

for immediate release
NEWS



30TH ANNIVERSARY

Executive Office

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330/345-2333

Fax: 330/345-0808

Manhattan Office

1107 Hylton Heights Rd.

Manhattan, KS

66502-2822

Phone: 785/539-0123

Fax: 785/539-2883

Japan Office

Japan Business Center

WBG Marive East 14F

Nakase 2-6 Mihama-ku

iba-shi, Chiba 261-7114

Japan

Ph:011/81-43-297-3363

Fax: 011/81-43-297-3374

www.

certifiedangusbeef

.com

Contact: Miranda Reiman, Industry Information Specialist
(785) 539-0123, mreiman@certifiedangusbeef.com

Dale or Mary Moore, 580-698-2271

Downloadable photos available at www.certifiedangusbeef.com/press/ac

Cattleman's Choice wins CAB Feedlot Partner of the Year

Dale and Mary Moore took a deep breath and signed papers in December 2000 that, with the help of a few startup investors, made them owners of 200 acres north of Gage, Okla. The place included 15 pens that could be repaired to hold 1,500 calves, a 4020 John Deere, vintage BJM mixer wagon – and 680 hungry mouths.

“We actually had cattle here the first day,” Dale says. “We had to go buy corn and hay from a neighboring feedyard. Then we bought a pump and tank of molasses. Right off, we were feeding cattle.”

That was nothing compared to their plan for Cattleman's Choice Feedyard Inc., whose outside investors were soon repaid. The business would grow in scope to be named Certified Angus Beef LLC (CAB) 2008 Feedlot Partner of the Year for all yards under 15,000-head capacity. He and Mary accepted the award at the CAB Annual Conference Sept. 13 in Coeur d'Alene, Idaho.

It started when the placement office at a small Missouri college “shipped me off to Scott County, Kan.,” Dale recalls. “I went out to a 16,000-head feedlot with my fancy degree and started washing water tanks with it.”

He moved up the ranks and then moved to the smaller Wiechman Bros. Feedyard where they did “whatever the customer wanted,” Dale recalls. Moore managed a small yard in Missouri before he heard about the opportunity in Oklahoma.

Weed-infested and run down it was, but Dale saw the future. “I really couldn't tell Mary what it looked like, but I could see what it was going to be,” he says now.

Within six months, they had added pens for 1,000 more cattle, and kept adding steadily to 6,500-head capacity by 2004. That summer the Moores added a steam flaking mill and licensed their yard as a CAB partner.

“We never expected to grow so fast, but we were blessed with customers who wanted just a little more out of a feedyard,” Dale says, “and that’s what we gave them.”

Mary was the bookkeeper from the start. “I got put in a little plywood break room on top of the cattle barn when we first began,” she says. Setting up a real office was a sign of business taken to the next level, but that business is still family oriented.

The Moores have continued modest expansion to 7,500 head, 90% filled with retained-ownership cattle. “We could probably manage with 10,000 head and do everything we do, but we always want to be personable to every customer,” Dale says.

Right-hand man at Cattleman’s Choice is operations manager and data chief Jarred Shepherd, who joined the company in May 2005. Shepherd keeps track of all the processing and implant programs, and like Dale, he is a USDA age- and source-verification agent.

“Jarred breaks down the grading and premiums per head, all the way back to the individual cows and bulls, including average daily gain and feed conversion,” Dale says.

The Moores aim for quality along with efficiency. They steam flake corn, but exclude distillers grains so far. “There’s a fine line between sacrificing grade and profitability, and we keep an eye on it,” Dale says. Use of growth implants is never aggressive and sorting is a given.

“If we have 20 head standing in a 60-head pen, but it made the customer more money, then that’s what we do,” he says.

This winter, they will step up to another new level.

“We’ve been with MicroBeef Technologies for several years and have been planning a [computerized ultrasound sorting] system for the last three years,” Dale says. “It’s similar to the electronic cattle management systems used at big yards, except we don’t comingle cattle.”

Within the new barn, a computer will control electronics and hydraulics so gates open or close depending on scan data and the calf’s electronic ID. “A calf will get ultrasounded, processed, hip-height measured and weighed. Within 30 seconds, he will be headed to the sort group with the open gate, which will close after him, while the next calf is already being measured,” Dale says.

Color-coded tags will keep visual ID simple and a second measurement after 90 days or at reimplant will plot individual growth curves.

The enhanced data feedback opportunities have Shepherd and the Moores eager with anticipation. “We’ll have more data than we know what to do with at first,” Dale says. That phase won’t last long of course.

END