



Circle A Angus Ranch

41 Hwy K
Iberia, MO 65486



Return Service Requested

1-800-CIRCLE A

www.circlearanch.com

Please Join Us:

October 17, 2009

for our 3rd Annual Fall Bull & Heifer Sale

Selling:

150 Angus Bulls

Stout, slow-grown, coming two's Ready for Service

Also Selling: 300 Spring-calving Premium Angus Heifers

Fetal Sexed with EPDs

Someone You Should Know



Kenneth and Susie Parks of Clinton, MO have been raising cattle for over 40 years. Like most Missouri producers they have seen and tried almost everything. They have used Charolais, Limousin, Simmental and Angus bulls. They have marketed at no less than five different auction barns, marketed direct and even obtained some carcass data back on their calves.

They have always tried to raise good, growthy calves.

They have not been afraid to creep feed when time and money permitted and have age and source verified in the past as well. They run their Spring-calving, cows in groups of 35-50 with 2 bulls per group. They maintain birth records, match calves to cows and can tell you which two bulls are the possible sires of every calf.

In 2006 they purchased their first Circle A bull and marketed their calves at Circle A Feeders in February of this year. The 21 head averaged well over 800 lbs. at less than 11 months of age and were paid top of the market plus \$35 per head premium (\$25 for Circle A sire and \$10 for age and source). At delivery Kenneth asked me for prices we would have paid the previous week for specific weight classes. He went home and figured what the rest of his calf crop would of brought at Circle A Feeders had they been out of Circle A bulls and eligible to come.

"I don't think most guys realize what your program could do for them," said Kenneth. "I sold 109 calves at a large market place and compared that to what I would have gotten the same week at Circle A Feeders had all my calves been out of Circle A bulls. I was shocked to find the difference was over \$9100."

Today Kenneth and Susie own over 10 Circle A bulls and will soon be marketing 100% of their calf crop at Circle A feeders. The Parks' are a great example of good producers getting paid for their value added calves and the Circle A Feeders program working for customers using Circle A genetics.

Circle A Angus Ranch

PARTNERS FOR PROFIT



Summer 2009

Seeing the Light

It seems the key to the last year or two in the beef industry has been survival. If you've found a way to make a pile of money in beef cattle recently and feel compelled to share your secret, there is a second fortune waiting you on the speaking circuit. While nothing in this world seems certain anymore, it appears that the worst is behind us.

It's funny how input prices seem to go up much faster than they come down, but corn is back to a more reasonable level, bring most feedstuffs back with it. Fuel may not be reasonable, but it is at its new norm and lower than it could be, and the stock market has recovered over 30% in the last six months.

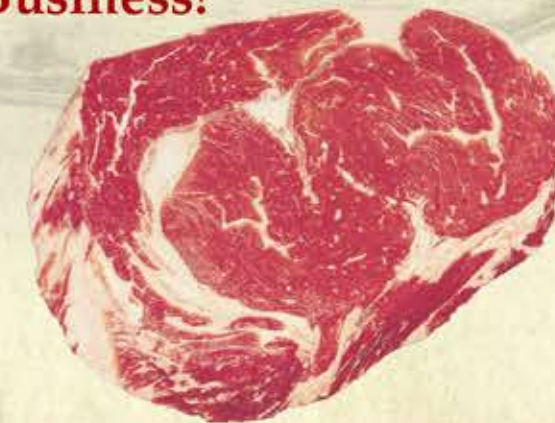
On the cattle front, we have the smallest cattle inventory in the U.S. in the last 50 years. The 2008 beef cow slaughter was up 12% from 2007 and 22% from a five year average. The 2009 dairy cow slaughter was up 15% from 2008. 2007 heifer retention was down 3.9% and 2008 was down 2.1%. This year we will have the smallest calf crop since 1951, our current cattle on feed numbers are already running well below the five year average and year to date steer slaughter is down over 4% from last year.

So what does all this mean to the cow/calf producer? Beef supply is obviously down and will be for a number of years, while the economy in general appears to be headed toward a slow recovery. Simple economics tell us that lower supply and steady, to hopefully growing demand, will lead to higher prices for beef and cattle in the future.

I guess if folks could avoid it, they wouldn't get caught up in the beef cycle, but then there wouldn't be a beef cycle. However, there will always be rewards for those who can buck the cycle and who have the foresight to grow their herds during tough times and hit good markets with more calves.

Missouri producers have been especially blessed this year with an extraordinarily wet and mild summer leading to ample summer grass and, if our luck continues, good fall re-growth. Both market and environmental conditions are urging producers to grow their herds now to take advantage of tomorrow's higher prices.

Quality Beef is Our Business!



Dr. Brad Morgan is a Professor of Meat Science at Oklahoma State University. He teaches Meat Animal & Carcass Evaluation and Advanced Meat Science among other courses. He has coached National Champion Meat Judging Teams and evaluated ten's of thousands of carcasses all over the world during the last 20 years in his quest to improve meat tenderness.

Mark:



I have attached the carcass and tenderness data for the last set of cattle. In all of my days of collecting carcass data, this was the best set of cattle that I have ever observed. Saw a few yield grade 1's that were Prime. Unbelievable!! The ribeye sizes were much better this year as well, in that not very many of them were too small in comparison to their carcass weight. From a tenderness standpoint, they were great as well. Had a couple approaching the tender/tough threshold, but in all, you're doing a great job. Let me know if you need anything else. Take care.

J. Brad Morgan
Oklahoma State University

Inside This Issue..

Seeing the Light	Cover
Quality Beef is Our...	Cover
The Perfect CAF Calf	2
CAF Does it Again	2
Spring Sale Report	3
Someone You Should Know	4

Sale Dates

- October 17, 2009
Fall Bull & Heifer Sale
Iberia, MO
- February 28, 2010
MO Angus Futurity
Columbia, MO
- March 20, 2010
Spring Bull & Heifer Sale
Iberia, MO
- September 18, 2010
Annual Production Sale
Iberia, MO

Upcoming Tradeshows See you there!

- August 21-22
AR Cattlemen's Conv.
Fort Smith, AR
- September 17
MU Beef Field Day
Columbia, MO
- October 2-4
Farm Fest
Springfield, MO
- December 4-5
MO Livestock Symp.
Kirksville, MO
- December 12
MO Cattlemen's Conv.
Springfield, MO

AN UNPARALLELED COMMITMENT TO INCREASING THE QUALITY OF CATTLE THROUGH THE USE OF PROFITABLE GENETICS



Circle A Feeders News

The Perfect CAF Calf

Quite often we're asked, "what is the perfect calf for the Circle A Feeders (CAF) program?" The short answer is "good". At a guaranteed top of the market and up to \$45 per head premium on top of that, they have to be good for us to keep doing what we're doing. However, there seems to be many definitions of "good".

For a long time many auction markets have rewarded producers for bringing cattle to them with age and in "green" condition. Yearlings weighing 700 lbs. with frame and no flesh bring a premium, while calves weighing 700 lbs. with good flesh get discounted. The concept is that thin cattle will yield cheaper compensatory gain compared to the calves with flesh.

Our program is geared toward exceptionally high-quality cattle and we have found that younger, heavier calves are the best at hitting our target. Our requirements mandate that calves weigh at least 600 lbs. and arrive at our facility by 11 months of age. This ensures that cattle have the proper number of days on feed and are young at harvest time, producing a high-quality eating experience.

We have also found that cattle who make the 600 lbs. as young calves experience less health trouble in the feedlot, are ready to eat when they hit the yard and ultimately grade a higher percent choice. Additionally, with a 5000 head capacity, taking cattle at heavier weights allows us to serve more customers with our current system.

Producing the calves we need may mean an adjustment in management for some producers, but one that we think pencils out. Rather than limit feeding calves for months until they reach a year of age, simply invest the same feed dollars into 60 days prior to weaning on creep feed and 60 days on a post-weaning ration. By providing creep feed 60 days pre-weaning, calves are introduced to eating and their bodies become accustomed to metabolizing starches and grains. You'll experience less health problems at weaning, the calves will take the weaning process easier and you'll have heavier calves to show for it. After weaning, the calves can be stepped up to as much as 15 lbs. per head per day and hit the feedyard healthy and ready to keep gaining.

Producers should expect calves to wean at a bare minimum of 550 to 600 lbs. and then gain at least 2 lbs. per day for the 60 day post-weaning period. This makes it very easy to deliver 700-800 lb. calves well before the 11 months of age deadline. "Only the Best" has been the motto of Circle A Feeders since its inception and we look forward to purchasing calves from our partners out of our genetics backed by the best management possible.

Circle A Feeders Does it Again

In their second year of operation, Circle A Feeders (CAF) is to receive their second Quality Focus Award presented by Certified Angus Beef®. This year CAF shattered their own record by hitting over 75% Prime and CAB® for cattle submitted to the program.

The award is present to feedyards with less than 15,000 head and for cattle enrolled from June 2008 to May 2009.

Industry wide, CAB® acceptance rates run about 15% for cattle identified for the CAB® brand. Circle A Feeders' 75% acceptance rate is a testament to their focus on quality genetics for nearly 20 years and their attention to detail in their management aimed at achieving a high-quality beef product.



While feedyard management and nutrition plays a large role in product quality, calf management is vital to hitting product goals. Early nutrition provides the precursors for what ultimately develops into marbling. Proper calf management is essential for not only feedyard profitability, but also for consumer acceptability.



Circle A offers free nationwide delivery on two or more bulls. Pick them up yourself and we'll take off \$50 per head!

Don't Miss it!

Circle A's sales will not be seen on RFD-TV this year. Instead, log in to

LiveAuctionsTV

to view the sale live and bid online.

You may also contact Nick at 573-280-5308 prior to sale day for buying assistance. Or, call the conference call to bid during the sale at: 888-422-7128 (participant code 329582).

Spring Bull & Heifer Sale Report

Circle A was proud to host one of the most successful sales in their 18 year history on March 21st. The crowd literally overflowed the sales arena with potential buyers excited about the chance to become part of the Circle A Feeders buy-back program. Buyers vied at the opportunity to purchase 289 bulls, 300 bred heifers, and 50 commercial pairs.

289 bulls averaged \$3359 with the highest selling bull, Circle A In Focus 7293, going to L&S Farms of Westphalia, MO for \$8,000. 7293 is a son of Mytty In Focus and boast a 64 pound birth weight, an 11 CED EPD and 102 YW EPD. Second high selling bull was Circle A Objective 7594 selling for \$6,000 to ABS Global. Select Sires, Inc purchased Circle A Image Maker 7463 for \$5250. Bobby & Jarrod Simpson of Salem were the high volume bull buyers, purchasing 10 bulls in the sale. 60 bulls sold for \$4,000 or more, with 52 bulls selling for \$2,500 or less. The 22 Red Angus bulls averaged \$2,852.

The bred heifers were sold in lots of five head ultrasounded to calve within ten days of one another and fetal sexed. The heifers averaged \$1376 per head and the pairs with 1-2 month old calves at side averaged \$1670. Rob Mattson of Cameron, MO was the high volume heifer and pair buyer taking 40 heifers and 15 pairs.

In a time of high input costs the value of Circle A Feeders buy-back program appears to be paying off. The next opportunity to purchase Circle A genetics will be at the Fall Bull and Heifer Sale on October 17th, 2009.



Inputs too high? We can help.



Why choose Circle A genetics?

- Conducting individual feed efficiency research since 1998.
- Exclusive EPDs for feed intake, average daily gain, tenderness, stayability and heifer pregnancy.
- The most generous calf buy-back program in the industry—Top of the market plus up to \$45/head premium. Guaranteed.
- No other breeder has done more testing to measure and improve profitability.
- 100% satisfaction guaranteed. We stand behind what we sell. It's that simple.
- Sight-unseen guarantee. If you don't like them, you don't own them.
- Free bull delivery anywhere in the continental United States with the purchase of two or more.
- \$50 discount on bulls you pick up.

Due to the success of our bull program we have decided to expand the registered herd and postpone our next registered female sale until September 18, 2010