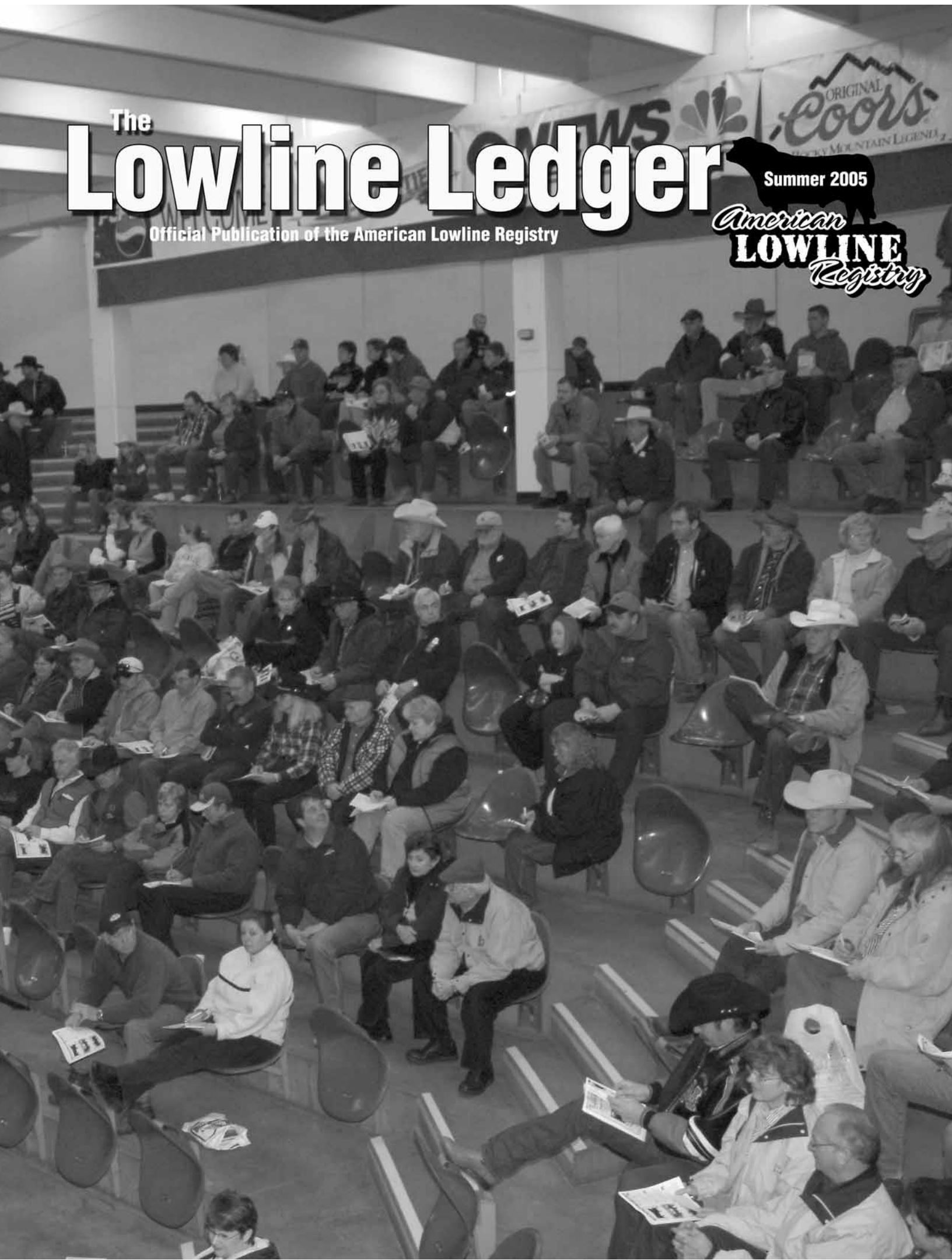


# The Lowline Ledger

Official Publication of the American Lowline Registry

Summer 2005

*American*  
**LOWLINE**  
*Registry*





The American Lowline breed is growing at a record pace. There is a huge demand for Fullblood animals. With 1,100-1,200 Fullblood females in the country we have a long way to go before supply meets demand. In fact, one Colorado breeder tells me he's selling confirmed pregnancy's before they're even born. Now that's exciting!

Not surprisingly, more percentage cattle are being sold. This is the first year we have had multiple inquires for percentage bulls. These are commercial cattlemen looking to right-size their herd in the name of feed efficiency and/or stocking rates. Our cattle

truly have something for everyone. Please continue to market your best animals to promote the breed.

Summer shows are here now. I hope you all have taken the time to promote the breed in your local area. We've had an exciting junior show that I hope will grow. Bryan Thomason (board member) has done an outstanding job of lining this thing up and getting it going. I know he had help from area breeders and would like to thank them as well. We'll be at the Iowa State Fair August 18-20. This show is our Annual Summer event and I'd like to see it grow in size. If you know how to attract more breeders let me know. Only the show rules are set in stone.

Lastly, I'd like to say that your board has completed or is in the process of finishing about 90% of the items on our 2005 agenda. The biggest two are updating the web site and the on line pedigree. These are moving forward. You can already see the changes on the web site. It's usually always on the top 5 in a word search. The online pedigree is a lot more involved, but Shari Schroeder (board member) is working with Attache' International to make us a good product.

These are exciting times in the Lowline business. This is the fastest growing breed may have seen in decades. Our popularity is ever increasing and the value of the Fullblood and percentage animals continue to set records.

Enjoy your summer and see you at the Shows.

John Floyd - President A.L.R.

## LOWLINE CALENDAR

**August 21, 2005**

Iowa State Fair

Des Moines, Iowa

Tentative 2005 Schedule

Arrive Friday, August 19, 2005 - 8:00 a.m.

Show Sunday, August 21, 2005 - 9:00 a.m.

[www.iowastatefair.org](http://www.iowastatefair.org)

**October 19-23, 2005**

American Royal Stock Show

Kansas City, Missouri

**January 2006**

100th National Western Stock Show

## The Lowline Ledger

Official publication of the American Lowline Registry is published quarterly and mailed to ALR members and interested parties.



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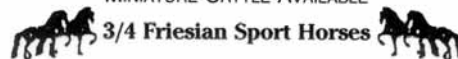
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# Breeders Spotlight



Breeders Spotlight is a focus on American Lowline breeders who are adding value to our breed in a unique way. If you or someone you know is discovering new methods to promote the qualities our breed exhibits let me know. Their hard work is what we will focus on from time to time in this section of the *Lowline Ledger*.

Rick Lloyd of Chamberlain, South Dakota has been an active breeder of Lowline cattle for over six years now. His focus is generally with percentage cattle although he does own some fullblood stock. Rick brought a huge string of very nice percentage cattle to the National Western Stock Show in Denver, Colorado, last January and continues to promote the breed as a beef animal with all the potential for high marks in marbling and tenderness.

Rick has some exciting technical data he's discovered in the Lowline breed. He's found that through an extensive ultra sound test, he can determine tenderness, marbling, and dorsi muscle shape. If these traits are found in your cattle and you breed for these one might expect you to produce a top quality beef product every time. A product end users will pay big dollar for. Rick wrote the following for us.

“Bovine Engineering of South Dakota. For Lowline breeders interested in premium beef production THIS IS THE TICKET. With this newly proven and documented technology, we can, with live animals, determine the difference between commodity beef and truly high end premium beef products and genetics.

Suppliers that cater to the white table cloth markets are literally busting the doors down to find a consistent product of the highest quality. For this they are willing to pay significant premiums. The market is HERE and NOW! The infrastructure is in place and the channels are connected due in part to this new and accurate process.

Of the 130 head of Lowline cattle, both percentage and fullbloods, we tested, we have seen some quality differences in tenderness, marbling, and longissimus dorsi muscle shape. The latter score is a very accurate measure for % high end retail cuts. In the overall scope, the Lowline cattle show very favorably.

The quality traits we are looking for are heritable, therefore we can collect data for genetic selection to enhance our premium beef marketing. We can test animals at 6 months of age and older. Depending on the maturity rate of their genetics it is possible to collect data at an earlier age, but our preference is to test between 12 to 24 months of age.

We can also compute data from older animals back to what they would have been at their optimum.

Our testing produces instant data for you, the customer, chute-side, so decision making can occur while the animal is still in the chute. The data is confidential and is owned by the animal owner.

Have we found a SUPER TENDER Fullblood Lowline Sire? YES WE HAVE! And we expect there are many more out there.

For us as Lowline breeders, we need to have data to prove to the cattle industry that our cattle are a valuable source for premium genetics, or else we remain, in their eyes, as a novelty breed partially due to promotional words used like “Miniature.”

Lowline breeders have an advantage few other breeds can claim: Strict genetic selection practiced in the Australian herd. Now with this technology, we can multiply the quality traits and work to remove the problem genetics, with no remorse, to protect and improve the integrity of the breed.”

Rick Lloyd  
Bovine Engineering of South Dakota and Dakota Lowlines.  
24561 348th Ave.,  
Chamberlain, SD 57325  
Phone 605-734-6152

IF enough breeders are interested this testing may be available at the Iowa State Fair. Call Rick Lloyd to let him know.

# Breeders Spotlight



Dwaine Umberger and his wife, Susan, of Herrick, South Dakota, are also in the Breeders Spotlight. Before our January 2005 show in Denver, Dwaine and I had a long conversation about the explosive growth of grass fed beef and the health benefits of that product. He has been aggressively marketing mostly all natural grass fed Lowline beef, but will on occasion supply a customers request for an all natural grain finished product.

Dwaine lives in an area of plentiful high quality hay. This is a must because grass finished beef must be constantly gaining weight. He's done his research, markets what he believes in and is using a lot of Lowline cattle to do it. Best of all, he's successful! They wrote this article about their operation:

"Dwaine Umberger and his wife, Susan, ranch near Herrick, South Dakota, and have been gradually building up their Lowline herd. He started a breed up program about five years ago and will have about 75 Lowline calves this year, both fullblood and percentage. He will expose about 90 cows to three fullblood Lowline bulls this year.

He is not a breed stock producer, but a commercial cattleman who produces Lowline cattle for meat. His goal is to provide delicious, healthy beef for the eating pleasure of his family and his customers. He often starts his day with a good breakfast that includes a hamburger, steak or piece of roast beef from one of his all natural grass fed Lowline beeves. Dwaine, age 63, prefers the grass fed Lowline beef for its great taste and the many health advantages grass fed provides compared to grain fed. Research shows that switching to grass fed beef may reduce your risk of a number of diseases. He suggests that those interested type "grass fed beef" into your web browser to discover the many benefits to you, the consumer.

Although Dwaine sells most of his percentage cattle as grass fed animals he finished a few on corn, again without added hormones or drugs, to satisfy some of his local customers who prefer the taste of grain fed.

Dwaine believes that the ultimate success of the Lowline breed will depend on how well we market our ultimate product, Lowline beef. Although the breed has seen rapid growth in the number of cattle since their introduction a little more than a decade ago, the breed is very small and basically unknown to the beef industry. Currently, most beef reaches the U.S. consumer by way of the packing industry which is highly mechanized. Much of the product leaves the packer as "boxed" beef which require a certain size carcass for efficiency. And, unfortunately, the 800 to 1,000 lb animal-typical of a fullblood Lowline steer provides a carcass too small to meet the minimum size requirements for the "boxed" beef market, hence is likely to be discounted when sold through traditional channels. Never mind that the smaller carcasses are likely to be more tender and tastier and really should be bringing a price premium. The very attribute of Lowline cattle-small size- that gives it a premium eating experience is considered a detriment by most packers.

Those of us who produce Lowline cattle know their advantages-easy calving, good disposition, feed efficiency, and most importantly a downright good eating experience whether grain finished or forage finished. These advantages can and should bring Lowline producers a price premium."

Dwaine and Susan Umberger  
Rosebud Beef Ranch  
RR #1 Box 61  
Herrick, SD 57538  
605-775-2477



**ALR Board of Directors L-R:**  
 Bryan Thompsen; Eric Craig; John Floyd; Shari Schroder; and John Reed.

## Lowline Ledge Display Advertising Rates

Recently the ALR Board acted to enable breeders to advertise in *The Lowline Ledger* with display type messages. Below are the rates, which are really a bargain. *The Lowline Ledger* is mailed to all ALR members, plus those who have inquired about the breed. If you want to reach the greatest number of interested potential buyers, consider placing an ad in the next edition.

Rates are for camera-ready artwork. If you need help designing an ad, give the office a call at 816-221-0641.

Ad Size	Member Rate	Prepaid	Nonmember Prepaid Rate
Biz Card	\$30	\$25	\$40
1/4 Page	\$60	\$50	\$75
1/2 Page	\$100	\$75	\$125
Full Page	\$150	\$125	\$200



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# Iowa State Fair 2005

## “America’s Favorite Fair”

By John Floyd

The dates are set and the calendar is marked off for this year’s summer Lowline Show at the Iowa State Fair in Des Moines, Iowa. A million fifty four thousand (1,054,000) folks attended last years event. Can you think of a better place to show Lowline cattle?

Every year we get more and more popular. We have been in the same general area for five years now and people expect us to be there when they cruise the cattle barn. Many new members, not only from Iowa, but all over the Midwest, first came into contact with Lowline cattle at this very location.

We’ve got a great schedule for your weekend getaway. Thursday, Friday, Saturday. Cattle must be in by noon Thursday, August 18th. The Lowline Show is Friday, August 19, at 1 p.m., and we get released Saturday, July 20 at 3:00 p.m. Traditionally we’ve met at the Iowa Steak House the evening after the show. Everyone is welcome.

An A.L.R. meeting will be held the morning of the show at 9:30 a.m. in the cattle barn area. This is usually an informal gathering, but a good place to meet and discuss topics on your mind. Come join the fun and promote one of the fastest growing breeds in the United States.

### Iowa State Fair Schedule:

Thursday, August 18, 2005 -	12:00 a.m. cattle may arrive 12 noon cattle must be in
Friday, August 19, 2005 -	1:00 p.m. Lowline Show
Saturday, August 20, 2005 -	3:00 p.m. cattle released

Entry deadline is July 1, 2005. However, they will allow late entries for a small fee. Contact the Iowa State Fair Beef Cattle dept at 515-262-3111, ext. 247, or on the web at [www.iowastatefair.org](http://www.iowastatefair.org)

We’ve blocked off a number of rooms for A.L.R. members and their guests at the Holiday Inn Downtown Mercy Campus, 1050 6th Ave., Des Moines, IA 50314. Phone 515-283-0151. It will be “first come, first serve” as you might guess so make plans to be part of this event. See you there!

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## 2ND ANNUAL MIDWESTERN LOWLINE JUNIOR SHOW JUNE 5, 2005

### Percentage Bucket Calves

#### Junior Calves

1 SSH Lizzie	Reserve Champion
2 BCR Jez	
3 BCR Jax	

#### Yearling Calves

1 BCR Sophie	Champion
--------------	----------

### Percentage Junior Heifer Calves – Jan 1 to Feb 28, 2005

1 SSH Gretchen	Champion
----------------	----------

### Percentage Senior Heifer Calves – Sept 1 to Oct 30, 2004

1 JJC Double J's Who Am I	Champion
---------------------------	----------

### Percentage Junior Yearling Heifer Calves

#### Mar 1 to Apr 30, 2004

1 DJR Miss Nevada P24	Reserve Champion
2 DJR Rock'N Miss P18	

#### Jan 1 to Feb 28, 2004

1 BCR Annabell PB 13	Champion
----------------------	----------

### Percentage Cow/Calf 3 years and younger

1 BCR Miss Traveler w/heifer SSH Gretchen	Champion
2 RML TS Classy w/bull Avalanche	Reserve Champion

### Percentage Grand Champion Female

BCR Annabell PB 13

### Percentage Reserve Grand Champion Female

BCR Miss Traveler w/heifer SSH Gretchen

### Percentage Junior Bull Calves – Mar 1 to April 30, 2005

1 RML Avalance	Champion
----------------	----------

### Percentage Summer Bull Calves – May 1 to June 30, 2004

1 LTL San Miguel	Champion
2 RML Black Classic	Reserve Champion

### Percentage Junior Yearling Bull Calves – Mar 1 to Apr 30, 2004

1 DJR Mr Rock 32	Champion
2 Diamond J Ranches Big Red	Reserve Champion

### Percentage Grand Champion Male

DJR Mr Rock 32

### Percentage Reserve Champion Male

Diamond J Ranches Big Red

### Full Blood Junior Heifer Calves – Jan 1 to Feb 28, 2005

1 Mini Pearl	Champion
--------------	----------

### Full Blood Senior Heifer Calves – Sept 1 to Oct 30, 2004

1 LTL Elma	Champion
2 LTL Galenton	Reserve Champion

### Full Blood Summer Heifer Calves – July 1 to Aug 31, 2004

1 BCR Miss Florence PH22	Champion
2 BCR Lady Tex PH23	Reserve Champion





# *This and That*

*By John Floyd, ALR President*

## ***Denver 101 or Lessons I've Learned at the Shows***

1. Long hoses in a short wash stall are just as much of a nuisance as short horses in a long wash stall.
2. Don't take the lead off the animal your fitting while it's in the grooming chute. 'Cause when it pitches a fit, turns upside down or sideways, and your fitter suddenly realizes what you've done, you have a loose AND mad animal.
3. Cattle are afraid of shadows and hate to walk across them. Especially after being in a trailer for 15 hours being pulled by an OLD underpowered diesel truck
4. In a cow calf competition don't tie the calf right next to the cow just before the show. Sorry John Reed.
5. If there's a pile of sh t sitting neatly on the edge of the grooming box, and your helpers are eating, don't flick it off. Chances are it's not a heap of dung. More likely it's somebody's chew and they'll want it back.
6. Write your name on all your equipment. Sullivan supply sells us all the same items.

Grooming combs, fitting supplies and show sticks travel "on their own."

7. When your partner tells you "We will wash that bull a lot better when we get him to Denver", get a definition of "we."
8. Lastly, Dodge diesels are LOUD! If you won one you can't deny it !

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Tequila 1164P	Champion Bull	Midshipman
Nevada	Imported from Australia	Quartermaster Q117
LTL Dillon	Champion Bull	BayLadd

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