

What's New in GRAZIER'S GEAR

GENETICS

Akaushi

Akaushi adds prime value to your grass-based production strategy. On ranches from California to New York, you'll find a breed of cattle red in color, adaptable to all environments and able to produce well-marbled, tender, tasty beef. They're called Akaushi.

The Akaushi breed is one of four strains of Wagyu cattle that originated in Japan. Since arriving in the 1990s, the Akaushi breed has adapted well to environments across the USA Plus, they're proven to be efficient on grass-based programs.

"Some call them Red Wagyu. We call them perfect," says Desert Mountain Grassfed Beef in Idaho. "Using Akaushi cattle is part of what sets us apart from other grassfed producers."

Adding Akaushi genetics to your current production strategy improves your bottom line from start to finish:

Adaptability: Akaushi cattle can be found in 40 USA states demonstrating success across all climates, including cold, heat, high altitude and more.

Longevity: Longevity is a key characteristic in both Akaushi bulls and cows. Bulls typically live 10+ years while cows average eight years of calving.

Cross-breeding: Crossed with 13 different breeds, Akaushi genetics have doubled prime grade and improved yield in each case.

Performance: Akaushi cattle marble quicker and more consistently than other breeds, leading to less waste for producers and better-tasting beef for consumers.

For more information on adding Akaushi genetics to your grass-based production strategy, check out <https://bit.ly/2Y03IFh> or call 361-238-7218.

Red Angus

The Red Angus Association of America has always been anchored by a common philosophy and values of the people. The association's inception in 1954 stemmed from a group of innovative breeders who established the industry's first performance-based registry. The mindset to swim upstream and serve the best interests of commercial cattlemen and women has established deep roots in the industry.

RAAA's mission is to provide its members and their customers with innovative programs and services, and to continue to advance the quality, reliability and value of Red Angus and Red Angus-influenced seedstock in the commercial beef industry.

At the core of those programs is Total Herd Reporting, where members must report a calf for every registered cow each year. This ensures all calves are recorded for accurate genetic evaluation.



RAAA offers the industry's longest running, most economical value-added programs through the USDA-process-verified Feeder Calf Certification Program and Allied Access. FCCP provides traceability to at least 50% Red Angus genetics, source and group age verification. Allied Access provides source and age verification. With no enrollment fees, at only 99 cents/tag, these programs offer the best return on investment for cattle producers.

Additional programs include Premium Red Baldy, American Red and the newly released Red Choice heifer development program. For more information, call 940-387-3502 or visit RedAngus.org.

South Poll

In the early 80's, Teddy Gentry of the band, Alabama, Fort Payne, Alabama, dreamed of a heat tolerant Southern mama cow. He did research and came up with a four-way cross combining maternal traits of Hereford and Angus with hardy, heat tolerant traits of Senepol and Barzona. The result was a breed of cow that provided tender meat and was adapted to thrive on grass, in the heat and humidity of the South. Also, the cattle business in general had started promoting larger framed animals. IRM data on thousands of cows clearly shows that smaller cows are more efficient. In 90+ degree heat, it is necessary to have slick haired, light-colored animals to be able to milk, cycle, and breed back on time. Longevity and fertility are the two most profitable traits for the cow/calf producer.



The University of Florida reports Senepol is the most heat tolerant breed ever tested. Barzonas, developed by the Bard family in Arizona, provide adaptability to thrive in the desert, and have been known to go several days without water. He chose from the top percentage of each breed—older proven genetics that had never missed a calf.

Find South Poll Grass Cattle Association on Facebook, call 256-996-8355 or visit www.southpoll.com to learn why this moderately framed, gentle, hardy breed is rapidly becoming a favorite of livestock owners.

GRASS FARMING

Business News

Mountain View Seeds announces the addition of Kreston Koziuk (kkoziuk@mtviewseeds.com) to the sales team as Account Manager. Kreston worked in the seed/agronomy industry over 10 years, with experience in foundation seedstock and commercial seed production. Kreston creates strong relationships and finds solutions to his customers' challenges. This experience provides him a unique perspective that combines industry practices with innova-



tive thinking to bring new business ideas to the seed industry. Kreston's roots are in Oregon's Willamette Valley, grass seed capital of the world. He grew up in a small community and has been active in agricultural groups at the local, district and state level. He graduated from Oregon State University with a degree in Agricultural Business Management and Animal Science. Kreston and his wife have a beef cow/calf operation and hazelnut

orchard in Scio, Oregon with their two children. Kreston looks forward to growing with the MVS family. Pratum Co-op/Mountain View Seeds is an agricultural cooperative dedicated to innovative solutions, excellent service, and long-term relationships. They are proud to be American Farmer Owned. For more information, call 503-588-7333 or visit www.mtviewseeds.com.

PRODUCER PROFILE...

Ohlde Cattle Company

Name: Tim, Trudy, Jake & Jordan Ohlde
Ranch: Ohlde Cattle Company
Location: Palmer, Kansas
Phone: 785-630-0522
Email: tim-trudy@ohldecattle.com
Website: www.ohldecattle.com



SGF Subscriber: 20+ years
Acres in pasture: 8000+ in native pasture, as well as a few hundred of cool season brome.
Grazing: 45 years. We try to rotate the best on any given year depending on rainfall. Our pastures range in size from 80 -1800 acres, two locations, 90 miles apart, and have Spring and Fall calving herds.

Forages: Predominately native prairie, brome and cover crop that includes mixes of triticale, sudan, brassicas, sweet wheat, oats and others that work in our environment.

Centerpiece Operation: Seedstock producer of Registered Angus, Fleck-Angus, Angus II and Senepol cross for heat tolerance. Our main goal is to produce cattle that help commercial operators make a profit with lower input cattle.

Additional Operations: We sell semen on many of our proven herd sires and direct market to our customer with free consultation on what best fits their program and environment.

Trudy has a few mares and works toward genetics that make good ranch horses.

Marketing: Annual Bull and Female Sale the third Monday of April (April 18, 2022). Also private treaty sales, especially in Fall.

Family: Jake is involved on the ranch and Jordan helps remotely on computer "stuff".

Main Challenge: At this time, having drought here on our operation, as well as on a large part of the country and many of our dedicated clients. Another major challenge is the difficulty of finding needed labor.

Best Advice: Don't worry about what the masses are doing. Just do what makes sense and works in your operation. Focus on profit per

acre, rather than gross production. Think out of the box, go with your gut feeling—and don't fall victim

to highly promoted marketing pressures. (Don't follow over the infamous cliff!)

Goals: Continue to breed cattle like we have for the last 45 years, linebreeding for the type and the consistency that has led to the cattle that can work in nearly any environment. Pedigrees go back to 3-4 sires and 3-4 cows. We feel if cowherds are not profitable, there will not be a beef industry.

Favorite Resources:

Seed: We don't stay with just one brand of seed but rather continue to find what works in our situation. We raise a lot of our own seed (cover crop) and sell the excess.

Equipment: Not loyal to any specific "color" of equipment.

Genetics: We have worked with many breeds of cattle, but realize we can go many directions if we keep and use our solid base and stay consistent with the type—rather than the breed. We will continue to focus on cattle that utilize forages, are easy fleshing, easy to manage, can finish on grass, profitable and are something that you would be proud to own and sell.



Growing with Integrity Better Soil, More Life

Listening to the Land • Transitional Tips for Soil Health • Insects and their Importance

January 27-28, 2022

Presenting in Weatherford, OK • Nicole Masters & Jonathan Lundgren

QUESTIONS OR TO REGISTER:

Call or text Sara Bullis @ 405.853.5005

OR go to <https://growingwithintegrity.eventbrite.com>

Sponsored by the Oklahoma Grazing Lands Coalition