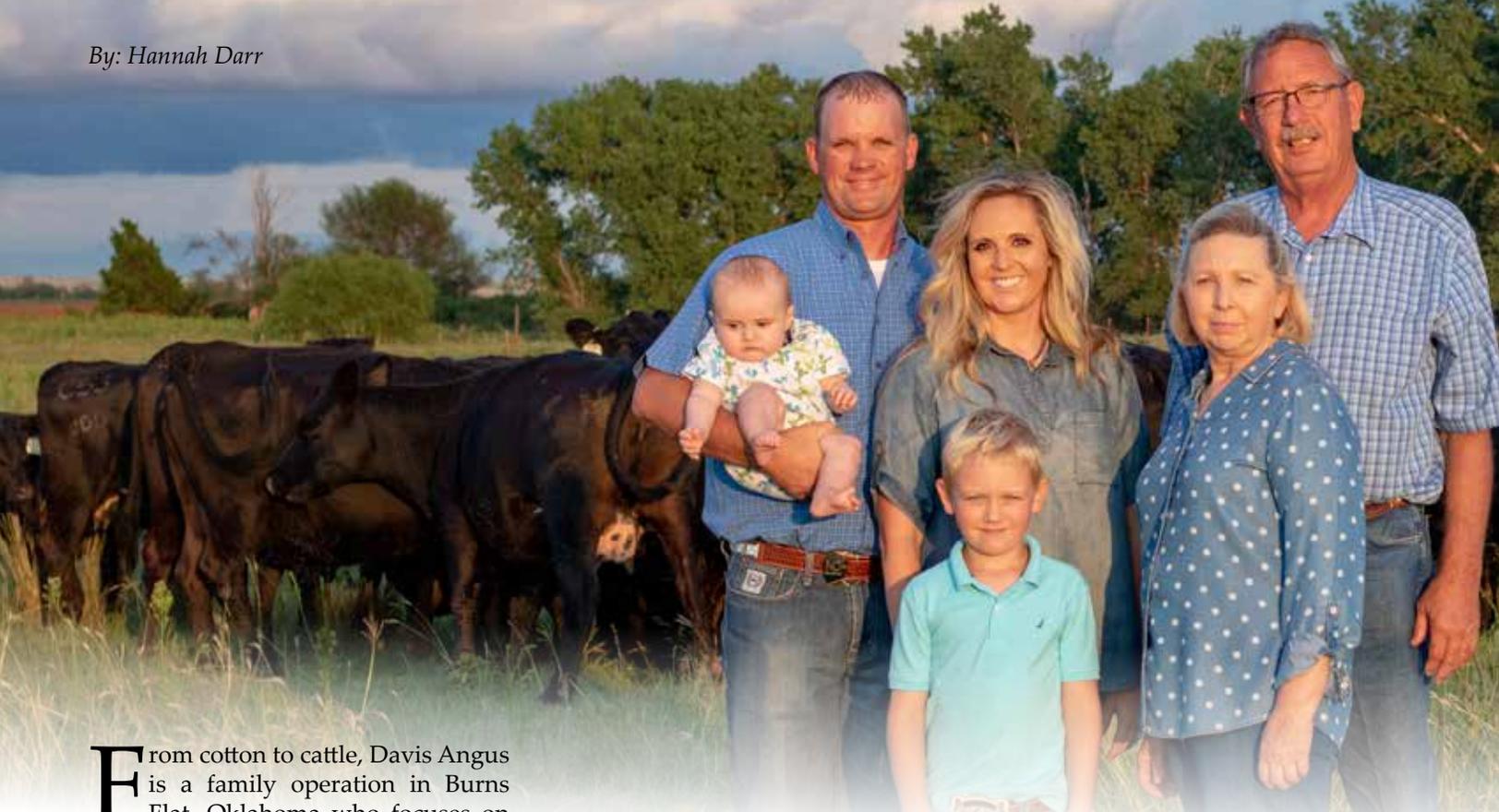


# Family & Information is Core to Providing VALUE GENETICS

By: Hannah Darr



**F**rom cotton to cattle, Davis Angus is a family operation in Burns Flat, Oklahoma who focuses on high quality genetics and sustainability for generations to come.

"I think the quote, 'Even if you're on the right track, you'll get run over if you just sit there' by Will Rogers applies to the beef industry and our operation," said Debbie Davis. "We believe it is important to be progressive and continue to learn and grow, so we are able to produce the best quality cattle that we can."

The Davis family started as cotton farmers, but then transitioned into raising just cattle more than 40 years ago and have been selling Black Angus bulls for 42 years. Davis Angus consists of Jim and Debbie Davis, their daughter, Jordan Cook, her husband, Noco-na, as well as Jordan and Noco-na's two sons Denton and Baylor.

## THE DAVIS DIFFERENCE

"People want to add value to their herd and gain a better profit," Jim Da-

*Jim and Debbie Davis pictured with their daughter Jordan, son-in-law Nacona and grandchildren, Denton and Baylor.*

vis said. "We believe the best way to do this is through value genetics, which we strive to provide our customers."

The Davis family wants to help other beef producers have successful operations, and they hope their bulls help others accomplish that goal, Jim said.

"We don't just sell cattle," Debbie said. "We sell information."

It is important we provide information to our customers, so they can make a proper bull selection for their herd," she added. "We stand behind what we sell and want the customer to have the opportunity to make an informed decision."

The Davis family weighs their cattle at birth, weaning, and yearling

**"Selling bulls is a people to people experience."**

*Jim Davis*

age. They also preform DNA tests and ultrasounds. Every calf that goes through the shoot at Davis Angus has a DNA blood card, Debbie said. They send in their samples for each calf to the American Angus Association who has an extensive database, she said.

The Davis family receives information back on the calves for 18 different traits such as calving ease, marbling, feed efficiency, birth weight, and more. It also assigns the cattle a percentile

ranking, Debbie said.

Debbie chuckled and said, "When I was teaching I always said I had more information on our cattle than most people did on their own children."

The DNA tests help the Davis family decide which calves they want to keep as bulls to sell. They also choose their bulls based off of phenotype, said Jordan Davis. The bulls have to be functional and sound.

"Good feet and soundness are extremely important," Jim said. "If they can't get around to breed, it doesn't matter how good their genetics are."

Davis Angus also focuses on feed efficiency, calving ease, and the "Targeting the Brand" program the American Angus Association has for cattle to be Certified Angus Beef, Debbie said. This helps producers target high quality beef. Your bulls have to meet certain requirements such as marbling and dollar grid values, she added.

"I think people choose Davis Angus because of all the information we offer and because we truly stand behind our bulls," Jordan said.

The most important asset you own is your integrity, Debbie said.

"We want to be a family business of integrity," Debbie added. "If we say this bull will perform a certain way, we believe that and have the data to back it. We want our customers to benefit from our bulls and add value to their herd."

## THE BUSINESS BREED

Jim said he thinks there is a lot of potential in making money with the

Angus breed. The road to accomplish that is much clearer and brighter, he said, because of the opportunities the Angus Association provides.

The DNA testing offered by the Angus Association has been a game-changer in the beef business, Jim said. The DNA gives data to support what producers are selling because it verifies the cattle's genetics and bloodlines.

"The changes we can make in the seedstock industry with the DNA information the Angus Association provides us are exciting," Jim said. "The reliability and accuracy of the numbers from the DNA is equal to having 30 or so calves from a bull."

With this information we receive, we can selectively breed cattle to produce genetics that allow us to produce more and better beef," he added.

The association also provides the program where producers can sell their Angus beef through the Certified Angus Beef program. If you have an Angus calf, you can sell and produce a better product for more money through this program, Jim said.

"We are in the beef business, Jim

added. "There are a lot of people just raising cattle, but they need to be in the beef business and try to produce high quality beef for the consumer. That's where the money is."

## FAMILY FOCUS

Since the beginning of Davis Angus, family and friends have always been at the core of the operation, Jim said. His dad, Bud Davis, started his operation in 1973 with 10 registered Angus cows. Jim also chose to start his herd with registered Angus cows just like his father.

"We tagged 250+ calves this spring, and 90 percent of those calves go back to our original 30 registered cows," Jim said.

Growing up Jordan was actively involved in the family operation and even started raising her own show cattle.

"One day while feeding cattle, Jordan asked, 'Can I show one of these cows?'" Jim said. "I agreed and said,

"We value our OCA membership and offer our buyers a free one-year membership if they sign up at our sale."  
*Debbie Davis*



Debbie and Jim Davis are active OCA members. This photo was taken during a Cattleman's College session the recent 66th Annual OCA Convention.



‘Sure, why not?!’”

After that they started showing cattle and had a blast doing it, Jim added. “We were horrible at first though!” Jordan said.

Debbie was involved in the record keeping, but then started helping with the show cattle side of the operation as well. Debbie’s involvement changed things dramatically and Jordan started winning, Jim said.

“We wanted Jordan to grow up with the people of the cattle industry,” Debbie said. “We wanted her to be around people of like minds, and showing was a way for her to do that. Cattle people are great people and are top notch.”

Jordan said if Oklahoma had an association for anything with cattle, the Davis family was in it. Jordan was involved in several organizations including the Oklahoma Junior Angus Association and the Oklahoma Junior Cattlemen’s Association.

The Davis family are active members in the Oklahoma Angus Association and the Oklahoma Cattlemen’s Association. Debbie also loves to volunteer at the National Junior Angus shows. She has a passion for kids and the beef industry, Jordan said.

“We value our OCA membership and offer our buyers a free one-year membership if they sign up at our sale,” Debbie said.



As for the future. . . it is looking promising as the tiniest ranch hands are willing to help everytime the chance is given.



To this day, Davis Angus is still a family-oriented operation. Each family member has their own and equally important role, Debbie said.

Jim focuses on the day-to-day work and breeding. Debbie keeps meticulous records, “keeps everyone in line,” and gets everything together for advertisements, Jordan said.

Jordan said she helps with management and production, and Nocona helps with the freeze branding and working the cattle.

“Nocona helps with anything that requires physical labor. He is the muscles of our operation!” Jordan said.

Dad has mostly spring calving cows, and I have mostly fall calving cows,” Jordan said. “Dad and I help each other and work together. For example, I will AI the heifers and he will help with my cows.”

Jordan said her dad offers advice and she’s always coming up with different ideas to try.

“Dad always says I just create more work for everyone!” Jordan added.

While Baylor is still too young to help, Denton loves to help his grandpa and family on the ranch. He especially loves to drive the Kubota to check cows, Denton said.

The Davis family all smiled and laughed as they shared countless stories and memories made with their family and friends in the beef industry.

“Selling bulls is a people to people experience,” Jim said. “The greatest wealth we have accumulated in the cattle business is the friends we have made and the relationships we have built. God has truly blessed us and for that we are very thankful.”



Extended-Release Injectable Parasiticide  
5% Sterile Solution  
NADA 141-327, Approved by FDA for subcutaneous injection  
For the Treatment and Control of Internal and External  
Parasites of Cattle on Pasture with Persistent Effectiveness

**CAUTION:** Federal law restricts this drug to use by or on the order of a licensed veterinarian.

**INDICATIONS FOR USE**

LONGRANGE, when administered at the recommended dose volume of 1 mL per 110 lb (50 kg) body weight, is effective in the treatment and control of 20 species and stages of internal and external parasites of cattle:

Gastrointestinal Roundworms	Lungworms
<i>Bunostomum phlebotomum</i> – Adults and L <sub>1</sub>	<i>Dictyoaulus viviparus</i> – Adults
<i>Cooperia oncophora</i> – Adults and L <sub>1</sub>	
<i>Cooperia punctata</i> – Adults and L <sub>1</sub>	
<i>Cooperia surrabadia</i> – Adults and L <sub>1</sub>	
<i>Haemonchus placei</i> – Adults	<b>Grubs</b>
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>
<i>Ostertagia lyrata</i> – Adults	
<i>Ostertagia ostertagi</i> – Adults, L <sub>1</sub> , and inhibited L <sub>1</sub>	
<i>Trichostrongylus axei</i> – Adults and L <sub>1</sub>	<b>Mites</b>
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>

Parasites	Durations of Persistent Effectiveness
<b>Gastrointestinal Roundworms</b>	
<i>Bunostomum phlebotomum</i>	150 days
<i>Cooperia oncophora</i>	100 days
<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
<b>Lungworms</b>	
<i>Dictyoaulus viviparus</i>	150 days

**DOSAGE AND ADMINISTRATION**

LONGRANGE® (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight).

**WARNINGS AND PRECAUTIONS**

**Withdrawal Periods and Residue Warnings**

Animals intended for human consumption must not be slaughtered within 48 days of the last treatment. This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

**Animal Safety Warnings and Precautions**

The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter. Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE® (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

**When to Treat Cattle with Grubs**

LONGRANGE effectively controls all stages of cattle grubs. However, proper timing of treatment is important. For the most effective results, cattle should be treated as soon as possible after the end of the heel fly (warble fly) season.

**Environmental Hazards**

Not for use in cattle managed in feedlots or under intensive rotational grazing because the environmental impact has not been evaluated for these scenarios.

**Other Warnings:** Underdosing and/or subtherapeutic concentrations of extended-release anthelmintic products may encourage the development of parasite resistance. It is recommended that parasite resistance be monitored following the use of any anthelmintic with the use of a fecal egg count reduction test program.

**TARGET ANIMAL SAFETY**

Clinical studies have demonstrated the wide margin of safety of LONGRANGE® (eprinomectin). Overdosing at 3 to 5 times the recommended dose resulted in a statistically significant reduction in average weight gain when compared to the group tested at label dose. Treatment-related lesions observed in most cattle administered the product included swelling, hyperemia, or necrosis in the subcutaneous tissue of the skin. The administration of LONGRANGE at 3 times the recommended therapeutic dose had no adverse reproductive effects on beef cows at all stages of breeding or pregnancy or on their calves. Not for use in bulls, as reproductive safety testing has not been conducted in males intended for breeding or actively breeding. Not for use in calves less than 3 months of age because safety testing has not been conducted in calves less than 3 months of age.

**STORAGE**

Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C).

Protect from light. Made in Canada.

Manufactured for Merial, Inc., Duluth, GA, USA.

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