



# Circle A Angus Ranch

41 Hwy K  
Iberia, MO 65486



Return Service Requested

## 1-800-CIRCLE A

[www.circlearanch.com](http://www.circlearanch.com)

Please Join Us:  
for our 6<sup>th</sup> Annual  
**Fall Bull &  
Heifer Sale**

**October 20, 2012**

Selling:

**More than 550 Head!**

**150 Black Angus Bulls**

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

**400 Premium Angus Heifers**

Fetal Sex and Due Date by Ultrasound

**10 Outstanding Club-Calf**

Prospects (steers & heifers)

### Someone You Should Know



Rod & Blair Morris own and operate the Seven O Ranch near Urich, MO. They began their Missouri operation in 1979 after moving from Arizona. It started with 13 heifers and leased cows. Today they run around 225 mother cows in a good year and are currently sold back to around 160 head due to the drought.

The Morris' main goal is to leave the land better than they found it by producing cattle in an environmentally friendly manner. Their production techniques involve rotational grazing and good management to maintain forage quality. In recent years they have purchased no commercial fertilizer and have added nutrients through feeding hay or spreading chicken litter. This year is the first year in over a decade they have had to feed supplement to their cowherd. Their efforts earned them the Missouri Grass Farmer of the Year award in 2001.

The Seven O Ranch purchased their first Circle A bulls in the Fall of 2009 after speaking with friends and neighbors involved in the Circle A buy-back program. They were tired of just taking prices and the risk involved in traditional marketing and were looking for guaranteed premiums if they were willing to produce top-quality calves. They have purchased 6 Circle A bulls in total and have been relieved with how easy the bulls handle.

The Morris' are champions for beef and serve as a positive role model for all beef producers. They are true professional cattlemen and the kind of customers with whom we at Circle A enjoy doing business.

# Circle A Angus Ranch

# PARTNERS FOR PROFIT



Summer 2012

## You Gotta Know When to Hold 'em!

At this point it's obvious, nearly all of us are facing the worst growing season any of us can remember. The drought and heat came early and have persisted to the point that fields and pastures are devastated. It's really pointless to argue about who has gotten the least rain or who is the brownest, the conditions range from bad to really bad and it's wide-spread.

The greater question lies in how are you going to react? Your management decisions in times of high stress will define your operation, not only for next year, but possibly for a decade or even generations to come.

Prior to the drought, the US cowherd numbers were at the lowest levels since the 1950's. With little herd-building this spring and now major liquidations this summer and likely this fall, the national cowherd will be extremely small. At some point, macro-economics take control and a small supply with even steady demand, equals higher prices. The key is going to be in hanging on until the high prices can be realized.

Many producers first reaction to lack of feed and high feed costs is to start selling cows. The problem is everyone else is doing the same thing and you usually sell them for much less than they are worth. Combined with the fact that you will have less calves to sell next year (and for many years to come) and that you'll likely have to buy back replacement females at high prices in the future, selling off productive cows should be a last resort.

The good news is you may have more room in our budget to hold on to your cowherd than you realize. Over the last year good producers have been seeing a \$300-\$400 profit per head on their cow/calf operation. Even with calf prices off their spring highs and feed prices rising, there is still room to feed cows if it means keeping your herd together to see the projected record profits just around the bend.

Some producers may find it necessary to dry-lot cows to let their pastures heal when hopefully fall rains and cooler temperatures come our way. Others should seriously consider moving cows to where there is grass. It looks like this year you'd have to go a long way north or southeast to make that happen, but it can pencil out as an alternative to selling the cowherd.

The only upside to poor crop production is that it leaves cattlemen with an abundance of silage and wet corn bales to use. Many farmers with no fence and no cattle are going to have feedstuffs they need to move. In some cases this represents an opportunity for producers with both cattle and crops to actually increase their herd size to make use of failed crops.

These opportunities and challenges are what make or break operations for generations to come. Those who can find a way to not only hold on, but potentially grow their operation as cow prices are down and market those future calves at record high prices will reap huge rewards.

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### Sale Dates

- October 20, 2012  
Fall Bull & Heifer Sale  
Iberia, MO
- March 16, 2013  
Spring Bull & Heifer Sale  
Iberia, MO

### Tradeshow Dates

- October 5-7, 2012  
Farm Fest  
Springfield, MO
- December 7-8, 2012  
MO Livestock Symp.  
Kirksville, MO
- December 14-15, 2012  
MO Cattlemen's Conv.  
Columbia, MO



## AN UNPARALLELED COMMITMENT

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





### Circle A Philosophy Goes Mainstream

Since our inception over two decades ago our motto has been "Quality Beef is Our Business." Circle A has aggressively used reproductive technologies and genetic selection to produce high quality grading cattle while simultaneously focusing on all traits that affect overall profitability. Many breeders have achieved high levels of marbling with favorable results in quality grade. But, only Circle A has spent the time and money in collecting individual feed intake measurements and selecting for improved feed efficiency. We've also developed EPDs for traits like heifer pregnancy, cow stability and tenderness to enable both our customers and ourselves the ability to produce an extremely high-quality product and do so profitably.

It appears our philosophy is finally catching on and being pushed by some of the countries leading Animal Science and Agricultural Economic professors in conjunction with many leading agricultural enterprises. The program called, Quality Beef (QB) by the Numbers, will be kicked off in Columbia, MO on August 30th. "The QB mission is to improve profitability of beef cow-calf operations by facilitating the adoption of applied reproductive and genetic technologies that will add value to beef cattle produced and marketed in the U.S. and contribute to improvements in beef quality to satisfy increasing domestic and global demand for high-quality beef."

"The U.S. cattle industry is nearing a critical point because of a shortage of cattle that grade upper-Choice or Prime," said David Patterson, Professor of Animal Science at MU's College of Agriculture, Food and Natural Resources.

### Circle A's on Facebook!



The jury is out as to whether technology makes our lives easier or just more complicated. There is no doubt however that it provides the opportunity for us to stay better connected. We are surprised by the number and age group of folks involved in Facebook and have jumped on the bandwagon in order to keep our customers, friends and acquaintances better informed.

From a business perspective, Facebook can be a great way to stay in touch with customers. Facebook allows us to post pictures of upcoming sale animals, send reminders of sale dates, post links to sale catalogs and communicate with producers making delivery to Circle A Feeders. By "liking" Circle A on Facebook you will have direct and prompt communication of all of Circle A's happenings.

First you must have a Facebook page yourself. Next, go to our webpage at [www.circlea.com](http://www.circlea.com), click on our Facebook link or find us directly on Facebook by searching for "Circle A Angus". Once you're on our page, click on the "like" button and you will then receive any updates we post to our page.

The more "likes" we get, the more information we'll share with our Facebook friends.

"The U.S. beef industry has operated for years on the premise that cattle are commodities and sold at an average price. Since the late 1990s, cattle have increasingly been valued on an individual-carcass basis rather than on an average live-price basis. As a result, higher quality grades have been rewarded."

"The Quality Beef by the Numbers program could help Missouri producers better recover from the Midwestern drought by replenishing depleted herds with stock having better quality genetics" said, Scott Brown, Research Assistant Professor in Agricultural & Applied Economic at MU.

Circle A looks forward to helping producers meet their goals of producing high-quality beef though using a balanced genetic selection approach based on overall profitability for commercial producers. By selecting your genetics from a supplier who runs over 5000 commercial cows themselves you can rest assured we're doing everything we can to produce high-quality genetics that turn a profit in a real-world commercial environment.

### Circle A Feeders 10 Head Minimum

It's the combination of Circle A genetics and your good management that enable us to continue to pay top of the market plus additional premiums. With those two aspects controlled as much as possible, calf health remains our biggest variable of profit and loss. Comingling calves from different origins is always a risk, and that is why following our health protocols to a tee is so vital to our program. Still, seemingly healthy calves that were properly vaccinated can become ill when comingled. It's not unlike a healthy person going to a busy airport and being exposed to many different "foreign" contagions.

We're happy to work with small producers as the Circle A Feeders program provides them an opportunity to realize top of the market that they generally receive nowhere else. However, extremely small delivery groups lead to excessive comingling and increased health risk. That is why effective immediately, **we will no longer accept delivery groups of less than 10 head.** The only exception will be very small producers who will be bringing us less than 10 head for their entire calving season (6 month period). Producers who have less than 10 head left over from previous deliveries have several options. The first is to feed the entire group longer (as long as the oldest calf will be to us by 11 months of age) and get the entire group up to weight, the second, is to tighten your calving window, and the third is to pull the late-born or light-weight calves and market them elsewhere.

"Only the Best" has been our motto from the beginning and a certain percentage of Circle A's calves don't make the cut to go to Circle A Feeders; we don't expect 100% of our customers' calves to make the cut either. By working together to continually improve our genetics and management we can simultaneously improve profits for the both of us. If you have questions or comments about this requirement direct them to Nick Hammett at 573-280-5308.



## Inputs too high? We can help.



### 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.

To avoid sale delays, there will be no conference call during Circle A sales. Contact Nick or another sale representative prior to the sale to place your bids.

### Spring Bull & Heifer Sale Report

Circle A was proud to host their 18<sup>th</sup> Annual Spring Bull & Heifer sale offering 701 head sold on March 17<sup>th</sup>. It was a packed house with potential buyers excited about the cattle market, early grass and the opportunity to become part of the Circle A Feeders buy-back program by bidding on the 236 bulls, and 465 bred heifers.

236 bulls averaged \$4280 with the high selling bull going for \$8500. Lot 112, Circle A Incentive 0363 was an extremely well made bull with great EPDs and sold to Leo Kleffner of Dixon, MO. Lots 11, an equally impressive son of Circle A Incentive, brought \$8250 and sold to Gary Johnson of Fairfax, MO. Eight other registered bulls sold for \$7000 or more. Joe Sunderland of Fayette, MO purchased the high selling Circle A Premium bull, lot 65 at \$7000. Tony Hatfield of Unionville, MO was the high-volume bull buyer taking home 11 bulls. 22 bulls sold for \$6,000 or more, with 23 bulls selling for \$3,000 or less.

453 commercial, bred heifers, sold in lots of five ultrasounded to calve within ten days of one another and fetal sexed, averaged \$2318 per head. Brian Walker of Cameron, MO took home 95 head and Keith Griffin took 88 head to Bainbridge, GA. Three other buyers took home 30 head or more. 12 registered, bred heifers sold in lots of three averaged \$2650 with Jeff Gower taking the top selling 6 head.

Customers are looking forward to three to four more years of record prices. Circle A feels 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 20<sup>th</sup> offering 150 bulls, 400 spring-calving, bred heifers and 10 club-calf prospects.

### 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.