

LAURON RED ANGUS

Lauron Red Angus is family owned and operated located 10 miles east of Didsbury, Alberta on property that has been in the family since 1919. It was established in 1984 when Ron Hunter and Laurie Allen were married, thus began the merging of the “Laur” and the “Ron”. Lauron is a purebred Angus operation that annually calves out some 200 primarily Red Angus cows and a few blacks, mostly red gene carriers and also hosts a bull sale each April.

An Olds College Graduate and 4-H Alumni, Ron’s background was mixed farming. His family made due with grain land, pigs, turkeys and chickens, a cream quota and a small herd of commercial and papered Polled Herefords. Laurie was raised west of Carstairs, attended Cremona School and is the daughter of Fred and Doreen Allen of Alalta Acres Red Angus. The landscape changed when Laurie arrived with her horses and 2 black commercial cows, “Spats” and “Blackie”, and a registered black red gene carrier Angus, Black Miss Antaeus 22L. The Missy and Mitzy cow families residing at Lauron today trace their heritage to this foundation female that had been purchased as a calf at Jim and Shirley Good’s Redline Dispersal.

A recent graduate from the University of Calgary with an Education degree, Laurie found employment as a Kindergarten teacher to supplement the farm. Gradually the commercial herd of “Auction Mart Honey s” were replaced with quality commercial Angus with the influx of good Alalta Acres bulls and some were purchased.

In 1986 four purebred females were added to the roster from Gordon Bystrom’s Savanna Dispersal introducing the Lika and Barona cow families. A few purebred bulls were sold private treaty and others marketed through Red Angus Breeders of Canada at Medicine Hat and Olds. The purebred herd began to outnumber the commercials with the addition of purchases from the Ladies in Red Sale in Lacombe and Red Round Up, the Sally and Dalmistu cow families were introduced.

The herd was expanding as was the family when Jared arrived in 1989. This was also the year the land was purchased from Ron’s parents. Laurie continued to teach part time until Ryan’s arrival 2 years later. The final herdsman, Travis, made his appearance in 1994 to complete the family. The whole family were full time farmers, the young boys showing a keen interest in the day to day operations and like many young rural Albertans could drive machinery at an early age and knew which cows were fence crawlers.

With the cowherd numbers at a comfortable level it was time to market some females and a couple of yearlings were halter broke to debut at the Olds Fair. One of them was selected for consignment in the 1998 edition of Red Round Up. Sold as a \$1750.00 bred heifer to Willie and Bonnie Zaretski of Copperhead Red Angus, her pedigree now appears world wide. Red Lauron YB Rosa 11G is the dam to Lazy MC Smash 41N. Lauron would continue to consign females to various

sales, most recently Red Round Up and the Chinook Sale hosted by SAAC each year. Lauron provided the donation heifer to the Chinook Sale in 2013.

Jared and Ryan were bitten with the show bug and joined 4-H in 2000. Soon they both had market steer projects, carcass steer and female herds. Travis, of course, followed suit and at one point 18 head were trailered to the club show. The female projects that were shown have expanded for each of the boys, enabling them to build small herds of their own with their own tattoos under the Lauron prefix. Laurie became a 4-H leader for 11 years and served on the Alberta Angus Association board as a Director while Ron kept things afloat at home.

Meanwhile, in 1992 a group of innovative Angus breeders namely Tom and Eldean Hamel of Three Bar H Red Angus from Rimbey, Neil and Yvonne Gano from Crossfield, Fred and Doreen Allen of Alalta Acres and Dan and Diane Fenton of Running Bar Red Angus at Cochrane along with Ron and Laurie established Foothills Red Angus Breeders. Custom fed performance tested yearling bulls were marketed at Hardisty, Rimbey and Olds. Eventually the sale merged into one held at the Olds Cow Palace piloted by up and coming Auctioneer Brent Carey. Laurie became the secretary to the organization. Gradually the other participants retired or pursued other interests and Lauron became sole consigner in 2009 and changed the sale name to Lauron Red Angus and Guests. It was also at this time it was decided to invest in building pens and feeding the bulls at home. Lauron partnered with Ric and Linda Arthurs and family of Didsbury and now markets some 60 head of yearlings at the annual sale with many repeat customers.

When Laurie's parents decided to cut back on numbers in 1998, the opportunity arose to add some very influential females to the herd. Several daughters and grand daughters of the matriach Red Line Blackbird 34S, an own daughter of Premier Patriot 16, were acquired thus adding to the cherished Blackbird cow family that now likely represents a third of the herd. Travis and Jared added to their own inventories.

A strong maternal base is the backbone of good herds and Lauron holds this idea at the forefront. Good thick walking bulls anchor the concept and Lauron has also utilized A. I. to help achieve this goal. Lauron has always admired the maternal traits and the do-ability of the Angus breed. Calves are raised on native pastures without creep so efficiency is mandatory. A good number of the females are identified as ELITE. Some of the influential sires include Red Running Bar TMD 13E aka "Scarface", his son Red Alalta Acres Legacy 37L, Red Alalta Acres Fabian 16F, Red Lazy R C Monte Carlo 375N, Red Prescott Storm 72L, two Prime Rib sons Red Lauron Prime Time 12G and Red Lauron John Henry 42J, more recently a Sakic son Red Lauron Wrangler Jo 45W aka "Popeye". Lauron has also utilized embryo work on a limited basis. A Blackbird female was flushed this spring at age 18.

A couple of highlights for Lauron include participating with cattle and the youth competitions at the World Angus Forum in 2009 at Spruce Meadows. Another was having Jared participate in the World Angus Forum competition in New Zealand and being Captain of the winning Canadian Team.

2013 also saw Travis win the National Young Cattleman Senior Division at Bashaw and Ryan received the Allan Benkie Spirit of Youth award. All the boys graduated high school with Honors, and served on the Alberta Junior Angus Board. Jared and Travis were 4-H Ambassadors. Jared attended Olds College to acquire a diploma in Agricultural Production and Management majoring in Farm and Ranch Production and presently works as a Customer Sales Rep for the UFA in Red Deer. Ryan is pursuing a degree in Education at the University of Alberta in Edmonton. Travis has completed the first year of Power Engineering Technology at SAIT. Lauron Red Angus and Guests 23rd Annual bull sale saw a record number of guests for that building at the Olds Cow Palace this year as there was standing room only. Lauron continues to be family operated as the boys are involved and frequently return to help out when they can. The youth and junior shows and organizations have helped mold the boys into outstanding citizens who in turn are mentoring the skills they acquired such as judging, clipping and fitting to name a few. The friendship, fellowship and comradery in the Angus, cattle and agricultural fraternity are treasured and Lauron Red Angus truly values the people in this industry.