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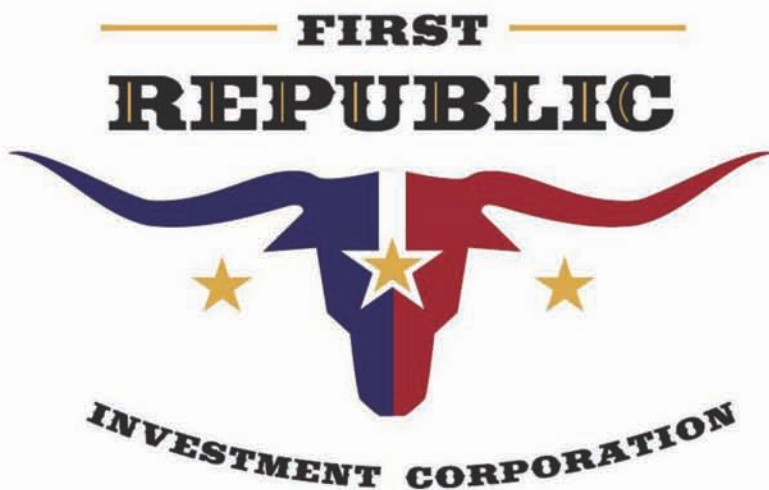


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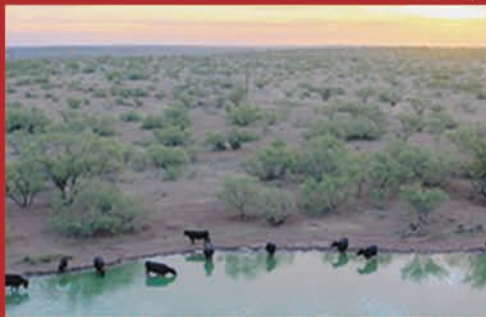
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**ON THE COVER**

Katie Perschbacher and Laramie Wilson of Hookin W Ranch, home to some of the top bucking bulls in the world. (Photo By Dani Blackburn )



# letter from the editor

Hello readers and welcome to the August issue of North Texas Farm and Ranch magazine.

I'm not sure about y'all, but I feel as if this summer has just flown by. Considering many of you work outside in the sweltering heat, I am sure you are all counting down the days to cooler weather.

I try to always pay attention to tidbits of news, songs, books or quotes that might strike my interest and be worth sharing with you, my readers, every month. This time, it comes from a Facebook e-card of all places. The quote on it said, "Surround yourself with people who build you up and encourage you to live out God's plan for your life." Along with the quote, it asked who the quote made you think about.

I'll admit, it's definitely not me. I'm that friend who thinks I need to be a shoulder to cry on. I'm not outspoken, or assertive, and would rather be a listening ear any day than the one who tells a friend when it is time to make a change in their life or that they are in the wrong in any situation. And if I'm being really honest, I don't always want a friend to tell me when I am not being my best self. But I should. We should all strive every day to be the very best version of ourselves, following God's plan no matter what. The easiest way to do this is to choose to surround ourselves with those who push us to do exactly that. Be our best.

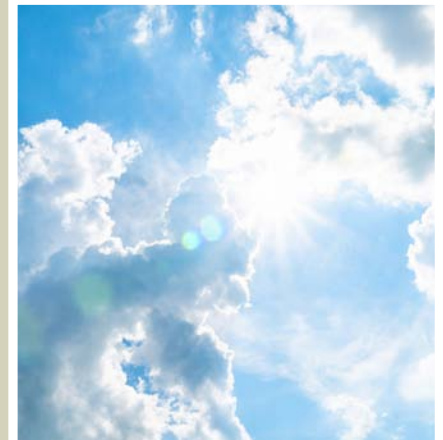
In this industry, we are fortunate to have the opportunity to truly make a difference in the world. In my job specifically I am blessed with such an amazing team of contributors, sales staff, production, and other editors who encourage me to be at my best just because each and every one of them lead by such great examples.

The ones I am blessed to interview each and every month as a profile are no exception. I get to listen as these successful individuals ponder on their life goals and how they climbed to the top of their careers. This month was perhaps one of the most exciting profiles yet as I traveled to Rhome to meet Katie Perschbacher and Laramie Wilson of Hookin W Ranch, home to some of top bucking bulls in the world. Not only did I get to lay eyes on bulls like Woopaa and Top Dollar, but I was able to get to know the genuine, hard working pair behind the bulls.

If you have a story idea for an upcoming issue, we would love to hear from you. Email [editor@ntfronline.com](mailto:editor@ntfronline.com). To subscribe by mail call 940-872-5922. Make sure to like our Facebook page and follow us on Instagram and Twitter. Wishing you all the best this August.

*Dani Blackburn*

**Dani Blackburn, Editor**  
[editor@ntfronline.com](mailto:editor@ntfronline.com)





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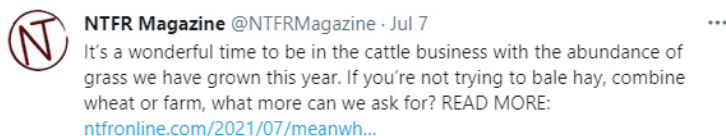
Once again, it's time to apply for the Wichita Falls Area Cattle-Women's scholarships. Students must be a sophomore in college with at least a 2.5 grade point average, majoring in agriculture. If you qualify and would like to apply, please contact Jane Ridenour at 940-586-0251 or 940-733-3579.

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# MEANWHILE BACK AT THE RANCH

By Rayford Pullen | [rcpullen@yahoo.com](mailto:rcpullen@yahoo.com)

August is the month we start making plans for fall and winter pastures and making sure we have our hay supplies in good shape. In conversations with several producers around the country, one thing we have discussed is cutting our winter supplement costs, if possible.

We all know our costs of production have gone up in recent months in regards to fuel, fertilizer and feed, or as we call them, the big Fs. As we look at our margins, about the only thing we can do to increase our profits is to decrease our overhead. While many producers sell their calves as packaged beef there are not a lot of other options to increase our margins. While I do like this option, finding places to harvest our cattle has become a nightmare as our harvesting facilities are overloaded with demand.

So, we begin to look at what we can do to cut our costs that relate to keeping an animal year-round with winter feed cost being the most. Among the things we have discussed is making sure the hay we either raise or purchase is high quality to reduce protein needs, feeding liquid feed as opposed to cubes and utilizing winter pastures for our cow herd's nutritional needs during the winter. We have not come up with the solution to our problems, but one thing that really sticks out is buying or producing higher quality hay.

The stage of maturity of our forage when baled and the time of year when it is baled, particularly summer perennial grasses, determines the hay quality the most. Cool season forages in our area are the best if we can get them baled before they mature. This year that was pretty much impossible due to extremely wet conditions we had in May and June. Wheat hay was pretty much mature before we could bale and our ryegrass, while it does not drop in quality as much as wheat when it matures, was also more mature than we would have preferred.

Warm season perennials, such as Bermuda grass, were also delayed this year due to wet conditions preventing us from getting into the fields. Also, as the summer gets hotter, Bermuda grass quality goes down. While Bermuda grass does not seed out to the extent wheat or ryegrass does, its quality is mostly determined by age. Top quality Bermuda grass



August is the month we start making plans for fall and winter pastures and making sure we have our hay supplies in good shape. (Courtesy photo)

hay needs to be 28 to 30 days old for the best quality and quantity. While we do not want to run our equipment across a piece of land that only makes a couple of bales or so, that is what we have to do to get quality. While fertilizing is very important for quantity, its effect on quality becomes less and less as the grass matures, meaning hay baled or sold as fertilized does not mean much to the buyer if it is pretty mature when baled.


That also brings up the price of fertilizer as a really significant cost in maintaining our cattle. As we look at fertilizing our pasture or hay meadows, we believe if we are going to fertilize, we need to use it on our most productive soils and maybe skip those marginal or acidic soils where our return on our investment is extremely narrow or below the cost of doing it. As soil pH drops below 5.5, you may not see much or any benefit from fertilizing since hydrogen molecules bind the fertilizer attached to the soil and is not released to the plant. This can only be overcome by liming your soils, which if you soil test for N, P and K, the recommended fertilizer application is based on the

fact you are correcting the soil pH.

Winter pastures are probably the most cost-effective forages we can have to reduce our winter feed bills. Now, this is where many folks like to throw out, "But what if it doesn't rain?" If that is what is on your mind, do not take the chance and just buy your supplemental needs. If not, we can produce three or four tons of forage for about \$150 depending on your location. Put a pencil to it for your location and soils to see if this may be viable for you, and pray that it rains.

When considering cubes, are we talking 20 percent, 23 percent or 38 percent? Are your cows in good shape going into winter? How old are they or are they nursing a calf? What about liquid feed? How does it compare to cubes in price and nutrition?

There are a lot of changes going on out there, and if we are going to survive, we are going to probably have to change with it. Like I said earlier, we still do not have this figured out, but if you do, please share it with me.

It's a wonderful time to be in the cattle business. 



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# Freedom an' Whisky

By Nikolyn Williams

There have been plenty of times over the past 30 some odd years when I have questioned, screamed, yelled, and yes, even thrown rocks and dented what was a brand-new pickup, new to us anyway. Most of us that live this life without much other income sources never seem to have brand new anything. Once you figure all this out, “the life” never seems to be about the things you accumulate, it is always about the things that touch your heart. That my friends is how these cowboys trap their wives into staying for a lifetime, and consequently over time, become immune to danger. Women are typically creatures of the heart and every cowboy I have ever met knows it.

It started raining again. In fact we got four inches in one night; however, we failed to get a pickup out to the blacktop road. We live on four miles of dirt, not really much better than a turn row road. These kinds of rains send us back in time a century or so, and Woodrow, the cowboy I have been married to for 34 years, is in hog heaven when he has to saddle two horses so we can ride to the road in a borrowed pick-up someone loaned us and pack “provisions” back in here. This has been going on for four days now. I am here to tell y’all anytime a cowboy can revert to “the old ways,” they are like giddy children. If they can get you to come on the ride with them, even better.

Every Sunday for I do not know how long now, Woodrow has loaded his Pan-yard on his packhorse, got on his saddle horse and took off. It has become my Sunday entertainment to watch this whole ordeal and make wise cracks. His biggest quest in all of this has been how he was going to coax me into going with him.



One of the things all ranch wives understand is there is always the possibility of danger. The ones that last 30 or more years become somewhat immune. (Photo courtesy Nikolyn Williams)

I have come up with exactly a million and one reasons why I could not or was not going to go. However, this particular Sunday, and thank God we woke up to four inches of rain, I knew we were not about to drive anywhere because we live on the aforementioned four miles of dirt road. I do not know what it was really; none of those million and one reasons seemed to be able to hold me anymore. Plus, he promised to take me to the plum thickets, so away we went on hours of adventure and laughter; Woodrow, two horses,

four dogs, and me.

One of the things I think all ranch wives understand is there is always the possibility of danger. The ones that last 30 or more years become somewhat immune. At least I think I did. Anyway, I always know one thing, it may get western, but I am probably going to see things that will be forever etched in my mind and heart.

On the way back we got caught in a rain shower. We kicked those horses into a high trot, and as we did, Woodrow yelled back to me we were cutting through “The

Skinner.” I thought there is a big rattlesnake den on “The Skinner.” I know this because we have killed several big ones on “The Skinner.”

So, as I followed his butt in he said, “High trot.” When I heard that familiar rattle, Woodrow looked back and yelled, “Keep riding.” That is code for immediate and severe danger is on the direct horizon. Knowing I probably had no other choice, I kicked Hollywood into a higher gear. I have no idea why I keep following his butt. I’m going to get some dang counseling about my addiction to these rogue personality types.

At least this time being the veteran I am, I kicked Hollywood into that high lope instead of stopping right on top of the rattlesnake and yelling, “What did you say?” I think that is when I first got that endearing nickname, “Dammit Nikolyn.”

When we got to a safe distance, I yelled, “How big was it?”

“Big,” Woodrow answered. “You rode right over the top of it.”

Of course I did. I just close my eyes and hope for the best like I have always done, and well, I am still alive.

So, all week long the roads have been way too muddy for anything. Here is the endearing part where these cowboys make it virtually impossible for you to stay mad at them. Due to this rain we have had a bumper crop of wild plums. Every night he has saddled my horse and taken me to pick wild plums. Yes, after 34 years of rattlesnakes, bears and other dangers, I still get on that horse and ride out with him. You know, the ride with these cowboys can and will get wild and woolly at times, but I guarantee it never gets old, and it is certainly never dull. 🐾





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# LAND MARKET REPORT

By Jared Groce

## JUNE 2021 RURAL LAND SALES

June land sales in North Texas continue on an unparalleled pace with prices still continuing at an all time high. The number of transactions has increased which leads me to believe there is more available inventory to satisfy the never-ending demand that is out there right now. More and more concerns about changes in the capital gains taxes has land owners rethinking their positions about keeping their land, and many are selling while the market is high and the capital gains rate is 20 percent before stretching to the estimated 44 percent or 48 percent in 2022.

Many investors are coming out of the woods, looking for any land they can buy and chop up into smaller pieces in order to make a quick return on their dollar. It is getting harder and harder to find a tract of land over 500 acres in our area anymore. On this topic, I hear some folks complaining about landowners cutting their properties into smaller tracts in order to make more money, but if you live on a tract of land less than a league, which is 4,428 acres, then you too are a part of the population who benefits from cutting up land into smaller tracts.

COOKE COUNTY	ACRES	\$ / ACRE	ASK/SELL RATIO	DOM	MONTAGUE COUNTY	ACRES	\$ / ACRE	ASK/SELL RATIO	DOM
VALLEY VIEW	10	\$15,000	83.33	9	BELLEVUE	10.4	\$10,528.85	100	14
GAINESVILLE	12	\$14,717	100.92	148	SUNSET	15	\$12,333.33	102.78	5
FORESTBURG	18.2	\$10,500	100	4	SUNSET	15.12	\$12,331.35	86.01	17
WHITESBORO	26.12	\$10,528.33	96.13	33	RINGGOLD	40	\$5,253.53	120.77	82
ERA	20	\$14,500	96.83	12	BOWIE	26.45	\$8,500	94.44	4
ERA	42.5	\$7,235.53	77.07	133	SUNSET	15	\$15,000	100	9
ERA	42.5	\$7,235.53	81.35	133	NOCONA	78.8	\$6,248.27	102.1	20
ERA	42.5	\$8,894.12	100	87	NOCONA	145.5	\$3,726.54	93.16	227
VALLEY VIEW	22	\$17,500	100	312	NOCONA	98.17	\$6,493.84	85	170
VALLEY VIEW	30	\$15,833.33	95.96	118	MONTAGUE	89.2	\$8,000	100	3
GAINESVILLE	55.739	\$10,000	100	346	SAINT JO	330.8	\$5,610.26	100.18	4
WHITESBORO	79.708	\$8,785	96.58	24	AVG	78.585	\$8,545.09	98.59	50
WHITESBORO	275	\$5,600	100	112					
MUENSTER	778	\$4,755.78	91.46	9					
AVG	103.876	\$10,791.76	94.26	106					

DENTON COUNTY	ACRES	\$ / ACRE	ASK/SELL RATIO	DOM	WISE COUNTY	ACRES	\$ / ACRE	ASK/SELL RATIO	DOM
KRUM	11.134	\$11,675.95	88.72	462	PARADISE	10.3	\$14,951.46	90.06	177
SANGER	10	\$26,000	96.33	26	BRIDGEPORT	20	\$12,745	100	11
JUSTIN	40.122	\$14,206.67	99.13	883	BRIDGEPORT	20	\$12,845	100	11
AUBREY	32.896	\$19,728.84	100	1,632	DECATUR	12.01	\$32,474.94	97.74	66
DENTON	20	\$50,000	90.91	738	CHICO	83.69	\$7,868.32	95.37	106
CROSS ROADS	20	\$70,000	89.46	121	DECATUR	38.181	\$18,202.77	100	10
KRUM	247.092	\$9,003.72	100	0	BRIDGEPORT	74.37	\$9,412.40	87.61	13
DENTON	23.617	\$140,062.58	75.18	348	BRIDGEPORT	195.4	\$6,598.65	94.27	37
BARTONVILLE	85.142	\$50,308.11	86.53	160	BOYD	20.79	\$72,150.07	88.5	157
DENTON	343	\$34,985.42	69.97	738	ALVORD	294.99	\$6,332.42	86.74	157
AVG	83.3	\$42,597.13	89.42	511	AVG	76.973	\$19,357.90	94.03	75

Information from North Texas Real Estate Information Service. (NTREIS) for raw land data, 10 or more acres, as exempt, for the month of June 2021. SP/LP = Sell Price to List Price ratio. DOM = Days on Market.



# Summer Pneumonia

By Barry Whitworth, DVM / Area Food/Animal Quality and Health Specialist for Eastern Oklahoma

Summer is usually hot and dry for most of Texas and Oklahoma. This type of weather is great for baling and hauling hay, but unfortunately, this type of weather is not great for animals. A disease that thrives in these conditions is summer pneumonia in nursing calves.

Summer pneumonia is the name given to bovine respiratory disease in young cattle still with their mothers on pastures. According to the National Animal Health Monitoring System 2007-2008 Beef Cow/Calf Study, the number one cause of death in calves three weeks of age to weaning is bovine respiratory disease. The disease tends to strike with no warning and has been seen more frequently in recent years.

The usual suspects associated with cattle pneumonia cause summer pneumonia. Viruses involved are Infectious Bovine Rhinotracheitis Virus, Bovine Viral Diarrhea Virus, Bovine Respiratory Syncytial Virus, and Bovine Coronavirus. The bacteria associated with summer pneumonia are Mannheimia hemolytica, Pasteurella multocida, Histophilus somni, and occasionally Mycoplasma bovis.

Calves diagnosed with summer pneumonia usually fall into two age categories. One group consists of calves that are usually less than one month of age. Veterinarians believe they fall victim as the result of poor quality and/or quantity of colostrum. The other group is three to four months of age. These calves tend to get sick at the same time the protection of the colostrum begins to wane.

Studies have found several factors associated with summer pneumonia. Environmental characteristics connected with summer



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pneumonia are hot, dry and dusty conditions. Adverse weather circumstances such as cool nights and warm days are also affiliated with calf pneumonia. As herd size increases, the chance of summer pneumonia rises as well.

Herds larger than 500 head are most susceptible. Management practices that result in cattle being crowded such as estrous synchronization, intensive grazing, and creep feeding are linked with summer pneumonia. Lastly, ranches that expose their calves to older steers or orphan calves are more prone to having issues with summer pneumonia.

Typical clinical signs of summer pneumonia are high fever (106° Fahrenheit or greater), re-

luctance to eat, droopy ears, and reluctance to move. Other signs sometimes found are coughing, ocular discharge, nasal discharge, and breathing difficulties. These signs may be difficult to observe in the early stage of the illness but normally become more severe as the disease progresses.

If the disease is diagnosed early, then treatment with most antibiotics will be successful. However, a delay in diagnosis will result in more complications and failures.

Even though most treatments are successful, producers can be frustrated with the difficulties associated with treating calves on pastures.

A good prevention program

for summer pneumonia includes proper cow management, vaccinations and a maintaining a low stress environment.

Prevention starts with making sure cows are in good condition before and after calving. Cows that are in good body condition, on a good nutrition program, and have been properly vaccinated should have high quality colostrum. Colostrum plays an important role in preventing diseases.

A successful vaccination program to prevent summer pneumonia requires using proper vaccines and using them at the proper time. A vaccine that addresses the common pathogens (IBR, BVD, PI3, BRSV, M. hemolytica, P. multocida) involved in calf pneu-



monia is essential. Many ranches have begun to administer these vaccines at branding or turn out time (approximately at 60 days of age) in hopes of stimulating immunity and reducing summer pneumonia.

For more information about a vaccine program, producers should seek the advice of a veterinarian.

Stress needs to be managed as best as possible. Producers should castrate and dehorn calves at an early age. This should reduce stress since these calves continue to stay with their mothers. Also, producers should try to avoid situations that crowd cattle in small spaces. Unfortunately, even the best-managed herds can still have problems with summer pneumonia.



Cattle producers need to observe their herds frequently this summer for any clues of pneumonia in their calves. Prompt

diagnosis and treatment is essential for a successful outcome. Hopefully, more information will be discovered in the future to aid producers in preventing this disease. For more information about summer pneumonia in calves, producers should contact their local veterinarian or Oklahoma State University County Agriculture Extension Educator.

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# Proud Flesh – An Age Old Problem

By Dr. Garrett Metcalf, DVM

If you have been around horses very long you know horses love to hurt themselves a lot, and when they do it is many times on their lower extremities. This is the favorite place for a horse to grow proud flesh or as veterinarians call it exuberant granulation tissue. Many people think of granulation tissue or proud flesh as a negative outcome of wounds, but it does have a purpose in helping the horse heal. Unfortunately it does not always behave the way we want it to, and sometimes it is both the horse's and the people's fault when it comes to taking care of these wounds.

## Phases of Wound Healing

There are three main phases of wound healing in the horse, inflammatory phase, proliferative phase and maturation/remodeling phase. Inflammatory phase occurs within minutes and lasts for hours after a wound is created. In the inflammatory phase, swelling, hemostasis and migration of white blood cells to the wound is initiated. This inflammatory phase is one of the most important steps in setting the stage for the rest of the phases. Granulation tissue is part of the natural healing process for wounds in horses during the proliferation phase. It becomes present in the wound bed of horses around five to seven days after the wounding occurred. This tissue is made up of fibroblasts and lots of new blood vessels that form from the edges of the wound. This tissue will fill in the gaps between the wound and will convert part of the cells to myofibroblasts. These myofibroblasts have very small microscopic muscle fibers that help pull the wound edges closer together during what is called contraction. Contraction occurs around 10 to 14 days after wounding, and this helps reduce



Many people think of granulation tissue or proud flesh as a negative outcome of wounds, but it does have a purpose in helping the horse heal. (Courtesy photos)

the size of the wound by up to 40 to 80 percent to allow the rest of the wound to be healed by epithelialization. The last phase is when the wound strengthens by the replacement of poorly organized collagen tissues with more organized, cross-linked and better

quality collagen tissue.

## Where It Goes Wrong

There are many reasons horses heal slowly, especially on their extremities, but the difficulty in wounds in horses and granulation tissue lies in the fact that horses do not produce a very good inflam-

matory phase when the wound is created. This phase becomes mediocre and prolonged compared to other animal species and even when compared to ponies. This phase seems to be the key to jump starting the healing process, and horses just do not do it very well. Getting stuck in this prolonged inflammatory phase leads to proud flesh formation.

Other factors that lead to poor wound healing in the lower limbs of horses are they do not have muscle tissue in the limbs that help provide blood supply to the wound. Limb wounds tend to be dirtier and contaminated because they are closer to the ground. Motion is also a problem on the limbs, especially when wounds occur over a joint that is a high motion point. Blood supply also is a factor in wound healing in horses' legs and is just not as good as in the upper part of their bodies.

## How We Make It Worse

Many times part of the reason wounds grow so much proud flesh is because of the things that are applied to the wounds. Some of the most harmful products to wounds are caustic wound powders or wonder dusts that claim to burn back and destroy granulation tissue. The problem with these products is they cause more inflammation and are indiscriminate at what they destroy in the wound such as the newly formed and very delicate skin that is coming across the wound.

Some antimicrobial wound dressings have been shown to delay wound healing through research and should not be used in certain stages of the wound healing process. Lastly wound dressings that are too occlusive can cause the wound to be starved of oxygen and lead to more proud flesh production.





### Managing and Minimizing Proud Flesh

Proud flesh can lead to delayed wound healing because the new cells growing from the edge of the wound cannot migrate up over a mound of granulation tissue as well as they can over a flat wound bed.

One method of managing granulation tissue when it does become too proud is by sharply cutting it flat with a scalpel blade. This removes the excessive tissue and refreshes the wound to encourage proper healing.

Another method is by medical treatment of granulation tissue with topical steroids which also helps reduce the production of excessive granulation tissue and keeps the proud flesh from forming, but when used too much can lead to delayed wound healing.

There are studies that have

compared wound dressing ointments and recently a study found that triple antibiotic wound ointment (Neosporin) produced the least amount of proud flesh when compared to others.

Another very safe and effective wound ointment is SSD or silver sulfadiazine wound ointment often used for burn wounds in people. Even honey, specifically Manuka honey wound dressings or ointments, help improve wound healing.

Biological products such as amnion can help reduce proud flesh and improve wound healing. Amnion is tissue that surrounds the fetus in the womb and is rich in stem cells, growth factors and anti-inflammatory cytokines that help reduce scar tissue and promotes healing.

Another biological produce produced from the bladder of pigs called A-cell has been applied to

wounds to promote better healing. Skin grafting wounds are also a very good way to reduce the wound size or even completely cover the wound to get it healed with new skin cells. There are many methods and techniques to graft skin in horses and often are dictated by the size, shape and location of the wound.

### Take Away for Horse Owners

1. Clean the wound as soon as possible with mild soap and water or diluted Betadine solution products.

2. Often it is recommended to have wounds examined as soon as possible by a veterinarian, especially if the wound is over a joint or other important structures.

3. Closing the wound if possible with sutures will help reduce having proud flesh.


4. Use appropriate wound dressings and ointments your veterinarian advises. The rule of

thumb is if you cannot put the ointment in your eye it is not safe for a wound.

5. If proud flesh begins to form have it cut off or have your veterinarian prescribe a steroid cream such as Triamcinolone or Betamethasone to help safely shrink down the granulation tissue.

6. Skin grafting is another method to cover a wound more quickly with new skin to reduce granulation tissue formation.

The approach to dealing with wounds and proud flesh is rather a simple one and does not require a magic ointment or treatment to keep it under control.

Remember the goal is to keep it under control early on and to avoid things that are used on the wound from making it worse. If you are concerned your treatment or care is not working for your horse please reach out to your veterinarian for help. 

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# Red, Whitesboro and Blue

By Krista Lucas Wynn

North Texas has experienced quite a bit of rain the past couple of months. The rain did not keep the annual Whitesboro, Texas rodeo from continuing its tradition of hosting some of the top rodeo talent and attracting spectators from miles around.

The rodeo is conducted every year on Fourth of July weekend as a United Professional Rodeo Association event, and award winning Flying C Rodeo Company provides the stock.

The rodeo festivities kicked off with a night of slack on Thursday, July 1. What started out as ideal weather conditions, and the arena's new ground ready to go, soon turned into storms moving in and about five to seven inches of rain pouring down onto the rodeo grounds.

Slack was about halfway through with the barrel racing when the rodeo committee decided to pause for the safety of the contestants and everyone involved. Runs were able to resume shortly, and the committee and riding club did their best to accommodate everyone and make the best of a "sticky" situation.

It remained muddy throughout the weekend, with more rain coming that Friday, and finally clearing off for the last night on Saturday. Despite the muddy conditions and dicey parking situations, that did not stop people from attending and filling the stands. Rodeos near and far over the Fourth of July saw record setting attendance numbers, showing that rodeo is alive and well in 2021, especially in small towns.

Contestants braved the mucky conditions, and in the bareback riding it was Hunter Ramsey who won first place with an 81-point ride. He actually split the win with Yance Day, and Marvin Alderman came in third with 79 points.

In the steer wrestling, Connor Gentry threw his steer in 4.1 seconds for first place and \$1,056. A.D. Davis, who is pictured, got off in a wet mess and was still able to get a time of 5.1 and a third place finish.

Breakaway roping has seen a rise in contestant numbers all across the country, and Whitesboro was no different. Cassidy Pineda won the event with a time of 2.17 seconds. It was a tough roping in even tougher conditions, with the times ranging from the winning 2.17 to 3.31 seconds for first through sixth place.



A. D. Davis got off in a wet mess and was still able to get a time of 5.1 and a third place finish. (Photo courtesy Wayne Gooden Photography)

Dalton Kingery won the saddle bronc riding with a ride worth 87 points, and Thomas Moellering won the ranch bronc riding with 88 points.


The tie-down calf ropers had to get down and dirty as well, and Atrell Carmouche walked away with the win with a time of 9.29 seconds. Cash Palmore and Cody Hogan roped their steer in 5.29 seconds to win the team roping.

Barrel racing turned out to be a tough race as usual, but some of it depended on the luck of the draw. Chazli Massey chose to make the best of the situation and had a smoking time of 17.9 seconds for the first place win. Stephanie Joyner, Riley Welch, Shelbi Reynolds, Chani Graves, and Lauren England rounded out the top six with a time of 18.4 seconds.

In the bull riding, Mike Lee, previously

featured in NTFR, scored an 86 for the win and \$1,011. J.A. Cezere and Landon Coulston were second and third place respectively.

The Whitesboro Riding Club includes many individuals who contribute to putting on a hometown rodeo full of fireworks and family fun. They volunteer their time and efforts throughout the year to make this annual rodeo a reality even in less than ideal conditions, and they appreciate everyone who attended this year.

There are many local rodeos to choose from for North Texans to attend, as a contestant or as a spectator. These events support the local community and the rodeo committees and riding clubs that work tirelessly to put on these great rodeos, and they always welcome new members to join or new sponsors. 



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# The World of Rodeo Photography

By Phillip Kitts

Have you ever browsed through social media and come across cool rodeo pictures? Has this ever sparked curiosity?

Opening with a disclaimer that not all rodeo media operates the same and some photographers have other goals than media photos. In this case, this description comes from a Professional Rodeo Cowboys Association photographer who has a dual focus of providing media sources with usable images as well as generating revenue based on commercial and retail sales.

A good place to start is with the preparation and the equipment. The average rodeo photographer requires more than one camera, and in this case three cameras is the standard. On average a rodeo photographer breaks or damages two to three camera bodies a year. This is just the nature of dodging several 1,000-pound animals in an arena surrounded by steel panels. If that was not enough, then you add numerous lenses of different quality and design. The other factor is often working a rodeo can require different setups for different images.

Working as a professional rodeo photographer is not a cheap adventure. Depending on the photographer, equipment can run from \$10,000 all the way up to \$30,000 or more.

So, what is it like week to week in the business of rodeo photography? Since rodeo tends to ramp up in early spring for most rodeo photographers most of them use the winter months to plan, schedule and promote their availability. There are a few that have been in the business for a while that have a good series of indoor winter rodeos that pay the bills during the cold months. Then there is a whole other breed of rodeo pho-



When the chute latch cracks, the fun part of being a rodeo photographer begins. (Photo courtesy Phillip Kitts, Avid Visual Imagery Rodeo Photography)

tographer that is eager to hit the road. These photographers use the winter months to lock rodeos in the southeast where they can avoid the cold weather and keep their schedule full, and as the heat of summer and spring develops, they plan their runs to the north where the weather is cooler.

No matter where the road takes them it all starts the same. Over several days there is inventory of gear and prepping equipment. Once the inventory is handled, the packing starts.

Finally, it is time to hit the road. Depending on the assignment, with several hours of driving, arrival is one day prior to the first performance. This time is used to assess the arena lights, where the power sources are and contemplate where each event will be photographed. It is about this time that the next phase of work

comes. Placing lights is much more than strapping each strobe to the fence. Strategic placement is a fine balance between staying close enough to a power source that the light will perform its purpose, along with ensuring the light sites will not become a hazard to the athletes or fans.

Along with setting up the arena there is finding a good location for an office area and hoping the local Internet can support the uploading of photos. Working in the rodeo industry one quickly learns to always have backup equipment. This plays a role in the strategic location of the office area and storage of backup gear.

Now that setup is done, the research begins. This may come as a shock to many that taking rodeo photos is much more than pushing the camera button. The night prior to each performance, finding out

what athletes will be attending and what stock they have drawn is just the first step. Once you have all of that base information, it is key to research the behaviors of the human and animal athletes. This little bit of information can play a key part in capturing those wild photos that you see as you scroll through your favorite social media platform.

After three or four days of getting ready, the first picture is finally ready to be taken. However, it will not be a bucking horse or timed event athlete. Hours prior to the chute gate cracking open for the first time there are hundreds of photos of sponsors banners, arena geography and community activities to be photographed.

Finally, the fun begins, and the chute latch cracks. The reality is that this is the fun part of being a

**Continued on page 29**



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### Continued from page 26

full-time rodeo photographer, but it also becomes the most stressful. Not only does there need to be a ton of focus to keep the camera dialed in and the focus point where it should be, but the stress comes with making sure not to miss a shot. If this is not enough, there is the real danger of bucking horses sprinting around the arena or bucking bulls being on the prowl, plus tons of other risky factors.

Once the rodeo has come to an end the real work begins. This is the part that so many in the public never see and many aspiring photographers never realize. Walking out of the arena means straight to the computer and prioritizing work. On average there are several publications that require photos, but before that can even be started the client comes first. Depending on the agreement with the event, a photographer may be required to load specific images or even possibly all of the photos from the event. So, the balance begins, the rush to get the publications and the event their photos, followed by the quick effort to process labels and sort all of the photos so the photographer can get their own photos up for sale.

Depending on the photographer, this process can take anywhere from four to five hours to several days. It is at this point where the hope for good sales begins; however, there are factors to the quality of sales. Things like tough ground in barrel racing that effect performance will reduce the number of sales the photographer gets. This also applies to the rough stock side, if a lot of cowboys ride and the stock performs well, sale numbers will be 60 to 70 percent higher at the average event.

Now, you would think the photographer has one focus, and that is to get the photos processed and released. Unfortunately, this portion is often interrupted with the rush of packing all that same gear into its travel place and hitting the



With the need to stack events on top of each other, it is quite common the same photographer will have his next event in mere days and sometimes states away.



Many think there is an inherent glory with being on the road as a rodeo photographer, but many are never really introduced to the hard work and long hours that go with the career. (Photos courtesy Phillip Kitts, Avid Visual Imagery Rodeo Photography)

road. With the need to stack events on top of each other, it is quite common the same photographer will have his next event in mere days and sometimes states away.

So, the balance continues, process photos, tear down gear, set up gear, and find time in between to do research.

Some may think there is an

inherent glory with being on the road as a rodeo photographer, but many are never really introduced to the hard work and long hours that go with the career.



# WHEN A CITY GIRL *goes country*

By Annette Bridges

Is your life filled with routines and favorites?

Do you have that favorite shirt you would wear every day if you could? My hubby does, or I should say he did. That old shirt finally had so many holes in it and was worn so thin I could count the hairs on his chest. It had to finally be retired to the dusting rag basket, or so I thought at the time.

Still, my hubby definitely has his two or three go-to shirts with dozens of others that never get touched.

I have never understood the inclination to wear the same things every day until this year. I have discovered there is some comfort level in not having to think twice about what to wear each day, especially when you're living through a season of uncertainty.

Although I do have a brand new pair of gorgeous work boots, and who says work boots can't be pretty?

I have had my old trusty green boots for years, and they were not worn out, but I wanted some pretty ones.

I do have my beloved, red flannel jacket shirt that gets worn every cool weather day. I adore this shirt. I even keep our house as cool as possible year-round so I can wear my precious red inside as much as possible, too.

I also have become a hat gal. Hats are one item I enjoy having a variety of. I am not limited to one style preference. I have trucker caps, bucket hats, visors, knitted winter caps, and floppy sun hats.

My "usuals" are not confined to what can be worn. I always drink my morning coffee out of the same cup. I relish every sip I take out of my "Live, Love, Moo" coffee mug that features the face of my favorite cow, and it makes me happy.

I definitely have my favorite meals that get prepared most often. I am not sure if it is because I love these foods best or because of the ease in fixing. I like not having to think too hard about what to cook. Spending time in the kitchen is definitely not my favorite place to be.

I am not always a "same old, same old"



Annette Bridges has a beloved, red flannel jacket shirt that gets worn every cool weather day. (Photo courtesy Annette Bridges)


kind of gal, however. There are ways and times when I want to do something that I have never done before. Getting out of my comfort zone is exhilarating, and I love the feeling of reaching a new goal, honing a new skill and experiencing new sights and sounds.

Lately, I have gained a greater appreciation for routines and favorites, and I can see their value in being good for you. I have read routines help ease stress, and can provide an anchor of predictability that can be reassuring.

For me, I think what I appreciate most about mine is not wasting time on indecisiveness.

Grabbing a favorite shirt, boots, hat, and coffee cup takes the guesswork out. Not spending a lot of time making decisions about what to wear or what to cook leaves more time for doing all the things I love to do.

Yes, I think that is the bottom line for me. I am definitely interested in spending time on what I love most, wearing what I love most with whom I love most.

What does this mean for my darling husband? I will never again retire his favorite shirts to the dusting rag basket no matter how many holes they have. 



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# Hookin W Ranch

## LARAMIE WILSON AND KATIE PERSCHBACHER



Photo courtesy Bull Stock Media.

The most dominant bulls in the Professional Bull Riders circuit are superstars in their own right. The well-deserved spotlight comes from fans' admiration for the bull's agility, ability to spin and forceful bucks despite massive muscularity and size, but what does it take to raise one of these professional athletes?

For stock contractors Katie Perschbacher and Laramie Wilson, it takes leading a life that revolves around rodeo, but for them it is nothing new. Rodeo and bulls all but runs in their blood, and together, they are a formidable pair in the world of bucking bulls.

### Katie Perschbacher

Perschbacher is the granddaughter of Denny McCoy, who has bred top bucking bulls since the 1980s and developed some of the best genetics in the industry. A few of the McCoy Ranch bulls include Bells Blue, a PBR Short-Go bull born in 2001, Coyote Ugly and Dixie Chicken. Perschbacher said growing up around the McCoy Ranch, she was just always a bull girl.

"My family has always had bulls. The day I was born, my dad had a rodeo. I know nothing else other than that. The photos I have I look at and I'm little but there is this huge Brahman bull, but they just always amazed me with their athletic ability and personalities. I like their personalities, it's what really draws me to them," Perschbacher said. "We'll turn them out and they have a big dirt pile and may have played in it 30 minutes ago, but you put them up in the pen then turn them out and they are going to play in the dirt like they haven't played in it in two weeks. We are around them every day, so we know if this one doesn't like you to watch him eat and this one doesn't care. You learn what they each need."

The stock contractor grew up competing in barrel racing and attended Connors State College on a rodeo scholarship, where she graduated with a degree in agricultural communications. Her focus remained on barrel racing until June 2018, when everything changed. She attended a futurity with her grandfather and decided at that moment to make the switch from barrels to bulls.

"There are some people who have never even seen a bucking bull. We were in Stephenville last weekend, and they brought in some new people. They were PBR fans, but they had never seen a bull up close. Here I am thinking, 'Golly, I have to go to feed in the morning,' and these people were just beside themselves excited. I think you have to step back and remember, 'Wow, we are really blessed to be able to even do this,'" Perschbacher said.

### Laramie Wilson

While Perschbacher was gaining experience on her grandfather's ranch, Wilson was getting first-hand knowledge of his own with bucking bulls. Born in west Texas, his family made the move to the Dallas - Fort Worth area from Monahans when Wilson was eight.

"We moved because of the rodeo atmosphere. There wasn't a whole lot going on in west Texas at the time. The only rodeos happening, my parents put on and produced. They found the bulls and everything. They saw it's what my brother and I wanted to do, so they moved us up here where we could go to one day if that's what we wanted," Wilson recalled.

Wilson said he got hurt quite a bit growing up while bull riding, but he would make the most out of his recovery time with trips to the sale barn with his brother.

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“We would buy stuff out of the sale barn and buck it, and just piddle with it. It kind of took off from there. We were always buying and trading. If there was a little bull in there we thought would buck, we would buy him, take him home and we would buck him two or three times and either resell him or take him back to the sale barn,” Wilson said.

Around the time the American Bucking Bull, Inc., was really getting started, Wilson and his brother began buying a few bucking red cows and grew their business from there.

The ABBI owns and manages the largest bucking cattle registry in the world with DNA records of 145,000 animals.

The ABBI sanctions competitions around the country with a World Finals event in Las Vegas.

It is dedicated to developing and promoting the industry through pedigree preservation and events showcasing the world’s finest bucking bull stock.

ABBI created events for the younger bulls to prove themselves and make bigger paydays. Today, the bulls can earn hundreds of thousands of dollars; some before they even begin competing in PBR events.

**Working Together**

In 2018, Wilson and Perschbacher’s worlds collided when they met at a bucking bull event. Together, they operate Hookin W Ranch, full of world record holding bucking bulls.

While Wilson and Perschbacher do own some of the bulls at Hookin W Ranch, there also are bulls they handle for other owners who send bulls to them to haul and train. Investors can also own shares in a bull, from as little as three percent.

Since joining forces, they have worked side by side as Perschbacher was named the 2019 ABBI Women’s Futurity World Champion; Top Dollar, owned by Tom and Peggy/Courtney DeHoff/Hookin W Ranch, was named the ABBI Regular Season Yearling Champion, and Woopaa, owned by Larry Barker and handled by Wilson, was the ABBI Classic World Champion.

“I know for sure I wouldn’t have won the women’s futurity in 2019 if it weren’t for Laramie,” Perschbacher said. “He is very knowledgeable, and he did help me. There are little things a new set of eyes sees, and he would see something and suggest doing it another way. It would make a world of difference.”

For Laramie, he enjoys having a partner

**Continued on page 36**



(Above) Growing up around bulls at her grandfather, Denny McCoy’s ranch, Katie Perschbacher said she was just always a ‘bull girl.’ (Left) Katie Perschbacher and Laramie Wilson of Hookin W Ranch. (Courtesy photos)



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Woopaa enjoys an afternoon at Hookin W Ranch. (Photos by Dani Blackburn)

who gets what it takes to raise bucking bulls and the daily grind of caring for the performance animals.

"It's having somebody else that can help you work the cattle and understands we don't just whoop and holler and try to make them go fast," Wilson explained. "Competitions are won with the slow work you do here getting them ready, once you get to the event there's nothing you can do so you have to take care of them here and slow them down. It's great having somebody who understands that and is willing to sit out there when it is 105 or 110 and handle them one more time."

Wilson said Perschbacher's equine knowledge and techniques used to care for horses also has carried over in the care for the bulls, which has helped tremendously.

"I had one with a hock swell up and she had all kinds of medicine, she went to rubbing his leg down, and it just drew all that swelling out. Ever since, if they are a little bit sore, stiff or swelled up, she'll get her stuff and rub on him. Me, if Banamine or Dex couldn't fix it, that was all there was, you know," Wilson laughed.

Their knack for using horse products on their bulls has brought in sponsors looking to tap into different markets.

"Those who are behind us are more geared towards horses. We are some of the only ones

that use it on the bulls. I think they were trying to tap into a different market and being able to say that Woopaa or Top Dollar uses the products helps. If you are winning, it's the same with anything, they want to know what you are using," Perschbacher said.

It is a busy lifestyle, with their work week starting on Friday morning loading up bulls to head to the event scheduled for that weekend. Typically, the events are in Texas or Oklahoma, but they travel as far as Vegas each year. The majority of events begin Saturday morning and last the duration of the day. They travel home on Sunday, only to get up on Monday morning and begin work on whatever needs improvement from the weekend.

"If there was one we didn't take because he wasn't ready or whatever, we'll get him ready and start working him. We'll do that Monday through Thursday, and we go help her grandfather buck calves. Anytime we are available, he's ready to buck them. Just about every other week we go there and if nothing else, we stay here and buck at least every week," Wilson said.

#### Care

The best demands the best care, and that is exactly what Wilson and Perschbacher provide the bulls. The performance athletes eat like kings and are fed 30 minutes after sunrise and

30 minutes before sunset.

"They are still a natural grazing animal, but if you have them on a schedule, they do better. Their bodies seem to function better and get used to that. If you feed them at 11 a.m. and 4 p.m. one day and 6 a.m. and 8 p.m. the next day, you're not going to get along very good. We feed them more like a show horse or show steer. They get fed at certain times," Wilson explained.

The bulls also are fed supplements, with a custom feed mixed. The couple takes top care of their hay fields. Chiropractors can be found visiting the bulls, and they receive injections in their hocks and back hips.

"We do treat them a lot like horses in that sense in taking care of them. It's just not your average vet will come inject a bucking bull, but we have been fortunate enough to have a good vet," Wilson said.

For Wilson, keeping the bulls sound and healthy is one of the more difficult parts of his job.

"They don't know how go slow. They're not an athlete that understands, 'Hey, this is just practice, let's just go half speed so we don't hurt anything. We are just going to go through it for practice and be safe.' They give it a 110 percent every time they are in the chute, every time you buck them. They don't know if you





are bucking them for a million dollars or just for the fun of it," Wilson said.

### Woopaa

The couple was sitting at the Finals in 2019 when Wilson turned to Perschbacher and said, "Larry Barker had a really good yearling, and I haven't seen that bull." Perschbacher said she could still recall the exact spot they were sitting in at the South Point Hotel when he said it.

The thought crossed Wilson's mind as he was considering getting an outside bull. He told Perschbacher he was going to call Barker and see if he would send the bull to them.

"So, I called him, and he said, 'Oh, I've been thinking about sending him to somebody, but I didn't know who to send him to. Would you take him?'" Wilson recalled.

The answer was obvious, and



Top Dollar enjoys a scratch under the neck from Katie.

the rest is history.


"The year 2019 was a slow year, a rebuilding year. My good two-year-old got hurt. I didn't really have any big bulls. I was trying to just focus on futurity calves, and if it hadn't been for Woopaa we would still be focusing on futurity calves," Wilson chuckled.


Woopaa arrived in January 2020, but there was a catch. Barker had not bucked him in 12 months, choosing instead to allow the bull some time to mature. They worked with the bull for several months before he was ready, but the wait was worth it.

"When we got Woopaa, he wasn't in bad shape, but you could tell he hadn't been bucked in a year. So we were a little bit behind the curve. I felt like about the time we got him going and everything, Covid-19 hit. They

**Continued on page 38**

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**Continued from page 37**

started canceling events so we decided, ‘Hey, we are going to have to focus on him and we are going to go where we can with him, and that’s just what we’ve got to do,’” Wilson said.

When Woopaa seized the ABBI title, he also was named the 2020 ABBI World Finals Classic Champion when he met up with bull rider Jose Vitor Leme during the PBR World Finals.

Leme hung on, earning a score of 95.75 and the championship, while Woopaa clenched a bull score of 46.75 and the title.

The bull turned five in March 2021; with high hopes he will be a contender in this year’s title race for the YETI World Champion Bull after snagging the ABBI title last year. It is no surprise Woopaa loves to buck and go on the road.

“We handle them every day and they go every weekend,” Perschbacher said. “We could back the trailer up and open the gate and Woopaa, wherever he is at, him and Top Dollar will go to the trailer. When people say we make them buck, we don’t do that. These bulls enjoy it. They like to go. We went to a futurity last year and we didn’t take Woopaa and he was right there where we loaded, running and bucking and bellowing. He wanted to go. I felt bad, but he wasn’t going to do anything that weekend so I told him he would have to stay home that week. They like it, they enjoy it.”

**Top Dollar**

Wilson’s favorite part of raising bucking bulls is seeing the moment it all clicks.

“I like seeing the calves put it all together when they start finally reaching their potential,” Wilson said.

For their other best bull, Top Dollar, that moment took a bit longer than normal.

“We have 30 head of calves, and I don’t want to say you pick your favorite, but you always have your eye on one that you’re



One of the couple’s roan bulls shows off his bucking skills. (Photo courtesy QuickSand Photography)

like man, that one sure looks the part and he acts right. He kind of watches you and all of that, but when you start bucking him the first two or three times, he may be the sorriest calf in the bunch. You wonder what you were thinking and if you even know what you’re looking at,” Wilson said. “Top Dollar, I can go back and look at pics of him when he was three or four months old. He was just a little specimen, but he always looked the part. We handled him and he was always a little crazy and wild, but not too bad. The first time we bucked him he almost stopped and the second and third weren’t a whole lot better. If I hadn’t liked him so much, I might have sent him to the sale barn. He was just sorry the first three times, that’s all

there is to say about it.”

Fortunately, that fourth time was Top Dollar’s moment to shine, and Wilson’s suspicion that he had his eye on the right one was proven correct.

“The fourth time we bucked him, and it was probably his last chance to be honest because he hadn’t been very good, he tried to do it but just wasn’t good at bucking, it finally flipped. You’re like, ‘Wow. Where did that come from?’ I bucked him two or three days later to make sure it wasn’t a fluke, and he bucked even harder. I turned him out for a few weeks, got him back up and that sixth trip, it was unbelievable. It may be one of the best ones he’s had,” Wilson recalled.

Wilson periodically looks back

at Top Dollar’s videos as a reminder to give the bulls more than a few chances to prove themselves. He explained there are some bulls who give it all their first time and can’t do it any better. Then there are a few who don’t do so great the first time out of the chute, but it all comes together later on.

Top Dollar proved himself in a tough year of Covid-19 cancellations as he was named the best yearling bull in the world for 2020 and chances are high he will remain ranked among the top bulls in the world.

**What’s Next?**

The bulls develop their own fan base, with loyal followers who are excited to see the bulls perform. Wilson said fans might not know who Laramie and Katie



are, but they know the bulls, and at the end of the day that makes it all worth it.

"I get attached. I like to go and be able to haul them and say that calf, I was there the day he was born. I got to see him. We've done everything with him. I know him like the back of my hand," Perschbacher said. "People might not know who we are, but they know who Woopaa and Top Dollar are. If we haul Top Dollar all the way through the rest of his years or we sell him, I think that's the coolest thing is just to know he came from us. We started him. We did the groundwork; we laid the foundation for them to be successful. Obviously, I like to win, and like to keep him, but if somebody else can go be successful that just says something about our program at the end of the day."


Wilson anticipates Woopaa will win the bull of the year race.

At the time of print, he was in first place. Top Dollar is second in the futurity race, and Wilson hopes he is able to hold onto that spot. The pair also has a great set of yearlings with high hopes their future is bright.

"So far we have gotten better and better each year, and if we can just stay on that track, I think we'll be alright," Wilson said.

Perschbacher agrees, saying she hopes they raise some world champions.

"I just want to be successful, and successful can mean so many different things. It can mean not winning a world title, but just raising good calves and bettering the industry and bettering our heard. At the end of the day, that's the goal," Perschbacher said.

To follow Perschbacher, Wilson, Woopaa, or Top Dollar, make sure to check out Hookin W Ranch on social media. 

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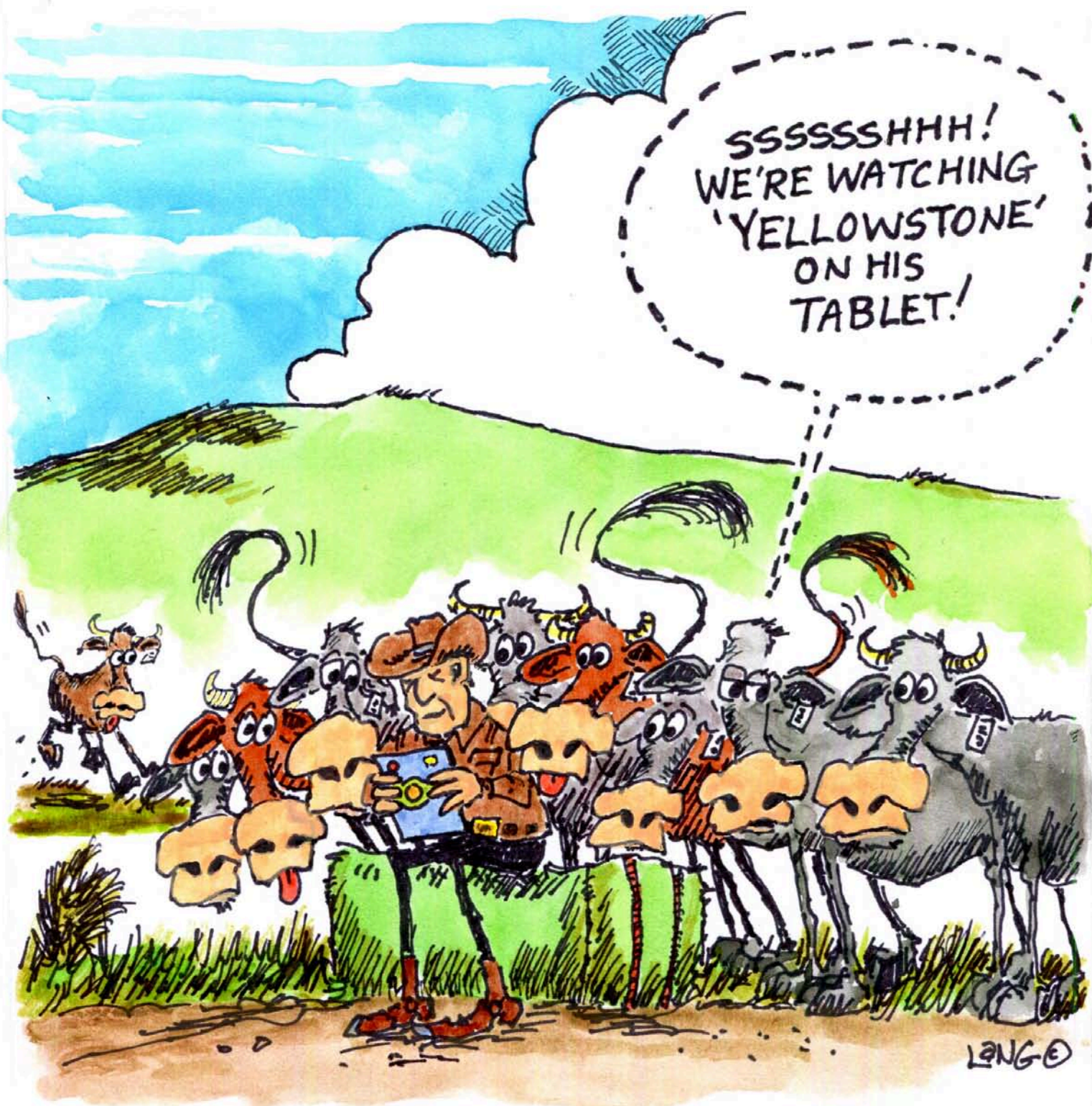
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# Grub Time

by LANG ©



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# JESSE'S JEWELZ

By Jesse Kader

August is a month of transition and preparation for many. Summer is ending, school is starting, fall is peeking around the corner. There are so many new things to look forward to. I feel like this beautiful maxi dress fits the bill perfectly for August as we move into a new season. It is flowy and cool for the warm air with floral that feels a bit like fall. This is a great dress for so many occasions and will turn heads wherever you go. Shop online at [www.jessesjewelz.com](http://www.jessesjewelz.com). Also shop in person at 109 W. Main St., Lewisville, TX. ®





# Lacey's Pantry

By Lacey Newlin

## Cherry Cream Cheese Bars

**Total Time:** 1 hour | **Servings:** 24

### INGREDIENTS

1 cup butter - softened  
 2 cups sugar  
 1 teaspoon kosher salt  
 4 eggs  
 1 teaspoon vanilla extract  
 1/2 teaspoon almond extract  
 3 cups all-purpose flour  
 1 teaspoon baking powder  
 2 cans (21 ounce each) cherry pie filling  
**Cheesecake Layer:**  
 1 package (8 ounces) cream cheese - softened  
 1/4 cup sugar  
 1 egg  
**Glaze:**  
 1 cup confectioners' sugar  
 1/2 teaspoon vanilla extract  
 1/2 teaspoon almond extract  
 2 - 3 tablespoons milk

### INSTRUCTIONS

Begin by preheating your oven to 350 degrees F.  
 With a stand mixer, cream together the butter, sugar, and salt until light and fluffy. Add the eggs one at time.  
 Beat well after each addition. Then, put in the vanilla and almond extract.  
 Finally, gradually add in the flour and baking powder.  
 Spread about 2 1/2 cups of this batter into a greased 15x10x1-inch baking sheet. (I found it easiest to use an offset spatula greased with a little cooking oil to spread out the batter.)  
 In a medium-size bowl, beat together cream cheese, sugar, and egg. Add this on top of the first layer of batter. Then, spread out the cherry pie filling.  
 Drop the remaining batter by spoonfuls over the filling. Bake about 35 to 40 minutes or until golden brown. Cool in pan on a wire rack.





A beef animal provide what we need to make sports equipment, soap, medicine, photo film, cake mixes and more.

# Beef By-products, Part 6

By Dani Blackburn

In the last few issues of North Texas Farm and Ranch, we dove deep into beef by-products, or the products produced by beef animals aside from the meat that nourishes our bodies.

For part six, we take a look at the skin of each of those beef animals and the products created from it.

There are the leather products, of course. Did you know from just one beef hide you could get 20 footballs? One cowhide also can make 12 basketballs, 144 baseballs, 18 volleyballs, 18 soccer balls, or 12 baseball gloves.

Leather is used for luggage, boots, shoes, furniture, gloves, belts, purses and wallets. While

leather is a perfect example of a beef by-product created from the skin, the skin also can be used as an ingredient in other products.

For example, there are many collagen-based adhesives derived from each beef animal.

These include things like bandages, wallpaper, sheetrock, emery boards and glues. It also can be found in glues for papermaking and bookbinding, pharmaceuticals and photographic materials.

Beef by-products are even used in plastic surgery. The collagen, from the hide, is purified then injected into the face for a younger look.

However, one of the most common uses for the beef skin is for

gelatin, which is created by boiling the hide and cow bones.

This is the product that gives a gummy texture to foods we love such as gummies, jams, marshmallows and caramels.

For as long as beef animals have been consumed, their non-meat parts have been utilized, too. Our ancestors used their hides for clothing, housing, bones for tools, and so much more.

The same holds true today, little from each beef animal is left to waste as these amazing animals provide us with not only food, but products critical to our everyday lives.

## Resources:

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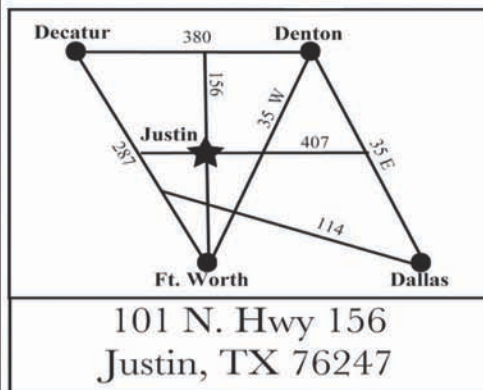




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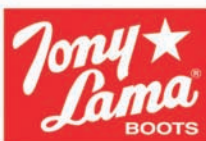


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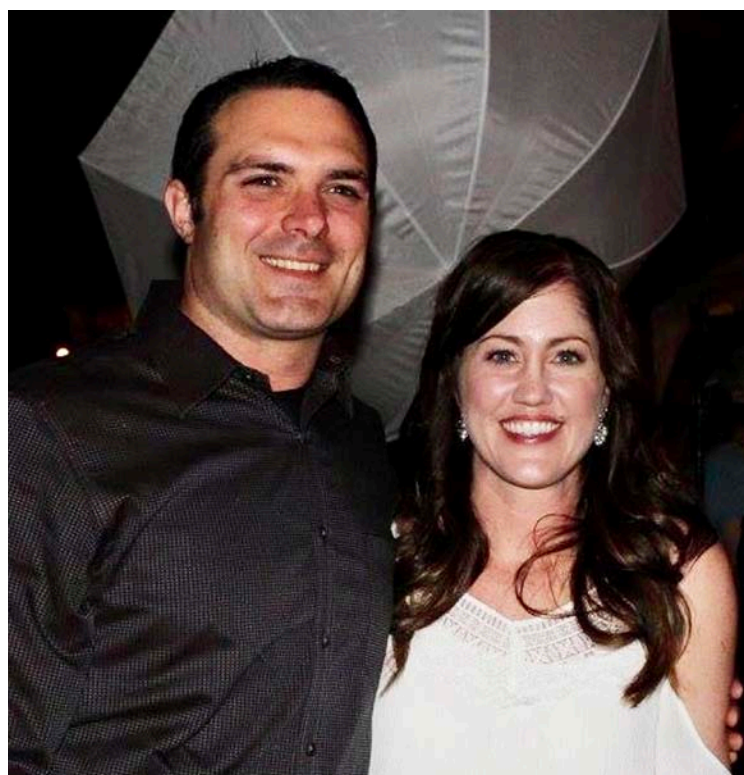
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For concert dates and special events, check them out on the web at [www.firelightvineyards.com](http://www.firelightvineyards.com) or better yet, head over to Valley View right away. You will be glad you did.

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# “Product of the USA”: Are Our Beef Labeling Practices In Need of an Overhaul?

By Martha Crump | [marthacrump@comcell.net](mailto:marthacrump@comcell.net)

As a “label reading” shopper, I often look for where my potential food purchases are sourced. To be honest, there are some countries of origin that do not meet my personal preferences, and therefore do not come into my house. That being said, let’s take a look at the consumer of today, tie in recent world events and the impact on food consumption to see just where we stand as beef producers.

Now I am not a market analyst by any means, so taking a look at how beef gets to the store, packaged and labeled did require a bit of legwork to understand the “how’s, where’s and why’s” of the system. I am in the business of getting beef harvested and into this supply chain, so I decided to invest in a little deeper look to help me understand what is currently being discussed regarding the possible labeling issues. Also driving this desire to have a better understanding of our industry marketing practices was a conversation I had recently with a gentleman that stopped by the Wichita Falls Area CattleWomen booth to ask some questions. Last year was a year that affected us as a nation and in many ways, we are still grappling with. One reaction that I had, and noticed in others, was to pull away, pull in and be as self-supportive as possible. This particular gentleman posed the question, “Why do we even need to import beef? Don’t we raise enough here to take care of ourselves?” Fortunately, I was able to give him an answer that addressed his question. By his own admission, it was something that he never would have considered simply because he is not a beef producer. It was an interesting conversation, and he went on to ask a number of other questions. I would wager most consumers have some of the same questions, but where do you turn for accurate, understandable answers? As advocates for increasing knowledge about what we do, cattlemen and cattlemen love to share information about our industry. If you do not believe me, just ask any cattle producer if you have some time to spare.

Let’s start by looking at a very recent report released by the United States Department of Agriculture – Economic Research Service. According to this report, the United States not



There is a growing interest from consumers to know where their food comes from and how it is produced. (Courtesy photo)

only has the world’s largest fed-cattle industry but is also the world’s largest consumer of beef. Most of the beef we produce and export from the United States is grain fed and will be marketed as high-value cuts. The United States was ranked as the third largest beef exporter in 2020. In the past year, the top five United States beef markets include Japan, South Korea, Mexico, Canada and Hong Kong. Additionally, record volumes of beef were exported to China in 2020. These markets love our high-end cuts of grain-fed beef, and if you have travelled at all, you realize the portion size served in other countries is much smaller than portions sizes served in restaurants in the United States, resulting in the higher-end products going further in overseas markets.

You cannot look at the export sector without looking hard at United States beef imports, which rose about nine percent in 2020, compared to 2019. Canada, the largest beef supplier, accounted for 25 percent of the total United States beef imports in 2020. Second and third largest beef import sources were Australia

and Mexico respectively at about 20 percent, followed by New Zealand at 15 percent, and Brazil at seven percent. The majority of the beef imported is fresh, lean, boneless beef trimmings that go into processed products such as ground beef. The United States is a burger-consuming nation. The imported lean trimmings are used to mix with the cattle harvested in the United States to balance the fat content. Additionally, the consumption of ground beef experienced a shift according to the State of the Consumer report released last fall by the National Cattlemen’s Beef Association. This report highlighted the impacts of COVID-19 disruptions to the food industry. For the full report and a very interesting read, go to [www.beefresearch.org](http://www.beefresearch.org). According to the research done, people were not eating out so food service industries saw a decline of nearly 80 percent at full-service restaurants and more than 40 percent at fast-food/quick-service establishments. The view from the flip side saw consumers stocking up at their local grocery

**Continued on page 50**



Continued from page 49

store at unprecedented national levels. More than 60 percent of consumers admitted to purchasing a little more than they normally would have, with 55 percent of buyers specifically adding extra ground beef to their freezers.

There is a growing interest from consumers to know where their food comes from and how it is produced. For producers, this translates into a growing trend toward local and regionally sourced beef. Currently, the “Product of the USA” label is not furthering our goal of food transparency. The assumption is that a POTUSA label means the animal was raised and slaughtered in the United States. The reality is that beef products with this label may come from cattle that were born or processed outside of the United States. Imported beef products are eligible to be marked POTUSA as long as the product has been minimally processed or repackaged in a USDA inspected facility. According to the NCBA, the generic POTUSA label is approved by the USDA’s Food Safety and Inspection Service and applied by meatpackers and retailers. NCBA has supported efforts for producers to capture consumer demand through voluntary origin-sourcing marketing initiatives. The beef cattle industry has pursued source-of-origin policies such as mandatory country of origin labeling for some time, but the cost of implementation was considerable and fell on the producers’ shoulders. In 2019, producers across the United States raised concern that imported product was being labeled as POTUSA. One knee-jerk reaction by some was to advocate to indiscriminately restrict imports, squashing the free market through protectionist policies. I have personally heard the average consumer say that very thing, which is to stop all imports. The reality for producers is that we benefit from the import/



The NCBA’s policy team is continuing to work with the USDA to ensure origin claims and source labels can only be used if they are from voluntary and verified programs. (Courtesy photo)

export trade. In addressing the concerns surfacing in 2019, the NCBA formed a working group with members from all across the country. Led by Virginia cattleman Gene Copenhaver, this geographically diverse group of individuals was comprised of cow-calf producers, purebred producers, as well as feedlot and stocker producers. The general consensus of the group is that the POTUSA label we currently have is bad for the industry and bad for producers. This was a unanimous sentiment. According to Copenhaver and the group, we have too good a product to just slap some type of generic POTUSA label on it, and it is inaccurate and potentially misleading to consumers.

Moving forward with addressing POTUSA labeling, the NCBA group developed a policy proposal that was presented to and adopted by the NCBA membership, saying the NCBA supports the use of voluntary source of origin claims and also supports USDA verification of any source of origin claim or label. As they continue to address this issue, the NCBA’s policy team will work with the USDA to ensure origin claims and source labels can only be used if they are from voluntary and verified pro-

grams. At the very least, this step will provide a more accurate and truthful description of the product, and in doing so, reduce the potential for consumer confusion and hopefully bolster confidence at the meat counter. Currently in the works with the NCBA’s policy team is a petition to the USDA to eliminate the POTUSA label and replace it with “Processed in the USA.”

In an announcement from Agriculture Secretary Tom Vilsack, made on July 3, 2021, he stated, “Today the Federal Trade commission (FTC) took important steps to enhance its ability to enforce the Made in USA standard. USDA will complement the FTC’s efforts with our own initiative on labeling for product regulated by FSIS.” He also stated, “American consumers depend upon accurate, transparent labels to obtain important information about the food they consume. American farmers and ranchers depend upon those same labels to convey information about their products that consumers value and demand. We have taken note of the many comments submitted to USDA and the FTC regarding meat labeling and understand that the current POTUSA label on meat products may no longer effectively serve either of

those purposes, to the detriment of consumers, producers, and fair and competitive markets.”

There is obviously not going to be a one size fits all solution for the many types of producers involved in the growingly complex cattle and beef industry. Perhaps Kent Bacus, NCBA Senior Director of International Trade & Market Access, summed it up most succinctly by saying, “As consumer interest grows in regionally branded labels, or they want to identify with certain production factors like carbon-neutral or natural, we believe the industry is much better equipped to respond to consumer demand and identify ways to capture and deliver on opportunities for producer profitability.” The next meeting of the WFACW will be on Aug. 17, 2021, at the Forum, 2120 Speedway, Wichita Falls, Texas, at 11:30 a.m. In a slight change to scheduling, the evening meeting at 5:30 p.m. will not be held at the forum, but location is yet to be determined. Prepackaged meals will be available for the lunch meeting, or you may bring your own. The speaker is yet to be determined. All social distancing rules are followed, and masks and hand sanitizer are available prior to entry to the meeting area should you need them. (N)





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# Confessions of a HUNTER

By Andy Anderson

## Pistol, Never Leave Home Without It

Every August hunters start to get back into the woods, prepping fields for food plots, filling feeders and cleaning out or setting up stands. I was no exception to this other than I really never stopped going into the woods.

I had my feeder set up and was running it year-round simply because I like to hunt hogs when I'm not after deer. This particular year I had acquired a 4-wheeler that allowed me to access much more of the ranch and carry more stuff deeper into the woods.

I usually always took my rifle with me or at least a pistol just in case I ran across a coyote, pig or Sasquatch. I mean you just never know what you'll run across in the woods. However, it always seemed like when I had a gun with me, I didn't see anything, but when I forgot it, I saw all kind of critters. I loved having a 4-wheeler, I could throw a couple bags of corn on the seat, get to the feeder and just stand off the back to fill the feeder. I had a rifle rack on the front to hold my rifle. Man, it made life so much easier.

One day, I loaded up after work and headed out to the lease. Got there a couple hours before it would start to get dark. In a hurry to beat the sunset, I quickly unloaded the 4-wheeler, threw a couple bags of corn on it and hurried off into the woods. About halfway to the feeder a bobcat



Andy Anderson learned a lesson after running into a hog without a pistol one evening while filling up his feeders. (Courtesy photo)

stepped out right in front of me.

I came to a stop as he just froze in the roadway. We stared at each other, and it was at this time I realized I had forgotten my rifle and pistol in the truck. As the bobcat slowly disappeared into the woods I continued on to the feeder.


It was beginning to get late now. The light was fading fast as I arrived to the feeder. I backed under the feeder, stepped up and removed the lid to begin filling it. As I finished up and started to put the lid back on, the wind picked up and blew the bags off into the woods. I walked over picking the closest bag up, and just as I got to the second bag, I heard something in the woods. I froze. Listening and watching intently for any indication as to what it was I just walked up on. I then caught the faint odor of swine. I started to get

excited but then seriously disappointed as I remembered I had no gun, not even a knife.

I stood there just as dusk settled in. Not hearing anything for a while, I decided I had enough and turned to walk away. Just then the brush directly in front of me came alive. This big ole red hog lurched from the under brush like a cat, bounding and squealing as it turned to come at me. I ran as hard as I could, wishing I had my pistol, towards the 4-wheeler. Just as I got to the back and started to climb on, that hog caught up to me. With what felt like a bite on my left ankle, I dropped those sacks and grabbed the front of the 4-wheeler as I slid around the front of it like Bo and Duke.

That hog was right on me and I knew I had to get the 4-wheeler between it and me because this fat

boy was not going to be able to keep up the pace much longer. I slung my left foot over the seat as I made it to the front right corner of the 4-wheeler. I turned the key on and just as I hit the start button that hog came right at me from the right. It chased me right off the 4-wheeler and again, it chased me around and around.

Finally, I was able to stand on the seat and get the 4-wheeler started. With one knee in the seat as I stood on the left leg, I sped off. The hog was scared off as soon as I bumped the starter, and what I thought was a 300-pound gorilla sow turned out to be a little 125-pound hog, but then again, I wasn't about to stop for a formal introduction. I laughed it off and took it as a lesson. Never, ever go into the woods without your pistol. 



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# Grazing North Texas

By Tony Dean | [tonydean.tx1@gmail.com](mailto:tonydean.tx1@gmail.com)

## Kleingrass

Although Kleingrass is not native to Texas, it is one of those grasses that works so well here we might as well consider it an established part of our grass family. It does have some native cousins who live here and have the same family name, including Vine mesquite and Switchgrass. They are both good forage producers and used by livestock.

Kleingrass was introduced to Texas from Africa in 1942 but was not widely used in Texas grazing lands until the 1960s. Later, releases of improved varieties include Selection 75 in 1969 and Verde in 1982.

Kleingrass is a summer perennial and can grow up to five feet tall with leaves up to 10 inches long. One of the distinguishing characteristics of Kleingrass is it has small hairs growing only on the margins of the leaves. Our only other major forage producer with this characteristic is the Texas State grass, Sideoats grama.

Kleingrass can spread by seed and by enlargement of clumps through tillers. It also can root down from stem nodes as they come in contact with wet soil. Although it can spread readily, it is still not considered aggressive.

Kleingrass is generally considered relatively inexpensive to seed, primarily due to the low recommended seeding rate of 1.5 to two pounds pure live seed per acre and a reasonable expectation of attaining a stand if planted properly. One major Texas seed



This unfertilized Kleingrass recovered well following the extremely cold weather in early spring.

### Grazing Value of This Plant

#### Kleingrass



1 2 3 4 5 6 7 8 9 10

- Possibly toxic to horses, sheep, and goats.

- Good forage for cattle.
- Normally establishes well.
- Blends well with native grasses.
- Good for haying and grazing.

producer listed a price of \$12 per pound of pure live seed for spring 2021.

Kleingrass can grow in a variety of soils but is more adapted to loamy and clay loam soils. It

can be seeded in pure stands or in mixtures with other grasses and can be used as rangeland or as improved pasture. It responds well to fertilizer but can normally survive without added fertility if

proper management is applied. Kleingrass seems most adapted to an 18-inch to 30-inch rainfall belt.

In the late 1960s and early 1970s, a popular seeding method was to use a “whirlybird” electric seeder mounted on the drawbar of a tractor. It was noted in many cases, germination was best in the tractor tracks where the seed came in contact with packed soil. Farmers and ranchers were soon “packing” their plowed fields before seeding Kleingrass.

Kleingrass does have a documented toxicity to horses, sheep





and goats. However, one veterinarian from Jack County and one from Clay County were asked if they had ever documented an actual toxic response from grazing on Kleingrass, and neither veterinarian had encountered such a case.

One of the reasons Kleingrass is often chosen for range or pasture seeding is that it has a good production potential if seeded and managed properly.

The Kleingrass pictured was seeded in the early 1970s. The field contains 150 acres, with about 100 of it being Kleingrass and the rest in native species. On Feb. 15, 2021, the field was stocked with 65 head of cattle, a stocking rate of a cow to 2.3 acres and grazed for 120 days until about mid-June.

Excellent moisture conditions during spring months allowed the Kleingrass to keep up with the grazing pressure. When the cattle were moved in June, the grass was still growing rapidly and was ready to graze again in about three weeks. When seeded, the pasture was virgin ground or had never been farmed, and no fertilizer has been applied in the last 40 years. (N)



Kleingrass is a bunchgrass and can serve as cover and food for wildlife. (Photos by Tony Dean)

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# THE GARDEN GUY

By Norman Winter | Horticulturist, Author, Speaker

## Suncredible Sunflowers Take Awards Across the Country

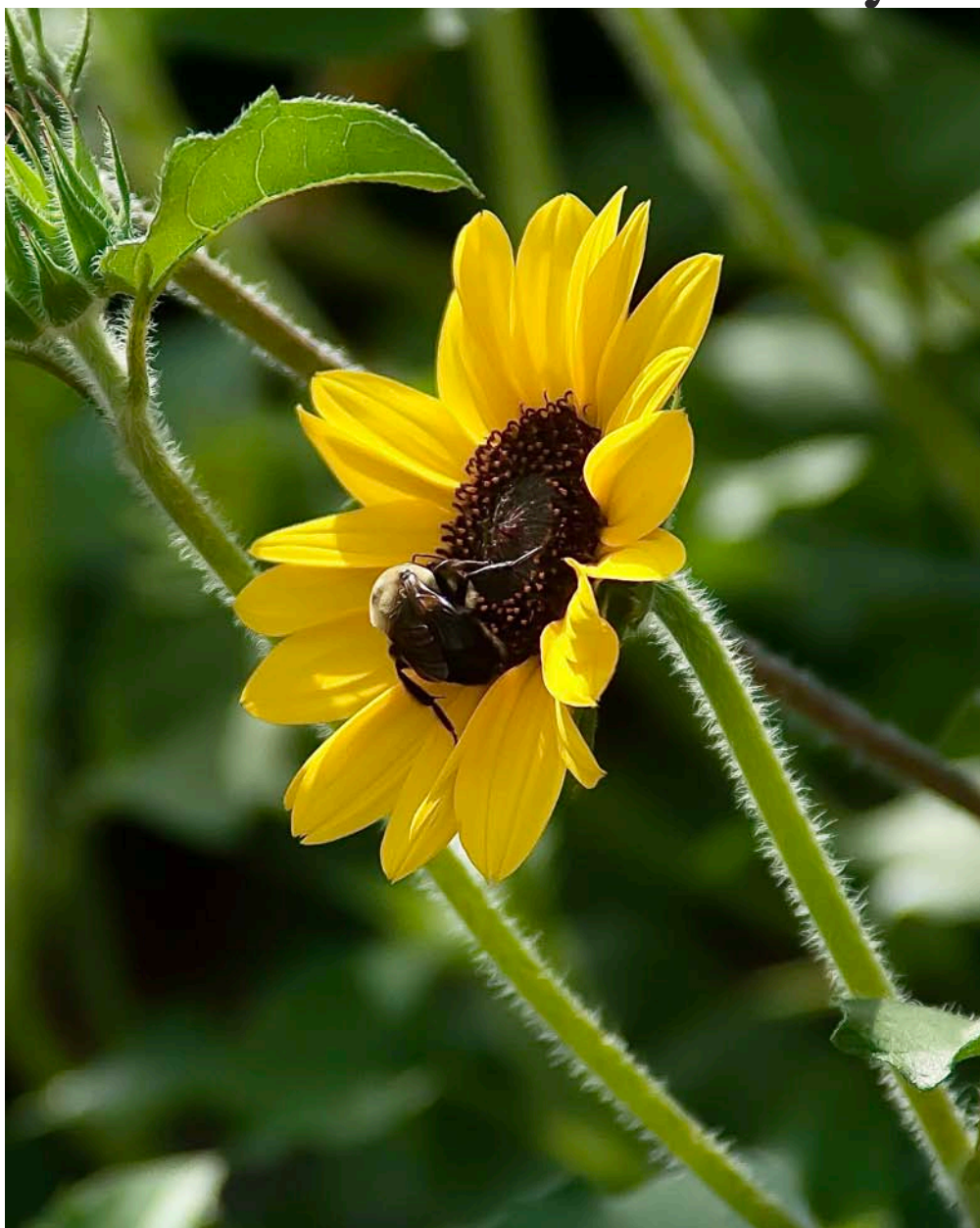
The National Garden Bureau has designated 2021 as “The Year of the Sunflower,” and if you choose to participate then I have the plant for you, Suncredible Yellow, a new everblooming bush variety. I wrote about this incredible variety in the summer of 2019, while I was growing it.

In 2020 it exploded, winning 53 awards like Perfect Score All Season Oklahoma State University and Oregon State University, Louisiana Super Plant LSU, Medal of Excellence Greenhouse Grower, Leader of the Pack North Carolina State and Top Performer Michigan State, University of Minnesota, Mississippi State, University of Georgia, Cornell, and dozens more. It truly has captured everyone’s heart.

Everblooming and bush habit is not two adjectives or descriptors you would ever expect to give a sunflower but that has all changed. If you have not experienced it this will be a totally new plant product for you. It will reach 42-inches tall and around 36-inches wide in the south. The flowers are four inches wide and produced in abundance all season bringing in bees and butterflies. Those of you with roaming deer populations can rejoice that this plant is typically not on the menu.

Your first thought was, ‘Sunflowers do not last that long in the garden,’ but this will simply not be true with this new breeding of our loved native *Helianthus*. It will thrive in just about any soil and will be riveting as long as you give it good sunlight. My advice is plant a cluster of three, spacing your plants 18 to 24-inches apart.

Rockin Deep Purple, or Rockin Blue Suede Shoes salvias would make a most thrilling plant partnership. I also have mine planted with an assortment of agastache or hummingbird mints. Suncredible Yellow will keep blooming  
**Continued on page 58**



Suncredible Yellow sunflowers bring in pollinators like bees and butterflies. (Photos courtesy Norman Winter)





**Continued from page 57**

whether you deadhead or not. In my garden I have clipped them off a couple of times.

The look screams cottage garden but will be simply amazing just mixed in with perennials and other annuals. Of course, those of you working on a backyard wildlife habitat will be pleased beyond your wildest expectations.

As great as Suncredible Yellow is, you will be thrilled at what is coming next year, Suncredible Saturn. It has the same bush habit, same rugged persevering performance but the name Saturn says it all. Suncredible Saturn has yellow petals with a bronze red center.

Because of their bushy habit they too will excel as the thriller plant in mixed containers or look stunning as a monoculture plant growing with no partners. My son, James, is using them in horse trough type containers, with Supertunia Petunias, Superbena verbenas and Luscious lantanas.

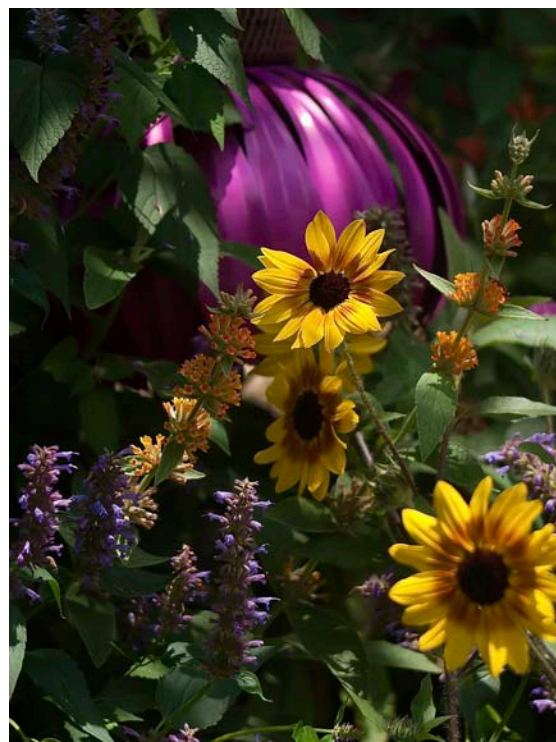
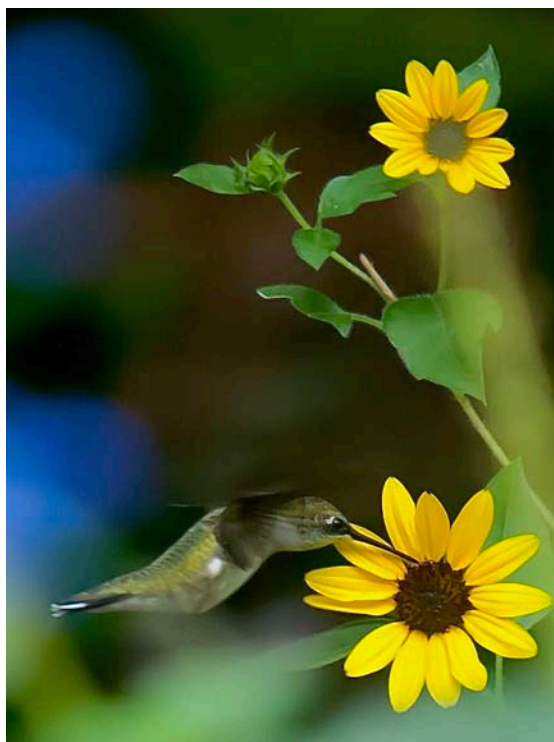
We as gardeners and pollinator lovers can give a tip of the hat to Proven Winners for introducing new native DNA plant material that will thrive during the entire growing season, including the heat and humidity prevalent in West Georgia. While the heat turns the dial into the misery index we will still be celebrating with blooms, bees and butterflies.

One last thing worth noting is Suncredible sunflowers plant's ability to give you cut flowers for the vase. Every day I watch sites on Instagram making arrangements out of roses, zinnias, salvias and coneflowers. Now we can all go out and snip our own sunflowers to add, too. So, this year it is Suncredible Yellow, and plan on adding Suncredible Saturn to your pollinator arsenal in 2022. Follow me on Facebook @NormanWinterTheGardenGuy for more photos and garden inspiration.

Suncredible Yellow sunflowers bring in pollinators like bees and butterflies.



This new Suncredible Saturn sunflower makes its debut in 2022, and here it is used as a thriller plant in large horse-trough containers with Supertunia petunias. Pictured are Superbena verbenas and Luscious lantanas.



(Left) Hummingbirds will also visit Suncredible sunflowers. (Right) The Garden Guy is using Suncredible Saturn in a backyard habitat with agastache and buddleia. (Photos courtesy Norman Winter)


Hummingbirds will also visit Suncredible sunflowers.

This new Suncredible Saturn sunflower makes its debut in 2022, and here it is used as a thriller plant in large horse-trough containers

with Supertunia petunias. Pictured are Superbena verbenas and Luscious lantanas.

The Garden Guy is using Suncredible Saturn in a backyard habitat with agastache and buddleia.

An American Lady Butterfly is visiting this Suncredible Saturn.

Suncredible Yellow sunflower and Rockin Deep Purple salvia create a stunning complementary combination. 





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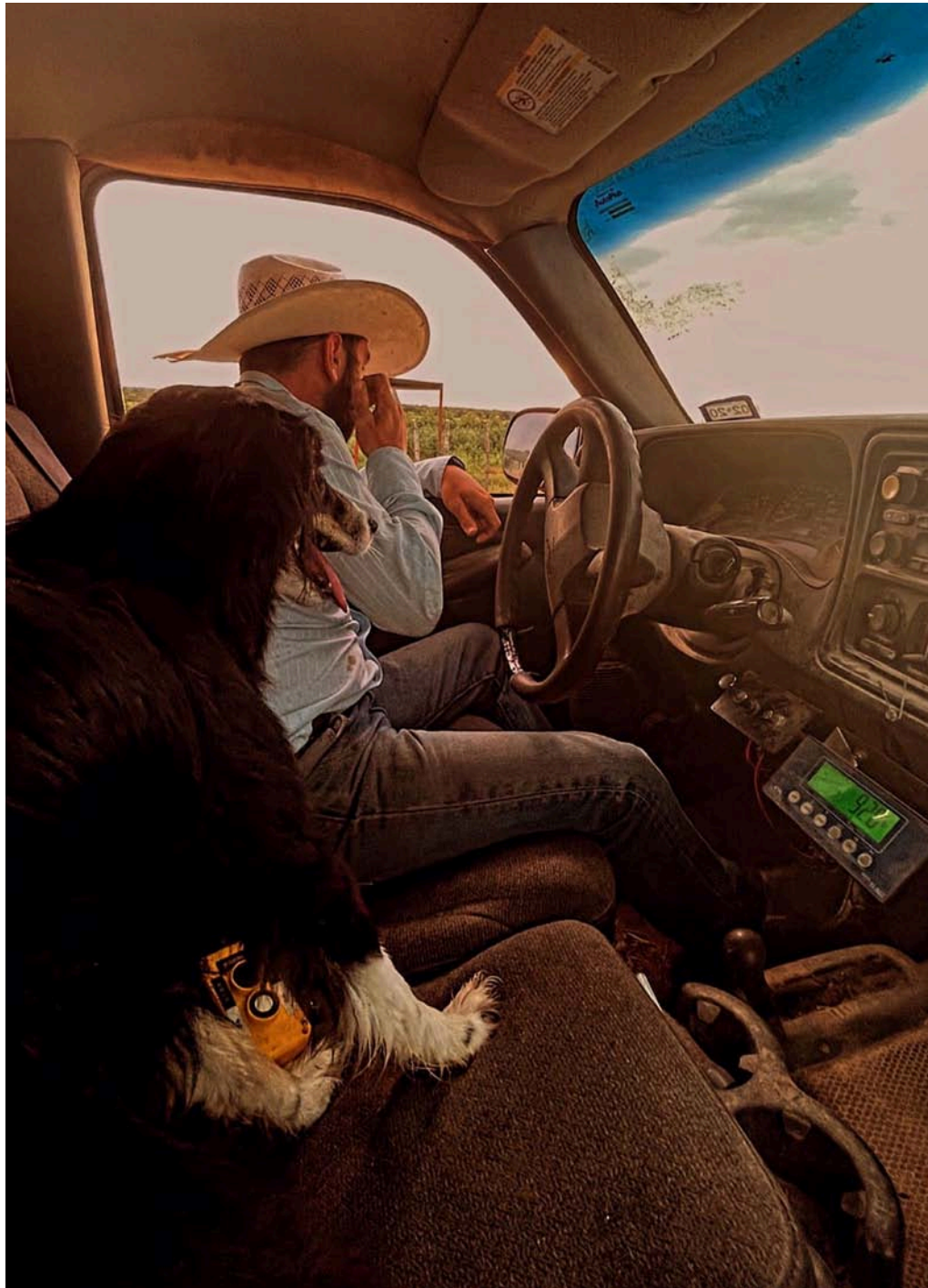
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## LIPAN

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## NOCONA

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