

North Carolina Angus Association Holds Regional Tours and Field Day

Submitted by: Sharon Rogers

North Carolina Angus Association members, friends and family all gathered for the recent association sponsored tours and field day. A special thank you to all who took the time to prepare such a great two days of events and for everyone who came out to be a part of the programs.

All of this year's events were centered in the Stanly County area of our state. The tours began on Friday at Elaine Moore Cattle Farm in Albemarle, the farm has been in the family for over 200 years. Elaine's father was a dairyman and growing up on dairy farm certainly helped to instill her strong work ethic that she continues today. Elaine enjoyed the dairy industry and served as a DHIA supervisor. Her current herd was even started with five dairy cross heifers back in the early 1980's. Elaine spoke about her time and commitment to developing her herd of cattle. She stated early on they choose to purchase lower end bulls to save money but once she purchased her first "high dollar" bull as she called it from Pioneer Seed Company the farm immediately saw a drastic difference in the performance of their calves. So today her philosophy is to buy the best bulls she can find to continue to make even more improvements. Elaine maintains about 75% Angus genetics in the herd. She finds two traits to be very important to their overall success and those are weaning weight and fertility. Steer calves from her fall 2015 calf crop were weaned and sold with a pay weight of over 770 pounds. Not only are her steer calves in high demand but there is a waiting list for area producers wanting to purchase her replacement heifers for their herds.



The next tour stop was Harward Sisters purebred Angus farm in Richfield, NC. Owners Brooke, Catherine, LeAnn, Mattie and Marcie Harward began their Angus herd with females they used in their junior heifer projects and they continue to have success exhibiting Angus cattle from their herd. They want to produce eye-appealing females and bull that

would succeed in the show ring but also excel in the pasture. Their current herd is made up of predominately registered Angus but they also have a few Simmentals, Red Angus and Charolais females. Many of the cows were currently nursing really growthy, eye appealing bull and heifer calves sired by some of the most exciting bulls in the Angus breed today. As their herd continues to grow they have started to market a few select females and bulls to lucky buyers in the southeast.

During the tour stop Marcus Harward also discussed the family history of the farm and explained the production system they use for the family's commercial cow herd, Rocking H Cattle Company. Their forage base is predominantly fescue and all of their cattle are on farms within thirty five miles of their home. They market their calves in an all-natural feeder calf program through the Stanly County Livestock Market as well as in truckload lots to the monthly Mid-Atlantic Cattle Sales video auctions. Their replacement heifers are sold in special sales in the fall and spring. Marcus and the girls have separate



herd that both meet different needs of today's beef industry. The Harward family then treated everyone to a beef barbecue dinner. This gave members and guest a time to learn what their fellow producers were doing to make their herds successful. Bryan Blinson, Executive Director of the North Carolina Cattlemen's Association talked with attendees about the value of being involved in organizations that work to educate producers and the public about

beef production. He stated it is more important than ever to be strong advocates for the industry. American Angus Association regional manager, Chris Jeffcoat also spoke about the many programs American Angus offers to benefit the commercial producer, such as the GeneMax suite of DNA tools which can assist them in making more reliable selection decision.

The Saturday field day was held at the Stanly County Livestock Market in Norwood, NC. Once again the Harward family went out of their way to open up their sale barn to host the educational program. NCAA members Bruce Shankle and Marcus Harward presented an excellent program on the USDA feeder cattle grading system and how the grade influences the price for each animal. Jessica Morgan, Anson County Agriculture Extension Agent, assisted with the educational program by developing an interactive computer program which allowed each participant to have a "clicker" to respond to questions from the instructors. Audience members were asked to assign grades for frame size and muscle score as well as determine the age and overall condition on several calves. Bruce and Marcus did an excellent job of selecting a variety of calves to test everyone's skills. The session provided information on feeder cattle grading and both gentlemen were able to offer some of their own personal experience on what cattle buyers in North Carolina need and want to purchase to be successful. NCAA member and past AAA President Joe Hampton concluded the program with some insight into how NC Angus members could be more effective at meeting their customers' needs before, during and after they have made a bull or female purchase.

A special thank you to everyone who worked so hard to make the 2016 tours and field day a huge success. If you missed them this year they will be in eastern North Carolina next year.