

SENEPOL WORLD



WINTER 1996

Happy
Holidays

HERD SIRE ISSUE

SOUTHERN GENETICS VOLUME II SALE

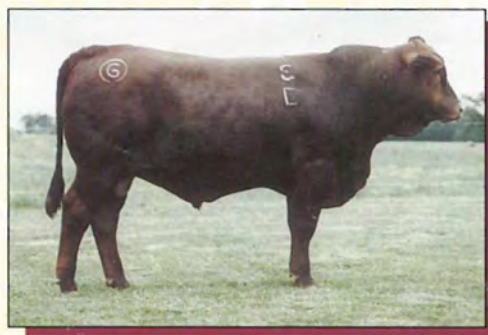
Selling the progeny and service from these sires Sept. 6, 1997



HBC Hot Stuff 25A; Calved 10/27/91

Sire: ASL Hot Shot 106U • Dam: WC 4586

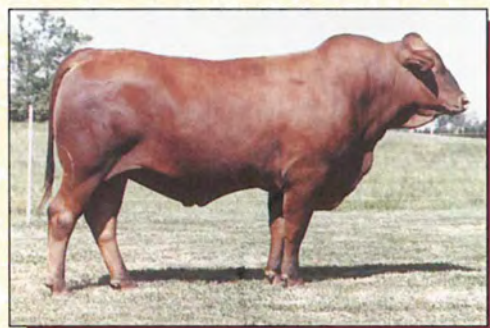
EPDs	BW		WW		MM		M&G	YW	
	3.4	.62	15	.48	0	.15	8	22	.33



HBC Hot Stuff 3D; Calved 3/6/94

Sire: HBC Hot Stuff 25A • Dam: HBC Lady 9Z

EPDs	BW		WW		MM		M&G		YW	
	1.8	P	7	P	-6	P	-3		7	P



WC 918 B "Max"; Calved 5/20/92

Sire: WC 276W • Dam: WC 5319

EPDs	BW		WW		MM		M&G		YW	
	1.3	.49	-.9	.34	4	.15	0	-.4	.12	



HBC Chieftain 3A; Calved 1/20/91

Sire: ASL Hot Shot 106U • Dam: N1063

EPDs	BW		WW		MM		M&G		YW	
	0.2	.63	3	.47	-2	.21	-1	-3	.30	



AC 761; Calved 4/19/87

Sire: CN 1638 • Dam: WC 4040

EPDs	BW		WW		MM		M&G		YW	
	4.7	.82	20	.76	4	.50	14		23	.65



WC 754A; Calved 5/15/91

Sire: WC10V • Dam: WC 4331

EPDs	BW		WW		MM		M&G		YW	
	-6	P	15	.37	4	.15	11		17	.23

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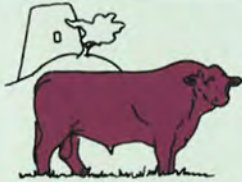
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'96 TRAIT LEADER: Multiple Trait Performance

EPDs: BW 1.0, WW 10, MM 3, M&G 8, YW 20

Daughters of "410-S" averaged \$2,383 in the '96 St. Croix, "Hand-Picked" fullblood Senepol sale on October 19th at Stamey farms in Statesville, NC.

Semen also available on these leading performance Senepol sires:

WC 405X – EPDs: BW 2.9, WW 11, MM 1, M&G 6, YW 13

WC 350 – EPDs: BW 1.6, WW 15, MM 1, M&G 8, YW 16

FEL Z67 – EPDs: BW 1.0, WW 10, MM 5, M&G 10, YW 14

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(top left)

The top heifer calves from the most selective matings of the Coley Ranch E.T. program

(above)

The offspring & service of CN-5562, one of the breed's most exciting young sires, and perhaps the most outstanding son of Multiple Trait Leader, CN-4716, "Longford."

(left)

Several "one-of-a-kind" herd sire prospects. Like this son of CN-4720, who is out of a top-producing double-bred CN-273 female.

(below)

Front Pasture Senepol Females! Cow/Calf Pairs, Bred Heifers and Open Heifers. Daughters of the top sires in the Senepol breed.



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SENEPOL WORLD

OFFICIAL PUBLICATION OF THE SENEPOL CATTLE BREEDERS ASSOCIATION



WINTER 1996

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COVER —

Happy Holidays
Featuring many of the Senepol breed's top A.I. sires, the *Senepol World's* Herd Sire Issue has become the Holiday wishbook for Senepol breeders.



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West Virginia Senepol Field Day

Cedar Hill Farm of Jane Lew, West Virginia, hosted the first major Senepol event in the Mountain State. Purebred enthusiasts seemed anxious to escape the heat of the flatlands and head for the hills of north central West Virginia. In addition to serving Fullblood Senepol beef, Dan Stickel, owner of Cedar Hill Farm, displayed many of his Fullblood Senepol females along with herd sire RAB Mr. Efficiency S126A. Mr. Efficiency is currently one of the top semen sales bulls in the Senepol breed. Commercial breeders in the area were impressed with Cedar Hill's Senepol x Hereford and Senepol x Angus cross females.



(from left) Dan Stickel, owner of Cedar Hill Farm; Alisha Smith, Jane Lew, West Virginia; Charles Gardner, Union, Mississippi; Joyce & Dan Cross, Gold Hill, North Carolina; and Jerry Cleveland, Mississippi.

Al Veron's Cypress Creek Ranch

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'96 Weaning wt. Genetic Trait Leader.

'96 Multiple Trait Performance —
Genetic Trait Leader.

1995 Senepol Sire Summary
BW+1.1; WW+11.9; YW+18.9; M&G+14.1; MM+8.1

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"Attend the convention and create the vital link that starts with the U.S. beef producer and ends right back where it started—at home on the family dinner table".

—John Lacey, NCBA President



1997 NCBA Convention & Trade Show

January 29-February 1

Kansas City, Missouri
"The Heart of America"

Contact NCBA's Convention and Meetings Department at (303) 694-0305 for registration and hotel information.



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Trade Show

This show is even larger than last year's with over 650 booths. Talk to experts who can help you with your toughest challenges.

**Create The Link.
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Are Endless.**

Senepol Heads to Kansas City

During the last week of January, Cattlemen from across the country will gather in Kansas City, Missouri for the National Cattlemen's Beef Association's Annual Convention & Trade Show. For the third consecutive year, SCBA will sponsor a trade show exhibit at this annual gathering of the beef industry's leaders. With the Senepol headquarters being located in Kansas City, it is especially important that Senepol make a strong showing, and the SCBA Board of Directors has pulled out all the stops to make sure that happens. The SCBA exhibit will feature the new Senepol video and numerous displays including the NCA Heat Tolerance/Beef Tenderness Research, as well as the results from the Senepol Retained Ownership Alliance. In addition, visitors to the Senepol booth will have the new Senepol brochure available to them, as well as the new SCBA membership directory and the Herd Sire Issue of the *Senepol World* magazine.



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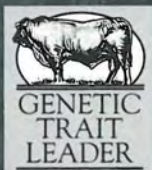
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Balance



CN-4635 "Blondie"

1996 Senepol Genetic Trait Leader



- Weaning Weight
- Yearling Weight
- Multiple Traits

	BW	WW	Milk	M&G	YW
EPD	-0.6	12	3	10	16
(acc)	(.75)	(.78)	(.49)		(.60)
Rank w/in breed	top 25%	top 10%	top 45%	top 10%	top 7%

Semen \$40/straw



RAB S125A

owned with R.A. Brown Ranch,
Throckmorton, Texas

BW: 70 lbs. WW Ratio 113, YW Ratio 112

	BW	WW	Milk	M&G	YW
EPD	-1.2	11	5	10	15
(acc)	(.64)	(.55)	(.15)		(.47)
Rank w/in breed	top 15%	top 12%	top 20%	top 5%	top 8%

Semen \$15/straw

Reduces birth weights, adds weaning & yearling weights, first daughters are now in production, they have beautiful udders and are milking heavily.

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Food for Thought

By Greg Comstock, Executive Vice President
Senepol Cattle Breeders Association

We all want to sell more bulls! We should. After all, selling bulls to commercial cow/calf operators is the predominant way that Senepol genetics, and the numerous benefits of the Senepol breed, will be spread throughout the beef industry. Every Senepol breeder truly believes the Senepol breed has the means to benefit the industry, or they wouldn't continually go to the trouble of tracking genetics, registering calves, recording performance information, etc. It's a lot of work if you do it right, and the results of that work should be to increase the number and/or selling price of the bulls you sell and, ultimately, to provide your bull customers with a product that can improve their own operations, and do so in a repeatable and dependable fashion.

The Problem is sometimes breeders become so focused on selling the bulls in their lot right now, they forget they'll need to market bulls next year, and the year after, and the year after that!

There is a big difference between selling and marketing!

Selling is getting rid of what you have produced — It is in nature a short-term solution to a supply problem.

Marketing is a long-range solution! Its successful execution requires an understanding of the needs of your customers and what it takes to produce those needs and making your customers aware that your product can meet those needs.

Have we been sellers or marketers! The National Beef Quality Audit would suggest that as an industry we have been sellers — more concerned about producing and "getting rid" of our product than having our product meet the demands of its consumers. Consequently, we have lost market share and are spending much of our collective resources trying to recapture that.

At the breed level, we must all work to make sure that the beef industry is aware of and understands the many positive attributes of Senepol. This is accomplished through co-op ad programs, Senepol breed features in beef industry publications, promoting and publicizing USDA & University Research of Senepol, strategic alliances involving breeders, feedlots and packers, and participating in state and national beef cattle associations. The goal is always twofold: first, to seize every opportunity to place Senepol in the beef industry spotlight and second, to leave a positive and lasting impression of the Senepol breed.

Ultimately the final responsibility for marketing the Senepol breed rests in the hands of Senepol seedstock producers.

— Through your industry involvement at the grassroots level, you come to understand the needs of your potential customers, as well as learn who those potential customers are.

— Through improved genetic management, i.e., turning in complete performance records, managing for meaningful contemporary groups, using the Senepol Sire Summary to identify bulls capable of improving specific traits and culling animals which don't measure up, you can meet the needs of your customer.

— Finally, and most importantly, because of your integrity, you eliminate inferior animals, so cattlemen in your area will never have the opportunity to own them. You follow up on each sale to make sure your customer is pleased and your product working for him. You stand behind the product you market to insure your customer will keep coming back and send his friends and neighbors to the same breeder who has treated him right.

Next time you are selling a bull, just remember, you're marketing the Senepol breed, the bulls of all of your fellow Senepol breeders, and the bulls you'll produce in calf crops to come.

Let's all work together to keep 'em coming back for more!

Sale Reports

Honey Bee Creek Performance Plus Bull Sale

Monday, November 4, 1996 • Arcadia, FL

Auctioneer: Mike Jones

This was the first annual bull sale held by Honey Bee Creek of Milner, Georgia. The sale was held at Arcadia Livestock, Arcadia, Florida. The sale featured 27 Senepol bulls along with a similar number of Angus bulls from Circle G Ranches. Support for the Senepol bulls was strong among Florida's commercial cattlemen.

Averages

27 Senepol Bulls to average \$1,163

High Selling Lot

HBCC 761 36E, a son of AC 761, sold to Lanny McCullers, @ \$1,700

R.A. Brown Ranch 22nd Annual Bull Sale

Wednesday, October 9, 1996

Throckmorton, Texas

Quality is job one at the R.A. Brown Ranch, but affordability is a close second. Their "Free Bulls" advertising campaign was very realistic as all of their 300 bulls sold very reasonably this year. As the quality continually improves through the use of A.I. and Embryo Transfer, the value of the R.A. Brown Ranch genetics just keeps getting better. Take a look at the value of the genetics, plus free delivery and the value of their genetics through their production sales each year are a great investment.

Averages

3 Senepol Bulls @ \$1,308

24 Senegus Bulls @ \$1,380

23 Hotlander Bulls @ \$1,530

High Selling Lots

RAB Mr. Efficiency S342D, a son of RAB Mr. Efficiency S126A, sold to Jerry Paceley, Franklin, TX @ \$1,550
CN 5158, a son of Blondie, sold to Circle H Senepol, Joey Hughes, Taft, TN @ \$1,500
3/4 X 1/4 RAB Mr. Efficiency son to produce purebred Senegus, sold to Andiamo Farms, Laura Misiewicz, Ocala, FL @ \$1,700
RAB S199C, a CN 2556 son, was the high selling Senegus bull which sold to Dr. Bob Simpson, CA @ \$2,900

St. Croix "Hand Picked"

Senepol Sale II

Saturday, October 19, 1996

Stamey Farms, Statesville, NC

Sale Managed By SCBA Sales

Auctioneer: Tommy Barnes, Gallion, AL

The 100% St. Croix bred & raised offering of the second annual St. Croix "Hand Picked" Senepol Sale drew a strong crowd to Stamey Farms on a beautiful fall day. The offering included many daughters and granddaughters of Senepol Genetic Trait Leaders and prices for these females remained strong throughout the sale. A total of 24 buyers from 10 states and Ecuador appraised the sale offering with the following sale averages and high selling lots.

Averages

7 Bulls @...\$11,200; average \$1,600

7 Open Females @...\$7,725; average ... \$1,104

53 Bred Females @ \$91,550; average ... \$1,727

12 Cow/Calf Pairs @ \$27,150; average . \$2,263

79 Total Lots @ \$137,625; average \$1,742

High Selling Lots

BULLS:

Lot 20 — CN 5938D, a 5-28-94 son of CN-4716 Longford from Stamey Farms to Cedar Hill Farm, Jane Lew, WV @ \$4,050

FEMALES:

Lot 5 — WC-7145, a 12-26-91 daughter of WC 525S with 4-6-96 heifer calf by WC-850 from Annaly Farms to Copeley Farms, Goochland, VA @ \$5,900

Lot 32 — WC-7543, a 4-28-94 daughter of WCS 410S with 3-1-96 bull calf by WC-7 from Annaly to Copeley @ \$4,400

Lot 1 — WC-5936, a 1-18-90 daughter of WCS 672 from Annaly to Copeley @ \$4,000

Lot 19 — CN-5950D, a 6-1-94 Purebred daughter of CN-4716 Longford from Stamey to Copeley @ \$4,000

Lot 18 — CN-5971D, a 7-20-94 Purebred daughter of CN-4716 Longford from Stamey to Oak Lane Arabians, Hurley, MS @ ... \$3,800

Alabama Senepol Association's Senepol Genetic Horizon's III

Saturday, September 7, 1996

Fort Payne, AL

Sale Managed By SCBA Sales

Auctioneer: Tommy Barnes, Gallion, AL

A strong crowd including 21 buyers from 10 states gathered in the Fort Payne Stockyard for a strong Senepol offering which included Fullblood and Purebred Senepol as well as Senegus and Percentage Senepol seedstock. Sale averages and high selling lots are listed below.

Averages

Fullbloods & Purebreds

6 Open Females @... \$5,775; average ... \$963

6 Bred Females @... \$8,150; average ... \$1,358

6 Cow/Calf Pairs @... \$14,350; average \$2,392

5 Bulls @... \$2,510; average \$502

Senegus

4 Bred & Open Heifers @ \$2,573; average \$644

Percentage Senepol

14 Bred & Open Heifers @ \$6,485; average \$463

41 Total Lots @ \$39,843; average \$972

High Selling Lots

Lot 1 — 2251, a 6-3-89 daughter of CO 500 ET from Parkers Senepol Farm, Rogersville, AL, to Copeley Farms, Goochland, VA @ \$2,550 and 1-10-96 heifer calf by Pack Power Ed 7590 ET to Copeley @ \$1,600 \$4,150

Lot 10 — BBB Duchess 903Y ET, a 9-7-89 daughter of WC 837P The King from Dixieland Farm, Killen, AL, to Honey Bee Creek Senepol, Hampton, GA @ \$2,400 and 2-20-96 bull calf by AC 608 Hercules to David Kilpatrick, Blountsville, AL @ \$700 ... \$3,100

Lot 29 — PX Emma 1E, a 3-11-95 daughter of ASL Gainer 72A ET from Phoenix Farm, Scottsboro, AL, to Gulf Coast Senepol @ \$1,750

Calendar of Events: 1997

January 27-February 1 — NCBA Convention & Trade Show, Kansas City, MO

January 31 — Deadline for ad space reservation '97 Senepol Sire Summary

March 1 — Deadline for ad copy Spring '97 Senepol World

March — '97 Senepol Sire Summary published

April 26 — Senepol Springtime Spectacular Sale II, Coley Ranch, Statham, GA

May 31 — Cross Creek Cattle's Performance Off Grass Sale II, Gold Hill, NC

June 12-14 — National Senepol Convention & Sale, Grand Hotel, Pigeon Forge, TN

September 6 — Southern Genetics Volume II, Honey Bee Creek/Circle G Ranch, Hampton, GA

* Any member or State Association wishing to have their events listed in the calendar, please FAX or mail information to Greg Comstock, (P.O. Box 88, Louisa, VA 23093, FAX (9703) 967-1763) by the 1st of the month to get in that month's Senepol Report.

Sire Power!

A Family Business Since 1895

R A BROWN RANCH

Rob Brown
Box 789 • Throckmorton, TX 76483

Fax (817) 849-3173
(817) 849-0611 or (817) 849-5451

"Donald" Donnell Brown
(H) (817) 849-3120

Semen available on:
CN-4635 - "Blondie"
Pack Power Ed 7590 E.T.
RAB Smart Start S176B, and
other breed impacting sires,
contact:



**INTEGRATED
GENETIC
MANAGEMENT**

(800) 446-4210

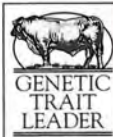
FLASH
IGM Now offers free delivery —
call for details!

WINTER 1996

AC-761

BW 4.7, WW 20, MM 4, M&G 14, YW 23

- The top 1% of the breed for Weaning Wt.
 - The top 1% of the breed for Yearling Wt.
 - The top 25% of the breed for Milk
 - The top 4% of the breed for M&G
- 1996 Genetic Trait Leader;
Weaning Wt., Yearling Wt.,
& Multiple Trait Performance
Sired the high selling female
at the '94 & '96 National
Senepol Sales



Owned with ASL, Harrogate, TN
& Honey Bee Creek, Hampton, GA

Semen — \$25/unit



RAB Mr. Efficiency S126A

BW 0.4, WW 14, MM 2, M&G 9, YW 19

- The top 5% of the breed for Weaning Wt.
 - The top 3% of the breed for Yearling Wt.
 - The top 15% of the breed for M&G
- "Mr. Efficiency" & his sire, Multiple Trait
Performance Trait Performance Trait
Leader, WC-190R, are the only 2 bulls
in the 1996 Senepol Sire Summary that
are 1.0 or less for birth weight EPD, with
at least 14 on weaning wt. EPD, 19 on
yearling wt. EPD and 2 or greater on
Milk EPD.

Owned with Cedar Hill Farm,
Jane Lew, WV

Semen — \$25/unit



RAB S125A

BW -1.2, WW 11, MM 5, M&G 10, YW 15

- The top 15% of the breed for "low" Birth Wt.
- The top 12% of the breed for Weaning Wt.
- The top 9% of the breed for Yearling Wt.
- The top 20% of the breed for Milk
- The top 10% of the breed for M&G

No bull in the '96 Senepol Sire Summary
even comes close to his balance of light
birth weights and powerful growth & milk.

Sire of the high selling open heifer at
the '95 National Senepol Sale.

Owned with Prime Rate Ranch,
Okeechobee, FL.

Semen — \$25/unit



WC-701A

BW 0.5, WW 11, MM -6, M&G -1, YW 15

Exciting new sire of several of the top
performing & most impressive calves in
the '96 calf crop. Paternal Grandsire,
WC-0804 is a Weaning & Yearling Wt.
Trait Leader. Maternal Grandsire, WC-
416P, is the sire of Gainer and a Senepol
Genetic Trait Leader for Weaning Wt. Use
"701" to add thickness, volume, fleshing
ability and fertility with style!

Owned with Vista Genetics, Utopia, TX

Semen — \$15/unit



Senepol



The Senepol Charge!

Your Senepol Cattle Breeders Association is growing, and as it grows so do a multitude of tasks and responsibilities. Each added service, every new procedure, requires careful planning prior to its implementation, and continuous evaluation and "tweaking" once implemented.

All SCBA programs, procedures and functions exist under the authority of your elected SCBA Directors. However, it is the efforts of numerous committees which get these programs off the drawing board and make them become a reality. All SCBA committees have a chairperson who is appointed by the current SCBA President. The President may appoint additional members to a committee or leave the selection of the committee's personnel to the committee chairperson. The President and executive vice president serve as Ex-officio members of each committee. Committees are often, but not always, chaired by SCBA Board members. All committees generally have at least one tie to the SCBA Board. Ideas are often presented at the committee level where they are hammered out into a presentable form. A committee member, usually the chairperson, will make recommendations to the entire SCBA Board of Directors, who will then vote to approve, table or amend the proposal.

Following are the '96-97 Committee Appointments, along with their committee charges and goals for the coming year. Note that SCBA President Dr. Stan Coley and Executive Vice President Greg Comstock serve as Ex-officio members of all committees.

Committee:	Chairperson:	Committee Members:
Executive	Dr. Stan Coley, Georgia	Mitchell Gay, Alabama; Donato Ramos, Texas; Charles Gardner, Mississippi; Art Martinez, Florida.
The Executive Committee consists of the current SCBA President, Vice President, the immediate past-president and two other members elected by the balance of the board of directors. While this committee has no specific charge, or goals for the year, it does serve to hire and fire all association staff personnel as well as manage the business affairs of the association as authorized by the SCBA Board of Directors.		
Finance	Dr. Johnny Mac Smith, Kentucky; Donato Ramos, Texas; Ken Harwell, ABRA, Missouri; Hans Lawaetz, St. Croix	
<u>Committee Charge:</u>	To budget for and monitor SCBA's financial position and suggest strategies to provide for improved member services and increased breed promotion.	
<u>'96-97 Goals:</u>	To maintain SCBA's financial reserve at '96 Convention levels and to cut two weeks off the average amount of time required to collect accounts receivable.	
National Convention	Mitchell Gay, Alabama, Reggie Merritt, Tennessee	
<u>Committee Charge:</u>	To select the site, organize and promote attendance of the National Senepol Convention.	
<u>'96-97 Goals:</u>	Set attendance records for both SCBA members and Trade Show Vendors at the '97 National Senepol Convention & Sale to be held at the Grand Hotel in Pigeon Forge, Tennessee, on June 13-15, 1997. Also, to select the site for the '98 National Senepol Convention & Sale.	
International	Beatriz Diaz, Venezuela; Hans Lawaetz, St. Croix; Art Studley, Florida; Allistair Smith, Zimbabwe	
<u>Committee Charge:</u>	To promote the benefits of Senepol to the Global Beef Industry.	
<u>'96-97 Goals:</u>	To establish at least one International SCBA Satellite to air Senepol breeders in another country in tracking genetic & performance data, and to begin to expand SCBA's data base, through inclusion of Senepol in other countries.	
Research	Jim Gresham, Georgia; Art Studley, Florida; Jerry White, North Carolina	
<u>Committee Charge:</u>	To increase beef industry awareness of Senepol through private, industry and University research efforts.	
<u>'96-97 Goals:</u>	A) Develop protocol for establishment of research and/or teaching herds at land grant "agricultural" universities whose beef cattle programs have gained a strong national reputation. B) Prepare the groundwork for the research of Senepol at Meat Animal Research Center (MARC) in Clay Center, Nebraska, to begin on schedule in 1998.	

Committee:	Chairperson:	Committee Members:
Performance/Composite	Jerry White, North Carolina; Johnny Mac Smith, Kentucky; Carl Parker, Alabama; Dr. John Hough, ABRA, Missouri, "Donald" Brown, Texas	
<u>Committee Charge:</u>	To provide SCBA members with the most current and meaningful technologies in regard to genetic evaluation of Senepol and Senepol-influenced seedstock, and to accurately track genetics which describe all SCBA recognized Senepol and Senepol-based composite breeds.	
<u>'96-97 Goals:</u>	A) Publish the 1997 Senepol Sire Summary in March of 1997. B) Review selection criteria and name recipients of '97 Genetic Trait Leader & Super Cow Awards. C) Establish a vehicle through which Senepol carcass data may be collected & maintained. D) Establish a cooperative experimental program to evaluate heat detection aids in hopes of increasing the use of Artificial Insemination in Senepol cattle. E) Establish a Senepol Sire Genetic Evaluation program.	
Retained Ownership	Johnny Brantley, Alabama; Howard Shockley, Alabama; David Setzer, Alabama	
<u>Committee Charge:</u>	To increase the volume of feedlot performance & carcass information regarding Senepol cattle through SCBA members' participation in the Retained Ownership Alliance.	
<u>'96-97 Goals:</u>	A) To collect carcass/feedlot information on the first cattle placed on feed in June of 1996. B) To place another set of Senepol-influenced cattle on feed in the first half of 1997.	
Sales	Otto McCarty, South Carolina; Dee Anderson, Texas; Reggie Meritt, Tennessee	
<u>Committee Charge:</u>	To provide a professional and effective Sales Management Service to be made available to SCBA's membership, and to promote the Senepol breed through superior seedstock sales.	
<u>'96-97 Goals:</u>	A) Organize the 1997 National Senepol Sale in Pigeon Forge, Tennessee. B) Organize a mid-term (to be held late fall '97 or early spring '98) event to include possibly a sale and/or exhibition of Senepol Cattle, possibly to be held in conjunction with a pre-existing multi-breed beef industry event.	
Juniors	Art Studley, Florida; David Pearman, Tennessee; Kim Prestwood, North Carolina	
<u>Committee Charge:</u>	To foster interest in Senepol cattle among young people and provide an environment that helps prepare for their continued involvement with the beef industry & the Senepol breed.	
<u>'96-97 Goals:</u>	A) Increase membership in the Jr. SCBA vs. '96 Convention levels B) Increase participation in the Junior Stockman's Contest at the '97 Senepol Convention vs. the '96 Convention C) Establish a junior speech contest at the '97 National Senepol Convention.	
Membership/ State Associations	Dan Stickel, Jane Lew, West Virginia; Mitchell Gay, Alabama; All State Senepol Association Presidents (chairman also serves as Liaison to state Senepol Associations)	
<u>Committee Charge:</u>	To promote growth in SCBA's membership and foster strong symbiotic relationships between SCBA and the affiliated State Senepol Associations.	
<u>'96-97 Goals:</u>	A) To increase SCBA membership vs. 1996 Convention levels. B) Sponsor an SCBA membership drive with the allied efforts of the various State Senepol Associations.	
Promotion & Advertising	Art Martinez, Florida; Dan Stickel, West Virginia	
<u>Committee Charge:</u>	To increase beef industry awareness of the benefits of Senepol cattle.	
<u>'96-97 Goals:</u>	A) To work with the international committee to produce a Spanish translation of SCBA's Senepol Video. B) To produce a new Senepol brochure to be made available at the NCBA Convention & Trade Show. C) To increase the number of State Cattlemen's magazines who run Senepol features in their state cattlemen association magazines. D) To increase the Senepol Breed's representation at Multi-Breed Industry events such as Beef Expos, trade shows, cattlemen's conventions, etc.	
N.C.B.A.	Jim Barron, Texas	Johnny Mac Smith, Kentucky; Dee Anderson, Texas
<u>Committee Charge:</u>	To raise the Senepol breed's status within the beef industry through SCBA's affiliation with National Cattlemen's Beef Association (NCBA).	
<u>'96-97 Goals:</u>	To have a live cattle exhibit at the NCBA Convention & Trade Show in Kansas City, MO on Jan. 28-31, 1997.	
Nominations	Donato Ramos (immediate past president), Texas; All State Senepol Association Presidents (currently 11)	
<u>'96-97 Committee Charge:</u>	To provide SCBA's membership with a strong slate of nominees for the Board of Directors at the 1997 annual membership meeting in Pigeon Forge, Tennessee.	

AUSTRALIA EXCITED ABOUT SENEPOL

Integrated Genetic Management has just sold 2,250 straws of Senepol semen to Australia along with an order for 150 Senepol embryos. This will be the first Senepol genetics to go "Down Under" and they are going to the largest agricultural company there, Australian Agriculture Company, Ltd. They run thousands of cows in the harsh environment of northeastern Queensland where the heat, ticks and drought are always a challenge. They are excited about the future for Senepol cattle in Australia.

One of their officials, Don Nicol, saw his first Senepol-influenced cattle while looking at the offspring of RAB Mr. Efficiency S126A and AC 761 in Brazil. Their decision to import Senepol genetics into Australia was made after the three top officials from Australian Ag. visited the R.A. Brown Ranch in Throckmorton, TX during August. They were very impressed with their Senepol and Holtander cow herds and plan to import both breeds. The semen and embryos are being distributed through Integrated Genetic Management and IGM Australia.

This is a landmark event that has great potential for the Senepol breed. Semen from WC 701A, Dutchman will be used in Brahman crossbred heifers early this spring. They will use these genetics to test Senepol against the current breeds they are using. If Senepol excel as much as they expect them to, they plan to promote the breed and strive to build a flourishing market for Senepol in Australia.

SENEPOL EXCITEMENT IN PARAGUAY

The R.A. Brown Ranch and Gambit Farms has just signed an agreement to provide 400 Senepol embryos to Paraguay by August 1, 1997. Jose' Pereira of Ganadera 63 S.A. made plans to build a large herd of Senepol in Paraguay after visiting these two ranches this year. He has been watching the Senepol breed for some time and has been using Senepol semen from Integrated Genetic Management for the past three years.

The potential for Senepol in South America is tremendous and the excitement for Senepol genetics there continues to grow.

BIRTH ANNOUNCEMENT

Donnell and Kelli Brown of R.A. Brown Ranch, Throckmorton, TX, are proud to announce the birth of Lanham Weston Brown. He joins big brother, Tucker. Lanham was born on October 1 at 12:02 p.m., weighing in at 8 lbs., 8oz. and measuring 21½ inches.



Join the Senepol Cattle Breeders Association Today!

Membership in the S.C.B.A. entitles you to:

- Merchandise your cattle through S.C.B.A. sponsored sales.
- Stay informed with the *Senepol Report*, the monthly S.C.B.A. newsletter.
- Receive the *Senepol World* — quarterly Senepol breed magazine.
- Access to the Senepol breed's tele-marketing service.
- Further reduced fees for registration and transfers of cattle.
- Access to S.C.B.A.'s cooperative advertising program.
- Free listing in the S.C.B.A. biannual membership directory.
- Influence the breed through voting privileges, nomination and election of Board of Directors.
- Sire summaries and EPDs — plus other herd records.
- Participate in retained ownership feedlot alliance programs.
- 1-800-SENEPOL — A single phone number for all information needs.

(Cut here and return to Senepol Cattle Breeders Association with payment to address below.)

SENEPOL CATTLE BREEDERS ASSOCIATION

P.O. Box 901594 • Kansas City, MO 64190-1594 • 1-800-SENEPOL

MEMBERSHIP APPLICATION

Membership Name _____
(Name in which your cattle will be registered and will appear on certificate)

_____ Charter Member (See bylaws)
_____ First time buyer (\$25)

Official Representative _____
(Please type/print)

ANNUAL MEMBERSHIP
_____ Active Member (\$50)
_____ Associate Member (\$25)
_____ Junior Member (\$10)

Official Representative _____
(Signature)

Birth Date _____
(Juniors Only — Must be Under 21)

Mailing Address _____

**HERD LETTERING FOR
TATTOOING / BRANDING**
_____ Already in use on my herd
_____ 1st Choice of Letter Assignment
_____ 2nd Choice of Letter Assignment
_____ 3rd Choice of Letter Assignment

Telephone(s) _____
I hereby make application for membership in the Senepol Cattle Breeders Association. The initial fee for the type of membership desired is enclosed. I agree to abide by the bylaws of the Senepol Cattle Breeders Association as now in force or as they may be amended.

For Office Use Only

Membership
Number

Herd Letters

Date

Topping the Market!

The Senepol Retained Ownership Alliance

The first set of steers to be fed through the Senepol Retained Ownership Alliance were sold on Thursday, December 5, 1996 to Moyer Packing in Souderton, Pennsylvania. These cattle were sold on the following price grid. Prices are in dollars per pound.

Quality Grade	Yield Grade				
	1	2	3	4	5
Choice	1.19	1.19	1.19	1.11	NA
Select ¹	1.04	1.04	1.04	1.04	NA
Standards ²	0.96	0.96	0.96	0.96	NA

1 - Mid & Upper Select

2 - Includes all "no-rolls" (low select & standard)

White print shows Yield & Quality Grade of all Senepol steers killed through the retained ownership alliance.

All steers in this test group came from H.J. White Farm of Bladenboro, North Carolina, and Old Oakes Farm of Riegelwood, North Carolina.



Senepol Breeders visit Horseshoe Farms in Rapidan, Virginia to review the Senepol-sired steers being fed through the Senepol Retained Ownership Alliance.

(from left: Charles Carroll, North Carolina; Chip Carroll, North Carolina; Jimmy Massie, Virginia; Jerry White, North Carolina; Bob Ford, North Carolina; Curtis Ludlum, North Carolina; and Roger Gouff, manager, Horseshoe Farms, Rapidan, Virginia)

Stacked Pedigree =



2731 x 1029 x 2556 x 1675 x 1090

GENETIC TRAIT LEADER GENETIC TRAIT LEADER GENETIC TRAIT LEADER GENETIC TRAIT LEADER GENETIC TRAIT LEADER

Donato D. Ramos

P.O. Box 6668
Laredo, TX 78042
(210) 727-4441 Office
(210) 726-4996 Ranch
(210) 727-2696 FAX



SCBA News:

NEW SENEPOL BROCHURE, published by SCBA will be unveiled to the beef industry at the NCA Convention & Trade Show on January 28th in Kansas City. Members should be able to receive copies prior to that. The new brochure will have bigger pictures and more "Hard Data" than ever before. It should prove to be a valuable marketing tool for the Senepol breed. Mary McFarland will keep a substantial supply on hand to mail to any inquiries about the breed which she receives. The initial printing will be 10,000 pieces, which will be made available to members and/or state associations at a cost of 20 cents each. If you, or your state association, are interested in obtaining copies of the new brochure, please call 1-800-S-E-N-E-P-O-L.

AVOID ERRORS WHEN TRANSFERRING CATTLE: Remember, you must send the original registration certificate when transferring

cattle to their new owner. Our headquarters in Kansas City has experienced difficulties when breeders send only a copy or a FAXed copy of the registration certificate with transfer instructions. ABRA staff is only authorized to transfer cattle when they receive the original registration certificate.

REMEMBER YOUR DUES — Only SCBA members who have paid their 1997 dues receive publications such as the *Senepol World*, *Senepol Report* (SCBA Newsletter) and SCBA Membership Directory. Dues notices were sent out in early December and are due on January 15, 1997. Remember, your SCBA dues pay for themselves very quickly! As a dues paying member, you can register and transfer Senepol or Senepol-influenced cattle at a much lower price than non-members.

1997 Senepol Sire Summary Ad Space Available

The 1997 Senepol Sire Summary is due out in March. As before, choice advertising pages will be sold to offset the cost of printing and to put your outstanding bull(s) in front of the beef industry. Advertising rates will be relatively low. This, coupled with the fact that the beef industry will be looking forward to getting their hands on the '97 Sire Summary, makes this an excellent value to promote your program, or promote semen sales on your herd sire. If you're interested in buying an ad in the '97 edition of the Senepol Sire Summary, please follow these simple instructions:

- A) Choice pages: Back Cover (BC), Inside Front Cover (IFC), Inside Back Cover (IBC), page 1 (P.1) and the last page (L.P.) will be sold to the highest bidder via silent auction. Minimum bids will be \$250. (standard price for a full page ad)
- B) When making silent bids, please list desired location in order of preference. The highest bid buys first preference. The second highest bid buys its first preference if still available, if not available, it will buy its second preference, and so on until all five choice pages are sold.
- C) All ads will be black and white.
- D) All ads, other than the five choice pages listed above, will be priced as follows:

Ad Size	Dimensions	Price
Full Page	8.5" W x 11" H	\$250
2/3 Page	8.5" W x 7.25" H	\$210
1/2 Page	8.5" W x 5.5" H	\$175
1/3 Page	8.5" W x 3.5" H	\$140
1/4 Page	4.25" W x 5.5" H	\$110

- E) To purchase an ad, please fill out the form below and return by January 31, 1997 to:
SCBA Executive Vice President Greg Comstock
P.O. Box 88, Louisa, VA 23093
(540) 967-3825 • (540) 967-1763, FAX.
- F) '97 EPDs will be available prior to final ad copy being due. However, it is important to know your intentions so your space can be reserved. Do not send a check. You will be billed by SCBA for your ad.

(Cut here & return to the address above by January 31st)

I would like to purchase an ad in the '97 Senepol Sire Summary. I understand that completing this form reserves my space and that I will be billed by SCBA and contacted by SCBA staff for my ad copy after February 1, 1997.

1. My bid for a choice page is: _____ (Please write \$ amount of silent bid. Remember, minimum bid is \$250.)

2. My preference of page position is: _____ (indicate 1st choice here)
_____ (indicate 2nd choice here)
_____ (indicate 3rd choice here)
_____ (indicate 4th choice here)
_____ (indicate 5th choice here)
(It is not necessary to rank all five page positions. You may rank only those that interest you, whether it is one, two, three, four or five.)

LEGEND:
BC Back Cover
IFC Inside Front Cover
IBC Inside Back Cover
P.1 First Page (opposite Inside Front Cover)
L.P. Last Page (opposite Inside Back Cover)

3. If my silent bid is not sufficient to purchase one of the choice pages, I would still like to buy a full page ad at \$250. **Yes/No (circle one)**

4. I am not interested in purchasing one of the choice pages through the silent auction, but I would like to purchase an ad in the '97 Senepol Sire Summary. Please check desired ad size below:

☐ Full page @ \$250 ☐ 2/3 Page @ \$210 ☐ 1/2 Page @ \$175 ☐ 1/3 Page @ \$140 ☐ 1/4 Page @ \$110

Name _____ Phone (day) _____

Address _____ Phone (night) _____

City _____ State _____ Zip _____ FAX _____

Signed: _____

BREED CORNERSTONES



Cross Creek Cattle's
"Performance off
Grass Sale II"

**Saturday,
May 31, 1996**
at the Ranch,
Gold Hill,
North Carolina



CC
CROSS CREEK
CATTLE

...Whether you're
just laying the
foundation, or
you're adding
the finishing
touches...



**Cattle with a calculated
difference**
Dan & Joyce Cross, Owners
(704) 279-6249
155 Cross Creek Dr.
Gold Hill, NC 28071



ACE

Let your
"Ace-in-the-hole" be
this well-muscled,
clean-sheathed,
big-testicled son of
Senepol maternal
legend, CN-1781

PACK POWER ACE 191 E.T.

CN 946
CN 1781
CN 1024

WC 837P The King
ASL Mia 25X
CN 1057

WCS 885
CN 249
CN273
CN4259

WCS 440
WC 78
CN 2045
CG 4481

BW 1.8, WW 5, MM 1, M&G 4, YW 10
Semen Available — \$15 per straw

COPELEY FARMS

Jimmie Massie — Owner
Thomas Bowles — manager
810 Castle Rock Rd.
Goochland, VA 23063
(804) 784-5034

Pigeon Forge, Tennessee to host '97 National Senepol Convention & Sale



The Board of Directors of the Senepol Cattle Breeders Association has approved the Grand Hotel, in Pigeon Forge, Tennessee as the site for the '97 National Senepol Convention & Sale. Nestled in the foothills of the Great Smokey Mountains, Pigeon Forge is 35 miles southeast of Knoxville, Tennessee, and 5 miles north of the Great Smokey Mountain National Park, one of the most visited national parks in the United States.

Pigeon Forge is home to Dollywood, which surged past Nashville's Opryland in 1995 to become the most visited private tourist attraction in Tennessee. In addition to Dollywood's numerous rides and shows, Pigeon Forge is home to several country music theaters, which nightly feature some of the industry's most popular performers. If that's not enough to keep you busy - how about 200 outlet stores, right in Pigeon Forge.

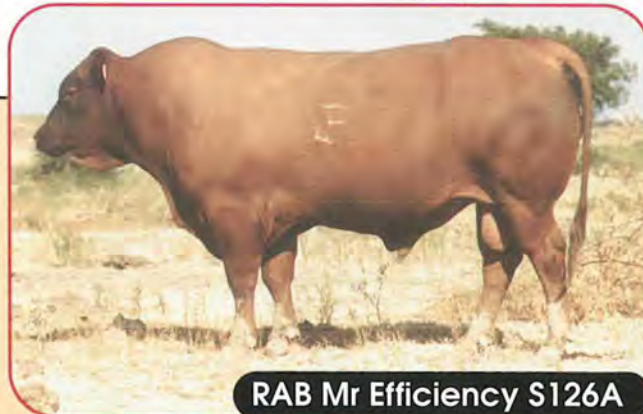
With all this competition for convention goers' attention, you can believe that SCBA's staff and Convention and Sales Committees will be working overtime to make this the biggest & best National Senepol Convention, and the deepest & highest quality National Senepol Sale to date!



CN 5938D "Pure Profit"

	BW	WW	MM	M&G	YW
EPD	0.3	13	1	8	14

We feel that CN 5938D "Pure Profit" is the breed's top Longford son. That is why we selected him as our junior herd sire to complement our senior herd sire RAB Mr Efficiency S126A. Use him to add depth of body and heart girth. His dam maintained a sub-365-day calving interval for 8 calves. BW 75, WW Ratio: 117. Semen \$15.00/straw



RAB Mr Efficiency S126A

	BW	WW	MM	M&G	YW
EPD	0.4	14	2	9	19

RAB Mr Efficiency S126A is proving to be a breed impacting sire. He is a multiple-trait sire that produces moderate birth weight calves which are stout and fast-growing with lots of muscle. His daughters are very feminine, excellent milkers with beautiful udders, and wean heavy calves. BW 70, Ratio 114, WW Ratio 115, YW Ratio 109. Semen \$25.00/straw

At Cedar Hill Farm we strive to provide our customers with trouble-free, practical, efficient Senepol cattle that work without being pampered. Our comprehensive approach combines performance, pedigree and phenotype to produce Senepol, Senegus and Seneford cattle that stand apart from the crowd.

Semen available from both these sires at: North American Breeders, Inc.
P.O. Box 228 • Berryville, VA 22611 • (504) 955-3647 • (540) 955-2298 Fax



CEDAR HILL FARM

Rt. 2, Box 85A
Jane Lew, WV 26378
(304) 884-7993
Dan Stickel, Owner



BFWS 2A Ladd

EPDs: BW 2.7 WW 12 MM 12 M&G 18 YW 13
 Rank w/in breed: top 10% top 3% top 1% top 12%
 Sired by: Multiple Trait Leader WC 627P
 Out of a paternal sister to: Multiple Trait Leader AG-761



BFWS 7B

EPDs: BW 1.6 WW 13 MM 9 M&G 15 YW 15
 Rank w/in breed: top 8% top 8% top 3% top 9%
 Sired by: Multiple Trait Leader WC 627P
 Out of a daughter of Multiple Trait Leader WC-190R, the sire of Mr. Efficiency and RAB S125A

Herd Builders...

...semen & offspring available from these and other herd-building

A fullblood sibling to Coley Ranch's Duchess cow, who is the dam of "Dutchman" now working in the ABS-Global sire battery. 7590 has emerged as one of the breed's outstanding sires for extra growth and muscle. His first daughters in production have great udders and are very "wet."

Sired by: WCF 651, the all-time top gaining and high selling Senepol bull at the Brooksville ARC in Brooksville, Florida. Redd Mann remains a proven sire of low birth weight, dark-red, easy-fleshing, sound-uddered females.



Pack Power Ed 7590 E.T.

sires.
 Contact the Southern Senepol Genetics breeders listed below...



WCF Redd Mann 9376

Southern Senepol Genetics Group...

...The South's top source for predictable, productive and profitable Senepol seedstock!

WILLOW CREEK FARM & SUPPLY

Mitchell & Grace Gay, owners
 552 Co. Rd. 271
 Clanton, AL 35045
 (205) 646-3213
 FAX (540) 646-3889



PARKER SENEPOL FARM

Carl Jr. & Sharon
 Rt. 1, Box 189
 Rogersville, AL 35652
 (205) 247-0521

Brantley's Senepol Farm

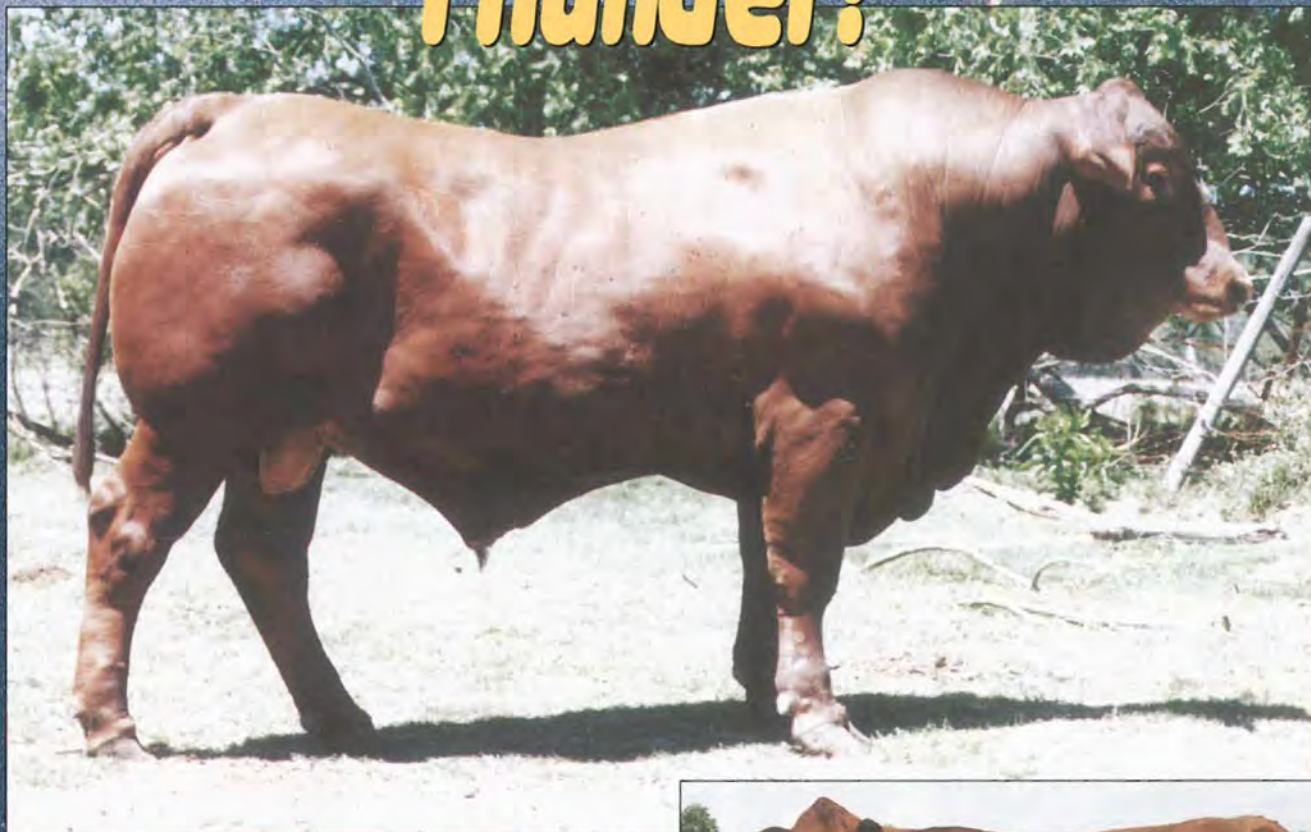
James J. Brantley
 636A Alabama Hwy. 35
 Section, AL 35771
 (205) 228-7489
 FAX (205) 228-6197

WALDEN'S RIDGE FARM

Donnie Walden
 Rt. 2, Box 235
 Fyffe, AL 35971
 (205) 638-2571

FLASH We have 7 fullblood females for sale

Thunder!



SHQ 53D — "Thunder" '96 Florida State Fair Grand Champion Senepol Bull

Actual BW	90 lbs.
Adj. 205-day wt.	703 lbs.
Adj. 365-day wt.	1,203 lbs.
Yearling Rib Eye Area	14.06 sq. in.
Yearling Scrotal Cir.	36.5 cm

EPDs

BW 2.6; WW 8; MM -1; M&G 3; YW 10

Sire: AC-761, 1996 Genetic Trait Leader.

Weaning, Yearling & Multiple Trait Performance

Dam: ASL, full sister to Coley Ranch's "Duchess" cow, who is the dam of ABS' "Dutchman" bull, the first Senepol Sire in a major A.I. Sire Battery.

Semen Available, \$20 per straw

BONNY DOON FARM

Senepol, Maine-Anjou & composite cattle

Bonnie & Stanley Moles

Reddick, FL 32686

(352) 591-4910

&



Lightning!

CN 1666 — the maternal "spark" at 5-T Ranch, even at age 15. This daughter of '95 Milk Trait Leader CN 744 is a Senepol breed Benchmark for longevity and maternal efficiency. Her '93 heifer was the second high selling female in the '96 National Senepol Sale going to Copeley Farms in Goochland, Virginia at \$8,200.

5

RANCH

REGISTERED SENEPOL

2610 N.W. 143 St.
Gainesville, FL 32606

Heat Tolerant Cattle

Red & Black

David W. Tefertiller

(352) 332-1407 home • (352) 332-1430 FAX

E-Mail: tefertil@gator.net

Web site: <http://gator.net/~tefertil/5T>

James Balkcom, herdsman (904) 496-2494

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State
Seedstock*