

Good cattle. Great people.



“We have been purchasing cattle for four years from Carol. She just has some really good cattle, and a few of those cows have gone on to be Pathfinders. Carol is a real nice lady, who takes excellent care of her customers. She does a great job with her cattle, and we’ll keep on coming back.”

— Jackie Rabe, Rabe Angus,
Lone Grove, Okla.

“The cattle are really good and sound. They’ve got some length to them, strong feet and legs and are good milkers. Carol and Ed are good, down-to-earth people. What you see is what you get. The genetics impress me, but the people behind those genetics are worth twice as much.”

— Bill Davis, Circle D Farms, Concord, Ark.

“Carol’s genetics are really the backbone of our operation. She has good, solid cattle. They are docile, excellent mothers that consistently raise good calves with great carcass genetics. You won’t be treated better anywhere else.”

— Greg Holland, Holland Angus, Oktaha, Okla.

Annual Angus Production Sale
September 13, 2008
Claremore, Okla., on the Ranch

Bulls for sale private treaty

Smith Land and Cattle Co.

Carol and Ed Smith

21002 S. 4210 Rd.

Claremore, OK 74019

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Blazing Trails

For Carol Smith, the heart of her program is proven, superior Angus cows.

More than anything else, Carol Smith enjoys gathering cattle in the early mornings on her Oklahoma ranch. The sunlight shimmers on the backs of her Angus cows, and the rolling hills that surround her are cloaked in native and Bermuda grass and studded with oak trees.

“I love to be on horseback,” Smith reflects. “And there’s nothing better than when the sun is coming up, and you’re moving cattle from pasture to pasture.”

Carol and her husband, Ed, both grew up on farms, Carol in Kansas and Ed in Nebraska. Fate brought them together in the Nebraska Panhandle 35 years ago. Together, the couple built a successful highway construction company, which Ed still runs today in Tulsa, Okla., but Carol was drawn back to agriculture.

In 1990, the Smiths bought the CR Ranch, now known as Smith Land and Cattle Company, which is five miles east of Claremore, Okla. There’s no doubt that the operation has her stamp on it.

“CR stands for ‘Carol’s Ranch,’” she quips, “because I’m the one who wanted to get back into the cattle.”



A day’s work. Carol Smith is committed to the advancement of quality and consistent Angus genetics.





Good country. The rolling hills of eastern Oklahoma are home to Smith Land and Cattle Company.

The Smiths started with a commercial herd, but transitioned to purebred Angus cattle in 1993. They saw great potential in producing registered Angus in northeast Oklahoma, and committed themselves to developing a top-flight program.

The program's objective was to apply many of the business principles the Smiths had learned in their other business — namely, hard work and commitment to customer satisfaction — to build a serious-minded and quality-focused enterprise.

“I raise Angus cattle because this is my passion,” says Smith. “But I also realize this is a serious business. I want to be able to help other cattlemen be successful, and I feel I can achieve this by focusing on the genetics and management of my own cowherd. We're all in this together. If my customer is making money, then that means I am doing my job.”

Smith's efforts culminated in 2008 when one of her home-raised herdsires became the highest non-parent \$Beef bull in the Angus breed, following release of the fall 2008 National Cattle Evaluation. Not bad, considering there are 300,000-plus calves registered with the American Angus Association each year.

Research shows that selecting for cattle with a high \$Beef has multiple economic benefits, including increased carcass weight, substantial increases in the percent of Prime and Choice-quality cattle and fewer Select and Yield 4 and 5 carcasses.

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— Carol Smith

For Smith, however, the basis of her breeding program begins with good cows — cows that are functionally sound with good feet and legs, possessing excellent fertility, disposition and do-ability. She currently runs about 300 head of cattle, so she has a solid basis to build from.

“Without a good cow, you don't have a solid foundation to build the next generation. If you have maternal ability bred into your cowherd, they will reproduce a consistent calf year after year,” says Smith.



The Smiths use artificial insemination extensively. They run all of their cows and heifers through twice on a 21-day program, so that anything missed on the first pass gets caught on the second run-through.

She follows up with natural breeding in 7-14 days, using the best bulls developed through her program.

Based on EPDs, production records and ratios, Smith identifies and selects the elite cows from her herd for use in her embryo transfer program.

“We only use the very best cows to produce embryos,” Smith says. “Anything less is not worth our time or energy. All of our embryo work is done on the ranch and recipients come from our own cowherd, selecting older females that have raised high indexing calves in the past.

“My goal is to make a better cow every time I breed,” says Smith. “I get great bulls from it too, but the goal is to build better cows.”

Smith believes in good record keeping, too, and feels that it’s critical for a breeder to keep thorough and accurate records in order to succeed with Angus.

“This is a great breed of cattle,” says Smith, “but without the records some would consider us just another cow.”

Smith uses a mixture of high-tech and low-tech methods for her record keeping, planning and breeding.

She ultrasounds all of her yearling bulls and heifers for marbling, ribeye area and fat thickness — information she uses to identify superior quality genetics for these traits. She is committed to the health of her cattle and to those of her customers; her herd is certified Brucellosis- and Bovine Viral Diarrhea (BVD)-free.

In recent years, she’s adopted the use of GeneSTAR® to improve the carcass quality of her cattle. GeneSTAR®, a company recently purchased by Pfizer Animal Health, has identified genetic markers for tenderness, marbling and feed efficiency.

Smith believes that in the future, emerging gene technology will play an even greater role in her breeding program’s genetic selection and management.

“We use a cattle management software program and a spreadsheet program for some of our record-keeping,” she says. “We use pasture sheets so we know which cattle are in every pasture and whether they’re bred or not. The sheets make it easier for anyone to check pastures.”

Another technology Smith uses is a software that allows her to make simulated mating decisions in an educated way.

“Although the computer program eliminates a lot of handwork and makes breeding planning easier and faster, some things still have to be done using older methods,” she says. “At times, we’ve had to set up heifer matings before we have EPDs so we go back to the calculator and run the numbers ourselves. This is still a business that

combines science and art, and sometimes cattle don’t live up to their numbers.

“It’s critical that we spend plenty of time in the pasture to get a good look at our cows before we prepare our mating strategies,” she says.

“We want to know what these cows are doing. We want to know their strengths and weaknesses.

And we want to breed them to sires that will enhance their good qualities and strengthen their weaknesses,” says Smith.

Looking to the future, Smith believes she will continue to focus her breeding program on breeding functional, good-doing cattle that possess superior end-product merit.

Through her annual production sale, which takes place each September, she hopes to continue to draw commercial and seedstock customers from across the country who know they can buy from her with confidence and that the genetics she has to offer are as good as they can find anywhere.

Smith says, “My goal is to produce cattle that are productive and efficient for all of our customers. I want to raise an affordable product that can help them in their herds whether commercial or registered.

“I can’t be everything to everyone, just like you can’t use one bull to breed all your cows. But with the genetic diversity I’ve built into my cows, I believe that I have something to offer just about anyone who’s looking for a quality, proven product,” she says.

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