

CAB Honors Top Performers

Awards are based on volume, quality, customer service and educational initiatives.

Story by
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The Certified Angus Beef LLC (CAB) Feedlot-Licensing Program (FLP) honors high achievers on a monthly and annual basis with its Spotlight Awards Series. CAB Feedlot Partner of the Month awards are based on volume, quality, customer service and educational initiatives. Winners of the CAB Quality Assurance (QA) Officer of the Month awards excel in attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the program's success. Monthly winners of both awards are eligible for an annual award, for which the contest year spans June through May.

Monthly winners for June through October follow.

Partners of the month

June 2004 — Thomas County Feeders Inc., Colby, Kan., enrolled cattle and collected carcass data on more than 7,000 head from June 2003 to June 2004. "The management team at Thomas County Feeders has placed an increasing emphasis on feeding Angus cattle over the past couple of years," says CAB feedlot specialist Paul Dykstra of the Premier



Partner. "They always look for opportunities to create value through marketing premium carcasses. Mike Hunter and Kendall Lock make a special effort to place their Angus cattle in the pens by the highway for all motorists to see the CAB Partner logo signs on each enrolled pen."

July 2004 — Texas County Feed Yard LLC, Guymon, Okla., enrolled 1,055 cattle to rank fifth among all licensees for July. The 30,000-head feedlot is managed by J.W. "Wes" Whitaker. Licensed since April 2002, the feedlot has maintained an elite

status as a Premier Partner, says CAB feedlot specialist Gary Fike. "They have an outstanding record in data capture, at 98.1%, and those records show relatively few discount cattle."

August 2004 — McPherson County Feeders Inc., Marquette, Kan., has been a licensed partner since May 1999. "Manager Allan Sents and Quality Assurance Officer Kendall Stubby have been conscientious in enrolling cattle and data capture," Fike says. Also a Premier Partner, the 9,000-head feedlot typically ranks 10th in enrollments out of 82 licensed feedlots. The feedlot's CAB-acceptance rate for 2004, at 17.9%, was above the national average of 15.6%, while the percentage of "out" cattle (8%) is half that of the FLP average.

September 2004 — The staff and partner-owners of McGinley-Schilz Feedyard Ltd., Brule, Neb., keep an eye on quality as the company moves to gather more carcass information than ever. Manager Ken Schilz and company enrolled 10,000 cattle in the FLP in 2004. They are also one of the largest suppliers to the CAB Natural brand, Dykstra says.

October 2004 — Frank Winters and Lisa Payne of Flint Rock Feeders Ltd., Gruver, Texas, share credit for outstanding efforts to enroll high-quality cattle in the CAB program. "Frank and his crew have worked with quality-minded Texas



Turk Stovall, North Platte Feeders Inc., North Platte, Neb., helped boost the feedyard's enrollments of cattle.

Angus breeders on retained ownership programs, achieving a high CAB-acceptance rate of 21.4%," Fike says.

QA officers of the month

June 2004 — Alan Olsen, Darnall Feedlot, Harrisburg, Neb. "Although Alan is new to some of his office duties, he has been a very valuable partner in creating efficiencies through data collection and information flow," Dykstra says. "He has been instrumental in communicating necessary details for the multiple enrollments that Darnall Feedlot has entered in the National Angus Carcass Challenge (NACC)."

July 2004 — Kelly Crymble, McGinley-Schilz Feedyard Ltd., Brule, Neb. "Kelly has exemplified a conscientious QA officer since attending the 'Commitment to Quality' seminar in North Platte last spring," Dykstra says. "She has bolstered enrollments for the company, and handles all carcass data-capture issues through frequent and helpful communication with CAB staff. Kelly is currently using and helping to evaluate CAB's Web-based carcass data reporting system."

August 2004 — Jerry Jackson, Irsik & Doll Feedyard, Garden City, Kan. "Since taking over that position, Jerry has worked hard to enroll cattle and to make sure that the lines of communication run both

ways with the CAB Supply Development office in Manhattan," Fike says. "He regularly updates the office with finalized counts and other follow-up, and has shown great interest in the National Angus Carcass Challenge for Irsik & Doll customers."

September 2004 — Jeanette Meissinger, Decatur County Feed Yard Inc., Oberlin, Kan. "She puts in a lot of time every day to ensure accurate data management for the feedlot and its customers," Dykstra notes. "Decatur County Feed Yard generates individual live-animal, carcass and financial data for most of the cattle it feeds, and this detailed information has really added to the FLP database. Jeannette's time and accuracy are essential to this valuable relationship."

October 2004 — Turk Stovall, North Platte Feeders Inc., North Platte, Neb. A former CAB staff member, Stovall now plays an important role in customer relations, cattle procurement, marketing and management at the licensed partner. Acting as the company's QA officer, Stovall boosted the feedyard's enrollments of cattle to nearly 30,000 head in the first 10 months of 2004. "The services offered through CAB, particularly carcass data reporting, have been a really good deal for our feedyard and customers," Stovall says.

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Ken Schilz, manager of McGinley-Schilz Feedyard Ltd., Brule, Neb., helped enroll 10,000 cattle in the FLP in 2004.

CAB Honors (from page 66)**Thirty-aught Six evolves**

The 30.0 Program has served as one of the most stringent measures of carcass merit for CAB-licensed feedlots since its inception in 2000. Initially, the program recognized groups of CAB-enrolled cattle achieving at least a 30% CAB-acceptance rate with no "out" cattle. Outs included Yield Grade (YG) 4 and 5 cattle, USDA Standard or lower quality grade, carcasses that are too heavy or too light, no rolls, and dark cutters.

Special recognition, including an On-Target trophy, was to be awarded when a licensee reached a threshold volume of 500 head of cattle meeting 30.0 specifications. Gold and Platinum Target Awards are set at 1,000- and 2,000-head cumulative levels to include all enrolled cattle harvested since initial licensing.

Only five feedlots had been able to accumulate a volume of cattle that hit the

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**Table 1: 30.06 qualifications**

- 10-head minimum group size
- 50% CAB® eligibility within sort groups.
- Must achieve at least a 30% Prime + CAB-acceptance rate.
- Must meet the criteria below, relative to "out" or "discount" carcasses:
 - 0% "No Roll" carcasses and those grading USDA Standard or below
 - 0% Dark-cutting carcasses
 - 0% USDA YG 5 carcasses
 - 0% "Light" carcasses (< 535 lb.)
 - 3% or fewer USDA YG4 carcasses
 - 3% or fewer "Heavy" carcasses (> 975 lb.)

Table 2: Summary of 30.06 qualifiers, June 2004-October 2004^a

Licensed CAB Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Hillig Farms**	39*	M	56.4	87.2	10.3
Hergert Feeding Co.	19	S	79.0	80.0	0.0
Boise Valley Feeders	17*	S	29.4	76.5	0.0
T-Bone Feeders	45*	H	77.8	68.9	13.3
Beller Feedlots	21*	H	14.3	66.7	4.8
T-Bone Feeders**	21*	S	81.0	66.7	0.0
4+ Cattle Feeders**	50*	H	58.0	60.0	6.0
Hergert Feeding Co.	25*	M	36.0	60.0	0.0
Hergert Feeding Co.	10*	M	50.0	60.0	20.0
Thomas County Feeders Inc.	14*	M	21.4	57.1	0.0
Silver Creek Feeders Inc.	20	S	70.0	53.3	5.0
4+ Cattle Feeders	76*	H	55.2	50.0	2.6
4+ Cattle Feeders	10*	H	30.0	50.0	10.0
McGinley-Schilz Feedyard Ltd.	28	S	60.7	50.0	7.1
Gregory Feedlots Inc.	16	H	43.8	50.0	0.0
GG Genetics	26*	S	7.7	46.2	11.5
Flint Rock Feeders Ltd.**	44*	H	25.0	43.2	0.0
Hergert Feeding Co.	44	H	40.9	42.9	11.4
Ashland Feeders	41*	H	24.4	41.5	0.0
Irsik & Doll Feedyard	28	H	57.1	41.2	0.0
Boise Valley Feeders	22*	H	50.5	40.9	0.0
Flint Rock Feeders	27*	H	59.3	40.7	3.7
Hergert Feeding Co.	19	S	94.8	40.0	0.0
Darnall Feedlot	36	H	66.6	39.3	2.8
Silver Creek Feeders Inc.	35	S	62.9	38.7	0.0
Irsik & Doll Feedyard	20	H	70.0	37.5	10.0
GG Genetics	43*	S	14.0	37.2	2.3
Gregory Feedlots Inc.	39	M	66.7	37.1	2.6
Gregory Feedlots Inc.	20	M	95.0	36.8	0.0
North Platte Feeders Inc.	72*	H	73.7	36.1	5.6
Flint Rock Feeders Ltd.	39*	M	25.6	35.9	0.0
Gregory Feedlots Inc.	20	M	80.0	35.7	0.0
Silver Creek Feeders Inc.	38	S	47.3	35.1	0.0
Boise Valley Feeders	18*	H	27.8	33.3	11.1
Gregory Feedlots Inc.	20	M	35.0	33.3	0.0
Darnall Feedlot	40	S	50.0	33.3	2.5
Gregory Feedlots Inc.	18*	S	55.6	33.3	0.0
Gregory Feedlots Inc.	12	H	91.6	33.3	8.3
GG Genetics	12*	S	50.0	33.3	8.3
Gregory Feedlots Inc.	40	H	70.0	32.4	5.0
Silver Creek Feeders Inc.	41*	S	61.0	31.7	0.0
Beller Corp.	84*	S	35.7	31.0	2.4
Decatur County Feed Yard LLC	13	H	30.8	30.8	0.0
Hays Feeders LLC	36*	S	13.9	30.6	0.0
Beller Feedlots	20*	S	25.0	30.0	0.0
Silver Creek Feeders Inc.	20*	M	55.0	30.0	0.0
Hergert Feeding Co.	47	H	66.0	29.6	4.3
Wilke Cattle Co.	45*	H	37.8	26.7	4.4

*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

**Indicates mention in the accompanying article.

^aIn the On-Target "30.06" program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB-acceptance rate with an allowance for 3% YG 4s and 3% carcasses weighing more than 975 lb. There is no minimum group size because sorting is encouraged to bring out the best in each animal.

^bH=heifers; M=mixed; S=steers.

Call (785) 539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.

CAB Honors (from page 70)

mark by last summer to achieve at least the Bronze level of 500 head. As of July 2004, the program changed so that there is a 3% + 3% (that's the .06) allowance for both YG 4s and carcasses more than 975 pounds (lb.), in keeping with most grid targets (see Table 1, page 70). The rationale and motives for the new "30.06"

remain the same, and all past achievements still count toward cumulative totals. Recognition and promotional opportunities continue as primary benefits.

On a monthly basis, the FLP honors partners that harvest 30.06 groups of cattle. Table 2, on page 70, provides a summary of accomplishments from data reported in the last half of 2004. The

following write-ups offer insights into the philosophies of some of the high achievers in the FLP.

Those little numbers bring big results

Size doesn't matter in feedlots — it's the service, says Michael Klein. As the owner of Windy Bar Ranch, Stonewall, Texas, he realizes there are more small-

scale producers than large-scale producers, and smaller lot size helped him establish a quality-focused, data-driven, registered Angus cattle operation.

Klein has been enrolling anywhere from five to 30 steers in CAB carcass information projects for 15 years — dating back to the days of the CAB Value Discovery Program.

He admits getting started wasn't easy. However, time has provided him the chance to become successful. "The first year I enrolled five head in the Value Discovery Program," Klein says. "Two of them died and one of them got really sick, so only two cattle made it. When that happens, you learn pretty quickly what works and what doesn't."

After feeding Klein's cattle at T-Bone Feeders, Goodland, Kan., for nearly a decade, manager Gary Wickwar says the cattle are far from average. "Michael's cattle feed as good as they grade," he says, noting a 30.06 pen that came in during December 2003 at 581 lb. and left in June 2004 at 1,173 lb. for a gain of 3.43 lb. per day. That same pen of cattle had a CAB-acceptance rate of 66.7%.

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having no information."**

— *Michael Klein*

Klein says his consistent results have come from years of data collection in his 120-head, registered Angus herd. "Even though I only feed 15 to 20 head a year, the data I get adds up over 15 years of collection," he says. "You have to start somewhere, and a little information is better than having no information."

Where credit is due

Brian Lundeen, Frederic, Wis., doesn't consider his 55-head commercial Angus operation anything special. With 85 acres surrounded by a single, high-tensile wire and a processing facility of a chute and a few panels, Lundeen doesn't even consider himself noteworthy. He leaves that to the cattle.

In 1986, he took over a dozen Angus-cross cows his father had managed, stepping up the breeding plan. For the last 10 years, Lundeen artificially inseminated (AIed) every cow to an Angus sire known for above-average carcass traits, receiving detailed carcass data on the calves.

Early data collection consisted of consigning steers to the World Beef Expo Fed Steer Futurity, but after four years and a change in the participation rules, Lundeen knew he needed to do something different.

"I wanted to enroll calves in the CAB program so I could keep getting data on them," he says. "I decided to go with the CAB-licensed feedlot closest to me."

By feeding his steers and keeping the heifers as replacements, Lundeen has stacked four generations of high-marbling sires into his cow herd. His feedlot cattle are evidence of the results.

July 15 the 39 calves he fed at Hillig Farms, Independence, Wis., performed miles above the national average with a CAB-acceptance rate of 87.2%, plus 10.3% grading CAB Prime. Even with these results, Lundeen doesn't feel



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— Brian Lundeen

qualified to give producers advice because he is a part-timer, working mainly at a local machine shop.

“I give the cattle more credit than I give myself,” he says. “The people I give credit to are the breeders of those good bulls who go to the trouble to get the progeny data.”

No strings

Trent Hutchison, manager of 4+ Cattle Feeders, Lexington, Neb., says the 50 heifers that made 30.06 last fall show that producers can get detailed carcass data — and proof of excellent cattle — even if they do not want to retain ownership at the feedlot.

“I know the guy that raised those cattle and bought them for another customer I have,” he says. “The producer wanted to get data back on his cattle, but other buyers never followed through. Now he gets the data back and can stop in to see them when he wants.”

The relationship has worked out so well that each producer is working out a deal where they can partner on feeding the cattle this year. For Trent and his wife, Jenny, the relationship could mean another group of high-quality Angus calves coming in this August.

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Jenny and Trent Hutchison prove that producers can get detailed carcass data — and proof of excellent cattle — even if they do not want to retain ownership at the feedlot.

CAB Honors (from page 73)

**“In any business, the bottom 20%
accounts for up to 80% of the losses.”**

— James Fuqua



A system that works

Cash flow and calf quality may fluctuate during herd expansion, making profitability an elusive goal. That's why James Fuqua, Quanah, Texas, laid the foundation for the U Lazy 2 Method of Herd Management in 1994. He fed 103 steers from that program to win the

reserve regional trophy in the 2002 Best of *the Breed* (BoB) contest.

Fuqua, part owner of Flint Rock Feeders Ltd., Gruver, Texas, has maintained the focus. His cattle representing the method in the CAB 30.06 harvest summary prove its value for participants from Tennessee to

NACC Rolls

As the 2004 National Angus Carcass Challenge (NACC) enrollments came to a close in December, with about 6,000 head total, harvest data lifted new pens of cattle from Oklahoma and Kansas feedlots to the top of the leader board (visit www.cabfeedlots.com). Attention shifted to plans

for the prize awards at the National Western Stock Show (NWSS) in Denver, Colo., Jan. 15, and six



co-sponsors announced details for the 2005 NACC.

The contest opens the new year with a new sponsorship by Alltech Inc. and a new focus from the American Angus Association's continuing sponsorship, now featuring AngusSource. Other sponsors are Certified Angus Beef LLC (CAB), *Drovers* magazine, Farnam Co. Inc. and Merial.

Alltech is a multinational biotechnology company providing natural solutions to the feed and food industries. Founded in 1980 by scientist Pearse Lyons, the Lexington, Ky.-based company now has a presence in 76 countries, employing 1,500 professionals. Alltech attributes this growth to its founding technology in yeast fermentation and a commitment to products that are safe for the animal, the consumer and the environment.

The new sponsor is putting its full sponsorship into funding NACC prizes and operations. The grand champion prize will feature \$5,000 and other exciting award packages, plus an all-expense paid trip to CAB headquarters in Wooster, Ohio.

Other prizes have been increased and additional winners will be awarded and recognized at the 2006 NWSS, to include the top 10 value entries in both the steer and heifer divisions. These awards are worth more than \$25,000 — and there's more.

The American Angus Association is offering an additional \$2,000 to the three highest-placing NACC entries that carry the AngusSource tag. The top-placing AngusSource entry wins \$1,000, with second- and third-placing entries to receive \$500 each.

Texas. "I wanted to do something that was unique in the cattle business, and create a more consistent, quality product," Fuqua says. "In turn, people who raised the product would get a bigger bang for their buck."

The U Lazy 2 Method gives producers a chance to get performance

and harvest data on their calves by connecting them to other quality-minded cow-calf operators who feed cattle to finish. A data communication system allows each party to make culling decisions based on real numbers.

"In any business, the bottom 20% accounts for up to 80% of the losses,"

Fuqua says. "Our goal is to identify a herd's bottom 20% and replace them with cattle that replicate the top 20%."

He has yet to record a loss using the method, and most other participants have increased their herd sizes. The Crawford Bros. Ranch, Strawn, Texas, has doubled the size of its herd and increased profit

margins from \$10 to nearly \$200 per head.

While Fuqua and the Crawfords send cattle to Flint Rock Feeders, it's not required. Fuqua encourages producers to feed their cattle and leaves the feedlot decision up to them.



Into 2005

Merial is offering an additional \$5,000 in prize money to the overall grand champion and \$3,000 to each division champion if they are Merial SureHealth™ Certified, for a possible total bonus payout of \$11,000.

Just for entering

There are many prizes just for entering, including:

- Half-price entry into the American Angus Association Beef Record Service (BRS) program, or \$1 per weaning weight for all portions of BRS up to 250 head per NACC entry. For details, visit www.beefrecords.com or call (816) 383-5100.
- Identification (ID) system for 100 head. To the first 100 producers who enter cattle in the 2005 NACC, Farnam will send 100 blank New Z® two-piece No-Snag-Tags®, an applicator and marker. Visit www.ztags.com to learn more.

Although potential winnings are up, knowledge and recognition remain the biggest prizes, says contest chief Rod Schoenbine, coordinator of producer programs at CAB. On top of the added incentives, the NACC is even easier to enter for 2005, he says.

"There is no special contest tag requirement now, but all cattle must be properly entered and identified with an individual ear tag number (ranch, feedlot, AngusSource or other electronic) prior to the first harvest date," Schoenbine explains.

"Participants will receive tag-transfer carcass data with ear tag number, hot carcass weight, USDA quality and yield grade, and CAB-acceptance status on each head entered," he adds. "No entry fee will be assessed if the cattle are marketed through a program that provides individual carcass information at no cost to CAB."

For more information on entering the 2005 NACC, visit www.cabfeedlots.com, or contact Schoenbine at (330) 345-2333 or rschoenbine@certifiedangusbeef.com.

— by **Steve Suther**