

Lifelong growth of Sunflower Genetics

by Kate Hagans

Most kids have the idea of growing up to be the president or a princess. For rancher Steve Gleason, he knew he was ready to spend the rest of his life living and breathing the cattle industry in Maple Hill, Kansas.

As a grade schooler, Gleason was reading articles about performance testing in cattle and convinced his dad to weigh their calves. After disappointing weights they purchased Simmental bulls and had immediate improvement in the weaning weights.

By the time he was in high school, Gleason had

learned to artificially inseminate cattle (AI). After AI'ing several different breeds of heifers, Gleason realized the Simmentals made it through as the best cows. Soon, Gleason and his father were breeding cows and buying more Simmental bulls.

Today, Sunflower Genetics is the home to about 300 Simmental, Angus and SimAngus cows with the main focus on producing bulls that work best for commercial cattlemen.

The annual bull sale will be Friday, March 21, held at Sunflower Genetics.

"We usually offer our top 75 bulls and about the same

number of open heifers," Gleason said.

Preparing for the yearly sale takes place well in advance before the actual sale day.

"It's a year long process," he said.

Gleason and his family spend most of their time from late January on calving heifers and cows. The majority of the calves are AI sired.

The cowherds graze a majority of the year as they start off the spring on fescue in late March or early April.

"When it does rain, we can usually graze well into December and hopefully only rely on harvested feed

from January to late March," said Steve Gleason. "It had to make money."

Gleason said he realized back in the mid '80s that matching cows to their environment was the key to success.

Around that time, Gleason graduated with a degree in animal science from Kansas State, where he also brought his new bride, Mary, into the picture.

"I feel I have been an important part of the busi-

ness," Mary said. "I am the mother/wife that has to keep everyone in line and fed."

In addition to the cattle, the Gleason family has five children. Other than occasional day help, the Gleason children are the work force at Sunflower Genetics.

(CONTINUED ON PAGE 43)



Need indoor or outdoor heat? Check Out The VAL-6 Infrared Diesel Fired Heater



- Immediate warmth to work area
- Quiet operation - Dust free
- Virtually odorless - Over 98% efficient
- More effective than comparable blower style heaters
- Can be powered with a 100+W inverter on your vehicle's power supply

HEATER OF CHOICE FOR MANY NFL & COLLEGE SIDELINES - MUST SEE TO BELIEVE!

Call 1-800-421-4018 For A Demonstration

HY-FLO

210 N. Locust, Pittsburg, KS
620-231-4736
www.hy-floequipment.com



Hy-Flo Equipment Co. - Your area source for the finest in pressure washers, space heaters and Reznor® brand waste oil heating systems.

Find Us FAST In

Names and Numbers
★★★★★ Five Star Phone Books!

Are You Ready For Winter?

Green Country Truck & Equipment, Inc.

437262 E. Hwy. 60, Vinita, OK - 3 miles west of Vinita **918/256-1382**

NEW Double & Single Hay Savers



LOAD, HAUL or DUMP

Why settle for less on your investment?



Today's haul or dump workhorse.



WE INSTALL!



VITAFERM
with the AMAFERM advantage



CannOnball
DO IT ALL WITH A CANNONBALL

Sunflower continued...

(CONTINUED FROM PAGE 42)

Jake, the oldest, is a graduate of Kansas State and has a masters from Virginia Tech where he coached the livestock judging team. He realized while in Virginia he wanted to go back to the family business.

"It just felt right, it is where my roots belong and should stay," Jake said.

Now that Jake is home, he has taken over Sunflower Genetic's Website and sale catalog. He also has his own ewe flock for show lambs.

Becky, the only daughter,

KBC trains future dietitians

The Kansas Beef Council (KBC) hosted a beef and media workshop earlier this month for 18 students enrolled in the Coordinated Program in Dietetics (CPD) at Kansas State University. The recent training is a continuation of the educational exercises held last month at the University of Kansas Medical Center in Kansas City and the partnership with the Missouri Beef Industry Council that trained dietetic interns at Missouri State University, the University of Missouri, Southeast Missouri State University and the Missouri Department of Health and Senior Services.

These upcoming dietitians learned about beef nutrition from KBC Director of Nutrition Audrey Monroe, RD, LD, and heard how cattle are raised from White City rancher Debbie Lyons-Blythe. Daren Williams, executive director of communications at the National Cattlemen's Beef Association, presented tips to the student dietitians about conducting one-on-one media interviews and on-air cooking demonstrations. Students practiced these skills through mock interviews about the recently released Beef in an Optimal Lean Diet (BOLD) study and Meatless Mondays campaign, and through cooking demonstrations, where they learned to grill top sirloin steaks and discuss on-camera how to build a healthy diet with beef using the MyPlate model.

"The training challenges students to critically think about evidence based practice and how to communicate food and nutrition messages to the general public through the media, which exposes them to a new communication forum. The training improves the interns' confidence level of interacting with the media and energizes them to engage with the media as an opportunity to promote the profession," commented CPD Director Amber Howells, MS, RD, LD. A total of 65 future dietitians received the training through this beef checkoff-funded event. □

is a recent graduate of Kansas State with a degree in speech pathology. She realized her heart belonged in agriculture and has found a job close to home so she can still be involved in the family operation.

Ben, who will shortly be a senior at Kansas State, has a passion for the show pig business and has been quite successful. The brothers now have a show pig sale in the spring and send their fall litter south for winter shows.

Joe goes to Fort Scott Community College and is

on the livestock judging team.

Finally, Sam will be a freshman at Mission Valley High School. He is the feed boy and enjoys showing the lambs and pigs they raise.

"I have learned about all of the opportunities I will have with the livestock operation," Sam said. "The older kids have taught me a lot of what they learned along the way."

Sunflower Genetics has grown, changed, matured and developed over the last 30 plus years, but some things haven't changed.

"My dad, who sold feed all of his life, had a very positive outlook on our future and laid out the simple ground rules," Gleason stated.

Maurice, Gleason's father, died of cancer in fall of 2010. He was instrumental in the early development of Sunflower Cattle Company well before Sunflower Genetics earned its name.

"He always said there were three simple rules to any business," Gleason explained. "First, we have to produce a product our customer not only wants but needs to stay in business. Second, we must sell a product that is predictable and provided value to the customer. Finally, and most im-

portantly, we must stand behind our product 100 percent."

To this day, every decision Sunflower Genetics makes,

is based on these three rules that has shaped the business into what it is today and what it will become in the future. □

Graber Metal Sales



Distributors Of
Manufacturers Of **Insulation, Overhead**
Roofing, Siding & Trim **Doors, Windows, Etc.**

"SERVING THE METAL BUILDING INDUSTRY"

TOLL FREE: 800-246-5335
8327 Lawrence Co. Ave., LaRussell, Missouri 64848

74-51 / PEMBROOK / STANDRIDGE

Red Dirt™ Divas

NOTE: DATE CHANGE!

Sunday, December 1, 2013 1 p.m. CST

At the 74-51 Cattle Co. Sale Facility near Marshall, Oklahoma...

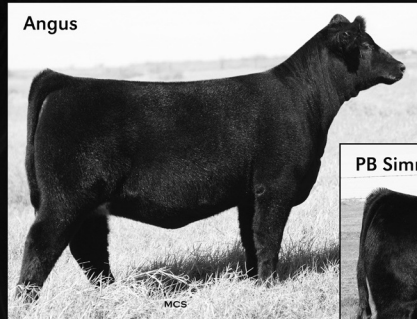
just north of the junction of Highways 74 and 51

35 spring-born show / donor prospects • 10 fall yearling show / donor prospects

35 spring-calving bred females • 5 fall cow/calf pairs

85 LOTS

- ANGUS
- CHAROLAIS &
- CHAR PERCENTAGE
- CHIANINA
- COMPOSITE
- HEREFORD
- LIM-FLEX
- SIMANGUS
- SIMMENTAL



April 26, 2013
Lutton granddaughter sired by 74-51 Vibration



March 29, 2013
Upgrade x Mo Town M216
...dam is a full sister to JS Sure Bet 4T



April 22, 2013
PRC Mr Macho T246 x EXAR New Look 2971



April 2012 • American Dream x Carnax
...Bred to I-80! Full sister sold for \$20,000 to Myka Blissard in Texas.



Feb. 18, 2013
Connealy Consensus 7229 x RADS Black Prodigy



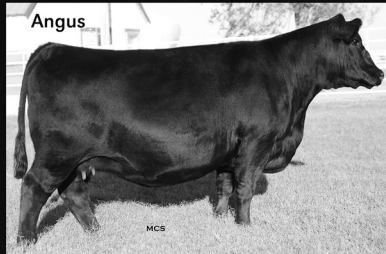
Spring 2012 • Will Role Model x BC Classic daughter...Bred April 25 to Dameron First Impression!



March 5, 2013
PHH PCC 812 True Grit 002 x 19D x 29F



2009 American Royal Junior Show Champion Percentage Simmental Female and 2010 Simmental Junior National Reserve Champion Cow/Calf Pair. Sired by Dream Catcher and now a proven donor for Standridge. She sells...bred May 11 to Mr. Upgrade!



February 2010 • BC Eagle Eye daughter Due to calve in November to QLC Superior 146Y.

Selling a select group of Hoodoo-influence spring-calving heifers bred to Firestorm, including an outstanding group of Yellow Jacket daughters out of Hoodoo cows!

Register to watch & bid online!



Ken Davidson & Darvin Knapp
Owners
Willy Couch Ranch Manager
405.627.5200
reddirtbulls@gmail.com
www.7451cattleco.com



Travis Pembrook 405.206.7997
Beth Pembrook 405.245.1834
Fairview, Oklahoma 580.227.3497
pembrookcc@pdi.net
www.pembrookcattle.com



Scott Standridge Owner
405.756.6077
Lindsay, Oklahoma



Sale catalog online and mailed upon request. Phone/text 405.641.6081, or e-mail: matt@mcsauction.com