

3/O Cattle Company

In an effort to share member stories and successes, our Member Spotlight section is a collection of experiences to bring you closer to our highlighted member.

Article and cattle photos by Ryan Stallo, Missouri Angus Association Intern

Group photos provided by Ogle Family



Building the Next Generation

For 3/O Cattle Company, building an Angus operation has always been a group effort.

Justin Ogle, Brad Ogle, Wes Ogle, and Tyler Parrack are all owners in the operation, each contributing land to form the foundation of their program. What began as an effort to generate income from the newly purchased property has grown into a developing registered Angus operation focused on genetics, data, and producing cattle that add value throughout the beef industry.

The group first purchased land in 2018 and began looking for a way to make the property productive while helping pay for it. The search eventually led them to cattle.

As they began following registered Angus sales, they became increasingly interested in the breed and, particularly, the amount of information available to make breeding decisions. EPDs, pedigrees, and genetic values gave them a way to study cattle beyond what they could see in the pasture or the sale ring.

Their first registered Angus came from a breeder who was dispersing their

herd. From there, 3/O continued to build, purchasing cattle and genetics through online sales and eventually acquiring donor females and genetics from breeders across the country.

Today, one of the most exciting developments for the operation is seeing females they have bred and raised become donors themselves.

They continue to bring outside genetics into the herd when they believe genetics can improve the program, but they are increasingly able to build the next generation around the cattle they have produced themselves.

While the cattle operation has continued to grow, it has remained a family effort. Wes, Justin, and Tyler each have three children who are willing to pitch in whenever an extra set of hands is needed.

Data Meets the Animal

The information available with the Angus breed is one of the original attractions for 3/O, and it remains a major reason why Angus has remained the center of their operation.

EPDs, genomic testing, dollar values, pedigrees, and performance information

provide the partners with an abundance of data to make breeding decisions more informed and predictable. They enjoy studying that information and determining which genetics complement one another.

But they also understand that numbers are only part of the operation. “At the same time, we don’t believe you can breed cattle strictly from a spreadsheet. They still have to be functional, structurally sound, and visually appealing,” Wes said.

That balance is important to the 3/O program. They want to use the information available through the Angus breed without losing sight of the actual animal.

Their breeding philosophy centers around balance. Calving ease is important, but so is growth and performance. Carcass merit receives significant attention because they want their genetics to add value beyond the ranch and throughout the beef chain.

Feet and maternal traits are also priorities. Their females need to be functional,

remain productive, and continue working in the herd. Wes is clear in their intention, “We want cattle that work from birth all the way through the rail.”

*We want cattle that work
from birth all the way
through the rail.*

Learning Through Challenges

Like any growing operation, 3/O has experienced its share of challenges. The group has had a steep learning curve, particularly in nutrition and herd health. Drought has created additional challenges, and the operation has made some costly mistakes along the way.

Rather than allowing those mistakes to discourage them, the partners have used them as opportunities to improve. Wes said, “The important thing has been the ability to learn from those mistakes and being willing to change what we are doing. Some of our most expensive mistakes have also been our best lessons.”

Hiring Chris Holcomb as their herdsman was another important step forward. Having someone focused on the day-to-day operation has helped 3/O become more consistent with nutrition, herd health, and overall cattle management.

The partners’ shared land base has also become an advantage to them. With multiple locations available, they can place cattle at different locations based on their different stages of the operation, forage availability, and nutritional needs. Donor females, bred females, cows raising calves, and developing heifers do not need to be managed the same way, so having the different land dedicated to different stages has made it efficient for them.

Growing the Program

Marketing was another area where 3/O had to learn as they grew. In the beginning, the focus was almost entirely on improving genetics and producing better cattle. The challenge was getting the genetics in front of the right people.

Sterling Fredrick with SF Cattle Marketing and Zach Moffitt of Cattle Marketing & Consulting became important partners in that process. They helped guide the program, provide direction, and encourage the 3/O partners to think bigger about where they wanted the



operation to go.

Consignment sales have been important in the early stages of marketing the program, allowing 3/O to put cattle in front of breeders and potential customers.

Online marketing and social media have also become very important pieces of the program. Good photography, video and genetic information help tell the story, but the partners understand that marketing can only take a program so far.

Ultimately, the cattle have to back the story up. In April 2026, 3/O reached a major milestone with its first production sale. The partners view that sale as the beginning of what they hope to make an annual event. They also had their first embryo sale in September 2026, which gave them another opportunity to market genetics from their donor programs.

*Building a program takes
time. You don't need to
start with a lot of cattle -
you need to start with the
right cattle.*

The Next Calf Crop

For Wes and the 3/O program, the motivation is simple, “The next calf crop.”

The partners spend countless hours studying genetics, selecting bulls and planning matings. Then comes the wait to see whether those decisions produce the cattle they envisioned.

“When a mating really works, you immediately start thinking about how you can make the next generation better. When one doesn’t, you learn from it and adjust. That’s what keeps it interesting; you’re never really finished.”

The operation has been a member of the Association

since 2022, which have given the partners the opportunity to build relationships with breeders and learn from those who have been involved in the Angus business much longer.

As they look toward the future, the 3/O partners encourage young ranchers to focus on quality over quantity. Wes recommends, “Buy quality over quantity. We’d rather start with a smaller number of good females than a large number of average females just to increase cattle numbers.”

*Buy quality over quantity.
We'd rather start with a
smaller number of good
females than a large
number of average females
just to increase cattle
numbers.*

They also encourage young producers to take advantage of the information available, study pedigrees, learn EPDs, and, most importantly, ask questions. Wes reiterates, “Understand that you are going to make mistakes. We’ve certainly made ours. The important thing is learning from them and making a better decision next time.”

For 3/O Cattle Company, the goal has never been to build the biggest herd simply for the sake of numbers. It has been about making the right decisions, learning from each generation, and building something that continues to improve.

“Building a program takes time. You don’t need to start with a lot of cattle - you need to start with the right cattle.”

