

NOVEMBER 9, 2024 | MCALESTER, OKLAHOMA

OKLAHOMA CHAROLAIS

14TH ANNUAL

Bull Sale



SELLING 42 LOTS OF PROVEN CHAROLAIS GENETICS!

OKLAHOMA CHAROLAIS

14TH ANNUAL

Bull Sale

SELLING 42 BREEDING AGE CHAROLAIS BULLS!

SALE DAY PHONES

Dennis Adams(979) 229-4472
Cody Beck, AICA(765) 719-1622

SALE CONSULTANT

Brett Sayre.....(573) 881-1876

AUCTIONEER

Greg Clifton.....(817) 313-5250
N. Richland Hills, TX

PUBLICATION REPRESENTATIVES

Cody BeckCharolais Journal
Ralph Means.... Weekly Livestock Reporter
Jay PurchaseSpecial Assignment

SALE HEADQUARTERS

Comfort Inn & Suites.....(918) 302-0001
650 S. George Nigh Exp • McAlester, OK 74501
Ask for "Cattle Sale Group"
Reservation must be made by Oct. 24, 2024

TERMS & CONDITIONS

All bulls have a standard sale guarantee. A copy is located on back inside cover. Buyer's are responsible for all cattle upon leaving the ring.

TRUCKING

Special trucking arrangements are available anywhere in the continental U.S. if arranged by the sale manager. Local hauling is available at reasonable rates. Please call for additional information.

EPDS

All EPDs are the current 2024 September edition as posted on AICA's website.

PERSONAL SAFETY

Your safety is of utmost importance to us. You attend at your own risk and the OK Bull Sale, Outfront Cattle Service, Consignors, and McAlester Union Stockyards are not responsible for accidents or exposures to Covid 19.

HEALTH

All Bulls originate from Brucellosis and T.B. free states. All bulls will be Trichomoniasis, and fertility tested within 30 days of the sale. Scrotal measurements will also be furnished on supplement sheet sale day. Proper interstate health certificates will be furnished on all lots.

WATCH ONLINE AT LMAAUCTIONS.COM

Buyers may watch the sale online at LMAAuctions.com. Online bidding will not be available, but buyers may bid by phone. Register before the sale using your email at LMAAuctions.com. Call McAlester Union Stockyards with questions or problems.



Dennis Adams
(979) 229-4472
outfrontcattle@gmail.com

P.O. Box 10590
College Station, TX 77842

OUTFRONTCATTLE.COM



**NOV. 9, 2024
7:00 PM**

**MCALESTER UNION
STOCKYARDS**

2515 STANDARD ROAD
MCALESTER, OK
918-423-2834

SALE SCHEDULE

THURSDAY

Cattle start arriving

FRIDAY

Bulls arrive and available
for viewing all day

SATURDAY

Coffee and doughnuts
served at Stockyards Cafe
(Courtesy OK Charolais Bull Sale)
Lunch available at Stockyards Cafe
Sale starts promptly at 1:00 PM

WELCOME TO THE 14TH ANNUAL OKLAHOMA CHAROLAIS BULL SALE!

With all the sales, this is the best sale for obtaining high-quality bulls for the most reasonable prices in the industry! Charolais are becoming the most popular feedlot cattle among most feeders, they gain more efficiently, have higher average daily gains, and produce better Yields and Dressing percentage on the carcasses. The modern Charolais will grade well if managed well, making it the most valuable animal in the industry!

Our national Association, American-International Charolais Association, with new leadership, is campaigning to increase our presence in the beef industry. It is definitely time to take advantage of all the efforts breeders are making to satisfy all segments of the industry. Many breeders have been working to identify the better marbling bulls in our breed and using them to increase the expression of those excellent genetics into the Charolais population. Our cattle actually marble much better than realized by many, especially when managed for their assets. The main claim of CAB is their ability to marble although it is not actually a sizable percentage of their breed, maybe due to everything black passes for Angus. As we work to develop our reputation for marbling, we can surpass all others due to our hybrid vigor for the cow/calf in gain and efficiency, the same for feedlot operations. Then the packer can get the great dressing percentage, top Yield grades, and avoid all the excess trim of too much FAT!

We are seeing a resurgence for Charolais Sires, and we are very proud to offer you some of the best genetics for reasonable prices! Please join us for a good event for this 14th annual sale! You will not be disappointed!

Sincerely,

Dennis Adams

SALE CONSIGNORS

5S CATTLE CO...... Lucien, OK
Joe Smith..... 580-370-0956

CORK CATTLE CO Wentworth, MO
Kevin Kleinman 417-850-5676

GIBSON CHAROLAIS St James, MO
Margaret Gibson/John Gibson..... 573-265-8687

HALE FARMSLouisburg, MO
Rick Hale 417-838-7251

MCCURDY CHAROLAIS Decatur, TX
Cole & Pat McCurdy 940-389-2812

LEHMANN CATTLE CO. Lathrop, MO
Jerry & Michelle Lehmann 573-999-4759

REAVES CHAROLAIS. Greeneville, TN
Kyle Reaves..... 423-723-9245

SHEPHERD CHAROLAIS..... Stuart, IA
Sara Shepherd,..... 515-321-6870

ZOE CHAROLAISHuntsville, MO
Curtis Plank 660-277-4728

LATEST RESEARCH AVAILABLE

Effect of Breed Description of Sale Price of Steer Calves Sold Through Superior Livestock Video Auctions

(3,084,918 head, 2010-2016)
Research conducted by E.D. McCabe,
Kansas State University

BREED	\$/CWT DIFFERENCE
CHAROLAIS SIRE	\$8.12
Red Angus Sired	\$6.89
Angus Sired	\$6.26
Brahman-Influence Sired	\$0.00



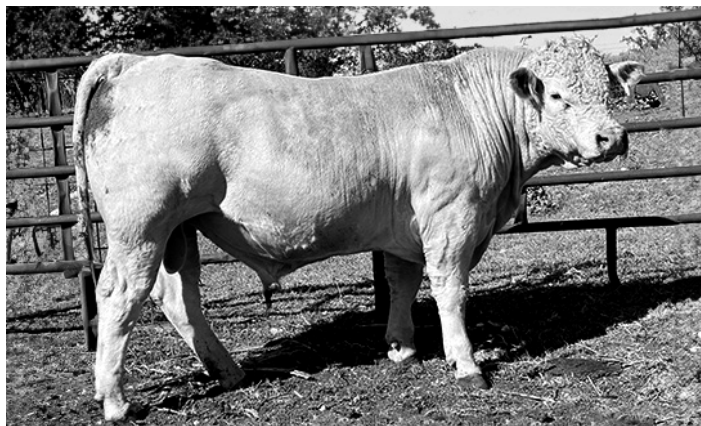
DC/CRJ TANK E108 P – SIRE OF LOT 1



5S CARBON COPY 312 PLD ET – SELLS AS LOT 2



RE SIR BRAXTON 022 ET – SIRE OF LOTS 3 & 4



MC SIR BRAXTON 308 – SELLS AS LOT 4

1 5S TANK 308 PLD

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M995143	308	2/6/2023	Polled	72		

BHD PERSEUS B65 P
 DC/CRJ TANK E108 P *M905524*
 CRJ MS ZYLEN C1587

BHD ZEUS X3041
 BHD MS ZEN Z27
 SM ZYLEN A849 S
 BHD MS TRADEMARK Z38

CR MILESTONE 7220F11 ET
 RCR MS KING IMPRESS J830 *F1323954*
 RCR MS IMPRESS PRESIDENT Z877

WC MILESTONE 5223 P
 LT LOANN 7220 PLD
 CJC MR PRESIDENT T122
 RCR MS IMPRESSIVE S305

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
12.7	-1.2	66	128	29	12.8	62		35	0.64	-0.01	0.11	285.68

5S CATTLE CO.

2 5S CARBON COPY 312 PLD ET

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
EM999761	312	2/10/2023	Polled	76		

RBM TR RHINESTONE Z38
 TR CAG CARBON COPY 7630E ET *EM896198*
 M&M MS CARBINE 1567 PLD

DR STEALTH 574
 M&M MS STEALTH 9509 PLD ET *EF1117989*
 BALDRIDGE SWEETHEART 7M

LT BLUEGRASS 4017 P
 HC RHINESTONE 5100
 M&M RAPTOR 8122 PLD
 MS COOLEY JPOT 1107N9 ET
 HOODOO SLASHER 1144
 DR ALEXIS 412 ET
 RC BUDSMYDAD 225 POLLED
 BALDRIDGESWEETHEART444ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
15.3	-2.9	63	106	25	9.3	56	1.1	18	0.53	0.023	0.17	255.03

5S CATTLE CO.

3 MC SIR BRAXTON 314

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M993893	314	3/16/2023	Polled	77		

SPARROWS BRAXTON 519C
 RE SIR BRAXTON 022 ET *EM938665*
 JDJ MS CIGAR B2011 P ET

RE DESTINY 747 P ET
 MC DESTINY 042 *F1309229*
 JGS MS BM ABBY C749

WINN MANS SKAGGS 663X
 SPARROWS CASINA 121X
 LHD CIGAR E46
 JDJ MS SPUR R120
 LHD CIGAR E46
 JDJ MS TRUEMARK Y322
 LT BLUE MOON 3053 PLD
 JGS MS 65M MONTY T719

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
8.9	0.3	57	103	25	6.1	54	0.8	25	0.9	-0.011	-0.06	265.64

MCCURDY CHAROLAIS

4 MC SIR BRAXTON 308

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M993886	308	3/12/2023	Polled	82		

SPARROWS BRAXTON 519C
 RE SIR BRAXTON 022 ET *EM938665*
 JDJ MS CIGAR B2011 P ET

RE DESTINY 747 P ET
 MC DORIS 044 *F1309232*
 EATONS MISS FLOWERE 40916

WINN MANS SKAGGS 663X
 SPARROWS CASINA 121X
 LHD CIGAR E46
 JDJ MS SPUR R120
 LHD CIGAR E46
 JDJ MS TRUEMARK Y322
 EATONS TREASURY 00369
 EATONS MISS FLOWERE 10800

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
6.7	1.4	59	105	25	5.5	54	0.8	22	0.79	-0.015	-0.07	255.36

MCCURDY CHAROLAIS

5

MC KINSEEM 322

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M993884	322	4/8/2023	Polled	82		

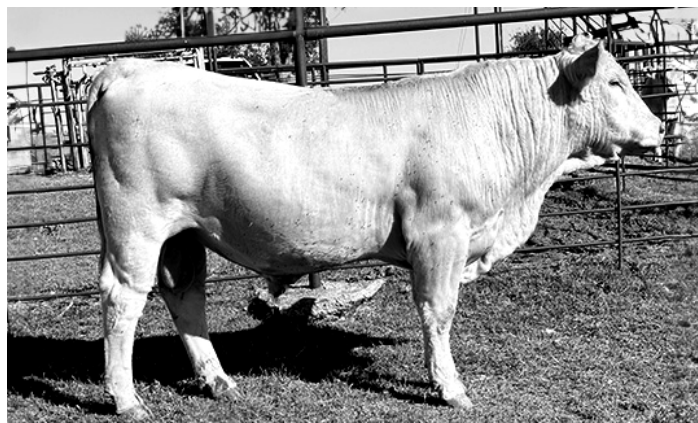
BHD KINCSEM B629
RE CIGAR KINSMAN 045 ET *EM956793*
 JDJ MS CIGAR B2011 P ET

JGS MARICOPA E017
MC MS COPA 027 *F1293333*
 MC MS MM PAMELA 8110

LHD MATRIX Y1270 P
 BHD MS COBALT X413
 LHD CIGAR E46
 JDJ MS SPUR R120
 LT MARICOPA 4194 PLD
 JGS MS LD HEIRESS B421
 JGS MARKSMAN B406
 JGS MS TC PAMELA X013

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
10	-0.3	67	117	23	8.2	57		24	0.76	0.009	0	258.33

MCCURDY CHAROLAIS



MC KINSEEM 322 - SELLS AS LOT 5

6

MC KINCSEM 357

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M995881	357	9/17/2023	Polled	75		

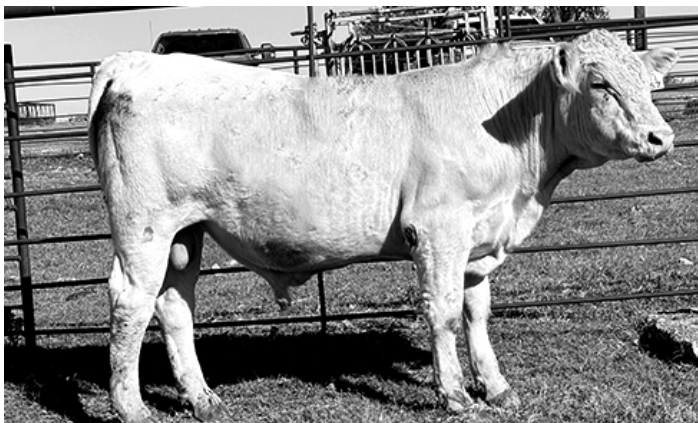
BHD KINCSEM B629
RE CIGAR KINSMAN 045 ET *EM956793*
 JDJ MS CIGAR B2011 P ET

RE DESTINY 747 P ET
MC DOROTHY 011 *F1293323*
 MC MS MARKETA 7101

LHD MATRIX Y1270 P
 BHD MS COBALT X413
 LHD CIGAR E46
 JDJ MS SPUR R120
 LHD CIGAR E46
 JDJ MS TRUEMARK Y322
 JGS MARKSMAN B406
 EATONS MISS FLOWERE 40916

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
6.5	1.1	66	119	25	7.3	58		26	0.86	-0.006	-0.07	259.98

MCCURDY CHAROLAIS



MC KINCSEM 357 - SELLS AS LOT 6

7

LCC ON TARGET 9712

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M980989	9712	11/21/2022	Polled	72		

BHD PERSEUS B65 P
DC/CRJ TANK E108 P *M905524*
 CRJ MS ZYLEN C1587

MEAD LCC BULLS EYE T484
LCC TEXAS SCARLETT 3741 *F1307598*
 RE MS DUKE 745 ET

BHD ZEUS X3041
 BHD MS ZEN Z27
 SM ZYLEN A849 S
 BHD MS TRADEMARK Z38
 WC TOTAL RUSH 3044 P
 MEAD PAMELA P292
 VCR SIR DUKE 914 PLD
 RE MS DUKE 34 ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
17.9	-2.9	58	118	32	16.1	61	0.9	30	0.54	-0.015	0.02	278.1

LEHMANN CATTLE CO



LCC ON TARGET 9712 - SELLS AS LOT 7

8

LCC GRAND PRIZE 1373

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M985623	1373	2/4/2023	Polled	72		

EC CRACKER JACK 234 PLD
KC JACK 0891P *M942431*
 KC MS PROFIT MAKER 8491P

RBM TR RHINESTONE Z38
LCC TEXAS SAPPHIRE 3740 *EF1291043*
 RE MS DUKE 745 ET

ACE-ORR LOCK N LOAD 243P
 WFR LOIS 234 P
 ACE-ORR MAKERS MARK 689
 KC MS BOBBIE 4191P
 LT BLUEGRASS 4017 P
 HC RHINESTONE 5100
 VCR SIR DUKE 914 PLD
 RE MS DUKE 34 ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
12	-0.8	74	133	35	11.5	73	0.9	30	0.72	-0.011	0.31	278.15

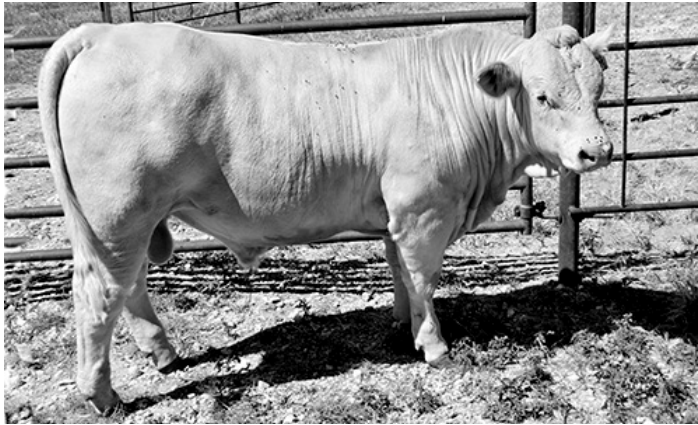
LEHMANN CATTLE CO



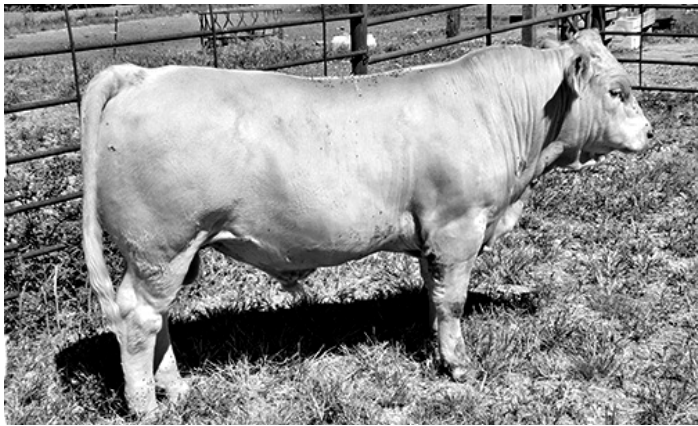
LCC GRAND PRIZE 1373 - SELLS AS LOT 8



ZOE SIR ROOSTER ANITA 334 - SELLS AS LOT 9



ZOE SIR ROOSTER DUKE 333 - SELLS AS LOT 10



ZOE SIR UNIVERSE DESIGN 324 ET - SELLS AS LOT 11

12	AICA	TATOO	DOB	HPS	BWT	WWT	YWT
	MP5766	2361	3/15/2023	Polled	80		

LT COUNTDOWN 9712 PLD *M928753*
 BROBERG'S RSOURCE D20
 LT LEDGER 0332 P
 LT MADELINE 6113 PLD
 WR FOREMAN D602
CORKS FOO 1753 1960 *RF716245*
 WR WRANGLER W601
 WR DUCHESS B612
 CORKS OBG E EVAN 1215
 CORKS AMK FOO 5 1753
 CCC WC RESOURCE 417 P
 BROBERG'S MS BLUEGRASS A91
 LT MADELINE 1090 PLD
 5J FANCY 1015

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
13.7	-3.2	47	68	23	10.2	47	1	12	0.33	0.04	0.32	245.18

CORK CATTLE CO.

9	AICA	TATOO	DOB	HPS	BWT	WWT	YWT
	M999703	334	9/29/2023	Polled	102		

DC/MD SHARK F1366 P
DC/CRJ ROOSTER H3118 P *M967107*
 MD DURBAN A1135
 MD MS MAGICCIGAR Z3083
 BHD ZEUS X3041
 JDJ MS CHEROOT A3017
 TMC BIG JOE
TMC MISS ANITA 484P *F1200772*
 PJ FUNCTION 956 P
 TMC MISS HOUSE 079P
 TMC MISS SHORTY 985 P
 GP SELECT P03
 TMC MISS ANITA 317 P

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
6.9	2	62	111	19	9.1	50		28	0.81	-0.009	-0.04	266.69

ZOE CHAROLAIS

10	AICA	TATOO	DOB	HPS	BWT	WWT	YWT
	M999702	333	9/26/2023	Polled	86		

DC/MD SHARK F1366 P
DC/CRJ ROOSTER H3118 P *M967107*
 MD DURBAN A1135
 MD MS MAGICCIGAR Z3083
 BHD ZEUS X3041
 JDJ MS CHEROOT A3017
 VCR SIR DUKE 914 PLD
OHF WHITE OAK C904 *EF1181678*
 WCR SIR DUKE 761
 WCR MISS MAC IV 534
 THREE TREES VANNA 2856ET
 LHD CIGAR E46
 JWV VANESSA D029 ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
15.1	-1.4	76	132	23	11.6	61	1.3	34	0.88	-0.014	-0.05	282.79

ZOE CHAROLAIS

11	AICA	TATOO	DOB	HPS	BWT	WWT	YWT
	EM999700	324	9/16/2023	Polled	70		

LANGRIDGE BOUNDER
PENTERVIN UNIVERSE *M920219*
 BALLACHARRY SAMSON
 CHIDLOW PETAL
 SIR CHARLINE VIN 26T
 JACINTHE OF PENYPARC
 NIKI OF PENTERVIN
 KC DESIGN 4246 P
ZOE MISS PRIME DESIGN 141 P *F1136684*
 PF EL DUKE 9021 P ET
 KC DAKOTA ELIM 2046 P
 WCR MISS PRIME CUT 3245P
 WCR PRIME CUT 764 PLD
 WCR MISS DAKOTA WIND7158

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
5.5	-0.5	52	85	24	5.1	50	0.7	15	0.72	-0.008	0.09	248.81

ZOE CHAROLAIS

13	AICA	TATOO	DOB	HPS	BWT	WWT	YWT
	M996096	2360	3/19/2023	Polled	81		

BAR S GOLDEN STATE 5532
BAR S GOLDEN STATE 1268 *M960013*
 EB CALIFORNIA 1041
 BAR S MISS KOJO 0698
 BAR S SHIRLEY 6433
 TR PZC RAPID FIRE 9775 ET
 BAR S MISS SUSPECT 8337
 SVY FREEDOM PLD 307N
CORKS ARK NANCY 61021355 *EF1183190*
 HFCC PLD EVOLUTION 5L
 SVY PURRFECT 184L
 OBG CORK NANCY 6102
 VCR SIR DUKE 914 PLD
 OBG MS NANCY 4908 P ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
7	-0.7	51	87	30	2.4	56	0.7	11	0.68	0.014	0.27	246.18

CORK CATTLE CO.

14

CORKS GOLDEN COOKIE 2365

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
MP5765	2354	3/28/2023	Polled	70		

BAR S GOLDEN STATE 5532
BAR S GOLDEN STATE 1268 *M960013*
 BAR S SHIRLEY 6433

VPI FREE LUNCH 708T
GREY SILK 2952 P *RF706372*
 RCR LENA 8788 P

EB CALIFORNIA 1041
 BAR S MISS KOJO 0698

TR PZC RAPID FIRE 9775 ET
 BAR S MISS SUSPECT 8337

LT RIO BLANCO 1234 P
 VPI MISS DUCHESS 404 P

ANGUS/ANGUS
 RCR NEDS CHOICE 6708 P

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
10.7	-2.5	60	100	22	8.7	52		14	0.41	0.016	0.11	240.13

CORK CATTLE CO.

15

CORKS ARK RESOURCE 2350

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
RM103035	2350	1/15/2023	Polled	83		

LT RUSHMORE 8060 PLD
CCC WC RESOURCE 417 P *M846721*
 WC CCC BLUE GIRL 1528 P

OBG CAPTAIN AMERICA
CORKS AMK FANCY FOO 4 U *RF708264*
 5J FANCY 1015

LT RIO BRAVO 3181 P
 LT BRENDA'S EASE 3055PLD

LT BLUE VALUE 7903 ET
 CCC BAD GIRLFRIEND U146 P ET

TR MR FIRE WATER 5792RET
 OBG NANCY 8103

WDZ FIREMAKER 6062 P ET
 KP MISS FANCY

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
8.3	-0.5	52	89	27	3.9	53	0.6	17	0.68	0.027	0.23	253.37

CORK CATTLE CO.

16

CORKS COUNT 2362

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
RM103034	2362	3/1/2023	Polled	78		

BROBERG'S RSOURCE D20
LT COUNTDOWN 9712 PLD *M928753*
 LT MADELINE 6113 PLD

CD FRESH AIR 6059 P
CORKS ARK FANCY 2046 *RF715767*
 CORKS AMK FANCY FOO 1511

CCC WC RESOURCE 417 P
 BROBERG'S MS BLUEGRASS A91

LT LEDGER 0332 P
 LT MADELINE 1090 PLD

M6 FRESH AIR 8165 P ET
 WCCC CHARLIES MS 8043 ET

OBG CAPTAIN AMERICA
 CROSSBRED/CROSSBRED

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
11.8	-2.9	66	116	22	7.9	55	1.6	21	0.77	0.026	0.23	262.54

CORK CATTLE CO.

17

MEG SUMMER SUN

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M1000222	3125	7/18/2022	Polled			

M&M OUTSIDER 4003 PLD
WIA TOPSIDER 059 P *EM943106*
 ACE MS WIENK 7171880-P125

BIG CREEK GAME CHANGER 192PET
MEG MISS OCTAVIA 148 *F1186888*
 FF MISS OZARK N31 P/S ET

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD

MR MORRISON 717 POLLED
 ACE MS WIENK 1880 P

D R REVELATION 467
 EXL MIA 230M

LHD ALI MARK T214
 HEP MISS JOAN 25D ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
-1.1		63	110	19		50		21	0.63	0.003	-0.04	

GIBSON CHAROLAIS

OKLAHOMA CHAROLAIS

2024 Bull Sale

NOVEMBER 11

MCALESTER, OK



CCC WC RESOURCE 417 P - SIRE OF LOT 15



LT COUNTDOWN 9712 PLD - SIRE OF LOT 16



M&M OUTSIDER 4003 PLD - SIRE OF SIRE OF LOTS 17-23

18

MEG GRESSA?SBIG TIME

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M999915	3102	1/20/2023	Polled			

M&M OUTSIDER 4003 PLD
WIA TOPSIDER 059 P *EM943106*
 ACE MS WIENK 7171880-P125

NWMSU BIG TIME 166
MEG GRESSA 1679 *F1240010*
 MEG GRETE 003 P

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD

MR MORRISON 717 POLLED
 ACE MS WIENK 1880 P

WC BIG BEN 9036 P
 NWMSU IMPRESSIVE 359

RIVERDALE TOP END H114 ET
 MEG GRETCHEN 508 ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
-2.7	59	107	19		49			15	0.39	0.006	0.03	

GIBSON CHAROLAIS

20

MEG PERFECTONE

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M999920	3124	2/18/2023	Polled			

M&M OUTSIDER 4003 PLD
WIA TOPSIDER 059 P *EM943106*
 ACE MS WIENK 7171880-P125

BALDRIDGE KOJACK 29K
MEG PERFECT ELLEN *F1042454*
 RCR PERFECT ELLY 1464 P

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD

MR MORRISON 717 POLLED
 ACE MS WIENK 1880 P

BALDRIDGE FASTTRACK 82F
 BALDRIDGE ELVIRA 95H

ASC ELIMINATOR 032
 RCR MISS PERFECT 8370PLD

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
-3.3	60	100	24		54			14	0.47	0.008	-0.05	

GIBSON CHAROLAIS

22

MEG ROXY'S RUSH

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M999917	3120	3/1/2023	Polled			

M&M OUTSIDER 4003 PLD
WIA TOPSIDER 059 P *EM943106*
 ACE MS WIENK 7171880-P125

LT RUSHMORE 8060 PLD
WIA MS ROXY PLD D80 *EF1225628*
 SCR MS TURBO 7003

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD

MR MORRISON 717 POLLED
 ACE MS WIENK 1880 P

LT RIO BRAVO 3181 P
 LT BRENDA'S EASE 3055PLD

SCR MR TURBO 4009
 SCR MISS NASH 1095

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
-3.3	59	106	25		55			20	0.55	0.018	0.06	

GIBSON CHAROLAIS

24

MEG SNOWMAN

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M1000221	3108	3/19/2023	Polled			

LT AUTHORITY 7229 PLD
SAT YELLOWSTONE 0301 P ET *EM940417*
 LT BRENDA 2184 PLD

JASR MARATHON 15Y PLD
SAT SNOWQUEEN 4048 P *F1193311*
 SF MISS SNOWQUEEN 1212P

LHD CHOTEAU B1669 P
 LT KATY 4273 PLD

LT BRIDGER 9191 PLD
 LT BRENDA 8034 PLD

LT LONG DISTANCE 9001 PLD
 COX MISS FASTRACK 1675

LT BRIDGER 9191 PLD
 SF MISS SNOWQUEEN 0846 P

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
10.8	-3.1	51	96	26	4.2	52	1.1	13	0.52	0.021	0.09	241.62

GIBSON CHAROLAIS

19

MEG SHAMEFUL

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M999916	3104	1/24/2023	Polled			

M&M OUTSIDER 4003 PLD
WIA TOPSIDER 059 P *EM943106*
 ACE MS WIENK 7171880-P125

D R REVELATION 467
WIA SHAMELESS PLD *EF1145183*
 BAR5 MS PREVIEW 418 P ET

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD

MR MORRISON 717 POLLED
 ACE MS WIENK 1880 P

HOODOO SLASHER 1144
 DR WC FOREVER LUCY 372ET

JWK IMPRESSIVE D040 ET
 RC MS BUD 418 POLLED

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
-2.4	57	98	20		48			12	0.45	0.018	0.01	

GIBSON CHAROLAIS

21

MEG PREVIEW

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M999919	3142	2/26/2023	Polled			

M&M OUTSIDER 4003 PLD
WIA TOPSIDER 059 P *EM943106*
 ACE MS WIENK 7171880-P125

TR PZC MR TURTON 0794 ET
WIA MS PREVIEW PLD *EF1216587*
 BAR5 MS PREVIEW 418 P ET

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD

MR MORRISON 717 POLLED
 ACE MS WIENK 1880 P

TR MR FIRE WATER 5792RET
 THOMAS MS IMPRESSIVE0641

JWK IMPRESSIVE D040 ET
 RC MS BUD 418 POLLED

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
-1	56	101	20		49			15	0.5	0.018	0.01	

GIBSON CHAROLAIS

23

MEG DIAMOND JIM

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M999918	3146	5/18/2023	Polled			

M&M OUTSIDER 4003 PLD
WIA TOPSIDER 059 P *EM943106*
 ACE MS WIENK 7171880-P125

RIVERDALE TOP END H114 ET
MEG WHITE DIAMOND 1081 *F1239032*
 GF GEM 124

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD

MR MORRISON 717 POLLED
 ACE MS WIENK 1880 P

VCR SIR DUKE 914 PLD
 TO MISS CIGAR 1038 P ET

SKYMONT FLASH 5030
 JWK MISTI E156 ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
-1.2	62	107	20		51			17	0.52	0.007	0.03	

GIBSON CHAROLAIS

25

MEG SAILOR

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
PENDING	3147	4/13/2023				

M&M OUTSIDER 4003 PLD
WIA TOPSIDER 059 P *EM943106*
 ACE MS WIENK 7171880-P125

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD

MR MORRISON 717 POLLED
 ACE MS WIENK 1880 P

1/2 CHAR X 1/4 HEREFORD X 1/4 SALER

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI

GIBSON CHAROLAIS

26

SAS RATIONAL 2256 P ET

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
EM993732	2256	8/22/2022	Polled	89	666	1120

LT LEDGER 0332 P
LT PATRIOT 4004 PLD *M852822*
 LK MISS RIO 2119
 B/T SMART CHOICE M207 ET
M&M MS SMART CHOICE 7056 PLD E *EF1068971*
 VCR MISS DUCHESS 433

LT BLUEGRASS 4017 P
 LT BRENDA 6120 PLD
 LK DISTANT RIO 900
 LK MISS SILVER T 059
 LHD CIGAR E46
 MISS HOODOO Z6017
 VCR SIR DUKE 914 PLD
 VCR MISS SHOWMAN 734

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
5.2	1.3	68	122	25	8.3	59	1.3	30	0.8	0.024	0.13	267.84

SHEPHERD CHAROLAIS



LT PATRIOT 4004 PLD - SIRE OF LOT 26

27

SAS AGRARIAN 2260 P

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M993219	2260	9/14/2022	Polled	93	653	1117

BJCF WATT Z36
M&M WATT 6564 ET *EM891999*
 M&M MS BLUE VALUE 1073 PLD ET
 WC CAPITAL GAIN 2220 P ET
SOUTHERN MISS GERMAINE 61138 *F1231117*
 SOUTHERN MISS GERMAINE 38016

HAMM BRAMARD 12R
 M6 MS 0383 MAMIE 764 P ET
 LT BLUE VALUE 7903 ET
 BALDRIDGESWEETHEART320ET
 LT LEDGER 0332 P
 JWK CLARICE J139 ET
 M6 NEXT STEP 164 P
 FARAWAY MARY 106X

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
6.3	1.2	74	133	27	8	64	0.9	37	0.81	-0.008	0.09	283.17

SHEPHERD CHAROLAIS

CHOOSE
CHAROLAIS

ADD POUNDS &
BOOST PROFITS

28

SAS IMPARTIALITY 2302 P ET

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
EM993232	2302	12/29/2022	Polled	92	790	987

M6 COOL REP 8108 ET
M6 BELLS & WHISTLES 258 P *M829092*
 M6 MS GAIN & GRADE 552 P
 LHD CIGAR E46
WM MS AG CIGAR N15 P ET *F996866*
 NF AGATHA 9581 POLLED

M6 COOL DUDE 6463 P ET
 SR LADY EASE 914 ET
 M6 GRID MAKER 104 PET
 BCF MISS MAC 74
 LHD MR PERFECT Y416
 LHD MS CLASSIC BELL X613
 NF BONDO 9221 POLLED
 NF AVIGNEX 9215 POLLED

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
8.8	-0.8	64	103	25	5.6	56	1.6	16	0.79	-0.022	0.11	254.8

SHEPHERD CHAROLAIS



M6 BELLS & WHISTLES 258 P - SIRE OF LOT 28

29

SAS STANDARD 2340 ET

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
EM994361	2340	1/23/2023	Scurs	87	717	1333

M6 COOL REP 8108 ET
M6 SLAM DUNK 3115 P ET *EM844484*
 M6 MS NEW JEWEL 0155 PLD
 WM ALI STAR 250 PET
M6 MS MAMIE STAR 983 P *F1103397*
 M6 MS 0383 MAMIE 768P ET

M6 COOL DUDE 6463 P ET
 SR LADY EASE 914 ET
 M6 NEW STANDARD 842 P ET
 M6 MS 5078 MARK 635 PLD ET
 VCR SIR DUKE 914 PLD
 NF AGATHA 9581 POLLED
 THREE TREES WIND 0383 ET
 M6 MS MARK 9485

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
9.1	-0.1	67	108	24	9	57	1.2	20	0.7	-0.017	-0.05	251.76

SHEPHERD CHAROLAIS



M6 SLAM DUNK 3115 P ET - SIRE OF LOT 29

30

SAS VOTER 2317 P

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M993227	2317	2/7/2023	Polled	91	554	1008

LT LEDGER 0332 P
LT PATRIOT 4004 PLD M852822
 LK MISS RIO 2119

LT BLUEGRASS 4017 P
 LT BRENDA 6120 PLD
 LK DISTANT RIO 900
 LK MISS SILVER T 059
 BJCF WATT Z36
 M&MMSBLUEVALUE1073PLDET
 M6 FRESH AIR 8165 P ET
 M6 MS BRAVO GRID 831 ET

M&M WATT 6564 ET
SAS MS BRAVO VALUE 909 P F1287450
 MGMS FRESH BRAVO 240 P

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
3.5	1.4	62	108	24	7.3	55	1	23	0.58	0.019	0.19	253.78

SHEPHERD CHAROLAIS

32

SAS NATIONAL 2330

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
EM993069	2330	3/8/2023	Horned	89	638	1123

M6 COOL REP 8108 ET
M6 BELLS & WHISTLES 258 P M829092
 M6 MS GAIN & GRADE 552 P

M6 COOL DUDE 6463 P ET
 SR LADY EASE 914 ET
 M6 GRID MAKER 104 PET
 BCF MISS MAC 74
 VCR SIR DUKE 914 PLD
 NF AGATHA 9581 POLLED
 THREE TREES WIND 0383 ET
 M6 MS MARK 9485

WM ALI STAR 250 PET
M6 MS MAMIE STAR 983 P F1103397
 M6 MS 0383 MAMIE 768P ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
8.4	1.4	67	103	21	4.6	54	1.3	14	0.73	-0.021	0.12	249.08

SHEPHERD CHAROLAIS



REAVES MONTICELLO GERMAINE 2300 - FULL BROTHER TO LOT 34



CAG GARW GRINGO 9621G ET - SIRE OF LOT 35

31

SAS JUSTICE 2327 P

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M993070	2327	3/1/2023	Polled	84	645	1251

DC/CRJ TANK E108 P
WCR CADILLAC JACK 074 M944009
 WCR MS BLACKJACK 8165 P

BHD PERSEUS B65 P
 CRJ MS ZYLEN C1587
 ELDER'S BLACKJACK 788B
 WCR MS KINGSBURY 5143 P
 COOLEY ROYCE 1107T39
 SCC MISS DUKE 2507 ET
 LT RIO BLANCO 1234 P
 M6 MS 104 DUKE 540 P ET

SOUTHERN ROYCE 01611
SOUTHERN MISS KONA 46805 F1205015
 M6 MSBLANCO GRID0172PET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
10.7	-1	65	133	28	7.3	60	1.3	38	0.98	0.014	0.19	296.01

SHEPHERD CHAROLAIS

33

SAS LONG FLIRTY CADILLAC 2237P

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M993021	2337	4/21/2023	Polled	86		

DC/CRJ TANK E108 P
WCR CADILLAC JACK 074 M944009
 WCR MS BLACKJACK 8165 P

BHD PERSEUS B65 P
 CRJ MS ZYLEN C1587
 ELDER'S BLACKJACK 788B
 WCR MS KINGSBURY 5143 P
 LT SILVER DISTANCE 5342P
 LT BELLE 7026 P
 SAS BIG FLIRT 593A
 EJ BELL MAC EASE 04

LT LONG DISTANCE 9001 PLD
SAS MS LONG FLIRTY BELL 907 P F1287448
 SAS MS FLIRTY BELL EASE 713 P

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
7.5	0.3	60	113	26	3.6	56	0.4	19	0.49	-0.003	0.17	252.69

SHEPHERD CHAROLAIS

34

REAVES MONTICELLO 2310

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
EM990444	2318	2/25/2023	Scurs	72		

VPI FREE LUNCH 708T
FJT MONTICELLO 1806 M914065
 FJT LTRB905 LTBV SHANDY1527

LT RIO BLANCO 1234 P
 VPI MISS DUCHESS 404 P
 LT BLUE VALUE 7903 ET
 FJT RIO BRAVO SHANDY 4042-905

M6 COOL REP 8108 ET
M6 COOL GERMAINE 1145 P ET EF1149859
 M6 0383 GERMAINE 8163 P ET

M6 COOL DUDE 6463 P ET
 SR LADY EASE 914 ET
 THREE TREES WIND 0383 ET
 SR LADY EASE 914 ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
13.5	-1.2	74	139	18	11.7	55	0.9	39	0.9	0.038	0.32	298.49

REAVES CHAROLAIS

35

REAVES GRINGO 2322

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M994594	2322	2/15/2023	Polled	82		

TR CAG CARBON COPY 7630E ET
CAG GARW GRINGO 9621G ET EM926195
 TR PZC NC FIRE FLY 1746 ET

RBM TR RHINESTONE Z38
 M&M MS CARBINE 1567 PLD
 TR MR FIRE WATER 5792RET
 THOMAS MS IMPRESSIVE0641

M6 NEW STANDARD 842 P ET
REAVES MS NEW GERMAINE 817 EF1270969
 M6 COOL GERMAINE 1145 P ET

LT RIO BRAVO 3181 P
 M6 MS GRID MAKER 2175 ET
 M6 COOL REP 8108 ET
 M6 0383 GERMAINE 8163 P ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
9.4	2.2	60	116	25	7.1	55	1.2	24	0.84	0.022	0.21	268.6

REAVES CHAROLAIS

36 FRED BACKWATER JACK 3821

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M989307	3821	8/22/2023	Polled	95		

PVF RIDGE 7142
WIA BACKWATER JACK 060 P *M943105*
 BRCHE TR DORY 6501

M6 BELLS & WHISTLES 258 P
FRED ROSE MAIDEN 0819 *F1314905*
 FRED ROSE MAIDEN 4405

SCC O'RAILLE 181C PLD
 PVF CHISUM 1340
 M&M OUTSIDER 4003 PLD
 TR MS KATIE 4724B ET

M6 COOL REP 8108 ET
 M6 MS GAIN & GRADE 552 P
 LT LEDGER 0332 P
 FRED'S ROSE MAIDEN F731

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
9.9	-0.1	62	108	25	7.2	56	1.4	19	0.6	-0.009	0.03	251.3

HALE FARMS

38 HALE ATLAS 3154

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
PENDING		9/10/2023				

LT PATRIOT 4004 PLD
LT ATLAS 0251 PLD *M943509*
 LT MOLLY 7031 PLD

M&M OUTSIDER 4003 PLD
GHC SWEETHEART 9154 *EF1296454*
 M&M MS STEALTH 9509 PLD ET

LT LEDGER 0332 P
 LK MISS RIO 2119
 LT RUSHMORE 8060 PLD
 LT MOLLY 5339 PLD

LT LONG DISTANCE 9001 PLD
 M&M MS CARBINE 1567 PLD
 DR STEALTH 574
 BALDRIDGE SWEETHEART 7M

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
17.6	-4.7	73	123	30.5	10.1	67	1.5	32	0.865	0.033	0.065	279.3

HALE FARMS

39 HALE ATLAS 3523

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
PENDING		12/3/2023				

LT PATRIOT 4004 PLD
LT ATLAS 0251 PLD *M943509*
 LT MOLLY 7031 PLD

LT LEDGER 0332 P
RRCA MS A594 *F1173736*
 RRCA MS VALUE R1325

LT LEDGER 0332 P
 LK MISS RIO 2119
 LT RUSHMORE 8060 PLD
 LT MOLLY 5339 PLD

LT BLUEGRASS 4017 P
 LT BRENDA 6120 PLD
 LT POLLED VALUE 9089
 RRCA MS DUKE 914 M1044

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
14.9	-3.5	67	122	26	11.8	59	1.6	34.5	0.86	0.047	0.125	283.3

HALE FARMS

41 HALES NICK 3699

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
PENDING		9/12/2023				

ACE MR MO BOB 3809X
WIA NICK 149 P *M962072*
 ACE MS NICHOLE 9003 580

M6 NEW STANDARD 842 P ET
ORR'S MS LADY NANCY 699 P *F1253086*
 ORR'S LADY NANCY 709 P ET

PC MISSOURI BOB 1227
 ACE MS SANDY MARCIA 1809
 OAKDALE DUKE 9003P
 RC NICHOLE 8823 A180

LT RIO BRAVO 3181 P
 M6 MS GRID MAKER 2175 ET
 M6 FUNCTION 169 PET
 THREE TREES NANCY 0083ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
14.4	-1.8	68	131	33	8.7	67	1.6	29	0.865	0.002	0.08	278.4

HALE FARMS

37 LT TROOPER 330

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
M986329	330	8/24/2023	Polled	81		

WCR NOTORIOUS 6170 P
WIA TROOPER 089 P *M955718*
 WIA MS MAY D78 P

M6 FIRE WHISTLE 574 P
LT MS FIRE WHISTLE 041 *F1291972*
 LT MO BOB 723

WCR TRIUMPH 213 P
 WCR MS IMPRESSIVE 3181 P
 WR WRANGLER W601
 CCC MISS MAY 501B

M6 BELLS & WHISTLES 258 P
 M6 MS HOT NANCY 1167 PET
 ACE MR MO BOB 3809X
 LT MS STANDARD 484

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
11.7	-1	71	136	26	7.7	62		31	0.86	0.027	0.18	278.2

HALE FARMS



LT ATLAS 0251 PLD - SIRE OF LOTS 38 & 39

40 HALES NICK 3683

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
PENDING		9/8/2023				

ACE MR MO BOB 3809X
WIA NICK 149 P *M962072*
 ACE MS NICHOLE 9003 580

LT LEDGER 0332 P
ORR'S MS MARY 683 P *F1248006*
 ORR'S MS MARY 221

PC MISSOURI BOB 1227
 ACE MS SANDY MARCIA 1809
 OAKDALE DUKE 9003P
 RC NICHOLE 8823 A180

LT BLUEGRASS 4017 P
 LT BRENDA 6120 PLD
 M6 GRID MAKER 104 PET
 ORR'S MS MARY 413P TW

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
16.2	-2.7	72	139	28	13.1	64	1.5	37	0.91	0.017	0.1	291.4

HALE FARMS

42 HALE NICK 3995

AICA	TATOO	DOB	HPS	BWT	WWT	YWT
PENDING		9/14/2023				

ACE MR MO BOB 3809X
WIA NICK 149 P *M962072*
 ACE MS NICHOLE 9003 580

LT PATRIOT 4004 PLD
ORR MS RIO 995P *F1304086*
 ORR'S MS RIO 602P

PC MISSOURI BOB 1227
 ACE MS SANDY MARCIA 1809
 OAKDALE DUKE 9003P
 RC NICHOLE 8823 A180

LT LEDGER 0332 P
 LK MISS RIO 2119
 LT LEDGER 0332 P
 ORR'S MS RIO 487 ET

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	FAT	MARB	TSI
13.7	-2.2	64	129	25	11.7	57	1.5	34	0.75	0.032	0.095	279.6

HALE FARMS

WHITE GOLD

TASK FORCE WORKING TO CAPTURE VALUE FOR COMMERCIAL PRODUCERS OF CHAROLAIS-INFLUENCED CATTLE

BY SHARLA ISHMAEL



There aren't too many scenes that'll make a commercial cattle producer – and their banker – prouder than looking at a stout, growthy, smoky calf standing almost as tall as his black or baldie mama. The picture can change depending on the location of the ranch – he might be looking at the same scale-busting calf next to a good tiger-striped mama down south.

Either way, producers have long known that capitalizing on the magic of heterosis compounded with the use of a terminal-breed sire is a profitable way to max out the scales at weaning, as yearlings or fat cattle. With the nation's Jan. 1 beef cow inventory hitting one of the lowest numbers seen in recent history due to widespread drought, it is more important than ever for the commercial rancher to take advantage of a bullish market predicted for calves and feeders over the next few years.

With a much smaller herd and the need to go slow with restocking as the land recovers from drought – hopefully before the next one hits – every pound will count. Unfortunately, the market is set up today based on premiums for black-hided cattle and given that the cattle cycle has been in the heavy-supply stage, where every segment after the ranch has enjoyed the ability to be choosy, it has meant good cattle of all colors don't always get sold for the value they bring to the industry at every stage.

It's a problem Charolais seedstock producers are not willing to deal with any longer. So much so that the American-International Charolais Association has created a task force of progressive breeders and outside consultants to explore every possible opportunity to make sure their commercial bull buyers get additional or new market access for their calves.

"Numerous closeout sheets from Charolais-influenced cattle harvested at Tyson plants in the past two years document these cattle produce carcasses that compete extremely well on the rail," says AICA Executive Vice President Clint Rusk. "It is imperative this carcass value be reflected in the live market." Charolais breeders are not alone in their quest to fix the problem.

"Our task force is already working with another task force led by Tom Brink, chief executive officer of the Red Angus Association of America,

to explore a change in the way feeder cattle are marketed," Rusk explains. "Our Charolais breeders agree with those who say feeder cattle should be marketed on their genetic merit rather than the color of their hide."

Last year, Brink released an important white paper with results of a survey of feedlot managers that shows they also see a great need for change in the feeder cattle market. When asked if black-hided feeder cattle are superior to non-black cattle of equal weight, sex and health history, 75% disagreed with that statement.

"Numerous closeout sheets from Charolais-influenced cattle harvested at Tyson plants in the past two years document these cattle produce carcasses that compete extremely well on the rail," says AICA Executive Vice President Clint Rusk. "It is imperative this carcass value be reflected in the live market."

In fact, 92% of the survey participants agreed or strongly agreed with this statement: "For the beef industry to continue improving its overall cattle quality and value, hide color should be replaced with more objective genetic criteria as a key price-determining factor(s) in the U.S. feeder cattle market."

What will it take to make those changes so smoky or cream-colored calves can get premiums for their performance? For the Charolais task force, all options are on the table, from feeder cattle marketing programs, better utilization of existing grids for Charolais-influenced cattle, data gathering from private sources to solidify how these cattle excel in terms of feed efficiency, average daily gain and overall performance at the feedlot and packer in terms of both red meat yield and quality grade on the rail.

They are working on getting Charolais-influenced cattle into the latest sustainability research projects to study their efficiency advantages relative to other breeds. If carbon capture and greenhouse emissions play a role in the future of beef, breeders on the task force believe the breed's natural efficiency and performance will be a competitive advantage in that arena.

The task force has met with major packing company executives to determine how Charolais-influenced cattle are perceived on their end and what the association can do to help increase demand for the cattle at the retail level. They've also initiated discussions on private branding with meat marketing experts.

Basically, these breeders are reaching out to every segment of the industry to lay groundwork leading to a premium structure for Charolais-influenced cattle at the commercial level. Charolais-influenced cattle are already well-liked in the industry. Ranchers appreciate the cattle for their performance, feeders love them for their efficiency and packers value their cutability, ability to grade Choice or better, as well as putting more product in the box. The task for these seedstock folks is to find ways to capture the real-world value of Charolais-influenced calves.

Marcine Moldenhauer is one of the industry experts AICA has tapped to advise the task force. She has experience both as a breeder of Charolais, Red Angus and Maine-Anjou, 25 years in cattle procurement as a cattle buyer, strategic supply manager and leading the premium sales and marketing team for a major packer. For the last 15 years as owner of Meatlink Management, LLC, her livestock and meat business consulting firm, she has worked with multiple companies in multiple countries, breed associations, chefs and specialty fed cattle beef programs on the challenges and how to approach creating and supplying a branded beef program.

"Packers know the value of Charolais-cross cattle, they do cutting tests, they track performance, they know," she explains. "They know Charolais-cross are going to yield from live to carcass and from carcass to the box; the packers know these cattle have very favorable quality grades with low yield grades. They know these cattle are a good value. However, because over the last 10 years or so there have been plant closings and increased supply, the packers have simply not had to pay more for these types of cattle."

For years, USDA has only recognized "Angus" as 51% black hided, those cattle that are percentage Angus (red or black), have not been accepted into "Angus" brands, such as black-nosed Charolais or the blonde-hided cattle. She believes in order to compete with that, it's necessary to cultivate either a foodservice, retail or a small restaurant partner – better yet one of each – that understands the value and sees an opportunity for them.

"This is why Cargill, for one, created their Sterling Silver brand over 25 years ago," she adds. "The other challenge is to create multi-tiered brands where Charolais-cross cattle that are USDA Select or higher all have a home in a branded beef program. You want multiple programs for the Charolais-influenced cattle to go into. The reality is the packer is not going to find your customer for you, that will be the breed's job."

One of the breeders on the task force is Brett DeBruycker of Montana, who says the Charolais association is up for the challenge.

"We're being very aggressive in fleshing out the different opportunities," he says. "I think the association is refocusing on what is most important to our business, and that is the commercial cattle producer. I'll admit we fell behind in promoting what our breed can do.

"For instance, I have documentation that pink-nosed, straightbred Charolais cattle qualified for the following premiums in the summer of 2022. Steers received \$80/head and heifers received \$85/head on the U.S. Premium Beef grid. These cattle added value to the industry by grading and yielding well on the rail," he adds.



"You've got to hand it to Angus, they were out helping packers sell meat, spending money as an association talking to retailers while we, as a breed, were focusing on breed improvement and adding value to our customers and the industry through increased performance, efficiency and carcass quality," DeBruycker adds. "Hindsight being 2020, we should have been helping packers sell Charolais beef. One of the things I have learned on this task force is how vitally important it is for our breed to talk to consumers."

A few years ago, he took a phone call from a gentleman from France who recently moved to Washington state. The man was very excited to have found DeBruycker Charolais online because he had been looking for Charolais beef since moving to the U.S. The man told him in France, Charolais is considered a delicacy and everybody there wants to eat it. DeBruycker says more U.S. consumers would share that fondness for beef from the white breed if they got a chance to taste it and know where it came from.

Mark Nelson is also advising the Charolais task force, and he too has seen the other side of the business having ran the Angus America program for Cargill for seven years. He says part of what the breed needs to keep its eyes on is being ready for the future, when the cattle cycle turns again and cattle numbers are on the rise.

"I think in the next five years, ranchers will benefit from high prices due to short supplies," he says. "But we all know those high prices won't last. So, the breed needs to have something up and running on all cylinders by then so folks with Charolais-cross calves will be able to use them when they really need them. There is so much potential with this breed. Charolais is the kingpin of what they do. The cattle have really been begging for their breeders to do something like this because the cattle merit it."

So, from a commercial perspective what does this mean for their Charolais-influenced calves being born now? It means those white bulls in the pasture will bring home gold for you now by putting extra pounds on the scale when every pound is likely to be worth much more than it has been when cattle numbers were high. And, if the Charolais task force does the job it hopes to accomplish, you'll have not just more pounds to sell in the future but also more premiums and demand for those high-performing calves. Stay tuned. •

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All bulls have been fertility tested within thirty (30), days of the sale and are guaranteed breeders by the sellers. Sellers do not guarantee the ability of the semen to freeze.

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- C) Seller has the right to retest the bull within 30 days after the bull is returned.
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