

Hoover Angus News

October 2018

The Angus Breed Buzz

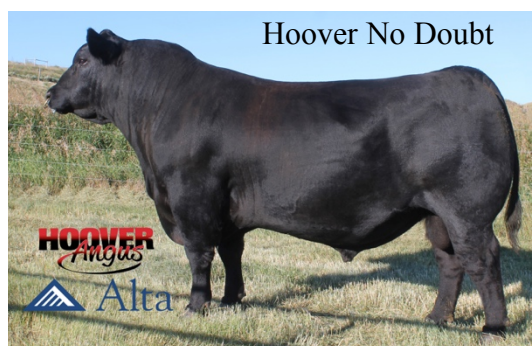
There has been a buzz in the Angus business the past year about Hoover No Doubt. Semen is not available as of this writing, so the breeders that do have it are keeping a tight hold on it!

Andy Strasburg of Marshall, WI started off the 2018 calendar year selling two No Doubt daughters in Denver at the National Western for \$30,000 and \$8000. No Doubt sons were the top selling sire group in our sale with 6 sons averaging \$11,750.

Many breeders believed the best sire group at Connealy's this past spring was out of No Doubt. Recently, Linz Heritage Angus in Indiana sold three No Doubt daughters at \$60,000, \$30,000 and \$20,000.

The top weaning weight ET calf at 911 pounds at Hoover Angus this fall (who actually beat out all non-ET calves also) was sired by No Doubt. He is a super powerful growth bull that will be highlighted in our February 5th sale.

No Doubt has four flush sisters in production at Hoover Angus, and ***we will be offering a flush on the best of these four females in our February 5th sale.*** This cow, N58, boasts a WW EPD of +83, 11 pounds above the top 1% of current dams, and a +141 YW EPD, 14 pounds above the top 1%! N58 has a total of 8 EPDs or indexes in or above the top 1% of the breed, which for a coming 5 year-old cow, is phenomenal!



Hoover No Doubt

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Baldrige 38 Special

Baldrige 38 Special once again rings the bell in the spring 2018 calf crop! Both the top weaning weight bull and heifer (non-ET) were sired by 38 Special. Next year's sale will have a large offering of 38 Special sons, as well as daughters of him and matings to him.

Visitors to the farm are continually impressed with the 38 Special progeny. With 20 herds now reporting Angus Herd Improvement Records (AHIR), 38 Special has over 200 progeny at 98 birth weight ratio and 103 weaning weight ratio, and 54 progeny with a 102 yearling ratio. He has an exciting set of EPDs below!

BW	WW	Milk	YW	Marb	RE
-.5	+82	+26	+137	+.99	+.54
15%	1%	35%	1%	10%	40%

Doc
+28
5%
\$W
+81.62
1%
\$B
+155.60
15%



Baldrige 38 Special

“Top 15” Reasons to buy from Hoover Angus



I thought it would be neat to make a “Top 5” list of reasons why you should buy from Hoover Angus. I quickly thought of 5 reasons, then realized, “I’ll have to make a ‘Top 10’ list.” Again, I quickly ran past 10 reasons, but figured I better stop at 15! For whatever reason YOU purchase at Hoover Angus, we would like to say **THANK YOU!**

15. Cow families that have been bred, born & raised at Hoover Angus for as many as 18 generations = **consistency**
14. Family owned & vested in the ANGUS business, not OTHER businesses = **your seedstock supplier is truly committed to Angus cattle**
13. Location – the majority of our customers are from Southern Iowa and Northern Missouri “cattle country” = **fescue adapted**
12. Genomic analysis on sale bulls = **more predictability**
11. Breeding focused on traits of utmost importance for commercial cattlemen – calving ease, growth, performance, and disposition = **more profit potential**
10. Detailed herd sire pages available at www.hooverangus.com = **greater access to information**
9. Bulls fed appropriately = **increased bull longevity and genetic differences aren’t masked by overfeeding**
8. Hoover Angus was one of the first breeders submitting temperament scores and foot scores = **Hoover Angus evolves with data collection & submission as our industry finds new ways to evaluate traits of economic importance, hereby creating better genetics**
7. Free boarding of bulls until May 1 = **savings on feed & labor**
6. We’re here to help – need help finding the animal(s) that best fit your goals and herd needs? Give Landi a call to help guide you through the data = **make the best buying decision possible.**
5. Closed cow herd and no cooperator herds = **minimized disease exposure**
4. Sale catalog with industry-leading amount of information = **better buying decisions**
3. Generations of genetic selection for good disposition = **safety for your family & farm**
2. Honesty and integrity stand behind the cattle = **piece of mind**
1. 90 years of commitment to the Angus business = **we’re in it for the long haul to be with you through the years!**

New Herd Sire Acquisition!

Introducing Mogck Entice, the most intriguing bull we have purchased in many years! He has a stunning presence coupled with a great set of feet and superior performance data. This spring, we partnered with TK Angus and Select Sires to own this tremendous herd sire prospect. At \$42,000, Entice was the top-selling bull in Mogck & Sons Sale.

Entice had a very solid set of performance data: BW 77 lbs., WW 886 lbs., WR 116 among 216 contemporaries, YW 1544 lbs., YR 114, IMF 4.94, ratio 118, ribeye 17.0”, ratio 114. He was the 5th top weaning weight and 5th top yearling weight bull of the Mogck sale. Entice is a very good disposition bull, which is backed by his score of “1” on the 50K genomic profile.

Entice and 38 Special were used extremely hard in our spring 2018 breeding program, on both heifers and cows. Our first Entice calves will be born in January, and several heifers will sell bred to him in our February 5th sale. For more information, visit his page on the herd sire tab at www.hooverangus.com.

BW	WW	Milk	YW	Marb	RE
+.4	+75	+32	+132	+.92	+.72
30%	3%	10%	2%	10%	20%

Doc	\$W	\$B
+33	+80.94	186.27
1%	1%	1%



Mogck Entice



The Rock

If you drive through Tingley, you will undoubtedly notice the painted rock at the east end of town at David & Joy's house. The rock was done by Bubba Sorensen (son of Mike Sorensen who works the ring at our sale). Bubba also painted a Vietnam scene in the McFarland house to honor veterans and David's military service.



Sneak Peak – 2019 Production Sale

Snow or shine, our 91th Anniversary sale will be held Tuesday, February 5, 2019 in Creston, Iowa. We will once again be offering open heifers that would make great 4-H and FFA projects. The large offering of 38 Special progeny and select few No Doubt progeny and a flush to No Doubt's sister will highlight the offering.

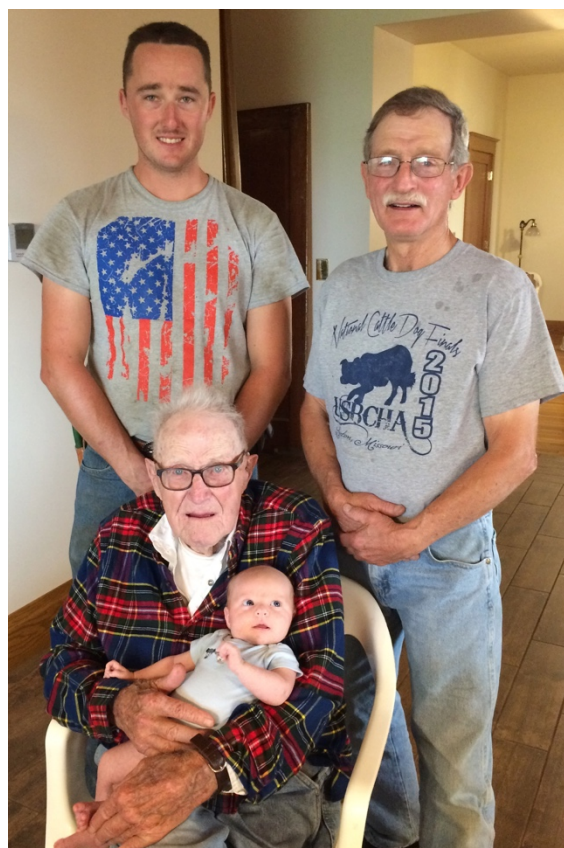
In December, photos of sale cattle will be on our website, www.hooverangus.com and videos will be available mid-January. Also, check out the comprehensive 34 Herd Sire pages that have recently been updated on our website!

Tentative sale offering:

- 75 Yearling Bulls
- 40 Fall Bulls
- 45 Spring Bred Heifers
- 25 Fall Bred Heifers
- 10 Open Heifers – Show prospects!

First BOY born into the Hoover Family!

July 17 marked a day in history – the first boy was born into the Hoover family since the birth of herd founder Walt Hoover over 100 years ago! Ty Kyle Livingston is Andrew & Landi's son, welcomed home by Big Sis Gwen. Ty was 7 pounds, 14 ounces and 21" long. He is sleeping well at night and loves making funny faces.



Four generations of the Hoover guys from 92 to less than 2 months (in their dirty farm clothes): John, David, Andrew and Ty.

Gwen absolutely loves going outside to help check cows & calves, the herd bulls, and pick up rocks!



Looking to get paid for buying quality bulls? Check out the two programs below! Both programs are in search of genetically superior feeder cattle that will excel in the feeding & slaughter phases. This information below serves as a brief introduction to both programs, but does not detail the requirements, costs, and procedures of each program.

Angus LinkSM – You’ve added value. Now capture value.

You don’t have to search very long to find a variety of scholarly articles and market reports that show how the U.S. cowherd has improved over the last several decades. The improvement can be attributed to a lot of things including the use of new technologies, genetic advancement, and better management practices just to name a few.

The bottom line is that, as a whole, our industry is getting better. Now, more so than ever, it is important to differentiate your calves from others in order to capture value on sale day. Simply having black calves doesn’t cut it anymore – more than 60% of cattle going to the feedlot are black. Fortunately, there is a tool to help!

In August, the American Angus Association launched its new feeder calf program: Angus LinkSM. The program—designed for the commercial cattle producer—enables you to illustrate the genetic merit of your calves to potential buyers by assigning three easy-to-understand scores (Beef Score, Feedlot Score, Grid Score) showing their performance potential from ranch to rail.

When you enroll in Angus Link you get more than just an ear tag and a marketing certificate describing your calves. Commercial producers can elect to make their enrollment group’s information public at which time the Angus Association will help you market your calves by posting your certificate on the program’s website and sending it to a list of over 700 potential buyers.

Finally, a tool that gives you the opportunity to capture a return on the investments you’ve been making throughout the years by buying high-quality Angus bulls!

To learn more about Angus Link including how to enroll go to www.anguslink.com or call Chris Engel at 816-383-5100.

ANGUSLINK

CATTLE GENETICS VERIFIED

Creekstone Farms Certified Tag Program

Creekstone Farms Premium Black Angus Beef has a mission to provide the consumers of America and the world the finest dining experience beef has to offer.

This is why we approached Hoover Angus for assistance in sourcing feeder cattle and finished cattle from the loyal Hoover customer base. The generations of stacked genetic excellence for performance and end product merit made this an easy decision. Hoover Angus is an approved Creekstone Farms genetic supplier.



Creekstone Farms Certified Tag Program is simple.

1. The cattle must be sired by registered Angus bulls.
2. The genetic supplier must be approved by a Creekstone Farms genetic representative.

The Programs

1. Age & Source Verification for conventionally feed cattle (phone desk audit).
2. Non-Hormone Treated Cattle (NHTC – on site audit required).
3. All Natural Creekstone Farms affidavit program (Age & Source required).
4. GAP 1 All Natural (on site audit required, cattle cannot be sold through a sale barn).

Tag Rebate Program – If Creekstone Farms harvest the cattle, the original purchaser of the tags will receive FREE carcass data and a \$4.00/head tag rebate. If the cattle are still owned by the original tag purchaser they will receive FREE carcass data and a \$6.00/head tag rebate.

If you have any questions about the Creekstone Farms Certified Tag Program please contact: Marty Hultman 309-230-8385 or Jacob Hoffschneider 620-218-0128