

THE

DCCI NEWSLETTER

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SUPER BOWL was a result of artificial insemination and was bred and born at DCCI. In 2002 a half interest was purchased by Red McCombs Ranch. He breeds natural in Ohio June 1 to Nov. 1 then commutes to Texas and breeds the rest of the year at McCombs Ranch. This is his normal routine with a 1200 mile trip to the job site twice a year.

SUPER BOWL sports over 73" horns T2T. He is long and tall. His rich red pinto and speck pattern is a very strong genetic trait. He has a broad white facial blaze with small red specks in the white pattern. This face design is on a good percentage of his calves.

SUPER BOWL is by Superman, the longest horned son of Overwhelmer, who is out of a Measles Super Ranger cow. His dam is by the old bull Bouncer, who was well known for his huge horned show steers with the massive base circumference. His grand dam is Kingly Blend by King, both well over 60". He breeds small ears, symmetrical heads, and some serious horn even on the young calves. The demand for his flashy sons has been very profitable. Semen has been removed from the market on Super Bowl, but his progeny may

be purchased from the inventory section of the www.texaslonghorn.com site. Check out the 2003 bulls and heifers. ☞

CULLING THE HERD FOR FUN AND PROFIT

Culling ---- what a ruthless word! Webster says it is....."something rejected from a group or lot as worthless or inferior." If we can remember that far back perhaps each of us was culled when it came to the dating process. She said NO! All through life professional athletes are culled, products, employees, everything requires some serious culling in some way.

When it comes to culling the cattle herd some people wax pious and #1. "I don't have any culls", #2 "I wouldn't sell my culls to a friend", etc. What about a race horse that ran last in a huge race and does nothing but lose

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THREE SUCCESS PLANS

Some registered Texas Longhorn producers are highly successful. Some are not. In viewing the different groups over a period of 36 years, I am of the opinion that three plans are important to be successful. The three business plans involve a financing plan, a genetic plan, and a marketing plan. Every successful Longhorn producer has thought out these three plans and identified a system that works. No exceptions! None! Lets look at each one of these individually, and study the success traits that have been profitable to many.

1. The financing plan - This is the easy one. Wherever you live, there are probably a thousand people within a hundred miles that have the funds necessary to

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Longhorn Hideaway

Dickinson Cattle Co. Inc has developed one of the most scenic areas right in the center of the ranch for elegant home sites. Numerous folks who desire the quiet and peaceful life away from city noise and pollution have been requesting this type of solitude. It's available now...right in the middle of the whole ranch! Located in the Appalachian foot hills of south eastern Ohio. Right between three large Longhorn pastures that huge horned white tail deer and turkey call home. If you have dreamed of a private residence site, with security gate privacy, Muskrat Creek frontage, colorful hard wood foliage and easy interstate access, in an area of low taxes, check www.longhornhideaway.com.

All the info and pictures are on the site.



Perhaps not right for everyone, but maybe just perfect for you.

For those of you that have been visiting the DCCI website www.texaslonghorn.com, many will notice that there have been major updates and changes in the last 12 months. For the people who haven't been to our website, or haven't visited in a while, this article is a brief review of what is available.

When you first get to the site, you will see a menu at the top that you can navigate to find what you are looking for on the site. If you click on "NEW" at the top, it will show you a list of the newest changes/updates/additions to the site. To the left side, there are photos of the three breeds of cattle that we raise - Longhorn, BueLingo, and Watusi. You can click on one of them to go to that section. There are many articles about each breed, management, marketing, etc.. To the right side, you will notice a list of what's "For Sale". DCCI offers many different things for purchase and maintains a list of 150-200 cattle for sale on the website at all times.

If you go to the Cattle Inventory section, you have the option of looking at all the cattle from one breed, a specific class of cattle, or only what is newly added or updated in the breed you are interested in. When you pull up a list of animals you are interested in, you can select any of the photos for a bigger photo and pedigree information on that animal. Most animals have sire and dam photos also. You can click on the sire or dam to see their pedigree and more information on any of them, this sends you to the reference section where there are almost 6000 pedigrees interlinked. With some individuals you can keep clicking back on their pedigrees three or four generations. Photos of some progeny are also available on

prominent animals in the reference section. The reference section can also be accessed by going to the main page for any of the breeds and clicking on the "Photo Reference Section". That page will take a little while to load because there are about 300 photos there.

Tip: On most pages of the website, there is a navigation guide just below the menu that tells you where you are. For instance, if you are looking at Longhorn herd sires, the navigation guide will show: *Home > Inventory > Texas Longhorn > Herd_Sire >*, you can click on any of those items to navigate back.

In the menu at the top, there is a selection titled "Fun". On the main "Fun" menu, there are some fun things to look at or download. DCCI has a screen saver that you can download that will work on your Windows computer. Many of our customers have downloaded this screen saver and have been enjoying it. There are three photo tours that you can take under the fun section. Also under the fun section, there are some online games that have nothing to do with cattle, but you might enjoy playing them.

Tip: Most small photos on the site are thumbnails and can be clicked on to view a bigger photo.

Have fun looking around on the site. If there is anything that you wish we had that isn't there, please feel free to drop us a note. Send it to: webmaster@texaslonghorn.com. If you would like to receive monthly email items of news, products, or information, please send your email address.

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All DCCI cattle are sold private treaty. Every buyer has time to study all the data, photos, prices, etc. About 200 cattle are pictured on the web site www.texaslonghorn.com for sale year round. Buyers may purchase by Visa or Master Card, check or cash. Cattle are available all 12 months and may be acquired by e mail, fax, phone, or in person. If Internet is not available, photos and data can be mailed pronto. Cattle can be picked up at the ranch or delivered to the buyer. Call Martee Searle, Marketing Director at 719 683 2655 to consummate a deal. If you want to kick cow-tires in the flesh, make an appointment to select cattle at the Ohio ranch 740 758 5050.

STATISTICALLY 60+2000

Sunday afternoon there was a pro football game with an extremely heated battle. The Pittsburgh team had over 300 yards rushing, they were triple their adversary in first downs and had clock control for 70% of the game. Pittsburgh lost the game! Their numbers looked great in every area of offence....except scoring. Just a few mistakes caused all the great Pittsburgh successes to turn to failure....one fumble, one sack, and 3 interceptions. Pittsburgh won with great statistics, but lost at the goal post. When the Pittsburgh team talks about statistics this game is very impressive. The problem is....they lost!

In Longhorn circles statistical chatter can be as shot full of holes as the story of Pittsburgh's game domination. Most ads refer to a certain horn measurement statistic, a show win, a pedigree, a weight, or some other single virtue. The single statistic may be a great number, but is that all there is?

Commercial ranchers like calving ease, milk volume, easy fleshing, rate of gain, thickness, fertility, and browse utilization. Small registered producers may be more concerned about quiet dispositions. Some producers like dark or black color. Some say horn T2T is what it's all about. How about those who believe blood typing for purity is the most important virtue? And....the chatter goes on and on.

Who is correct? In a football game you can argue about the importance of offense or defence. Which is most important? There

is only one answer...."both are equally important!"

Attention to every detail in genetics is harder to achieve, it takes longer than just picking one particular trait. Developing genetics to capture every virtue in a family of cattle is a life-long challenge, perhaps, two life times. Yet, the total quality animals can be produced with time, and a good plan.

The term "60+2000" means over 60 inches of T2T horn, and over 2000 pounds on a bull. There was a time when no Longhorn bull could achieve this elite status. Today 60+2000 comes in several shapes and colors. This blends the great gaining virtue with the huge horn. If producers use two or three generations of 60+2000 bulls, guess what will happen? Some very good things will happen. The 60+2000 bulls can be closely evaluated, and perhaps some possess a number of the other appreciated statistics. Who knows, perhaps one bull already has the total package of virtues.

Just like Pittsburgh coaches were rethinking their game plan, Longhorn producers must also carefully look at the whole statistical picture. How can the total Longhorn be planned? Which sires put the most total virtues together into one animal?

The whole business of developing superior livestock is as adrenaline charged as any sports event. The excitement comes by putting the most correct genetics into play, then score fast, and score often.....and avoid the fumble!

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Kara Lin Dickinson, currently the newest of the Dickinson family was born May 20, 2002. With some reluctance, she boldly straddles her first one ton longhorn. Sancho, the steer, is owned by Martha Morehart of New Holland, Ohio. Kara's parents, Joel & Misty anticipate a baby brother soon. Kara is expecting a cousin with Chad and Stefanie Dickinson as parents before Thanksgiving.

DCCI VIDEO LIBRARY

New! BUELINGO HERITAGE II:

Beautiful belted BueLingo cattle are rapidly becoming popular. If you have a twitch of interest in raising this flamboyant breed, take a close look at this VHS or DVD & you won't be able to resist. It starts in Holland, goes to North Dakota and wraps up in Ohio at DCCI. This breed is the sports model of the cattle industry with growing popularity daily. \$8.00

New! TEXAS LONGHORN SEMEN SIRE DOCUMENTARY:

Filmed in 2003. Over 400 still and action graphics show 29 of the leading sire's ancestry, pedigree and progeny. The 8 cows and 8 bulls changed the breed. The most colorful, informative film ever produced on modern Longhorn genetics and how to profit from their correct use. 80 minutes Available in DVD or VHS. (Please specify with order) \$12.00 ppd.

2002 FALL LONGHORN SALE

CATTLE-LOG: DVD or VHS (please specify) - \$4 (Although most cattle are sold, the herd sire footage is excellent. Check out the new DVD color and sharpness.)

MARKETING & MOON SHINE:

The West Virginia Direct Marketing Field Day, Tunnelton, WV. Darol Dickinson speaks on using Texas Longhorn cattle for added agriculture profit. 55 min. \$8 ppd.

EVALUATING PEDIGREES: 1 hr. 22 minute VHS. \$12 ppd.

TEXAS LONGHORN FROZEN SEMEN SIRE VIDEO:

There are nearly 300 historic graphics, & over half are the first time published. This was filmed 7 years ago, but it's the only historic video in the industry covering this information. \$12 ppd.

Mating Longhorns Successfully for Breed Improvement:

Includes fraudulent misrepresentations and court documents on blood typing for purity in mating; proven successful mating combinations to produce world class Longhorns; eight genetic value traits; blend genetics; genetic weak links and their correction; "Over Compensating" and "Reversion to Type" traits; three data types; valid measurements and data; raising "total" and "complete" cattle; nine future predictions on genetic trends; J. Frank Dobie's vision for breed improvement; how to apply blood typing for near 100% purity tests; how to mate a \$10,000 cow and raise a \$400 roping steer every time -- and how not to; the 25 year mating plan for success; seven historic Longhorn eras; how to breed an International Champion in less than 5 years and the new Longhorn producer's first two mistakes. 118 minutes. \$29.00 ppd.



At DCCI a well used promotional saying is, "DCCI -- EQUIPPING ENTRY LEVEL LONGHORN PRODUCERS TO BE COMPETITIVE AT ANY LEVEL, AT REASONABLE INVESTMENT COST." We enjoy seeing clients succeed especially when they use DCCI genetics. The fairy tale success you are about to read is encouraging in every detail for every entry level producer and the old timers, too.

Four years ago John and Matt Muir of Shrewsbury, Pa, purchased semen from DCCI on an up and coming Butler bull named Unlimited. Semen was \$20 per straw. Prior to that they had purchased Senator semen to AI their select Longhorn cows. A walnut speckled bull much like his sire Unlimited was born to the cow J. M. Mandy. She was a daughter of Zhirise by Zhivago and out of Rise and Shine by Bail Jumper. Mandy's dam was a Senator daughter named Sox. The Muirs only AI to the very best bulls. As this Unlimited bull looked very special the Muirs still did not want to change from their successful AI program, so the bull at weaning, registered as JM McGregor, was sold to a neighbor Shawn Pequignot. Shawn was just starting to raise Longhorns. Shawn, being a Johnny Cash fan changed the bull's name to JM Sue.

To jump forward a bit, Sue-McGregor grew body like a Senator x Zhivago cross and horn like a Butler blend. At 30 months of age

he measures a breath taking 65 1/2" T2T. Of course a measurement like this doesn't go unnoticed. Bill Hudson and Hudson Manager Bill Norris contact Shawn and eventually a \$30,000 purchase price is agreed. Today Sue-McGregor is in Mississippi preparing for a future of fame and family. But....what do you name a potentially great bull of this nature? He is by Unlimited. He has Senator, Zhivago and Bail Jumper in his pedigree. He could be a very "unlimited" Unlimited son. Should he stay a Sue? At this writing the future is being planned for Sue-McGregor-Unlimited and possibly also a new name.

It is exciting for an entry level new producer to sell a \$30,000 bull, and at DCCI we are excited to have played our part in providing the semen. What now? Knowing the Hudson people as I do, they only plan to buy inventory that will sell at a good profit. Watch this one play out. \$30,000 may prove to be just a small token compared to what the real earning power can be of this royally bred young sire.

Tip of the day! If you are an entry level producer or an old pro, you can also raise a \$30,000 bull. DCCI offers semen on Unlimited, Zhivago, Senator, and Bail Jumper all at prices easily affordable. There....take the same genetic tools and raise your own Sue-McGregor-Unlimited, then call me on the phone like Shawn did and WOW...that is exciting!

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Cattle Handling II:

Includes a plan to humanely train Longhorns for fun and profit; corral training, loading and artificial breeding procedures; sorting and management with quiet yet forceful methods. 39 minutes. \$11.00 ppd.

Colorado Springs Longhorn Downtown Trail Drive:

Over 100 Texas Longhorns are driven through the second largest city in Colorado the first time during the 20th century; details of cattle cycle training, gathering, drover organization, press coverage, etc. 29 min. \$6.00 ppd.

New Concepts in Marketing (40 minutes):

Minimum Marketing Methods

(44 minutes): Both of the above marketing presentations are on the same tape for only \$11.00 ppd.

The Texas Longhorn Business:

past, present, future, by Darol Dickinson. 26 minutes. A brief history of high selling and significant trend setters, leaders & followers. (Date 1999) \$8.00 ppd.

Commercial Cattlemen's

Quotes: Two dozen ranchers state why Longhorns are very profitable for them. \$6.00 ppd.

Mexico Cattle Herd Tour at DCCI

(in Spanish): \$6.00 ppd.

NCA Modern Beef: General education. \$5.00 ppd.

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TOURS OF DICKINSON CATTLE Co.



Description

A unique narrated ranch bus tour of DCCI is now provided for the public June, July and August. The 75-minute interpretive Longhorn Ranch Tour includes close up viewing of Dutch BueLingo, Texas Longhorn, and African Watusi cattle herds. One stop will include a lake where guests may grain feed huge specimen fish. The educational, historical narrative will include information on starting your own herd, conservation, wildlife, modern ranch practices, and family entertainment.

Bus departures are every 40 minutes. Exotic pheasant aviary for guests between departures.

The Longhorn Head to Tail store features Free Range Longhorn lean beef, jerky, beef sticks, grind, and smoked snack products. Longhorn natural freezer beef halves cut and custom vacu-wrapped available by advance reservations. Other Longhorn products include polished skulls, mounted steer heads, tanned hides, shirts, caps, bull canes, pizzle putters, powder horns, and everything Longhorn.

Gift packages of perfectly smoked jerky, summer sausage, and beef sticks are shipped in a

reusable gift container. Keep this in mind for Christmas giving.

Special rates for tours are available for organized groups with advance reservations with 40 or more paying guests.

Excellent hotel and motel accommodations, restaurants, parks, malls, and antique centers are available nearby. The Longhorn Head to Tail colorful Longhorn & BueLingo busses carry guests deep into the nearly two by four mile ranch and view up to 1000 registered cattle in the Appalachian foothills. This is a "must attend" outing at economical family rates.

The history and information all about Dickinson Cattle Co. is available at the web site www.texaslonghorn.com. Details on Longhorn Head to Tail Store are at the web site www.head2tail.com

Those who are interested in starting their own select Longhorn or BueLingo herd, ask your tour narrator for purchasing details.

GPS Location:

North 40 02.64-West 81 10.69

Admission

Adults \$10.00
Children (Ages 4-12)\$4.00
Seniors \$9.00.

Parking - Free

Hours - Monday through
Saturday 10:00 to 5:00 -
Sunday 1:00 to 6:00

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This photo was taken right after the 2003 DCCI customer appreciation day. A beautiful group of Super Bowl and Winchester calves were on display in the front pasture.

SHADOW PASSES

On June 7, a memorial service was held at DCCI near Barnesville, Ohio, for the famous black bull "The Shadow." Cattle breeders from 11 states and Costa Rica attended the service conducted by Dr. William Mummert of Gettysburg, Va. It was a private service, with eulogies presented by friends of The Shadow. His memorial stone



references Psalms 112:9c...."his horns shall be exalted with honor."

At the time of his passing, many regarded The Shadow as the leading Texas Longhorn sire in the nation. Semen will continue to be available from DCCI. He will live forever in pedigree through his progeny, who will continue to be born annually as a result of the miracle of frozen semen.

2003 ITLA CHAMPIONSHIP

The ITLA 2003 Championship show was held in Louisville, Ky. The ITLA policy is to move the location to different places all over the nation so this prestige show is convenient to all members. The DCCI entries and placing follow:



Gibraltar won the ITLA Championship show Total Horn division with 124-3/4". He is an 11 yr. old son of Senator.

Class 3 Call of the Horns. Junior Cows.

1st place **Unbounded Symbol** owned by Karen Katz, exhibited by DCCI. T2T 68-3/8"

Class 8 Call of the Horns. Mature Bull. 1st place **Winchester**, owned by Joel Dickinson, 69" T2T

Call Of The Horns All Age Champion Cow, **Unbounded Symbol** Age 5

Call Of The Horns All Age Champion Bull, **Winchester** Age 4

Class 2 Call Of The Horns Around The Poll Measurement. Senior Heifer 1st place **Wizard Struck** Age 2, Owner Bob Snyder, exhibited by DCCI. 65-1/4"

Class 3 Call Of The Horns Around The Poll Measurement. Junior Cow 1st place **Shadow Thorn** 75.5", age 4 owned by DCCI.

Class 11 Call of the Horns Around The Poll. Trophy Steer 1st place **Gibraltar** Age 11 124-3/4" owners Bob Snyder and DCCI.

Call of the Horns All Age Champion Steer **Gibraltar** 124-3/4"

Loose ITLA Championship, Larry Smith II judge.

Class 11 **Wizard Struck** 2nd place and Reserve Champion Non Halter Sr. Heifer. Owner Bob Snyder, exhibited by DCCI.

Class 12 **Field of Pearls**, 1st place Junior Cow, Owned by Joel Dickinson

Class 13 **Shadow Thorn** 1st place and Reserve Champion Junior Cow, owner DCCI.

Class 16 **Sadie Sam** 1st place and Champion Sr. Cow. Also Grand Champion All Age Female of the International Championship. Owner Joel Dickinson, Barnesville, Ohio.

Class 37 **Gibraltar** 1st Place and Champion All Age Steer. Owner Bob Snyder and DCCI.

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COAL SMOKE is sired by Senator and out of Impressive Choice by Impressive. He is a full brother to Senator's Choice who is the dam of Marshall and Ain't Gunna. His dynamic silver grullo pinto color is one of the most appreciated and unique of the old Spanish colors. He sires the complete quality package. His huge muscle and frame makes him a breed leader in those traits. His T2T horn is 61-1/8". He is the top silver grullo sire of the industry. Select him for high dollar grullo progeny, if you want the total 60+2000 package.

COAL SMOKE was raised by DCCI and successfully used by Bill Farson, Dean Goodner, and Jim Steffler. He has black pinto and grullo speckled progeny scattered coast to coast. They are full figured, thick and packing lots of horn.

At DCCI, it was a great loss when The Shadow was put down. In an effort to keep the close up Senator blood strong in the herd, an all out search for his best son took place. After an exhaustive search "COAL SMOKE" was the obvious standout. His grullo color is without a doubt the most popular color for today's market. Semen \$20.

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A I R P O R T A C C E S S

DCCI is located in Southeastern Ohio in the Appalachian foot hills half way between Columbus, Ohio and Pittsburgh, PA. The Barnesville-Bradford Airport is 2 miles from ranch headquarters with a 4000' x 65' runway. Jet fuel is available. A new taxi-way, lighting system, instrument approach, and FFA approved repairs are operational. The airport manager is Clyde Wittenbrook, 740 425-3298 for additional information on hangars and professional services. When flying to DCCI, most buyers commercially fly into Columbus or Pittsburgh and rent a car. If plans are to land at Barnesville, contact the ranch for transportation.



L to R, Darol Dickinson, Kirk Dickinson, and Frank Dickinson. Frank is 86.5 years old and the other two total 100 years. Although some of the people are smooth mouthed, the exhibition steers are solid mouthed.



WINCHESTER has caused a lot of excitement from the very first. He was ITLA 2000 Championship Sr. Bull Grand Champion. At the 2003 ITLA Call Of The Horns show at Louisville, Ky., he was the longest horned bull at the show with a 69" official T2T. Winchester is 4 years old. No Butler, Yates, Wright, Marks, Peeler or WR bull has ever equaled his huge early horn development. Please notice his very trim underline combined with extra large bone and substance. This trimness does not often come in a growthy thick package.

WINCHESTER is a son of Gizmo by Zhivago. His dam is Sadie Sam by Not Gunna and out of a Senator cow. Sadie Sam was judged All Age Grand Champion Female at the 2003 ITLA Championship Show at Louisville, Ky. No semen is available on Winchester at this time. His brindle spotted color connects with a smoky grullo color on many of his progeny.

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Enjoy starting your own Longhorn or Buelingo herd today! These are the Good Ol' Days you will miss in 10 years if you don't. Dickinson

T H E D C C I 1 0 0 % P U R C H A S E G U A R A N T E E

In Kentucky the Thoroughbred industry customarily provides a 48 hour guarantee on new purchases. An equine purchase can be checked by a vet, blood typed, preg checked, and tested for any disease, etc., and the 48 hour guarantee holds strong.

In the cattle industry no such guarantees are expressed or implied, especially in cattle auctions. Check the auction terms and conditions, it isn't there.

In an effort to create buyer confidence, and perhaps start a trend that others will choose to follow, DCCI is now offering a 30 day 100% Purchase Guarantee. This applies to accurate breedings, blood typing, expressed data, health, parentage, etc. Every purchaser of DCCI livestock will automatically receive the 100% Guarantee at no extra charge. DCCI is pleased to be first to develop this guarantee and now to encourage other producers to follow the same path.

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Super models like to look at Texas Longhorn cattle, but they don't like to look at hogs, goats, sheep, chickens and turkeys. Always look in the correct direction.

2004 TEXAS LONGHORN CELEBRITY CALENDARS

One of the most beautiful calendars on the market. This Texas Longhorn Celebrity Calendar features prominent individuals in the Longhorn breed on a beautifully designed calendar with 15 full color photos. The 2004 calendar is priced for \$10. Specials - 3 for \$20, 5 for \$30, 10 for \$50. Previous years available, collectors copies of six years for \$20 (ppd.). (not all years available)

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Three Success Plans *continued from page 1*

buy a herd of Longhorn cattle, buy a ranch, and maintain those cattle properly for many, many, years. That ability is something many people have.

We must always keep in mind that a profitable cow herd is not like the stock market, you can't buy it today and sell it tomorrow. The key to livestock production profit is the gestation period, which is over nine months. One critter becomes two in a nine month period. They do not normally gain and lose value rapidly like the stock market. Anyone starting to raise registered Texas Longhorn cattle should allow a certain period of time in order to adequately utilize numerous gestation periods. That plan makes a safe and comfortable

operation for a consistent return on the investment.

2. The genetic plan - Anywhere Texas Longhorn producers gather, there will be discussions about good genetics and also bad ones. Certain families of cattle are known to bring good prices based on their continued market demand. There are always people wanting to buy certain families of cattle. Other cattle may be seldom, if ever mentioned. You could have a whole herd of them and no one would ever want to buy. There were originally seven families of unrelated Longhorn cattle. Four of these families are held in very high esteem and may be purchased and/or produced at a reasonable profit. If per chance you become locked in with genetics, that are of low esteem, the ability to show a

COWS, CARS, AND COACHES

THE RED ZONE, a new book written by Red McCombs, documents his paper boy to goal post career. His life time of deal making from the oil patch to a Lloyds of London owner is a must read. Even if you feel buying and selling pro ball teams is a little over your credit card limit, the positive approach of the deal is an inspiration you don't want to miss. \$27.50 pp

THE REAL BUTLER STORY, by Don Limb (with preface by Darol Dickinson) is a compilation of historical cattle and Butler family information. Limb's years of research on Butler is like a detective hunting clues. You will be surprised at the intricate history of Butler cattle and the woven web it spins. \$21.95 pp

THE COLOR OF HORSES, by Dr. Ben Green with 34 full color illustrations by Darol Dickinson isn't new. It is now in the 6th printing and selling well since first published in 1974. Color of Horses is the only definitive book ever published which carefully records every solid horse color plus cell pattern details on pigmentation and light reflections. If you have ever argued about horse colors, this book has the answers. \$25 pp

Longhorns Head to Tail Store, at DCCI has a library of Longhorn and history related books and videos which make great gifts. Check www.head2tail.com for a complete inventory list. On line orders are simple with Master Card, or Visa at info@head2tail.com

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LEADING REGISTRATIONS/TRANSFERS

During the International Texas Longhorn Association Awards Banquet in Louisville, KY a new appreciation award was presented by VP Joe Valentine. This award recognized the member with the most submitted registrations and transfers for the previous year in ITLA. Darol and Linda Dickinson received the award for Dickinson Cattle Co. Inc. DCCI won both the most transfers and most registrations, which was the first time for this presentation. DCCI raises Watusi, BueLingo, and Texas Longhorns. DCCI is often leading in several organizations for this type award.



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profit raising the cattle could be very minimal or even a loss. The genetic plan is very important to identify the most superior and sought after genetics and multiply only those animals.

Trends come and go on special colors, horn shapes, and bloodlines. The safe genetic plan is to produce the total animal that is the highest consistent quality in all value traits such as long horn, flashy color, correct conformation, rapid growth, pleasant disposition, and respected pedigrees. Play it safe.

3. The marketing plan - The financing plan is easy, the genetic plan is not that difficult to identify, but the marketing plan is where more people fail than any other. The marketing plan requires work. It requires hours on the telephone, advertising, and dealing with the public. If you are a "people person" and you enjoy visiting with people and dealing with people, the marketing part will be fun. If you do not like to work with people and do not like to market or sell things, you will find the marketing plan difficult.

The good thing about marketing, it's basically the same whether you are selling commodities, cattle, or Amway. It involves the same basic approach. Most people who do

not market well, fail to allocate adequate time and thought for their marketing program. Fortunately, thousands of books have been written on marketing by people who are the very best in their field. Marketing skills can be researched at any public library to the highest degree. The same skills required to sell cars, can be used to sell diamonds or Texas Longhorns. In fact, Texas Longhorns are much easier than either one of those.

Check our website at www.texaslonghorn.com for numerous articles on cattle marketing. Videos are also available and the "Marketing Manual" at \$19.50 is a short cut in developing a good marketing plan.

The three plans are the three steps to success in raising registered Texas Longhorns. Every producer I have ever known that seriously worked at these three plans, has become a profitable and successful producer. When the plans are properly engineered and the business is approached like a business it becomes very enjoyable. The people who skip any of these three steps are almost guaranteed to fail. Take my advice. Make your plans, and work the plan. The rewards are numerous. I guarantee it.

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HISTORIC SEMEN SIRE S

On the DCCI web site www.texaslonghorn.com, 75 sires are listed with frozen semen for sale. This list not only shows famous bulls available but is also a reference for the I. D. Numbers, the registration numbers and the A. I. Enrollment numbers of each sire. When registering calves sired by DCCI bulls all the numbers necessary are published.

Artificial insemination has been in heavy use now for over 60 years. The dairy industry uses AI on more than 90% of their cows. The improvement in milk production has more than doubled since the use of AI. Registered beef cattle take advantage of AI on approximately 40% of the high dollar breeds. However, surprise, surprise.....registered Texas Longhorns only show the use of AI on less than 4% of the breed, and embryo transfer is much less.

When people call DCCI and ask about AI we recommend that every serious producer use this tool for herd improvement. Semen can be purchased on some of the top bulls in the breed for \$25 per unit and less. If you don't have internet access, write DCCI for a semen sire list. Your next calf crop could read like a who's who on the sire's side of the pedigree.

Some tips on ordering semen; 1. Order 3 or 4 weeks before semen is needed. 2. Get together with a friend and pool orders to save shipping costs. 3. DCCI has trucks in several states and employees attending Longhorn events all over the nation. Get semen delivered to a major event and save on shipping costs. Anywhere there is a DCCI car or truck there will be no shipping costs on prearranged orders. 4. If it isn't convenient to store semen in some one else's tank, purchase an Arctic RX22 which holds 1000 units, delivered price \$514.

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Culling The Herd

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money? Just because they are losers on the track doesn't mean they can't become a great Amish buggy horse. Just because a few cattle aren't up to the herd average doesn't mean they won't make great lean ground beef.

Remember when culling the herd, half of the herd is in the lower 50% for quality. Considering the national cattle herd, is your herd below average or above? Perhaps your herd is in the bottom 10% nationally or in the top 10%. Regardless, it has a good long term feeling to remove a "free loader" and allow that same grass to be enjoyed by the most productive herd members.

Setting a standard for culling is the place to start. What type of performance or style does a keeper have to possess? What does a cull do to get culled? Does it affect feed availability? At times should additional pasture be leased in order not to cull quality cattle? Just because you have abundant grass should low quality cattle be retained? Determine the standard.

How does the final decision happen? Most cattle culling is done by weight. Some are evaluated with a tape measure. If weights and measurements are everything that would make it easy. This is an excellent place to start.

When commercial ranchers need to reduce the herd they often sell the older cows. Many breeds only produce up to 10 or 12 years. Cattle near the end of the road become chosen victims for the cull. Some cull a 6 year old cow and retain a heifer replacement. This is silly if the 6 year old cow is pregnant and the replacement isn't. Which one would return a profit sooner?

Production is important. How often does a cow give birth? What size calf does she wean? Did she breed as a yearling and calve at 21 to 25 months? That is important. It sets a standard for lifetime fertility. What about the cow who raises a really good calf and skips every other year?

What about correct udder shape? Some cull when quarters are high in front or back. There are ill formed udders, and long saggy ones, but there is one type udder that is worse than all the rest....the one that weans a small calf. Those are the very worst udders. When a cow weans a huge calf that has sales value a good cowman won't pay much attention to the shape of the udder. Let us progress from visual udder shape to numbers on the scales. One is much more important than the other. If udder shape is important the best time to evaluate udders is the second day after weaning. Carefully notice the build up of milk. Has

the cow already dried up? Does she have a full udder? The look of her udder will probably match the size of her calf. If a cow has dried up, the calf will not have as good of weaning weight as other calves.

At DCCI every cow is weighed one or two times annually. On a dry year it is normal for weights to be lower, but on a good year every cow should max out. When a cow is 100 lbs under weight during normal conditions, there is a problem. Maybe she has hardware, a lung infection, worms, or some disease. A sure sign of a problem is loss of weight. When purchasing new cattle there is an adjustment period to a wetter, colder, drier, hotter or any kind of a change in environment. Expect to allow an adjustment period for new cattle to get settled in.

In selection of culls, body weight reduction is a great reason. There is nothing darker than the inside of a cow. You have to look at the outside of a cow to know what is going on in the inside. If a cow has a genetic defect the chances are 90% it is internal, and probably will reveal itself by loss of weight. Ask your local cattle slaughter house manager. He will find cattle with deformed hearts, ovaries, livers, lungs, and you name it. You can't know if a cow has a blocked artery, but if she is losing weight, her motor is malfunctioning. Cull poor doing cattle. You don't have to know why, just get rid of them.

Low weaning weights tell you there is either a genetic problem, a health problem or cull cow problem. If every cow is sold with small poor doing calves there is a good chance next year you won't have those kinds of calves. Cut a little slack on two year old heifers, they are beginners.

Old bulls from family favorite cows probably need culling worse than any other cattle. It is so important to have a bull far better than the best cow. People get too attached to the friendly, gentle herd bull and give him too many passes. The new generation of bulls are getting better and better, and they aren't that costly. Over half the herd bulls I see need to be culled. When judging a Longhorn show, I hardly ever see a bull that is good enough to breed to registered cows. Why do people keep these bulls and why do they show them? Grind them! Do the herd a favor.

If you raise Longhorns, get a tape measure if you expect an increase in horn growth. If this is real important, measure every horn on every critter

twice a year and cull accordingly. Your neighbor won't cull them for you. It is your job.

Check a bulls testicles at weaning. If he doesn't have two of equal size remove them both. Don't start showing the bull and get mad when a judge points out the problem in front of a grand stand full of people. An adult bull needs to have a circumference of around 39 to 44cm.

Disposition is critical. More and more people have smaller farms and worry about handling their cattle. Gentle cattle are a must. Most people can't handle anything but gentle cattle. If a calf is silly, won't halter break, or still takes a kick at you the second week of halter training, you have a mental problem. In fact two mental problems....one in the calf and one in the mind of the calf's owner. Cull.

A chain is only as strong as the weakest link. In culling the herd, hunt the weak spot. You can have the largest horn in the record books but if the critter is crazy, so what? You can have beautiful color, great conformation, great growth, great pedigree, and yet the cow is poor as a snake coming out of winter....she is a hard doer. The weak link is the target for culling. What is the weakness....get rid of it. Let the quality cows eat the good feed...all of it.

The goal is the total healthy, easy keeping, fertile, gentle, good conformation cattle with the breed qualities that make them valuable to own, breed and market.

A wonderful way to cull cattle is the local processing plant. A 1000 lb. Longhorn cow, who forgets to have a fat calf, will process 340 lbs of lean grind. Grind in the upper 95% lean category should sell around \$3 per lb. That leaves a net of about \$900 after processing costs, plus with Longhorns you have a beautiful skull to sell. Some professional processors sell bones and will boil skulls for \$20. Sell the skull for \$300. Think about that, and go cull the herd. You are about to have a real good management feeling, and the herd will look better, too.

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Duplicate Addresses - *The DCCI Newsletter is mailed at no charge to thousands of people. Please help us reduce the duplicate publications that you receive by sending us the unwanted labels. We want everybody interested in our livestock to get one of our newsletters, but not duplicates. If you are moving, please advise us of your new address. Thank you very much for your assistance in helping us to do a better job in providing information to you.*

DCCI FALL NEWSLETTER



Circular (BueLingo) and Gizmo (Texas Longhorn) spent the winter together. This is what they call a "Get Acquainted" session in Washington D.C. Both bulls have made a great contribution to the DCCI program.



BueLingo are one of the fast growing cattle breeds. Check with DCCI to start your own breeding herd. They are a composite of Dutch Belted Dairy, Black Angus, and Limousin.

LONGHORN JARGON

Jargon - "Jargon" according to Webster, means, "the special vocabulary of a particular group or activity." As entry-level investors read or hear the "jargon" sometimes it's colorful, sometimes accurate, sometimes uniquely descriptive and at other times, it can be down right deceptive. This jargon translation is provided in full detail at the DCCI web site www.texaslonghorn.com. Click on the "Longhorn" title, then on to Management Tips and Jargon. It is designed to assist in understanding sale catalog notes, e-mails, and web site terms that may, or may not mean, "what they say", and say "what they mean." Check it out, and you will catch the lingo, pilgrim.

Here are the special words: Exposed, open, service sire, blood typed, bred, preg checked positive, blood typed pure, community bull, traditional longhorn, AI or AI'ed, clean, calving ease, show winner, bird legged, non functioning horns, functional horns, easy fleshing, trim, full figured, trader, hard doer, breeder, program, ITLA, TLBAA, CTRLR, Tip to Tip, poll measurement, circumference, 60+2000, clear title, 205, one owner, original owner, Crocodile Dundee, show fads, in-between-milker, speaks for themselves, proven sire, goat horned, flat horn, profile, pedigree, etc...

For all entry level Longhorn students, perhaps this will help understand the jargon. All that remains is to watch your boots and don't step in the hoy-a-hoya!

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UNLOOFED is a natural son of the leading Butler sire Unlimited, and out of a Zhivago cow who traces to Jet Jockey, Impressive, Bail Jumper, Ghost, Measles and numerous greats. He is a true black and white young herd sire with great body length and correct type. He crossed the magical 60" mark well before 36 months of age. His thick, beautiful black spotted and speckled calves make him a bull to admire and respect. No semen available yet. He is one of the up and coming new DCCI sires with a lot of promise.

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RAFFLES is a chocolate and white spotted line backed son of Not Gunna with horn just a pinch under 60". He is a full brother to the beautifully correct Sadie Sam. Raffle's dam is by Senator and out of a King daughter. The combination of correctness in Not Gunna and the huge hip and muscle of Senator is blended into one to create Raffles. His calves are so structurally correct they are amazing. Raffles does what Not Gunna and Senator were so good at doing. He will be used on Shadow, Winchester, and Unlimited daughters. Semen is available at \$15 per unit.

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