

**Deering's Cheyenne Charolais
Cattle with a purpose
By Slim McNaught
For Tri-State Livestock News**

In the early 1900's Joel Steven Deering's great-grandfather, C. August "Gus" Deering, homesteaded 160 acres 10 miles north of Wasta, SD. About that time, Joel's other great-grandfather, Joe Meiners, homesteaded four miles south of Wasta at what is now known as the Soderquist Ranch. Joel was raised at this location and calls it the "home place." In a rare situation, this has resulted in the Deering and Meiners homesteads both being operated for 100-plus continuous years by family and today operated by the great-grandson of both original homesteaders – what a heritage. He lives here with his four kids: Cheyenne, 14; Autumn, 10; John Wayne, 6; and Sheridan, 3.



The Deerings, left to right: John Wayne, 6, Autumn, 10, Joel, Cheyenne, 14, and Sheridan, 3. Photo by Slim McNaught

Joel Deering got his start in the cattle business with a calf his grand father gave him when he was five years old. By the time he graduated from high school in 1987, he was in the business full time. Since that time, Joel has expanded and improved his J Diamond brand until he now operates a 300 head purebred Charolais operation, plus a commercial herd. In the spring of 2008, he sold this commercial herd down to 100 head in a conservative effort to recover graze which had been depleted by several years of drought. This foresight shows. When we traversed this graze land at the time of this interview the range appeared in excellent condition.

In his effort to develop bulls that would work in his commercial operation he started creating a Cheyenne Charolais by raising his own bulls. It took hard work and meticulous record keeping to develop the image Joel wanted. His first sires included Avignon FR31, Intimidator, and Duke 261. These sires, along with females purchased from Double Hook, U-Cross and Wienk, gave him the bloodlines he needed to accomplish his goals. After seriously focusing on genetics, he has developed a herd of young cows that is bred the way he wants them to be. Joel also found that as his cow herd improved, so did the quality and disposition of the bulls. He focused on calving ease, conformation and disposition. He strives to produce bulls that will work for calving in large open pastures without much supervision but will also work for herds calved close in where they are watched regularly.

His goal is to produce a bull that has the Cheyenne Charolais look – as he describes it – long, smooth head and shoulders, and not too much bone. With dams such as Cheyenne MS Sandhiller 340P and sires like 2TM Unlimited Justice 503P, he is reaching that goal.



Chyn Ms Sandhiller 34P. Photo by Slim McNaught



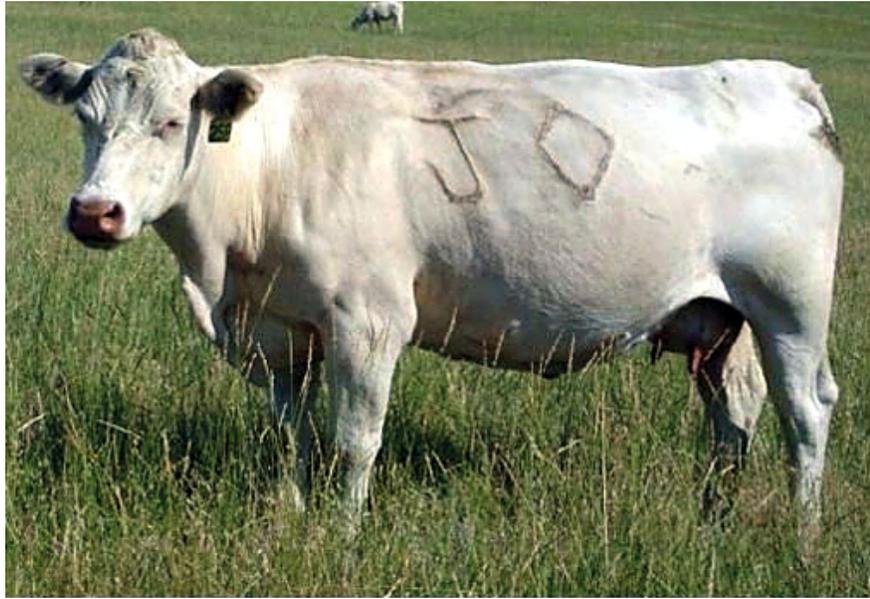
2TM Unlimited Justice 503P. Photo by Slim McNaught

Joel attributes disposition improvement to the herd sires that carry the “2TM” prefix, coming from the Ted Morgan herd at Greeley, CO. They have speeded up progress in the breeding program with the “Norbert” daughters and the Cigar 406 and Triple Ease daughters. Joel says they are some of the best quality cows anywhere and thinks the daughters of these bulls will

make a major impact in the breed, “They’re that good.” He worked very hard to create, in his words, a “kinder, gentler” Charolais bull, culling for disposition not only in the bulls but in his cow herd as well. Joel says, “I don’t want a bull carrying a big ‘J Diamond’ causing problems for you.” Joel pointed out that their bulls have always carried the genetics needed to top the market with feeder calves.

Cheyenne Charolais offers a DNA sample collection at the time of semen testing so later on the buyer can determine if one of those bulls is causing calving or other problems. This saves handling the bull again. The bulls are guaranteed one full year from the time of purchase. Their last sale held Feb. 2, 2008 at Philip Livestock Auction in Philip, SD, consisted of 50 spring bull calves and 25 long yearlings. At the sale they offer a volume discount, the high volume buyer averages the individual purchase price and takes off the price of one bull. Cheyenne Charolais also presents a Producer of the Year Award. In 2008, Keith and Deb Smith of Cottonwood, SD received this award.

Cheyenne Charolais foundation bloodlines consist of Prime Cut, Unlimited Ease, Corona, Dominion and Cigar – sires that produce moderate birth weight and excellent fleshing. All this crossed with Avignon, Duke 261 and a Cujo-based cowherd. With average weaning weights of 747 pounds on sale bulls, and individuals up to 861 pounds,



Cheyenne MS ML 258P. Photo by Slim McNaught

the extra length, calving ease, and smooth heads and shoulders offer show quality eye appeal. The Cheyenne Charolais customer service policy is free keep at their risk



Chyn Ms Schurr 1070/TW heifer calf by EC B16 Wind.
Photo by Slim McNaught

until May 1, free delivery, semen tested, quick settlement of guarantee claims, and feeder cattle buyer referral service. With their guarantee covering injury, death and dissatisfaction for the first breeding season, customers are going away very satisfied with their selections.

Joel is also active in the R-Calf USA organization. His contribution at the February sale in Philip was a heifer out of the top end of their replacements, Cheyenne MS 503'S Kanjo 770 Polled, sired by 2TM Unlimited Justice 503 and the U-Cross MS Kan-Jo dam. About R-Calf Joel says, "I believe their cause is true

to the commercial cattlemen of this country, whereas other organizations' interests may be divided."

For most of the year, the Cheyenne Charolais herd is kept at the Deering 73 Ranch, now owned by Mel and Dorothy Anderson. (Dorothy being the widow of David 'Bud' Deering, grandson of C.A. 'Gus' Deering.) Joel does move the Charolais to the home place at calving time. He has found calving the Charolais and the commercial herd at the home place affords him better control. Calving at both places became a labor intensive operation with travel time between the two cutting down on the efficiency of his ranching operation and oversight of his cowherds.

Joel doesn't plan to expand, but his goal is to market 100 bulls annually and eventually start a show string again. For now he's satisfied to be selling bulls to commercial operators that keep them happy. Evidence of that is the fact that his customers have sold some of the highest priced calves in dollars per head in the nation recently.



Looking to the future. Photo by Slim McNaught

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