

STEP UP TO

THE BAR

RESOURCES | EVENTS | NEWSLETTER

This is our fourth newsletter edition of Step Up to The BAR. We are pleased with the support from our Beefmaster ranch friends and comments on our ranch marketing efforts. This new year marks our 25- year anniversary 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 sustainable beef products. We have also launched an aggressive marketing campaign for our US and EU Beefmaster family using our high performance genetics.

DBL D BAR RANCH

INCOMING

Our calving season in Fall 2024 produced a great crop of bulls and heifers. Our Zemke EZ Top sire gave us a fine crop of high-octane progeny calves and is continuing into this Spring 2025 herd crop. We are especially pleased with our young Kruse Farm Beefmaster cows (K-313, K-315, and K-317) from Wisconsin with their second calves and soon to be donors of our other high-octane D' Elite (L BAR 7301) and other Zemke ZEDD, and EZ Top sires. We have also ordered high performance semen from our EU breeders in Italy to be used with our donors to create some great EU qualified embryos to US and EU breeders.

OUTGOING

We were pleased to sell a nice set of 8 embryo matings to a new breeder in The Netherlands at the end of 2024. This extended our embryo exports to EU to almost 100 during 2024. These were all new bloodlines from our earlier exports to Europe. The European breeders have developed their own mature sires and donors while using natural and AI breeding on other crosses for beef production. Shay and Susan O'Neill of Seaview Farms near Belfast on the North Sea have been selling their beef on their internet food sales market across the UK. The EU market has done well growing to its current set of breeders in the various countries.





WHAT DOES SUSTAINABILITY MEAN FOR THE BEEF INDUSTRY?

In 2025, the first quarter of the 21st Century will be ending. The year 2025 has been a key milestone for many environmentalists and social activists worldwide. The sustainability goals have also demonstrated how profitability must be a mainstay for any future industries and infrastructure. The Sustainability improvement initiative's next pivotal year is 2030 with dire predictions if social and climate goals are not in place as soon as 2050.

Dorothy and I visited London in 2022 and Amsterdam in 2023 to attend USDA Ag Summits with Ag Ministries in those countries. Sustainability has been a fundamental aspect for action planning across Europe. At the London event, we met Texas Dept of Agriculture Commissioner Sid Miller and discussed mutual amazement of the "sustainability" focus across all industries in UK and EU as we passed through the airports and on billboards, transport, and all advertising for food and services. We do not see anything like that at home in Texas. The climate side of the stated goals may be open to debate, but the need for suitable profitability is a common-sense driver to any beef industry member. In Amsterdam, the governments were invoking policies for restaurant serving portions, farm policies to reduce dairy and beef herds, limiting grain and cheese production, and closing animal transport options. Kind of scary stuff. Back home, we researched what this was all about and how we could be affected in USA.

The UN Climate Change Forums over the past 3 decades have set goals for governments and industries focused on greenhouse gas emission reductions and carbon sequestrations with ambitious target dates for plans and actions in all industries worldwide. The UN Rome climate meetings in 2013 identified emission assessments and mitigation needs in 2030 for agriculture, including all cattle. But not just climate change drivers. Profitability in the beef industry has been targeted with the goal of doing more with less in order to assure "Sustainability".

The US Roundtable for Sustainable Beef (USRSB) is a multi-stakeholder initiative developed with the mission to advance, support, and communicate continuous sustainability of the U.S. beef value chain. The priorities include air & greenhouse gas emissions, land resources, water resources, employee safety, animal health, and higher efficiency & yield. The beef industry sectors include cow-calf, feedyards, packer & processor, retail & food services. The US National Cattle Breeders Association (NCBA) has signed on to meet these sustainability targets and enlisted universities and breed associations- such as BBU.

Some of the target deadlines have already passed. USRSB set targets for climate neutrality by 2050. There are scientists who have already addressed infrastructure requirements including electric farm tractors and cattle transport that confirm 2050 cannot be met. For cow/ calf producers, NCBA set climate neutrality of U.S. cattle production by 2040, ten years earlier. That date can definitely not be met. But there is light at the end of the tunnel



There are intermediate goals that include primarily planning. Planning is relatively easy. Making things actually happen is harder. There are specific target goals for 2025 and 2030 that are already being extended. For cow/ calf producers, 385 million acres must be covered by a written grazing management plan by 2050. That includes your pastures and mine. You will need to conform your herd size to optimum yields within that plan or get rid of pastures and/ or cattle.

The 2024 Election brought another look at the overall climate concerns and need for wholesale changes in the US Agriculture industry. While some of the environmental actions may no longer justify emission driven panic for sustainability concerns, the profitability improvement plans for greater yields and better-quality standards can be very useful to cattle ranchers across the country.

By 2050 (just 25 years away), the world may see a whole different make up of cow/ calf operations with moderate size, higher feed efficiency, higher carcass yields, improved fertility, healthiest and docile breeding cattle with proven data to confirm their existence. Highest EPD cattle with AI to highest EPD sires will be an economic driver. Some current popular breeds may not meet the sustainable criteria- by any means. For NCBA, that defined goal is only 15 years away....

WHAT DOES SUSTAINABILITY MEAN FOR BEEFMASTERS?

Tom Lasater solved this puzzle almost 100 years ago. Tom did not know about any coming 2050 sustainability crisis. He designed Beefmasters for greater profitability within the economically driven Six Essentials. European beef producers are recognizing the proven sustainability benefits of Beefmasters to improve production:

- Proven fertility records for first calving, within 2 years of age- then annual calving.
- Proven weight gains in feedlots for early harvest at optimum yields.
- Proven carcass quality with marbling and intra-muscular fat with optimum size cuts.
- Proven terminal genomic traits.
- Proven maternal genomic traits.
- Proven hardiness & adaptability -tropics to mountains - deserts to harsh cold winters.

Scientific research in USA and in Europe confirm that:

- Beefmasters are documented leaders for feed efficiency by USDA Meat Animal Research Center in Nebraska in 2017 on 17 most popular beef breeds in USA.
- Scientific research confirmed Beefmasters provide the highest heterosis (hybrid vigor) for cross breeding in all bovines (dairy & beef) worldwide- per U. of Bologna in Italy in 2017.

European breeders and other Asian breeders are seeing the need to use Beefmaster genetics and exploring how to develop their own herds. The new AABI European Beefmaster Association is working with the European Community of 27 Nations to establish the first American beef breed herdbook across Europe based on Beefmaster purebred genetics.

All they need to solve their sustainability goals is to use Beefmaster genetics in their current herds!



“OLD ARMY” AGS LOVE “GOOD BULL” STORIES. NOT ALL ARE “B.S.” THIS ONE IS A TRUE TALE!

“THE LEGEND OF ‘DD-GABRIEL’ ”

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.

The Dbl D Bar Beefmaster Ranch participated in Gary Frenzel’s “Beef On Forage” Bull Performance Test for several years. In about 2010, we had a bull calf out of our ‘Angelo’ sire that tested well and was in the top 10 of the Annual Sale in Brenham. He sold at a premium price at auction. We were very pleased and proud to see he was going to be a quality breeder.

About 7 months after the sale, Gary called to let me know that the buyer was not pleased with the bull, and I needed to buy it back for what the bull sold for. That was the policy regardless of the 6- month warranty. We honored the BOF return obligation.

The explanation Gary gave was that the buyer never saw the bull mount a cow in his pasture and would not breed his daughter’s fat show heifer.

“Gary, his daddy is a night breeder we use on all our heifers, and he breeds 100%. You know fat show heifers are not good breeders either.”

“Doyle, I know all that but “Beef On Forage” has our return policy that we need to honor.”

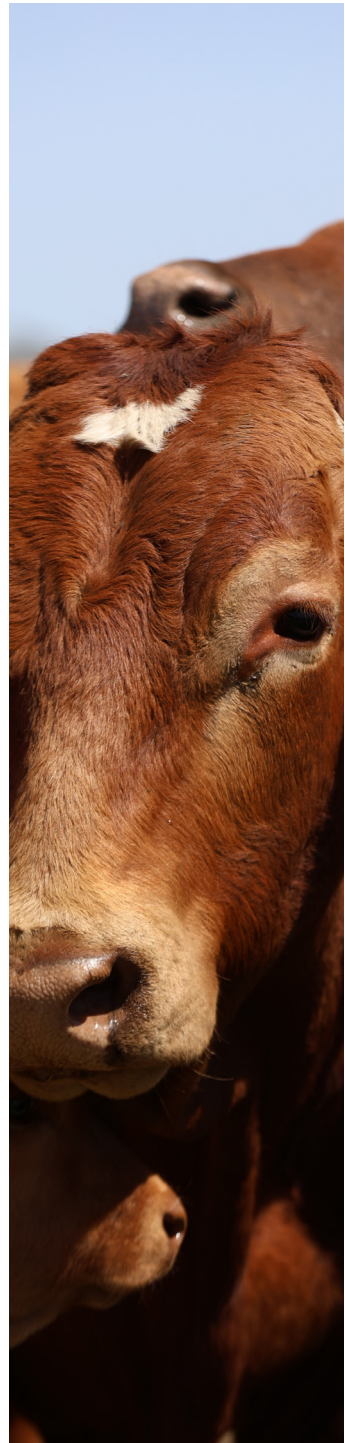
“But Gary, he has used him for 7 months so he may have a bunch of bred cows in his pasture.”

“Doyle, the buyer said that his vet told hm that he may just have a low libido, which can happen.”

“Gary, you mean that bull is GAY?”

“Well yes sir, that’s what they say!”

We brought the GAY bull home and put him in a pen of recently calved cows and 2 young heifers. Within 6 weeks, all females were confirmed pregnant. That GAY bull earned his new name “Dd-Gabriel”. A commercial breeder near Giddings saw him in our front bull pen and took him home for his commercial herd. “Dd-Gabriel” enjoyed his remaining years creating several hundred top commercial steers and heifers. This converted that breeder from Brangus to Beefmasters on his herd. We sold that commercial breeder 3-5 bulls per year until he retired from the cattle business.





DD- HEALTH ADVISORY

“EAT BEEF- COMBAT VEGETARIAN DISEASE”

DBL D BAR Ranch practices what we can do best to benefit and protect the environment, our local water resources, our grasses, our local wildlife, the air we all breath and all our cattle, ducks, chickens, pets, neighbors, and family members. Raising top quality sustainable beef is one of the most important things we can do along these lines. This is not just an economic ideal but a focus on general health improvement to “Make Us Healthy Again. One such affliction we recognize is known worldwide as “vegetarianism”, a chronic disease impacting happiness and nutrition.

We all know the importance of a healthy diet for nutrition, energy, growth, and disease prevention. This is true for young children, growing teenagers, athletes, seniors, workers, military, and other career professionals. It is also important for the pursuit of happiness and the enjoyment of flavorful, tender, and succulent meals of prime rib, filets, ribeye steak, chuck roast, chicken fried steak, and wonderful beef stews, burgers, chili, and other meat sauces.

Mankind’s diet developed from initial gardens and apple orchards to more carnivorous meals of game meat, fish and fowl. This has been true on all continents across the globe. Wild game became domesticated to provide regular milk, cheese, beef, eggs, chickens, mutton/ lamb, pork, and even equine cuisine. In some areas of the world, the population had to avoid carnivorous appetites for religious reasons while some sustained life on just rice, barley, oats, or other such grains. Maritime proximity required dependence on seafood diets. These diets have led to low protein related diseases and other nutritional deficiencies such as lack of bone marrow, skeletal issues, and even mental loss.

Today, some lifestyles have focused on sacrificing carnivorous appetites with full reliance on vegetable products with limited egg, cheese, and fish to become “vegans”. Other people have banned all animal, fish, fowl, or seafood products for complete reliance on only vegetables and/ or grains. These people practice another form known as “vegetarianism.” Many have become addicted to this non-humane way of life.

Our DBL D BAR Ranch is dedicated to helping convert these poor souls to a more joyful existence, free of these syndromes. We have experience with several foreign guests at our ranch from across Europe and Asia who arrived as lifetime Vegans or Vegetarians but left as Beefmaster aficionados.

We have entertained guests from Thailand, Poland, Italy, Ireland, Romania, Croatia, Slovenia, and Türkiye at our ranch over the past 15 years. These were educated veterinarians, geneticists, and agricultural ministry or university officials that included vegans before we grilled steaks in our OK (Outdoor Kitchen) Corral. When our other guests expressed “shock and awe” at the wonders of the tender, juicy, smoked steaks, almost every vegan guest gave in for a taste test. This resulted in major beef carnivores returning to their home countries.





We've had great success converting key Turkish vegan guests. A pair of Turkish Veterinarian and Genetic specialists arrived on a mission to evaluate our semen collection and embryo flushing operations as part of the approval process to import Beefmasters into Türkiye. One Veterinarian announced on arrival that he loved working with beef and dairy animals but was raised as a strict vegetarian all of his life. We planned to serve him a Cajun Red Beans and Rice dinner while we grilled sirloin steaks from a recent steer we raised. The doctor watched us grill thick juicy steaks then saw his colleague sample a cut and marvel at the flavor. He finally asked if he could try a sample "to be hospitable". He never looked back and consumed a 24 oz cut then another 16 oz later that evening. For the next 10 days, he never ate a salad or any vegetables at any meal. Only beef three times a day. He was "cured".

EAT BEEF! BE HAPPY!

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.

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.

