mr. Hogan has an intense management program with high-producing, functional cattle, an extremely good forage program, good facilities and a top-notch herd health program."



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## Added insight

*Of the 780 acres on Hogan Farm, 380 acres is in forest while pasture and forage production account for the remaining 400 acres.*

*Hogan takes pride in environmental concerns. He plans to make changes each year to the farm to better the environment. As an example, Hogan uses an industrial waste byproduct from the NutriSweet plant in Augusta as a source of fertilizer. The byproduct is high in nitrogen. He applies lime to offset its pH effect. The soil is tested every year.*

*A native of Hapeville, Ga., Hogan received a degree in forestry from the University of Georgia in 1954. After going to work in Alabama 30 years ago, he began his hobby cattle farm. A job transfer caused him to move back to Georgia to operate sawmills. Now retired for 10 years, Hogan's day-to-day activities are working with his cattle operation.*

*Hogan is a member of the Georgia Cattlemen's Association and a past president of the Burke County Cattlemen's Association. He joined the American Angus Association two years ago.*

*Leonard receives support from his wife, Anne; son, David; daughter, Becky; and six grandchildren.*