

Marshall Cattle Company

**Owners/Managers: Troy and Lorna Marshall
Burlington, Colorado**

Marshall Cattle Company is a first generation Angus and SimAngus seedstock operation that includes 270 registered females located in Burlington, Colorado. Their mission statement is *“to provide revolutionary genetic solutions that provide value and maximize profits for our customers. We are dedicated to ensuring a thriving beef industry for the next generation while conducting ourselves in a manner that reflects our faith in God.”*

They purchased their ranch 13 years ago and recently hosted their 10th annual production sale in eastern Colorado. They have both a spring and fall breeding program to spread out labor and the use of high quality clean-up herd sires. Their program relies heavily on AI and ET to multiply the impact of their best genetics and high accuracy, balanced trait sires that excel for the economically-relevant traits of beef production.

Marshall Cattle Company is the home of “SuperMamas”; to them, that means females that are designed to thrive in the harsh eastern Colorado environment under commercial conditions. Their females must be moderate framed, easy fleshing, structurally sound, good dispositioned, nice uddered, and reproductively efficient with appropriate levels of milk. Recently, they have collected feed efficiency and PAP data in addition to the more traditional traits. The labor force on the ranch consists of Troy and Lorna Marshall and their three children, along with a spring intern. Because they are a first generation operation, they know they would not be where they are today without the help and support of many neighbors and friends. Each year at the beginning of their bull sale, they present the “Above and Beyond” award to someone who has truly gone above and beyond the call of duty to make their success possible – friends, neighbors, extension agents, veterinarians, customers, cooperators, and this year their auctioneer! They know their future success depends on customer satisfaction, honesty and integrity. Repeat customers, long-standing relationships and genetic value are what they strive to produce.

Marshall Cattle Company is proudly nominated by the Colorado Cattlemen’s Association and Colorado State University.

Schuler Red Angus

**Owner: The Darrell Schuler Family
Manager: Butch Schuler
Bridgeport, Nebraska**

Schuler Red Angus is located in the panhandle of western Nebraska on Lawrence Fork Creek. Darrell and Mary Lou began raising commercial Herefords there in 1959. By the 1970’s, they were using Red Angus bulls and discovered that the crossbred calves were superior to the ranch’s traditional straight-bred cattle. A registered Red Angus herd was started in 1976 to develop genetics for the ranch’s commercial herd and provide seedstock for neighboring ranches.

The seedstock herd expanded in the 1980s and continued to improve through the use of artificial insemination, performance-testing and a data-based breeding program utilizing EPDs. Customer input and feedback from meat-packers regarding the ranch’s finished commercial cattle encouraged the Schuler’s to begin collecting carcass data in 1991. They later developed structured carcass tests utilizing their own and customer cattle. Today, over 25% of Red Angus’ high-accuracy carcass trait sires have been proven by Schuler Red Angus.

A composite seedstock herd called “Schuler Reds” was started in 1992 which utilizes Red Angus, Simmental and Gelbvieh genetics giving Schuler Red Angus customers the opportunity to add heterosis and breed complementarity via a simple cross-breeding system.

The current ranching operation encompasses 17,000 acres including 2,000 acres of private pasture leases and 1,250 acres of irrigated farm ground. Butch and Susan Schuler with their children Stephanie and David manage the operation of approximately 1,000 head of spring calving females. The Schuler’s hosted their 32nd production sale this spring selling 150 registered Red Angus and Schuler Red composite bulls.

The Nebraska Cattlemen and the Red Angus Association of America are proud to nominate Schuler Red Angus.

Shelton Angus Farm
Owners/Managers: W.H. “Buddy” Shelton
Gretna, Virginia

Shelton Angus Farm is a family operated registered Angus seedstock operation in Gretna, Virginia. The farms are located in Pittsylvania County which is historically one of the largest tobacco producing regions in the southeast. The registered herd was established in 1963 by Walter H. and Ruby Shelton. Management of the cattle became the responsibility of W.H. “Buddy” Shelton Jr. in 1988 after he returned to home post-graduation from Virginia Tech.

One hundred twenty brood cows are maintained on an all fescue grazing system. The herd is exclusively fall calving, which is typical in south-central Virginia. The herd has been on a 100% A.I. breeding program since 1988. Bulls are developed collaborative with other seedstock breeders in the region, and historically marketed through the Virginia BCIA program, until five years ago when Shelton Angus initiated their own annual fall bull sale.

Genetic improvement in the herd centers on functionality and adaptability to the region’s fescue environment, along with economically relevant traits to their feeder cattle-producing customers. Embryo transfer and genomics are key technologies which have assisted in the advancement of the herd. Additionally, Shelton Angus focuses on customer service by providing group backgrounding and marketing opportunities to their clients, as well as facilitating retained ownership and collection of carcass data which benefits both their customers’ and their own breeding programs.

Buddy Shelton has been an active leader in agriculture, including serving as President of Virginia Angus, President of the Pittsylvania County Cattleman’s Association, along with being engaged in Farm Bureau, 4-H and youth groups, and his local church.

Shelton Angus Farm is proudly nominated by the Virginia Beef Cattle Improvement Association.

Wedel Red Angus
Owners/Managers: Frank and Susan Wedel
Leoti, Kansas

Wedel Red Angus is located in the short-grass country known as the High Plains of western Kansas. Frank and Susan Wedel own the seedstock operation, which is located 15 miles northwest of Leoti, KS. Their introduction to Red Angus began in 1989 when they purchased their first Red Angus bulls to help solve calving-ease problems in their commercial cowherd. They purchased their first Red Angus heifers in 1990 and began selling bulls in 1993. The first few years they sold 30 to 40 bulls per year private treaty. In 2001, they held their first production sale. At that time, they determined that to be a viable seedstock supplier they needed to expand their business. They sold their commercial cows and focused on the seedstock business. This year they will sell more than 140 bulls and make 500 matings.

Their cowherd includes Red Angus as well as Sim/Red Angus and Char/Red Angus hybrids. The mature cows graze year-round northeast of Wallace, KS, using an intensive rotational grazing program. The young heifers spend their first two years at Leoti until their first calf is weaned, then join the mature cows.

Each year, they purchase steer and heifer calves from their bull customers. The steers are finished at commercial feed yards. The heifers are developed for replacements. Those that don’t make the cut are finished and carcass and performance data are collected and shared with producers. They sell 150 to 160 heifers in their production sale each year and about that many are bred and sold in the fall. Their motto is “*Knowing our customers is our highest priority because their success becomes our success.*”

Wedel Ranch is proudly nominated by the Kansas Livestock Association.

Wells Farm

Owner/Manager: Mike Wells
Selma, Alabama

Wells Farm, owned by Dr. and Mrs. Mike Wells, has been producing registered cattle in Dallas County, Alabama for 23 years on farmland purchased by Mike's grandparents in 1942. The original commercial cattle were mostly Angus based bred to Hereford bulls. The value of the Simmental breed was quickly seen when introduced in the late 1970's. Today, the Wells Farm cattle herd consists of approximately 90 breeding females, with 60% purebred Simmental and 40% SimAngus. Calves are born from late August until October to produce superior yearling bulls for commercial cattlemen. EPD's, carcass ultrasound and performance data are all heavily relied on to select herd sires, whether AI or clean up. All Purpose and Terminal Indices and carcass EPD's are of particular importance in the selection process. Relationships with contemporary Simmental breeders have been built over the years, whose opinions are also valued in sire selection. As a full time veterinarian and the sole employee of Wells Farm, easy keeping cattle with good dispositions are a priority.

Wells Farm has participated in seven different Alabama BCIA bull evaluations and marketing opportunities, but currently market almost exclusively by private treaty, with a select few going to the Wiregrass BCIA Forage Based Bull Evaluation each year. A favorite part of being in the Simmental business is being able to meet commercial cattlemen from all over the southeast and let them select their own bull in a relaxed environment. Many of their customers prefer to purchase bulls this way, and Wells Farm has been fortunate to sell a high percentage of bulls to repeat customers each year. Future goals of Wells Farm are to continue to replace older females with top replacement heifers to accelerate genetic improvement and to continue to strive to produce the best Simmental and Sim-Angus bulls.

The Alabama Beef Cattle Improvement Association is proud to nominate Wells Farm.

