

Loonan Stock Farm

40th Annual Production Sale

Private Treaty Auction ~ At the Farm

Saturday, February 7, 2015



RED ANGUS • RED SIMMENTAL • RED SIMANGUS™



Judy Loonan
Rick Thompson, Herdsman

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"Located in the hills of southwest Iowa"

North



Farm Location

3 miles north of Corning, Iowa on Iowa Hwy. 148,
1 mile west on 183rd Street (blacktop),
then 1 mile north on Holly Avenue (rock).

LEAVE 'EM AND BREED 'EM PROGRAM

Heifers not picked up at sale time may be left at Loonans on the "Leave 'Em and Breed 'Em Program."

Loonans will furnish the feed, vaccinate, pelvic measure, breed to calving ease bulls and ultrasound for pregnancy the first of each month on any heifers which have been with the bulls 70 days or more. Turnout date will comply with buyer's request as nearly as possible.

Buyers may then pick up their heifer(s) with pregnancy guaranteed to date of pick up. There is no guarantee beyond pick up time.

The charge is \$1.50 per day from sale day until heifers are confirmed pregnant and the buyer is notified. Ten days after the buyer is notified, the charge will go to \$2.00 per day to encourage prompt pick up.

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A Look At Frame Score

One frame score equals roughly 2" in hip height.

We have agreed with our bull buyers for several years that the frame scores calculated for our catalog using the BIF formula seem unrealistically low. The bulls grow out bigger than that. For 2000-2004, we re-measured the bulls in March and compared that to the original frame score based on December measurements. In all cases the frame scores

went up. Some by more than a full frame score.

Note: *We hear a lot about the need for uniformity in beef cattle. Frame size measurement is not an exact science, but we do believe the uniformity in the entire Loonan program, along with the natural fleshing ability, is why calves by Loonan bulls excel on the rail.*

About The Catalog

RED ANGUS has four categories of registered Red Angus.
1A – Purebred 100% Red Angus with no disqualifying characteristics.
1B – 87% to 99% Red Angus with no disqualifying characteristics.
II – 86% or greater Red Angus blood, also 1A and 1B animals that are disqualified because of scurs, white in front of navel, etc. Multiple sire animals (more than one purebred bull in pasture) are also Category II.
III – Less than 87% Red Angus blood.

SIMMENTAL has a complete upgrading program from the half-blood to the purebred.

POLLED: P = Polled
P/S = Polled/Scurred,
DP = Double Polled (both parents polled)
H = Horned

EPDs (Expected Progeny Difference)

Simmental data is from the American Simmental Association. Red Angus data is from the Red Angus Association of America. Growth and carcass EPDs are configured on the same common multi-breed base.

EPDs in the catalog are current as of this fall. When new data is processed by the associations, these figures will be updated and adjusted and the EPDs on your registration papers may not be the same as those available at sale time due to new data at the association.

EPD Terms

CEh – Calving Ease Heifer:

Simmental: Expected ease with which calves sired by the bull will be born to first-calf heifers. Highest (+) figures mean more unassisted births. Lowest (-) figures mean less unassisted births.

Red Angus: Expresses calving ease as CED (Calving Ease Direct). We have ranked each bull one-, two- or three-star based on the best information we have available on the individual and close relatives.

*** Should produce few calving problems when bred to first-calf heifers.

** Should work well on growthy heifers and cows.

* Recommended for use on cows only.

BW – Birth Weight EPD

Expected birth weight of calves sired by this bull. Heavier (+) or lighter (-) than "0" EPD animals are expressed in pounds. The BW EPD takes into account the genetics of the sire and dam and the actual birth weight of this bull. We weigh all calves on a spring scale within 24 hours of birth. We do not estimate any birth weights. Some calves born late on pasture are not weighed and are reported as UNK (unknown).

WW – Weaning Weight EPD

Expected weaning weight of this bull's calves, heavier (+) or lighter (-) than an animal with a "0" EPD are expressed in pounds. Weaning weight EPD takes into account the genetics inherited from the sire and dam in addition to the actual 205-day weaning weight of the individual.

YW – Yearling Weight EPD

Expected weight of this bull's calves at 365 days of age, expressed in pounds, heavier (+) or lighter (-) than an animal with a "0" EPD.

MCE-h – Maternal Calving Ease EPD of first-calf heifer

Simmental: Expected ease with which this bull's daughters calve as first calf heifers. Larger positive figures indicate a higher percent of unassisted births (MCEc - cow).

MWW – Maternal Weaning Weights EPD – Simmental

Expected weaning weight of calves born to daughters of this bull due to his contribution for growth and milk.

ME – Maintenance Energy EPD – Red Angus

The ME EPD predicts differences in energy requirements of mature daughters of an individual and is expressed in Mega-calories per month.

MM – Maternal Milk EPD – Simmental or **M** – Milk EPD – Red Angus

Expected increase or decrease in weaning weight of daughters of this bull due to milk production compared to breed average. **Note:** *Data on this trait is limited, and, in many instances, has low accuracy.*

Marb – Marbling EPD

Predicts differences for carcass marbling score as expressed in marbling score units. Higher marbling scores are positively correlated with higher carcass grades.

REA – Ribeye Area EPD

Predicts differences of carcass rib eye area between the 12th and 13th rib. Ribeye area is positively correlated with carcass yield grade which also considers fat thickness and carcass weights.

FAT or BF – Backfat EPD

Predicts differences for carcass fat depth over the 12th rib as expressed in inches. Fat thickness is negatively correlated with carcass yield grade which also considers ribeye area and carcass weights.

API Index – All-Purpose Index – Simmental

API evaluates sires being used on the entire cowherd (bred to both Angus first-calf heifers and mature cows) with a portion of their daughters being retained for breeding and steers and remaining heifers being put on feed and sold on grade and yield.

TI Index – Terminal Index – Simmental

TI is designed for evaluating sires' economic merit in situations where they are bred to mature Angus cows and all offspring are placed in the feedlot and sold on grade and yield.

HB Index – HerdBuilder Index – Red Angus

HB will assist in building profitable cowherds with bulls mated to both heifers and mature cows, replacement heifers retained in the herd and remaining progeny sold on a quality-based carcass grid.

GM Index – GridMaster Index – Red Angus

GM will increase profitability with bulls mated to mature cows and all progeny sold on a quality-based carcass grid.

Red SimAngus™ –

The Red Angus Association of America and American Simmental Association have worked together to build a multi-breed database that includes SimAngus™. In the catalog, I have used the Association for the sire of each calf to publish as long as available.

Bull Selection – Simplified.

Red Angus stakeholders have enjoyed the capability of selecting bulls based on economically relevant traits (ERTs), such as Heifer Pregnancy or Stayability, that truly impact their operations profitability. While these ERTs allow for efficient selection decisions, the growing number of ERTs and EPDs has resulted in confusion as producers attempt to estimate a sire's overall impact. In response, RAAA has developed the HerdBuilder and GridMaster indices, which answer the question:

“What impact will each potential sire have on my operation’s profitability?”

HERDBUILDER

Producers selecting bulls to develop profitable replacement females and maximize the value of non-replacement marketed progeny should incorporate the HerdBuilder Index into their selection decisions.

The HerdBuilder Index is built using the following scenario:

- Red Angus bulls mated to cows and heifers
- Replacement heifers retained from within the herd
- All remaining progeny sold on a quality-based carcass grid

Given that replacement heifers are retained, significant influence is placed on the obvious maternal ERTs of Stayability, Heifer Pregnancy and Calving Ease. Additionally, with all remaining progeny sold on a quality-based carcass grid, Marbling, Yield Grade and growth EPDs also impact the HerdBuilder Index.

GRIDMASTER

Use the GridMaster Index if your operation's primary goal is maximizing profitability of feeders in the feedyard and on the rail.

The GridMaster Index is built using the following scenario:

- Red Angus bulls mated to cows
- All progeny sold on a quality-based carcass grid

Marbling, Yield Grade and growth EPDs are the traits of primary importance in the GridMaster Index.

While the process of calculating an index is very complex, the resulting selection tool is very simple to implement.

HerdBuilder and GridMaster are expressed as differences in profitability per exposure.

HerdBuilder Example:

30 cows x 5 years breeding = 150 exposures

Bull A has a HerdBuilder Index of 175: $175 \times 150 = \$26,250$

Bull B has a HerdBuilder Index of 100: $100 \times 150 = \$15,000$

\$11,250 Difference in Profitability

Ranch Tested. Rancher Trusted.

Red Angus

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