



Trail Blazer

The Voice of the Canadian Texas Longhorn Association

Volume 2 Issue 3

2014 Winter Edition

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Presidents Message



**Gordon Musgrove
Chair**

We are into our second year with the CTLA. The Cattle and Beef industry has improved significantly in the last 12 months with renewed interest in agriculture. We have seen several new breeders this year, thanks to all our members for promoting our breed and industry and helping to grow our Canadian Texas Longhorn herd and family.

*May 31, 2014 saw the end of our first full year of the revived CTLA. It

was a full day at the Silver Sage Community Corral in Brooks, Alberta with An AGM - the executive remains the same for 1 more year, A Heifer Jackpot with 13 outstanding Heifers from 2 provinces, the winning heifer was presented with a bronze from Allemand Ranches and entered in the Princess Affiliate Competition. Thank you Judges Ron Walker & Paul Phillips. We also held A Texas Longhorn Production Sale with 80+ head, with quality animals bringing respectful dollars. Thank you Sponsors: Desert Sales Inc., Harwood Ford, Heritage Inn.

*July 16-20, 2014 was the National Texas Longhorn Show in Red Deer at Westerner Days. We had 8 exhibitors and 46 entries. Thank you once again to Judge Gary Don Taylor, ITLA Vice President, from Okarche, Oklahoma and to John and Jan Bastardi, President of the Australia Texas Longhorn Assoc., who were visiting Canada and made the National Longhorn Show part of their trip and assisted with the judging. It was a fantastic week, we showed our Longhorns, promoted to the public and potential breeders, connected with other breeders and enjoyed the great opportunity to network with our international friends – Gary, John & Jan. The winner of the yearling bull class was entered in the Prince Affiliate Competition – He has been chosen as one of the finalists. Thank you to our many sponsors: Papa Harry Trucking - Lacombe, Alberta, Double D Arena – Outlook, Saskatchewan, Riverbend Co-op – Outlook, Saskatchewan, Hanna Motor Products – Hanna, Alberta,

Gateway Auction Services – Patricia, Alberta, MSW Farms – Ponoka, Alberta, Fenced in Vinyl – Saskatoon, Saskatchewan, CTLA and Country Junction Feeds – Wetaskiwin,

Alberta.

*October 3- Hosted a CTLA Fun Auction and Social – we raised \$2625.00 for the Association. Thank you all who donated items and purchased items and to Ponoka Chrysler Jeep Dodge – Eldon Johnson for sponsorship throughout the weekend.

*October 4 Hosted the 2ND Texas Longhorn Select Sale and TLBAA Satellite Horn Measuring Showcase in Ponoka, Alberta. There was a fantastic group of sale cattle with 24 lots on offer from British Columbia and Alberta. TLBAA Satellite Horn measuring - with 16 measurements recorded. Congratulations to MST Longhorns and Meridian Longhorns for their placements with the TLBAA Horn Measuring showcase.

*CTLA has put out 3 Trailblazer Newsletters this year – Thank you Tina Stewart for your talent and hard work!

*CTLA Membership – we currently have 25 Paid members. From British Columbia, Alberta, Saskatchewan and Manitoba.

We look forward to another year of Texas Longhorn events, with some new ideas on the table. Watch our website www.ctlalonghorns.com for coming events.

Regards,
Gordon Musgrove
President CTLA



Gordon Musgrove, Bob Allemand, Jeff Jespersen, Jeremy Farmer, Deb Lesyk & Mark Stewart

2014 CTLA Board

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TLBAA update

By: Jeff Jespersen, Director for Region 1



What an exciting year it has been for the TLBAA. The TLBAA hired a new CEO this year, Barbara Linke to oversee the office staff and to run the TLBAA. I am very impressed with her, she has been doing a great job.

The TLBAA world show will be held in Fort Worth Texas on June 3rd-6th 2015 at the Will Rogers complex.

The Horn Showcase was held in Fort Worth Oct 8th - 12th.

We held our 2nd annual satellite measuring in Ponoka, Ab. It was great to see everyone come together for the horn measuring as well as our Texas Longhorn Select Sale.

We measured 8 animals with 18 different measurements and for the first time there were 2 bronzes won by Canadian members. Congratulations to the Meridian/Farmer Cattle Co partnership



for their win in the total horn division with their bull Hunts Dash For Cash and congratulations to the Meridian/Hunt partnership with their win in the tip to tip division for their bull Respect Me.

The Horn Showcase will be relocating this year to Lawton, Oklahoma and will be held September 30-Oct 4th instead of October. The new location will be fantastic as the cattle will all be able to be housed together, and there is more then enough room for everyone. The Wichita Refuge longhorn sale will also be held during the weekend of September 17-20th, so people will be able to take in both events.

If you ever have any questions or concerns please don't hesitate to call me.

Thank you,

Jeff Jespersen
[780-966-3320](tel:780-966-3320)

ITLA update

By: Mark Stewart , Director for Region 1



Hello fellow Longhorn producers and friends,

It has been a busy but amazing fall.

The 2014 Longhorn Extravaganza was held October 17-18, 2014 at the Cox Convention Center in Oklahoma City, OK. ITLA had its Convention & Championship show and TLMA hosted the Longhorn World Championship in collaboration for all breeders to enjoy.

Congratulations to all the new and returning ITLA directors. Thank you to all those who let their name stand, it is great to see all the dedication and commitment so many great people have for this industry.



The CTLA hosted the 2nd Texas Longhorn Sale and Measuring in Ponoka at the Cal Nash Ag Event Centre. Thanks to all the participants at this event.

If you need any help with registrations or paperwork be sure to give office manager, Trish David, a call. If you have any questions for me please feel free to call.

Region 1 Director,
Mark Stewart
403-357-9833

ITLA Address

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Glen Rose, TX 76043 **Phone:**254-898-0157
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*Our Deepest Sympathy to
Len Bloomberg on the passing of
his wife Shirley.*

*Sincerely,
CTL A Executive & Members*

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Oct 3-4, 2014 Horn Measuring and Select Sale

Sale Average
Texas Longhorn Select Sale
October 4, 2014 Ponoka, AB

High Selling Female \$3300.00
High Selling Bull \$1500.00
Semen \$80.00/straw

Sale Average \$1423.00
Cows Average \$1718.00
2012-14 Heifer Average \$1212.00
2013-14 Bulls Average \$900.00

Thank you to all who participated in the horn measuring and the consignors, buyers and bidders at the 2014 event.
Thank you to our major sponsor: Ponoka Chrysler Jeep Dodge .



Texas Longhorn Horn Measuring Showcase

Sept 25-26th, 2015

CTLA Fun Auction and Social

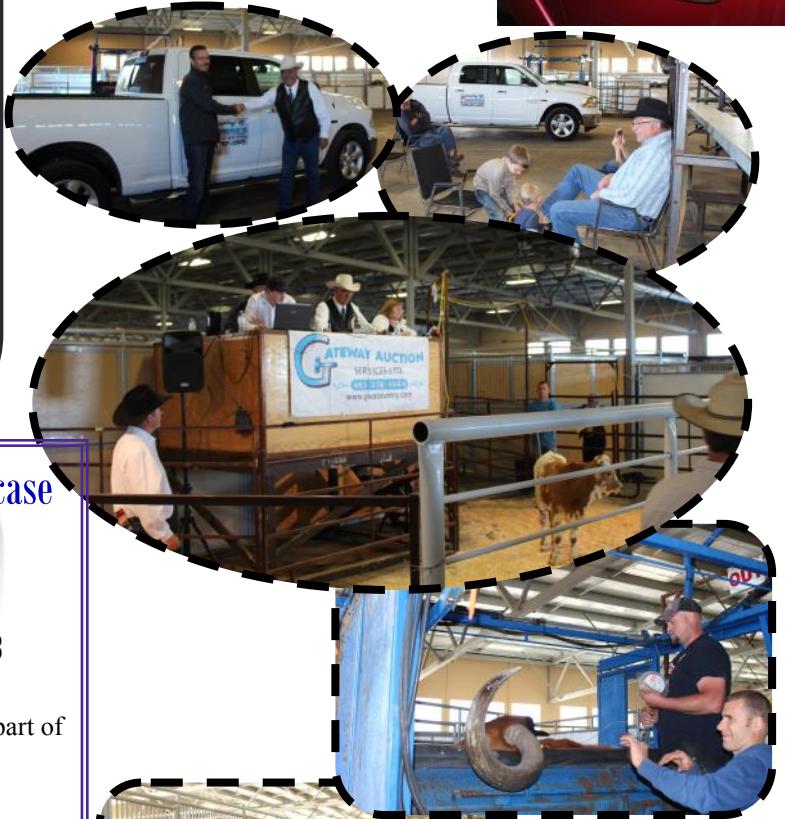
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watch www.ctlalonghorns.com for details

If you would like more information or to sponsor any part of this event or any other, please contact us

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New Free Trade Agreement benefits the Agriculture Sector

By: Rose Sanchez, Prairie Post

John Weekes is a board director on the Alberta Livestock and Meat Agency Ltd., as well as a senior business advisor at Bennett Jones. He advises clients on international trade matters, but also has extensive experience representing Canada at trade meetings and served as Canada's ambassador to the World Trade Organization and chief negotiator for NAFTA.

In the last two years, the federal government has been working hard to sign free trade deals with South Korea and the European Union as well as Japan under the Trans-Pacific Partnership. "A lot of these are high-value markets," says Weekes. "There is a big opportunity there for Canadian product to go into these markets. The demand for meat is not growing in North America, but in these emerging countries, more people are moving into the middle class and can afford meat ... (So) they are paying a premium price and secondly, their demand is increasing."

While these agreements cover all products, sectors, goods and investments, they are especially important for agriculture because food security is such a concern around the world.

Without agreements in place, countries impose tariffs on goods. For example in Korea, beef and pork products from Canada have a 40 per cent tariff.

"(This means producers) need to be 40 per cent more competitive than the domestic producers in Korea," points out Weekes.

Through free trade negotiations, every country is trying to give itself an edge when it comes to exporting products. All of these negotiations are in various stages. An agreement with Korea was concluded earlier this year, while one with the European Union still has a long way to go before it can be implemented.

The Korean agreement, which should come into force Jan. 1, means some items will be duty-free immediately and tariff cuts should start on meat products.

Agricultural industry groups have been in discussions and in the planning stages to determine what needs to take place to ensure trade agreement conditions can be met by the industry. Work with the Canadian Food Inspection Agency will help ensure the right regulations are in place. Although deals may be complete, often regulatory details are still being sorted out, points out Weekes.

Through producer organizations, those in agriculture have had extensive input and been consulted carefully about what they need to do to benefit from these new trade agreements.

There is no free trade agreement with China, but officials there are starting to insist that pork and beef products have not been treated with hormones and are as "clean" as possible, says Weekes. "Working groups are smoothing the way for exports for some certain products," he adds.

A development that is important for Canadian producers and packers is that China the last few months has been allowing their

supermarket chains to import products directly from suppliers. E-commerce sales in China have exceeded bricks and mortar sales.

"A lot of companies are catering to high-end users who want to buy product that is clean and free of pollutants," explains Weekes. "The Chinese market is so big that we just need a small portion. Chains are actively looking for Canadian suppliers so they can feature high-quality, safe, nutritious products on their shelves."

Weekes says the amount of trade activity underway currently really is unprecedented. Producers, with their organizations, who can help advise government and government officials involved in trade negotiations are a valuable resource.

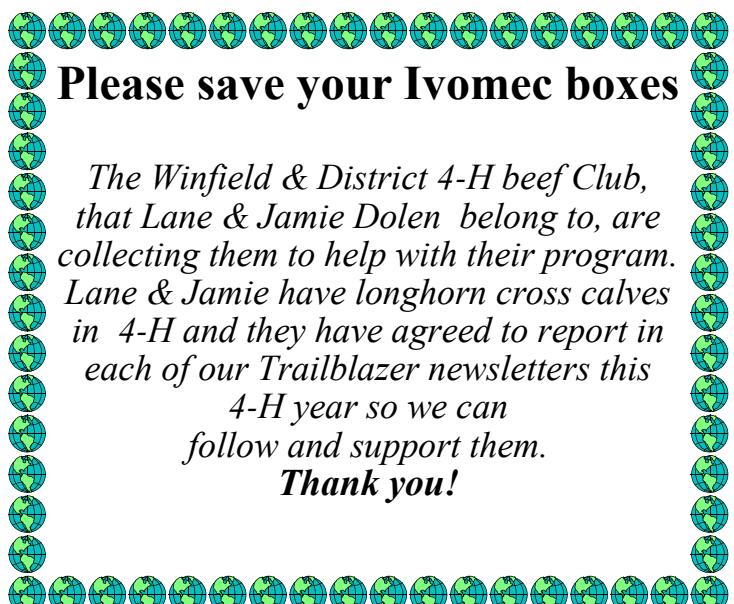
ALMA can also play a role. Weekes believes the key is finding ways for discussions other than through traditional trade missions.

"I think there is a significant benefit, rather than the traditional trade mission, to figure out how we can get the Canadian suppliers, including the Alberta suppliers, to meet with the end users such as the restaurant owners and the supermarket owners in China and Europe."

Weekes adds the most opportunity for producers will be found with direct negotiations with the end users, as opposed to communicating through the traders of commodities.

"We will get more bang for our buck to go to those people."

ALMA also plays a role in market access by supporting industry participation in international trade shows, targeted market access missions and meetings to establish new business connections and maintain relationships with existing international clients.





4-H Projects with Longhorn cross breeds

Hello my name is Lane Dolen and I am raising a Longhorn cross steer and am a member at Winfield and district 4-H beef club. My steers name is "Starskey" and weighed 485lb at our October 5th weigh-in. His sire is Shadow Jockey, a longhorn bull, and his dam is a red and white Herford/Simmental cross. We took a girth measurement on November the 2nd. So according to our girth measurement shows that he approximately weighs 589lb, giving him a daily weight gain of 4.85lb per day. There will be more updates in April



Sire- Shadow Jockey

Hi my name is Jamie Dolen this is my first year with the Winfield & District 4-H Beef Club. My project for my show steer is a Longhorn X. His sire is a three year old Longhorn named Shadow Jockey and the dam is a red & white face Herford/Simmental X cow. Our 4-H weigh-in was on Oct. 5, 2014 & he was 500 lbs. Before halter breaking we took a girth last week and his estimated weight is 647 lbs. He is gaining an average of 5.44 lbs per day. I will let you know how he's doing in April.



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July 16-19, 2015

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(Information based on a 3.5 oz. serving)

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Commercial Ground Beef	289	24.1	20.7	90.0
Chicken, Dark	205	27.4	9.7	93.8
Pork Chops	202	30.2	8.1	82.7
Pot Roast	210	33	7.6	101.0
Turkey	170	29.3	5.0	76.6
Chicken, White	173	30.9	4.5	85.5

REGISTERED TEXAS LONGHORN LEAN BEEF **140** **25.5** **3.7** **61.5**

Source: Longhorn data - Nutrient Density of Beef from Texas Longhorn Cattle, Texas A&M, 1987. Other data USDA USA Today 11/29/91 Pipe Lab Inc., Dallas, TX.

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Marketing is Paramount

By: Clinton Bezan

As a cattle producer its easy to get caught up in the day to day chores of raising cattle.

While important in the success of the enterprise, daily husbandry of the herd pales in comparison to marketing as a determinant of profitability. I believe a sound marketing plan is the most important part of the business of being a Texas Longhorn breeder.

Let's face facts for a moment. Texas Longhorn cattle are a niche breed that is not appreciated fully in the mainstream market place. At the same time, they are an amazing breed that offers so many different attributes to niche markets that mainstream breeds cannot. So it is logical then that when Longhorn cattle are sold in mainstream methods they are discounted heavily. Rather than being discouraged by this, I have chosen to embrace the uniqueness of Texas Longhorns and marketing them has become my passion.

Technology today provides us with many useful tools for marketing Texas Longhorns. From having your own web site to using social media such as Facebook and Twitter it is relatively easy to tell your story and offer your cattle for appraisal. Kijiji is free and easy to post on even for someone like me who is not all that computer saavy. As with the printed page, a picture is worth a thousand words. However a poor picture can say a lot of negative things therefore spending some quality time with the camera is well worth it. Study professional sale catalogs and see how cattle are set up to look their best. Digital cameras allow you to take hundreds of shots and choose the best while you never leave the pasture.

Attending shows is still a great way to market your cattle. Shows allow you to meet potential customers face to face and learn what they are looking for in terms of color, size, body type or horn size. They also help you to establish relationships with people. Whether you agree or not its the human component of marketing that establishes your credibility as a breeder by allowing others to see your core values and beliefs.

It is often hard to establish the cost effectiveness of showing cattle. Dollars spent today may not be returned immediately. I do know however that the cost of not going is immediate. A case in point was this year's national show in Red Deer. This is where I was introduced to John Bastardi and over the course of the exhibit he visited my farm and purchased semen from one of my herd bulls for use in Australia. The cost of attending the show was more than compensated by the deal. If I had not taken part in the show I never would have met John and would not have sold anything. That opportunity cost is in the thousands of dollars.

In addition there are the hides and horns that are marketable in many ways. But lets not forget the beef. Today more and more people want to know the history behind the food they consume. How was it grown? What was it fed? How was it handled? We have a tremendous opportunity here to



connect with consumers and educate them about our product. Mainstream selling doesn't provide this. Rather than selling a commodity beef at a commodity price here is the chance to market a premium product at a premium price.

I believe that perception is a manageable entity. Every time someone views your product or program, a thought comes into their mind, a perception of what you have to offer. You can either let them decide for themselves what that perception will be, or you can state what you want them to perceive. Longhorn beef is leaner than bison or chicken. It contains less fat and cholesterol than other breeds. If it is grass fed it is high in omega 3 fatty acids which is good for you. These are all things that differentiate Longhorn beef and make it a premium product. In my beef program I sell a whole carcass grind which includes the high end muscle cuts and makes for a very lean ground beef. By relaying this information to my customers, they feel they are buying a better product because they are not getting what's left over in the grind.

Texas Longhorns really are unique and are as individual in their personalities as they are in their color patterns. While other breeds boast of uniformity, I think the non conformity of Longhorns is one of their greatest assets. I have always said there is a Longhorn for everyone. My customer profiles contain the complete spectrum from one lawn ornament on 4 acres to 1000 cows on several thousand acres. They choose cattle for beef type, color, horn size, temperament and calving ease. They are young, old and in between. The animal that works for one does not necessarily work for the other. I don't think we need to pigeon hole ourselves into producing one type of animal only. *The breed's diversity is its greatest strength.*

When cattle prices are strong as they are now, its easy to take the path of least resistance by selling in a manner that includes the least amount of work and planning. In lean times we are often pushed to try a get a little more out of our sales in order to keep the books in balance. Why wait for low prices to get creative and make more money? If you want to experiment with new methods, do it when times are good so you have a chance to gain experience and skill that will be invaluable when prices are low.

There are many avenues to market cattle out of the mainstream however they sometimes require a little more homework. The benefits of being creative are well worth the investment. This year I have sold breeding stock into Manitoba, Saskatchewan, B.C. as well as Alberta and semen to Australia. This success was no accident. It is the result of an aggressive and thought out marketing plan that includes my whole family in order to work.

I encourage all breeders to take that next step - out of your comfort zone and develop the marketing plan that works for them. Get involved with the CTLA and get to know fellow breeders. Learn from their experience, view their cattle and enter yours in a show. You will find that your enjoyment of Longhorns will be enhanced and your profitability will be improved.



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Winter Feeding Bulls

By: Ken Ziegler, ARD

Winter is the time to properly feed bulls for the coming breeding season because bull fertility has a major impact in determining whether a cow will conceive and calve early or late in the calving season and influence calf weaning weight and uniformity. Because of the high (1:25 to 1:50) bull:cow ratio used for natural service, the fertility of the bull is much more important than in any individual cow. Fertility is 5 and 10 times more important than growth performance and product quality.

Nutrition is the main factor which influences their fertility so that they do not have impaired sex drive (libido) due to being either too fat or too thin. The target of the feeding program is to allow the bulls to reach a moderate body condition score of 3 to 3.5 at breeding time (see [Table 1](#)). To attain a body condition score of 3 to 3.5 involves knowing the rate of gain needed to achieve that score. [Table 2](#) details target weights and daily gains necessary for growing bulls to achieve their full breeding potential.

Diet recommendations for growing yearling bulls are designed to result in a growth rate of 3.0 to 3.5 lbs per day. The following are targets to aim for when balancing rations:

- Dry matter (DM) intake – 2.7% of bodyweight at 500 lbs; 2.5 % of body weight at 1200 lb.
- Energy – % Total Digestible Nutrients (TDN) – 67.5% to 68.5% (DM basis).
- Crude Protein – 13.5 % to 14 % (DM basis).
- Calcium – 0.55% (DM basis)
- Phosphorous – 0.40% (DM basis).
- Calcium to Phosphorous ratio – within the range of 2:1 and 7:1

Ensure that all trace minerals are adequate & vitamins A D & E are adequate

Use a good quality alfalfa-grass hay or cereal silage and coarse ground or rolled barley or whole oats for feeding growing bulls. A protein supplement may be required or 2 to 3 lbs of feed peas, or lentils may be used to supplement protein. Feed an ionophore to improve feed efficiency and to reduce the potential of bloat occurring. Feeding the grain/supplement mixture in two equal portions each day is another practice to reduce the risk of bloat. The above growing ration recommendations should provide an excellent opportunity for development of the frame and muscle of growing bulls without fattening them.

Winter feeding bulls that are 2 or more years old at breeding should be geared to reach the optimum breeding condition when they are put with the cows. If you calve in January-February, supplementary winter feeding of thin bulls (score of 2 or less) for gains as in Table 2 may be necessary. On the other hand, if breeding to calve in April-May, it may be possible to winter feed the same bulls at nearer a maintenance level and depend on spring grass to bring up

the condition by breeding time. Judgement on the exact level of winter feeding needed depends on the condition of the bull as he goes into the winter.

There is no advantage to shoot for high rates of gain in growing bulls by feeding large amounts of grain. Do not coerce growing bulls to attain their maximum mature weight by overfeeding. Bulls that attain a moderate body condition score at the target weight for age for their breed have fewer breeding problems than bulls that have been over-fed and thus are too fat for their weight.

Table 1. The Condition Scoring System

Score 1:	The individual short ribs are fairly sharp to the touch and there is no fat around the tail head. The hip bones, tail head and ribs are visually prominent.
Score 2:	The short ribs can be identified individually when touched but feel rounded rather than sharp. There is some tissue cover around the tail head and over the hip bones and the flank. Individual ribs are no longer obvious.
Score 3:	The short ribs can only be felt with firm pressure. The areas on either side of the tail head now have a degree of fat cover which can be easily felt.
Score 4:	Fat cover around the tail head is evident as slight "rounds" that are soft to the touch. The short ribs cannot be felt even with firm pressure, and folds of fat are beginning to develop over the ribs and thighs of the animal.
Score 5:	The bone structure is no longer noticeable and the animal has a "blocky" appearance. The tail head and hip bones are almost completely buried in fat and folds of fat are apparent over the ribs and thighs. The short ribs are completely covered by fat and the animal's mobility is impaired by the large amounts of fat.

Table 2. Target Weights and Daily Gains for Growing Bulls

Mature bull weight in moderate condition (lb)	Target weights (lb)			Minimum daily gain(lb)	
	Weaning at 200 days of age ¹	14 mo. for breeding ²	At 24 mo. of age ³	Weaning to breeding	Yearling to 24 month
1760	595	1100	1650	3.0	1.8
1980	615	1166	1760	3.0	2.0
2200	640	1232	1892	3.0-3.5	2.2
2420	630	1298	2024	3.5	2.4
2640	685	1364	2156	3.5	2.6

*1 Estimated as 26 to 34% of mature bull weight

*2 Estimated as 52 to 62% of mature bull weight

*3 Estimated as 82 to 94% of mature bull weight

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