

# ANGUS

## BEEF BULLETIN

"The Commercial Cattleman's Angus Connection"

Volume 22, Number 1 • January 2007



## Diversity Makes a Difference

*Riverside Ranch diversifies operation, capitalizes on AngusSource.*

Story & photos by  
**MICKY WILSON**

A more picturesque place to raise cattle would be hard to locate. A more hard-working family ranch operation would be even harder to find.

At Riverside Ranch, located outside Prairie City, Ore., in the heart of mountain country, the Jacobs family manages a diversified cattle operation. They recently took to marketing one segment of their herd through AngusSource,® a U.S. Department of Agriculture (USDA) Process

Verified Program (PVP) offered by the American Angus Association.

### Ranch history

The Jacobs family — Alan, Judy, Jim and Justin — has been operating the southeast Oregon ranch for 17 years. Jim, 29, attended college at the University of Idaho; Justin, 26, attended Cal Poly. Both boys returned home to the ranch after graduating from school.

"With both boys coming back, we had to expand the operation in order to continue a viable ranching operation," Alan says.

That expansion included acquiring two forest permits, purchasing an adjoining ranch, and leasing pasture in Grant County, Ore., and Baker County, Ore. Additionally, Alan says, "We graze on four different conservation properties that are owned by two different Native American tribes."

Room is something that is needed at Riverside Ranch. Alan, Jim and Justin calve 800 females each spring. Before turning pairs out in the forest at the beginning of June, all of the females are either artificially inseminated (AIed) or

*(Continued on page 4)*

### INSIDE

#### Features & News

Producers gather for national conference. . . . .	24
National tour features Idaho, Oregon stops. . . . .	43
Internship deadline is Feb. 1. . . . .	51
Jim Riemann retires. . . . .	66
John Stika is new CAB president. . . . .	68
Uniformity parameters finalized. . . . .	70
CAB feedlots honored. . . . .	70
Colorado rancher learns to walk the walk. . . . .	77
CAB partners reach 1 million milestone. . . . .	80
Producers discover profit potential. . . . .	90
R-CALF to hold January meeting. . . . .	100
NCBA announces regional ESAP winners. . . . .	102
Online calculator estimates subprimal yields and values. . . . .	104
Steps to proper manure management. . . . .	106
You could come under scrutiny. . . . .	108
Learn proper vaccine handling. . . . .	110
Bioterrorism prevention starts at home. . . . .	114
Georgia herd utilizes AI. . . . .	118
Prepare bulls for turnout. . . . .	122
Peas can be used in calf creep diets. . . . .	126
Visit <a href="http://www.4cattlemen.com">www.4cattlemen.com</a> . . . . .	150
Laughter, listening are important. . . . .	162

#### Column Links

• Up Front . . . . .	12
• Commercial Programs Department . . . . .	14
• Association Link . . . . .	16
• The Veterinary Link . . . . .	55
• Ridin' Herd on Nutrition . . . . .	58
• Back to Basics . . . . .	62
• Certified Angus Beef LLC . . . . .	73
• Industry Link . . . . .	95
• New Products . . . . .	135
• Angus Sales . . . . .	138
• Research Briefs . . . . .	152
• Beef Talk . . . . .	158
• Outside the Box . . . . .	160
• Advertiser Index . . . . .	164

#### Staff

• Angus Productions Inc. . . . .	4
• American Angus Association . . . . .	14
• Certified Angus Beef LLC . . . . .	73
• Regional Managers . . . . .	89

#### Services

• National Junior Angus Association membership information. . . . .	63
• Angus Journal subscription form . . . . .	128
• American Angus Association membership form. . . . .	142

### ON THE 'NET

See page 132 for a complete listing of current API Web sites.

**Diversity Makes a Difference** (from page 1)

naturally bred to registered Angus bulls. After summering in the mountains, the cows return to the home place in mid-October, and are then wintered near Prairie City. The Jacobs also put up most of their own hay, keeping them busy in the summer when the cows are out on mountain grass.

Alan grew up in the Sierra Nevada Mountains of California in high-desert country. After raising cattle in California, he moved to Oregon 18 years ago. "I feel very

fortunate to have successfully raised cattle in three very different environments," he says, attributing his past experience to the success of the ranch in Oregon.

Additionally, Jim and Justin gained experience in the cattle industry early in their careers by showing registered Angus cattle. They managed a small registered Angus herd, but eventually switched to a commercial Angus-based female herd, continuing use of registered Angus bulls. They made

the change seeking out more variety and options for marketing their cattle. Their overall goal, Alan says, is to produce a high-quality, natural product.

**Heifer development**

"We have a bred heifer program in which we develop high-quality Angus cattle that are marketed to cattlemen as replacement females," Alan says. "It's something we really

(Continued on page 6)

**Enrolling in AngusSource**

To enroll in AngusSource®, follow this procedure.

- Read the Program and Participation requirements.
- Complete and return the Producer Participation Enrollment Form and Agreement.
- Contact AngusSource to enroll cattle over the phone; additional questions about your management practices and/or operation may be asked.
- Provide number of head enrolling, sire registration numbers, birth date by month/day/year of the oldest calf in the group and contact information.
- Submit copies of any required records.
- Choose a tag option – either visual tag, or visual and radio frequency identification (RFID) tag combination.
- Submit additional marketing information to AngusSource.

For more information about AngusSource, visit [www.angussource.com](http://www.angussource.com) or call (816) 383-5100.



**AngusSource® Document**



The following information was supplied to AngusSource®, a USDA Process Verified Program.

AngusSource® Lot ID: OR01 1058639 Number of head enrolled: 650

Source: OR  
Enrolled by: Riverside Ranch  
James & Justin A Jacobs  
28076 N River Rd  
Prairie City, Oregon 97869

AngusSource® is a USDA Process Verified Program for Angus-sired calves that documents source, group age and a minimum of 50% Angus genetics.  
\* For specific claims visit <http://processverified.usda.gov/> or [www.angussource.com/](http://www.angussource.com/)

Contact Name: Justin Jacobs  
(541) 820-4731  
[jjacobs@calpoly.edu](mailto:jjacobs@calpoly.edu)

Group Age: 01/17/06  
Genetics:

CED	Production				Maternal				Carcass				Ultrasound				SValues							
	BW	WW	YW	YH	SC	CEM	MBK	MKH	MKD	MW	MH	SEN	CW	Marb	RE	Fat	%IMF	RE	Fat	SW	SF	SG	SB	
Reg. No. 13062750	+9	+1.5	+4.3	+8.4	+3	+4.5	+9	+33	1580	5442	+16	+6	+1.01	+10	+35	+15	+0.20	+19	+55	+0.19	+35.22	+27.05	+19.79	+41.93
Reg. No. 13880818	+15	-2.1	+5.7	+18	+4	+1.53	+14	+29	1	11	-12.21	-3	+2.1	+0.2	+0.18	+3.36	+6.3	+0.29	+30.65	+57.79	+18.08	+50.88		
Reg. No. 14822937	+4	+2.5	+4.1	+7.9		+9.9	+6	+22			+3.67	1+8	1+24	1+0.9	1-0.09	+3.3	+3.6	+0.04	+23.59	+22.71	+22.05	+41.70		
Reg. No. 14822935	+2	+2.8	+4.1	+6.8		+2.4	+7	+21			+7.23	1+4	1+24	1+0.9	1-0.16	+2.1	+2.2	-0.19	+25.49	+11.65	+21.37	+34.02		
Reg. No. 14822930	+6	+1.8	+3.9	+6.8		+0.5	+8	+21			+7.23	1+5	1+29	1+1.0	1-0.09	+1.6	-0.1	-0.15	+26.10	+12.42	+18.28	+31.12		
Reg. No. 14782078	1+6	1+1.5	1+4.9	1+8.9			1+8	1+19			+3.37	1+5	1+05	1+14	1+0.01	+0.8	+2.7	+0.07	+27.46	+29.82	+11.87	+35.83		
Reg. No. 14773869	+6	+2.2	+4.8	+9.7	+1.5	+2.0	+6	+17			+2.69					+0.8	+3.3							
Reg. No. 14747434	+11	+0	+3.9	+8.3	+1.2	+2.3	+9	+20										+2.8	+0.17	+21.20	+10.66	+14.85	+27.02	
Reg. No. 14589411	+7	+1.3	+3.2	+6.7														+0.1	-1.8	-0.07	+22.46	+2.01	+10.98	+13.80
Reg. No. 14589411	+6	+1.9	+4.1	+7.4	+3	+3.4	+8	+18	791	2727	+49	+9	+7.71	+6	+18	+13	+0.01	+1.0	+1.2	+0.02	+23.55	+18.16	+13.93	+29.51

**Feeder Cattle Marketing Information**

AngusSource® Lot ID: OR01 1058639 Visual tags

The following information is provided by the seller and is not part of the Process Verified Program:

Cattle to be sold 07/12/06,  
Western Livestock Video, Reno, NV  
340 Steers Range 530 - 620

Breed Makeup: Angus, Hereford  
Age Range: Jan - May, 2006  
% Black Hided: 100%

**Health/Management Practices:**

Date Weaned: September, 2006	Brand Location: Left Hip
Fire or Freeze Branded: Yes	
Fit "Natural" Programs: Yes	
Process: Vaccination	Product/Method: 8 way
Date: 04/05/06	Injection Site: Neck
Process: Vaccination	Product/Method: 5 way
Date: 09/10/06	Injection Site: Neck
Process: Vaccination	Product/Method: 8 way
Date: 09/10/06	Injection Site: Neck
Process: Vaccination	Product/Method: Pasturella
Date: 09/10/06	Injection Site: Neck
Process: Deworming	Product/Method: Ivomec
Date: 09/10/06	Injection Site: Neck
Process: Castration	Product/Method: Knife
Date: 04/05/06	

95% Prime

95% Choice

Comment: Three groups are going to sell Lot# 7764 ~ 90@ 530 lbs. Lot# 7891 ~ 170@ 580 lbs. Lot# 7892 ~ 80@ 620 lbs. Delivery date 10-15 - 11-10. Fancy set of all natural calves.

I attest that the above information is accurate and representative of these cattle to be marketed.

(Signature)

(Date)

The AngusSource® Program is provided by the American Angus Association (AAA) to assist cow-calf producers in marketing their Angus-sired cattle. Only cattle sired by a registered Angus bull, with group age information, enrolled by the ranch of origin qualify for the AngusSource® Program. The AngusSource® Program does not record subsequent ownership or location transfers. The AAA is not responsible for inaccurate information submitted, incorrectly identified cattle, or inappropriate use of information provided to the AngusSource® Program. Cattle listed on this document should be tagged with official AngusSource® Program tags, and tags are not to be removed.

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**Diversity Makes a Difference** (from page 4)

“Basically what we’re trying to do is have high-quality cattle that will grade and perform efficiently in the feedlot,” Jim Jacobs says. “And that’s why we used AngusSource. We want buyers to know that we are trying really hard with genetics, herd health and management to improve our cattle.”

enjoy doing — being able to help other ranches develop a quality cow herd.”

Each year, Riverside Ranch develops about 1,200 females to sell to other producers as replacements. They collect heifers both from their own herd and by purchasing some in the fall and spring, usually October through March. They start the heifers on a light, growing ration in April and May.

For the last two years, all of the heifers have been AIed to registered Angus bulls, using CIDR®s to synchronize heat, resulting in a 60%-70% conception rate. After breeding one cycle AI, the heifers are turned out with registered Angus cleanup bulls. They breed the heifers to low-birth-weight, calving-ease bulls, resulting in calves weighing 70 pounds (lb.) or less at birth.

At the end of Aling, in March and April, the heifers are turned out to grass for the summer. In mid-September they are pregnancy-checked, and sold heifers are delivered in October.

“Most of these heifers are marketed and sold by word-of-mouth,” Alan says. “We have the same customers year after year.”

When developing the heifers, the Jacobs look for females that will mature



into moderate-framed, efficient cows, weighing between 1,150-1,200 lb.

**All natural, AngusSource**

In addition to developing heifers, Riverside Ranch sells a considerable number of feeder calves each year. “Our calves are on a health and mineral program and weaned for 45 days on meadow aftermath,” Alan says.

Prior to enrolling their calves in AngusSource, the Jacobs utilized video auction markets, selling their cattle backed by an all-natural beef alliance and feeding program. The decision to enroll in AngusSource was made two years ago with the goal of separating themselves from other beef producers.

“The USDA accreditation and age and source verification helped us decide



**Above:** Judy and Alan Jacobs, owners of Riverside Ranch, established their ranch in Oregon 17 years ago.

**Left:** Each year, Riverside Ranch develops about 1,200 females to sell to other producers as replacements. “It’s something we really enjoy doing — being able to help other ranches develop a quality cow herd,” Alan says.

to use AngusSource,” Justin explains.

“With age and source verification becoming

so important over the last few years, we felt it was a good move for our operation. It makes our cattle eligible for the rejuvenated export market.”

Selling 650 AngusSource-enrolled calves in 2006, again through video auction, the lots brought an estimated \$3-\$4 per hundredweight (cwt.) above the market.

“With a 600-pound calf, that’s about a \$20-per-head premium. It only cost us \$1 per head, along with some management time, to enroll in AngusSource,” Jim says.

To put the numbers into perspective, the average-sized group enrolled in AngusSource is 80-100 head, says Ginette Kurtz, AngusSource program manager.

“Basically, what we’re trying to do is have high-quality cattle that will grade and perform efficiently in the

feedlot,” Jim says. “And that’s why we used AngusSource. We want buyers to know that we are trying really hard with genetics, herd health and management to improve our cattle.”

“The enrollment process was very simple, very straightforward,” Justin says. Additionally, AngusSource sent a marketing document to the video auction for the Jacobs (see “Enrolling in AngusSource” on page 4). The document explained all the processes and programs the cattle had been through leading up to sale time, including that ever-important vaccination and weaning program.

Kurtz credits Justin for his preparation. “He was familiar with the program requirements,” she says. “He did his homework and knew what was expected to enroll his cattle.”

Additionally, Kurtz explains, “Justin’s management practices met

(Continued on page 10)



“Our calves are on a health and mineral program and are weaned for 45 days on meadow aftermath,” Alan Jacobs says.

## Diversity Makes a Difference *(from page 6)*

the requirements to use AngusSource. Because AngusSource is source-verified, purchased cattle cannot be enrolled. Justin knew this and kept all purchased cattle separate from his homegrown calves.”

Also, Justin was organized, and his records were complete, Kurtz says. “All of his bulls were transferred to him, and his

calving records and semen receipts were available when we began the enrollment and training. This makes the enrollment process more efficient when working with the AngusSource staff.”

“The American Angus Association has been so great to work with. It’s a neat program for the Angus seedstock industry,

as well as for commercial cattlemen raising Angus cattle,” Justin says. “They’re providing a great service to the cattle industry by promoting the use of Angus genetics.”

After completing the enrollment process, the Jacobs received visual AngusSource tags. Most of the calves were tagged AngusSource at birth.

Of AngusSource, Justin recommends other producers start early with the enrollment process, and he encourages their participation in the program. “It is such a simple process, and with a small amount of management effort, producers can reap some great rewards.”



## Others have success with AngusSource

Morgan Ranches, managed by David and Ann Rutan, sold 190 head of AngusSource®-enrolled calves this year. And it wasn’t the first time this ranch has used the American Angus Association’s U.S. Department of Agriculture (USDA) Process Verified Program (PVP). Morgan Ranches enrolled cattle in AngusSource in 2005 and 2006.

The Rutans went to work for Morgan Ranches’ founders, Walt and Grace Morgan, more than nine years ago. Located on the Idaho-Oregon border and formerly a Hereford ranch, Walt gave David the green light in 2001 to purchase and use registered Angus bulls and replacement females.

“Walt could see we were going to have to make some changes to stay competitive in the market,” David says.

Among those changes were switching from a two-season to a single-season, fall-calving period. Among other reasons, David felt calving in the spring (in wet,

cold weather) jeopardized the health of the calf crop. “We made the change to fall calving to decrease costs associated with sickness and death loss in the calves, especially since we are trying to market ‘all natural’ beef,” Ann says.

The effort to market all-natural, all-black and AngusSource-enrolled calves hasn’t gone unnoticed. Taking all three elements into consideration, David estimates that Morgan Ranches’ calves have produced a \$10-per-hundredweight (cwt.) premium. David feels they had a marketing advantage by using the AngusSource program.

But premiums weren’t the only reason Morgan Ranches decided to enroll in AngusSource. The Rutans are believers in country-of-origin labeling (also known as COL or COOL). Calves are tagged with an AngusSource electronic identification (ID) tag and visual ID tag prior to shipping, and all calves treated for health issues are removed from the group.

David recommends to other producers interested in the AngusSource program that they make sure their registered Angus bulls are transferred into their name.

“That seems to be the biggest issue right now,” he says. “People are using registered Angus bulls and want to do the program, but the bulls are not transferred into their name from the breeder.” Additionally, he welcomes questions about AngusSource from other breeders and enjoys telling people about the program and the unique tags. (See “Enrolling in AngusSource” for steps to complete the enrollment process.)

The Rutans have seven children, and feel fortunate to have four of them on the ranch to help out. Dana and his wife, Billie, and Doug and his wife, Michelle, work with David and Ann. Their youngest children, Breann and Carlen, also help with the Morgan Ranches operation.