

# Performance Advocate Program enters Fifteenth Year

by Lilly Platts

## Recognizing Dedicated and Driven Data-Reporting Operations

### ASA Performance



For fifteen years, the Performance Advocate Program (PA) has recognized cattle producers who maintain a commitment to data reporting. The 2024 program marked the fifth year under new guidelines, developed to identify the dedicated data-reporting that fuels ASA's genetic evaluation.

A **Driven Performance Advocate** submits records on at least 10 of the 14 traits, and 90% of the contemporary group. A **Dedicated Performance Advocate** submits records on 90% of the contemporary group, and records on 8 of the 14 traits.

Performance Advocates listed here are for the fall 2022 and spring 2023 calf crops. The operations featured below have submitted data on at least 8 of the 14 traits, and represent operations that are committed to data reporting.

## Reflected R Ranch • Sugar City, Colorado



Susan and Curt Russell.

Curtis and Susan Russell, both former members of the ASA Board of Trustees, own and operate Reflected R Ranch (RRR) near Sugar City, Colorado. Cows run on shortgrass prairie, with an emphasis on moderate frame, calving ease, fertility, and producing calves that are heavy-muscled with end-product merit. Bulls must meet strict requirements, both genetically and phenotypically, to make it into the sale pen, and the rest are marketed as steers. The top heifer calves are kept back as replacements. Females are expected to breed and calve early every year. Disposition is also a priority. RRR is a cooperator for R.A. Brown Ranch in Texas, plus markets bulls private treaty. They participate in the Cow Herd Roundup, Calf Crop Genomics, and enroll bulls in the Carcass Merit Program.

The cow herd is predominately black-hided, with a growing red program to develop genetics to meet customer demand. Cows are maintained on roughage year-round, either on pasture or low-quality baled feed such as cornstalks or cane hay, and free-choice mineral; limited protein supplementation is provided as calving season approaches. Both cows and heifers are calved on dormant winter pastures. Cattle are summered on nearby private pastures and/or grazing shares and brought home to winter pasture before calving in February and March. Most calves are AI-sired or from embryos, primarily produced from RRR's own top-end cows.



A new baby calf keeping warm in the hay at the Reflected R Ranch