



Circle A Angus Ranch

41 Hwy K
Iberia, MO 65486



Return Service Requested

1-800-CIRCLE A

www.circlearanch.com

Please Join Us:

October 16, 2010

for our 4th Annual

Fall Bull & Heifer Sale

Selling:

170 Black Angus Bulls

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

Also Selling:
**400 Spring-calving
 Premium Heifers**
Fetal Sexed with EPDs

Someone You Should Know



John Hall estimates the quality of his herd has nearly doubled in the last five years since he's been buying genetics from Circle A. John, along with his wife Jennifer, sons Jacob and Justin and help from his Mother, Mary Ellen, run about 90 cows on two farms near Owensville, MO.

The farm started with John's Grandfather in 1950's. In 1987 John and his father began running the operation for his Grandfather and in 1993 John bought

the farm for himself. With his Dad staying on as the caretaker and John's hard work, the farm improved from supporting 28 cows to 90 cows with practices such as rotational grazing, good fertilizer and watering systems.

The Hall's have been using Angus for the last 12 years. It was the Circle A Feeders buy-back program that attracted John to Circle A. "For years I felt like we were getting docked at the salebarn for bringing good quality calves. We didn't feed them much, but put them on good pasture and they always called them fleshy and we took less for it. Circle A wants good quality calves started on feed and I know I can always get top dollar there, I wouldn't sell anywhere else."

John has purchased 20 bred heifers and 4 bulls from Circle A in the last few years. The heifers have become proven producers in the upper percentages of his herd and Circle A genetics have increase John's profit per mama cow overall. Between the calf buy-back program, improved genetics and the customer service that Circle A offers John doesn't see himself going anywhere else in the near future.

Circle A Angus Ranch

PARTNERS FOR PROFIT



Summer 2010

The Square Deal

Lately I've spent a lot of hours every night searching for a good used truck on the internet. It is exceptionally difficult to decipher fact from fiction and know who to trust. Cattle producers go through this dilemma every time they make a management decision or sell a calf crop. There is no shortage of advice in the beef industry. Between the local, regional, state and national publications, extension personnel, veterinarians, salebarn managers, feed sales rep., drug sales rep., the know-it-alls at the coffee shop and your friendly genetic supplier; everyone's got an opinion. If they were all telling you the same thing, cattle farming would be easy, the trouble is, the majority of the advice is conflicting and the touted benefits of many practices and products overlap.

So, what's a producer to do? I'm a big fan of partial budgets when it comes to making management decisions. On one side of your paper you have all the additional costs and reduced returns from the proposed change and on the other side you list all the reduced costs and added returns. It doesn't matter if your deciding on whether to creep feed, give a second round of shots or spend more money on a good bull, the result of this exercise will tell you in black and white if it is the right decision. The difficulty is in assessing the correct and realistic numbers for the calculations. There are many correlated and antagonistic relationships in beef cattle production and it's hard to know who's numbers to trust?

Most sales representatives do a great job of giving you the best case scenario number. They're not dishonest, they're good salesmen giving you the benefits of their product under perfect circumstances and usually have a controlled environment study to back it up. Rarely, does any product deliver to the fullest of it's sales pitch; there are simply too many interrelated practices and variables to account for in real life beef production. With so much information, new products, new technologies and conflicting advice; how do you sort through it all and know where to get a square deal?

Conduct a short and simple partial budget on your product suppliers. On one side of your paper list all



the money you have ever spent with the supplier, on the other side list all the money they have paid directly to you. If you sell your calves at Circle A Feeders, I'll bet Circle A comes out favorably in this exercise. We take our belief in the product we sell to a level few have dared to go. We sell you a product that not only makes you money, but that we're willing to purchase at a premium. Our requirements for the buy-back program are designed to limit risks and increase returns for both us and our customers. Any advice we give is to increase the quality of your product and put money in both our pockets.

One of the greatest parts is that the requirements and payments are all laid out in black and white and applied to everyone equally. You know before you come to Circle A Feeders that you are getting top of the market and up to \$45 per head in additional premiums, and that your neighbor got the exact same deal. That's what we call a Square Deal.

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Sale Dates

- September 18, 2010
Annual Production Sale
Iberia, MO
- October 16, 2010
Fall Bull & Heifer Sale
Iberia, MO
- February 27, 2011
MO Angus Futurity
Columbia, MO
- March 19, 2011
Spring Bull & Heifer Sale
Iberia, MO

AN UNPARALLELED COMMITMENT

TO INCREASING THE QUALITY OF CATTLE THROUGH THE USE OF PROFITABLE GENETICS



Circle A Feeders News

The Value of Disposition, Exposure and Proper Handling

Most producers take great pride in the product they produce. The best producers care about how their calves perform at the next level and the eating experience they will ultimately create for the consumer. We believe that returning feedlot and carcass data back to our customers helps them realize that they are producing a product which someone else has to make money on and is the raw material for a nutritious and delicious beef product. As producers, we expend a significant effort selecting for more pounds, more efficiency, better gains, bigger ribeyes and higher marbling, but we often overlook the importance of disposition.

As a genetic supplier, disposition is very important to us. We consider every trip through the chute or into the bull pen an opportunity to cull an animal that may cause us or our customers a problem down the road. We've pulled bulls the morning of the sale because they exhibited an undesirable temperament and we've culled productive cows from the herd because they were overly aggressive in the pasture.

Disposition is a moderately heritable trait, so no-doubt some of the "attitude", size of flight zone and aggressiveness of a calf has been acquired from their sire and/or dam. But, like every trait, disposition is also a reflection of the calves environment. When you notice disposition differences between calves of the same calf crop by sire or notice a trend in the calves of a particular dam, you're likely observing the difference in genetics. But, when our feedyard notices the difference between producers calves over several calf crops, we're likely observing the difference of the environments in which they were raised.

There are many obvious draw-backs to cattle with poor dispositions and some not so obvious. If you've ever had to jump a six foot fence in under a second or lay under your truck to get away from a mad mama cow you're aware

New Vaccination Protocol

If you've purchased cattle from us in the last 4 years you should have received a letter this spring outlining our new vaccination protocol. Comingling calves can be a risky venture if not all the calves have been properly vaccinated. In an effort to reduce morbidity and mortality and standardize our treatment protocols we have made a couple slight adjustments to our vaccination requirements.

The first is that the calves must have two rounds of a Modified Viral Vaccine to be eligible to come to Circle A Feeders. You should consult your veterinarian on how to best get this accomplished. If your cows have not been exposed to a modified live vaccine in the past, it may take a while to get your herd turned over to a modified live program. In the interim, you can administer both vaccines after the calves have been pulled off of their mothers.

of the obvious drawbacks. The safety of our crew and our customers' family and help is a serious matter. We would all sacrifice a few added dollars in production for a saved trip to the emergency room. However, the costs of bad dispositions can go far beyond safety.

Feedlot cattle with undesirable temperaments have been measured to weight as much as 40 pounds less at harvest compared to contemporaries and their gains are significantly lower. The reason is two fold, these nervous cattle spend less time at the bunk; they also expend more energy and burn more calories moving about, changing positions and running away or toward perceived threats.

Ill-tempered cattle also produce a less desirable beef product; yielding tougher meat, a higher incidence of dark cutters and greater trim waste due to excessive bruising. They increase the likelihood of equipment and facility damage, self-inflicted injuries and research has also shown them to have lower reproductive rates and increased incidence of health related issues.

So, what's a producer to do to? Just like raising children, give them repeated exposure to positive environments. Interact with your cowherd and calves frequently and in a multitude of ways. Cattle that see man a few times a month, view man as a threat. Cattle that only see a man in a truck, view a man on foot as a threat. You need to be in your cattle almost daily. They need to see a truck, a tractor, an ATV, a horse, a dog and a man on foot. They need to have positive and safe encounters every time they are moved or handled. Handle your cattle quietly and slowly and they will act calmer, move faster and produce better. Design facilities that are safe and conform to cattle's natural behaviors of movement and your cattle will become easier to work with, making your job and our job easier.

The second change is that the booster vaccination has to be given in a 14-28 day window after the first vaccination and needs to be administered at least 21 days prior to delivery. Waiting three months between the primary and booster vaccination or giving it as they are loaded on the truck gives little to no immunity to the calves. The original requirements still remain in affect:

- 1). Calves must be out of a bull or female purchased from Circle A.
- 2). Calves must weight at least 600 lbs. (if not they get back on the trailer).
- 3). All calves must be less than 11 months old.
- 4). Calves must be weaned at least 45 days (60 days preferred).
- 5). You must contact Circle A at least 1 month prior to delivery.
- 6). Steers healed, heifers open, and horns removed.
- 7). Calves should be approved for age and source at least 10 days prior to delivery.

An updated information packet containing requirements, pricing, delivery and vaccination information is always available at www.circleanach.com.

Don't Miss it!

View the sale and bid live online at:

LiveAuctionsTV

You may also contact Nick at 573-280-5308 prior to sale day for buying assistance. Or, be on a live conference call during the sale.

Simply call:
888-422-7128

Enter participant code:
329582

Spring Bull & Heifer Sale Report

Circle A Angus was proud to host their largest sale offering ever with over 700 head sold on March 20th. It was once again a full house with potential buyers excited about the opportunity to become part of the Circle A Feeders buy-back program by bidding on the 309 bulls, and 400 bred heifers.

309 bulls averaged \$2791 with two bulls selling for \$6000. The first was lot 3, Circle A Objective 8148, a SS Objective T510 OT26 son selling to Karl Kuschel of Chamois, MO. Lot 3 boasted a 128 pound YW EPD and over 70 for \$B. The other high seller was lot 23, Circle A Objective 8477. Lot 23 was the pick of the December born bulls ranking in the top 10% of the Angus breed for 8 traits. Lot 23 sold to DJV Cattle Co. of Edwards, MO. Wyatt Farms of Callao, MO were the high volume bull buyers purchasing 9 bulls. 44 bulls sold for \$4,000 or more, with 82 bulls selling for \$2,000 or less.

The bred heifers, sold in lots of five head ultrasounded to calve within ten days of one another and fetal sexed, averaged \$1371 per head. Both Paul Ross of Urich and the Wolken Brothers of Jefferson City took home 100 head apiece. 4 other buyers took home 20 head or more.

Circle A feels fortunate to have such a successful sale on a day that saw some horrible cold weather and snow. Circle A attributes their success to good genetics, good service and an industry leading calf buy-back program. The next opportunity to purchase Circle A genetics will be at our annual registered Production Sale on September 18th. Also, prepare for our Fall Bull & Heifer Sale on October 16th where we will be offering 170 coming two-year-old bulls and 400 bred heifers.



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.
- Ninety day breeding soundness guarantee.
- 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.

Bring your trailer!

Pick up your bulls on sale day and save \$50 per head when you buy two or more bulls. .