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Preparations For Your Bull Selection At This Spring's Bull Sales

South Carolina may not be your first stop when your mind searches for a supplier for your next herd sire, but maybe it should be. *“Top commercial operators know that good-performing bulls are one of the best and quickest ways to improve a calf crop and their profit. Therefore, they don't mind traveling to where the bulls are to get them.”*, says E. C. Larkin, Editor of Gulf Coast Cattleman. The Spitzer Family of Fair Play, SC has spent over 30 years earning the reputation as one of the upper tier producers of Brangus bulls for both commercial and registered producers. Their genetic selection program has consistently been based on beating down birth weights, ratcheting up growth, supplying breed leading carcass quality competitive with any breed and quality replacement females. If your cow herd needs a shot of heterosis that only “BOS CROSSING TO BRANGUS” can supply, give them a look.

The Spitzers offer the following tips in your search for your next bull purchase regardless of which breed or where:

1. Find a breeder that understands the beef industry and is willing to understand your unique herd management and production system. It is important to find long-lived integrity and very important to establish an ongoing sustainable relationship with a reputable Seedstock Breeder.
2. When you search for bulls, get it in your mind that you are selecting a “package of genetics” and not just a bull.
3. Recognize that buying your next “genetic package” is going to take some mental effort on your part if you want to be sure you make the correct choice.
4. Understand and utilize all the information you can obtain, but recognize what traits directly affect your profitability and what traits need improvement in your cows.
5. Understand that more is not always better and if you do not need to improve a trait,

don't be afraid to keep it at the current level of performance in your cow herd. 6. Always use EPDs rather than actual performance figures as EPDs are always the absolute best representation of the genetics a bull will transmit to his sons and daughters.

Additionally, you should think of a bull purchase a long term decision. For Professional Cattlemen, especially those retaining females as herd replacements, that buying decision will have an impact on your herd and the genetic potential of your cows for years. The daughters of your new bull will influence your herd and your long term profitability and maybe your economic survival throughout their productive lives. Saving replacement females will over time mean that bull's genetics will make up half of the genetics of your herd so it is imperative you make the right selection and absolutely not make a mistake.

Your potential bull supplier knows more about their genetic selection program and their bulls than anyone else. Ask him or her about their current bulls for sale, their long term genetic selection program and where they believe their genetics fit in the beef industry. Additionally they should be helpful in what their bulls can do for your cow herd. If they cannot articulate those important thoughts on how to improve your herd and its profitability - go elsewhere. Finally, set your standards and stick to them. Do not settle for less than what you need, deserve and expect. Demand quality from the operation selling you your next "genetic package" in the form of a herd bull.

Dr. Joe Massey of the Brangus Association relates, *"There is probably not a more important decision you will make from year to year than selecting the right bulls for your operation since it will drive your ability to produce revenue and control cost. You can always seek advice but unless you know the right questions as it relates to your breeding program the likelihood of getting good advice becomes suspect at best. Define your*

breeding program; know your breeding program and results; and find the genetic measuring tools that best help you select the right bulls for your operation.”

If you desire more detail and a complete performance report on bulls available in their annual sale, please call 864/972-9140, write SPITZER RANCH, 1511 HWY 59, Fair Play, SC, 29643 or send an email note to spitzeranch@mindspring.com. Those on their mailing list have already received the WINTER 2013 NEWSLETTER with a listing of all bulls offered at the **2013 SPITZER RANCH PROFESSIONAL CATTLEMEN'S BRANGUS BULL SALE** scheduled for **SATURDAY, FEBRUARY 23, 2013** at the ranch near Fair Play, SC. Sale catalogs will be in the mail in early February and it's sure not too late to get one mailed; or you can download a printable copy at www.srbulls.com.

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