



optimism: noun

- 1. hopefulness and confidence about the future or the successful outcome of something**
- 2. a tendency to expect the best possible outcome or dwell on the most hopeful aspects of a situation**

If one does a Google search on "Optimism in the Beef Industry" there are a lot of wishy washy articles circling vaguely around bland catch phrases like "declining feeder cattle numbers", "cautious expectations for the highest quality beef production in history" . . . "cautious optimism" . . ."cautious optimism".

I think I have a better story about Optimism in the Beef Industry. We have a family tradition of fostering a passion for cows at an early age. When a kid starts school they get their first heifer. Grandma Delores added to the tradition by gifting another heifer at 8th Grade Graduation. When a kid sticks their first full calving season night checking, they get paid with a heifer. Depending on how they play it, they have potential to build a nice little herd before they finish High School. Some kids focus on managing the cash. Some get very committed about genetics and EPD profiles very early. Some go for pretty faces . . .

Soren, who is 10, has been dying to have a bull in the Bull Sale. It's a thing. A right of passage - - like buying your first horse that isn't a junker passed down from that grade mare that got out that one time and was bred by the neighbor's wild stud. So Soren won't stop talking about it. Last year, I told him he needed a better cow than the one he has if he wants to start building Bulls. So he schemed out how to get her in a breeding group with one of the Herd Bulls who makes great females. He knew the next step would be to keep that heifer, even though it meant forfeiting a calf check, and getting her into the AI program. All year, he thought his plan was set. He came out to the barn after school yesterday to find his cow in a jug with twins from an early catch with our best Herd Bull. Eureka! Until he sexed them and found he had two calves, neither of them heifers. Devastated. A whole year's plan gutted. But it didn't take him three minutes to hit me up with a deal: How about I trade him one of his steers for a heifer? Then he can still sell one, have a calf check AND keep a heifer that could go into the AI herd.

That, I believe, is optimism in action. Take the circumstance and whip it like a flywheel into momentum for your next phase.

Or, as Dustin puts it: "Yeah, this year was hard. But when was it ever easy?"

One of the things the Ranch has had to do for our advertising agenda was to create and maintain a "Mission Statement" that describes what we do and why we do it. You would perhaps be surprised how difficult it is to sit down and summarize why you exist, as a business. But it is a good discipline: have you ever tried it? Have you ever tried to identify what is actually most important in your approach to ranching? So what would your mission statement say? What would your advertising "tag line" be? Are you happy with it or does your business model need a shift? Could 2021 be the year we all harness the flywheel to build momentum for great things to come?

We presented the data for this year's Bull offering in a way that we hope makes it simple to create positive change in your breeding program. Let's face it: data is boring. But it is also powerful. Say you would like to boost your profit at weaning time without changing your cow base much: Then you can scan the EPD columns for Terminal Index, Weaning Weight, and Rib Eye Area to see which Sire groups have the best equipment to move your payweight up a notch. Perhaps you would like to improve your cows' potential for profitability: then Maternal Calving Ease, Milk, and Maternal Weaning Weight would be a simple focus for that goal. As ever, Open Gate's choices for genetic selection sit squarely in the realm of rancher profit, but only you can know what your cows need most. If you are seeing this year as a perfect opportunity to harness some solid optimism, we will be so excited to help you fine tune your vision!

We sincerely hope you all have stayed healthy and busy. We want to be able to enjoy our Sale Day again with the full spectrum of fun and conversation and camaraderie that has always been the highlight of our year. Thank you for keeping US a part of YOUR contribution to a phenomenal Beef Industry!

Please be safe.
Have a fantastic calving season.
Breed your cows like you mean it.

Warmest Greetings from The Open Gate Crew, and may your hay yards stay full.



SHIPPING PAIRS TO SUMMER GRASS-1988

2021 BULL SALE OFFERING

LOT	DAM	SIRE	% SM	Start Wt 10/11/20	ADG	API	TI	CE	WW	MCE	MILK	MWW	REA
1	B027	WS PROCLAMATION	PB	906	3.0	142	88	8.5	88.1	6.2	33.1	77.1	0.85
2	B722	WS PROCLAMATION	3/4	810	3.4	146	88	11.4	86.0	7.2	24.0	67.0	0.92
3	Y302	WS PROCLAMATION	3/4	798	2.7	154	92	13.6	89.1	8.0	26.5	71.0	0.71
4	D281	WS PROCLAMATION	PB	836	2.9	139	89	10.7	94.6	6.4	28.5	75.8	0.98
5	B606	WS PROCLAMATION	3/4	766	2.5	158	95	13.3	87.0	7.7	24.8	68.3	0.65
6	B611	WS PROCLAMATION	3/4	906	2.6	142	86	12.0	83.6	8.1	26.7	68.5	0.70
7	C832	WS PROCLAMATION	3/4	768	2.8	141	87	12.8	80.3	7.9	25.9	66.1	0.83
8	C865	WS PROCLAMATION	7/8	772	2.9	143	85	14.3	80.3	8.5	24.6	64.7	0.78
9	D239	WS PROCLAMATION	3/4	842	2.6	134	89	11.8	91.0	7.6	24.4	69.8	0.71
10	U119	WS PROCLAMATION	3/4	786	2.8	151	89	11.8	80.7	8.2	27.6	67.9	0.71
11	W859	WS PROCLAMATION	3/4	772	2.9	129	81	12.1	80.3	6.8	24.0	64.1	0.65
12	Z437	WS PROCLAMATION	5/8	832	3.0	151	89	13.2	82.6	9.0	24.5	65.8	0.59
13	Z516	WS PROCLAMATION	1/2	876	2.8	150	91	11.7	87.5	8.5	24.6	68.2	0.96
14	Z951	WS PROCLAMATION	5/8	850	1.7	141	88	13.5	79.6	8.5	24.5	64.2	0.69
15	Z971	WS PROCLAMATION	PB	774	2.5	147	87	14.2	84.8	9.0	20.9	63.3	0.91
16	A410	WS PROCLAMATION	3/4	864	2.8	141	91	11.7	90.7	7.9	25.4	70.7	0.77
17	A290	S A V TERRITORY	3/8	750	2.4	130	84	9.2	89.9	3.8	18.9	63.9	0.86
18	A299	S A V TERRITORY	3/8	782	2.7	132	85	10.8	87.3	4.6	21.2	64.8	0.84
19	A466	S A V TERRITORY	1/2	780	2.9	129	84	9.2	90.7	3.8	22.6	67.8	0.83
20	A506	S A V TERRITORY	1/2	866	3.5	125	83	8.5	89.2	5.2	21.2	65.7	0.86
21	C945	S A V TERRITORY	1/2	910	3.4	134	86	10.2	91.0	4.9	21.9	67.2	0.85
22	D387	S A V TERRITORY	1/2	808	3.7	127	85	9.0	98.1	4.8	22.9	71.9	0.82
23	Y891	S A V TERRITORY	1/4	908	3.7	127	85	10.1	88.3	4.3	21.2	65.3	0.69
24	Y896	S A V TERRITORY	1/4	854	2.8	118	80	9.7	88.4	3.3	21.0	65.1	0.86
25	F734	SYDGEN ENHANCE	1/2	962	3.8	148	91	14.8	85.7	10.3	22.2	65.0	0.75
26	F771	SYDGEN ENHANCE	1/4	794	2.5	146	87	13.9	78.5	9.3	15.1	54.2	0.58
27	F723	SYDGEN ENHANCE	1/2	1010	3.3	147	89	14.4	86.2	10.7	22.0	65.0	0.68
28	F880	SYDGEN ENHANCE	1/2	892	3.2	145	86	12.6	79.7	9.0	22.0	61.8	0.66
29	A281	GIBBS RAISIN CAIN	3/4	868	2.9	134	82	10.4	80.6	6.6	27.3	67.5	0.95
30	A344	GIBBS RAISIN CAIN	3/4	800	2.8	143	85	11.2	82.0	5.8	23.1	64.1	0.96
31	C858	GIBBS RAISIN CAIN	3/4	850	3.2	132	87	9.5	88.6	6.8	24.3	68.6	0.96
32	C867	GIBBS RAISIN CAIN	3/4	808	2.8	121	82	11.2	86.1	6.3	23.6	66.6	0.91
33	C928	GIBBS RAISIN CAIN	3/4	794	2.9	132	85	9.1	89.9	5.2	21.5	66.4	0.96
34	C998	GIBBS RAISIN CAIN	3/4	748	3.3	129	82	8.9	81.9	6.9	20.9	61.8	0.96
35	E462	GIBBS RAISIN CAIN	3/4	810	3.0	135	85	12.1	85.7	5.8	21.3	64.1	1.04
36	E509	GIBBS RAISIN CAIN	3/4	846	2.8	124	84	10.2	89.9	5.4	18.7	63.6	1.08
37	E655	GIBBS RAISIN CAIN	3/4	820	2.7	125	80	10.4	82.5	5.3	18.1	59.3	0.99
38	Z370	GIBBS RAISIN CAIN	3/4	864	3.1	136	84	12.1	79.3	7.0	23.9	63.5	0.98
39	Z371	GIBBS RAISIN CAIN	7/8	860	2.8	142	88	8.9	86.0	5.3	25.6	68.4	1.11
40	Z471	GIBBS RAISIN CAIN	3/4	794	3.0	134	84	11.1	84.3	6.1	23.1	65.5	1.05
41	A518	CONEALLY SPUR	1/2	850	2.6	139	80	10.6	79.6	6.7	22.7	62.4	0.55
42	B742	CONEALLY SPUR	1/4	992	2.5	140	85	10.2	88.6	6.8	19.7	63.9	0.68
43	C124	CONEALLY SPUR	1/2	856	3.4	134	81	11.1	82.8	6.5	22.2	63.5	0.69
44	Y608	CONEALLY SPUR	1/2	800	2.5	132	83	8.8	90.3	6.3	25.0	70.1	0.69
45	Y905	CONEALLY SPUR	1/2	790	2.5	128	76	11.7	73.7	7.7	21.2	58.0	0.39

2021 BULL SALE OFFERING

LOT	DAM	SIRE	% SM	Start Wt 10/11/20	ADG	API	TI	CE	VW	MCE	MILK	MWW	REA
46	Y911	CONEALLY SPUR	1/2	784	2.9	142	81	10.8	79.0	6.6	20.5	60.0	0.64
47	Z541	CONEALLY SPUR	1/2	788	2.5	131	76	12.6	73.0	7.7	21.0	57.4	0.50
48	Z994	CONEALLY SPUR	3/8	886	3.3	135	81	9.4	83.3	4.9	18.1	59.7	0.52
49	D301	CONEALLY SPUR	1/2	830	4.7	136	79	10.9	79.7	7.2	19.7	59.5	0.53
50	B47	CONEALLY SPUR	3/8	808	3.0	145	82	12.0	80.1	7.5	20.4	60.4	0.51
51	B627	CONEALLY SPUR	1/2	868	3.3	129	79	11.2	80.3	7.0	26.2	66.3	0.51
52	E87	CONEALLY SPUR	1/2	818	3.2	136	82	11.2	84.1	7.4	20.7	62.6	0.70
53	F722	QHF WWA BLACK ONYX	1/4	746	3.6	142	93	15.9	95.1	9.4	19.3	66.8	0.86
54	F715	QHF WWA BLACK ONYX	1/4	796	3.6	148	95	14.8	97.4	9.6	17.0	65.7	0.80
55	F837	QHF WWA BLACK ONYX	1/2	746	2.2	138	89	15.0	92.0	8.7	15.7	61.7	0.87
56	F713	QHF WWA BLACK ONYX	1/2	854	2.3	148	92	16.2	90.7	9.5	19.4	64.7	0.89
57	F782	QHF WWA BLACK ONYX	1/4	902	1.1	136	88	15.0	89.1	9.6	23.0	67.5	0.86
58	E99	QHF WWA BLACK ONYX	1/2	894	3.8	143	97	13.6	102.0	8.8	23.6	74.7	1.08
59	Z441	BOBCAT BLUE SKY	1/2	822	3.5	132	76	15.5	68.0	10.0	19.6	53.0	0.56
60	B442	BOBCAT BLUE SKY	3/8	1002	3.8	127	78	13.4	70.9	9.2	19.8	55.1	0.40
61	B448	BOBCAT BLUE SKY	1/2	866	2.9	132	80	13.1	76.3	8.3	20.5	58.6	0.53
62	D499	BOBCAT BLUE SKY	1/2	832	3.5	130	79	16.7	75.0	12.1	20.9	58.5	0.49
63	C122	BOBCAT BLUE SKY	1/2	884	3.7	116	72	12.3	71.6	11.0	19.8	55.6	0.57
64	E614	CASINO BOMBER	3/8	774	3.2	142	89	14.5	84.1	9.6	25.7	67.6	0.84
65	F594	BIEBER GLADIATOR	3/8	922	3.4	134	89	9.3	83.8	3.4	29.6	71.5	0.68
66	Y895	LEACHMAN CADILLAC	5/8	740	3.4	118	74	12.8	71.5	5.5	25.8	61.5	0.58
67	F578	LEACHMAN CADILLAC	1/2	818	2.9	120	80	11.0	85.2	4.4	23.5	66.0	0.50
68	E556	TJS ROAD BLOCK	1/2	862	3.1	127	87	13.1	83.2	7.4	31.7	73.2	0.64
69	Y610	TJS ROAD BLOCK	1/2	870	2.6	144	88	15.1	76.6	8.9	24.7	63.0	0.67
70	E452	HOOK'S CAPITALIST	1/2	780	2.5	156	84	15.9	71.0	8.6	18.1	53.7	0.51
71	E474	HOOK'S CAPITALIST	1/4	868	2.7	154	82	15.4	69.5	8.8	22.2	56.8	0.51
72	E544	HOOK'S CAPITALIST	1/4	714	2.9	153	85	15.0	71.9	7.8	20.4	56.3	0.56
73	E621	HOOK'S CAPITALIST	3/4	778	3.1	150	81	16.2	68.3	9.0	18.8	52.9	0.53
74	E463	HOOK'S CAPITALIST	1/4	784	3.4	153	85	15.0	71.9	7.8	20.4	56.3	0.56
75	Z446	CCR 707 COWBOY	1/4	736	3.1	137	77	12.3	76.7	6.8	20.7	67.2	0.68
76	B633	CCR 707 COWBOY	1/2	832	3.2	143	80	12.6	78.0	7.8	27.5	66.4	0.55
77	B647	CCR 707 COWBOY	1/2	782	2.6	140	82	9.4	84.0	6.3	20.4	62.5	0.67
78	C854	CCR 707 COWBOY	1/2	744	2.5	135	81	8.9	84.6	5.6	26.6	68.9	0.64
79	D253	CCR 707 COWBOY	1/2	764	2.2	138	82	9.8	87.3	5.4	20.2	63.9	0.75
80	D323	CCR 707 COWBOY	1/2	800	3.4	135	78	10.8	79.6	7.1	22.1	61.9	0.78
81	D337	CCR 707 COWBOY	3/4	746	2.3	140	76	10.4	73.7	7.2	23.4	60.2	0.72
82	E610	CCR 707 COWBOY	3/4	810	2.9	146	85	11.4	88.6	6.5	16.7	61.0	0.83
83	T2861	CCR 707 COWBOY	5/8	792	2.5	138	75	12.1	69.0	7.4	20.8	55.0	0.63
84	E464	CCR 707 COWBOY	1/2	722	2.6	147	85	12.9	84.5	7.8	18.2	60.0	0.76
85	Y106	CCR 707 COWBOY	1/2	846	3.4	141	85	10.9	85.9	7.3	22.8	65.7	0.69
86	Y909	CONNEALY CONCENSUS	1/2	856	3.1	121	75	11.6	76.5	7.2	18.1	56.3	0.49
87	B447	SHSF FREIGHTLINER	5/8	812	3.4	136	85	11.1	88.0	8.4	23.9	67.8	0.98
88	F575	TJ Z54 MAVERICK	1/4	848	3.1	137	86	14.0	89.0	10.0	18.7	63.3	0.55
89	F806	TJ Z54 MAVERICK	1/2	808	3.1	130	85	14.5	92.5	11.1	20.2	66.4	0.70
90	C917	TJ NORTHWARD	1/2	818	3.2	126	75	9.2	75.0	7.3	22.6	60.0	0.64

OPEN GATE RANCH

121 8th Lane SW
Fairfield, MT 59436

NEWS & EVENTS

OPEN GATE RANCH 41st ANNUAL BULL SALE

new date → Wednesday, March 31, 2021
Simms, MT

WATCH FOR VIDEOS OF THE BULLS ON OUR
WEBSITE WWW.OPENGATERANCH.COM

2021 SHOWCASE SIRES -

SYDGEN ENHANCE A massive amount of style with proven carcass value. Mated to Simmental cows, his calves have stood out from the very beginning as a full package of performance advantage.

SAV TERRITORY Chosen for his unreal early growth that captures that precious front end of Rancher profitability, and makes crossbred matings very simple.

WS PROCLAMATION We feel this pedigree is a clear standout for building phenomenal Simmental influenced females: maintaining the traditional value set of stout frame and muscle, without adding height. Love these calves!

BOBCAT BLUE SKY Selected for his excellent top line and hip dimension as well as his high reputation Dam, this is a very consistent set of 1/2 bloods that bring early growth as well as perfect finishing capacity.

Ranching can't be about what we've already done.

It's *gotta* be about what we do *tomorrow*.