



# Dalebanks Digest

Fall 2020

## Bull Sale Nov 21, 2020 -- It's Time

Without a doubt, all of us have been involved in changing times over the past six months. All Americans' daily lives have been altered during this time of uncertainty surrounding COVID-19 and the various reactions that have ensued. In a time when there seems to be more questions than answers around us, we owe it to ourselves to analyze the current scenario with as little emotion as possible and decide how best we continue our farms' and ranches' objectives; the first being **sustained profit**.

One of the first observations that must be made is that volatility is here to stay—at least for a while. Many of us thought commodity markets were unpredictable in the recent past, but 2020 has made most other recent gyrations pale in comparison. Another fact for cow-calf producers: managing costs and improving production efficiency is more critical than it has been in decades. And finally, a piece of welcome data: consumers love—and are willing to pay serious money for—high-quality beef.

So how do we best address the three seemingly unrelated observations of market volatility, the need for increased production efficiency and solid beef demand? Rest assured that we have been tailoring Dalebanks genetics for decades to help meet these very challenges. **It's time** to realize their true value.

For four generations, our family has avoided fads and fluff while breeding Dalebanks genetics. We live in the real-world beef industry, as do our customers, so it is imperative that our selection and management maintain a balance of profit-driving traits. While there have been times in the past that this has been contrary to cattle breeding trends, we have always believed that offering Practical, Profitable Genetics will keep our customers—and therefore, us -- in business for the long haul.

This disciplined approach to cattle breeding rarely results in exceptional individuals in one or two traits, but we believe that it DOES result in genetics that keep folks profitable in times like these. If you have ever considered adding Practical, Profitable, Dalebanks Genetics to your herd, **it's time**.



*As in the past, the bulls enjoyed their summer on native Flint Hills grass.*

## Practical. Profitable. Genetics. Bull Sale 11/21/2020

12:30 pm - Held in our new, spacious sale facility NW of Eureka, KS

140 bulls - 14-20 months old Forage-developed for optimal gain and soundness

Bulls still walk through the ring Online bidding also available through *cci.live*

Sons of: Tahoe, Glory, Southern Charm, Broken Bow, Niagara, Patriot, Sure Fire and others

**Contact us today to receive a catalog!**

## Dalebanks Angus earns CAB seedstock honors by Miranda Reiman

Doing right by their customers means raising the best cattle they can. For the Perrier family of Eureka, Kansas, that's a philosophy, business model and family code all wrapped into one.

Matt, Amy and their children, along with his parents Tom and Carolyn Perrier operate Dalebanks Angus. The designation traces back to ancestors who kept a bit of their English heritage alive with their farm name when they settled the Kansas plains.

"Our breeding philosophies are generations deep," Matt Perrier says. His great-grandpa saw these "unique" cattle at the American Royal in 1903, and brought the first Angus to their ranch the next year. Then his grandpa crafted a simple phrase, which the family has further distilled to the tagline for their whole program: "Practical, profitable genetics."

The Perriers say strength in their customers' bottom line means strength in their own, and profitability has to happen at every step along the beef chain.

Dalebanks Angus recently earned the 2020 Seedstock Commitment to Excellence Award from the *Certified Angus Beef*® (CAB®) brand.

### Always improving

As a boy, Perrier remembers concerns with lower beef demand and a fledgling high-quality Angus beef brand. Anyone who thought CAB was a real target? "They got laughed at," he says. "When I see that logo, I see folks who believed there was a reason to breed cattle that met consumers' demand. I see folks who shrugged their shoulders and said, 'I don't care that the rest of the industry is telling us to go the exact opposite way.'"

Yet, it took an entire shift in the industry before it made sense to everyone.

"We needed a way for cattle—that were more desirable for our consumer—to get rewarded for that kind of production. It wasn't happening in the '80s and early '90s," his father says. "Now it has accomplished what it set out to do...and I'm glad that we've been a little part of that."

It's one of the reasons his son carries on the tradition of keeping cattle consistent, moderate in size and balanced for all traits, while making improvements on multiple fronts.

"We know we could breed cattle that are fancier, but we also know through the centuries, our customers have looked to us, not just for prettier cattle or cattle that excel in one trait, but that are profitable for them," Perrier says.

The sale book is full of cattle that bear the Targeting the Brand logo, signifying bulls with a higher likelihood of siring calves that reach 50% CAB brand acceptance or better. The 2019 book featured 109 bulls with the mark, or 73% of their offering.

"Hopefully that proves, even though we breed for bulls and females that are of exceptional maternal value, we're making simultaneous improvement in both of those areas," he says.

Perrier spent seven years as a Regional Manager and later Director of Commercial Programs for the American Angus Association and Tom served on the board in the '80s—they both know programs only work with participants and advancements in breed only happen when the data informs tools.

"We still have to recognize that Mother Nature and the environment we're in is either a pretty powerful ally or enemy," Perrier says. "If we try to use



technology and overcome her completely and feed our way out of ‘problem cattle’ to cover up an issue in the genetics that should have been allowed to show, then we get ourselves in trouble.”

So he’s honest with himself and the cattle are honest with him. They learn to walk to water and travel on the rocks and hills, or they don’t stay.

But the family that came back to the ranch? They’re here for the long haul.

“I watched my mom and dad fight through the ’80s and keep the thing together. I heard stories about my grandmother and others in the family keeping it together though the Depression and a couple of world wars and everything else,” Perrier says. “There was a certain amount of duty that I felt, that I had to make sure it didn’t end with my generation.”

Ava was a baby when they made the move back home. Now 17, she’s a big help on the ranch, along with her siblings Lyle (14), Hannah (11), Henry (9) and Hope (1½).

There’s plenty of opportunities for teaching and observing, both technical skill and the value of hard work. It’s proven a great place to learn about life.

“We try to be constant learners and get better every day in whatever we’re doing. With our faith, with our sports and activities, with our school and learning and with our work around here,” Perrier says. “We try to make ourselves and those around us better every day.”

*CAB recognized its 2020 honorees at the brand’s virtual annual conference on September 23 and 24.*

## Decisions, decisions

by Matt Perrier

We are often asked how we choose AI sires, embryo donor females, replacement females and bulls in the Dalebanks breeding program. While we use all the proven technologies and tools available, we still employ the most practical approach possible as we make these important genetic selection decisions. And we believe that if we spend the time and energy to make the right selection decisions up front, it will simplify the process—and minimize risk—for our customers’ on sale day.

In its simplest form, our decision tree is as follows:

1. Evaluate today’s—and tomorrow’s—market drivers in the industry
2. Analyze the strengths and weaknesses of our—and our customers’—cowherds and progeny
3. Prioritize traits to address items above
4. Use proven decision making tools (moderate and high-accuracy EPDs) to find potential genetics that meet these needs
5. Evaluate pedigree, data predictability and herd complementarity
6. Gather information about progeny from cattlemen already using new genetic lines
7. Reduce list to a manageable number

The evolving industry structure, U.S. cattle cycle and consumer preferences are just a few forces that cause us to subtly shift our trait priorities every few years. But it’s our communication with our customers that really drives these decisions. Decades ago, customers indicated that they needed more frame size, then weaning performance, then more marbling. Today, we maintain or incrementally adjust these traits, while focusing even more emphasis on necessity traits like **reproductive efficiency** (HP EPD) and **soundness** (Claw shape/ Pastern Angle EPD and udder scores). As progress is made in these areas, we will strive to maintain sufficient levels and will then focus on the next traits that are needed to improve our customers’ profitability.

We believe that our time invested evaluating, analyzing and prioritizing this information enables our commercial customers to safely choose bulls that will help improve the marketability of their calf crop without sacrificing the traits that they have spent decades to build in their cowherds.

As with all of our practices, we welcome your questions and input about the genetic selection process. Your feedback is essential as we develop Practical. Profitable. Genetics. for your herd.

### Contact us today for your catalog!

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and follow Dalebanks Angus on Facebook and Instagram!

*Dalebanks bulls are:*

*\* backed by 116 years of balanced-trait*

*breeding for the commercial cowman*

*\* evaluated for genomic & growth traits*

*\* forage developed \* fertility tested*

*\* foot scored & sound\* freeze branded*

*\* docile*

*\* ready for turnout*

Dalebanks Angus  
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Eureka, KS 67045



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# IT'S TIME.

For 116 years, Dalebanks genetics have been selected and managed for times like this.

Regardless of the world around them, they are bred to optimize production traits while minimizing cowherd costs.

They are dependable, rugged and reliable... just like the customers who buy them.

It's time to put Practical, Profitable, Genetics to work in your herd.

## IT'S TIME FOR A DALEBANKS BULL.



## ANNUAL BULL SALE

**SATURDAY, NOV. 21, 2020**

**12:30 PM. NW OF EUREKA, KS**

Selling 140 yearling & coming 2-year-old bulls

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