



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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Practice makes perfect, or at least better!

30-second story: Progress comes when feedlots and ranchers “partner up.”

Cattle producers who have sold calves at weaning as the end of their concern, may want to look at other options if calf prices trend lower in the years ahead. Retaining full or part ownership of calves on feed is a way to build understanding between sectors. It’s also a way to build better beef cowherds.

Irisk & Doll Feed Yard’s Mark Sebranek (Se BRAN’ ek) says cowherd quality goes up when producers get feedlot and carcass information back on their calves. Among his customers, the more years they feed, the better their herd becomes.

Sebranek manages the 32,000-head, Garden City, Kansas, feedlot and partners with scores of producers from Texas to Missouri. That helps them make genetic and management improvements so next year’s calves are better.

60-second story: Progress comes when feedlots and cow-calf producers “partner up.”

Most farmers and ranchers sell calves at weaning without a second thought to their fate. But, as the long-term cycle turns calf prices lower in the last half of this decade, retaining full or part ownership of calves on feed is a way to build understanding between sectors. It’s also a way to build better beef cowherds.

Irisk and Doll Feed Yard’s Mark Sebranek (Se BRAN’ ek) says cowherd quality increases when a producer gets information back on his calves.

Actuality, Sebranek (:09): “Going over data with producers helps them turn things around on performance, carcass merit, replacements and bull selection. The more years they feed, the better their cattle.”

(LINK: http://www.cabpartners.com/news/radio/mark_sebranek_qt7.mp3)

Q:...the better their cattle.”

The manager of the 32,000-head, Garden City, Kansas, feedlot partners with scores of producers from Texas to Missouri to help them make genetic and management improvements. The yard recently won a Certified Angus Beef “Quality Focus Award” for its 25.1 percent C-A-B acceptance rate, plus 2.1 percent Prime.

Sebranek says Web searches, phone calls and personal visits can help producers learn more potential feedlot partners before choosing.

239-word story: Progress can be made when feedlots and cow-calf producers “partner up.”

Most farmers and ranchers sell calves at weaning without a second thought to their fate. But, as the long-term cycle turns calf prices lower in the last half of this decade, retaining full or partner ownership of calves on feed is a way to build understanding between sectors. It’s also a way to build better beef cowherds.

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Sebranek suggests learning more about potential partners before choosing a feedlot. He says doing a little research on history and management, and making personal contact can help ensure a positive experience.

Coordinating weaning and health programs with the partner feedlot is also key. Sebrabek says, when they know the history on a set of calves, they can manage them better. That results in less sickness, better performance and an overall higher-quality beef product.

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