

for immediate release  
**NEWS**



**30<sup>TH</sup>** 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

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

John David, (785) 567-4885

Photos available at: [www.certifiedangusbeef.com/press/ac](http://www.certifiedangusbeef.com/press/ac)

## Quality over quantity

David Ranch wins CAB Quality Focus Award

John David is not big on words, just results. Those can speak volumes. That low key, high achievement approach also resulted in the David Ranch feedlot winning a national honor from Certified Angus Beef LLC (CAB).

The Lenora, Kan., operation was recognized at the CAB Annual Conference in Coeur d'Alene, Idaho, Sept. 15, with a 2008 Quality Focus Award, for less than 15,000-head feedlots.

What the David family may lack in quantity, at 3,000-head capacity, they make up in quality. The feedlot enrolled 1,349 head with CAB in the year from June 2007 through May of this year with 82% USDA Choice or better. Incredibly, 50.4% of those enrolled made the *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand or Prime, mostly CAB Prime. No other feedyard enrolled a higher percentage of fed cattle with higher quality.

David Ranch began in 1953 and opened the feedlot 35 years later. Owned and managed by John David with the help of sons Troy and Mike, the feedlot became CAB-licensed in 2002. The Davids finish their own Angus calves as well as customer cattle.

Many factors and goals come into play when raising and finishing high-quality cattle, but David Ranch narrows it down to a simple mission: using Angus genetics to maintain a self-sustaining operation.

There are no employees outside of the family. They haven't even bought an outside cow in 18 years. The Davids produce most of their own feedstuffs and raise their own "cow" horses, too. The three of them work together to check pens, unload trucks, harvest crops and rotate pastures.

"Being family owned and operated just simplifies things," John says. "Everyone knows what they have to do and it gets done."

www.  
certifiedangusbeef  
.com

Started along the North Fork of the Solomon River, the feedlot was rebuilt on higher ground in 1999 with room for a few more cattle. “We had built up our customer base through small-town word of mouth,” John says. “The first cattle in the lot were all from local people, and the cattle we feed today are still primarily local.”

Another row of pens were added in this decade to reach current size, which is big enough

“We pretty much see the same people and same cattle every year,” Mike says. “That makes for a consistent base of cattle, and it also helps that they are Angus, of course.”

Growth implants are held to low-dose products to ensure success in grid marketing through U.S. Premium Beef, John says. The wet distiller’s grain now used in the ration is “more cost-effective than the molasses-fat mix” alternative it replaced, and it helps support the moderate gains achieved. “We try and have a balancing act with gain and grade,” John says.

He credits longtime customer and consulting nutritionist Russ Smith for helping the family find that balance. Smith represented the Davids at the CAB award presentation. David customers know the family leads by example, having always used feedlot and carcass data to improve their 450-cow herd.

“Genetics are so important in our cowherd,” Troy says. “We want high-marbling, balanced bulls on cows with excellent mothering abilities. We got there with bulls from Rishel Angus [of North Platte, Neb.]”

After a long expansion phase, it is time to start leveling off, he says. But the promising new crop of heifers brings up a problem: “We have a hard time finding a cow to cull anymore.”

They moved calving later, to May and June, to help cut feed costs and labor that is needed in the feedlot. Excluding some pastures from the summer rotation allows cows to winter graze for ease of care and nutrition to match their gestation phase.

Counting all owned and leased land, the David Ranch now encompasses 10,000 acres. And that’s a final stopping point.

“We can’t get any bigger or we will have to start hiring help,” Mike says. “And, we like doing everything ourselves.”

The family agrees they will “never say never” on changes at their ranch—with one exception. “Angus cattle will always be here,” John says. “My family has made their living off Angus cattle. It’s something we’ve been doing for years and years, and will keep doing for years to come.”

END