

For Immediate Release
FAIR PLAY, SC
January 10, 2011

Contact: Doc or Patricia Spitzer
spitzeranch@mindspring.com or
(864)972-9140 or (864)710-0257

Spitzer Ranch Reveals Superior Carcass Ultrasound Scans in Bulls for February 26, 2011 Professional Cattlemen's BRANGUS Bull Sale

Spitzer Ranch has been collecting ultrasound data to measure carcass characteristics on all yearling bulls and their sisters since 1998. Ultrasound technology has clearly been accepted by the beef industry as a way to select for increased muscling {rib eye area (REA)} and increased eating quality, i.e. more Choice or better carcasses {% intramuscular fat (%IMF)}, while decreasing waste fat and achieving a more desirable Yield Grade {rib fat thickness (FAT)}. Averages for bulls offered in this year's sale are a **12.5 square inch REA** and a **3.59% IMF** with **only 0.18 inches FAT** on 1100 pound bulls. Sixty seven percent of these bulls have REA greater than 12 sq. in. while 86% have IMF over 2.5%. In fact, over one half of these bulls have IMF better than 3.5% with several having IMF over 4%. These genetics are "bred in" to the Spitzer Ranch Registered Brangus cow herd as the sisters to these bulls averaged a **9.7 square inch REA** with a **4.73% IMF** at **only 0.19 inches FAT** at a weight of 835 pounds.

Since the beginnings of Spitzer Ranch in 1982, they have not only based selection decisions on "Curve Bender" bulls with low birth weights and increased growth; but on a genetic base which does the work for you on increasing carcass merit when bred to your cows. Whether or not you retain ownership and feed your calves to slaughter or are building a reputation for calves for which buyers are willing to pay a premium, you need to place emphasis on selecting bulls that improve carcass. Spitzer Ranch bulls supply you with the balance of traits necessary to move your calves to the forefront of what are in demand in today's Beef Cattle Industry.

A quick reminder of exactly what these measurements indicate. Rib eye area is measured in square inches and adjusted to 365 days of age. The rib eye is the largest muscle in the carcass and therefore the best indicator of overall muscling; and is highly correlated with pounds of retail beef from each carcass. A feedlot finished animal with a REA of 10 to 14 sq. in. targets animals with acceptable “steak size” with a REA of 12-13 sq. in. being most in demand. Percent intramuscular fat measures the marbling in the rib eye muscle again adjusted to 365 days of age. A 4% IMF would get a finished animal into the Low Choice quality grade. We also know that yearling bulls have less IMF and the consensus of data indicate that bulls will have 1.5 to 2% less IMF than if they were steers. Therefore, a yearling bull with an IMF value around 2.5%, mated to cows with the same genetic potential for marbling, would produce calves which would fall into the Low Choice quality grade. If a cow herd is deficient in quality grade genetics then obviously selecting bulls with a higher %IMF would be desirable. Rib fat thickness is measured in inches and also adjusted to 365 days of age. Fat thickness (waste fat) is a good indicator of percent retail product and Yield Grade. In general, bulls with lower FAT measurements will sire calves with less fat and therefore lower Yield Grade.

Volumes of research have determined these measurements on live bulls and heifers are highly correlated to carcass data from their progeny. The heritability of these carcass traits are moderate to high, and the genetics will be passed to their offspring. Ultrasound measurements predict carcass traits very accurately and Ultrasound is now the routine tool used by the entire beef industry to sort animals for REA, Marbling and Waste FAT.

The Spitzers extend to you a personal invitation to their Eighteenth Annual Professional Cattlemen’s Brangus Bull Sale and Commercial Brangus Female Sale to be held at the ranch in Fair Play, SC on **Saturday, February 26, 2011**. Please contact them directly if you wish your

name added to their mailing list for a printed copy of their Newsletters. These Newsletters always provide current Bull Test Performance Reports as well as educational tips, inspiration and insights into a wide variety of timely topics of interest to those cattlemen whose goal is increased profitability. Just call 864/972-9140, write SPITZER RANCH, 1511 HWY 59, Fair Play, SC, 29643 or email spitzeranch@mindspring.com. Also, be sure to visit them at www.srbulls.com and follow their posts and QUOTE OF THE WEEK on Facebook.

END