

# The Complete Package

Judd Ranch

[www.juddranch.com](http://www.juddranch.com)

Spring 2024



Here's a typical Judd Ranch Dam of Merit honored mama **JRI Ms Peek A Boo 214Y34** photographed at 9 years of age with her powerhouse bull calf who posted an actual 1,020 lb. weaning weight. **Ms Peek A Boo's** homozygous polled grandson **JRI Mozart 214K341** sells March 2. **Mozart's** stats: 74 lb. birth weight, 960 lb. actual weaning weight...80% of his first-calf dam's 1,200 lb. body weight.

## Cow Power Behind Judd Ranch Bulls

*You can buy with confidence knowing that Judd Ranch bulls will sire efficient, fertile and productive daughters.*

Behind every good bull is a good dam. Efficient, fertile and productive females are the foundation of the most successful cow herds. For 21 out of the last 26 years — 1998 through 2023 — Judd Ranch has been at the top of two prestigious American Gelbvieh Association (AGA) lists — breeder of Dams of Merit and Dams of Distinction and owner of Dams of Merit and Dams of Distinction.

In 2023, Judd Ranch was recognized as one of the top owners of Dams of Merit and Dams of Distinction with 14 Dams of Distinction and 82 Dams of Merit — 96

total honored females.

In the breeder category, Judd Ranch was recognized with 108 honored females — with 16 Dams of Distinction and 92 Dams of Merit.

### AGA Program

The AGA's Dam of Merit program recognizes cows that meet strict selection criteria including early puberty and conception, regular calving intervals and above-average weaning weights on at least three calves. The Dam of Distinction honor acknowledges cows that meet the same high standards for superior, long-term production with at least eight calves.

Dam of Merit and Dam of Distinction females must qualify each year. Thus, earning the No. 1 spot one year does not guarantee a repeat performance. It all depends on each cow's performance and the performance of her offspring, year after year.

AGA requires each female designated a Dam of Merit or Dam of Distinction to earn her award. Only 5.32% of the registered females in the Gelbvieh breed qualified for 2023 Dam of Merit honors, and just more than 1% met the criteria for the Dam of Distinction honors.

AGA's Dam of Merit/Distinction program recognizes breed-leading, elite females that excel in productivity and longevity, two key economic traits that contribute significantly to profitability in the cattle business.

But what do these honors mean to you? Bottom line: It means that Judd Ranch genetics are stacked with top-of-the-line performance, fertility and maternal power — and nowhere else can you get this combination in a bull package. Every purebred Gelbvieh and Balancer bull selling in this year's sale has one or more Dams of Merit/Distinction in his pedigree. That's extra maternal power for you. ❖

The No. 1 honored  
Dam of Merit program for  
21 of the past  
26 years, 1998-2023.



**335 Bulls  
Sell March 2**

**204 17-19 month old  
Fall Yearlings  
and  
131 13-14 month old  
Spring Bulls**

View sale catalog  
online after  
February 1 at  
[www.juddranch.com](http://www.juddranch.com)



## Don't Miss Judd Ranch on The American Rancher!

Judd Ranch will be featured on  
**The American Rancher**  
Monday, February 12 at 8 p.m. central time.

The episode will again air at midnight  
February 12 and 11 a.m. Sunday, February 18.

*The American Rancher*, hosted by Pam Minick, is in its 20<sup>th</sup> year of broadcasting on RFD-TV. The series began in the fall of 2004 and brings audiences in touch with the people and places that make ranching an American lifestyle.

The half-hour television series reaches a vast audience through RFD-TV (DISH-231 & DirecTV-345). *The American Rancher* features a variety of topics including seedstock producers, genetics companies, breed associations, western heritage and more. Each week, viewers can enjoy a glimpse into the lives of hardworking men and women who contribute to America's beef industry.

"We're excited to share the Judd Ranch story on *The American Rancher*," says Roger Gatz of Cattlemen's Connection and Judd Ranch consultant. "The episode will feature footage from around Judd Ranch including females and bull calves on pasture."

**Set your DVRs, you won't want to miss the Judd Ranch  
feature on RFD-TV the week of February 12.**



**JRI Ms Bella 148Y44** was photographed here as a first-calf heifer and note her powerhouse son who weaned off with an actual 990 pound weaning weight. This Dam of Merit female is currently 12 years of age and she's still one amazing producer. **Three calving ease/powerhouse black, homozygous polled Basin Payweight ET sons out of Ms Bella** sell March 2. **Stats on the trio:** 78 lb. birth weight, scalebusting 1,018 lb. actual weaning weight.



# Consider Free Sight Unseen Program

*Judd Ranch offers free sight unseen program with 100-percent satisfaction guarantee.*

The Judd family understands their customers are busy. For those who cannot be in the seats on sale day, the Judds offer a sight unseen (SUS) program. It's a free service allowing individuals to participate in the bull sale on an absentee basis.

Ranch Consultant Roger Gatz handles the SUS program. Roger has worked with the Judd Ranch family for 30-plus years. Roger helps decide all the ranch matings and keeps in-depth records on every female on the ranch. Thirty days prior to the sale Roger personally goes through and writes detailed physical notes on every bull, a process that usually takes him five to six days.

Anyone can use the SUS program. In addition to those who have a date conflict, it's also for individuals who prefer not to travel to the sale. You don't have to have a specific reason to use the SUS program.

"When you use our sight unseen program, a person represents

you in the bleachers and does your bidding for you," explains Gatz. "Your proxy bidder knows what bulls you want to bid on and your maximum bid for each bull and tries to purchase the bulls on your behalf. Never does the bidder go over your maximum amount."

The program is so popular that in past years, 20 to 25% of all bulls offered in the sale were sold to SUS customers.

The SUS program, which has been in operation for more than 10 years, takes the risk out of purchasing bulls as it comes with a customer satisfaction guarantee. You either like the bull(s) purchased for you or they are returned to the ranch at no cost to you.

Bull buyers who use the SUS program typically use it for one of three key reasons:

- 1) They have a conflict on sale day and can't make the sale.
- 2) They live a significant distance from the sale and this service saves them time and money driving to and from the sale and allows

them to spend the day as needed.

3) They've used the SUS program before and liked the bulls purchased for them better than if they had attended the sale and chosen bulls for themselves.

SUS bidding assignments are randomly handed out, so proxy bidders do not know what bulls fellow proxy bidders are seeking. In addition, there are no "rafter bids."

"The program has been built on honesty, and it is in everyone's best interest that we keep the program honest," Dave Judd explains.

Gatz adds, "If we can purchase a bull for less money than a sight unseen customer has given us, we will, and numerous bulls are purchased for less than their SUS customers' maximum bid."

## Past SUS customers' experiences

Patrick McKenzie and his dad, Jeff, bought their first Judd Ranch genetics in 2020. The son and father's busy schedules do not allow them the time to make the 13-hour roundtrip from Carmi, Illinois, to Pomona. Thanks to the SUS program they have been able to make the original purchases in 2020, another in 2021 and one in 2023.

"The SUS program has been a really good option for us," Patrick says. "Everything we have bought has surpassed our expectations."

The McKenzies manage a 100-head cow-calf operation plus a backgrounding facility.

"We were strictly Angus until a couple years ago," Patrick explains. "We were looking for options to add more pounds of weaned beef to our calf crop plus improve the fertility and docility of our herd."

They did some research and decided to try to incorporate Gelbvieh genetics because of the breed's fertility and udders. They saw some Judd genetics and liked them, which led them to reaching out to Roger.

In 2020, they bought a pair of Gelbvieh bred heifers from Judds.

"We were blown away by the calves at side," Patrick recalls. "They calved on their own and those calves weaned heavier than we have been able to produce before."

He also commented on the



*Here's a typical Judd Ranch Dam of Merit mama JRI Ms Sugar And Spice 140C32 photographed as a third-calf female with her meatwagon bull calf who posted an actual 996 lb. weaning weight. Ms Sugar And Spice's red, homozygous polled grandson JRI Charleston 140K326 sells March 2. Charleston stats: 79 lb. birth weight, 1,000 lb. actual weaning weight...78% of his first-calf dam's 1,290 lb. body weight.*

quality of the Judd female's udders.

More than satisfied with the females, the McKenzies then purchased their first Judd bull in 2021, again using the SUS program. Patrick says the bull was what they wanted and more.

"He went out and took care of business," he explains. "The Judd bulls don't melt down in the pasture."

Historically the McKenzies have backgrounded their calves and then sold them as feeders. After seeing the performance of the first Judd-sired calf crop, the McKenzies made the decision to retain ownership and feed out their calves to capture their value as fed cattle.

The first set was just finishing on feed and scheduled to go to harvest as this article went to press. Patrick was happy with the first groups gain and is looking forward to the harvest data.

He says they plan to continue to transition their herd to be 100% Balancer/Gelbvieh with the goal of retaining females and feeding out steers. The father-son duo also plans to use the Judd SUS program for years to come to make their Judd Ranch purchases.

Patrick explains Roger is key to making the SUS program work for him and so many other Judd Ranch customers.

"Roger knows what works. He knows the Judd genetics inside and out. He gives an honest opinion and provides good service," Patrick says. "He is the easiest person I know to work with. He really listens to what you want and asks questions about your cows and your operation to help you find the best options."

In comparison, Tom L'Ecuyer, Morrowville, Kansas, has been

*(Continued on Page 4)*



*JRI Ms Busy Bee 285Y709 was photographed as a first-calf heifer and note her meatwagon son who weaned off with an actual 1,015 lb. weaning weight. This Dam of Distinction female is currently 12 years of age and she's still one phenomenal producer. Her black, homozygous polled purebred General Patton son, JRI Kelce 285K809Y sells with a whopping 950 lb. actual weaning weight, big ol' 16.5 square inch yearling ribeye.*

This newsletter is brought to you by Judd Ranch Inc.



Dave & Cindy Judd  
Nick & Ginger Judd & family  
Brent & Ashley Judd & family  
423 Hwy. K-68, Pomona, KS 66076  
Phone: 785/566-8371 or 785/241-0676  
www.juddranch.com

## Sight Unseen Customers:

Please call two to three weeks before the sale to discuss your bull needs. The sooner you call, the more time Roger has to help identify the best bulls for your program.

*All Sight Unseen orders must be placed with Roger by noon on Friday, March 1 (the day prior to the bull sale).*

Prior to sale week, please call Roger's toll-free office number:

**1-800-743-0026.**

During sale week, please call Roger on his cell phone:

**785-547-6262.**



# FAMILY FIRST

*At Judd Ranch the focus is on producing stout, profitable bulls while raising the next generation.*

For more than four decades, high school sweethearts Dave and Cindy Judd have focused on what's most important — family. The fact is that family, at Judd Ranch, means building a program that can successfully support generations of Judds who want to return home as well as the strength of the cow lines they have worked so hard to propagate while producing bulls that will work for the Judd's extended family — their customers. Yes, it's all about family.

The Judd Ranch story began when Dave and Cindy purchased the ranch headquarters just west of Pomona in the scenic Kansas Flint Hills. Through the years the Judds have raised their sons, Nick and Brent, who are now raising their kids on the ranch working together raising quality cattle, caring for the land and producing the forage needed to feed their cow herd.

"Our grandkids just keep learning new skills," Dave says with pride. "They are all a huge asset to the ranch. Our goal, since Cindy and I started Judd Ranch, was to try and build the operation big enough to support our kids and the grandkids, if they want to stay on the ranch."

It's a team at Judd Ranch, with each family member contributing their strengths to the success of the ranch. Dave handles the overall management of the ranch and is the go-to man. He and ranch consultant Roger Gatz of Cattlemen's Connection oversee all mating decisions and decide which animals go into the female and bull sales.

"He breeds for bulls and I breed for females," Dave says. "He individually evaluates each sale animal plus he knows the history of our cow families. Roger is like family and deserves a lot of credit for the success of our program."

Cindy serves as office manager and oversees night calving.

"I've got a good family and a heck of a wife who all give 110% to this ranch and work their tails off," Dave adds.

Their oldest son, Nick, graduated from Kansas State University

in 2002 with an animal sciences and industry (ASI) degree. He manages the ET center, including detecting heats on donors and recips, and oversees clipping sale cattle. He also manages hay sales and grain storage and handles the certification of chemicals for crop and pasture management. His wife, Ginger, is a 2003 K-State ASI graduate. She manages the pen bulls for the National Gelbvieh and Balancer Pen Bull Show including halter breaking and preparing to show. She also helps with payroll. Their three children are Lily (19), Levi (16) and Lacy (13).

Lily is a sophomore and member of the livestock judging team at Butler Community College. After she completes her associates degree she plans to transfer to a four-year college and finish her degree focused on marketing. As the oldest Judd grandchild, she says her goal is to set an example for her siblings and cousins. She appreciates how the ranch has taught her the value of hard work.

Levi has become an equipment man. He helps with putting up forage as well as welding and building fence. Lacey enjoys helping get cattle ready for the shows and sales.

Youngest son, Brent, graduated from K-State in 2005 with an ASI degree. He serves as AI technician, processes all newborn calves, pregnancy checks, heads up the row crop planting and assists with sale duties. His wife, Ashley, is a 2005 K-State finance graduate and a 2008 Washburn University School of Law graduate. She handles cattle registrations, the ranch's website and projects such as submitting DNA tests and the female sale's annual judging contest. They have two children — Oliver (10) and Avery Jo (6). Dave describes Oliver and Avery as nutritional supplement engineers — they help feed cows and check heats.

In addition to these specific tasks, each Judd Ranch family member chips in when and where needed — and that includes the grandchildren.

"I'm a super proud grandparent," Cindy says. "Everyone works hard to get the job done daily. While working cows everybody has an 'age appropriate' job. As a family we help gather each morning, then at chute side, everyone has a station they are responsible for."

Each grandchild has a role including tagging, keeping the alleyway loaded, collecting DNA samples, paperwork, etc.

"It is definitely a team effort around here and all hands-on deck."

Dave expresses his gratitude for the entire family stepping in to get things accomplished.

"It is fun and rewarding to be able to have a family so involved. They all step up to the plate and handle whatever task is in front of them. We can't wait till Grandma and Grandpa can sit back and just watch them do it. We get so much enjoyment watching our grandkids making decisions and being involved. We are so blessed to be involved in agriculture."

## In the beginning

The original ranch purchase included a herd of Polled Herefords. Brangus females bred to Gelbvieh bulls were quickly added to the herd. Impressed with the results of Gelbvieh-influenced calves, the Judds purchased a large number of half-blood and 3/4 blood Gelbvieh females in 1982 and began working toward a purebred Gelbvieh herd.

Dave says this decision was based on extensive research, including data from the U.S. Meat Animal Research Center (US-MARC) that showed Gelbvieh produced more pounds of weaned calf per cow than any other widely used breed. Gelbvieh had also earned a reputation for its heat tolerance and maternal qualities, such as fertility and milk.

"Data from USMARC continues to show the power of the Gelbvieh breed," Dave says. "Through the years, Gelbvieh has reduced mature cow size and research shows that Gelbvieh has the earli-



*Meet the Judd's: In the center are Cindy and David Judd, grandparents and founders of Judd Ranch. On the left is Nick's family: Lily, Levi, Lacey, Ginger and Nick. On the right is Brent's family: Brent, Oliver, Ashley and Avery Jo.*

est age at puberty and has the lowest birth weight of the four main continental breeds."

Since 1981, Dave and Cindy have built the Judd Ranch from the ground up, adding land and cattle while raising their family. Today Judd Ranch, with Gelbvieh, Balancer and Red Angus seedstock, ranks in the top 25% of seedstock operations in the country and both sons are back on the ranch with their families.

The Judds host two sales per year at the ranch — the annual bull sale is the first Saturday in March, and the annual female sale is the second Saturday in October.

Dave and Cindy have been members of the American Gelbvieh Association (AGA) since 1983. They have been very active, including Dave serving on the AGA Board of Directors from 2004-2009. The couple was inducted into the AGA Hall of Fame in 2016.

## The Judd program

Producing the complete package — calving ease, growth, carcass, fertility and being a source for heterosis — is the goal at Judd Ranch.

Strengths of the Judd Ranch cow herd are productivity, fertility, uniformity, calving ease, moderate frame, easy disposition and udder quality. The herd is genetically uniform and possesses a good balance of traits, due to stacking gen-

erations of like phenotypes and genotypes. Thus, the bulls they produce are deep bodied, thick and structurally sound.

Dave explains his focus has always been the maternal traits.

"They make the cow-calf guy the most money, yet they are the least heritable. Milk and fertility can be antagonistic traits, so you have to select for both," he explains. "We require our cows to be pregnant each year and bring in a big calf."

The Judd Ranch program has both fall and spring calving seasons. The herd includes about 500 fall calving and about 270 spring calving cows with about 80 to 100 embryos born each year. About 90% of the females are artificially inseminated, with the remaining 10% pasture bred to Judd Ranch herd sires. In addition to its extensive AI program, Judd Ranch's top genetics are propagated via embryo transfer (ET), flushing 15-20 females three times a year.

Nick says their AI program and making the right matings has helped breed the uniformity and consistency into their bull offering and is the foundation of female fertility. The Judds breed the majority of the cow herd off of natural heat, which promotes natural fertility.

Dave is a stickler for timing. This attention to detail is why Judd Ranch

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# Hybrid Vigor Simplified

*Balancers offer a simple and powerful way to maintain hybrid vigor and the proper blend of British and Continental genetics in your cow herd without complicated crossbreeding systems.*

Balancer cattle are registered hybrid seedstock and have documented pedigrees and expected progeny differences (EPDs). Balancers are 25 to 75% Gelbvieh, with the balance Angus or Red Angus. Producers can choose the percentage of each breed to best suit their marketing target for their calves.

61% of all bulls selling  
March 2 are Balancers

According to the American Gelbvieh Association (AGA) website, "Balancer cattle combine the Gelbvieh growth, muscle, leanness and fertility with the maternal and marbling of Angus."

The sire and dam must be recorded by an officially recognized organization — AGA, American Angus Association or Red Angus Association of America. At least 75% of the pedigree must be known and documented by the

AGA and/or another officially recognized registration association.

## Why Balancers?

Producers can use registered Balancer bulls to take advantage of management convenience and hybrid vigor in a single package while producing cattle that fit the pasture, the feedlot and the meat case.

Documented research proves that Balancer hybrids offer the same consistency as their purebred parents with improved uniformity of composition. Balancers are registered seedstock, complete with documented parentage and EPDs.

Balancer bulls possess paternal heterosis, resulting in improved productive and reproductive traits. The benefits of paternal heterosis include increased servicing capacity, higher pregnancy rate and weaning rate, greater sperm concentration, larger scrotal circumference and reduced age at puberty. Research proves the reproductive advantages of crossbred bulls. Purebred Gelbvieh bulls used on high percentage Angus or Red Angus commercial cows produce Balancer calves that meet all industry demands from the pasture to the feedyard to the rail.

Registered Balancer hybrids combine Angus advantages with Gelbvieh growth, muscle leanness, fertility, moderate mature cow size and unequaled pounds of calf per cow exposed in a single animal.

Research proves that Balancer hybrids offer consistency with improved uniformity of composition.

"Take a look at the largest, most successful commercial operations and you'll find crossbreeding is the standard rather than the exception," explains Matt Spangler, beef genetics extension specialist at the University of Nebraska-Lincoln. "Commercial cattle producers must realize that no single breed excels in all areas that affect profitability. Breed combinations can be engineered to accommodate environmental constraints and meet marketing objectives."

Use registered Judd Ranch Balancer bulls and take advantage of management convenience and hybrid vigor in a single package backed by the Judd Ranch name. ❖



*Oh my, check out the whopping heifer calf at the side of this Judd Ranch Dam of Merit honored mama JRI Ms Sweet Reality 213T771 ET, photographed as a first-calf heifer. Ms Sweet Reality's black, homozygous polled grandson JRI Say No More 213K47 sells March 2. Say No More's stats: 86 lb. birth weight, 1,105 lb. actual weaning weight, 1,380 lb. 365-day weight, 18.5 square inch yearling ribeye.*



*Mercy, look at the powerhouse bull calf nursing this calf raising machine Judd Ranch honored Dam of Merit mama. Her homozygous black, homozygous polled grandson, JRI Resolve 254K297 sells March 2. Resolve's stats: 59 lb. birth weight, whopping 970 lb. actual weaning weight, scalebusting 1,317 lb. 365-day weight.*

## Join us for Burgers on March 1!

Plan to join us Friday evening before the sale for our

### Judd Ranch

### Customer Appreciation Hamburger Fry.

Come early and view the bulls at the ranch and then enjoy a burger and fellowship.

Hamburgers will start coming off the grill around 5 p.m. and will continue to be served until 7:30 p.m. We invite you to come to the ranch Friday afternoon, look over the bulls, narrow your choices, then join us for a grab-and-go meal. There will be tables set up to enjoy the meal.

The Judd Ranch crew will be on hand to talk bulls all day and evening. "Guests can eat and then go back to look at bulls or visit with our crew about the bulls," Cindy Judd explains. "This format actually gives people more of an opportunity to speak one-on-one with our family and crew."

Please RSVP and indicate the number of people planning to attend so sufficient food and beverages will be on hand. You can RSVP when you complete the sale catalog request form, returning it to ranch consultant Roger Gatz.

## Sight Unseen Program

*(Continued from Page 2)*

buying Judd Ranch bulls for a long time. So long ago, he can't remember the year of his first purchase. Judd Ranch records show Tom has purchased five of the last 10 years. But like Patrick, Tom says one of the reasons he keeps going back is the opportunity to work with Roger and the SUS option.

"I have a lot of faith in Roger," Tom says. "He's never seen my cow herd, but he knows the bulls and can recommend the ones to help fit my program."

The L'Ecuyer herd includes 400 cows with half calving in spring and half in fall. With the split calving season, Tom explains he's willing to spend a little more for bulls because they get two calf crops a year. Today about one-third of their bull battery is Judd sired.

Tom, his brother and his brother's son-in-law work together to manage their cattle and farming operation in north central Kansas. Tom appreciates the ability of the Judd-sired genetics to survive and thrive during fall calving when the family does not have time to manage the herd as intensively because of fall harvest. They appreciate the Judd-sired mothering ability, fertility, docility, plus the pounds of beef they wean off each year.

Tom says he would absolutely recommend the SUS program for those who can't make it to Pomona

on sale day, but he does encourage customers to meet and get to know the Judd family.

"I've never bought a bull from Judds that I've been disappointed in," Tom explains. "You can always tell the Judd-sired calves at weaning — they are the stouter ones. They are tremendous meat producers."

## Call sooner rather than later

Because the key to a satisfied SUS customer is knowing what that person wants, Gatz asks that anyone wanting to use the SUS program call and talk to him about their bull(s) as soon as possible.

"I can give a person the time and attention he or she deserves when I'm called two or three weeks prior to the sale," Gatz explains. "Calling as early as February 10 would help us both big time. These conversations can last 30 minutes or so. I don't like to hurry when it comes to helping a person find the bulls that will best fit their situation."

Calls made to Gatz to learn more about the SUS program and to talk about the bulls in the sale prior to sale week need to be made on Roger's toll-free office number: 800-743-0026.

Calls made to Gatz during sale week should be to his cell: 785-547-6262. Because SUS orders need to be organized and proxy bidders assigned, Gatz requests that all SUS orders be placed by Friday noon, March 1. ❖





Check out the beautiful heifer calf at the side of this Judd Ranch fertility-plus/calf raising machine Dam of Distinction honored mama. **Her black, homozygous polled grandson JRI Patent Pending 68K45 sells with a calving ease 75 lb. birth weight, whopping 955 lb. actual weaning weight.**

## Judd Family Ranch

(Continued from Page 3)

has been the AGA's No. 1 breeder of Dams of Merit and Dams of Distinction for 21 of the past 26 years.

Uniformity starts at birth with Judd genetics. Brent oversees the processing of calves at birth — collecting birthweights, tagging, tattooing and giving newborn shots. Some days this equates to more than 20 calves each morning and many times there will only be just a couple pounds difference in all the calves born.

In 2000, when customer demand revealed the need for a second breed, Judd Ranch chose Red Angus.

“Identifying a second breed required as much research as when we were looking for a breed back in the early 1980s,” Dave explains. “We chose Red Angus as our second breed because it complements Gelbvieh.

“Red Angus excel in carcass quality, and they have excellent maternal characteristics and moderate size. They also have great dispositions and feeding characteristics.”

With a Gelbvieh herd and a Red Angus herd, it was a natural fit for Judd Ranch to offer customers a third breed: Balancer. Balancers are the result of mating Gelbvieh with either Red Angus or Angus. A registered Balancer must be at least 25%, but not more than 75% Gelbvieh, with the remaining percentage either Angus or Red Angus. A Balancer combines the fertility, growth, muscle and leanness of Gelbvieh with the maternal and marbling qualities of Angus or Red Angus.

“Balancer bulls are an excel-

lent option for cowmen who would like some benefits of heterosis, but don't want 100% Gelbvieh influence,” Dave adds.

### The ranch

When Dave and Cindy put the ranch together, they tried to develop a balance of grasses. The cattle run on native prairie and fescue grass. The bulls go through gain test in large, rocked pens. After gain test, they are turned out in pastures with no supplemental feed.

“We don't pamper the cattle,” Dave says. “We don't want feet problems. We want them ready to go to work for our customers.”

Cows carrying the Judd Ranch brand must thrive in both extremes when it comes to weather. Summers at Judd Ranch can be extremely hot and humid, and the Kansas Flint Hills winters can be harsh with a lot of moisture. The ranch averages about 111 days below freezing each year and 38 inches of precipitation.

With females and bulls selling to herds across the country, customers report that Judd Ranch cattle thrive and breed well in all parts of the U.S.

Sustainability is a buzz word in the agricultural industry today, but it has been a focus at Judd Ranch since it was purchased in 1981. The family has always focused on taking care of the grass and improving water systems.

In addition to the seedstock operation, Judd Ranch has a diversified farming operation, consisting of corn, beans and alfalfa, producing its own feed. In good weather years, the family also markets a large portion of the ranch's alfalfa,

prairie and brome hay.

### Built on years of data

Numbers are important at Judd Ranch. Not numbers as in who has the most cows or sells the most bulls, but numbers related to objective measurements.

The Judd Ranch program has more than 10 generations of objective performance data it relies on when it comes to decision making. Data includes birth, weaning and yearling weights, rate of gain and measurements for pelvic area, scrotal circumference, frame, backfat and ribeye area. In recent years, DNA testing has been added to this data.

“At Judd Ranch, every cow is viewed as a factory,” Dave explains. “As a beef factory, each female's job is to cycle, breed and calve on a regular basis and then to raise a calf that is genetically superior to her and the sire of her calf. In addition to being extremely fertile and a high-quality factory, each female must be structurally correct, have a quiet disposition and have that all-important marketability. We have to keep all traits in balance and can't fall down in any area.”

While almost every ranch visitor is quick to notice and comment on the herd's amazing teat and udder structure and their moderate frame, Dave adds, “our emphasis on the teat and udder structure of our cows is showing its rewards. That said, teats and udders are constantly scrutinized.”

Ranch consultant Roger Gatz calls Judd Ranch “the No. 1 herd in the nation for teat and udder structure.”

In recent years the Judd family has worked to improve structural soundness and feet and legs.

“The new buzzword today is ‘feet,’” Dave explains. “We are concentrating to make sure any new genetics we bring into our program are good footed.”

The Judd family strives to provide unmatched customer service, because they believe when a customer purchases Judd Ranch genetics, they are making an investment in their herd.

“We invite you to call or visit us anytime so we can discuss your operation and how our genetics can help meet your goals,” Dave says.

### Customer focused

The Judd family has enjoyed

decades of success and realize it all started with satisfied customers. Along with providing solid, dependable cattle, customer service is a top priority.

“You can have the best cattle in the world, but, if you don't have a person's trust, then those cattle aren't worth a dime,” Dave explains. “Cattle have to meet a customer's expectations and you have to be a man of your word. Those two factors go hand-in-hand. One without the other doesn't work.”

The Judds stand behind what they sell and are appreciative of the loyalty and repeat customers they have had through the years.

“Sometimes we take for granted the miracles that happen in our business, such as a healthy, newborn calf or a good rain to green pastures up,” Dave says. “We feel especially rewarded when our customers return to us year after year to purchase seedstock.”

Judd family members agree that they are constantly trying to improve their genetics to meet customer demands.

“We all have the same goal of producing a great product for our customers,” Cindy says, explaining customers to include those who buy beef at the grocery store and those who buy Judd Ranch bulls and females.

### Looking forward

The Judds have built a seedstock operation with the goal of producing profitable and functional genetics for commercial

cattlemen. Sitting around the lunch table on the Judd Ranch headquarters front porch in August 2023, the entire Judd family shared their goals for the future. It was evident they are all focused on continuing to do what they are doing as a family while gradually increasing cow herd numbers and keeping their focus on the customer.

Transition and growth were words discussed multiple times that afternoon on the porch. Transition of their customer base, growth of their cow herd, growth in the technology available to collect and share data and especially the growth of the grandchildren.

The family also recognizes and appreciates they have a great hired crew who also helps on the ranch.

“They help keep the operation going daily,” Cindy explains.

The passion for the ranch is evident in all three generations of Judds. It's the smile in Lacey, Avery and Oliver's eyes as they talk about helping on the ranch, the sincerity and pride as Lily and Levi talk about their responsibilities and goals for the future, and the emotions witnessed as Dave and Cindy talk about the future of the ranch and their grandchildren building on the strong foundation started by Dave and Cindy.

“We raise cattle, grass, hay and feed around here, but the No. 1 thing we are doing is raising the next generation,” Dave summarizes. “We want our grandkids to feel like they are part of the operation and valuable to its success, because they are.” ♦



Super mom JRI Ms Amber 017S9 flat knows how to raise babies and wowsa, note the testicular development on her meat machine bull calf who pounded the actual weaning weight scales at 970 pounds. This incredible producer maintained a 365-day annual calving interval at 15 years of age. **Ms Amber's black, homozygous polled grandson JRI Scout 017K6 sells with a calving ease 84 lb. birth weight, scalebusting 970 lb. actual weaning weight.**



# Judd Ranch Customers Profit from Selling on the Grid

True or False: Gelbvieh-influenced and/or Balancer-influenced calves won't grade and won't work on the grid. If you answered "False," you are correct. Judd Ranch bull customers who have been following their Gelbvieh-influenced and Balancer-influenced fat cattle on the rail and selling on the grid have found that their Judd Ranch-influenced Gelbvieh- and Balancer-influenced cattle outperform the U.S. industry average of 7 to 8% Prime and 70% Choice. And they either meet or surpass the averages of the American Gelbvieh Association's 2017 Steer Challenge and Scale and Rail Carcass Contest when 85% or more of the 107 Balancer steers from across the country graded Choice or better.

### Performing on the rail

South Dakota cattleman Travis Olson was looking to improve both carcass quality and increase performance. He was a believer in using Gelbvieh bulls on his Angus-based females.

"We are still paid by the pound, it is a guarantee to get more money if you produce more pounds of beef," Travis says.

Triple O Ranch is a multi-generational family operation located near Langford, South Dakota. The Olson family feeds out all 300 calves each year in their on-farm feedlot. This has been their marketing strategy for 25 years. Typically, the calves are harvested at the Tyson plant in Dakota City. Prior to buying Judd Ranch bulls, Travis was concerned with how he was losing performance while improving carcass quality with his current bull battery.

Seven years ago, wanting it all — performance (pounds) and carcass quality — Travis started looking for a new bull supplier. He says he first learned about the Judd Ranch program reading the Gelbvieh World. Intrigued with what he read, he did more research reading the

Judd Ranch newsletters. This led him to making the 600-mile drive to Pomona to check out the Judd Ranch program. Impressed with what he saw, the Olsons have been a customer ever since.

Travis says the Judd bulls increased average finished weights 50 to 75 lb. per head. That's more than 15,000 total pounds — money in the bank.

As farmer-feeders, the family's goal is to finish calves at 13 months of age. Prior to buying Judd Ranch bulls, they were averaging 76% Choice or better and were losing performance at the same time. The family is excited about the carcass results of their 2020 calf crop that averaged 86% Choice or higher and 85% Yield Grade 2s and 3s. (See sidebar graphic for complete results.)

Sold on the Judd Ranch program, Travis summarizes, "If you are feeding and finishing straight Angus cattle, I highly recommend you try a Judd Ranch Gelbvieh bull and see how much you will gain."

Commercial cowman Gerald Merz from Missouri had a "happy camper" experience selling his Gelbvieh- and Balancer-influenced fats on the grid. Every steer in Gerald's first load of 36 head of fats in 2018 graded Choice or better, with 14 of the 36 grading Prime and 11 qualifying for the CAB program. Sired by Judd Ranch purebred Gelbvieh bulls and out of Angus cows, these steers were what Gerald calls "the industry's highly desired Continental X British crosses."

In another group of Judd Ranch Gelbvieh- and Balancer-influenced fats, 11 out of 18 went Prime and four or five went CAB. All were Choice or higher. The Missouri cattleman's formula for success: Judd Ranch purebred Gelbvieh and Balancer bulls on Angus and Angus X Judd Ranch-influenced females.

"I've been using performance bulls for more years than I can count and have been retaining ownership

and selling on the rail for 15 to 20 years. I figure I can either get paid for my better genetics or someone else will," Gerald explains. "With the dryness, I've been weaning the middle of August. The calves go on silage and a little corn. They stay on that ration, and I increase their corn as they get bigger. They're 17 to 18 months old when they are harvested.

"As the kill sheets show, Judd Ranch Gelbvieh-sired and Balancer-sired cattle are definitely performing mighty fine on the rail for me."

Bill and Kathy Stoltz, BK Ranch, Wisconsin, are among the cow-calf producers who expect more from their Gelbvieh-influenced cattle and simply wouldn't be happy if only 7 to 8% of their fat cattle went Prime. "We're getting right at 50% Prime, and it's been a long time since we had any cattle grade less than Choice," Bill explains.

The cattle that have been performing so well on the rail for Bill and Kathy are "more Gelbvieh than anything else." The Stoltz's cow herd has a "bit of Angus" in them and a whole lot of Judd Ranch Gelbvieh. Bill adds that, the last five to six years, they have been using purebred Gelbvieh bulls.

"If people think Gelbvieh and Balancers won't grade, then they might want to pick different bulls," Bill interjects. "A lot of how cattle grade hinges on picking the right bulls. I am really fussy about buying bulls with good carcass values, and that has been paying off."

Tracy Lake, a cow-calf producer from Idaho, has been using Judd Ranch bulls for close to 20 years. He's also been feeding out cattle and selling them on the grid for the same amount of time. His 1,500 head of mother cows are black crossbreds, primarily Gelbvieh X Simmental or Gelbvieh X Angus.

Using Charolais bulls on his Judd Ranch-influenced Gelbvieh cross females, his calves are averaging 61 to 64% on yield. Tracy estimates that, on average, his steers hit about 10% Prime and 70% Choice — or better.

"Genetics are important, and feed



*Whoa, check out this beautiful fertility-plus/calf raising machine Dam of Merit mama JRI Ms Maybeline 254D21 photographed at 6 years of age. Her red, homozygous polled purebred son at side JRI Saturday Night Special 254K310 sells with an 81 lb. birth weight, scalebusting 1,020 lb. actual weaning weight.*

is equally important," he tells. "We like to turn over the cattle. As soon as we think they will grade, they sell on the grid."

Tracy attributes being successful on the grid to two factors: genetics and feed. And he's adamant that it takes a darn good cow to produce a good calf that performs start to finish.

"We love our Gelbvieh-influenced cows," he continues. "I can't say enough good about our Gelbvieh crossbred cows. Their calves perform well on the rail."

Mark Wray started feeding cattle when he got out of college. At first, he purchased what he thought were "really good calves" from the auction barn. But, despite the calves being Angus, he said they were missing the boat when they hung on the rail.

"Then I heard a guy giving a presentation say that the best animal you can feed is a Continental X British cross, and that got me to thinking," Mark elaborates. "I knew Judd Ranch just down the road had the best Continental cattle out there and I could raise my own cattle and benefit from selling them on the grid. Plus, I could improve my cow herd at the same time.

"So, I started buying Judd Ranch bulls — purebred Gelbvieh — and putting them on our 300 Angus mama cows. I knew that with Judd Ranch bulls I would get bulls that excel in maternal traits and growth traits and my calves

would be that highly desired Continental X British cross."

This commercial cowman from Kansas says his first set of home-raised Judd Ranch-influenced Continental X British cross calves hung on the rail "really well."

"But the big benefit to using Judd Ranch bulls was once my Judd Ranch-influenced heifers were in production," he explains. "For the past three years, I've been putting Judd Ranch Balancer bulls on my crossbred (Angus X Gelbvieh) females and 'Wow!'. Our yield on those calves went up a full percent.

"That's a \$20 to \$30 a head premium."

Mark adds that, year in and year out, 10 to 11% of his calves are grading Prime and another 80% are grading Choice. That's 90 to 91% consistently grading Choice or better. He points out that Judd Ranch genetics are giving him the yield he needs to sell on the grid, without sacrificing quality grade.

"We've been using Judd genetics to make better mama cows, and we're picking up some yield at the same time," Mark states. "The myth out there that Gelbvieh or Balancers won't sire calves that will work on the grid is not accurate. It's just that — a myth. It's a false belief.

"Our calves and the premium we've been getting are proof that Gelbvieh-cross and Balancer-cross calves work on the grid. Heck, I sure enjoy that extra \$20 to \$30 per head." ❖

2021 Triple O Ranch Carcass Data				
	Avg. Harvest Weight	Average ADG	Average Yield	Average Quality Grade
155 Heifers	1,300 lb.	3.33 lb./day	63%	87% Choice or better
145 Steers	1,425 lb.	3.65 lb./day	63.25%	86% Choice or better

*\*Calves were harvested at 13 months of age and 85% were Yield Grade 2s or 3s.*



## We are Listening: Survey Shows How Judd Ranch Bulls are Performing

Judd Ranch cares about how its bulls are working and wants to know how it can improve its bulls and customer service. After the 2017 Bull Sale, a two-page survey was mailed to all bull buyers who had purchased Judd Ranch bulls in the past five years.

Of the 507 bull buyers receiving a survey, 18 percent returned it. That's a darn good return rate, considering the average paper-based survey results is only a 10 percent return rate. Survey responses were received from cattle producers from 18 states: Idaho, Illinois, Iowa, Kansas, Kentucky, Missouri, Nebraska, Oklahoma, Texas, Arkansas, Georgia, New Mexico, New York, North Carolina, South Dakota, Virginia, West Virginia and Wisconsin.

Of those responding, the size of cow herds ranged from 720 to 12 head. Producers responding to the survey indicated that they had been purchasing Judd Ranch bulls for an average of seven years. Ad-

ditional survey responses related directly to their bull purchases showed that:

- 91% rate their Judd Ranch bulls as "extremely docile" or "docile."
- 93% are "very satisfied" or "satisfied" with their Judd Ranch bulls and their offspring.
- **Judd Ranch bulls boosted their average weaning weight by 68 pounds per calf.**

The survey also asked the open-ended question, "what characteristics do you like best about your Judd Ranch-sired females?" The top five characteristics cited by the 57 respondents were docile disposition, milking ability, udder quality — with several noting "great teat/udder quality," moderate size and maternal strength. Other qualities listed include feet and legs, easy fleshing, calving ease, "make good cows," fertility/breed back, longevity, efficient, early puberty, good structure, genotype, phenotype and heterosis.

Asked to rate their Judd

Ranch-sired replacement females, 87 percent circled the answer "Top 10% of herd" or "above average."

Not one person returning a survey responded with a negative comment about their Judd Ranch-sired replacement females.

"This survey indicates that Judd Ranch bulls are working across the country and that commercial cow-calf producers with large herds and smaller herds are buying Judd Ranch bulls," explains Roger Gatz, herd consultant for Judd Ranch.

Roger adds that other information gleaned from the survey will be used to help direct Judd Ranch's program. "We pay attention to the survey responses regarding target birth weights, color preference, preferred Balancer percentage, traits most important to you, etc. This survey told us not only how you are using Judd Ranch bulls but what you want in a Judd Ranch bull. When you speak, Judd Ranch listens." ❖



Look at the scalebusting bull calf at the side of this Judd Ranch first-calf heifer. This super stud pounded the yearling weight scales at 1,309 pounds while posting a 17.5 square inch yearling ribeye.

## First-Time Sale Attendees: Travel Expenses Covered by Satisfaction Guarantee

Not convinced Judd bulls are for you, but wanting to check them out? If you like what you've read in this newsletter, talked to us about this year's sale offering and are curious if the bulls are as described, then check us out by attending the sale. If you are attending the sale for the first time and the offering is not as described to you, talk to us after the sale and we will reimburse your travel expenses.

"The Judds and I are confident in the program and my ability to accurately describe the bulls that a travel expense reimbursement customer satisfaction guarantee is offered to first-time sale attendees," explains herd consultant Roger Gatz of Cattlemen's Connection. "We don't care if you drive or fly to the sale. Judd Ranch will reimburse your travel expenses if the bulls don't measure up to our assessment of them to you."

To qualify for Judd Ranch travel expense reimbursement program, you must call ranch consultant Roger Gatz prior to sale day and talk to Roger about your herd and your herd sire needs. The bulls will be described to you in detail. If you attend the sale and find that the bulls are not as described, then you will be reimbursed for your travel expenses.

It is that simple. "I can honestly say that the first comment of many first-time sale attendees is that they are extremely impressed with the bulls and the depth quality of the sale offering," Roger says. "In fact, most say the bulls were better than how we described them."

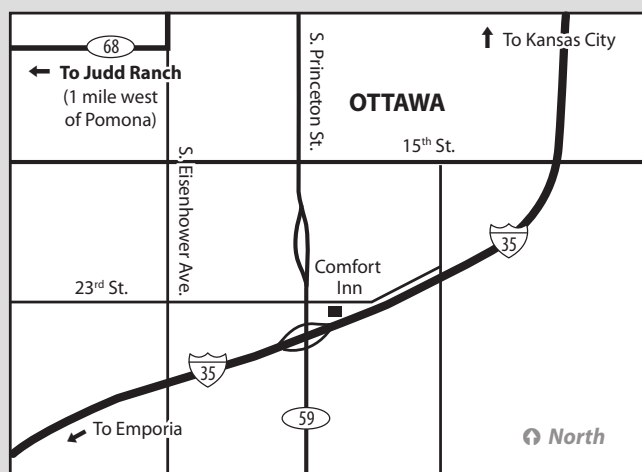
To learn more about this customer satisfaction guarantee or to discuss the sale offering, contact ranch consultant Gatz toll-free at 800-743-0026. ❖

## DIRECTIONS, MOTEL INFORMATION

The Comfort Inn in Ottawa, Kan., is the official sale motel for Judd Ranch's Annual Bull Sale. Located just off I-35 at the south end of Ottawa, the Comfort Inn has a heated indoor pool and offers a complimentary breakfast, including eggs, sausage, biscuits, waffles, muffins, coffee and fruit juice. An Applebee's restaurant is within walking distance of the motel.

To reserve a room, call the **Comfort Inn at 785-242-6150 or 785-242-9898**, and **request the Judd Ranch Bull Sale room block**. Because rooms at the Comfort Inn will be blocked for Judd Ranch customers only until February 22, we suggest you reserve your room as soon as possible.

To get to the Comfort Inn if you are coming from the north on I-35, take Exit 183B to the first stop light and turn right. The motel is on your right. If you're coming from the south on I-35, you will get off on Exit 170.



To reach the motel from Judd Ranch, travel east on Highway K-68 toward Ottawa. At the west edge of Ottawa, K-68 goes north. Rather than going north, turn right on Eisenhower Road and go about 2 miles to 23rd St. Turn left or east on 23rd St. and go 1 mile. After you pass through the intersection, which has a stoplight, the motel is located down the road a bit on your right.

If you're traveling using a GPS, the motel's address is 2335 Oak Street, Ottawa, Kan. Additional rooms may be available at the nearby Super 8, 785-242-5551.

*Wow, check out the scalebuster nursing this Judd Ranch mama, JRI Ms Secretly Inspired 253Z53, photographed as a first-calf heifer. Secretly Inspired is currently a 10-year-old Dam of Distinction honored female with a 359-day annual calving interval.*







*This calving ease/powerhouse 955 lb. actual weaning weight General Patton son, JRI Bandito 253H32, swept 2021 National Champion Bull honors for Judd Ranch. Oh man, the Bandito sons selling are mighty impressive! Four powerhouse black, homozygous polled ET full brothers to Bandito sell March 2nd.*



*JRI Trade Secret 253G486 sold in the 2020 bull sale and today, this homozygous polled purebred calving ease/meatwagon ranks as one of the top selling AI sires in the Gelbvieh breed. Trade Secret's calving ease/meatwagon black, ET full brother, JRI Priority Male 253L489 ET sells March 2nd. Priority Male's incredible stats: 85 lb. birth weight, whopping 1,010 lb. actual weaning weight.*



*JRI Prescribed Remedy 253E38 is currently one of the most widely used AI sires at Judd Ranch and his honored Dam of Merit dam, JRI Ms Special Blend 253W28 is proving to be one of the top donor females ever produced at Judd Ranch. March 2nd, thirty-one calving ease/powerhouse Prescribed Remedy sons sell.*

# Judd Ranch 46<sup>th</sup> Bull Sale

## Offering Gelbvieh, Balancer & Red Angus

### 131 Spring-born 13- to 14-month-old Bulls

#### Averages of Spring-Born Bulls

Birth Weight: 81#

205 Day Weight: 714#

Actual Weaning Weight: 878#

*This group of bulls is on gain test. Remaining data will be available in mid-January*

#### Additional Statistics

100% JR DOM Cow Families (GV and Bal)

100% Polled

127 are Homozygous Polled

89 are Black & Polled

100% are Sired by breed leading AI Sires

#### Breed & Number of Each Selling

11 Black Polled Purebred Gelbvieh Bulls

7 Red Polled Purebred Gelbvieh Bulls

78 Black Polled Balancer Bulls

25 Red Polled Balancer Bulls

10 Purebred 1A Red Angus Bulls

#### Sires of the Spring-born Bulls with Number of Sons Selling

##### Gelbvieh & Balancer Sires

JRI General Patton – 31

JRI Relentless – 31

JRI Bandito – 7

JRI Secret Instinct 2 – 3

JRI Secret Instinct – 1

JRI Remedy – 7

JRI Alan – 12

JRI Trade Secret – 5

JRI Real McCoy – 1

JRI Marshall - 1

Basin Payweight – 8

Payweight Plus – 1

SAV Final Answer – 1

SAV Rainfall – 9

Growth Fund - 3

##### Red Angus Sires

Energize F121 – 8

Enterprise 8180 – 2



*JRI Sustainabull 253F48 sold in the 2020 bull sale with an 82 lb. birth weight, whopping 910 lb. actual weaning weight off his first-calf dam. March 2nd, three black, homozygous polled ET maternal brothers to Sustainabull sell, with the trio featuring a scalebusting 1,025 lb. actual weaning weight average.*



# Saturday, March 2

## at the ranch, Pomona, Kan.

Sale starts promptly at 12 Noon at the Ranch,  
located 1 hour southwest of Kansas City



### 204 Fall-born 17- to 19-month-old Bulls

#### Averages of Fall-Born Bulls

Birth Weight: 79#	Yearling Scrotal: 37.6 cm
205 Day Weight: 769#	Average Daily Gain: 4.90#
Actual Weaning Weight: 899#	Yearling Ribeye: 14.7
365 Day Weight: 1,196#	Yearling Rib Fat: 0.21
Yearling Frame: 5.5	Yearling IMF: 3.2
Yearling Pelvic: 175 cm	

#### Additional Statistics

100% JR DOM Cow Families (GV and Bal)  
100% Polled  
191 are Homozygous Polled  
121 are Black & Polled  
99% are Sired by breed leading AI Sires

#### Breed & Number of Each Selling

46 Black Polled Purebred Gelbvieh Bulls  
56 Red Polled Purebred Gelbvieh Bulls  
75 Black Polled Balancer Bulls  
25 Red Polled Balancer Bulls  
2 Purebred 1A Red Angus Bull

#### Sires of the Fall-born Bulls with Number of Sons Selling

##### Gelbvieh & Balancer Sires

JRI General Patton – 66	JRI Real McCoy - 10	JRI Porterhouse – 1
JRI Bandito – 11	JRI Pop A Top 2 – 4	JRI Chuck Wagon – 3
JRI S. Sensation – 15	JRI Optimizer – 5	JRI Red Rover – 1
JRI Remedy – 24	JRI Painted Black – 6	Basin Payweight – 16
Seminole Wind – 12	JRI Marshall – 1	SAV Resource – 2
JRI Alan – 8	JRI Secret Instinct – 2	SAV Rainfall – 2
JRI Relentless - 3	JRI Secret Instinct 2 – 5	SAV Final Answer – 2

##### Red Angus Sires

Domain A163 – 1  
Enterprise 8180 – 1

*Complimentary Sale Day Lunch served at 11:00 a.m.*

*Sale starts promptly at Noon.*

*Call Cattlemen's Connection Today  
for a Sale Catalog*

**Toll free: 1-800-743-0026**

**You can check out the sale catalog online at  
[www.juddranch.com](http://www.juddranch.com) any time after Feb. 1.**



*JRI Triple Threat 285A209 sold in the 2015 bull sale with an 80 lb. birth weight coupled with a 1,015 lb. actual weaning weight off his first-calf dam. Triple Threat's black, homozygous polled purebred Gelbvieh maternal brother, JRI Kelce 285K809Y sells March 2. His stats: 816 lb. 205-day weight, whopping 950 lb. actual weaning weight with a big ol' 16.5 square inch yearling ribeye.*



*JRI Optimizer 148A24 is one of Judd Ranch's top herd sires and this calving ease/powerhouse breed trait leader posted a 72 lb. birth weight with an actual 990 lb. weaning weight off his first-calf dam. Today, Optimizer's 12-year-old Dam of Merit honored dam is one of Judd Ranch's elite donor females. Two homo. black, homo. polled ET maternal brothers to Optimizer sell with a calving ease 77 lb. birth weight, scalebusting 998 lb. actual weaning weight average.*



*This young Judd Ranch homozygous polled Balancer herd sire, JRI Alan 68G3 posted the following incredible stats: 82 lb. birth weight, 1,065 lb. actual weaning weight off his first-calf dam, 16.0 square inch yearling ribeye, 5.0 carcass-plus IMF. Alan's black, homozygous polled full brother JRI Patton 68K3 sells with a whopping 1,045 lb. actual weaning weight, 1,349 lb. 365-day weight, big ol' 16.9 square inch yearling ribeye.*





*Wow, look at the powerhouse bull calf nursing JRI Ms Eternal Echo 148K60. This incredible Judd Ranch honored Dam of Distinction female produced scalebusting progeny for 15 years with a remarkable 366-day annual calving interval.*

## Judd Genetics Excel in Disposition, Fertility

A Judd Ranch customer since 2000, Larry Smith from Coffeyville, Kansas, is sold on the outstanding qualities of Judd-sired females and has built his registered herd with Judd genetics as its base.

Located on the Kansas/Oklahoma border, Larry named his registered operation Kanhoma Gelbvieh. Today his cow herd includes 130 registered Gelbvieh cows, all fall calving and all homozygous black.

A young 82 years of age, Larry says his herd has included about every breed of cattle and historically was commercial-based. In the late 80s, Larry's herd had become the opposite of docile and he was looking for a change. His vet suggested he consider Gelbvieh. Although he didn't purchase his first Gelbvieh from Judds, he was quickly sold on the Gelbvieh-sired calves.

Again in 2000, his vet made another suggestion that changed his herd and breeding program — he suggested Larry take a look at Judd Ranch genetics.

"I purchased my first Judd bull in 2000 and has bought multiple bulls since," Larry explains. "Then in 2006, I bought a tremendous 6-year-old cow from Judds. I started flushing her and that was when I transitioned from a commercial herd to registered Gelbvieh."

He flushed that original donor until she was 21 years of age and today 95% of his cow herd are descendants of that original Judd female. Larry explains what he

values about the Judd genetics are their fertility, disposition, udder quality, longevity and ability to raise a calf every year.

Larry has an extensive artificial insemination (AI) program, AI breeding all females one round and then turning out bulls 10 days later. Along with using the Judd bulls as walking sires, he collects them for use in his AI program. He also purchases semen on other Judd bulls from Roger Gatz, Cattlemen's Connection.

After weaning, all calves are developed. He pelvic measures all bulls and females. Those that don't make his cut based on docility, pelvic measurement, expected progeny differences (EPDs) or performance are sold as feeders.

Larry has his own bull sale in late March offering about 35 bulls each year. He also sells a few bred heifers and pairs each March in a special female sale at the Coffeyville Sale Barn.

He says his offerings annually bring top dollar in his area because they are Judd-based.

"They excel because of the genetics, quality and disposition," he explains. "The best disposition bulls go back to Judds. That is my No. 1 focus."

Along with being sold on the cattle, Larry says he also appreciates the Judd family's customer service.

"They are super nice people and I respect Dave and Roger," he adds. "I can't say enough good things about them and their cattle." ❖

## CROSSBREEDING: More Pounds, More Maternal Power, More \$\$ in Cowman's Pocket

If you want to produce calves that cost less to raise, draw the attention of cattle buyers, rank high on the "we like 'em" list at feedyards and harvest plants and put more dollars in the bank then consider crossbreeding.

The advantages don't end there. Research shows that crossbred calves give you a 5% increase in weaning performance and 4% more in calf yearling performance. Having a crossbred cow gives you much more over her lifetime: 16% more longevity, 25% more lifetime productivity.

Crossbreeding is proven science and taking advantage of the heterosis resulting from a crossbreeding system is a "free lunch."

A tool forefathers of ranching recognized they needed to create a better beef animal; crossbreeding has been used throughout the livestock industry for years. The poultry industry has been crossbreeding since the 1930s and has seen numerous benefits, including increased chicken growth rate and meat yield, decreased days to first egg and increased bird health. The swine industry has used crossbreeding for decades to make an animal that meets industry and consumer demands while adding efficiencies to production. Many dairy producers are now using crossbreeding to either improve longevity or increase butter fat content in milk.

Crossbreeding is not limited to livestock. Today, close to 99% of U.S. corn is grown from hybrid seed. The same is true for wheat, soybeans, grain sorghum, cotton, peanuts and many other crops. Hybrid seeds give farmers increased yield, less time to plant maturity, increased

resistance to pests and diseases and other benefits.

Experts in the beef industry say this about crossbreeding:

"Because of the emphasis we've seen on quality grade and the emphasis favoring Angus cattle, some commercial breeders are going the purebred route instead of crossbreeding. That concerns me because, with purebreds, you lose the hybrid vigor, which means replacement costs for cattle are higher, and less longevity means production costs are higher. The cattle industry can't afford to lose the advantages that crossbreeding provides with more consistent gains and disease resistance. That British and Continental cross provides the most carcass advantages." — *Dr. Larry Cundiff, retired Meat Animal Research Center*

"Crossbreeding is one of the most effective low-input, high-output management practices that cattlemen can adopt. Straightbred commercial cattle are not profit makers. A commercial cattleman's goal should be to maximize heterosis in his herd. Those who cross a British breed and a Continental breed achieve more heterosis. Within breeds, if the cattle selected are somewhat inbred, heterosis will be greatest." — *Eric Mousel, University of Minnesota cow-calf educator* (Editor's Note: Judd Ranch is strong on linebreeding, thus resulting in increased heterosis for its customers.)

"Because no single breed excels in all areas that affect profitability, 'breed combinations (by crossbreeding) can be engineered to accommodate environmental

constraints and meet marketing objectives.'" — *Matt Spangler, beef geneticist, University of Nebraska-Lincoln*

"The collective advantages of heterosis over time can be quite staggering. A commercial producer running 200 cows and weaning 500-lb. calves could increase his weaning weight per cow exposed by 25% through maximizing heterosis in his cow herd and calves. Over a 20-year period, this would be like getting 1,000 free calves." — *Crossbreeding — A Guide to Profitability*

"Heterosis should be a driving factor in bull breed selection, as well-designed crossbreeding systems deliver proven benefits. There are not many free lunches in the cattle business, and a quality crossbred cow herd in a good crossbreeding program using high-quality herd sires is as close to a free lunch as it gets. Because a well-planned crossbreeding system will not overcome poor bull selection, the use of quality sires is a critical aspect of crossbreeding." — *Jane Parish, beef extension specialist, Mississippi State University*

"Recently, I am hearing concern from some very large progressive producers as their cows become more straightbred in a tough environment. Longevity, rebreeding and calf survivability all become important issues. I don't think these challenges are because these producers have bought lesser quality bulls or managed their ranches incorrectly. It is because they have forgotten or ignored heterosis." — *Dave Daley, California State University- Chico professor emeritus* ❖



*The pastures at Judd Ranch are filled with first-calf heifers with big strapping bull calves. The bull calf at side of this first-calf heifer pounded the yearling weight scales at 1,343 lbs.*



All photos used in the newsletter are Judd Ranch born and raised.



# Judd Ranch Bulls: Consistent, Reliable, Make Better Mommas

*The Prothes are sold on Judd bulls because of their consistency, reliability and maternal advantage.*

Kevin Prothe, Paola, Kansas, recalls buying his first Judd Ranch bull in 1999. For more than two decades he has relied on Judd Ranch bulls because of their ability to help him achieve his breeding program goal of producing replacement females that will raise a big, healthy calf that will earn top dollar at the sale barn each year.

"I started buying from Judd's because of the mothering ability of Judd-sired females and keep going back because of the pounds the Judd-sired females wean off," Kevin explains.

After college, Kevin worked off the farm for several years. In 1994, Kevin and his dad bought his grandfather's place. Since then, he has built his herd from a handful of cows to now 140 cows.

Growing up showing Charolais cattle, Kevin says he wanted to build a cow herd that was maternal focused with the goal of raising replacement females. Half of his bull battery has consisted of Judd bulls for more than 20 years, he predicts.

"In 2001 or 2002, I bought two half-brothers from Judds," Kevin recalls. "That is what really got my herd started. I kept a lot of females and based my herd on those two bulls' genetics."

The Prothe herd is commercial-based and includes 100 February-calving cows and 40 that calve in August.

"All of my females carry some percentage of Judd Ranch genetics," Kevin explains. "I try to keep my cow herd mostly red and cross with Charolais and Balancer bulls."

Kevin backgrounds all heifer calves each year and, after collecting pelvic measures and sorting, he breeds and retains 30 to 40. The steers are weaned, backgrounded and marketed through the local sale barn. He occasionally sells bred cows and open heifers off the farm or through commercial cow sales.

With the rare exception of a couple registered cows, Kevin has not purchased any females for 25 years.

Kevin says what led him to find

Judd Ranch was an internet search for Gelbvieh genetics after a hay customer traded him a Gelbvieh bull. He ended up liking the breed and set out to find more like him. Through the years, he has purchased Judd Gelbvieh, Balancer and low-birth Red Angus bulls.

He admits early on he was a bargain hunter, looking for the best buy and not paying attention to numbers or cow families. He was originally focused on a couple single traits and didn't consider the whole animal performance profile or the ability of the cow family.

"After surviving the school of hard knocks, I strive now to keep improving my herd by buying bulls that meet my selection goals," he explains. "I buy Judd bulls for their fertility, disposition and the mothering ability of their daughters and the fact I don't have to give away pounds to do it."

He says he stringently culls his cow herd each year and replaces those that don't meet his criteria with heifers. One of his main focuses is a narrow calving window. He does not accept late bred. All Prothe females must calve each year or they punch their ticket to the sale barn, and if a cow weans off a light calf, the calf and the cow both find their way to the sale barn.

"I like raising pounds and good calves," he summarizes. "The goal has been to produce the most efficient cow herd I can

make but I want saleable product when done. The females must raise marketable calves."

Kevin says he absolutely recommends Judd bulls, especially if a producer is looking to improve the maternal aspects of their program. Buying from Judds, he says he's come to learn the value of cow families and that numbers can't be the only factor in consideration.

"Working with Dave or Roger is beneficial," he adds. "They know the bloodlines and can recommend which bulls will work for your program and help you meet your goals."

Udder quality is another strength of Judd-sired females. Kevin says he won't tolerate bad udders, horns or bad dispositions. Judd bulls have helped him maintain those goals. He explains that his neighbors joke about the docility of his herd and how he can rattle a feed sack and his cows will follow him anywhere.

A satisfied customer since 1999, Kevin says he plans to keep buying Judd bulls for years to come.

"We've had a good relationship for a lot of years," Kevin says. "I have a lot of confidence in the Judd Ranch program and with each bull I buy I have a lot of optimism about the purchase. I keep going back because of the consistency and the predictability of my calf crop sired by Judd bulls." ❖



*This fertility-plus/calf raising machine 6-year-old Judd Ranch Dam of Merit female sports a whopping 955 lb. actual weaning weight average on her 4 powerhouse sons and note her exceptional teat and udder structure.*

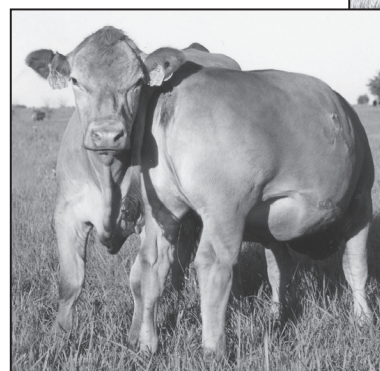


*Whoa, look at the bull calf nursing this Judd Ranch first-calf heifer.*

*Judd Ranch genetics are bred to perform and note the meat machine bull calf at the side of this first-calf heifer.*



*Oh my, look at the whopping heifer calf nursing this Judd Ranch honored Dam of Merit mama. Cow efficiency is all part of "The Complete Package" at Judd Ranch.*



## Judd Ranch Bulls are Affordable

If you think all Judd Ranch bulls typically sell beyond your preferred price point, you might want to attend a Judd Ranch Bull Sale and see for yourself. In last year's sale, 105 bulls sold in the \$2,500 to \$5,000 range. And the depth of quality in this price range was loaded with beef machine bulls as seven were Judd Ranch National Champion Pen Bulls that averaged \$4,214. Our wonderful repeat bull buyers tell us every year, "the depth of quality of Judd Ranch bulls is unmatched."

We cannot guarantee prices that bulls will sell for in this year's sale since the price of each bull is based on supply and demand — and what all bidders are willing to invest in a bull.

***We hope you can join us for the March 2 sale.***

Please give me a call at 1-800-743-0026 if you have any questions about any bull selling. Before the sale I personally go through and write detailed physical notes on every bull and this process usually takes five to six days and I will gladly give you my open and honest opinion.

***— Roger Gatz, Judd Ranch consultant***



# Problem-Free Bulls

*Customers can feel confident when buying Judd genetics; they are backed by a strong herd health program and are tested guaranteed to be problem-free.*

The Judd family prioritizes herd health. They have two beliefs when it comes to herd health. First, it's better to prevent disease than to treat it, and Judd Ranch customers deserve disease-free females and bulls.

"Our herd health program starts the day a calf is born and continues throughout its lifetime or until an animal is on a buyer's truck," explains Dave Judd. "Our program integrates vaccination, medicine and management to prevent disease. We keep disease at a minimum by preventing exposure to disease, and keep disease resistance high through nutrition, management and housing programs. While this takes a continual effort, it is worth the investment. We benefit, and our customers deserve this reassurance."

Dr. Larry Mages, Cottonwood Animal Hospital, Ottawa, Kan., oversees the ranch's day-to-day veterinary service and has served as the ranch's local veterinarian for more than 30 years. Dr. Mages is the guy you typically see at the settlement table on sale day signing health papers.

All bulls sell with a breeding soundness guarantee. Judd bulls are tested fertile and ready to go to work for you. All bulls are also tested negative for BVD-PI, so you can feel confident in better health and performance.

## Negative for Brucellosis

Judd Ranch tests all cows and herd bulls annually for brucellosis and is an Accredited Brucellosis Free Herd — Certification #271. Judd Ranch has maintained this brucellosis-free status for more than 20-plus years.

## Negative for Johne's Disease

The prevention of Johne's disease, a silent chronic infection causing intermittent to continuous diarrhea and wasting in cattle more than two years of age, is always on Judd Ranch's radar.

Even though Judd Ranch has never experienced, or even suspected, any cases of Johne's disease in the herd, Judd Ranch has tested for Johne's disease for more

than 15 years.

"I can say with confidence that we are an extremely low-risk Johne's disease herd," Dave says. "I wish I could say we're a Johne's-free herd, but no cowman can say that. We're a Level 4 Johne's-free herd."

When it comes to herd health and Johne's disease, only an elite group of U.S. beef herds can say that they are a low-risk herd, and testing shows Judd Ranch is among the herds that can make that statement with confidence.

## Genetic Defect Free

Dr. Ron Lemenager, Purdue University beef extension specialist, urges cattle producers to avoid purchasing animals that carry known genetic defects and can pass these defects to their offspring. And, while a genetic defect is not a disease, a genetic defect is similar to a disease because it can cause significant problems in a herd.

"Almost every breed has one or more genetic defects, and they can sneak up on you if you're not careful," Lemenager said.

He advises producers to study every animal's pedigree and know which animals are free of genetic defects. The alternative is to only purchase breeding stock that have been DNA tested and declared free of known defects.

Ranch consultant Roger Gatz, Cattlemen's Connection, and the Judd Ranch crew agree with Lemenager. That's why Judd Ranch herd sires and AI sires have been tested for known genetic defects and are known free from known genetic defects.

Every bull selling through the Judd Ranch Bull Sale and every female selling at a Judd Ranch Cow Power Female Sale in the fall sells with a genetic defect-free guarantee for known genetic defects. ❖

*All sale bulls are free of known lethal genetic defects, have tested negative for BVD-PI and have passed a breeding soundness exam.*

## Buyers Demand Genetic Defect Free Status

When Michigan State University surveyed beef producers who purchased performance-tested bulls topping the list of what they wanted when selecting a herd sire was a bull "free of lethal genetic defects." The next four popular answers were disposition, breeding soundness, negative for TB and negative for BVD.

All of the bulls selling in the Judd Ranch Bull Sale are free of known lethal genetic defects, have tested negative for BVD-PI, have passed a breeding soundness exam and have passed a keep/cull disposition test.



*Wow, check out this beauty, JRI Ms Striking Image 254E325 photographed as a first-calf heifer with her awesome heifer calf at side.*



*Man oh man, note the powerhouse bull calf on this Judd Ranch first-calf heifer.*

# Worry Less, Sleep More

*Manage calving stress by using Judd Ranch sires that deliver calving ease and much more.*

Calving ease and neonatal vigor are two significant traits in the cattle industry. A live calf that is born unassisted and gets up and nurses right away is important in any calving environment, but is critical in a heifer program.

Judd Ranch genetics are known for their maternal traits and calving ease. Using Judd Ranch bulls allows you to sleep easy at night.

"For cow-calf producers, calving ease is the economically relevant trait (ERT) associated with dystocia," says Bob Weaber, K-State professor and extension cow-calf specialist. "Economically relevant traits are those that directly generate revenue or incur costs in beef production systems."

For a commercial cow-calf producer, dystocia (or lack of "calving ease") is what generates costs in a cow herd through direct losses of calves and their dams, increased labor costs and certainly lower reproductive rates among cows that have experienced dystocia.

Dystocia in heifers due to poor selection decisions can be a very expensive mistake resulting in lost profits due to cow and calf death loss, extended postpartum intervals and poorer conception rates in

re-breeding first-calf heifers.

Weaber explains birthweight is an indicator trait and provides some information on calving ease, but birthweight alone doesn't directly generate revenue or incur costs independent of calving ease.

"Birthweight only accounts for 55 to 60% of the genetic variation in calving ease," he adds. "So, selection for reduced birthweight alone won't improve calving ease as much as selecting directly on calving ease. And since birthweight is strongly correlated with other growth traits, reduction in birthweight is usually associated with decreased growth performance at weaning and yearling."

When selecting a sire for use on virgin heifers, Weaber suggests focusing on selecting bulls with calving ease EPDs in the top 20% of the breed or better.

"Combining the use of calving ease direct and calving ease maternal EPDs in your selection system will help assure a successful calving season and decreased dystocia in your first-calf heifers," Weaber summarizes.

According to the American Gelbvieh Association, calving ease is an important factor many cattlemen consider when selecting a herd sire. Cattlemen and

women like to have peace of mind knowing their calves will be born unassisted and alive. Getting more live calves on the ground is the first step to getting more pounds of calf weaned per cow exposed and also equates to more potential for future profit. Gelbvieh and Balancers have lowered birth weights and increased calving ease to meet the demands of today's beef industry.

*"Rest assured, Judd Ranch sale bulls are equipped with excellent calving ease," says Roger Gatz, Judd Ranch consultant. This year's sale will include 120 purebred Gelbvieh bulls in the top 15% calving ease direct EPD. The 203 Balancer bulls feature top 25% calving ease direct EPD strength average. ❖*

**FREE TRUCKING**  
within continental U.S.  
on purchases totaling  
\$20,000 or more.  
This is convenient,  
door-to-door delivery,  
not to a central location.







Judd Ranch's purebred 1A Red Angus genetics possess the same natural fleshing ability and teat and udder excellence as their breed-leading Dam of Merit Gelbvieh and Balancer program. **March 2nd, this beauty's purebred Red Angus grandson JRI Elevate 47L410 sells with a 78 lb. birth weight, whopping 975 lb. actual weaning weight...87% of his first-calf dam's body weight.**

Check out this beautiful 8-year-old Dam of Merit honored female, JRI Ms Mary Poppins 213A98 ET. Mary Poppins would be an ET full sister to herd sire JRI General Patton 213B97 ET who has 97 calving ease/meat machine sons selling on March 2.



## 2023 Judd Ranch Bulls Sold Into 22 States, Canada

Annually, commercial cattle producers purchase 98% of Judd Ranch bulls. In last year's bull sale, 35 of the top-selling 40 bulls went to commercial producers. In 2019, 44 out of the top-selling 50 bulls were purchased by commercial cow-calf producers. And these commercial producers have herds larger than 50 head.

Judd Ranch bulls in last year's sale sold into 23 states: Arizona, Arkansas, Colorado, Florida, Georgia, Illinois, Iowa, Kansas, Kentucky, Minnesota, Mississippi, Missouri, Nebraska, North Carolina, North Dakota, Oklahoma, South Dakota, Texas, Utah, Virginia, Washington, West Virginia and Wisconsin. There were attendees from 27 states and Canada.

Many of these buyers were repeat buyers.

Last year's sale offered 291 bulls and had 265 registered bidders, with 171 producers taking home one or more bulls. As might be expected, 32% of buyers were from Kansas and 18%

were from Missouri. Oklahoma cattle producers accounted for 5.5% of the buyers.

A check of the last 30 sales shows that bulls sold into an average of 20 states.

What does this mean to bull buyers? Two things: 1) Judd Ranch bulls selling into so many states, year after year, indicates that they work in all kinds of environments and climates, and 2) With bulls being hauled across the country and often into Canada, trucking costs can be kept very reasonable.

While a purchase of \$20,000 or more entitles a buyer to free trucking, buyers purchasing one, two or three head — or less than \$20,000 worth of bulls — can save on trucking fees since bulls are typically hauled across the country. ❖

**Call today for your  
sale catalog:  
1-800-743-0026**

## Increase Profit, Reduce Management Issues Using Homozygous Polled Bulls

*Judd Ranch is always striving to add more value to your next calf crop. Homozygous polled bulls can reduce management issues and increase the value of your calves in the marketplace.*

Are you confused about the genetics associated with horned, polled and scurred cattle? If so, you're not alone. There are a lot of misconceptions and confusion about horned/polled/scurred cattle.

Darrh Bullock, University of Kentucky extension professor, explains, "Horned feeder calves are not desirable; they are potential hazards for other cattle and the humans working them. For this reason, calves with horns are discounted at the sale barn."

Data confirms the value of hornless cattle. University of Arkansas data shows 86% of that state's feeder cattle arrive to market hornless. The Arkansas data also showed a \$4 per cwt. increase for polled cattle, whereas data from Kansas showed a \$2.18 per cwt reduction for horned cattle.

In Missouri value-added sales, higher premiums are gained when dehorning requirements are met during preconditioning programs. This same research also shows that Missouri cattle producers receive higher premiums for polled versus dehorned cattle.

Even though scurs pose no danger to other cattle or humans they are still discounted by many buyers. To avoid these discounts, beef producers either have to breed them to be smooth polled or dehorn/de-scur their calves.

"If you plan to breed for smooth polled cattle it is important to understand the genetic action of the poll/horn gene and the scur gene; however, you will learn that avoiding horns is relatively easy, but eliminating scurs can be much more difficult," Bullock says.

The basics of genetics tell us that since the polled gene is dominant over the horned gene, animals with one copy of the polled gene and one copy of the horned gene will not have horns, and a naturally hornless animal can be created in one generation; it also means it is easier to make more polled animals faster than if the polled gene was recessive.

An animal can have one of

three combinations for the polled/horned gene:

PP = homozygous polled — this animal has no horns, and all offspring from the animal will be born without horns

Pp = heterozygous polled — this animal does not have horns, but offspring may or may not have horns depending on their mate

pp = homozygous horned — will pass on the horned gene to offspring that may or may not exhibit the gene depending on the other parent

Since polled is dominant over horned, if you mate a homozygous polled bull to a group of females all of the offspring will be polled, regardless of the genotype of the cows. However, when mating a heterozygous polled bull (Pp) to heterozygous polled cows (Pp) there is a 25% chance the calves will be homozygous polled, 50% chance they will be heterozygous polled and a 25% chance of being homozygous horned. This means about 75% of the calves will be polled and 25% horned, even though the bull and cows were polled.

Cow-calf producers who have horned calves that require dehorning are familiar with the time and labor involved with dehorning and understand the stress calves undergo in this process.

University of Tennessee researchers found that calves dehorned when they are more than two months of age can require up to two weeks to return to their pre-dehorning weight. Calves dehorned at six months of age or older incur a setback in performance of more than 100 days. Dehorning at three months also showed a negative performance

response, although it was less than calves dehorned at six months.

**318 of the 335 bulls  
selling on March 2 are  
Homozygous Polled**

While working with a Wyoming seedstock producer who weighed his spring-born calves twice in the fall, Judd Ranch Consultant Roger Gatz put pencil to paper and found calves that were dehorned and castrated never gained in the three- to four-week period between the first and second weighing.

"While I realize castrating is a big event in a calf's life, so is dehorning," Gatz explains. "Freshly dehorned calves tend to be depressed. They don't eat or gain as they would during a non-stressful time."

"That's leaving money on the table when you consider you can dehorn genetically with homozygous polled bulls and not be bothered with manual dehorning. Plus, dehorning beef cattle via genetics is a welfare-friendly practice that everyone in the industry should embrace and support."

Judd Ranch DNA tests individual herd members for the homozygous polled factor. While each test comes with a price, Dave Judd calls the amount spent "an investment in what our customers want."

To date, more than 95% of Judd Ranch animals that have been DNA tested have proven to be homozygous polled. This year's sale features 318 homozygous polled bulls — bulls that can help Judd Ranch customers add profit to their calf crop. ❖

### Want to know more about the sale offering?

*Roger Gatz, ranch consultant, has worked with Judd Ranch for more than 30 years and has visually inspected every bull in the sale.*

**Call him today at 800-743-0026.**





*Oh man, check out this beautiful 7-year-old Judd Ranch mama, JRI On Cue 254B93 and she's mighty fertile with a 355-day annual calving interval.*

*This Judd Ranch beauty was photographed as a first-calf heifer and wow, note her natural fleshing ability and teat and udder excellence.*



*Oh my, look at the bull calf on this honored Judd Ranch Dam of Merit female.*



*Oh man, look at the awesome heifer calf nursing this Judd Ranch first-calf heifer.*

## Check Out JuddRanch.com

Did you know you can find Judd Ranch online at JuddRanch.com? We invite current and potential customers to visit the ranch virtually at JuddRanch.com. When you arrive at the site you will first see a "Watch Now" button that takes you to a video to see what customers are saying about Judd Ranch.

On the site you'll also find Judd Ranch herd bulls and upcoming sale information, as well as information about the Judd Ranch herd health and Balancer breeding program.

The "Ranch Tour" page is a collection of photos from around the ranch. The "News" page has links to Judd Ranch newsletters and other news releases about the ranch. The "Contact" page has a map and directions to the ranch, contact information for the Judd family and a form for visitors to request a cata-

log or other information.

The "March Bull Sale" page includes information about the upcoming Judd Ranch 46th Gelbvieh, Balancer and Red Angus Bull Sale. Watch this site for the sale catalog and updated offering information as sale time grows closer.

The Judd Ranch website was named the 2019 Livestock Publications Council first-place breeder website.

"Our goal with the Judd Ranch website is to provide you with an in-depth look at Judd Ranch's No. 1 honored Dam of Merit program," says Roger Gatz, Judd Ranch consultant. "The site allows current and potential customers 24-hours-a-day, 365-days-a-year access to Judd Ranch genetics and sale information." ❖

**100% of the Gelbvieh and Balancer sale bulls feature JR honored Dam of Merit Cow Family genetics.**

**210 Black Polled Bulls sell March 2**

## COW EFFICIENCY: Converting Grass to Pounds

The measure of output per level of input is perhaps the greatest single factor that affects a beef producer's profitability. Whether marketing or feed prices are high or low, efficiency determines whether a producer makes a profit or takes a loss.

Health status, culling rates, reproductive efficiency, management restrictions, genetics and feeding practices are all factors that affect beef cow efficiency. And, there's the end product value to consider. Increasing biological efficiency can be antagonistic with economic efficiency if the end product doesn't match customer needs.

If your cows weaned calves that were close to 50% of their mature weight every 365 days, would you be happy? After all, numerous beef specialists and nutritionists think achieving that goal is pretty darn good.

"That 50% figure wouldn't work for us," explains Dave Judd. "We've put too much work into our cow herd to be satisfied with cows just weaning 50% of their body weight. We've worked hard at reducing cow size and increasing cow efficiency.

"Our fall cows and fall first-calf heifers typically wean more than 60% of their body weight. The spring cows typically average more than 55%, and the spring first-calf heifers typically average weaning 65% or more of their body weight."

Touring the Judd Ranch pastures, visitors find moderate-framed, beef-producing machines that excel in teat and udder structure and know how to convert grass to pounds. A check of the 335 bulls selling in this year's sale shows they averaged 79 lb. at birth, 747 lb. at 205-days and averaged 891 lb. when weaned off their dams. That 891 lb. is actual weaning weight average straight off their dams.

Judd Ranch's cows are not big cows. They are moderate-framed with significant depth of body and capacity.

New research from scientists at University of Nebraska-Lincoln and U.S. Meat Animal Research Center (USMARC) was published on breed and heterotic effects for mature weight in beef cattle. This research was conducted using

more than 5,000 crossbred cows from the USMARC's Germplasm Evaluation Program and 108,957 weight records collected from weaning up to six years of age. The Germplasm Evaluation Program provides a comprehensive comparison for various traits of the most economically important breeds within the U.S.

In the study, "Breed and heterotic effects for mature weight in beef cattle" released in the August 2021 Journal of Animal Science the estimate of heritability for mature weight from the data was 0.56, meaning a response will be seen when selection pressure is applied to the trait. Looking at the breed differences, there were 16 different beef breeds evaluated in the study and the results were expressed as deviations from Angus. When comparing the seven major beef breeds in the U.S., Gelbvieh showed the most moderate mature cow weight at -145.4 lb. when compared to Angus.

When compared to all 16 breeds in the study, Gelbvieh showed the third most moderate size, only behind Braunvieh (-300.7 lb.) and Beefmaster (-151.4).

Mature weight has an impact on the costs and efficiencies of an operation. Of course, there is no "one size fits all" when it comes to mature cow weight; the ideal size of cow can be variable depending on the type of environment and production system. According to this study, the average weight of cows at slaughter increased from 1,047 lb. in 1975 to 1,369 lb. in 2005, meaning average cow weights increased by roughly 322 lb. in those 30 years.

Increasing cow weights can be attributed to increased selection pressure on growth traits.

Producing heavier, faster gaining feeder cattle can come with trade-offs when we look at mature cow weights. Heavier cows require more feed resources to maintain, and with feed costs typically being the largest line item on any operation's budget, extra pounds of calf doesn't always offset the extra feeding costs of a heavier cow.

This study is not the first time Gelbvieh has been noted for a moderate mature cow size. According to the USMARC Progress Report #22, released in 2004, Gelbvieh were shown to have the most moderate mature cow size of the seven major beef breeds listed earlier in this article.

Although these studies only focused on cow size, Gelbvieh cattle are also known for growth and heavy weaning calves. Having more moderate cows that consume less while still weaning heavier calves creates efficiency on an operation and optimizes resources. As we are at a time where input costs continue to rise and resources are decreasing, moderate females will be in even greater demand.

"Our pastures are filled with moderate-framed females that convert grass to pounds," Dave explains. "That's what it's all about — each Judd Ranch female is a factory and we want the most output possible from the least amount of input."

Herd consultant Roger Gatz of Cattlemen's Connection adds, "No matter what breed we're talking about, Judd Ranch has some of the best females in the country. If you want to produce moderate-framed, highly efficient, highly fertile replacement heifers that excel in teat and udder structure, then be at this sale and take home a Judd Ranch bull." ❖

*Wow, wouldn't you love a pasture full of beautiful females like this Judd Ranch Dam of Merit honored mama. Her black, homozygous polled grandson JRI Smart Asset 254L234 sells March 2nd with a scalebusting 980 lb. actual weaning weight...80% of his third-calf dam's 1,230 lb. body weight.*





# Scrotal Circumference, Fertility Linked

by Dr. Larry W. Olson, Extension Animal Scientist, Research & Education Center, Clemson University

Reproductive efficiency certainly plays a major role in determining profit potential for beef herds. Since most heifers are now bred as yearlings, age at puberty is of critical importance to reproductive efficiency. Cattle with inherent ability to reach puberty at earlier ages will most likely reach puberty with less investment of feed dollars and management effort than cattle with a later inherent age at puberty.

204 fall yearling bulls averaged 37.6 cm at yearling

Puberty in heifers is a heritable trait — probably 30 to 40% heritable — that can and should be selected for directly.

For a long time now, we have preached about scrotal circumference in bulls and relationships between scrotal circumference and measures of male fertility. Overwhelmingly, data indicate bulls with larger testicles produce more semen, and all measures of semen quality improve as scrotal circumference increases.

I've been asked 'How do puberty

in heifers and scrotal circumference relate?' In the early 1970s, studies reported in both sheep and mice indicated that as testicular size of a sire increased, his daughters ovulated more eggs and both twinning rates in sheep and litter size in mice were higher. This really should not be surprising, since the gonads (ovaries in female and testicles in male) are stimulated by the same hormones and appear to be under the same genetic control.

These studies prompted researchers in Montana, Colorado and North Carolina to look at relationships between scrotal circumference in bulls and reproduction in sisters and/or daughters. While the North Carolina group did not look at puberty directly, they did look at which replacement heifers became pregnant when placed with bulls during the normal breeding season as heifers neared yearling ages. They found a correlation of -.39 between scrotal circumference and age at first breeding (correlations range between 1.0 and -1.0). In this case, a 'negative correlation' is favorable since it indicates that as scrotal circumference in bulls increases, age at first breeding in their sisters and/or daughters decreases.

Colorado and Montana

researchers actually measured age at puberty directly and reported correlations of -.71 to -1.0, respectively. Again, the negative correlation is favorable in this situation.

What does all of this mean to you as a beef producer? I will not bore you with calculations of formulas involved with statistics, but here is what you can expect to occur: If you buy a bull with a scrotal circumference 4 cm larger than average, his sons will have a 1 cm larger scrotal circumference and his daughters will reach puberty 15 days earlier.

Buying a bull with 4 cm larger scrotal circumference is a pretty easy way to select for heifers which reach puberty earlier.

*Editor's Note: The 204 fall bulls selling in this year's sale averaged 37.6 cm on yearling scrotal. Industry average for bulls measured at one year of age should be at least 32 cm, and preferably 34 to 36 cm. Because the spring-born bulls will not be measured until January, their scrotal circumference average was not available at the printing of this publication. Each yearling bull's scrotal circumference measurement will be printed in the sale catalog.* ❖



JRI Extra Sassy 140S65 is a typical Judd Ranch female. Photographed at 10 years of age, this homozygous polled purebred Gelbvieh female featured a profit-driven 365-day annual calving interval and her five sons to date have averaged a whopping 946 pounds on actual weaning weight. Extra Sassy's black, homozygous polled purebred ET son, JRI Super Sport 140K75 ET sells as Lot 4. Super Sport's stats: whopping 985 lb. actual weaning weight, scalebusting 1,347 lb. 365-day weight, big ol' 16 square inch yearling ribeye.

99% of the sale bulls are sired by breed-leading AI sires

## HOW TO PARTICIPATE ON LiveAuctions.TV

1

CREATE AN ACCOUNT

Click "Register to Bid" on the top right corner of LiveAuctions.tv. Fill out the required information to bid online. Agree to the terms of service and finish with the "register" button.

2

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From the home page or the "all auctions" page, choose the sale you're interested in. Once selected, click the "request a buyer number" button. Verify your email address with the email verification link. To verify your mobile number, click "send token". Follow the steps to authorize your mobile device and click "submit".

3

BID SUCCESSFULLY

You will only have to complete the two-step verification process one time. After that, you will be able to immediately request a buyer number on any auction without verification. If you're a winning bidder, your lots will appear in your cart on the bottom of your screen. You will be contacted by the ranch or sale manager for your payment and shipping plans.

IF YOU NEED HELP REGISTERING TO BID OR TO VIEW THE AUCTION PLEASE CONTACT TECHNICAL SUPPORT

(682) 816-4900

OR

TECHSUPPORT@LIVEAUCTIONS.TV.

View sale catalog online at juddranch.com after February 1.

### Sale Catalog Request

\_\_\_\_\_

Please send me a sale catalog for Judd Ranch's 46<sup>th</sup> Bull Sale, Saturday, March 2.

\_\_\_\_\_

I would like to learn more about Judd Ranch's Sight Unseen Program. Please call me.

\_\_\_\_\_

I/We plan to attend Judd Ranch's Customer Appreciation Hamburger Fry on Friday evening, March 1. Number of people attending: \_\_\_\_\_

Name \_\_\_\_\_

Ranch Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone w/Area Code \_\_\_\_\_ Best time to call \_\_\_\_\_

Please return to

Cattlemen's Connection, PO Box 156, Hiawatha, KS 66434

or fax to (785) 742-3503

JR



# Judd Ranch 46<sup>th</sup> Gelbvieh, Balancer & Red Angus Bull Sale

**Saturday, March 2, starting at Noon**  
**at the ranch, Pomona, Kan.** (1 hour southwest of Kansas City)

## Sale Offering:

- 210 BLACK and POLLED bulls
- 318 HOMOZYGOUS POLLED bulls
- All sale bulls are Judd Ranch born & raised.
- 100% of Gelbvieh & Balancer bulls feature Judd Ranch honored Dam of Merit/Dam of Distinction genetics
- 99% are sired by breed-leading AI sires
- Sight Unseen purchases are backed with Quality Acceptance Guarantee
- Every animal photographed in this publication is Judd Ranch born and raised.
- Trucking is typically extremely affordable as Judd Ranch bulls annually sell into more than 20 states
- Free Delivery in the continental U.S. on purchases of \$20,000+



***“The Complete Package”***  
***Calving Ease • Growth • Carcass • Fertility***

**335**  
**Gelbvieh,**  
**Balancer &**  
**Red Angus**  
**Bulls Sell**

**120**  
**Purebred Gelbvieh**

**203**  
**Balancers**

**12**  
**Purebred**  
**Red Angus**

## **Bull Offering** **by Age**

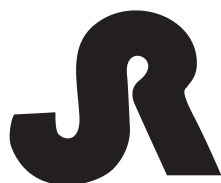
**204 Fall-born,**  
**17- to 19-month-olds**

**131 Spring-born,**  
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