



Tribute

35 years of Rawe Ranch bull sales...

Rawes Ranches was established near Strome, Alberta in the mid-forties by Herman and Elaine Rawe. The early fifties brought about many changes to the livestock operation, implementing feeding of cattle for slaughter market and expansion of the commercial Hereford based cow herd. Always looking for a better way to do things, Herman started using Charolais bulls in 1957 and was a founding member of the Canadian Charolais Association.

BULL SALE CATALOG, 1985

The Rawes And Charolais

While Rawe's Ranches have always strived for growthy cattle, they realized very early that performance achieved through growth alone (high frame score) was the road to disaster. For performance to have any value, growth must be combined with rapid fleshability and the production of red meat. Unless this early-age fleshability is included, the results are cattle that can only be finished at weights of 1400 to 1500 lbs. The Charolais breeding program at Rawe's Ranches is directed towards one goal---, the production of the best quality, high performance, beef-type Charolais bulls possible for use in their own herd and for sale to other commercial cattlemen. You, the commercial cattlemen, and not some Show Ring Judge shall determine to what degree Rawe's Ranches are achieving this objective.

Killam hosts bull sale

A good crowd was on hand to purchase an offering of 58 yearling and two-year old bulls at the 1985 Rawe's Ranches Ltd. Charolais Bull Sale in Killam recently. Topping the sale at \$3,600 was Sir Charawe 95R, followed closely by Sir Charawe 18R at \$3,550. The purchaser of these two

bulls was Anchor Lazy U Cattle Co. of Killam. Grace Allen selected Sir Charawe 27R at \$3,500 as the next herd sire for her G & W Purebred Charolais Ranch at Lloydminster. Grant Zimmel of Strome took home the high selling yearling, Charawe Twister 61S, at \$2,200. The volume buyer of the

sale was Harold Halliday of PFRA who took six bulls for an average of \$2,516 each. Area ranchers who attended the sale and purchased bulls included Anton Zeiser of Camrose, Brian McKinney of New Sarepta, Rudy Nahajowich of Daysland and Alick McArthur of Kelsey.

RAWES RANCHES LTD.

PERFORMANCE TESTED CHAROLAIS BULL SALE

Tuesday, February 16, 1988 1:00 p.m.
Killam Auction Mart, Killam, Alta.

Auctioneer: Otto Streberg Blockman: Dennis Ericson

Offering: 50 Rising Two-Year Old Bulls
5 Yearling Bulls



- All Bulls Sell with Complete Performance Data and Indexes.
- Two-Year Old Bulls have been Semen Evaluated.
- We Do Not Sell Bulls by Private Treaty! This unique policy guarantees each buyer an equal opportunity to bid on every bull we have produced for sale in 1988.
- The 50 Two-Year Olds are the Superior Performance Bulls from Our 1986 Calf Crop.

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The Ranch Where Performance Is No Accident

In 1972 the next generation of the ranch family, under the management of John and Myrna, started the registered Charolais herd. Their desire was to produce bulls for use in their own herd focusing on performance. This development changed the direction of the ranch's priorities, but it did not alter the approach to management and our beliefs of what livestock production is all about. Our feedlot involvement and fat cattle marketing, along side our commercial cow herd and registered cow herd, kept our ideas in focus.

The first Annual Bull Sale was held at the Killam Auction Market in 1983 with auctioneer Otto Streberg selling 40 yearlings. The following years our offering steadily grew in numbers, with a focus on two-year olds and a few yearlings to satisfy customer needs.

Hosting sales at the market in Killam was successful for many years. We hauled the bulls to Killam the week prior to sale day. It was there that all the bull preparations were done. We had a good crew of local help and made many fond memories.

With a focus on bulls performance testing and few recording systems available in the early years to collect and compute data, there were many after supper hours spent reviewing and interpreting our herds performance data so that breeding decisions could be accurately made. It was an exciting time to be at the forefront of performance testing. We participated in the Conception to Consumer Program which was the earliest form of genetic evaluation in Canada. Soon we started printing performance data in our sale catalog. Initially we focused on indexing. Weights can be deceiving, but indexing allows you to see superior genetics with out pushing the feed to them. The introduction of EPD's in 1990 was a monumental change to performance evaluation and a concept we encouraged our customers to take advantage of. Our sale was the first in Canada to print EPD's in the catalog. We found that accurate record keeping and consistent data submission contributed to proven and predictable EPD's.

The addition of carcass data came in 2000 and has since been displayed as an EPD value. It was during the early years of bull deliveries to customers, that we could really explain the benefits of using the numbers as a tool in bull selection. At the time, it was a tough sell because it looked like a lot of numbers; but the majority of buyers picked up on the advantage of using the numbers along with visual appraisal.

In January 1994 we began plans to hold bull sales at home on the ranch and by February 22 of that year, we held our inaugural sale in our newly constructed facilities. With weaned calf prices in the \$1.30 - \$1.50 per pound, those producers using genetically superior bulls were reaping huge benefits and there was much opportunity for expansion. The mid to late 90's were bursting with opportunity, and we were young and ambitious. We sold a large volume of commercial replacement heifers bred to our bulls. Our sales have never been managed by a third party. We handled everything from advertising, catalog design and mailing lists, to sale day office administration and settlement. In the early years, the catalog was put together with a typewriter and glue. Then photocopies were assembled, stapled, and folded around the kitchen table. We enjoyed this hands-on approach to every aspect of putting on a sale, and found that it kept us closely in tune with necessary changes from year to year, and allowed for everyone to have a job and contribute where they could.

We don't have banners, ribbons, or trophy's. Rather we have satisfied repeat customers.

This isn't a bull gathering, but a true production sale. Every bull selling has been bred and raised on our ranch. Top beef producers know that management is key to profitability. Whether it be the breeding pasture, the auction market, or the packing plant, we take the guess-work out of sire selection. We have the data to back up our statements.

Sale Advertisement, 1994

By the late 90's we were selling 150 bulls all penned in the back of the sale barn and selling in pairs through the ring. About this time, the next generation of family (Gene and his wife Kelsey, Marie and her husband Philip) were growing into the operation and contributing to the day to day activities.

As cow herd numbers grew, it was practical to move to a May/June pasture calving program focusing on raising two-year olds that would grow naturally and mature, rather than being pushed on feed to compete in the yearling bull market. In 2004 we discontinued our yearling offering and focused entirely on raising two-year olds.

After 27 years of selling Rawe Ranch Bull Sales, auctioneer Otto Streberg decided it was time to hand the reigns on to the younger generation. Otto recalls that he was "always enthused about selling the Rawe Ranch sale, because it was a "NO BULL" good bull sale. Good bulls for good cattlemen." Since Otto's retirement, Brent Carey and Dean Edge have joined our sales team, along with internet bidding available through TEAM and DLMS. Beginning in 2014, after selling over 2600 bulls through the auction ring, we made the decision to host a video sale. Bulls were still paired and penned for viewing on sale day, but rather than enter the ring, they were displayed on video. This was a welcome change that decreased stress to both animals and people. With individual video's available on the internet, customers could view the bulls online at their convenience.

As we plan for this 35th annual bull sale, we do so with anticipation and excitement, just as we have done every year in the past. We have tweaked some things over the years, but there are a few things that haven't changed: our sale date is always the 3rd Tuesday of February, we genuinely feel the quality of the bulls keeps getting better and better and that's not a sales pitch, Tom Nattress is still our penning boss, Rita Moser is still the sale clerk, family and neighbors still come together to put on a delicious pre-sale meal, and our customers keep coming back!

Bull sale well attended

A full house of performance oriented ranchers witnessed an average price increase of \$227 over 1989 at the Rawes Ranches Performance Charolais Bull Sale, February 20, in Killam.

The Rawes policy of no private treaty sales and only selling bulls one day each year, plus a catalogue listing complete performance indexes, contemporary rankings and EPDs seemed to be well-received by buyers.

Topping the sale with a bid of \$5,200, Anchor Lazy U Cattle Co. of Killam took home a May 12, 1988, son of Charawe Twister No. 28S.

Another top-plus, crowd favorite was a March 1, 1988, son of RRZ Charawe No. 27R. He sold for \$5,100 to Huegler Holdings of Breton.

Volume buyer was the Samson Band of Hobbema, who purchased four bulls for \$12,500.

All 45 bulls went to commercial ranchers with 18 selling for \$3,500 or more.

