

STEP UP TO

THE DBL D BAR

RESOURCES | EVENTS | NEWSLETTER

This is our third newsletter edition of “Step Up to The BAR”. We are pleased with the support from our Beefmaster ranch friends and their comments on our ranch marketing efforts. This new year of 2025 marks our 25th year raising purebred Beefmasters. We are glad to be part of this fantastic breed and help promote what our genetics can do for improving seedstock and beef products.

CURRENT OUTREACH

You may have noticed our new marketing effort that we started in December on social media. We have used our www.dblldbar.com website for several years to educate our followers on our cattle, our BBU activities, and our livestock information. Our Facebook pages for “DBL D BAR Ranch - Industry, Tx” and our “Beefmaster Europa” have been very popular for informing domestic and international followers as educational tools to introduce our ranch genetics, activities, and articles on Beefmaster benefits. This has included visitors to our ranch from Central and South America, Africa, Asia, and across Europe over the past 15-20 years.

These pages have developed an extensive array of followers across the globe. We have launched an expanded program of more frequent posts with videos, interviews, and informative articles, along with photos from our ranch herd and working operations. We have also increased our coverage with Instagram, “X”, and other sites to reach out further to interested Beefmaster breeders and commercial ranchers. If you have not seen these posts, contact us at “@dblodbarranch” to become a follower.





NEW HIGH OCTANE GENETIC PERFORMERS

INCOMING

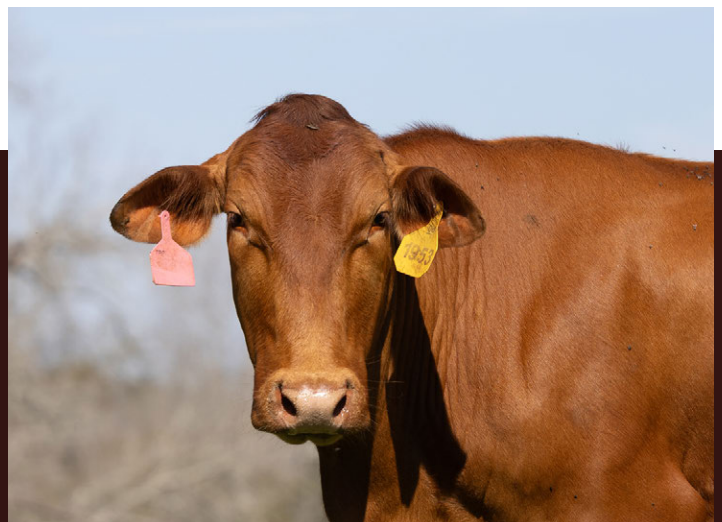
WE are continuing to expand our “high-octane” performance herd with additional female cows and heifers with high \$T and \$M genomics. This time last year we bought K-317, a bred heifer from Kruse Farms Beefmasters. K-317 genomics have increased to \$T= 160.63 with \$M=40.10. We have been so excited about what she has done for our program that this December we brought down 2 more pair of bred cows from the Kruse Farms Beefmasters in Loganville, Wisconsin. Their \$T values range from 140-157 with \$M at about 36. These young first calf cows will drop calves in early spring to use as donors well before summer. We will be flushing them with our high performance “ZEMKE EZ-TOP” sire to produce <1% top EPD traits and genomic indices for domestic use and then with EU semen for EU qualified ET embryos for export.



OUTGOING

WE are pleased to announce that Elizabeth & Micha Hamersky of Beefmasters Austria have purchased another set of EU qualified embryos from our ranch genetics. This set is from our high-octane performers sired by KBF GUZZ with our Dd-1916 donor. Our inventory of EU qualified embryos are now stored near Brescia in northern Italy.

In August, 2024, we were required to ship all of our remaining stock of Texas flushed embryos to Italy for storage at the EU licensed geneticist for storage and transfer to EU breeders across the European Community. This was due to changes in protocols between EU and USDA for genetic export/ import regulations. The EU banned the use of CSS semen effective August 15, 2025. Now EU semen must be used for embryo production. We are now arranging import of EU semen from select matings to continue to advance Beefmaster breed development in Europe. There are now several mature bulls from different bloodlines that we will be using on our high-performance female donors to EU flushing criteria.





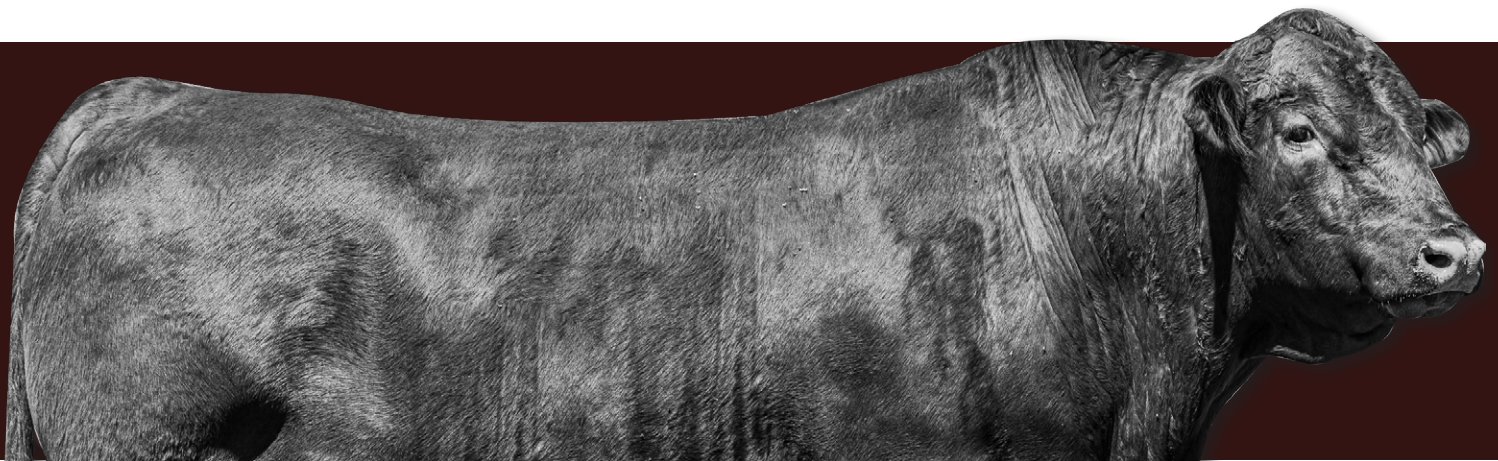
AGGIE “B. S.” (BULL STORY)

“HULLABALOO, CANECK CANECK!!! & AGGIE BONFIRE-1999”

In 2024, the Lone Star Showdown was resurrected with the Thanksgiving Holiday annual football rivalry between Texas A&M and Texas University (tu). This event brought out a lot of nostalgia about the Great Annual Bonfire on the A&M Campus to show the burning desire of all Aggies to Beat The Hell out of those Longhorn steers from Austin. This revival brought out a lot of memories of the catastrophic accident in 1999 that impacted the Aggie community worldwide. In the early morning hours of Nov. 18, 1999, the stack - which was 59 feet tall and was made of about 5,000 separately-cut logs - collapsed during construction. Twelve people were killed - 11 students and one former student - and 27 were injured. A&M students, including the Aggies' football team, rushed to the site in the hours after to assist emergency workers who had to remove most of the logs by hand. The rescue effort took more than a day. A monument was later built at that spot to honor the 12 that perished at the Home of the 12th Man Spirit.

On that same morning, a young DBL D BAR heifer we had recently purchased at the Texas A&M Beefmaster Dispersal Sale gave birth to twin bull calves. The heifer had been named “Hullabaloo” by the A&M Ranch Manager since she was descended from “Spirt of Aggieland” and other Aggie Beefmaster legends. The Aggie Military Band marches onto the field playing the Aggie War Hymn. That song is led by the stanza “Hullabaloo- Caneck -Caneck”. This was reported to be the sounds from loading a cannon written by an Aggie in WWI trenches in France.

It was only fitting to name our twin bull calve Caneck I and Caneck II from their dam, Hullabaloo. But tragedy struck these 2 guys within a week of their birth; however. Coyotes took Caneck I and a week later wicked neighbor kids shot Caneck II in our pasture on a drive-by lark. Later, Hullabaloo adopted a pair of maverick calves from another pair of twins that were rejected from their dams. She was a highly productive long-term cow in our herd that gave us a total of 4 sets of twin calves. We are confident that Caneck I and Caneck II joined the 12 Bonfire Aggies and the rest of the Aggie Herd in Heaven.





USING GENOMIC EPDS FOR *BEEF QUALITY INDICATORS*

Dorothy is a trained tax accountant, and I am a Professional Engineer. Neither of us have ever shown cattle or taken any cattle judging training. We appreciate numbers.

Since joining the Beefmaster breed, we have relied upon Beefmaster numbers

- **Founder Tom Lasater 6 Essentials**
- **BBU field representative's John Newburn Jr.'s U classification consulting**
- **TAMU's Dr. Jim Sanders EPD concepts- judgements based upon numbers.**
- **AgriLife's Dr. Joe Pascal's bull performance testing values and uses**
- **Former BBU Exec. Director Dr. Tommy Perkins use and need for side scanning REA & IMF.**
- **Former BBU Exec. Director Bill Pendergrass use of DNA markers for EPD's and traits**
- **Current BBU Exec. Director Dr. Lance Bauer advancement of Genomic Indices \$T/ \$M/ \$FE**

Over the past 25 years of our BBU membership, we have selected cattle using primarily numbers that we can evaluate and compare to assess value and contribution to our herd's growth and performance. Bill Pendergrass once let us know that his evaluation of the BBU database showed that our cattle are consistently in the upper half of the breed's genetic performance values across the board.

During the past decade, we made a commitment to further improve our standing in the breed by upgrading our herd's database performance for even higher performance values. We launched an investment program of selective breed genetics by integrating our herd with "high-octane" value EPD's of priority traits and genomics. Our goal was to move from top 50% to top 10% rankings. We purchased sires and dams from various high-performance breeders across BBU. We only considered acquisitions that proved better values than what we already had in our herd.

We also evaluated our existing herd and developed a culling strategy to remove lower level EPD dams among all age groups. Over the past 3 years, our strategy had paid off with progeny from our high-octane breeding sires and using AI/ET to upgrade our newer crops. The quality standards that we have established have drawn the attention of beef marketers that know our brand and products. DBL D BAR is now providing feeder calves from our lower end genomic crop to provide high quality beef for a beef marketer in the Texas Hill Country. The conformation and body scores have been proven and they are focusing on our REA and IMF as well as WW and YW to confirm consistency of the carcass quality we can provide.

Numbers do provide value. While there are consistent deniers in all cattle breeds of the accuracy of EPDs and genomics, we have shown that prudent use of these types of indicators can improve beef quality in any herd.



“NEVER JUDGE A BOOK BY ITS COVER”

WE had a BBU field day at our ranch in about 2005. We invited a side scan expert from Iowa to demonstrate the techniques and the use of the REA and IMF data along with a presentation by BBU Field Representative John Newburn, Jr. to evaluate some recently weaned bull and heifer calves for culling and development. Anyone who remembers John and his Beefmaster eyeball will attest that he could look at a calf and accurately confirm its probable parenthood and bloodline with accuracy. We put 15 calves from our herds with 3 different sires that were scanned that day at about 8 months of age in a tight contemporary group. John did an excellent job of discussing body scores, structural merit of legs, backs, hooves, length, depth, width, and necks. He then graded each calf for keeping or culling. While he admired them as a group, he pointed out one obvious runt and one paint heifer that were on his “for sure to cull list”. When we got John’s scoring from top to bottom, the scan data was compared against his visual assessment.

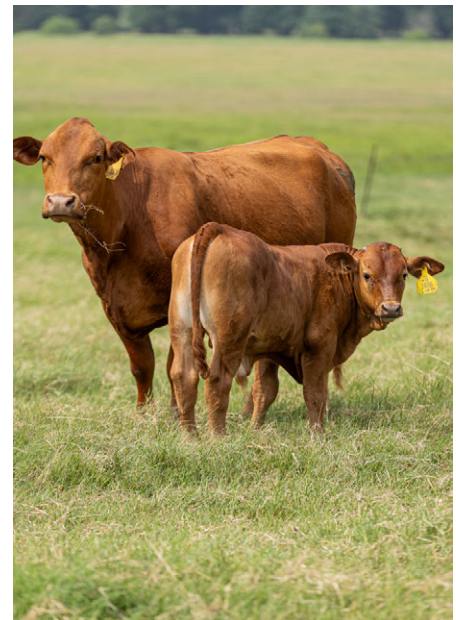
As it turned out, the paint heifer on the “sure to cull” list had the highest REA and IMF of all the 15 calves. Her IMF was among the top value recorded at that time in the BBU registry. That calf was out of a bloodline of U-1/1 dams and granddams that included a Pacesetter and Typesetter in the breed. Everybody got a big kick out of John’s response, “And this just goes to show that this data proves the old adage: Never judge a book by its cover- look inside.....!”



BROUGHT TO YOU BY DBL D BAR BEEFMASTERS



DBL D BAR RANCH SCENES
OUR CATTLE AT WORK





COMING IN

FUTURE NEWSLETTERS

WE are scheduled to publish “The Bar” every quarter of the year. The December issue has featured some details on our ranch operations and international progression over our first 25 years of Beefmaster ranching.

Since we have been members of BBU, our ranch has intended to share our knowledge and experiences to help others learn about Beefmaster benefits and how to improve their herd and its operations. Volume IV will include details on Sustainability, a key priority for international and national environmental and livestock production profitability.

Over 2025, we expect to publish a series of articles on cattle selection and use of BBU database tools to improve herd value. We will include excerpts from US beef industry professionals and how we have used some of their recommendations in our ranch operations.

We will also feature new cattle additions to our operations and continue to tell the story of our advances in America, Europe, Asia, and Turkey.

GETTING IN TOUCH

Call or text at **281-813-3824** for our heifer, semen, and embryo inventory for sale.

If email works better for you contact us at: **dsanders@industryinet.com**

Come look at cattle by appointment if it is desired to do so.

