



Circle A Angus Ranch

41 Hwy K
Iberia, MO 65486



Return Service Requested

1-800-CIRCLE A

www.circlearanch.com

Please Join Us:
for our 5th Annual

October 15, 2011

Fall Bull & Heifer Sale

Selling:

More than 600 Head

150 Black Angus Bulls

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

450 Premium Angus Heifers

Fetal Sex and Due Date by
Ultrasound

12 Elite Registered Heifers

From the heart of our registered
herd sold in groups of three

Someone You Should Know



The Helton's of Meta, Mo have proven to be about as good of customers as Circle A could hope for. Danny and his sons' Matt and Sam have grown into a sizeable cow-herd of a few hundred head and as good of quality people and cattle as you will find anywhere.

The Helton's have been purchasing bulls from Circle since 1993 and have always

tried to buy the very best they could get. They have improved the milking ability, lowered birthweights and increased growth and carcass quality over the last two decades with Circle A genetics.

They were among the very first producers to bring calves to Circle A Feeders and have been back every year since. They didn't necessarily want to retain ownership, but wanted a program to help them recapture the value of their improved genetics. Circle A's buy-back program has allowed them to do that and get back carcass data to help them make educated bull buying decisions.

Helton's steers consistently gain nearly 4.0 pounds per day and grade nearly 90% Choice with over 13 inch ribeyes. They come in with good frame, average flesh and eating well. They stay healthy and are the kind of cattle Circle A likes to buy.

Danny has told me several times, "We feel fortunate to have a breeder of Circle A's caliber in the state of Missouri and just down the road from us." We feel the same way about the Helton's.

Circle A Angus Ranch

PARTNERS FOR PROFIT



Summer 2011

Good as Gold

With so much economic turmoil lately it has been difficult to decide where to put your money. The bank is paying next to nothing. There's always the mattress, but money feels a little lumpy. You could bury it in mason jars in the back yard, but digging is hard work. Many investors are turning to gold. I personally have never understood the value of gold. Sure it's a rare metal and difficult and expensive to dig up, but I'm a functionality guy and what is the real function of gold? For my money give me something you can really use, in times of need I'll take a commodity like cotton that keeps you warm, wood that builds houses or beef that helps feed the world.

If you're a beef farmer or rancher you may just be setting on a pot of gold and not even know it. The fundamentals of the beef industry have never been better or painted a more optimistic picture. It takes a very basic understanding of economics to know that record low levels of supply combined with improving demand will lead to very good things for beef producers. Last year we were already at the lowest beef cow inventory in the US since the 1950's. This year has shown no signs of heifer retention combined with extreme drought across the southern United States. This means that supply will get even tighter and it isn't an issue that can be fixed any time soon.

Also putting pressure on supply is the high value of other grain commodities. Most all of us have personally witnessed pasture ground that we have never seen tilled, being tilled up and planted in crops. The majority of this ground will likely never return to pasture or beef cattle production. With the high costs of inputs and aging of America's cattlemen, many are selling the herd at current high prices and selling their cattle equipment along with it, out for good, never to return to beef production.

On the demand side of the equation, domestic retail sales were up 9.3% the first quarter of this year over last year. Exports are proving very strong with the potential to set new records at \$3 billion dollars in beef sales.

Last year Circle A sold over 700 cow/calf pairs that averaged over \$1600 on the cows 5 years and younger. At the time, spectators were astounded that commercial pairs could bring that much. Many of those calves arrived at Circle A feeders where they returned around \$1000 per head. The cattle industry isn't just a way of life, it's a business and like any business, planned investments can lead to real profits. We haven't hit the peak yet, now is the time to grow. But, don't just take our word for it, here's what some of the industry's leading experts say.

"We're going to see some real profitability over the next several years...The payday is just beginning... The supply side of this business remains very bullish. It's very, very positive."

-Randy Blach, Cattle-Fax

Expect record breaking prices for calves and yearlings coming soon.

-Corbitt Wall, USDA

The feeling of optimism in the beef industry is valid.

-Steve Kay, Cattle Buyers Weekly

"I project decade-high ranch profits in the production of 2011 calves through weaning."

-Harlan Hughes, Beef Magazine



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Sale Dates

- October 15, 2011
Fall Bull & Heifer Sale
Iberia, MO
- March 17, 2012
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

Helpful Hints for Calves Destined for Circle A Feeders

Some of our customers have been consistently bringing cattle to Circle A Feeders since its inception in 2007, while others are just now getting in the program and are bringing calves for the very first time. Either way, as things evolve there are some points and tips that will make life easier for us, yourselves and the cattle.

- 1). Start the age and source process well in advance of bringing the calves. Don't wait until a few days before delivery to start the process. It is a good habit to age and source all of your calves no matter where they will sell. Doing the entire calf crop and using or destroying all the tags you receive is much easier than trying to keep track of which tags go with which group of calves.
- 2). Be sure your calves are approved prior to leaving your farm or ranch. If your cattle are shipped prior to being approved it is very difficult or impossible to get them age and source verified. Circle A only buys calves that are age and source verified. Make sure they are approved and have the appropriate tags in their ears when being loaded onto the trailer.
- 3). Try to arrive as close to your scheduled delivery time as possible. We know loading and trucking cattle does not always go as planned, but we try hard to minimize any wait-time at the feedlot buy staggering deliveries. Staying as close to schedule as possible prevents you and your cattle from waiting in line.
- 4). Proper administration of vaccines is very important. The vaccines themselves should always be handled according to label directions, generally kept in a cool and shaded place. They should be administered according to label

directions and generally always given in the neck with a clean and sharp needle. Cattle handled in a calm manner make better use of the vaccine and build stronger immunity.

- 5). Timing between vaccinations is very important. Optimum spacing between the two rounds at weaning time is about 3 weeks with 2-4 weeks being acceptable. Anything outside of that range and your not giving your calves the best immunity. The second round needs to be administered at least 21 days prior to delivery as we will give them a third round shortly after arrival. If you hold your calves for more than 90 days after the second round, they need a third round at least 21 days prior to delivery.
- 6). Weigh your calves prior to shipping or error on the side of caution. The 600 lb. minimum requirement for selling to Circle A Feeders has been in place since the beginning. Today, 600 lbs. means 600 lbs. Having to sort off light weight calves and send them home is uncomfortable for everyone and adds unnecessary shrink to the cattle. Make sure they weigh close to 650 lbs. when leaving your home, if you don't have scales, error on the side of caution if they are close and leave them at home.
- 7). Have your calves gaining and ready to eat. Every year I see new customers struggling to get calves heavy enough while others are delivering 800 lbs. calves at 10 months of age. Circle A genetics will gain efficiently and profitably if you feed them. Start them on creep on the cow and gradually work them up to 10 lbs. or more per head per day prior to delivery. Your calves will have no problem making 600 lbs. by 11 months of age.

New Age & Source Tagging Program

If you're buying tags from MicroBeef's CattleLog age and source verification program and selling to Circle A Feeders, ask for the special matched set of Circle A tags. They are the same price as the button at \$3.50 for the set. Having a matched set gives you and us a second set of identification in the case a calf loses their EID button. In the past, we have had to turn away calves that arrived without their button, if they have their second matching visual tag, we can still keep them in the program.

The EID button still needs to go in their left ear, with the large button on the inside of the ear and preferably in the upper lobe. The matching visual tag can go in either ear and you can leave your ranch tag in either ear as well. Remember to mark your ranch tags with some unique identifier to help us match your calves to your name so we can accurately return carcass data.

If you are using MFA HealthTrack or Missouri Depart. of Ag tagging programs, continue using both tags in every calf and be sure your cattle are approved prior to leaving your farm.



Don't Miss it!

View the sale and bid live online at:

LiveAuctions.TV

You may also contact Nick at 573-280-5308 prior to sale day for buying assistance.

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.

Spring Bull & Heifer Sale Report

Circle A Angus Ranch was proud to host their largest ever Spring Bull & Heifer sale offering 719 head sold on March 19th. With nice weather this year, it was a packed house with potential buyers excited about the current cattle market and the opportunity to become part of the Circle A Feeders buy-back program by bidding on the 252 bulls, and 467 bred heifers.

252 bulls averaged \$3719 with the high selling bull going for \$8000. Lot 77, Circle A Mainline 9298 was an extremely well made bull with great EPDs and sold to Jeff Gower. Lots 2 and 10 were also purchased by Gower at \$7500, lot 12 sold for \$7500 to Steve Luelf and lot 78 sold for \$7500 to Michael Brockmeier. Barry Crouse of Summersville, MO was the high volume bull buyer taking home 12 bulls for him and his partners. 36 bulls sold for \$5,000 or more, with 32 bulls selling for \$2,500 or less.

455 Commercial, bred heifers, sold in lots of five ultrasounded to calve within ten days of one another and fetal sexed, averaged \$1870 per head. Richard Powell of Bunker, Mo and Bruce Coleman of Perry, MO, were the high volume heifer buyers each taking home 60 head. Eight other buyers took home 20 head or more. 12 registered, bred heifers sold in lots of three averaged \$2550 with Jeff Gower taking all 12 and ranging from \$2200 to \$2900 per head.

Customers are looking forward to three to four more years of record prices. Circle A feel fortunate to be part of their success and attributes their part to good genetics, good service and an industry leading calf buy-back program. The next opportunity to purchase Circle A genetics will be on October 15th offering 150 bulls and 450 spring-calving, bred heifers and 12 Elite registered heifers.

Bring your trailer!

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

