



Seedstock *Producer*

of the Year



The Iowa Beef Expo annually honors an outstanding cattle producer within the seedstock industry. Recipients of this award are chosen based on record keeping, industry participation and leadership, merchandising programs, selection criteria and overall herd improvement. The recipient of the 2024 Outstanding Seedstock Producer is A.D.D Angus Farm, of Arlington, IA.

Doug's dad, just like many other producers, started their operations by selling steers in the Chicago Stockyards. In 1963, his dad purchased the first registered angus cows for the farm. The cows that Doug's dad had purchased were Earl Marshall bred cows that were large framed. During this time these cows were standouts for their immense frame size, therefore finding a bull to breed these cows was not an easy task. Doug's dad continued to search the country for a bull that possessed enough growth to cover the cows but also carcass merit for the steers that are sold in the Stockyards. At this point he was not

successful in finding the prized bull that he was looking for, so he purchased a couple generic bulls to breed the cows and start selling bulls till he could find a bull to purchase. In 1969 the search continued into Canada, as Doug's dad is still searching for the type of bull that he was looking to use. His search into the northland yielded him the type and kind of bulls he was wanting to bring back into the United States.

A.D.D Angus Farm strives to provide their customers with bulls that are athletic and big enough to breed cows yet still possess genetics that support their phenotype. Bulls that are produced are expected to sire steers that will grade choice and prime yet still be lean. Sound footed cattle is also part of the equation for a high sought-after bull. Docility and fertility are traits that are also bred into cattle at their operation. Docility scores are documented to ensure that the cattle that leave the farm in Arlington are manageable for their new producer.





Exquisite record keeping and breed is what has kept many generations coming back to the farm to buy bulls and heifers. Many customers that return to buy bulls at the beginning of the year are the second generation of their family to buy bulls from A.D.D Angus Farm. Consistency is key for an operation to be successful and with the amount of record keeping and data that is collected on the cattle in Arlington, Doug and Marcia are running a successful operation while keeping customers and cattle at the forefront.

Doug and Marcia have been heavily involved in the Angus breed outside of daily operations on the farm. Doug has served as the president of the Northeast Iowa Angus Association and cultivated the Northeast Iowa Junior Angus Association with Alan Jensen. Marcia has served as the President of the Iowa Angus Auxiliary and has held numerous offices in the Northeast Iowa Angus Association. Both Doug and Marcia have served on the Northeast Iowa Community College Beef Advisory Board as well as the Iowa Angus Association Board of Directors. Along with involvement in the organizations they have received numerous awards commemorating their hard work. A.D.D Angus Farm has received the award of Fayette County Cattlemen Seedstock Producer and have been inducted into the Fayette County Cattlemen Hall of Fame. And finally, they were awarded the American Angus Association Historic Herd Award in 2013

Doug mentioned "we really enjoy working with our customers and our cattle, and those two facts are why we still raise seedstock". The success that A.D.D Angus Farm has seen through production sales and private treaty sales is a level that many producers aren't able to achieve. Doug and Marcia are the true epitome of a producers that are raising cattle for the betterment of the breed and for the enjoyment that they find in it. A.D.D Angus Farm strives to continue to produce Angus cattle that are functional for any sector of production.

