

Hunt's H+ Brangus

Fall 2017 Newsletter

*"The LORD God took the man and put him in the Garden of Eden to work it and take care of it."
- Genesis 2:15*

701 Hunt's Gin Road NE, Calhoun, Georgia 30701

770-548-7950

www.huntsbrangus.com



"An Attitude of Gratitude"

Colossians 3:17, ¹⁷And whatever you do, whether in word or deed, do it all in the name of the LORD Jesus, giving thanks to God the Father through him.

Thank you all for a great Inaugural Sale this past February! We were very excited and humbled by the outpouring of encouragement and support we had from our community and our friends in the world of cattle. While we have been raising cattle for a long time and have been selling bulls as cooperators with another ranch for years, we had no idea what to expect as we launched out on our own. Well, here we are this November with more great bulls and some select heifers coming your way in February 2018! We are here now because of the support all of you gave us at the Sale. We are more confident than ever that we are meeting a need in the registered and commercial market for top quality, genetically consistent, properly developed Brangus bulls.

We will never forget our first sale! The sale facility suffered a power outage minutes before the opening gavel fell. We overcome the local power outage with quick electrical work by our cooperator Matt Hibberts, owner of Momon Construction, and a generator from Calhoun Tool and Equipment Rental! With power restored, we sold off a tremendous set of Brangus bulls!

We were super excited that three purebred Bran-

gus Ranches turned to us to satisfy their need for Herd Bulls! The High Selling Lot 2, H+ Apache Warrior C008 went to Southern Cattle Company of Marianna, FL. The second highest selling bull was Lot #3, H+ Okeechobee Chief, purchased by Allen Smith of Southern Accent Farms. The thirds highest selling bull was Lot #1, H+ Mohican Warrior C026, purchased by Bunch Brangus Farm of Calhoun, GA. The Bunch's are new cooperators with us at Hunt's Brangus! A total of 33 bull lots sold for an average of \$3,026 per lot!

Our focus at Hunt's Brangus is on the commercial cattleman. We were thrilled to notice that we had NINE commercial cattle ranches who purchased multiple bulls in our 2017 Bull Sale! That indicates to us that profit minded cattlemen found multiple bulls to consider while improving their ranch genetics. If you will be in the market for one or more bulls for your ranch next spring, plan to meet your genetic needs at our sale! No need to drive all over the South when we can be your one stop bull shop!

Why were so many quality bulls available for discerning ranches to choose from here at Hunt's Brangus? The answers are various but simple.

First, we provide the commercial rancher with genetic consistency! We do not chase "fad" bulls as our AI sires. We have a simple 3 Sire AI rotation that builds in ALL the qualities that are important to profit



minded cattlemen. We use sons of these sires as our clean-up bulls following AI. The females out of these matings are kept and developed as our replacement females. Over time, our cow herd reflects the genetic consistency of our bull offering. This provides greater genetic consistency through the maternal side of our bulls. We harness the power of a genetic growth spiral that is profitable to us and to our customers!

Second, we provide carefully gathered data on all our bulls and heifers born at Hunt's Brangus. While not every animal born here becomes breeding stock, all animals born here are kept until weaning for the purpose of accurately reflecting the dam performance and growth traits of the sires used. We do not play games with birth weights, contemporary groups, or ratios. The numbers are what the scales say they are every time. This approach allows us to collect ALL relevant data and report it to our breed for calculation in EPD reports. This results in more accurate data for us as we make culling decisions, and extreme confidence in our customers as they compare our animals with one another and with other Brangus bulls while making purchasing decisions. We have adopted the use of genomic enhanced EPD to add further confidence to the customers considering bulls this year!

Third, the 3 AI sires and their sons in use on our farm, ALL produce easy born calves, growth, maternal excellence, structural soundness, good temperament, and carcass quality. Their offspring display these qualities in different measure and that comes across in their individual performance and EPD report. However, the balanced pursuit of birth weight, growth, and carcass quality all while simultaneously pursuing soundness, results in the right kind of animal. Moderation is valuable in many areas of life! Chasing extremes in ranching leads to trouble quickly. We pursue excellence through the consistent application of sound breeding decisions made with regularity over a long period of time! We like what we see and our customers do as well!

We believe that this multiple trait approach will put "something extra" in your herd so that you can also have "something extra" left in your wallet at the end of the day. We are committed to your success in the cattle business. We believe when you see the +

"Crossbreeding might result in relatively small amounts of heterosis for a given trait, but these effects tend to accumulate to produce large increases in overall productivity. In some instances, a portion of this advantage is passed on to future generations, but to optimize the benefits, a crossbreeding program should be implemented." Darrh Bullock

at the end of our brand, you will begin to equate it with \$ in your pocket on sale day!!! So in our way of doing math $H+ = \$$ in your wallet. That is "something extra" for you.



"On The Farm"

Dad is finishing with the hay work for the year and tagging new-born calves daily. We are about 1/3 through or calving at this point. Dad records, tags, weighs, tattoo's each calf on the day they're born. If you want to see his set up for this, there is a video on the internet at our website, www.huntsbrangus.com. The warmer than normal weather has made for nice calving conditions and the recent rain from Hurricane Nate brought relief to some seasonally normal dryness.

We have been experimenting some this year with ways to improve our grazing, particularly during the fall. We traditionally struggle to have good grazing as we begin calving in October and November. These are our driest months and our summer grasses are dying out and winter grasses are not sufficient to graze. This year we planted a polyculture mixture blended and purchased through www.greencoverseed.com. This blend had multiple varieties of cowpeas, and millet along with sunflower, sunn hemp, BMR Sorghum-Sudan, and buckwheat. We planted at the beginning of June and started grazing it the end of September. This mix could easily have been grazed much earlier to maximize the production. However, our goal was to maximize the amount of standing forage available when our cows returned to this farm for calving and overwintering. The cows adapted quickly and are enjoying themselves as they add body condition and prepare to calve.

Our initial concerns that this tall canopy blend would negatively effect lower profile plants proved unfounded. Red River crabgrass that was planted and established two years ago was thick and tall under-

neath this new crop. Clover was also present underneath the canopy. We are very curious to see what will grow next year as much of this crop put on seed and has been tromped into the ground. This is not viewed as a waste because one of our primary goals is to build soil carbon and build protection on the ground to hold moisture.

The Power of the Brand? In our way of doing math:
H+ = \$ in your wallet.

Bulls on Test

We are excited to present our 2017 Hunt's H+ Brangus Bull Development Test bulls. Our bulls, as well as those of our genetic partners, are nearing the completion of their forage based development program. The program follows the long standing and proven nutrition and health principles you have come to expect from Hunt's H+ Brangus bulls. We have provided the best grazing available, a complete vaccination protocol, and a balanced feed ration. In order to grow and maintain an athletic long-lived bull, we have utilized the thoroughly tested and proven Accuration System. It has been monitored by the fine folks with Purina Animal Nutrition. We continue to find the oversight and help of Dr. Lee Dickerson to be tremendously helpful. We extend our appreciation to Lee Underwood and the staff of Ag-Central Co-op with their help in our bull development. As with any endeavor to accomplish great things, it takes the help and cooperation of a team of great people. We feel extremely blessed to be involved with this group of professionals.

We would like to encourage you to **sort through the number yourself and compare our bulls to all others on the market.** Use the EPDs. The EPD is the tool of choice to be able to compare bulls to other bulls. It is the only way you can truly measure what you are looking for in a bull and what you are looking at when you are comparing bulls of the same breed from one supplier to another. As you do, you will find that Hunt's H+ Brangus Bulls stand out as having what it takes to put something extra in your pocket at the end of the season. Many people believe that the greater the risk, the greater the reward. But our bulls show, that you can lower your risk and still raise your reward. What we have provided for you is a set of bulls that has lower than average birth weight and above average growth. As always, we still provide maternal traits that top the breed, and high quality carcass traits. While proba-

bly no bull can "do it all", we are providing you bulls that are getting it done in the all ways that pay.

Our "average bull" as compared to the Brangus non-parent breed average is ranked top 42% for Calving Ease Direct, top 34% Birth Weight, top 38% Weaning Weight, top 33% Yearling Weight, top 10% Milk, top 21% Total Maternal, top 43% Scrotal, top 40% Ribeye Area, and top 46% IMF. That's nine above average traits out of the eleven traits that are tracked by the IBBA. **We think this makes our "average bull" well "above average"**. Over half of the bulls in the test combine below average birth with above average growth. Notice how seldom you find that combination anywhere else.

If calving ease is your main goal, notice that we have over thirty bulls that earn a "calving ease" (CE) designation. Everyone does not need a calving ease bull, but if you have virgin heifers to breed, and would like to sleep easy at night, it helps to know that a bull is supposed to give you live and light calves at birth. It is even better when those bulls are not giving up anything in the area of growth. Our calving ease bulls must have an 80lb or lighter actual birthweight and have a birthweight EPD at 50% or better.

If growth is your goal, look no further. We have twenty eight bulls in our offering that are in the top 25% of the breed for YW. If you have mature cows and are looking for pounds on the ground, these bulls will sire calves that will press the scales at sale time.

As we are finishing the testing and measuring phase of our bull development, we are well pleased with this set of bulls. They thrived through the challenge of drought last winter and have excelled as grazing conditions rebounded this spring and summer. We are extremely proud of the hardiness of these bulls and their ability to convert forage, and limited feed into profitable pounds. As they finish the test and approach their yearling measurement in November, they are averaging approximately 3lbs of gain per head per day. This is in line with what we expect and desire in order to produce well-developed and athletic herd sires. We will release and publicize the full results of the test when it is completed. The EPDs will be updated monthly and those included in the sale catalog will reflect all actual measurements and be fully up to date as of the sale.

Dan Moser "Sire selection presents the greatest opportunity for genetic change."

SAVE THE DATE: February 24, 2018-1:00 pm

Hunt's H+ Brangus Bull & Female Sale

“Cattle With Something Extra”

Northwest Georgia Livestock Pavilion, Calhoun, GA



**Hunt's H+ Brangus
701 Hunt's Gin Road
Calhoun, GA 30701**